

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

OCEAN MARINA PATTAYA BOAT SHOW 2016

26th - 29th November 2016

Expecting to attract over 6,000 visitors in 2016, Pattaya's only Marina-Front Luxury Lifestyle Boat Show celebrates its fifth edition in November.

Taking place at Ocean Marina Yacht Club, one of South East Asia's premier marina complexes, the show boasts 14,556 square metres for exhibition space attracting over 85 exhibitors representing many of the world's leading boating and luxury goods brands – making the 2016 show a must attend event for the marine industry.

Ocean Marina Pattaya Boat Show 2016 demonstrates Pattaya's image as one of Asia's leading seaside resort hubs with outstanding facilities and the capability to host large scale international events.

The show will stimulate tourism, as well as marine industry and related businesses such as boat building, boat sales, boat charter, boat parts & accessories, boat services, water sports and marina based property sales.



SPONSORSHIP...

Ocean Marina Pattaya Boat Show 2016 has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with the marine world.

The growing popularity of sailing makes it the ideal platform for companies in Asia to increase their brand awareness.

Few events offer a more attractive image - companies who associate themselves with Ocean Marina Pattaya Boat Show 2016 align themselves with a show that epitomizes prestige and excellence.

PACKAGES INCLUDE:

- Title Sponsor Ocean Marina
- Presenting Sponsor
- Co-Sponsors, Official Suppliers & Media Partners
- Networking Party Sponsors
- Local Partners & Marine Industry Supporters
- Exhibition Only Packages

Integrate the Ocean Marina Pattaya Boat Show in your marketing platform for 2016...

Thailand's Biggest Outdoor Lifestyle Boat Show

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

A PLATFORM TO SUPPORT THAILAND'S GROWING YACHTING INDUSTRY

Organised by Ocean Property, Ocean Marina Pattaya Boat Show has more than quadrupled in size since its inception in 2012. And with good reason; Thailand has become one of Asia's hottest cruising grounds with boat builders, dealers and brokers from around the world eager to get a piece of a rapidly expanding industry.

In late 2015, the Thai government announced plans to allow foreign-flagged superyachts to charter in Thai waters and with support from the government, the Thailand Convention and Exhibition Bureau and the Tourism Authority of Thailand, Ocean Marina Pattaya Boat Show is a platform to support Thailand's growing yachting industry.

Visitors engage with high profile global brands with displays ranging from gadgets and technical boat equipment to luxury and lifestyle consumer products, hospitality and real estate.

During the four-day event, visitors attend various social and sporting activities including cocktail and networking parties, seminars, free cruises and water sport events. Ocean Marina Pattaya Boat Show 2015 also saw the official launch of Ocean Emerald, one of just four identical luxury superyachts designed by Sir Norman Foster, who is best known for his designs of Wembley Stadium and Millennium Bridge in London. Other high profile yachting brands attending the event in 2015 included Azimut, Cranchi, Princess Yachts and Simpson Marine.



2015 FAST FACTS



18,522 SQUARE METRES





NATIONALITY

68% THAI; 10% AUSTRALIAN; 5% EUROPEAN; 17% OTHERS

MEDIA

101 IN ATTENDANCE -36% MAGAZINES; 30% TV 21% NEWSPAPERS; 9% ONLINE; 4% PR

474 EXHIBITORS

LUXURY ACCESSORIES; BOAT INSURANCE & BUILDERS; JETSKI; MARINE PRODUCT; MARINAS; YACHT BROKERS & DEALERS; AUTOMOBILE; LIFESTYLE MAGAZINES; FOOD & BEVERAGES.



VISITORS - 5,320

62% BUSINESS OWNERS; 20% EXECUTIVES; 12% TOURISTS; 6% RETIRED; 5% UNDER 20; 55% 21 – 35; 35% 36 - 55



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

THE SHOW AT A GLANCE HIGHLIGHTS & ACTIVITIES

Thailand Boat Market Trend Forum Business Networking Party Boat & Yacht Thai Conference Food & Drinks Festival Yacht Trial (daily) On-Water Shows International Boat Fishing Competition

EXHIBITORS

Thai & International Boat Builders
Thai & International Boat Brokers
Thai & International Boat Service Companies
Charter Operators
Marine Construction Products & Services
Fishing & Diving Equipment Companies
Luxury Property Developers
Luxury Goods Companies

ZONES

Covered Booth & Open Air Display In-Water Display Beer Garden

VIP GUEST LIST

Government Officials Business Leaders Regional Marine Trade Celebrities

PROGRAM

Thursday 24th November 2016

11:00 - 19:00	Exhibition Show Time
11:00 - 21:00	Food & Drinks Festival
15:00 - 16:00	Opening Ceremony

Friday 25th November 2016

09.00 - 17.00	Boat & Yacht Thailand 2016 Conference
11:00 - 19:00	Exhibition Show Time
11:00 - 21:00	Food & Drinks Festival

Saturday 26th November 2016

09.00 - 17.00	TFTMA International Boat Fishing
	Competition Day 1
11.00 - 19.00	Exhibition Show Time
11:00 - 21:00	Food & Drinks Festival

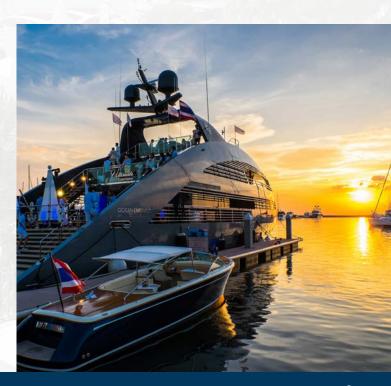
Sunday 27th November 2016

Juliuay 27 til 140	Verified 2010
09.00 - 17.00	TFTMA International Boat Fishing
	Competition Day 2
11.00 - 18.00	Exhibition Show Time / Food &
	Drinks Festival
17.00 - 18.00	Prize-Giving Ceremony

Other Highlights / Activities

- Yacht Cruises (daily)
- Trial Kayak, Paddle Boat
- F&B Garden Zone
- Games Stations
- Jet Pack Flying Board Demonstration

^{**}Above program, subject to change without prior notice



Thailand's Biggest Outdoor Lifestyle Boat Show

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

ABOUT OCEAN MARINA

Situated on Riviera Jomtien beach - Pattaya, Ocean Marina Yacht Club is renowned as Thailand's first world- class marina & yacht club and ranked as the biggest marina in South East Asia.

It has been the official venue of many international sporting events such as Cata World Cup, 24th SEA Games, Top of the Gulf Regatta, the later for ten consecutive years, as well as big-scale music concerts.

The marina-front complex consists of 3 main parts:

- The marina including in-water slips & wave breaker, on-land storage, with fully-equipped facilities & services
- Ocean Marina Hotel & Yacht Club
- Luxury Condominiums San Marino and Ocean Portofino

Ocean Marina Yacht Club is just a short drive from Bangkok, less than two-hours from Suvarnabhumi international airport, and only 15 minutes from U-Tapao airport.

Surrounded by mountains, beach, and splendid seascape of the eastern coasts, and close to many tourist attractions, golf courses, shopping and entertainment areas as well as rarely-seen islands,

Ocean Marina offers a unique nautical resort, a charming hideaway for leisure.

Facilities & Services

- 380 world class marina berths up to 80m
- Fuel Benzene, Diesel and oil
- Marina Travelift to 25 tons
- Forklift to 10 tons
- Tractor & Launching Ramp
- 51 hotel rooms
- Long & short term condominium rentals.
- Restaurants & Bars
- Laundry Facilities
- Library
- Meeting & Conference Rooms
- Yacht Charter
- Tennis Courts
- Squash Courts
- Billiard room
- Table Tennis
- 2 x swimming pools
- Gymnasium
- Chandleries, Brokers, Sailing School, Yacht Management, Major Engine Manufacturers, Boat Builders.



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

LOCATION - JOMTIEN

Pattaya is a former fishing village that has grown into an action-packed beach destination.

The curving coastline offers plenty to do with water sports, island tours, offbeat museums, fishing, golf and a famously vibrant nightlife, especially around South Pattaya.

If you want to relax away from the crowd, Jomtien offers a more relaxed option.

For many Jomtien is the area of choice – just 15 minutes from Pattaya City, guests can party in moderation or opt out completely and use Pattaya as a relaxation destination.

Visitors can make use of the beach, indulging in some lounging and long walks, savour the seafood meals under the night sky or take to the water for some pulsating fun.

Upscale family resorts are abundant - the place to head for family orientated or couples' travel, away from the hype and neon lit beer-bars while still being close enough to access them with ease.

TOURIST DATA

Pattaya City attracts over six million tourists yearly – approximately one third Thai and two thirds foreigners; 15% are 15 - 24 years old; 32% 25 - 34 years old; 30% 35 - 44 years old; and 11% 45 - 54 years old.

- Within a 50 miles radius (60 km) (2 provinces) covering: Chonburi; and Rayong there are 864,000 people
- Within a 100-mile radius (120 km) covering: Bangkok; Nonthaburi; Pathum Thani; Samut Prakan; Chantaburi; Trat; Chachoengsao; Prachinburi; Sa Kaeo; Nakhon Pathom; Ayutthaya, Samutsakhon; Angthong; Nakhon Nayok; and Samut Songkram there are 14 million people
- Within a 150 mile (180 km) radius covering: Nakhon Ratchasima; Suphanburi; Ratchaburi; Singburi; and Saraburi - there are 1.7 million people and a population catchment of over 26 million people





COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

EXHIBITORS

Ocean Marina Pattaya Boat Show 2016 will attract over 100 national and international exhibitors in the following categories:

LUXURY ACCESSORIES
JETSKI
MARINE PRODUCT
YACHT BROKER
YACHT DEALER
LIFESTYLE MAGAZINE
BOAT INSURANCE
BOAT BUILDERS
MARINAS
PROPERTY
AUTOMOBILE
FOOD & BEVERAGES

2015 EXHIBITORS INCLUDED:

AEU INTERTRADE CO.,LTD.
A.G. CARS AND MARINE CO., LTD.
ALBATROSS MARINE DESIGN
ANUBIS CONSULT CO.,LTD.
AUSTHAI MARINE
BAKRI CONO
BLUE SEAS MARINE ASIA
BOAT LAGOON YACHTING
BREWBERRY

CHOKNAMCHAI MACHININE **COLEMAN BRANDS PTY LTD** CROSS TO YACHT CHARTER **CS WINE DISTRIBUTOR DISABLED SAILING THAILAND** DJP LAND & HOUSE CO.,LTD. **EURO DESIGN FURNITURE HATHOR** HULL CO.,LTD. ISLAND SPIRIT CATAMARANS **JURLIQUE** LEOPARD CATAMARANS LUX INC MEDIA PTE **MDW MARINE** MGC & MARINE (ASIA) MÖVENPICK SIAM HOTEL PATTAYA MULTIHULL SOLUTIONS ASIA NAPHAT MARINE NICHE CAR **OCEAN EMERALD** OCEAN MARINA YACHT CLUB & TOG **OCEAN PROPERTY** OCEAN RESIDENTIAL ONE GROUP DEVELOPMENT PAN PACIFIC LTD. PREMIER RETAIL GROUP CO.,LTD. **OBE INSURANCE** RAYAVADEE AND TAMARIND VILLAGE **ROYAL PHUKET MARINA**

BRIGHTON COLLEGE

SEABOBBASE
SERENITY SHIPYARD
SIKA
SIMPSON MARINE (THAILAND)
STEK INTERNATIONAL
S-PURE BRAND
THAILAND PRIVILEGE CARD
THAISRI INSURANCE PUBLIC COMPANY LIMITED
TOW A TOY
VOR SUPAPORN MACHINERY CO.LTD.
WHALE MARINA CONDO
WILLIAM GRANT & SONS (SINGAPORE)

2015 BERTHS INCLUDED:

BOAT LAGOON YACHTING CO., LTD.
A.G. CARS AND MARINE CO., LTD.
BAKRI CONO
BOAT LAGOON YACHTING CO., LTD.
CHONAMCHAI MACHININE CO., LTD.
EXCELSIOR YACHTS
HULL CO.,LTD.
ISLAND SPIRIT CATAMARANS CO., LTD.
LEOPARD CATAMARANS
MGC & MARINE (ASIA) CO., LTD.
OCEAN EMERALD
PAN PACIFIC LTD.
SERENITY SHIPYARD
SIAMESE TWIN
SIMPSON MARINE (THAILAND) LTD.



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

VISITORS

Ocean Marina Pattaya Boat Show 2016 is expected to attract over 6,000 visitors including:

- HNWIs (Highly Net Worthy Individuals)
- Domestic: Thais & Expats
- Overseas: AEC countries; Australia; and Hong Kong
- Business Owners & Executives
- Mainly live in Bangkok & Outskirts / Chonburi / Rayong / Phuket
- Boat Owners, Yacht Club Members, Luxury Residential Owners
- Water Sports Enthusiasts
- Luxury-brand Lovers
- Property Investors, End-users
- High-spending Tourists
- Parents and Students from Leading International Schools in Bangkok

2015 VISITORS

In 2015, there were 5,320 visitors:

62% Business Owners

20% Executives

12% Tourists

68% Thai

10% Australian

5% European





COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

PREVIOUS SPONSORS

2015 SPONSORS AND PARTNERS WERE:

ORGANISER



VENUE



SUPPORTING AUTHORITIES







CO-SPONSOR



CO-PARTNERS





MARKETING SUPPORT

THE SPONSORSHIP EXPERTS www.paulpoole.co.th

PR SUPPORT about.PR

MEDIA PARTNERS

@Mangu

A Boat Magazine

Asia Pacific Boating

Bangkok Post

Esquire

Helm

Hot Magazine

Luxury Society Asia.com

Palace

Pattaya Today

Playboy Thailand

Post Today

Property Report

Robb Report

RL

SEA Yachting

Town & Country

TOWIT & Country

Travel Channel Thailand

Yacht Style



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES

We have developed sponsorship packages to suit differing levels of needs...

TIER 1: TITLE & PRESENTING SPONSORS

One title and one presenting sponsor with naming rights to the event

TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to six co-sponsors from non-competing categories

Up to 10 official suppliers providing goods and services that are essential to the event

Up to 10 media partners

TIER 3: LOCAL PARTNERS & MARINE INDUSTRY SUPPORTERS

Packages for Pattaya and marine Industry businesses

TIER 3: NETWORKING PARTY SPONSORS

Official Sponsors of the networking party

EXHIBITION ONLY PACKAGES

Packages to exhibit at Ocean Marina Pattaya Boat Show 2016



			PARTNER LEVEL	
		TIER 1 TITLE SPONSOR SOLD	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSORS OFFICIAL SUPPLIERS MEDIA PARTNERS
CATI	EGORY EXCLUSIVITY & TITLE RIGHTS			
	ts to title "Ocean Marina Pattaya Boat Show 2016 ented by [Presenting Sponsor Name]" for PR & advertising	Yes	Yes	
Supp	ts to title "[Sponsor Name] Official Co-sponsor/ Official olier / Media Partner Ocean Marina Pattaya Boat Show 2016 ented by [Presenting Sponsor Name] " for PR & advertising			Yes
BRA	NDING & INTELLECTUAL PROPERTY RIGHTS			
Press PIME Sings Sydn HK C Kore Mob Press Press PR M MED Bran New Magg TVC Radia Billba Roac Roac Colirec SMS Onlir E-Ma Web	ding in: spapers azines Channel 3 o FM 88.5 oard in BKK diside Banners in BKK oard in Pattaya diside Buntings in Pattaya diside Banners in Pattaya	Yes (in proportion)	Yes (in proportion)	Yes (in proportion)
MED	DIA & PR RIGHTS			
taya	ertisement & PR in media partners: Big Chilli Magazine; Pat- Today Newspaper; SEA Yachting Magazine; and Selected azine	Yes	Yes	Yes
	d name mention and logo in Ocean Marina Pattaya Boat v 2016 press information and advertisements	Yes	Yes	Yes

		PARTNER LEVEL	
	TIER 1 TITLE SPONSOR SOLD	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSORS OFFICIAL SUPPLIERS MEDIA PARTNERS
Inclusion in any TV/Radio advertisement produced	Yes	Yes	
Inclusion in any TV documentary produced	Yes	Yes	
Inclusion in Ocean Marina Pattaya Boat Show 2016 marketing/sales materials including any post event DVD	Yes	Yes	
SHOW PROMOTIONAL CAMPAIGN			
Inclusion in Show promotional campaign 20,000 printed invitation cards / leaflets or flyers distributed in and around Pattaya 20,000 database lists e-Invitation Card 20,000 database lists SMS x 3 times Boat Show Facebook Fan Page	Yes (in proportion)	Yes (in proportion)	Yes (in proportion)
Logo on literature pre and post events, website, stationery, poster, postcards	Yes	Yes	Yes
Programme advertisement	Yes	Yes	Yes
DIGITAL & SOCIAL PROGRAMME			
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Logo inclusion in any APP produced by the event	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Forwarding of promotional materials to show's database	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Trade Booth on site and promotional staff (size tbc)	Yes	Yes	Co-sponsors only
Sampling	Yes	Yes	Yes
Promotional booth in VIP lounge	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS			
VIP tickets to Networking Party	20 per party	20 per party	10 per party
VIP sponsor passes	50	50	10
MERCHANDISING PROGRAMME			
Logo on any Ocean Marina Pattaya Boat Show 2016 merchandise: baseball caps, polo shirts, coldie holders, towels, shorts, windbreakers, grip bags and back packs	Yes	Yes	



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

LOCAL PARTNER & MARINE INDUSTRY SUPPORTER PACKAGES

We have a limited number of opportunities for our Local Pattaya based Partners and Marine Industry Supporters at the following levels, which offer branding and hospitality benefits...

LOCAL PARTNERSHIP

- Use the event's name / logo in your own publicity (e.g. "Official Local Partner of...")
- Logo / hotlink on event website Sponsors' page
- Logo + ¼ page advertisement in event programme
- Logo on event poster / billboards (local coverage)
- Logo in media partner coverage
- 5 x VIP passes
- 2 x VIP tickets to Networking Party
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

MARINE INDUSTRY SUPPORTERS

- Use the event's name / logo in your own publicity (e.g. "Official Marine Industry Supporter of...")
- Company name / Hotlink on event website Sponsors' page
- Logo in event programme sponsors' page
- Company name on event poster / billboards (local coverage)
- Company name in media partner advertising
- 2 x VIP Passes
- 1 x VIP tickets to Networking Party
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

EXHIBITOR OPTIONS

Ocean Marina Pattaya Boat Show 2016 offers participants an opportunity to gain access to South East Asia's rapidly-growing high net worth population.

Early booking is recommended to secure your preferred spot.

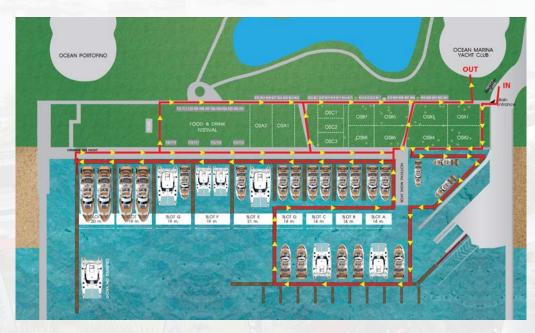




COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

EXHIBITOR OPTIONS

Participating in the Ocean Marina Pattaya Boat Show 2016 is the best opportunity to gain access to the fast growing yachting and cruising industry in South East Asia and beyond. Booking is now open for exhibitors; please refer to the 2016 Plans below.



EXHIBITION FEES

ON LAND BOOTHS

ВООТН ТҮРЕ	PRICE (BAHT)
F&B Booth	15,000
Standard Booth	60,000
Open Space C	120,000
Open Space B	150,000
Open Space A	250,000
The Pavilion	400,000

IN WATER BERTHING

BOAT SIZE (LOA)	BOAT TYPE MONO - HULL (BAHT)	BOAT TYPE MULTI - HULL (BAHT)
Below 15m	30,000	60,000
15m - 20m	50,000	100,000
Over 20m	70,000	140,000

DIMENSION

TYPE	DIMENSION	BOOTH NO.
F&B Booth	3x3 m	F01-F20
Standard Booth	3x3 m	B01-B30
Open Space C	7.5x14 m	OSC1-OSC3
Open Space B	11x14 m	OSB1-OSB8
Open Space A	12x22 m	OSA1-OSA2
The Pavilion	5x20	The Pavilion
In-Water Berthing	Display all boat types	on call
Open Space C Open Space B Open Space A The Pavilion	7.5x14 m 11x14 m 12x22 m 5x20	OSC1-OSC3 OSB1-OSB8 OSA1-OSA2 The Pavilion



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

BENEFITS

Association with Ocean Marina Pattaya Boat Show 2016 offers sponsors numerous benefits including:

- Entertaining target audiences; internal and external
- Integrating with other marketing activity huge PR opportunity
- Networking with business leaders
- Raising brand awareness of products and services

Companies associating with Ocean Marina Pattaya Boat Show 2016 are subsequently linked with important first tier values: Exclusivity; Luxury; Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

OCEAN MARINA PATTAYA BOAT SHOW 2016 MARKETING CAMPAIGN

Marketing Plan							2016						2017			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	J.			
Public Relations																
Press Conference Trip 1 x time in Pattaya									Х				Т			
2. PR Campaign (Pre-On-Post)									х	X	X	Х				
Advertisement																
Newspapers													Т			
1. Pattaya Today						Х	X	Х	х	X	X		1			
3. Bangkok Post	1								х	Х	X		1			
4. Post Today										X	X		1			
Magazines													1			
1. HELM Super Yacht	1								х				1			
2. Palace									х	X	X	9 H	1			
3. Play Boy							X		х			h	1			
Property Report - South East Asia										Х		Ye T	1			
5. RL								X	Х	X		=	1			
6. Robb Report Thailand / Singapore / Malaysia / Vietnam										X		2	1			
7. Town & Country								X	Х	X		3	1			
8. YachtStyle									Х	X	X	N	1			
TVs												27	1			
1. Travel Channel: 1. True Vision 364 2. Travel Planet HD 3. True Vision 345											Х	Z	1			
Billboard / Roadside Buntings												Nove	1			
Roadside Buntings in Pattaya								Х		X	Х		1			
Online												<u> </u>	1			
Asia Pacific Boating HK								Х	х	X			1			
2. Luxury Society Asia									X	X	X		1			
Online Adwords (Google/ Facebook Adwords)						X	X	X	х	X	Х		1			
4. Email Blast to 20,000 A&B Lists (OP Database)	X	X	X	X	X	X	X	X	х	X	X		1			
5. Website Development	X	X	X	X	Х	X	X	X	х	X	X	Х	1			
6. Social Media Update: Facebook Fan Page	X	X	Х	X	Х	X	X	X	Х	X	Х	Х	t			
Direct Marketing													1			
1. Leaflet / Brochures	Х	Х	Х	Х	Х	Х	Х	х	х	Х	Х		1			
2. SMS to 20,000 A&B Lists (OP Database)										X	X		1			
3. Poster Distribute to co-partners shops, attractions, restaurants, hotels in Pattaya	1								х	Х	X		1			
4. Direct Mail / Invitation Card	Ī									X	X		1			
5. Parabora Display @ Yacht Club Lobby									x	X	Х		1			
6. Boat Show Guide Booklets	t				t						X		T			

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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

BRANDING

Ocean Marina Pattaya Boat Show 2016 is hot news ... A huge opportunity to promote sponsor messages through news PR activity.

There will be coverage in Thai local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines.

Press releases and daily reports will also be issued through a variety of regional and international yachting web sites.

Sponsors, Supporters, Suppliers and Local Sponsors and Partners will have rights to associate with Ocean Marina Pattaya Boat Show 2016 for PR and advertising activity.

HOSPITALITY

Ocean Marina Pattaya Boat Show 2016 offers fantastic opportunities to entertain customers, clients and executives at one of the world's most beautiful marinas.

The show has two major ceremonies – the Show Opening & the Networking Party, as well as opportunities to entertain in the Show Bars and Restaurants. Yachts are always available for special exclusive entertainment.

EXPERIENTIAL MARKETING

Ocean Marina Pattaya Boat Show 2016 is expected to attract over 6,000 visitors including 100 exhibitors.

Visitors come from a broad cross-section, including marine trade buyers, hotel/resort management, and tourists with an interest in marine leisure, Thai nationals and expats exploring the possibility of owning or chartering a boat.

MERCHANDISING

We offer our Sponsors, Supporters, Suppliers and Local Sponsors and Partners the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions.

For example: Ocean Marina Pattaya Boat Show 2016 travel bags; pens; sunglasses; key rings; and watches.



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TESTIMONIALS

"Ocean Marina Pattaya Boat Show is a perfect platform to meet the direct clients and the organizer team is very helpful as we are the international company especially to set up and bring the products to showcase here. Will definitely come here again to present SEABOB."

Robin Leoson, CEO Seabob

"We are thrilled to come back here again at the show, this year's show attracted more of the right people; qualified clients and mixed with local and foreigners who doing the business here in Thailand. These are the good sign which indicates a great number in the yacht business." Komkrit Nongsawat, Head Marketing of Azimut Yacht Thailand

"We recently delivered the boat to the local buyer in Pattaya and there is a potential here and positive market. There is a good traffic through the day with a number of inquiries and leads. Hopefully, we will come back here with more boats to showcase at the show."

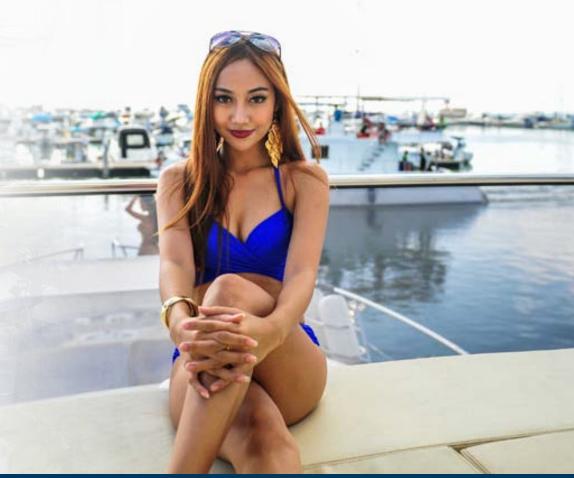
Kit Chotithamaporn, Yacht Sales Manager - Asia Leopard Catamarans

"Pattaya is a growing yacht market and a well established in many years, I think it will continue to grow. We are here the first time at Ocean Marina Pattaya Boat Show and very impressive, lovely setting and a huge marina, biggest one in South East Asia. I recommend anyone to come to the fantastic boat show, friendly atmosphere, manageable size and brilliant. See you again next year."

Andrew de Bruin, General Manager Multihull Solutions Asia

"We have been coming to Ocean Marina Pattaya Boat Show each year and very proud to be here. This is a very important market and we can see its link for those people whom working in Bangkok. We find the clientele from Bangkok in the weekend here at the show and very impress with the level of clientele that come to the boat show particular this year. We are very confident that we would generate some good sales from the show."

Alister Brunskill, Regional Sales Manager of Boat Lagoon Yachting





COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

CONTACT

OCEAN PROPERTY CO., LTD.

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Scott Finsten - Harbour Master

(English Speaking)

Email: scott.finsten@oceanmarinayachtclub.com

Tel. +66 8 5248 3216

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Paul Poole - Managing Director

(English Speaking) Email: paul@paulpoole.co.th Tel +66 8 6563 3196

Udomporn Phanjindawan - Personal Assistant

(Thai/English Speaking) Email: udomporn@paulpoole.co.th Tel. +66 8 6382 9949

