



## THE PHUKET INTERNATIONAL BOAT SHOW (PIMEX)

5th - 8th January 2017

Thailand's premier boating and lifestyle event, the Phuket International Boat Show (PIMEX), celebrates its 14th anniversary in January 2017 taking place at Thailand's only multi award-winning marina, Royal Phuket Marina, with participants from Australia, Europe, USA, East Asia and China, and of course South East Asia.

As many as 120 exhibiting companies representing over 250 brands worldwide will make the 2017 show the biggest ever!

The show will have up to 60 yachts in the water from 10m to 35m, power and sail, and smaller trailer yachts for the entry level visitors.

In 2017 there will be a number of luxury Superyachts mooring off (outside) the Royal Phuket Marina, with VIP Shuttles whisking clients from the Royal Villa to visit these magnificent vessels every 15 minutes throughout the day.

### MARINE & LIFESTYLE SHOW

Since 2003 the show has grown into the most successful marine and lifestyle show in South East Asia, with more exhibitors, more boats on display, and more sales than any other. The show takes place at the multi award-winning Royal Phuket Marina with purpose built exhibition space overlooking the in water display in a magical setting offering fine dining and spectacular views of the yachts.

Alongside the marine exhibits will be a wide choice of luxury property, reasonably priced condominium projects and investment opportunities together with other iconic branded goods.

### ESTABLISHED

The Phuket International Boat Show (PIMEX) is an established and successful event in the marine and leisure calendar. In 2016 the show was well attended by luxury brands and individuals keen to buy. Over 5,500 individuals attended the 2016 show and USD\$25 million of product was sold with many more leads followed up after the show.

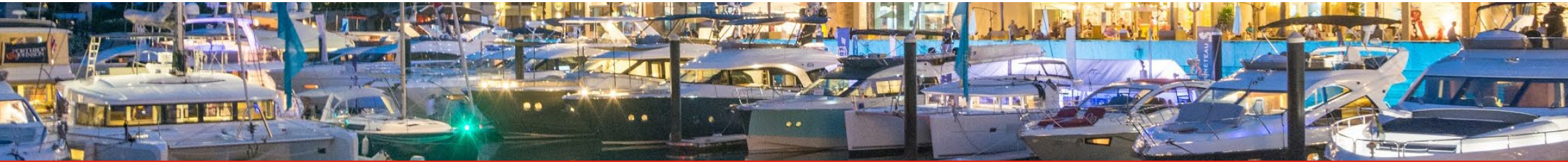
The Phuket International Boat Show (PIMEX) is a relaxed event where participants celebrate boating, leisure and luxury lifestyle in an ideal tropical destination. The show is more than boats on display but also an opportunity to see the latest luxury cars, properties and engage in some Phuket hospitality.

Organised by the Andaman Marine Consultants, the Phuket International Boat Show (PIMEX) has the support of the Thailand Convention and Exhibition Bureau, and the backing of the Ministry of Tourism and Sports along with both the Tourism Authority of Thailand and the Sports Authority of Thailand, which offer practical support by promoting the event through their many national and international offices. Senior figures in the Thai government are increasingly focused on the huge potential of the marine leisure industry in Thailand and particularly Phuket.

*Integrate the Phuket International Boat Show (PIMEX) in your marketing platform for 2017...*







## SPONSORSHIP

The Phuket International Boat Show (PIMEX) 2017 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 the Phuket International Boat Show (PIMEX) 2017 align themselves with a show that epitomizes prestige and excellence.

### PACKAGES INCLUDE:

- Title & Presenting Sponsors
- Co-Sponsors, Official Suppliers & Media Partners
- Networking & VIP Cocktail Party Sponsors
- Island Partners & Marine Industry Supporters
- Exhibition Only Packages

## 2016 FACTS & FIGURES

**TOTAL VISITORS - 5,504**  
**TRADE VISITORS - 2,174**  
**TOTAL INTERNATIONAL VISITORS - 2,384**



*"attracting the main players from the marine industry, the property industry and Thailand's rich and famous"*



**OVER 60 INTERNATIONAL BOAT BRANDS REPRESENTED THE LINE UP, INCLUDING SPEEDBOATS, SKI BOATS AND FOUR SUPERYACHTS PRICED AT OVER THB360 MILLION EACH**

**INCREASED SHOWING OF SUPERYACHTS WITH THE BIGGEST, THE MAJESTY 105, ATTRACTING A LOT OF ATTENTION**

**60 BOATS ON DISPLAY – WITH MANY ON-WATER DISPLAYS IN A 'WORKING' MARINE ENVIRONMENT – THE PHUKET INTERNATIONAL BOAT SHOW (PIMEX) SHOWCASES BOATS IN THE WATER - THE MAIN ATTRACTION OF ANY BOAT SHOW**



**134**

**NATIONAL AND INTERNATIONAL EXHIBITORS – MORE BROKERS THAN ANY OTHER BOATING DESTINATION IN THE REGION**



**11,600**

**SQUARE METRES OF EXHIBITION SPACE**



**10 MILLION THB**

**TOTAL MEDIA VALUE FOR THE PHUKET INTERNATIONAL BOAT SHOW (PIMEX) 2016 TOTALLED 10 MILLION THB: COVERING PRINT, ONLINE, TV AND RADIO**







## QUOTES

"I'm delighted to have had the chance to show the Majesty 105 at the Phuket International Boat Show this year. It is a stunning yacht and is part of the Majesty Yachts' Superyacht Collection. The number and quality of visitors to the show has been very good and there has been a lot of interest in the Majesty 105 and larger Superyachts, and also in the other boats from the Gulf Craft range we have displayed. Boats have been sold and we will be back displaying at PIMEX 2017 next year!"

**Mr. Tony Nixey, Managing Director, Go Boating Thailand, representatives of Gulf Craft in Thailand**

"Being a multi-brand dealer with offices throughout Asia means we can take care of both international and local clients, and Phuket is increasingly becoming the hottest yachting destination in Asia. Thailand is a key sales and charter market for us and we have seen a quality and diverse group of visitors at this year's edition of the Phuket International Boat Show."

**Sergio Loiacono, Country Manager, Simpson Marine Thailand**

"This is the Asian Premiere of the Fountaine Pajot Victoria 67. This boat arrived in Phuket recently and over the last four days at the show there has been a lot of interest and we are very confident in securing a sale of a Fountaine Pajot Victoria 67, available ex-France, within the next week."

**Andrew de Bruin, Managing Director, Multihull Solutions Asia**







## HISTORY

The inaugural Phuket International Boat Show (PIMEX) was held in December 2003 to coincide with the Phuket Kings Cup Regatta. The opening day of the show was the rest day for the sailors and the show benefitted from the 800 plus skippers and sailors taking the opportunity to visit between racing as well as all the local and other regional visitors.

The show took place in 1600m<sup>2</sup> of air-conditioned temporary pavilions erected waterside at Phuket Boat Lagoon Marina. This pattern continued through until 2006.

The show grew steadily from small beginnings, particularly in water, as the local marine industry developed apace and was also given a huge boost when industry lobbyists persuaded the Thai Government to reduce import duties on yachts to zero percent, to encourage this important tourism sector. With the completion of the new Royal Phuket Marina the opportunity arose to move the show to a purpose built permanent hall facility situated directly overlooking the marina.

By this time the show was cemented in the regional calendar as the biggest in water display with up to 40 yachts and approaching 100 exhibitors in total.

Between 2008 and 2016 the show continued to expand to over 50 yachts on display, visitor numbers and quality have continued to increase and the reported sales were the highest ever. From September 2008 to 2012 organisers Andaman Marine Consultants partnered with Informa Yacht Group to develop the marketing and logistics of the show.

The event continues to grow in numbers and quality of product and is without doubt the premium boat show in the region.

Andaman Marine Consultants continue to organise the event with their experienced in house team and local marketing, PR and IT consultants and advisors.

The show will focus on bringing exhibitors and quality visitors together in a relaxing environment at Royal Phuket Marina and provide an excellent business platform for all concerned.







## EXHIBITORS

The 2016 Phuket International Boat Show was hailed by exhibitors and visitors as being the "best PIMEX" yet", attracting over 120 participants from more than 20 countries...

### BOAT BROKERS / CHARTERS

Andaman Boats Sales & Service  
Asia-Marine Ltd.  
Boat Lagoon Yachting Co. Ltd.  
Cedric Rimaud  
Corsair Marine  
Derani Yachts Co. Ltd.  
Elite Yachting  
Epic Charters  
Go Boating (Thailand) Co. Ltd.  
Infinite Yachts  
Master Group Corporation  
Max-Marine Asia Co. Ltd.  
Multihull Solutions  
Northrop & Johnson  
Sail In Thailand  
SEA-YSS  
Simpson Marine Ltd.  
Solidair Co. Ltd.  
Yacht Asia BYachtPro (Thailand)

### BOAT MANUFACTURERS

Absolute Yachts  
Anker & Jensen  
Aquila Power Catamarans  
Aventura Catamarans

Axopar Oy  
Azimut Yachts  
Baglietto Yachts S.p.A.  
Bavaria Yachtbau GmbH  
Beneteau SA  
Bering Yachts  
Brodie Boats  
Catana Catamarans  
Dehler Yachts  
Fairline Boats Ltd.  
Fleming Yachts  
Fontaine Pajot  
Fjord Boats a/S  
Gulf Craft Inc.  
HanseYachts AG  
Island Spirit Multihulls  
Lagoon Motor Yachts  
Majesty Yachts  
Monte Carlo Yachts S.p.A.  
Moody Yachts  
Moomba Boats  
Nautitech Catamarans  
Numarine Denizcilik San ve Tic.A. .  
Princess Yachts  
SanLorenzo S.p.A.  
Seawind Catamarans  
Spirit Yachts Ltd.  
Sunseeker  
Varianta Yachts  
Viking Yacht Company  
Wider Yachts  
X-Yachts a/S

### FOOD & BEVERAGES

Bangkok Beer & Beverages  
Sailor Jerry  
Stella Artois  
Two Tales Craft  
Vittoria Coffee

### HEALTH FITNESS & EDUCATION

British International School  
Phuket Has Been Good  
To Us Foundation  
Phuket International Hospital  
Schooner IXDOS  
Thanypura Sports & Leisure Club

### LUXURY CARS

Aston Martin Bangkok  
BMW Millennium Auto  
Cavallino Motors Co. Ltd.  
Ferrari  
Master Group Corporation  
Mini Cooper Millennium Auto  
Rolls-Royce Motor Cars Bangkok

### MARINE SERVICE EQUIPMENT

AquaCon GmbH  
Boat Lift S.r.l.  
C & C Marine Company  
Cayago AG  
Candoo Sports Co. Ltd.  
Hansmen Resources Sdn. Bhd.  
Krabi Boat Lagoon

Master Yacht Financial Services  
Maxi Insurance Broker Co. Ltd.  
OrProducts  
Port Takola Yacht Marina & Boatyard  
Royal Phuket Marina  
SEABOB  
Sea-Doo  
Siam Mechanical Engineering  
Wild Wake Phuket  
Volvo Penta  
Yanmar  
YSE Marine Engineering Co. Ltd.

### MEDIA & MARKETING

Asia-Pacific Boating  
Blu Inc. Media (HK) Ltd.  
Class Act Media Co. Ltd.  
Ensign Media Co. Ltd.  
IMAGE asia Events Co. Ltd.  
Live 89.5  
Lux Inc Media Pte. Ltd.  
Paul Poole (South East Asia) Co. Ltd.  
Phuket News  
Property Report  
Window On Phuket

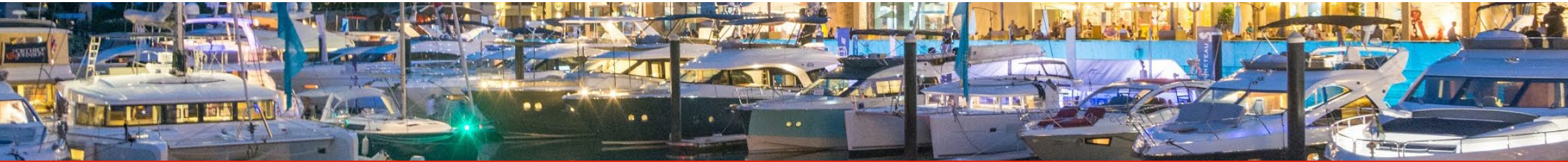
### OTHER LUXURY PRODUCTS & SERVICES

AEU Intertrade Co. Ltd.  
Cape Panwa Hotel Raceweek  
Helicom Co. Ltd.  
Indonesia Yacht Show

NusaOne  
PT Megawatt Asia  
PlastArt Co. Ltd.  
Riedel AG  
RPMIEC  
Softub Hot Tubs  
Thailand Elite

### PROPERTY

Anchan Villas  
Buritara Development Co. Ltd.  
Emerald Phuket Development  
Glam Habitat Phuket  
Krabi Boat Lagoon  
MIDA Group  
MontAzure Luxury Villas  
Ocean Marina Yacht Club  
Ocean Property Co. Ltd.  
Original Blue Island Villas Co. .Ltd.  
Point Yamu by COMO  
Royal Phuket Marina  
The Panorama Phuket



## VISITORS

### TYPE OF VISITORS

- Overseas Trade 44%
- Overseas Public 21%
- Local Trade 18%
- Local Public 17%

### MAIN INTEREST\*

- Networking 22%
- Boating in General 21%
- Buying a Boat 19%
- Marine Equipment 18%
- Other 15%
- Luxury Lifestyle Products 14%
- Chartering a Boat 12%
- \*Multiple Response

### JOB FUNCTION

- Other 46%
- Corporate Mgmt. 24%
- Sales / Marketing 12%
- Engineer 4%
- Communication 3%
- R&D 3%
- Scientific / Technical 2%
- Purchasing 2%
- Trader 2%
- Broker 1%
- Plant Management 1%

### PURCHASING INFLUENCE

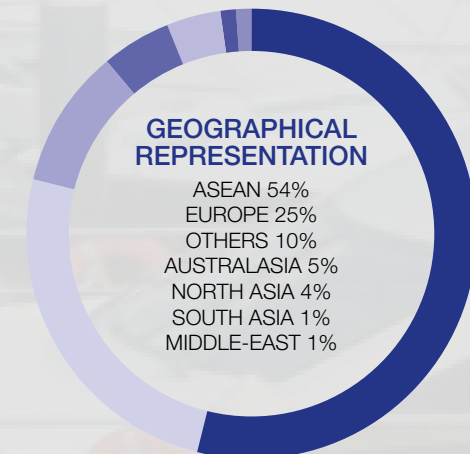
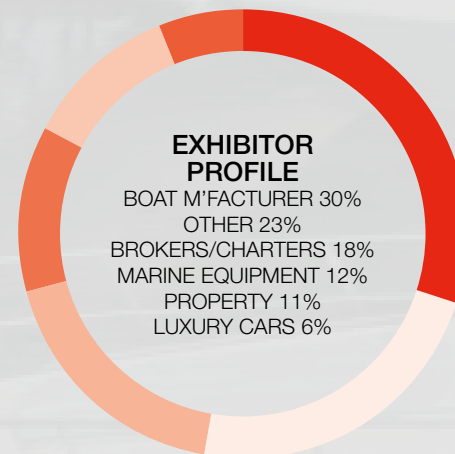
- Not Involved 61%
- Final Decision Maker 21%
- Research / Suggest 12%
- Evaluate 6%

### HOW DID YOU HEAR ABOUT THE SHOW?\*

- Other 20%
- Print Advertising 16%
- PIMEX Website 15%
- Email from Organiser 13%
- Recommendation 9%
- Social Media 9%
- From Exhibitor 8%
- General Web Search 5%
- Other Website 5%
- Mail From Organiser 3%
- Call From Organiser 1%
- \*Multiple Response

### PIMEX 2016 WELCOMED, AMONGST OTHERS, THESE KEY INDUSTRY PLAYERS:

- |                            |                            |                          |
|----------------------------|----------------------------|--------------------------|
| ■ Asia-Marine              | ■ Helicam                  | ■ Rolls-Royce Motor Cars |
| ■ Asia-Pacific Boating     | ■ Go Boating (Thailand)    | ■ Sailor Jerry           |
| ■ Aston Martin             | ■ Lux Inc Media            | ■ Sea-Doo                |
| ■ Azimut Yachts            | ■ Master Group Corporation | ■ SEABOB                 |
| ■ Bangkok Beer & Beverages | ■ Max-Marine Asia          | ■ Simpson Marine         |
| ■ Boat Lagoon Yachting     | ■ Multihull Solutions      | ■ Stella Artois          |
| ■ BMW / Mini Cooper        | ■ Northrop & Johnson       | ■ Sunseeker Yachts       |
| ■ Derani Yachts            | ■ OrProducts               | ■ Thailand Elite         |
| ■ Ferrari                  | ■ Princess Yachts          | ■ YSE Marine Engineering |







## FACILITIES & SERVICES

The Phuket International Boat Show (PIMEX) 2016 offers more than 11,000 square metres of prime marina-side exhibition space, comprising:

- An air conditioned exhibition hall
- First class shell scheme
- An exhibitors' lounge
- An attractive outside waterside display area - with provision of tents as required
- 296 boat capacity marina
- Easy access to quality hotels
- Shuttle services to hotels
- Parking on site for 450 cars/coaches

## THE PLACE TO LAUNCH

The Phuket International Boat Show (PIMEX) has become an ideal channel for businesses to launch new products and services into both the Thai and Asian marketplaces. Many boat brands and models, as well as other businesses, have chosen The Phuket International Boat Show (PIMEX) as the venue to launch because of the huge publicity and networking the event offers.

In 2016, the Show saw the launch of BMW's new 7 Series – the perfect setting for BMW to showcase one of their most iconic models and for exhibitors and visitors alike to entertain prospective clients.

## LOCATION

### ROYAL PHUKET MARINA INTERNATIONAL EXHIBITION AND CONFERENCE CENTRE

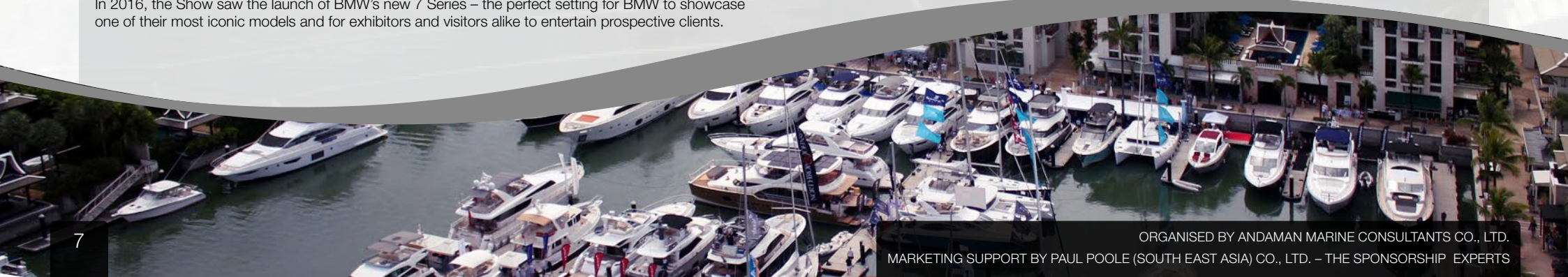
[www.rpmiec.com](http://www.rpmiec.com)

Royal Phuket Marina is the perfect location for exhibitions, trade shows and consumer events. Set against the stunning backdrop of Phuket's only 5 Gold Anchor award winning marina, RPMIEC is the island's largest exhibition hall, spanning 2,500sqm of internal space and over 1,000sqm of outdoor space.

Since opening its doors in 2005, RPMIEC has been selected by a host of international organisers as the venue for their global trade exhibitions, world congresses and a wide range of MICE events. The facility is located within Phuket's unique framework, a dynamic island with unrivalled hotel facilities, a rich cultural history, a gastronomic wonderland with outstanding leisure and entertainment facilities, all set in attractive and exotic surroundings.

Whilst renowned for large scale international trade fairs, RPMIEC also has an active interest in helping smaller, specialist shows develop by providing advice, support and essential services to organisers.

**rpmiec**







## 2016 SPONSORS

- Presented by:** Thailand Elite
- Organised by:** Andaman Marine Consultants
- Supported by:** Thailand Convention and Exhibition Bureau
- Host Sponsor:** Royal Phuket Marina
- Co-sponsors:** Amazing Thailand; Tourist Authority Of Thailand
- Official Suppliers:** BB&B; Central; Helicam; Sailor Jerry Spiced; Stella Artois
- Official Hotels:** Metropolitan by Como; Point Yamu by Como; Village Coconut Island
- Property Partner:** Smart
- Media Partners:** @Mangu Magazine; aBoat; Asia Pacific Boating; Bangkok Post/Post Today; Class Act Media/Live 89.5FM/Phuket News/Phuket News TV; Esquire; IMAGE asia; Luxury Society Asia; Palace/Yacht Style; Phuket Marine Guide/Property Report South East Asia; RL; Robb Report; SEA Yachting/The Greater Phuket Magazine; Town & Country
- Marketing Support:** Paul Poole (South East Asia) Co., Ltd. - The Sponsorship Experts
- PR:** Infinity PR







## 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: NETWORKING & VIP COCKTAIL PARTY SPONSORS**

Official Sponsors of Networking & VIP Cocktail Parties

### **TIER 3: ISLAND PARTNERS & MARINE INDUSTRY SUPPORTERS**

Packages for Phuket businesses and marine industry supporters

### **EXHIBITION ONLY PACKAGES**

Packages to exhibit at the Phuket International Boat Show (PIMEX)

## RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

### **RIGHT TO TITLE**

Official Sponsor / Co-Sponsor / Official Supplier / Official Media / Island Partner / Marine Industry Supporter

### **BRANDING**

Signage and logos: at the Events and around Phuket; Airport; Boats; Officials; Parties; Show Bars and Restaurants; Programme; Pre and Post Event Literature; Website; Show Preview

### **MEDIA**

Inclusion of logo in any TV Documentary; any Post Event DVD; Media Releases

### **EXPERIENTIAL MARKETING**

Presence Marketing: Leafleting; Information Booths

### **DATA CAPTURE**

Mail List Forwarding Service Access

### **HOSPITALITY & NETWORKING**

VIP Hospitality Packages

### **MERCHANDISING**

Logos on: Baseball Caps; T-shirts; Posters; Postcards; Stationery; Leaflets







## SPONSOR INVENTORIES

SPONSOR INVENTORIES	PARTNER LEVEL	
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 CO-SPONSORS OFFICIAL SUPPLIERS MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>		
Rights to title "The [Title Sponsor Name] Phuket International Boat Show (PIMEX) 2017 presented by [Presenting Sponsor Name]" for PR and advertising use	Yes	
Rights to title "[Sponsor Name] official co-sponsor/supplier/media partner [Title Sponsor Name] Phuket International Boat Show (PIMEX) 2017 presented by [Presenting Sponsor Name]" for PR and advertising use		Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>		
Logo on outside main exhibition hall	Yes	Yes
Logo in entrance area of main exhibition hall	Yes	Yes
Logo inside main exhibition hall	Yes	Yes
Logo on advertising hoardings in Royal Phuket Marina	6 boards	
Logo on advertising boards (4m by 3m) around the island	4 boards	Part of 8 co-sponsor boards
Media interview area backdrop branding	Yes	Yes
Banners in show bar & restaurant	Yes	
Banners in exhibitor's lounge	Yes	
Logo on literature pre and post events, website, stationery, poster, postcards	Yes	Yes
Logo on Phuket International Boat Show (PIMEX) 2017 officials clothing	All	
Naming rights to Phuket International Boat Show (PIMEX) 2017 Preview held in Bangkok	Yes	
<b>MEDIA &amp; PR RIGHTS</b>		
Brand name mention and logo in Phuket International Boat Show (PIMEX) 2017 press information and advertisements	Yes	Yes
Inclusion in any TV/Radio advertisement produced	Yes	

## SPONSOR INVENTORIES

SPONSOR INVENTORIES	PARTNER LEVEL	
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 CO-SPONSORS OFFICIAL SUPPLIERS MEDIA PARTNERS
Inclusion in any TV documentary produced	Yes	Yes
<b>SHOW PROMOTIONAL CAMPAIGN</b>		
Inclusion in Show promotional campaign	Yes	Yes
Inclusion in Phuket International Boat Show (PIMEX) 2017 marketing/sales materials including any post event DVD	Yes	Yes
Programme advertisement	Yes	Yes
<b>EXPERIENTIAL RIGHTS</b>		
Trade Booth on site and promotional staff (size tbc)	Yes	Yes
Sampling	Yes	Yes
Promotional booth in VIP lounge	Yes	
<b>DIGITAL &amp; SOCIAL PROGRAMME</b>		
Forwarding of promotional materials to show's database	Yes	Yes
Branding on event emails, website, and all site communications including e newsletters	Yes 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
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>		
VIP tickets for each of the opening and closing parties	20 per party	10 per party
VIP sponsor passes	50	10
<b>MERCHANDISING PROGRAMME</b>		
Logo on any Phuket International Boat Show (PIMEX) 2017 merchandise: baseball caps, polo shirts, coldie holders, towels, shorts, windbreakers, grip bags, back packs, etc.	Yes	





## NETWORKING & VIP COCKTAIL PARTY SPONSORS

We have a limited number of branding and hospitality opportunities for companies wishing to sponsor the Networking & VIP Cocktail Parties

### SPONSORSHIP INCLUDES:

- Naming Rights to the Networking & VIP Cocktail Party
- Company name/HOTlink on event website Sponsors' page
- Logo featured on sponsors' page of event programme
- Promotional literature at Networking & VIP Cocktail Party
- VIP tickets to Networking & VIP Cocktail Party x 5

## ISLAND PARTNER & MARINE INDUSTRY SUPPORTER PACKAGES

We have a limited number of opportunities for our local Phuket based Partners at the following levels, which offer branding and hospitality benefits...

### ISLAND PARTNERSHIP

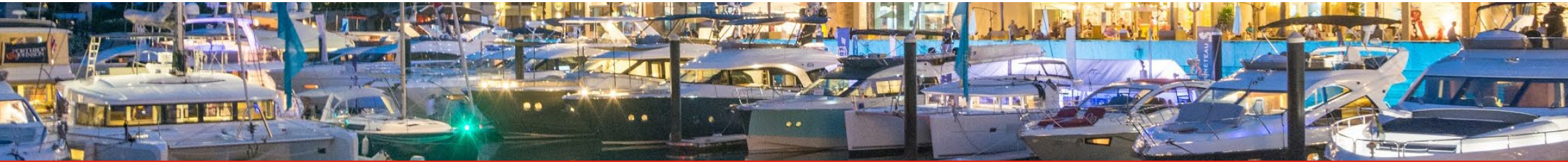
- Use the event's name/logo in your own publicity (e.g. "Official Island Partner of...")
- Logo/hotlink on event website Sponsors' page
- Logo on event poster/billboards (island-wide coverage)
- Logo in media partner coverage
- 5 x VIP passes to all parties
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

### MARINE INDUSTRY SUPPORTERS

- Use the event's name/logo in your own publicity (e.g. "Official Supporter of...")
- Company name/Hotlink on event website Sponsors' page
- Logo in event programme sponsors' page
- Company name on event poster/billboards (island-wide coverage)
- 2 x VIP Passes to all parties
- Promotional literature at event
- Logo on stage / interview area backdrop(s)







## EXHIBITOR OPTIONS

Participating in the Phuket International Boat Show (PIMEX) is the best opportunity to gain access to the fast growing yachting and cruising industry in South East Asia and beyond.

The show offers a perfect platform to access a unique group comprising high and ultra high net worth individuals from Thailand, Indonesia, Malaysia and Singapore, as well as China, Hong Kong and India.

Thailand, Singapore and Hong Kong in particular have a very large demographic of expatriate homeowners and residents.

Companies seeking local representation will find all of the main regional players exhibiting at the show.

Booking is now open for the regular exhibitors, please refer to the 2017 Hall and Water Plans below.

## EXHIBITION FEES:

### AIR-CONDITIONED PAVILION

Booth 3m x 3m	THB 90,000
Booth 4m x 3m	THB 120,000
Booth 6m x 3m	THB 180,000
Corner Booth 27m <sup>2</sup>	THB 250,000
Raw Space	THB 7,500 per m <sup>2</sup>

### WATER DISPLAY

Dock C - MONOHULL for up to 14m	THB 90,000
Dock C - MULTIHULL for up to 14m	Price on Application
Dock D - MONOHULL from 15m - 20m	THB 100,000
Dock E - MONOHULL from 21m - 25m	THB 120,000
Dock E - Boat from 26m or above	Price on Application
Linked Dock	Price on Application

(all rates are in Thai Baht and subject to 7% VAT)

Early booking is recommended to secure your preferred spot.



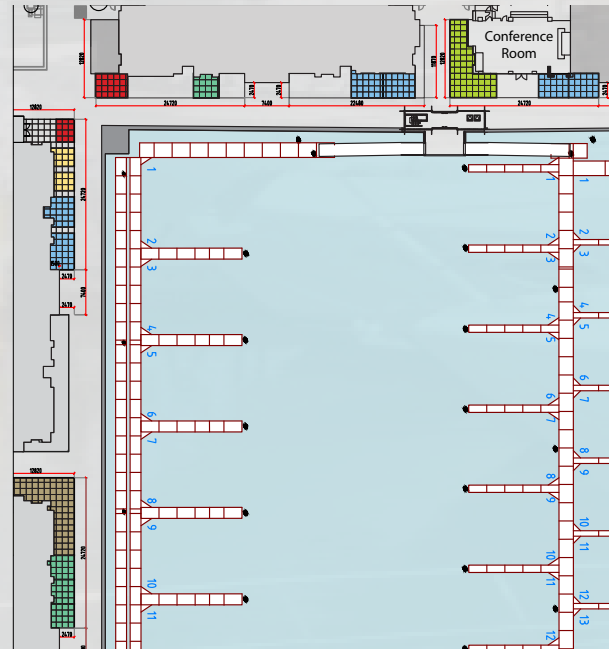




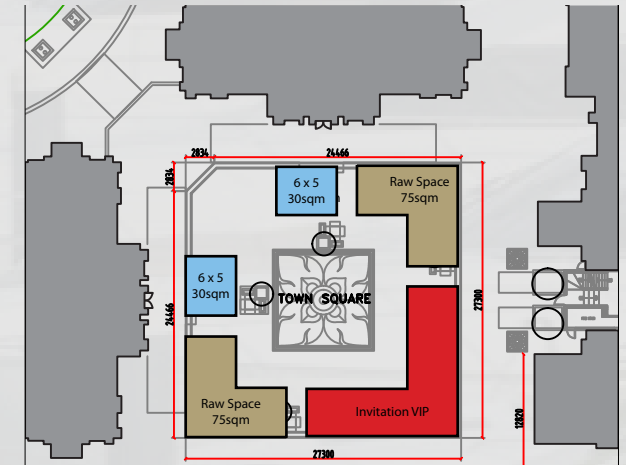
## EXHIBITION HALL



## BOARDWALK & IN-WATER



## TOWN SQUARE







## BENEFITS

Association with the Phuket International Boat Show (PIMEX) 2017, 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
- Access to high and ultra high net worth individuals

Companies associating with the Phuket International Boat Show (PIMEX) 2017 are subsequently linked with important first tier values: Exclusivity; Luxury; Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; Sport.

## BRANDING

The Phuket International Boat Show (PIMEX) 2017 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 Island Partners will have rights to associate with the Phuket International Boat Show (PIMEX) 2017 for PR and advertising activity.

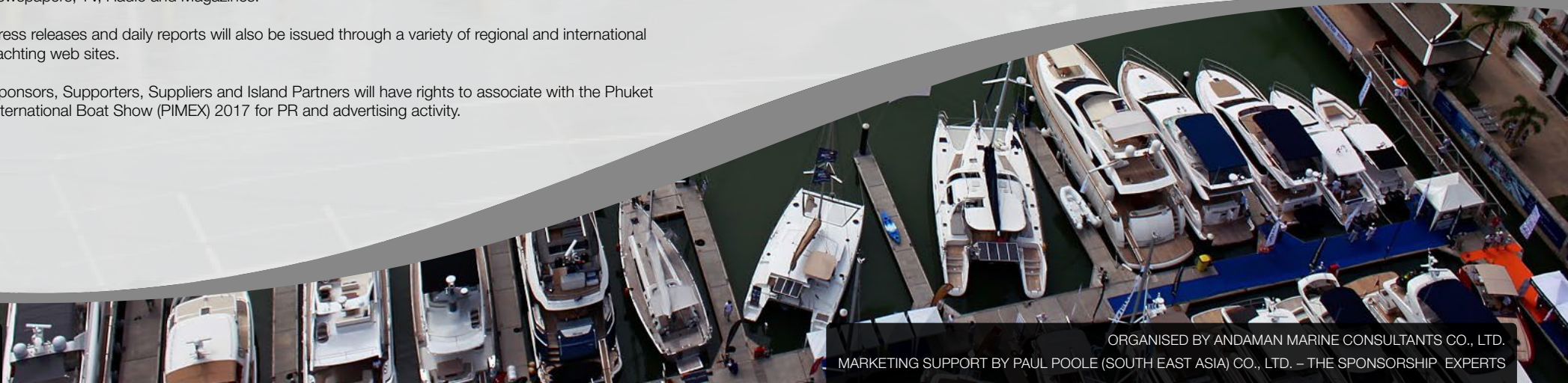
## MEDIA

The following was achieved by the 2016 Show:

- Total media value for the Phuket International Boat Show (PIMEX) 2016 totalled 10 Million THB
- Strong domestic media exposure was generated through print, online and TV media, in Thai and English languages, amongst key target media – sailing, lifestyle, travel, business and news
- Global media exposure was generated through a high-impact online distribution campaign reaching many key leading websites amongst the target media
- TV Media coverage was also distributed globally online through dedicated websites and the global YouTube.com platform

Previous shows have generated media coverage in local and national Thai TV, radio and press, Asian lifestyle and sports magazines, international yachting magazines and websites.

The show attracts year round media coverage in both Thai and English media including: pre show build up; during show; and post show analysis.







## HOSPITALITY

The Phuket International Boat Show (PIMEX) 2017 offers fantastic opportunities to entertain customers, clients and executives at one of the world's most beautiful marinas.

The show has one major ceremony - the Show Opening Party - as well as a number of networking and VIP Cocktail Parties, plus opportunities to entertain in the Show Bars and Restaurants. Yachts are always available for special exclusive entertainment.

## EXPERIENTIAL MARKETING

The Phuket International Boat Show (PIMEX) 2017 is expected to attract over 5,000 visitors including over 2,000 registered trade visitors.

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.

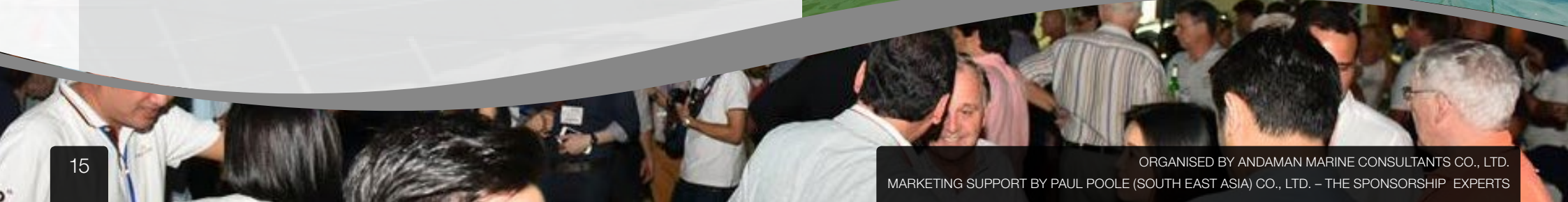
NB. Phuket has a small resident population, and accordingly attendance figures are not boosted by large numbers of general public.

## MERCHANDISING

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

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

For example: Phuket International Boat Show (PIMEX) 2017 travel bags; pens; sunglasses; key rings; and watches.







## ORGANISERS

### ANDAMAN MARINE CONSULTANTS CO., LTD

The Phuket International Boat Show (PIMEX) is organised and managed by Andaman Marine Consultants Co., Ltd.

Involved from the beginning of the event in 2003, Andaman Marine Consultants is the working base of managing director Andy Dowden and is registered as a limited company in Phuket, Thailand.

Andaman Marine Consultants manage several annual events and carry out marine surveys and project management in Thailand.

## CONTACT

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