



Incorporating Asia Pacific's only Superyacht Charter Show

THAILAND YACHT SHOW

15-18 DECEMBER 2016 / AO PO GRAND MARINA, PHUKET

Hot on the heels of the inaugural Thailand Yacht Show in February, the second edition returns to Ao Po Grand Marina, Phuket between 15-18 December 2016.

As well as its focus on superyachts and charter clients, the Thailand Yacht Show is a totally inclusive event that provides the entire marine leisure industry with a platform to help grow and develop business in Thailand and the wider region.

The showcase event is seen as a key driving tool for the continuing campaign to enable foreign superyachts to come and charter in Thailand, and is backed and promoted by the Government of the Kingdom of Thailand.

The Thailand Yacht Show 2016 will be bigger and better with more sea-trials and equipment demonstrations in the marina, together with various ancillary events running alongside, turning the Show into a major festival of yachting and boating that is not to be missed!

The new December slot puts the Show at the beginning of the international winter charter season and will attract the Mediterranean-based charter yachts considering a visit to Asia, as well as the all-important Ultra High Net Worth Individuals (UHNWIs) and High Net Worth Individuals (HNWIs) visitors from around the region who want to come and try out the lifestyle.

The Thailand Yacht Show combines the best aspects of yacht charter, boating industry and luxury lifestyle events. It is organised by 3L Events (Thailand) Co. Ltd., and Singapore Yacht Events Pte. Ltd., organiser of the annual Singapore Yacht Show. The event is supported by the Thai government and is a partnership with the Ministry of Tourism, the Tourism Authority of Thailand, and the Marine Department of the Ministry of Transport.

**Integrate the Thailand Yacht Show
in your marketing platform...**





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INAUGURAL SHOW FACTS & FIGURES

The inaugural show boasted an impressive line-up of 42 boats on display, ranging from 73m superyachts to 13m day cruisers, showcased by well-known local dealers and international brokerage houses including Lee Marine, Boat Lagoon Yachting, Simpson Marine, Burgess and Northrop & Johnson Asia.

70+ BRANDS

ON DISPLAY COVERING INTERNATIONAL LUXURY BOATING, YACHTING & LIFESTYLE SECTOR

686

SQ METRES

OF EXHIBITION SPACE INCLUDING TENTS ON WATER

42 YACHTS & BOATS

1,004

METRES OF YACHTS

4,700

REGISTERED PARTICIPANTS

A true consumer-facing boat show and charter show, the four-day event featured on-water demonstrations and trials of a number of exciting, adrenaline-fuelled water sports, allowing the many affluent visitors to enjoy a taste for the lifestyle that chartering or owning a yacht or a boat could bring to them and their families.

Ashore, the Thailand Yacht Show hosted a varied group of exhibitors within an air-conditioned pavilion. Over 40 companies - ranging from high-end residential resort developments and luxury car dealers to ship's chandlers and furniture makers - presented their products and services to meet the 4,700 visitors to the Show.

In the cool of the early evening, parties onboard *M/Y Ocean Emerald*, *M/Y Titania*, *M/Y Azul A* and the floating Lounge flowed out onto the dock, making for a wonderfully vibrant atmosphere all along the moorings.





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SPONSORSHIP

We have developed sponsorship packages to suit differing levels of budget and branding 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
Media Partners providing advertising and editorial support

TIER 3: LOCAL PARTNERS & MARINE INDUSTRY SUPPORTERS

Packages for Phuket and marine industry businesses

EXHIBITION ONLY PACKAGES

Packages to exhibit at the Thailand Yacht Show 2016

WHO SHOULD SPONSOR?

The Thailand Yacht Show 2016 is a great opportunity for brands in the following sectors:

- Yachts and boats, private aviation
- Exotic cars, motorbikes
- Luxury watches and jewelry
- Up-market collectables
- Private banks and financial services
- Luxury property and resorts
- Airlines, luxury travel, hotels, golf
- Fine wine, whisky and other spirits, cigars
- Fashion and cosmetics





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WHY GET INVOLVED?

The Thailand Yacht Show 2016 has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with this high-end luxury lifestyle event.

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- **new client acquisition**
- **worldwide publicity through a global marketing campaign**
- **access to a highly exclusive UHNWI/HNWI network**
- **promoting sponsors as industry leaders**
- **enhancing corporate image and brand exposure**
- **adding value to a brand's marketing campaign**
- **generating direct access to target markets**

The Thailand Yacht Show 2016 is a perfect opportunity to boost a company's profile among the influential decision-makers in both the yachting and superyacht industry.

A company's participation in the Thailand Yacht Show 2016 not only strengthens global awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader.

The Thailand Yacht Show 2016 brings together top yachting professionals and UHNWIs and HNWIs at an event designed to create maximum interaction and meeting opportunities. Leading luxury product companies and service providers have a unique opportunity to promote their brands, meet potential customers and entertain existing clients.

Aligning a brand with such an exceptional and exclusive global event, where it can present in a fun, dynamic and interactive environment, sends a clear message to all of its stakeholders.





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TESTIMONIALS

"I wish to congratulate the organisers of the Thailand Yacht Show for a very successful event. The Royal Thai Government was very pleased to have been involved with the hosting of this exhibition, which represented a first for the country. With such a high turnout of visitors and participants, the Royal Thai Government is looking forward to support and help develop Thailand's fast-growing leisure marine industry."

H.E. General Tanasak Patimapragorn, Deputy Prime Minister of the Kingdom of Thailand

"I strongly believe that bringing a world-class yacht show to Thailand will attract high-spending visitors to our country, and will lead them to discover the unique panopoly of experiences we have to offer."

Whether cruising our emerald waters, discovering our beach-studded islands, or exploring our rich cultural and countryside heritage, this is where our guests can enjoy the best things in life at a leisurely pace."

Mrs. Kobkarn Wattanavrangkul, The Minister of Tourism & Sports

"We are committed to encouraging yacht owners and charterers to discover the real Thailand through life onboard, and we ask your support for our objectives and your help in making the Show a huge success."

Mr. Arkhom Termpittayapaisith, The Minister of Transport

"Lee Marine was delighted to play such a big part in the inaugural Thailand Yacht Show. We found the organising committee extremely pleasant and professional to deal with and very much look forward to 2016. We will enjoy the full year ahead to ensure our yachts and events next year are well attended and to the international standards visitors have come to expect. See you next year."

Josh Lee, Lee Marine

"We are very encouraged by the response we have received so far, and we are delighted with the inaugural edition of the Thailand Yacht Show. Ao Po Grand Marina is the place to be, with its immediate access to Phang Nga Bay and the further cruising grounds in this area. And this is the Show that fits."

Vincent Tabuteau, Asia Marine

"We're pleased to have brought four yachts to the Thailand Yacht Show, we're here supporting the Show and we feel that there is a great opportunity for owners to bring their yachts over to this part of the world as an alternative to the winter Caribbean season. We are very excited about the prospect of business in Asia and the development of yachting in Asia and we recognise that it is a medium to long-term project of actually building the market here and ensuring that it is taken forward in a professional manner."

Richard Lambert, Burgess Asia

"We're impressed, there were a lot of larger yachts at the Show and it is an indication of things to come. We are looking forward to seeing the Show grow and to having even more yachts here in the future."

Rico Stapel, Boat Lagoon Yachting

"We were at the Thailand Yacht Show for the first edition, and it was great to be there, it's a fantastic event and we were pleased to be a part of it. The organisers are doing a great job to raise the awareness of chartering in South East Asia, and we're certainly hoping to attract more charter clients and more owners here."

Captain Graeme Hampson, M/Y Titania





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LOCATION - PHUKET

Phuket is strategically located for yachts coming from the Mediterranean to visit South East Asia and the Pacific beyond. It is considered the main infrastructural 'hub' for large yachts cruising the region, with over 100 superyacht berths available between the Ao Po Grand Marina and Phuket Yacht Haven.

Phuket is unquestionably the destination hub for large yachts in Asia. Nowhere else is there such a large capacity to berth them.

In recent years, Phuket has played host to world-leading yachts *M/Y A*, *M/Y Octopus*, *M/Y VaVa II*, *M/Y Cloud 9*, *S/Y Vertigo*, *S/Y Twizzle*, *M/Y Exuma*, *M/Y La Familia* and many more.

www.phuket.com





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FACILITIES & EVENTS

The Thailand Yacht Show 2016 has a major focus on superyachts over 30 metres, as well as a full complement of smaller yachts and boats – there is something for everyone and with any budget to enjoy the on-water lifestyle.

The superyacht section concentrates on the charter market with a business-to-business (B2B) focus, attracting charter brokers from around the world and introducing them to the region's enormous potential for cruising.

The Show also has a full programme of social and networking events, bringing together industry and clients to ignite new relationships in a convivial atmosphere.

ON-WATER SUPERYACHT SHOW

The focus of the Thailand Yacht Show 2016 is the in-water display at Ao Po Grand Marina - one of Asia's finest marinas.

Some of the exhibiting superyachts will be available for sea trials, enabling potential buyers to get a feel for the boat and the lifestyle.

DOCKSIDE MARINE VILLAGE

Yacht builders, brokers and designers will join key industry suppliers of engines, electronic equipment, interiors and specialised refit and repair services in the dockside village.

SUPERYACHTS

Even more so than private jets, superyachts represent the pinnacle of the luxury market, through which UHNWIs confirm their success and demonstrate their taste for the high life.

LUXURY BRANDS

A dedicated luxury brand section of the Thailand Yacht Show 2016, some of the most exclusive brands in: watches, jewelry, supercars and private jets will be on display in a huge air-conditioned exhibition pavilion in the marina grounds.

SOCIAL PROGRAMME

Over the four days, exhibitors and yachts entertain guests at private invitation-only parties, intimate dinners, or gatherings at their stands. The celebratory atmosphere and enthusiastic crowd attending the Show make for some truly enjoyable evenings, all set against the idyllic backdrop of Phuket's Ao Po Grand Marina.

Throughout the four days of the Show the docks are abuzz with a mixture of dock parties, events within the floating VIP Lounge, and exclusive parties onboard some of the biggest and most luxurious yachts at the event.

The diverse mixture and high level of networking opportunities at the Thailand Yacht Show ensures that both exhibitors and visitors make as many valuable business contacts as possible.





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SPONSORS - INAUGURAL SHOW

A WARM THANK YOU
to our partners and sponsors for the success of the Thailand Yacht Show 2016.





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PARTICIPANTS - INAUGURAL SHOW

VISITORS

BY GEOGRAPHIC BREAKDOWN

Thailand	60.1%
Rest of Asia	12.8%
Europe	10.6%
Pacific	2.8%
North America	1.5%
Rest of World	12.2%

EXHIBITORS

BY GEOGRAPHIC BREAKDOWN

Thailand	68.6%
Rest of Asia	6.8%
Europe	8.2%
Pacific	12.3%
North America	1.4%
Rest of World	2.7%

Thailand Yacht Show's first showing welcomed some of the world's leading names in yacht charter, boat sales, luxury lifestyle products and marine accessories. Designed to attract new potential buyers, experienced boaters and people in the business alike, a smorgasbord of entrepreneurs and major corporations supported the first edition of the event as exhibiting partners.

Over 70 brands were on display, from equipment suppliers and charter brokers to resorts and complementary luxury lifestyle brands. The 4,700-odd HNWI and UHNWI visitors, almost exactly the number predicted by the organisers, had plenty to keep them interested and entertained.

On the water and in the exhibitor's tent, a mixture of the world's leading international brokerage houses and well established local dealers used the event to showcase some of their most impressive and exciting yachts and boats available for sale and charter in the region. Asia Marine, Azimut Yachts, Boat Lagoon Yachting, Burgess, Lee Marine, Northrop & Johnson Asia and Simpson Marine all supported the Show by bringing a very respectable fleet of 42 vessels on display – nearly four times more than at the inaugural edition of the now world-renowned Singapore Yacht Show, just 5 years ago, back in 2011!

Other brands that exhibited at the Show included the Thai silk company Jim Thompson; the yacht chandlery company, East Marine; luxury residential resort, MontAzure; contemporary furniture distributor Quattro and global fuel supplier, Shell. A wide range of other complementary yachting brands also took part over the four-day event, from hosting evening parties to sponsoring the Thailand Yachting Forum.



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PARTICIPANTS - INAUGURAL SHOW

EXHIBITORS - INAUGURAL SHOW

- | | |
|--------------------------------------|--------------------------------------|
| Andaman Cruises | Lee Marine |
| Andara Resort and Villas | Leopard Catamarans |
| Aquila Power Catamarans | Le Petit Prince |
| Asia Marine | Lux Inc |
| Asia-Pacific Boating | Marine Max |
| Asia Smart Home Co., Ltd | Menam Stainless Wire Public Co., Ltd |
| Awlgrip & International Paint | Millennium Auto (BMW) |
| Boat Lagoon Yachting Co. Ltd | MGC Marine (Asia) Company Limited |
| Burgess | MontAzure |
| Cape Panwa Hotel / Phuket Raceweek | Mr Boatman |
| Choknamchai Group | Northrop & Johnson Asia |
| Diageo Moët Hennessy (Thailand) Ltd. | Phuket Marine Engineering |
| Dream Hotel & Club | Point Yamu by COMO |
| EA Mechanics Co., Ltd | Port Takola Yacht Marina |
| East Marine | Seadoo |
| Galileo Maritime Academy | Sealegs |
| Global Solutions Provider | Shell |
| Helicam | Simpson Marine (Thailand) Limited |
| Hype Luxury Boat Club | Sunsail Thailand |
| Italthai Marine Limited | Twin Palms |
| Jet Set | V. R. Handle |
| Jim Thompson | Water Flight |





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ULTRA HIGH NET WORTH INDIVIDUALS

The story of the next decade in wealth will most definitely include Indonesia, Thailand, Malaysia and the Philippines – all are populous, have considerable inward investment, and are improving infrastructure. By 2040, Asia will be home to more than 165,000 UHNWIs.

'Decade of Wealth', Wealth-X, 2015.

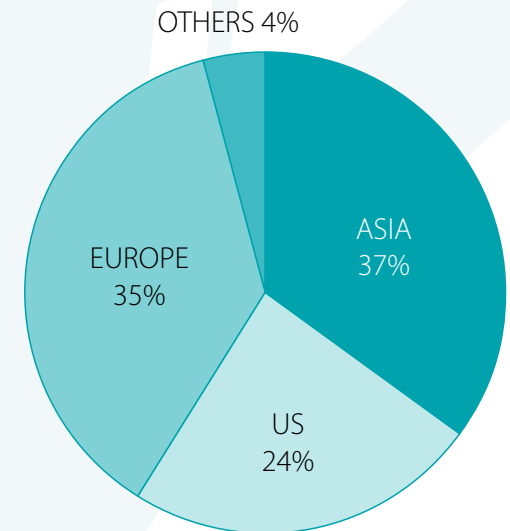


LUXURY GOODS MARKET IN ASIA

Asia is the world's largest and fastest growing market for the consumption of luxury products.

The global luxury brand market is approximately US\$80 billion, of which Asia has the largest market share at 37%, followed by Europe at 35%, the US 24%, and the rest of the world at 4%.

Regional Split of US\$80 Billion USD Luxury Brand Market



Source: The Asia Wealth Report

INVENTORY OF RIGHTS	TITLE SPONSOR & PRESENTING SPONSOR	CO-SPONSORS OFFICIAL SUPPLIERS MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS		
Rights to title "[Title Sponsor] Thailand Yacht Show 2016 presented by [Presenting Sponsor Name]" for PR & advertising	Yes	
Rights to title "[Sponsor Name] Official Co-sponsor / Supplier / Media Partner "[Title Sponsor] Thailand Yacht Show 2016 presented by [Presenting Sponsor Name]" for PR & advertising		Yes
Company name incorporated in event logo	Yes	
Category Exclusivity	Yes	Not Media
INTELLECTUAL PROPERTY & BRANDING RIGHTS		
At The Event Logo at and around the Show: - Roadside bunting in and around Ao Po Grand Marina - Hanging banners in and around Phuket - Billboard at Ao Po Grand Marina - On-Site: Entrance Arch / Directional Signs / Banners / Flags / Directory Board / Stage Backdrop - Branding on backdrop at the press event on the Opening Day	Yes (in proportion)	Yes (in proportion)
Thailand Yacht Show Exclusive Dinner Prominent logo on all marketing and promotional material including: collaterals, adverts, press releases, website, emails	Yes	Yes
Logo featured on all: screens, stage, signage and banners	Yes	Yes
Corporate literature / giveaways included in exclusive Dinner gift bag	Yes	Yes
Marine Festival Logo at and around the following (full details to be announced): Sailing Regatta; Watersports Demonstrations/try-outs; Industry Seminars; Familiarisation Excursions	Yes	Yes
MEDIA & PROMOTIONAL RIGHTS		
Right to use association in all promotional campaigns covering any PR and advertising	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote the Show produced by the organisers	Yes	Yes
Logo inside of Official Invitation	Yes	Yes
Editorial inclusion in Exclusive Preview Magazine	Yes	Yes
Logo on Sponsor's Page of Exclusive Preview Magazine	Yes	Yes
Logo on cover of Show Catalogue	Yes	
Full page editorial in Show Catalogue	Yes	
Full page colour advertisement in Show Catalogue	2	1
Listing in the Show Catalogue	400 words	200 words

INVENTORY OF RIGHTS	TITLE SPONSOR & PRESENTING SPONSOR	CO-SPONSORS OFFICIAL SUPPLIERS MEDIA PARTNERS
Logo on Sponsor's Page of Show Catalogue	Yes	Yes
Full page colour advertisement in Post Show Report	2	1
Logo on Sponsor's Page of Post Show Report	Yes	Yes
Company mention in the official radio adverts produced for the show	Yes	
Logo on all event advertisements	Yes	
Logo in the official show video	Yes	Yes
Logo on all outdoor media (see above)	Yes	Yes
Press releases solely dedicated to sponsor	1	Inclusion in a media release
DIGITAL & SOCIAL PROGRAMME		
Branding on Show emails, website, and all site communications including e newsletters	Yes Prominent	Yes
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes Prominent	Yes
Logo inclusion in any APP produced by Show	Yes Prominent	Yes
EXPERIENTIAL/PRESENCE MARKETING PROGRAMME		
Trade Booth on site and promotional staff (size tbc)	Yes	Co-sponsors only
Sampling	Yes	Yes
Promotional in VIP lounge	Yes	
HOSPITALITY & NETWORKING PROGRAMME		
VIP tickets for all official parties	20 per party	10 per party
Show invitations including exhibition entrance and cocktail receptions	100	30





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ISLAND PARTNER & MARINE INDUSTRY SUPPORTER PACKAGES

We have a limited number of opportunities for our Island (Phuket) based Partners and Marine Industry Supporters 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 + 1/4 page advertisement in event programme
- Logo on event poster / billboards (Island coverage)
- 5 x VIP passes
- 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 coverage)
- Company name in media partner advertising
- 2 x VIP Passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)





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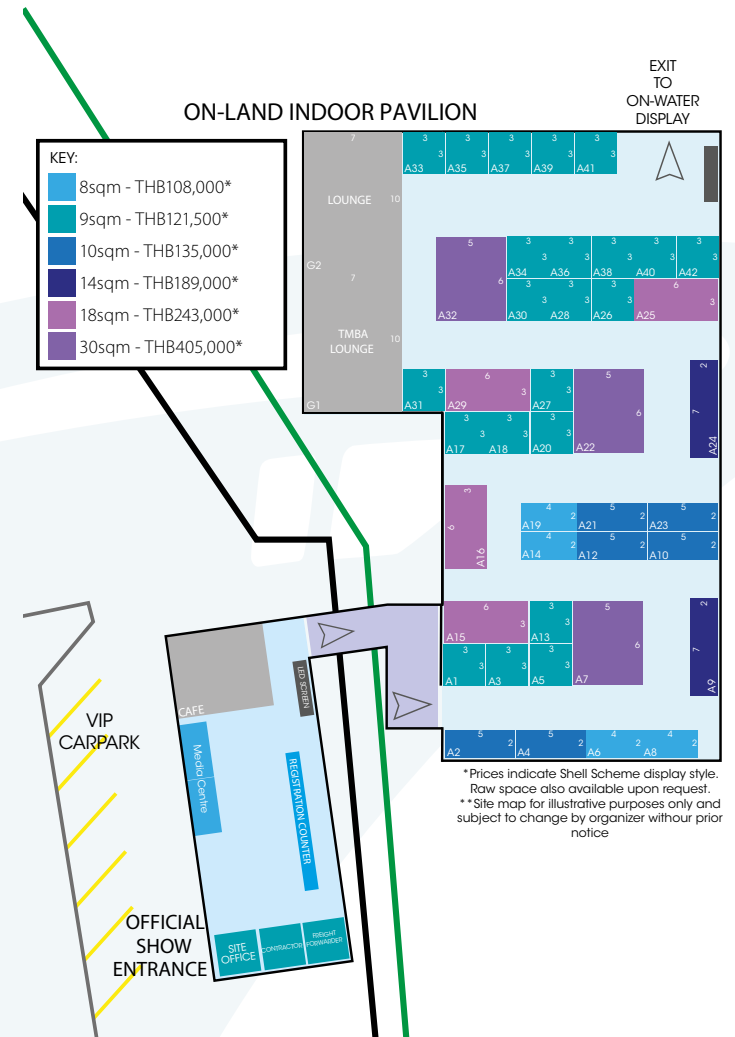


EXHIBITOR OPTIONS

Participating in the Thailand Yacht 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. Early booking is recommended to secure your preferred spot.

PAVILION LAYOUT MAP

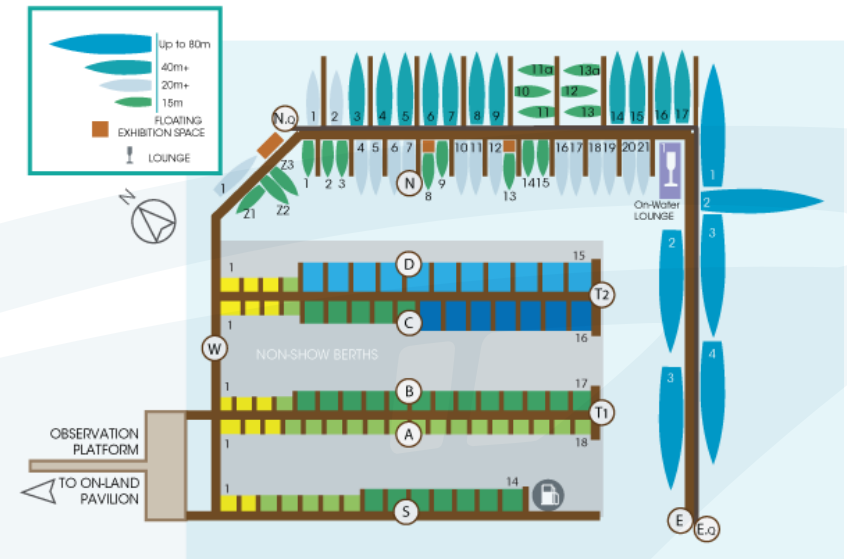




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EXHIBITOR OPTIONS MARINA MAP



*Show layout representative only, and subject to change by the organizer without prior notice

Exhibition Area	Type of Display	Rate (THB) Excluding VAT
Indoor Pavillion	Raw Space	THB12,500 per m ²
	Shell Scheme	THB13,500 per m ²
Marina Exhibition Space	Raw Space	THB12,500 per m ²
Yacht	Berth	THB9,500 per linear metre

All exhibition bookings subject to THB9,500 compulsory insurance fee



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MARKETING ACTIVITIES

The Thailand Yacht Show is extensively publicised through a varied and diverse mix of marketing methods and print and online outlets. By working with a comprehensive range of media, from advertising in the top yachting publications and international newspapers to gaining extensive press coverage in leading luxury lifestyle titles, the Show is widely promoted across both international and local stages.

Beyond print and online coverage, broadcast reach is also impressive. National and international television and radio interviews are secured, which provides coverage that is key to securing the attendance of UHNWI and HNWI visitors. Direct mails, e-newsletters and the promotion of the Show's news via social media are all used to deliver the event's message to the target audience.

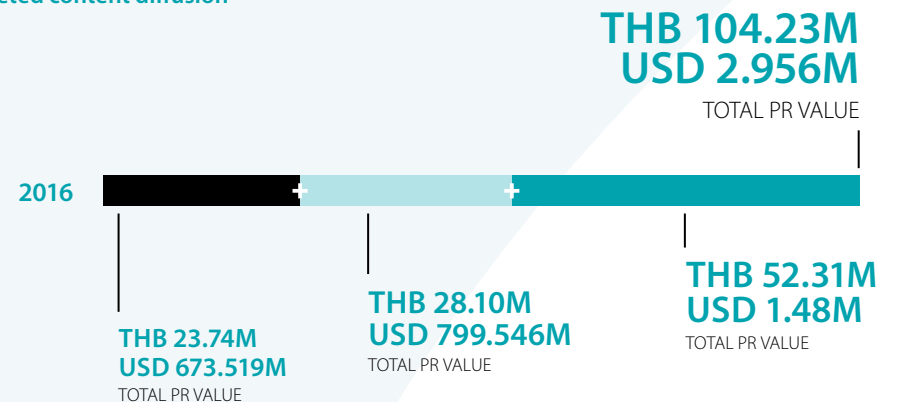
Major marketing activities for the Thailand Yacht Show 2016 included:

- Signage in key locations around Phuket
- Bangkok-based PR agency focusing on national-level campaigns, including national press conferences
- Core marketing team working with international media to target the yachting industry, as well as wealthy individuals, boating enthusiasts and lifestyle seekers from across Asia
- Strategic print and digital advertising campaigns
- Cross promotion with luxury and yachting media partners Combined marketing efforts through partners and associations Visitor Invitations circulated to 5-star luxury hotels and inserted in media partner publications
- Social media advertising campaign and targeted content diffusion

PUBLIC RELATIONS SUCCESS

Media interest generated an incredible **THB 104.22 million / USD 2.96 million** worth of PR

- Online Editorial
- Printed Editorial
- Broadcast





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MARKETING ACTIVITIES

PR

The PR campaign will feature:

- Media engagement and editorial in major daily business publications and monthly luxury magazines
- Features on the yachting lifestyle and debuts at the show
- Online campaign of advertising, editorial, blogging and social media
- Creating partnerships with networks of UHNWIs and HNWI's
- The event will be covered by international and local news channels, ensuring wide coverage both during and after the Show
- The Thailand Yacht Show 2016 will link with business radio stations in a radio campaign designed to reach the local target audience

MEDIA PARTERS – INAUGURAL SHOW

Phuket Gazette

Phuket today
PHUKET TODAY

THE NATION

ASIA-PACIFIC
BOATING

Phuket

ASIA
Yachting

عالم اليخوت
THE WORLD OF YACHTS & BOATS

YACHT
style

JET 尊翔
ASIA-PACIFIC

IMAGE
ASIA

Luxury
TECH

PALACE

PROPERTYREPORT
The trusted source for Real Estate News
www.propertyreport.com

RL
REAL LIFE IN PHUKET
PROPERTY AND TRAVEL

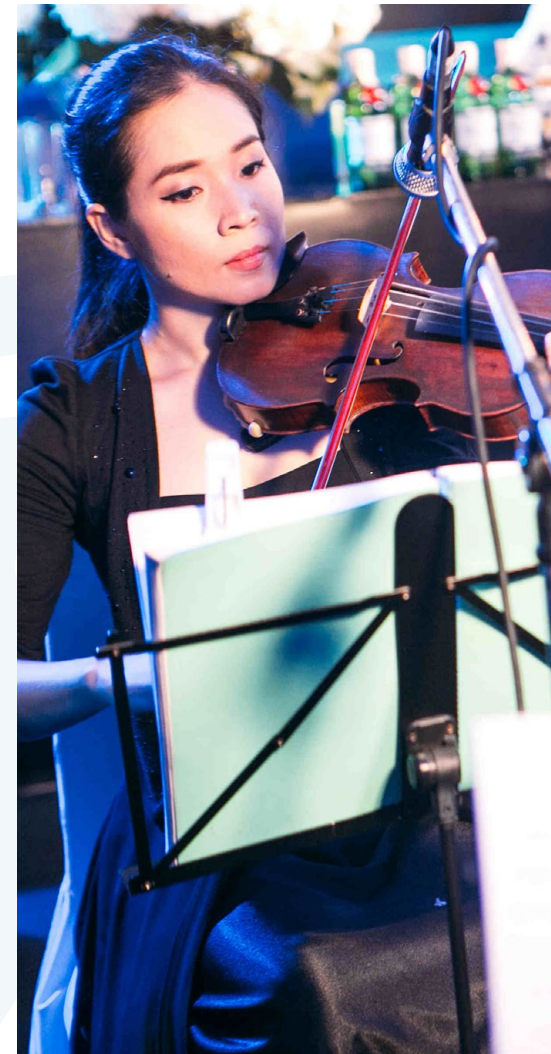
Robb Report
THAILAND

THE GRID
PINNACLE OF LUXURY

富 SHANGHAI
游 TRAVELERS'
社 CLUB

WORLD TRAVEL

HELICAM
www.helicam.asia





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MARKETING ACTIVITIES

PRINT ADVERTISING

A media-wide advertising campaign will begin months before the show, focusing on key professionals from the industry, news, lifestyle and business publications enhanced with editorial content.

ONLINE ADVERTISING

The Thailand Yacht Show 2016's marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

PREVIEW MAGAZINE

The Thailand Yacht Show 2016's exclusive preview magazine focuses on the latest exhibitor news, targeted interviews and yachts on display at the show. Approximately one month before the Show, the magazine is distributed to a major database of UHNWI and HNWI readers throughout the Asia Pacific region and mailed to a selected group of VIPs.

INVITATIONS

The Thailand Yacht Show 2016 is an exclusive event. Invitations and personalised access passes will be mailed to qualified VIP guests internationally and regionally, as well as being distributed to Sponsors, Exhibitors and Media Partners.

SOCIAL MEDIA

Communications activities across multiple social media platforms such as Facebook, Twitter, LinkedIn and Instagram reinforce the Show and its partners' exposure.

HOSPITALITY

The Thailand Yacht Show 2016 offers fantastic opportunities to entertain customers, clients and executives at one of the world's most beautiful marinas. The show has a plethora of official parties, as well as opportunities to entertain in the show bars and restaurants. Yachts are always available for special exclusive entertainment.

EXPERIENTIAL MARKETING

The first edition of the Thailand Yacht Show in February attracted 4,700 visitors to meet some 70 exhibiting brands and view 42 boats and yachts in the marina.





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SINGAPORE YACHT SHOW

6-9 April 2017

ONE°15 Marina Club, Sentosa Cove, Singapore

The Singapore Yacht Show is organised by Thailand Yacht Show organisers Singapore Yacht Events Pte. Ltd and provides a first-class platform in South East Asia's principal business hub and financial capital for regional guests to meet yachting professionals, boat owners, supercar aficionados and a select group of invited participants keen to explore the luxury yachting scene.

Held at the award-winning ONE°15 Marina Club, the Singapore Yacht Show is an exclusive event epitomising luxury lifestyle.

The show brings together world-class yachts, glamorous parties, high-end entertaining, and an enviable range of prestige products and brands – supercars, fine dining, beautiful timepieces, hand-crafted jewellery and some of the region's most luxurious waterside properties, providing the ultimate luxury experience.

The 2016 edition of the Singapore Yacht Show brought together over 13,500 visitors, 72 yachts and boats on-water, and more than 150 brands on display in 4,100 square metres of exhibition space. It has won praise and unequivocal support from regional and international exhibitors for its continually growing success.

SPONSORSHIP

Sponsorship opportunities include:

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
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TIER 3: LOCAL PARTNERS & MARINE INDUSTRY SUPPORTERS

Packages for Singapore and marine industry businesses

EXHIBITION ONLY PACKAGES

Packages to exhibit at the Singapore Yacht Show 2016

LINKS

Website - <http://www.singaporeyachtshow.com/about-the-show>





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