

INCORPORATING ASIA PACIFIC'S ONLY SUPERYACHT CHARTER SHOW



WHERE THE JOURNEY BEGINS 9-12 JANUARY 2020

THAILAND YACHT SHOW 2020

9 - 12 JANUARY – ROYAL PHUKET MARINA

The fifth Thailand Yacht Show 2020 (TYS) will take place at Royal Phuket Marina, between 9 - 12 January 2020 expecting to attract over 6,000 visitors and more than 100 exhibitors.

The four-day show will feature:

- *Over 50 yachts* – visitors will have the opportunity to meet with yacht builders and brokers, high-end property developers, bespoke travel organisers as well as specialists from the sustainable mobility and investment industries
- *A bustling hub for all things luxury* - from gourmet cuisine to properties, watches to supercars, fashion and art, attracting some of the biggest brands from all over the globe
- *The Thailand Yacht Show Annual Conference 2020* - bringing together key marine industry stakeholders featuring informative panel sessions and presentations

Thailand Yacht Show 2020 will combine the best aspects of yacht charter, boating industry and luxury lifestyle events. The show attracts industry and consumers alike, and is the focal point of the luxury charter yacht business in Asia Pacific.

With the launch of the first edition in February 2016, the Thailand Yacht Show has the objective of driving the Prime Minister's project to make Thailand the principal destination for yachting in Asia, and the winter destination of choice for superyacht owners and charterers from around the world.

Thailand, and particularly Phuket, is an international superyacht destination with facilities for much larger vessels than have been on display at other industry events in the region; Superyachts in excess of 100m are able to berth in Phuket. TYS is a key platform to showcase all ranges of boats and yachts including smaller boats from local and regional dealers, either for sale or charter.

Integrate Thailand Yacht Show 2020 in your marketing platform...





COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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2019 SHOW FACTS & FIGURES

EXHIBITORS



90+ EXHIBITORS AND BRANDS
INC. JEWELLERY, MARINE AND CHANDLERY
SERVICES AND FASHION

12,500 SQM.
TOTAL LAND & ON-WATER EXHIBITION SPACE

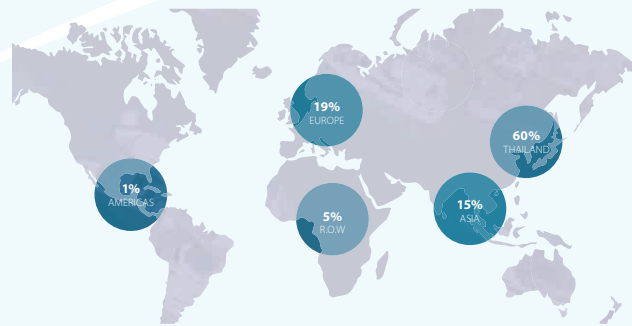
39 INTERNATIONAL EXHIBITORS
FROM 24 INDUSTRY SECTORS



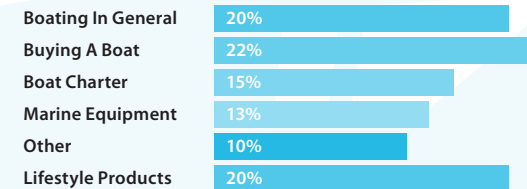
45 YACHTS, BOATS & WATERCRAFT:
OVER 1,000+ METRES ON DISPLAY IN THE MARINA

VISITORS

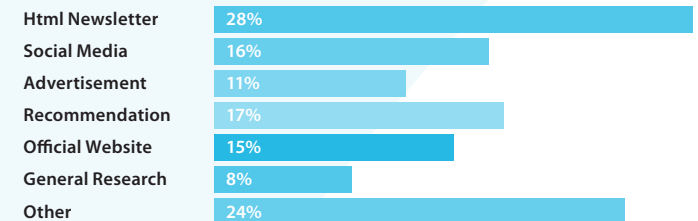
VISITORS
5,300



MAIN INTEREST



HOW DID YOU HEAR ABOUT US? *



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PACKAGES

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

TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 1: HOST SPONSORS - SOLD

- Royal Phuket Marina

TIER 2: CO-SPONSORS

- Up to six Co-sponsors from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers each making VIK (Value In Kind) investment of goods and services essential to the event
- Up to 10 Media Partners each making VIK (Value In Kind) investment of advertising and guaranteed editorial essential to the event

TIER 4: LOCAL PARTNERS & MARINE INDUSTRY SUPPORTERS

Packages for Phuket and marine industry businesses each making monetary investment

EXHIBITION ONLY PACKAGES

Packages to exhibit at the Thailand Yacht Show 2020 each making a monetary investment

CONFERENCE PARTNER PACKAGES

- One Title Sponsor with naming rights to the Thailand Yacht Show Conference 2020
- One Presenting Sponsor with naming rights to the Thailand Yacht Show Conference 2020
- Up to six Co-sponsors from non-competing categories

WHO SHOULD SPONSOR?

The Thailand Yacht Show 2020 is a great opportunity for brands in the following sectors:

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



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WHY GET INVOLVED?

The Thailand Yacht Show 2020 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
- world-wide publicity through a global marketing campaign
- access to a highly exclusive UHNWI / HNWl 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 2020 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 2020 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 2020 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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THE SUCCESS FACTORS BEHIND THE EVENT

- A Professional Team With Expertise In Event Organisation - Local & International
- Strongly Developed Databases & Long Term Connections With VIPs & UHNWIs
- Professional Network Of Partners & Suppliers
- Partnership With Key Media In Thailand / Phuket & All Over Asia
- Strong Connections To Leading Events In China, Hong Kong & Singapore
- Collaboration With High-End Clubs (Supercar Clubs, Phuket Classic Car Club, Golf Clubs)



TESTIMONIALS

"The vision of the organisers of TYS and the way to develop the market here is very much in sync with our own, so we are fully behind it. We see the Show becoming the major large yacht event in the region and will continue supporting it going forward." **Joshua Lee, MANAGING DIRECTOR & FOUNDER, LEE MARINE CO., LTD**

"With the energy and enthusiasm of the organisers who work on this project throughout the year, we are confident that the annual Thailand Yacht Show will continue to help develop an extremely valuable high-end nautical tourism for Thailand." **Phakaphong Tavipatana, GOVERNOR, PHUKET GOVERNMENT**

"We are proud to sponsor TYS and to show our commitment to create new opportunities that will boost Phuket's economies. By growing the marine tourism industry, we will attract quality visitors and high-end leisure tourists with significant spending power." **Apichart Chirabandhu ADVISOR, MINISTRY OF TOURISM & SPORT**

"I am pleased to say we made some sales during the Show itself and have a number of other negotiations to conclude. Our charter team also saw a big increase in bookings during the Show and Phuket remains the premier charter destination in Asia." **Richard Allen, GENERAL MANAGER, SIMPSON MARINE (THAILAND) CO. LTD.**

"Multihull Solutions were very pleased to participate again as an exhibitor. The quality of visitors was top rate and our vessels received great exposure. The joining together of all three events is a definite winner for all involved and we look forward to next year's Show." **Andrew de Bruin, GENERAL MANAGER, MULTIHULL SOLUTIONS ASIA**

"This is my third year in a row at the yacht show here and it's getting bigger every time. It is a great place to connect with the community and get to know about the latest innovations hitting the market in terms of boat technology. It also makes for a great family vacation." **Tim Williams, VISITOR, BOAT OWNER**

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ROYAL PHUKET MARINA

Thailand Yacht Show 2020 takes place at Royal Phuket Marina – away from the tourist crowds and the town's bustling activity, yet only minutes from other attractions on the island.

Located on Phuket's east coast, Royal Phuket Marina has the most comprehensive range of facilities and services.

For some, Royal Phuket Marina is a hub of excitement, regattas and parties, cocktails on the Boardwalk, or sharing adventures after a day at sea. For others, it is quiet relaxation, lounging at the cafe, or a rare vintage wine with friends.

For everyone, it is the very definition of luxury.

Life at any marina is special and the lifestyle at Royal Phuket Marina is truly unique. Set in the heart of Asia's most stunning marine environment the weather makes year-round sailing a fantastic reality.

The retail concept, which forms part of Royal Phuket Marina, promises a world-class shopping, dining and entertainment experience of exceptional style, quality, variety and fun.

An eclectic mix of leading international and local brands in retail, food and beverage. There are four international standard restaurants on the site. Numerous services have been chosen to meet the needs of its clientele, which will comprise both residents of the marina as well as locals and tourists.

<https://www.royalphuketmarina.com/>

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 on the island.

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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EVENT COMPONENTS

From making deals in the exhibition hall to buying a boat in the marina, networking with clients on the boardwalk to jumping onboard a Superyacht, the Thailand Yacht Show 2020 is the largest exhibition ever held in Phuket.

ON LAND

INTERACTIVE DISPLAYS OF:

- Yacht Charters & Marine Suppliers - with a dedicated exhibition space
- Classic Cars & Super Cars
- Luxury Properties
- Hospitality / Luxury Travel
- Business Jet / Helicopter Operators
- Timepieces & Fine Jewellery
- Art Galleries & Art Display
- Design, Furniture & Deco
- Fashion & Accessories
- Marine Conservation / Seafaring Activities - an educational corner for the younger crowd

ADDITIONAL ATTRACTIONS:

- Kids Play Area
- Fine & Casual Dining Zones
- Live Music
- Craftsmanship Demonstrations
- Panel Discussions

ON WATER

OVER 50 YACHTS ON DISPLAY, FROM LATEST RELEASES TO CLASSIC YACHTS:

- Production Yachts
- Superyachts Hub
- Classic Yachts
- Eco-Friendly Booth - featuring activities to promote marine life & conservation
- Tourism Authority of Thailand Booth - presenting Phuket & Thailand's Yacht Charter & nautical activities
- "Water Toys" - including jet skis, water craft and pocket submarines
- Sea Trials

ADDITIONAL ATTRACTIONS:

- Art On Water Exhibition
- Marine Conservation Workshops
- Sailing Workshops



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OVERALL AMBIANCE AND FEEL

To ensure a strong and long-lasting experience, these special elements are added to the 4-day event:

- Yacht Parties
- Exhibitors Parties
- Jazz Band - on site every day from 4pm onwards
- Cigar Lounge
- Rare Whisky / Cognac – exhibition & tasting
- Caviar Tasting
- Champagne & Fine Wines - tastings / cocktail preparation demonstrations
- Display Of Art Pieces & Art Installations - across the Marina
- Photo Exhibition - with renowned partners
- Maritime-Related Drawings - competition for the youngsters
- Best "Instagram Posts" - competition

**A GENUINE & ASPIRATIONAL "PARTY FEEL"
IN A CHIC & QUALITATIVE ENVIRONMENT**

A UNIQUE EVENT

Based on the proven track record from the past high-end lifestyle events organised across Asia, the Thailand Yacht Show 2020 is a unique opportunity to...

CREATE - and execute an inspiring, high-end lifestyle event, and outperform the current industry standards

INTERACT - with local and international HNWI's, with different passions and interests

EXPERIENCE - an atmosphere of creativity, passion and fun. Being surrounded by like-minded influential individuals

PROMOTE - the exhibiting brands to a regional audience, ensuring substantial brand awareness

POSITION - participating brands as high end, enhancing their brand image and perception





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SPONSORS 2019





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EXHIBITORS 2020





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TARGETED GUESTS

6,000+ VISITORS OVER THE 4-DAY EVENT

- Phuket – residents and holiday home owners
- Bangkok - affluent families and friends
- HNWI - from greater China / Hong Kong / Singapore & SEA
- VVIP Guests - invited by the organisers and affiliates including but not limited to: property investors, yacht investors, classic car owners, fashion enthusiasts, watch collectors, art collectors
- Royal Phuket Marina - community & residents, HNWI guests



VISITOR PROMOTION

From mailed invitations, regional advertising and billboards to radio interviews and TV appearances, the Thailand Yacht Show 2020 local, national and international visitor promotion will attract people from Bangkok and all over Thailand, and from right around the region, as well as Phuket Residents and holiday homeowners, to the event.

The Thailand Yacht Show 2020 is marketed as more than just a boat show and extra efforts are made to ensure that a wide demographic of residents, both Thai and expats, as well as international visitors, are welcomed to the event.

As part of our partnership with the Phuket News, the Thailand Yacht Show 2020 advertisements will receive regular airtime on both live 89.5FM and Phuket News TV and a sizable budget allocated to display a number of billboards in key locations.

INVENTORY OF RIGHTS	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS & MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "[Title Sponsor] Thailand Yacht Show 2020 presented by [Presenting Sponsor Name]" for PR & advertising	Yes		
Rights to title "[Sponsor Name] Official Co-sponsor "[Title Sponsor] Thailand Yacht Show 2020 presented by [Presenting Sponsor Name]" for PR & advertising		Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner for "[Title Sponsor] Thailand Yacht Show 2020 presented by [Presenting Sponsor Name]" for PR & advertising			Yes
Company name incorporated in event logo	Yes		
Category Exclusivity	Yes	Yes	Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
At The Event Logo at and around the Show: - Roadside bunting in and around Royal Phuket Marina - Hanging banners in and around Phuket - Billboard at Royal Phuket 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)	Yes (in proportion)
Thailand Yacht Show 2020 Exclusive Dinner - Prominent logo on all marketing and promotional material including: collaterals, adverts, press releases, website, emails - Logo featured on all: screens, stage, signage and banners - Corporate literature / giveaways included in exclusive Dinner gift bag	Yes (in proportion)	Yes (in proportion)	Additional
Marine Festival - Logo at and around the following (full details to be announced): Sailing Regatta; Watersports Demonstrations / try-outs; Industry Seminars; Familiarisation Excursions	Yes (in proportion)	Yes (in proportion)	Yes (in proportion)
MEDIA & PROMOTIONAL RIGHTS			
Right to use association in all promotional campaigns covering any PR and advertising	Yes	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 (in proportion)	Yes (in proportion)	Yes (in proportion)
Logo inside of Official Invitation	Yes	Yes	

INVENTORY OF RIGHTS	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS & MEDIA PARTNERS
Editorial inclusion in Exclusive Preview Magazine	Yes	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	1/2
Listing in the Show Catalogue	400 words	200 words	200 words
Logo on Sponsor's Page of Show Catalogue	Yes	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	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	Yes	Yes
Sampling	Yes	Yes	Yes
Promotional in VIP lounge	Yes		
HOSPITALITY & NETWORKING PROGRAMME			
VIP tickets for all official parties	20 per party	10 per party	5 per party
Show invitations including exhibition entrance and cocktail receptions	100	30	10



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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 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 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 2020 is the best opportunity to gain access to the fast growing yachting and cruising industry in South East Asia and beyond.

Thailand Yacht Show 2020 brings together key marine industry stakeholders featuring informative panel sessions and presentations

CONFERENCE OPTIONS

Thailand Yacht Show 2020 brings together key marine industry stakeholders featuring informative panel sessions and presentations



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WHERE THE JOURNEY BEGINS 9-12 JANUARY 2020

MARKETING ACTIVITIES

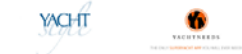
The Thailand Yacht Show 2020 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

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 provide 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.

MEDIA PARTNERS 2018



2019 MARKETING & PR HIGHLIGHTS

200

ARTICLES
PUBLISHED BY INTERNATIONAL,
REGIONAL & LOCAL MEDIA

10

BROADCAST MEDIA
FEATURES AND
INTERVIEWS ON
LOCAL RADIO

20+

MEDIA PARTNERS –
GUARANTEED EXPOSURE
THROUGH OUR GLOBAL NETWORK

TYS 2019 TOTAL PR VALUE

**THB
134.6M**

ACROSS ALL PATFORMS

EDITION 3 VS EDITION 2

390%

GROWTH



463%

GROWTH



189M

REACH



**7.9
MILLION**

REACH ACROSS ALL PR
AND SOCIAL PLATFORMS

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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

Thailand Yacht Show 2020'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

Thailand Yacht Show 2020'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

Thailand Yacht Show 2020 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

Thailand Yacht Show 2020 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

Opportunities to target an estimated 6,000 visitors to meet some 100+ exhibiting brands.



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ORGANISERS

3L EVENTS (THAILAND) LTD:

3L Events (Thailand) Ltd is a subsidiary of Verventia Pte Ltd a business catalyst, providing marketing platforms for manufacturers, distributors and suppliers, and introducing their lifestyle products and services to affluent global audiences. The company's portfolio of events and extensive connections facilitate the integration of networks to stimulate industry growth and business development.

Well-versed in the implementation of successful event and project management, the experienced and professional team at 3L are fully dedicated to deliver world-class events in unique venues around the world.

3L's current portfolio includes the Singapore Yacht Show, Asia's leading yacht and lifestyle show, fully supported by the global yachting industry and the Singapore Tourism Board, as well as the Thailand Yacht Show & RendezVous, the region's premier experiential superyacht, boating and watersports event, staged in partnership with the Thai government.

CONTACT

THAILAND YACHT SHOW

info@thailandyachtshow.com
www.thailandyachtshow.com

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road
Bovornives
Pranakorn
Bangkok 10200
Thailand
Tel./Fax: +66 2622 0605 - 7
www.paulpoole.co.th

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

