

# INCORPORATING ASIA PACIFIC'S ONLY SUPERYACHT CHARTER SHOW

WHERE THE JOURNEY BEGINS 10 - 13 JANUARY 2019

## THAILAND YACHT SHOW & RENDEZVOUS 2019

10 - 13 JANUARY 2019 - PHUKET

The fourth Thailand Yacht Show & RendezVous 2019 (TYSRV) will take place at Royal Phuket Marina, between 10-13 January 2019 attracting 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 Christofle Yacht Style Awards 2019** – the first maritime awards ceremony of the year recognising the best of the yachting industry in Asia and internationally
- **The Thailand Yacht Show & RendezVous Annual Conference 2019** – bringing together key marine industry stakeholders featuring informative panel sessions and presentations

This much anticipated yachting spectacular is a collaboration between the Thailand Yacht Show, the Phuket RendezVous and the Phuket Yacht Show a move precipitated by the Tourism Authority of Thailand (TAT) to gather the industry together in one major event in Thailand to demonstrate support for the government's yacht tourism initiative.

The three teams have complementary strengths and skill sets that, when combined, will create a bigger and better unique show for the boating and lifestyle industries in Thailand – the destination hub for international yacht tourism in South East Asia.

Thailand Yacht Show & RendezVous 2019 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 Thailand Government's initiative 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. TYSRV 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 & RendezVous  
2019 in your marketing platform...**

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## 2017 SHOW FACTS & FIGURES

### EXHIBITORS



**53 YACHTS ON DISPLAY:**  
INC. MOTORYACHTS, SAILING VESSELS,  
CATAMARANS AND SUPERYACHTS



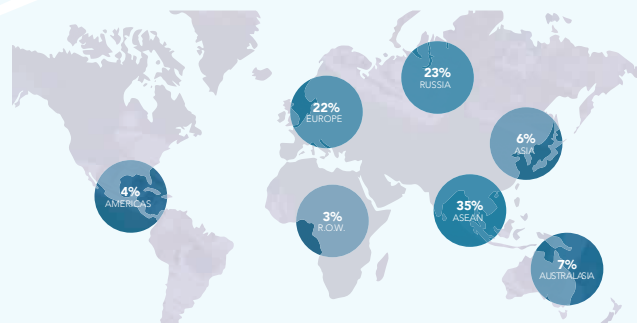
**102 EXHIBITORS AND BRANDS**  
INC. JEWELLERY, MARINE AND  
CHANDLERY SERVICES AND FASHION



**14,824 SQ.M. EXHIBITION SPACE (NET)**  
ON LAND AND IN-WATER AT PHUKET'S  
ONLY DEDICATED EXHIBITION CENTRE

### VISITORS

**VISITORS**  
6,042



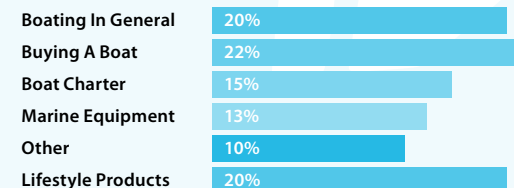
## 2018

### EXHIBITORS AT A GLANCE

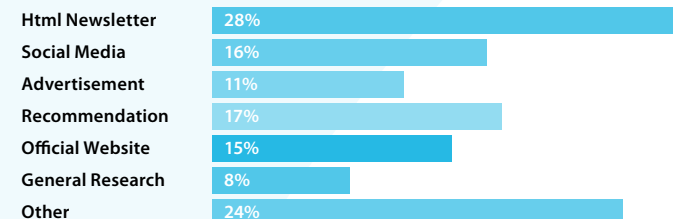
TOTAL EXHIBITORS - 102

TOTAL INTERNATIONAL  
EXHIBITORS - 40

### 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 & Rendezvous 2019 each making a monetary investment

### CHRISTOFFLE YACHT STYLE AWARDS 2019

- One Title Sponsor with naming rights to the Christoffle Yacht Style Awards 2019
- One Presenting Sponsor with naming rights to the Christoffle Yacht Style Awards 2019
- Up to six Co-sponsors from non-competing categories to the Christoffle Yacht Style Awards 2019

### CONFERENCE PARTNER PACKAGES

- One Title Sponsor with naming rights to the Thailand Yacht Show & Rendezvous Conference 2019
- One Presenting Sponsor with naming rights to the Thailand Yacht Show & Rendezvous Conference 2019
- Up to six Co-sponsors from non-competing categories

## WHO SHOULD SPONSOR?

The Thailand Yacht Show & Rendezvous 2019 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 & Rendezvous 2019 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 & Rendezvous 2019 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 & Rendezvous 2019 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 & Rendezvous 2019 brings together top yachting professionals and UHNWIs and HNWI's 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 for the Thailand Yacht Show 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 show in the region, and we will be fully supporting the event going forward."* **Joshua Lee, Lee Marine**

*"Without a doubt the Thailand Yacht Show is the most important marine event in Thailand for us now, and we don't see the need for any other boat shows going forwards. The event's timing allows us to organise VIP and customer sea trials in the morning and even during the show itself. This is an excellent way to showcase the marine lifestyle we are selling, while opening up to the public in the afternoon and evening."* **Vrit Yongsakul, Boat Lagoon Yachting**

*"In all the 200 plus boat shows I have attended over the past 30 years or so, this has easily been one of the best, especially in terms of return on investment. We are fully committed to supporting this show and its sister show in Singapore - these are the most important events for us in this upcoming market."* **Mark Elkington, Multihull Solutions**

*"The Thailand Yacht Show is a very important show for us. It's very well organised and it's a big event!"* **Kit Chotithamaporn, Leopard Catamarans - Asia**

*"Overall it's been a great success. The show has been good for us commercially, it was well-executed, has huge potential, and we are proud to be supporting sponsors. The interest people have had in our new technology is phenomenal."* **David Hunter, Torqeedo Asia Pacific**

*"The whole show I believe was a success. The surroundings, the public, everything worked really well this year. There was a lot of interest in our electric engines and the show in general. To sum up the show in one word: Successful!"* **Hans Martin, Cholamark Boat Co**

*"If I had to describe the show in one word, it would be 'SPECTACULAR!'. I recommend similar businesses to join this event - it's great fun!"* **Mohamed Younis, Illuzion Group**

*"The Show enabled us to meet a broad cross section of different industry leaders and professional people, as well as some interesting potential customers."* **Mick Cotter, Yacht Services Thailand**





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## ROYAL PHUKET MARINA

Thailand Yacht Show & Rendezvous 2019 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](http://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 & Rendezvous 2019 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 & Rendezvous 2019 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





COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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## SPONSORS 2018

<b>OFFICIAL PARTNERS</b>  <b>OFFICIAL CANVAS PARTNER</b>  <b>OFFICIAL WINE PARTNER</b> 		<b>SUPPORTED BY</b>  <b>OFFICIAL BEER PARTNER</b>  <b>OFFICIAL DRINKS PARTNER</b> 		<b>VENUE HOST</b>  <b>OFFICIAL MINERAL WATER PARTNER</b>  <b>OFFICIAL SPIRITS PARTNER</b> 		<b>OFFICIAL ELECTRIC PROPULSION PARTNERS</b>  <b>VIP LOUNGE PARTNER</b>  <b>OFFICIAL SHOW PARTNER</b> 		<b>SUPPORTING PARTNERS</b>           	
		<b>HOTEL PARTNERS</b>      				<b>MEDIA PARTNERS</b>        			





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## EXHIBITORS 2018





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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 & Rendezvous 2019 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 & Rendezvous 2019 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.

Approximately 70,000 invitations will be strategically distributed around the Island alone - at hotels, restaurants and shopping centres in order to maximise the event's visibility amongst local residents.

As part of our partnership with the Phuket News, the Thailand Yacht Show & Rendezvous 2019 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
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to title "[Title Sponsor] Thailand Yacht Show & RendezVous 2019 presented by [Presenting Sponsor Name]" for PR & advertising	Yes		
Rights to title "[Sponsor Name] Official Co-sponsor "[Title Sponsor] Thailand Yacht Show & RendezVous 2019 presented by [Presenting Sponsor Name]" for PR & advertising		Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner for "[Title Sponsor] Thailand Yacht Show & RendezVous 2019 presented by [Presenting Sponsor Name]" for PR & advertising			Yes
Company name incorporated in event logo	Yes		
Category Exclusivity	Yes	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>			
<b>At The Event</b> 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)
<b>Thailand Yacht Show &amp; RendezVous 2019 Exclusive Dinner</b> - 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
<b>Marine Festival</b> - 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)
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>			
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	
<b>DIGITAL &amp; SOCIAL PROGRAMME</b>			
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	
<b>EXPERIENTIAL/PRESENCE MARKETING PROGRAMME</b>			
Trade Booth on site and promotional staff (size tbc)	Yes	Yes	Yes
Sampling	Yes	Yes	Yes
Promotional in VIP lounge	Yes		
<b>HOSPITALITY &amp; NETWORKING PROGRAMME</b>			
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)







COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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## EXHIBITOR OPTIONS

Participating in the Thailand Yacht Show & Rendezvous 2019 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 see <https://www.thailandyachtshow.com/why-exhibit/>

## CONFERENCE OPTIONS

Thailand Yacht Show & Rendezvous Conference 2019 brings together key marine industry stakeholders featuring informative panel sessions and presentations





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## CHRISTOFLE YACHT STYLE AWARDS 2019

The Christofle Yacht Style Awards 2019 recognise the best of the yachting industry in Asia and internationally. The first maritime awards ceremony of the year, the Awards Gala Evening is an integral part of the Thailand Yacht Show & Rendezvous 2019 at the very centre of the world's yachting scene!

A number of opportunities exist including Presenting Sponsor packages with naming rights to the Christofle Yacht Style Awards 2019 as well as Co-sponsors from non-competing categories.

The awards ceremony offers the chance to engage with clients and future prospects in an exciting and sophisticated environment.

The awards ceremony is seen as an ideal networking opportunity for business leaders and decision makers in the marine and boating industries, whilst highlighting the innovations and achievements within the community.

Associated with the yachting scene in Asia since 2005, Christofle embodies French L'Art de Vivre and elegance thanks to its creations in silver. With 25 categories, the Christofle Yacht Style Awards are designed to showcase excellence and creative flair in the latest motor and sailing yacht models presented in the Asia-Pacific region by leading builders here and beyond.

Sponsors will benefit from the extensive Thailand Yacht Show & Rendezvous 2019 marketing campaign, which will help to deliver direct interaction with HNWIs and key players from around the region.



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	TITLE SPONSOR & PRESENTING SPONSOR	CO-SPONSORS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>		
Rights to title "[Title Sponsor Name] Christofle Yacht Style Awards 2019 presented by [Presenting Sponsor Name]" for PR & advertising	Yes	
Rights to title "[Co-sponsor Name] Official Co-sponsor [Title Sponsor] Christofle Yacht Style Awards 2019 presented by [Presenting Sponsor Name]" for PR & advertising		Yes
Company name incorporated in event logo	Yes	
Category Exclusivity	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>		
Logo on all on-site collateral	Yes	Yes
Logo on invitation	Yes	
Logo (large) on backdrop	Yes	Yes
Logo and branding placement in official party video	Yes	Yes
Keynote speech - giving you a platform to talk to the industry	Yes	
Rights to sponsor table, Display & entitlement	Yes	Yes
Announcement of your sponsorship during awards presentation. A representative from your company will be invited to be a part of the awards presentation team	Yes	
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>		
A replica of the award	Yes	

	TITLE SPONSOR & PRESENTING SPONSOR	CO-SPONSORS
Logo and company profile featured in Awards Programme	Yes	Yes
<b>DIGITAL &amp; SOCIAL PROGRAMME</b>		
Logo and company profile featured on the official Thailand Yacht Show & Rendezvous 2019 website and dedicated HTML Newsletter Logo on official show website	Yes	Yes
Special feature in official html newsletter	Yes	Yes
Dedicated social media post	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING PROGRAMME</b>		
Table for eight in prime location	Yes (prime location)	Yes
Discount on extra table bookings	50%	50%
Thailand Yacht Show & Rendezvous 2019 VIP tickets	X 10	X 4

## TABLE SPONSORSHIP

The Christofle Yacht Style Awards 2019 is also offering a limited number of companies to sponsor a table at the awards ceremony.

Each Table Sponsor will be allocated one table with space for eight people and is a cost-effective way to elevate your profile above those of your competitors.

The package includes: Logo (small) on backdrop; Branded table card; Discount on extra table bookings of 50%.



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## MARKETING ACTIVITIES

The Thailand Yacht Show & Rendezvous 2019 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.

### 2018 MARKETING & PR HIGHLIGHTS

**420**

ARTICLES  
PUBLISHED BY INTERNATIONAL,  
REGIONAL & LOCAL MEDIA

**8**

BROADCAST MEDIA  
FEATURES

**20+**

MEDIA PARTNERS

### EDITION 3 VS EDITION 2

**390%**

GROWTH

f ACROSS  
FACEBOOK  
FOLLOWING

**463%**

GROWTH

Instagram ACROSS  
INSTAGRAM  
FOLLOWING

**189M**

REACH

ACROSS PR  
& SOCIAL MEDIA  
CAMPAIGN

### TYS 2018 TOTAL PR VALUE

USD 4.4M  
THB 137.1M

SOCIAL MEDIA (8%)

BROADCAST (36%)

ONLINE (42%)

PRINT (15%)

### MEDIA PARTNERS 2018

BOATING BOATING

GMT IMAGE asia

Luxury MDA

Phuket Bulletin PMG

Yachting skippers

游艇业 Phuket News

JET Latitudes

Oceanway All about Boats & Yachts

PRESTIGE RL

The Thaiger YACHTNEEDS

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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 & Rendezvous 2019'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 & Rendezvous 2019'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 & Rendezvous 2019 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 & Rendezvous 2019 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.





# INCORPORATING ASIA PACIFIC'S ONLY SUPERYACHT CHARTER SHOW



WHERE THE JOURNEY BEGINS 10 - 13 JANUARY 2019

## 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.

### ASIA RENDEZ-VOUS PTE LTD:

Asia Rendezvous Pte Ltd unites Asia's fastest growing high-end media platforms, LUX INC MEDIA and HEART MEDIA, which are committed to providing high quality, luxury lifestyle content, for an upmarket audience, across the Asia-Pacific region. From publishing market leading magazines and digital media, to events connecting the region's most affluent with top tier brands and lifestyle opportunities, LUX INC MEDIA and HEART MEDIA provide the ultimate Rendezvous platforms for Asia's elite.

Rendezvous events are a proven concept in the luxury lifestyle sector with an innovative approach to showcasing products and services through activation, and putting emphasis on visitors' experience. From yachts & superyachts, super and classic cars, luxury waterfront properties to art, fashion, watches and fine F&B, the event stimulates all senses of the visitors and captures their attention.

## CONTACT

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