

Creating New Business Gains

1. Four days to win new customers with PR and business opportunities

Questionnaire results show that typical show visitors are males between the ages of 40 and 60 living in the Tokyo metropolitan area and 22% of visitors have an income of over 10 million yen (approx. 90,000 USD; 85,000 EUR). This is an excellent chance to win lifetime customers with high-quality service and product displays.

2. Market your company's products and services

Since about 60% of show visitors have boat operator licenses, we know that active enthusiasts of marine leisure will be at the show. You can engage in various forms of marketing, from gathering information straight from the customer about needs regarding pricing and packaging of your products, etc., to conducting surveys about your company's level of recognition (brand recall ratio, etc.).

3. A platform for meeting new and trustworthy business partners

The show offers opportunities to meet potential business partners in sales, R&D and more in an environment where you can talk face-to-face and get a firsthand look at their company, products and technology.

4. A sure path into the market for non-marine businesses as well

Marine leisure is an attractive market. Exhibiting companies bringing their own attractive contributions to the show can create a positive synergistic effect. In this environment, you can make PR appeals directly to industry-conscious show visitors and the media.

Boat Show Visitor Statistics

One in every three visitors is a motorboat or sailboat owner, and two in every three has a boat operator's license.

(From questionnaire of visitors to the Japan International Boat Show 2019)

Number of total visitors, exhibiting companies/ organizations and 2022 projections

At the 2019 show, there was a wide variety of exhibits for visitors to enjoy. This included displays and sales of boats, personal watercraft, parts, accessories and apparel, information about licenses, storage facilities and insurance, and we even had marine-style fashion brands in attendance. We attracted more than 55,000 visitors. After COVID-19 pandemic we expect 40,000 visitors to the 2022 actual boat show and 70,000 viewers of the new online boat show.

Number of exhibitors in the 2019 show : 230



Indoor Venue : Pacifico Yokohama



Floating Venue : Yokohama Bayside Marina

Outline of Japan International Boat Show 2022

Main Exhibits : Motorboats, small boats, sailboats, inflatables
 Canoes, kayaks
 Personal watercraft
 Sailing boards, water skis, diving equipment
 Marine engines, electric engines, boat trailers
 Marine sports, marine leisure, wear, goods, books, interior, lifestyle items
 Marinas, rental services, club membership, solicitations, schools, tourism, resorts

Name of show	Japan International Boat Show 2022
Location (city)	Yokohama City (neighboring Tokyo)
Organiser	Japan Marine Industry Association (JMIA)
Address	10-12,2-chome,Yaesu,Chuo-ku,Tokyo 104-0028 Japan
Sponsors	Ministry of Land, Infrastructure, Transport and Tourism Japan Coast Guard Kanagawa Prefecture Yokohama Port Agency US Department of Commerce Port of Yokohama Promotion Association Yokohama Convention & Visitors Bureau The Yokohama Chamber of Commerce & Industry tvk (Television Kanagawa, Inc.) Kanagawa Shimbun Yokohama F.M. Broadcasting Co., Ltd. Yokohama Minatomirai21
Venue	Indoor : PACIFICO Yokohama https://www.pacifico.co.jp/english Floating : Yokohama Bayside Marina https://www.ybmarina.com/ ONLINE BOAT SHOW: special website
Date	31st March to 3rd April 2022 (※ONLINE BOAT SHOW: 18th March to 31st August)
Opening hours	31st March (Thu.)*11:30-17:00, 1st-3rd April 10:00—17:00** (* Opening ceremony: from 11:45) (** Close at 19:00 only in PACIFICO Yokohama on 2nd April(Sat))
Show open to	Public and trade
Entrance fee	Admission: 1,500 Japanese Yen for high school students and above Free for junior high school students and under
Exhibitor contacts	Name: Kiyoshi Takemoto TEL: +81 3 5542 1201 FAX: +81 3 5542 1206 E-Mail: boatshow@marine-jbia.or.jp

Overall Schedule

- October Receipt of exhibitor applications begins
- Oct. 25 "Japan International Boat Show 2022 Exhibitor ONLINE
(Mon.) Briefing"
 Time: 13:00-14:00
- Dec. 24 Deadline for exhibitor applications
(Fri.)
- Dec. 10 Deadline for payment of booths, invitation tickets, entry passes,
(Tue.) exhibitor parking space, etc.
- End of Feb. Posters, leaflets, paid invitations, passes, etc., will be sent to all
 exhibitors whose fees have been received
- Mar. 1 Japan Marine Industry Association Chairman's press conference
(Tue.)
- Mar. 30 Exhibition installation and set-up
(Wed.)
- Mar. 31 Japan International Boat Show 2022 opens
(Thu.)
- Apr. 3 Show closes
(Sun.)
- Removal of exhibits begins after closing

Display Space and Fees

Pacifico Yokohama (Indoor exhibit venue)

(1) Unit of space

A unit of general space is 9 m² (3 m x 3 m).

(2) Display fees for general spaces (empty floor spaces)

All prices shown in the table below are in Japanese yen (per unit) and include consumption tax.

Space	1 – 5 Units	6 – 9 Units	10 Units and over
Fee (Yen)	202,000	192,000	181,000

(3) About display item size and weight

Shown here is the height and width of the delivery entrance for the indoor exhibition halls of Pacifico Yokohama. Use these dimensions when deciding on products to be displayed in the indoor exhibition halls and the size of vehicles used to deliver them.

(4) Conditions for displayed products

- 1) The prices shown for displayed products should include consumption tax. If it is difficult to show the price including consumption tax, the price card should clearly show that the posted price does not include consumption tax. Multiple prices prohibited by the Fair Trade Commission or discounts cannot be shown or distributed.
- 2) The display of used products is prohibited. However, experimental boats and other relevant products may be displayed solely for exhibition purposes.
- 3) Boats, sailboats or engines of a manufacturer should not be displayed by more than one exhibitor without the written permission of the Boat Show Organizer (JMIA).
- 4) Exhibitors must not stick 'SOLD' signs that have the name of the buyer on displayed articles.
- 5) Boats or yachts with names, or the names of users written on them must not be displayed without the written permission of the Boat Show Organizer (JMIA).
- 6) No explosives or other dangerous materials should be displayed.
- 7) Joint displays are acceptable with written permission from the Boat Show Organizer (JMIA).
- 8) Subleasing of booth display space is prohibited.

Yokohama Bayside Marina (Floating exhibits, tent booths)

For floating displays

(1) Applicable displays

Large boats that cannot be transported into the exhibition hall at the Pacifico Yokohama indoor venue. As a general rule, the outdoor venue is limited to boats with a total length of over 30 ft. As there is limited space at the venue, priority will be given to applicants who have completed their payment of application fees on a first-come, first-served basis in the case of a large number of applications.

(2) Display format

Only displays moored to the marina pier are allowed. No test-rides (arrival or departing) are permitted. Allotments of mooring locations for the displays will be made by the show organizers based on information from the exhibitor application forms concerning boat types, etc. Management of safety and emergencies as well as the safety of visitors while the boat is moored is the responsibility of the exhibitor. If you would like to use electricity at your display, the organizers will provide equipment for shorepower usage for a fee. Applications for this will be available after the exhibitor briefing.

(3) Display fees

Display fees will be calculated based on boat length in feet where 1 ft. = 0.3048 m. Boat length will be decided based on the figures listed in maker catalogs. In the case of a boat with no catalog figures for length, fees will be decided based on figures from actual hull measurements.

The fees shown below are for one boat. For multiple boat displays, the cost for a 2nd boat will be discounted by 10%, 15% for the 3rd and a maximum of 20% for the fourth and up. However, price will be calculated in order from the longest boat on display as the 1st with the next longest as 2nd and so on.

Fee includes consumption tax.

Fee for a multi-hull craft is 1.5 times higher.

Boat length	Fee (Yen)	Boat length	Fee (Yen)
From 25 to less than 30 ft.	270,000	From 70 to less than 75 ft.	646,000
From 30 to less than 35 ft.	305,000	From 75 to less than 80 ft.	704,000
From 35 to less than 40 ft.	329,000	From 80 to less than 85 ft.	730,000
From 40 to less than 45 ft.	352,000	From 85 to less than 90 ft.	780,000
From 45 to less than 50 ft.	388,000	From 90 to less than 95 ft.	850,000
From 50 to less than 55 ft.	435,000	From 95 to less than 100 ft.	920,000
From 55 to less than 60 ft.	481,000	From 100 to less than 105 ft.	1,000,000
From 60 to less than 65 ft.	528,000	From 105 to less than 110 ft.	1,100,000
From 65 to less than 70 ft.	587,000	110 ft. and over	Separate consultation

For tent booth exhibits

(1) Usage format

A 3.6 m x 2.7 m outdoor area with a loan tent.

Note: The placement of the tent will be decided by the show organizers. There is no plumbing equipment available.

(2) Usage fee (for one tent)

The fee below includes the loan tent. If you would like to use electricity at your display, the organizers will provide equipment for shorepower usage for a fee. Applications for this will be available after the exhibitor briefing.

Type	Fee (Yen)
3.6 m x 2.7 m	133,000

•The fees shown here are for one tent space. Fee includes consumption tax.

Shorepower/electricity fees

The fees shown here are for using shorepower/electricity for one boat or tent over four days,

Type	Fee (Yen)
Floating display boat	53,000
Outdoor tent	21 ,000

•Fee includes Consumption tax.

Payment and Conditions

Application and Exhibitor Fee

- 1) The deadline for applications is December 24 (Fri.), 2021.
- 2) Applicants are required to complete their application and forms (A and B) for the items to be displayed and send them to the Boat Show Operation Desk by fax or e-mail. The total exhibitor fee should be transferred to the bank mentioned below.

Bank name : Mizuho Bank, Ltd. Ginza-Chuo Branch, Tokyo (Swift Code No. MHCBJPJT)
 Account name : Japan Marine Industry Association Boat Show Yokohama
 Account No. : General account 1138202

- 3) All the bank transfer charges occurring at both your bank and our bank shall be paid by the applicants.
- 4) A receipt of payment for the total fee will only be issued if a request is made to the Boat Show Organizer (JMIA) by the closing term.
- 5) Total payment of the exhibitor fee does not necessarily imply that the number of units requested will be accepted.
- 6) An application is not a guarantee that all items for display will be approved.
- 7) Special requests for location/shape, etc., of stands will not be accepted (applicants may be asked if there are any special circumstances).
- 8) For smoother procedures, applications from abroad should be made through agencies, embassies, official overseas organizations in Japan, etc. In the case of difficulties finding such organizations, please contact the JMIA for assistance.
- 9) Please note that applications received after the December 24 (Fri.), 2021 deadline (late entry applications) will be subject to a handling fee in addition to the booth fee in order to cover costs such as altering the space layout. This handling fee will be equivalent to 5% (rounded down to the nearest 1,000) of the applicant's booth fee (including consumption tax).

Please fill out and submit the Exhibitor Application Form.

When applying to exhibit at the Pacifico Yokohama venue

- Paying the display space fee: Please pay the fee when you receive the invoice from the Boat Show Operation Desk. The deadline is Feb. 24, 2022.

Regarding Exhibit Optional Items

Requests for any optional items will entail payment of an additional options fee separate from the display space fees (when exhibiting at the Pacifico Yokohama).

Installation and billing will take place following requisite meetings between you and booth and display construction/ management contractor, MURAYAMA Inc.*

- All fees for a Package Booth and any optional items are to be decided through direct negotiations between you and MURAYAMA Inc. Once you have decided on the optional items you wish to purchase, please fill in the Request Form for Optional Items 1 and 2 accordingly and send them to MURAYAMA Inc.
- If using 1 to 2 Package Booths, please refer to the first page of the Guide for Optional Items. For 3 or more Package Booths, please request a cost estimate from MURAYAMA Inc.
- Fees for any sales tools are to be paid when submitting the sales tool order form or paid directly to the Boat Show Operations Desk during the Boat Show's duration (See FORM-I).

Any and all bank transfer charges incurred are the responsibility of applicants.

*Contact information for MURAYAMA Inc. is located on the Request Forms in the Guide for Optional Items.

Contract for Application

- 1) The contract between the Boat Show Organizer and applicants will be considered approved when a 'Notice of Approval' is issued. This will be mailed after receipt of the full fee.
- 2) The full fee including consumption tax should be transferred to the above-mentioned account no later than February 24 (Fri.), 2022. All the costs of the bank transfer charges occurring at both your bank and our bank shall be paid by the applicants.
- 3) The exhibitor fee will not be refunded after the contract has been approved.

Conditions for Stand Allocation

Appointment of stand locations for applicants from abroad will be carried out by the Boat Show Operation Desk under the following conditions:

- The location of the stand will be decided by the Boat Show Operation Desk.
- The allocation of zones and the location of stands will be decided by the Boat Show Operation Desk.
- Applicants should not raise any objections or claim any changes to the spaces allocated by the Boat Show Operation Desk.
- Unoccupied spaces due to cancellations may be allocated to new applicants without notice to nearby exhibitors.
- There may be reallocation of the exhibition spaces due to specific situations. In such cases, demand for compensation by exhibitors will not be accepted.

Costs of Display

The exhibition space prepared is a raw space and the Boat Show Operation Desk will only indicate the boundary lines of each stand with tape on the floor. The costs for decoration (building stands, carpeting, walls, etc.), electric fittings, carry-in, carry-out, insurance for the articles, etc., shall be paid for by the exhibitors.

Restrictions

Exhibitors and/or products may be subject to refusal or withdrawal (including during the exhibition period) based on the judgement of the Boat Show Operation Desk. Restrictions include:

- Exhibitors and/or products that may negatively affect public order, customs or the prestige of the show (e.g. imitation products).
- Exhibitors and/or products that break the "Conditions for displayed products." (page 6, section 4)

Discontinuance of the Show

The Boat Show may be discontinued due to natural disasters, accidents and so on. In the case of discontinuance, regardless of the cause, no compensation will be given for damages (including stand fees).

Items for Exhibitors

We have prepared items for exhibitors to purchase for use, such as invitation tickets, passes and exhibitor parking permits (for Pacifico Yokohama). Please feel free to make use of these items.

Sales and Ordering of Passes (enables entrance to both venues)

Passes that enable free entrance to the venues during the set-up/take-down periods and the show days will be sold to exhibitors only. Exhibitors without a pass will be treated the same as general visitors and will not be allowed to enter the venues before 10:00 on the show days (March 5 to 8), even if they have an invitation ticket, etc. Also, please be aware that a staff badge or pass will always be required for entrance to the venues during set-up and take-down days, so be sure to order enough passes.

(1) Price

Pass	One pass
	1,230 yen

*Price includes consumption tax.

(2) Ordering

- 1) Fill in all of the necessary information on the attached FORM-I and send it by fax.
- 2) Because additional orders after the initial order may require additional printing at additional cost and time, please make your initial order large enough to avoid having to make additional orders if possible.

Exhibitor Parking Permit (for Pacifico Yokohama only; paid parking lot for Yokohama Bayside Marina)

The exhibitor parking area can be used throughout the show period. Use of the exhibitor parking area requires a parking permit issued by the Boat Show Operation Desk, so please order permits by fax. Also, please understand that some requests for permits may be refused if the number of requests is too large.

(1) Period/hours of use

- 1) Period of use: Permits are valid from March 30 (Thu.) to April 3 (Sun.), 2022.
- 2) Hours of use: Permits are valid from 8:00 to 20:00.

*Entering/exiting the parking area is only permitted during the above time period.

*Please indicate a request for overnight parking clearly on your application form (FORM-I). Exhibitors requesting overnight parking will be issued a special parking permit.

(2) Security

Security guards will be dispatched and placed at parking entrances/exits, and will patrol the parking areas.