

Time on the Water Where the Heart Runs Free

Creating New Business Gains

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

Questionnaire results show (please refer to the Boat Show Visitor Statistics) that typical show visitors are males between the ages of 40 and 60 living in the Tokyo metropolitan area with an average annual income of about eight million yen (approx. 78,000 USD; 70,000 Euros). 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 70% 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

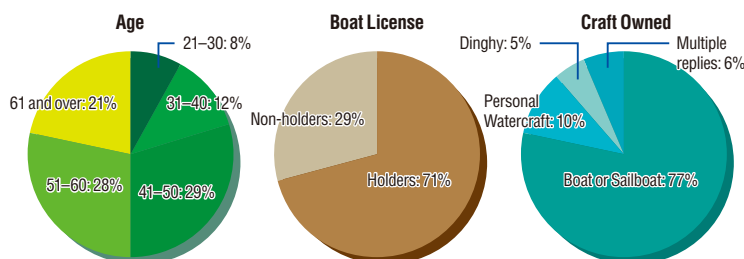
The Show offers opportunities to meet potential business partners in sales, R&D and more in an environment where you can talk face-to-face and get a firsthand look at their company, products and technology.

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

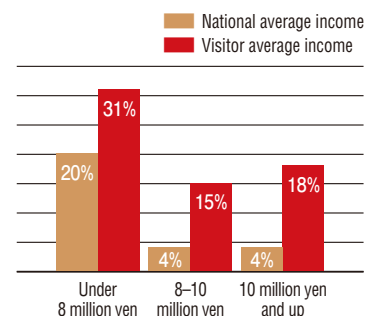
One in every three visitors is a motorboat or sailboat owner, and two in every three has a boat operator's license. About 50,000 people are from the high-income bracket together with their friends and family.



From questionnaire of visitors to the Japan International Boat Show 2016

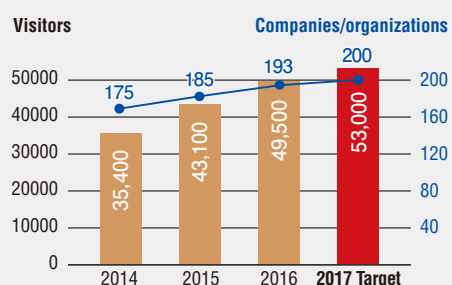
Visitor Annual Income

20% of visitors have an income of over 10 million yen



No. of total visitors, exhibiting companies/ organizations and 2017 projections

At the 2015 show, there was a wide variety of exhibits for visitors to enjoy, such as 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 40,000 visitors and further growth is expected. Promotional activities aimed at attracting 53,000 visitors to the 2017 Boat Show are currently underway.



Outline of Japan International Boat Show 2017

- 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

Number of exhibitors in the 2016 show: 193

Name of show	Japan International Boat Show 2017
Location (city)	Yokohama City (neighboring Tokyo)
Organizer	Japan Marine Industry Association (JMIA)
Organizer address	〒104-0028 2-10-12 Yaesu, Chuo-ku, Tokyo, Japan
Sponsors (from 2016 show)	Ministry of Land, Infrastructure, Transport and Tourism, Japan Coast Guard Kanagawa Prefectural Government, City of Yokohama - Port and Harbor Bureau United States of America Department of Commerce British Embassy Tokyo Trade and Investment Department Port of Yokohama Promotion Association, Yokohama Convention & Visitors Bureau Yokohama Chamber of Commerce & Industry Yokohama Minato Mirai 21 Corporation, NHK Yokohama Broadcast station Kanagawa Shimbun, Television Kanagawa, Inc. Yokohama F.M. Broadcasting Co., Ltd., Shonan BeachFM, etc.
Venues	Pacifico Yokohama (Indoor exhibit venue) http://www.pacifico.co.jp/ Yokohama Bayside Marina (Floating exhibit venue) http://www.ybmarina.com/
Dates	March 2 - Exhibition installation and set-up (floating exhibit installation begins on February 28, March 1 is an extra day) March 2-5 - Show days (Removal of exhibits begins after closing on March 5) March 6 - Final removal of exhibits
Show hours	March 2 - 11:30-17:00 (Press hour from 10:00 / Opening ceremony from 11:45) March 3 - 10:00 - 20:00 (for indoor venue, until 17:00 for floating venue) March 4 - 5 - 10:00-17:00 (for both venues)
Show open to	Public and trade
Entrance fees	Admission: 1,200 Japanese Yen for high school students and above (enables entrance to both venues) Free for junior high school students and under
Enquiries	Name: Satoru Honda TEL: +81 3 5542 1201 FAX: +81 3 5542 1206 E-mail: honda@marine-jbia.or.jp

General Information

Overall Schedule

- Early Sept. Receipt of exhibitor applications begins
- Oct. 26 (Wed.) “Japan International Boat Show 2017 Exhibitor Briefing” (booth spaces allotted by lottery)
Time: 13:30–16:00 (registration from 13:00)
Place: Pacifico Yokohama (Pacifico Yokohama Conference Center, 3F, Room 301)
〒220-0012 1-1-1 Minato Mirai, Nishi-ku, Yokohama, Japan
Tel: +81 (45) 221-2155 (On weekdays - 9:00–12:00 / 13:00–17:00)
<http://www.pacifico.co.jp/english/index.html>
- Dec. 9 (Fri.) **Deadline** for exhibitor applications
Deadline for payment of **total** exhibitor fee
- Dec. 16 (Fri.) **Deadline** for application for pay invitations, entry passes, exhibitor parking space, etc.
- Early Jan. Posters, leaflets, paid invitations, passes, etc., will be sent to all exhibitors whose fees have been received
- Early Feb. Japan Marine Industry Association Chairman’s press conference
- Mar. 1 (Wed.) Exhibition installation and set-up
- Mar. 2 (Thu.) Japan International Boat Show 2017 opens
- Mar. 5 (Sun.) Show closes
Removal of exhibits begins after closing



Pacifico Yokohama



Yokohama Bayside Marina

These photos are reference purposes only.

General Information

Display Model Categories and Display Methods

Display zones are set up according to the display contents. The following are the main display items and zones.

(1) Pacifico Yokohama (Indoor exhibit venue)

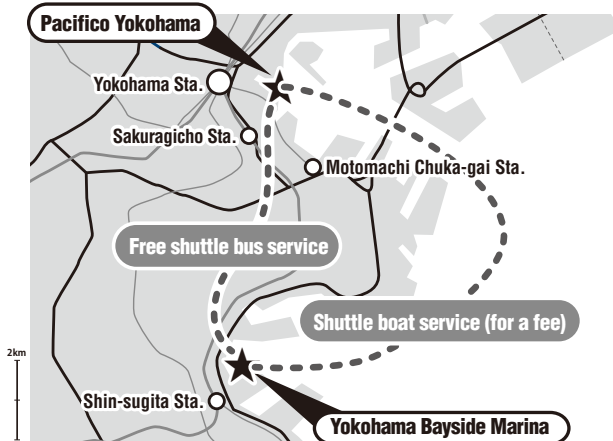
Zone	Range of products	Space type	Space format
A	Motorboats (domestic-made, imports)	General space	Empty floor space
B	Small boats, inflatable boats, marine engines	General space	Empty floor space
C	PWC world PWCs, PWC trailers, PWC related parts, accessories, wear, towing boards, etc.	General space	Empty floor space
D	Boat equipment, parts, boating accessories	General space	Empty floor space
E	Marinas, rental services, club membership solicitations, schools, tourism, resorts	General space	Empty floor space
F	Government agencies, marine organizations, research organizations, marine NPOs, NGOs	General space	Empty floor space
G	Marine sports, marine leisure, wear, goods, books, interior, lifestyle items, diving gear, water skis, wakeboards	General space	Empty floor space
H	Outdoor, canoes, kayaks, sailboats	General space	Canoe industry group exhibit
I	Regional goods, etc.	General space	Empty floor space

(2) Yokohama Bayside Marina (Floating exhibits, tent booths)

Zone	Range of products	Space type	Space format
M	Floating displays	On water display	Temporary wharf
N	Tent booths Tents for business consultations, displaying rigging equipment/accessories, etc. are available	Tent booth exhibit	Outdoor space

Venue Zoning

Venue maps



Pacifico Yokohama (Indoor exhibit venue)

〒220-0012 1-1-1 Minato Mirai, Nishi-ku,
Yokohama, Kanagawa Prefecture, Japan
Tel: +81 (45) 221-2155
<http://www.pacifico.co.jp/english/index.html>

Yokohama Bayside Marina (Floating exhibits, tent booths)

〒236-0007 1 Shiraho, Kanazawa-ku,
Yokohama, Kanagawa Prefecture, Japan
Tel: +81 (45) 776-7590
http://www.ybmarina.com/v_berth_e.html

Transport between the two venues is classy and enjoyable

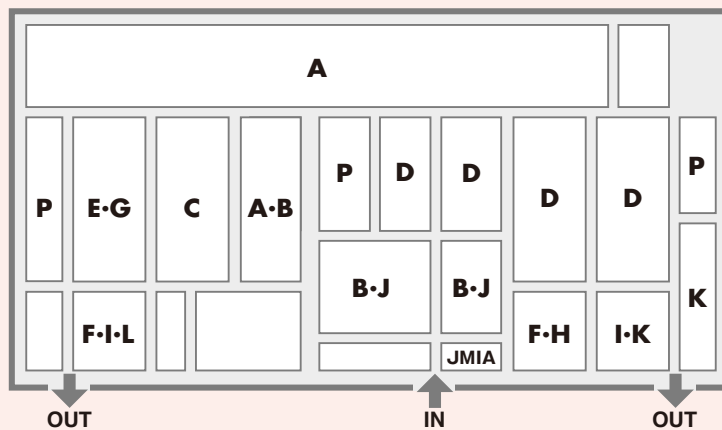
Shuttle boat service (for a fee) added

In addition to the free shuttle bus connecting the Pacifico Yokohama and Yokohama Bayside Marina venues, a shuttle boat service will be available (for a fee) to travel between the Pukari Pier (at the Pacifico Yokohama) and the Yokohama Bayside Marina. The shuttle boat is a 27-meter passenger boat that provides a delightful interlude on the water with scenic views that deliver a tempting invitation for passengers to enter the world of marine leisure.

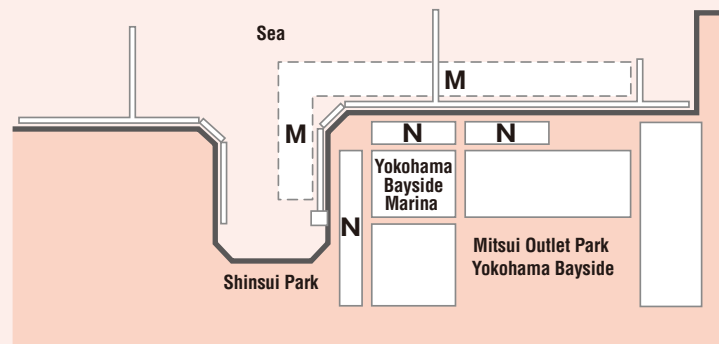
Venue exhibit zoning diagrams

*These diagrams are only rough images and are not finalized.

Pacifico Yokohama venue (Indoor exhibit venue)



Yokohama Bayside Marina (Floating exhibits, tent booths)



General Information

Display Space and Fees

Pacifico Yokohama (Indoor exhibit venue)

*Display Model Categories and Display Methods can be found on pages 4-5.

(1) Unit of space

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

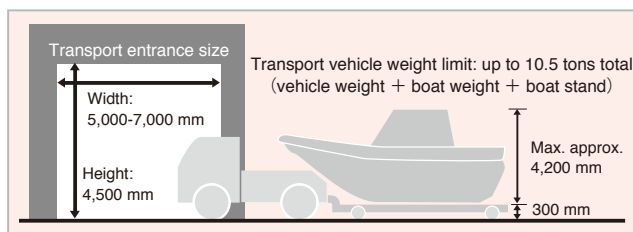
(2) Display fees for general spaces (empty floor spaces)

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
Fee (yen)	175,000	165,000	155,000

(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.

General Information

Display Space and Fees

Yokohama Bayside Marina (Floating exhibits, tent booths)

*Display Model Categories and Display Methods can be found on pages 4-5.

For floating displays **Zone M**

(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.

Boat length	Fee (Yen)
From 30 to less than 35 ft.	240,000
From 35 to less than 40 ft.	260,000
From 40 to less than 45 ft.	280,000
From 45 to less than 50 ft.	310,000
From 50 to less than 55 ft.	350,000
From 55 to less than 60 ft.	390,000
From 60 to less than 65 ft.	430,000
From 65 to less than 70 ft.	480,000
Over 70 ft.	Separate consultation

The fees shown here are for one boat.
Fee includes consumption tax.
Fee of multihull is one and a half times higher.

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.

For tent booth exhibits **Zone N**

(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.

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

Type	Fee (Yen)
3.6 m x 2.7 m	110,000

Shorepower/electricity fees

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

Fee includes consumption tax.

Type	Fee (Yen)
Floating display boat	51,500
Outdoor tent	20,600

General Information

Payment and Conditions

Application and Exhibitor Fee

- 1) The deadline for application will be December 9 (Fri.), 2016.
- 2) Applicants are required to complete official application and forms for the articles 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 articles 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 9 (Fri.), 2016 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).

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 December 9 (Fri.), 2016. 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 appointed by the Boat Show Operation Desk.
- The allocation of zones and the location of stands will be appointed 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.

General Information

Payment and Conditions

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. should 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 boat 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).

— **Boat Show Operation Desk** —

Japan Marine Industry Association (JMIA)

〒104-0028 2-10-12 Yaesu, Chuo-ku, Tokyo, Japan

TEL: +81 (3) 5542-1201

FAX: +81 (3) 5542-1206

E-mail: honda@marine-jbia.or.jp

— **JMIA Office** —

Japan Marine Industry Association (JMIA)

〒104-0028 2-10-12 Yaesu, Chuo-ku, Tokyo, Japan

TEL: +81 (3) 5542-1201

FAX: +81 (3) 5542-1206

Homepage: <http://www.marine-jbia.or.jp>

Items for sale to exhibitors and how to order them

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.

How to order: Fill in all of the necessary information on the attached **FORM-1** and send it by fax before the deadline.

Application deadline: December 16 (Fri.), 2016

Payment: After sending your order, deposit payment into the designated bank account of the Japan Marine Industry Association before the payment deadline. If you need an invoice for the payment, please contact the Boat Show Operation Desk. Receipts will not be issued.

Payment deadline: December 16 (Fri.), 2016

Payment to: Japan Marine Industry Association

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

Delivery date: Items purchased by exhibitors will be delivered to the Boat Show Operation Desk around early January 2017 (free shipping).

— **Boat Show Operation Desk** —
Japan Marine Industry Association (JMIA)
〒104-0028 2-10-12 Yaesu, Chuo-ku, Tokyo, Japan
TEL: +81 (3) 5542-1201 FAX: +81 (3) 5542-1206
E-mail: honda@marine-jbia.or.jp

Invitation Tickets (enables entrance to both venues)

Please make active use of these tickets for inviting customers, business associates, etc. Same-day admission tickets for high school age students and above is 1,200 yen; admission is free for junior high school students and under.

[A] Invitation ticket set: Includes invitation tickets, leaflets and envelopes. Sold in sets of 50.

[B] Invitation tickets only: Tickets only. Sold in sets of 50 tickets.

(1) Prices

Price/unit	# of tickets		
	Less than 3,000	3,000 or more / less than 10,000	10,000 or more
[A] Invitation ticket set	324 yen per set	314 yen per set	303 yen per set
[B] Invitation tickets only	271 yen per ticket (77% discount)	259 yen per ticket (78% discount)	249 yen per ticket (79% discount)

*Numbers in parenthesis are discount rates. All prices shown in the table are in Japanese yen and include sales tax.

(2) Ordering

- 1) Fill in all of the necessary information on the attached **FORM-1** and send it by fax.
- 2) The “# of tickets” is calculated as the total number of both **[A]** invitation ticket sets and **[B]** invitation tickets only.
- 3) 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.

Items for sale to exhibitors and how to order them

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 2 to 5), 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

	One pass
Pass	1,080 yen

*Price includes sales tax.

(2) Ordering

- 1) Fill in all of the necessary information on the attached **FORM-1** 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) Price

	One permit per car
Parking Permit	6,170 yen

*Price includes sales tax.

(2) Ordering

Fill in all of the necessary information on the attached **FORM-1** and send it by fax.

(3) Period/hours of use

- 1) Period of use: Permits are valid from March 2 (Thu.) to 5 (Sun.), 2017.
 - 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-1).
Exhibitors requesting overnight parking will be issued a special parking permit.

(4) Security

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

FORM-1

[Invitation ticket, pass and parking permit order form]

*For use by Pacifico Yokohama and Yokohama Bayside Marina exhibitors

Send to: **Boat Show Operation Desk**

Tel: +81 (3) 5542-1201

Fax: +81 (3) 5542-1206

Application deadline:

December 16 (Fri.), 2016

Order invitation tickets, passes and exhibitor parking permits* as shown below.

*Exhibitor parking permits are only for Pacifico Yokohama.

Company:

Address:

TEL:

FAX:

Person in charge:

Position

Name (please print) Mr./ Ms.

Item	Number	Unit price	Price
[A] Invitation ticket sets		yen	yen
[B] Tickets only		yen	yen
Passes		1,080 yen	yen
Exhibitor parking* permits		6,170 yen	yen
Overnight parking Yes / No (vehicles)			
Total (includes tax)			yen

*For Pacifico Yokohama only; for Yokohama Bayside Marina, please use the paid parking lot.

- Refer to the table on page 10 for prices on [A] invitation ticket sets and [B] invitation tickets only.
- The unit price for invitation ticket sets is for a set of 50. Separately sold invitation tickets are sold in a unit of 50 individual tickets.
- Please transfer the total sum of your order to the bank account below by **December 16 (Fri.), 2016**.

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