



## Living in a Marine Age

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**Toru Hasegawa**  
Chairman  
Japan Boating Industry Association (JBIA)

The Japan Boating Industry Association (JBIA) is an industry organization composed primarily of manufacturers and distributors of motor boats, sailboats, PWCs, marine engines, and other related equipment. In 2010, the JBIA will celebrate its 40th anniversary.

We aim to promote the sound growth of the boating and boating-related industries as well as the manufacture and maintenance of boat-related parts. At the same time, we also strive to contribute to public welfare.

When we think about the ocean and marine leisure, many positive, appealing words come to mind – “health,” “gourmet,” “travel,” and even “self-discipline” and “challenge.” They awaken the imagination and stimulate creativity, allowing seemingly contradictory images such as “convenient” and “luxurious,” “familiar” and “inspirational,” to coexist in our minds. The ocean infuses local communities, organizations, and individuals with vitality. As lifestyles become increasingly diverse and globalization continues sweeping the world, it is accurate to say that now, more than ever, we are living in a marine age.

The Japan International Boat Show 2010 will be held in Yokohama in early spring. Through this show, we aim not only to convey the value and social role of marine leisure but to design a show that maximizes the impact and power of the ocean, the marine leisure stage. By sponsoring a booth, you will create a synergistic effect that strengthens the appeal of the show and in turn contribute to the continued success of your business.

We look forward to visiting your booth at the Boat Show!

## Outline of Japan International Boat Show 2010

Name of show	Japan International Boat Show 2010
Location (city)	Yokohama City, adjacent Tokyo
Organiser	Japan Boating Industry Association (JBIA)
Address	5-1, 2-chome Ginza, Chuo-ku, 104-0061 Tokyo, Japan
Sponsors	-Ministry of Land, Infrastructure and Transport -Kanagawa Prefectural Government -City of Yokohama -Embassy of The United States of America Tokyo, Japan -European Union Delegation of The European Commission to Japan -Embassy of the People's Republic of China in Japan - <b>NHK</b>
Date	4th through 7th March 2010 3rd March – Exhibition installation and set-up 7th March – Removal of exhibits begins after closing-noon, 8th March
Opening hours	10:00 – 18:00 (10:00 – 17:00 Floating area) *4th March 11:45 – Opening Ceremony, noon – Show opens (10:00 – 11:30: Press hour) *7th March – Final day, venue closes 17:00
Show open to	Public and trade
Entrance fees	Public: 1000 Japanese Yen for high school students and above Trade: 1000 Japanese Yen for high school students and above
• Enquiries	Name: Haruo Iinuma TEL: +81 3 3567 6707 FAX: +81 3 3567 0635 E-Mail: iinuma@marine-jbia.or.jp
• Exhibitor contacts	Name: Junichiro Kubo Position: Manager of Planning Division TEL: +81 3 3567 6707 FAX: +81 3 3567 0635 E-Mail: kubo-jbia@nifty.com



Boat Fishing zone (2009)



Sailboat zone (2009)



## A spectacular boat show that conveys positive, healthy images kicks off on March 4th, 2010.

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### **A Wealth of Positive Images**

The number of key words associated with the ocean and marine leisure is unlimited. They ripple forth from activities such as cruising, fishing, and racing on boats and yachts. “Fashion,” “gourmet,” “resort,” “trip,” “continued education,” “local exchange and vitalization,” “nature study,” “heightened awareness of environmental conservation,” “stage upon which athletes challenge themselves”...the list is infinite. We invite you to take advantage of this show as an opportunity to promote your new products and technologies as well as your CSR activities.

### **Primarily Repeat Visitors from the Tokyo Metropolitan Area**

According to a survey taken at the 2009 Boat Show, about 70% of visitors came from Kanagawa, the hosting prefecture, as well as Tokyo and Chiba. As the majority were repeat visitors (approx. 70%) who had attended twice or more, it is clear that the Boat Show is widely known. Although 50% of visitors possessed a boating license, this ratio has begun to show a slight decrease, suggesting an increase in the popularity of and interest in vehicle categories such as mini boats and kayaks that do not require a license.

### **An Ideal Location for Experiencing the Ocean**

2010 marks the 4th year that the Boat Show will be held at the port of Yokohama. Boasting convenient access and overlooking Rinko Park, the primary venue, the Pacifico Yokohama, is the ideal location for visitors to leisurely gaze at the sea and feel the salty sea breeze. We encourage you to take advantage of this invaluable opportunity for giving a variety of presentations, raising customer satisfaction, and capturing new clients.



### **Attracting Beginners**

By presenting personal watercraft freestyling shows and dynamic wakeboard and waterskiing performances at Rinko Park in front of the Pacifico Yokohama, we aim to captivate people visiting Yokohama in early spring and draw them to the Boat Show venue. The programs targeting beginners, families, and veterans on a special stage and throughout the venue are designed to motivate people to visit the booths presented by each company.

### **Forty Years of Achievements Behind Our Fiftieth Show**

The Japan Boating Industry Association (JBIA) celebrates its 40th anniversary in 2010 and its 50th Boat Show in 2011. The Boat Show was first held in Harumi, but over time the venue changed to Tokyo Big Site and Makuhari Messe. Since 2007, the show has been held at the Pacifico Yokohama. Over the years, the JBIA has worked with the local community to create the best show possible. Activities include the construction of a large-scale docked boat display at a specially designed floating venue, marine-based attractions in Rinko Park, the development of “Marine Learning Fun,” a program for children, in collaboration with Nippon Maru Memorial Park and the Ministry of Land, Infrastructure, Transport and Tourism, and the establishment of boat displays in front of JR Sakuragicho Station.

## Successful results for Japan International Boat Show 2009

The Japan International Boat Show 2009 was successfully held under the theme of “A Wonderful World with Oceans – Keeping Oceans Beautiful for the Future.” On display at the indoor Pacifico Yokohama venue were new motorboat and sailboat models, navigational equipment and other marine equipment and accessories, as well as booths offering information about boat operator licensing, marina facilities and the like. The boat displays covered the wide variety of marine leisure with a “Boat Fishing Corner,” a “Sailboat Corner,” a “Small Boat Corner,” a “Canoe Corner” and a “PWC Corner” for various types of personal watercraft. Under the balmy spring skies at the nearby bayside floating exhibition area, displays of 28 larger boats and sailing yachts, including luxury cruisers of up to 18 meters, attracted many visitors with their promise of a wonderful world of marine leisure.

Of particular note this year was the “Marine Wonder World” educational program organized with the support of the Yokohama City Board of Education for 4th to 6th grade elementary school children as part of the 150th anniversary celebrations of the opening of Yokohama Harbor. The curriculum included five courses in the areas of boat building, boat operation, the environment, weather and sea conditions and navigation. Many children learned about the wonders of the sea and nature and the fun of marine leisure by participating in these courses, such as the “Navigation Course” taught by ocean adventurer Kojiro Shiraishi as the participants cruised on the Yokohama city publicity boat Hamadori.



### Main Exhibits

- Motorboats, small boats, sail boats, inflatables
- Canoes, kayaks
- Personal watercrafts
- 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 2009 show: 210 exhibitors**

# General information for the International Boat Show 2010

## 1. Display Model Categories and Display Methods

Display zones are set up in accordance with display contents. The following are the main display items and zones.

### (1) Indoor exhibit area

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

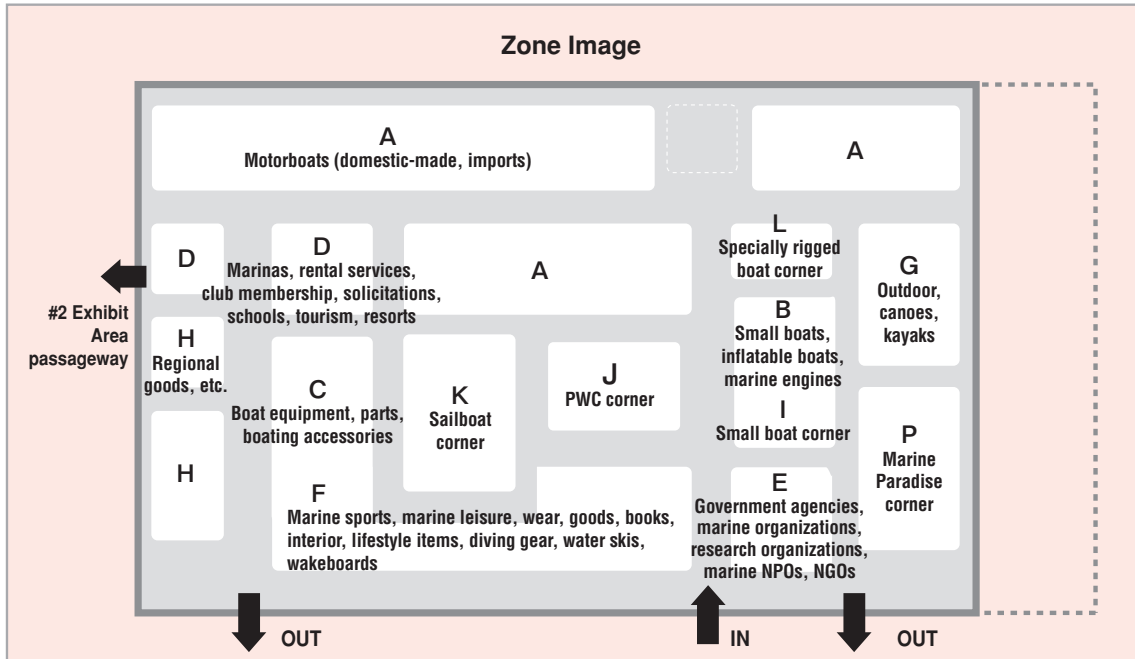
### (2) Indoor display area Special corners

Zone	Range of products	Space allotment	Space format
I	Small boat corner Limited to trailer-able/portable boats of under 5 m and related accessories. Boats can be displayed on trailers as long as the total length with trailer is under 6 m. Trailers or accessories can be displayed alone.	Boat exhibit fee	Empty floor space
		One space rate 2 m x 2 m	Empty floor space
J	PWC corner PWCs, PWC trailers, PWC related parts, accessories, wear, towing boards, etc.	General regular-space rate	Empty floor space
K1	Sailboat corner (boat only) Sailing cruisers, sailing dinghies, etc. Limited to boat form only.	One space rate 2 m x 2 m	Empty floor space
K2	Sailboat corner (unit booth display) Sails, rigging equipment, parts, accessories, schools, club information, etc.	Unit booth rate 9 m <sup>2</sup> / 3 m x 3 m	Unit booth setup
L1	Specially rigged boat corner.	Boat-length rate per boat	Empty floor space
L2	Rigging equipment, accessories corner (small-space display) Fishing boat rigging equipment, fishing gear, fishing-related accessories, wear, equipment, information, etc.	General regular-space rate	Empty floor space

### (3) #2 Display area Floating Display area

Zone	Range of products	Space allotment	Space format
M	Floating displays	Boat-length rate per boat	On water display Temporary wharf
N1	Tent booths (large) Passageway side area. Limited to boat exhibitors	10 m x 10 m rate includes tent	Standard tent size
N2	Tent booths (small) Passageway side area. Not limited to boat exhibitors	3.6 m W x 5.4 m rate includes tent	Standard tent size

# General information for the International Boat Show 2010



\* This Zoning Diagram is only a rough image, not finalized.

## 2. Exhibition Site and Hall Information

<b>Exhibition site</b>	<p>Name of venue: Pacifico Yokohama          URL: <a href="http://www.pacifico.co.jp/english/index.html">http://www.pacifico.co.jp/english/index.html</a>          Address: 1-1-1 Minatomirai, Nishi-ku, Yokohama 200-0012, Japan</p> <p>TEL: +81 45 221 2155 (General Information)          FAX: +81 45 221 2166 (Access Information)</p>
<b>Access</b>	<p>City center: 15 minutes walk          Tokyo center: Approx. 30 minutes by car or train          Narita Airport: Approx. 100 min. by JR Narita Express or Airport Limousine Bus to Tokyo Station connects JR Tokaido line to Yokohama Station connecting to Minatomirai line to "Minato Mirai" Station connecting to Convention center called Pacifico Yokohama on foot.</p>
<b>Total Usable Space</b>	<p>16,700m<sup>2</sup>          11,995m<sup>2</sup> (Floating space)</p>
<b>Clearance [Height]</b>	<p>3m ~ 19m</p>

# General information for the International Boat Show 2010

## 3. Exhibition Space and Space Fees for General Space Displays

Exhibitors referred to as “general regular-space” exhibitors regarding Item 1. Display Model Categories and Display Methods on page 5, please refer to information below.

### (1) Unit of Space

A unit of general regular-space is 9m<sup>2</sup>. (3m x 3m)

### (2) Figure of Stand

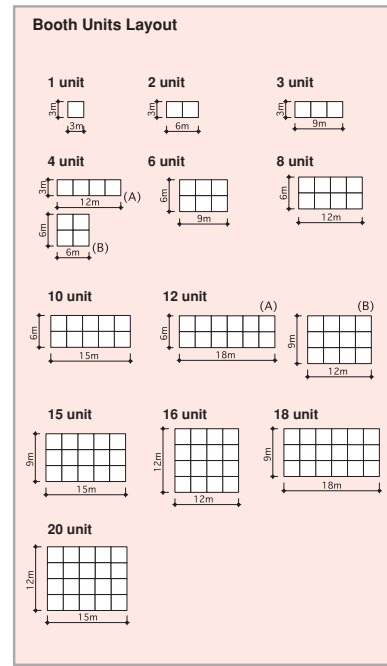
The space format for exhibit spaces of 20 space units or less is as shown in the diagram(s) at right. For spaces of 4 or 12 space units there are two formats (types A and B) to choose from, so please indicate your choice when applying. Note that the format of the spaces of over 20 units is decided by the event organizers.

The spaces are provided as bare floor and any equipment of facilities to be used there must be prepared by the exhibitor.

### (3) Display fees for general regular-spaces (empty floor spaces)

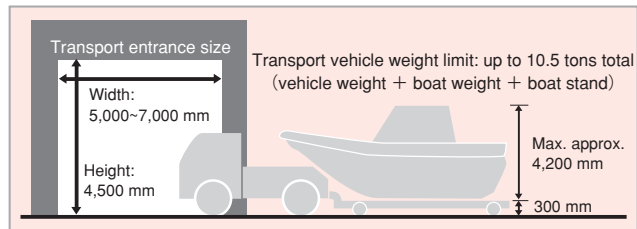
All Prices shown in the table are Japanese yen per 1 unit including consumption tax.

Space	1- 5 Unit	6 - 9 Unit	10+ Unit
Fee	168,000	160,000	146,000



### (4) 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.



### (5) Conditions for Displayed Product

#### 1) Pricing

- The prices shown for displayed products, should be the price including consumption tax. If it is difficult to show the price including consumption tax, the price card should show clearly that the posted price does not include consumption tax. Multiple prices prohibited by the Fair Trade Commission or discounts cannot be shown or distributed.

- The display of used product is prohibited. However, experimental boats and other relevant products may be displayed solely for exhibition purpose.
- 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 (JBIA).
- Exhibitors must not stick 'SOLD' sign of the name of the buyers on displayed articles.
- Boats or yachts with names, or the names of users written-on them must not be displayed.
- No explosives or other dangerous materials should be displayed.
- Joint display will be acceptable subject to having written permission of the Boat Shows Organizer (JBIA).
- Subleasing of booth display space is prohibited.



# General information for the International Boat Show 2010

## 4. Displaying at Special Corners

### 1. Small Boat Corner

#### (1) Applicable products

This corner is for the smaller portable and trailer-able category boats that the Japan Boating Industry Association is devoting great efforts to promote. Portable boats of no more than 5 meters in length can be displayed here along with rigging. The boats can also be displayed on a trailer as long as the total length including trailer does not exceed 6 meters. Trailers and accessories can be displayed and sold separately. Also, exhibitors displaying boats that do not require inspections or operator licenses should indicate that clearly in the displays.

#### (2) Space unit size

The size of one space unit is 4m<sup>2</sup> / 2m x 2m and display spaces are allotted in terms of these units.

#### (3) Space format

The space format is only the open floor space of the designated size with no wall or partition surfaces. The format of the spaces over 20 space units is decided by the event organizers.

#### (4) Limitations on display boats and decoration

Your booth space cannot be sectioned off from the other booths with surrounding (partition) walls, decorations or installations. The Organizers will create aisles between your space and the neighboring exhibitor spaces. The Organizers will also provide signs to designate and describe each display corner.

The things besides boats and trailers that can be displayed in your space are listed below.

[Displayable items] Stairs (for boarding the boat), signs, light fixtures. However, these display items besides the display boat cannot exceed 1.8 meters in height. If you need an electric outlet, it is the responsibility of the exhibitor to file an electricity use request.

#### (5) Display fees

The fees shown here include consumption tax.

Length	Fee
Up to 3.3m per boat	70,000
Between 3.3m and 4m per boat	100,000
Between 4m and 5m per boat	120,000
Space 4m <sup>2</sup> /2m x 2m	60,000



# General information for the International Boat Show 2010

## 2. Sailboat Corner

### (1) Applicable products

Sailing cruisers, sailing dinghies, sails, sailing equipment, parts and accessories, sailing school or club information, etc., can be displayed.

### (2) Space unit size, format

Display method	Space unit size	Space format
<b>Space display</b> *For boat display only	<b>One space unit 4m<sup>2</sup> / 2m x 2m</b>	<b>Provided only as floor space</b>
<b>Booth display</b> *Sailboat-related items besides boats	<b>One space with unit booth 9m<sup>2</sup> / 3m x 3m</b>	<b>Provided with unit booth</b>

\*Be sure to show your desired space make-up (size, format) on the exhibitor application form

### (3) Limitations on display items and decoration

#### 1) For Space Display

The Space Display is for boat display only. Walls (partitions) and other forms of decoration that surround your company's space and partition it off from neighboring spaces are not permitted. The Organizers will create aisles between your space and the neighboring exhibitor spaces. The Organizers will also provide signs to designate and describe each display corner. The things besides boats that can be displayed in your space are listed below.

[Displayable items] Stairs (for boarding the boat), product-explanation display items, furnishings for business consultations, signs, light fixtures, catalog stands. However, these display items besides the display boat cannot exceed 1.8 meters in height. If you need an electric outlet, it is the responsibility of the exhibitor to file an electricity use request.

#### 2) For Unit Booth Display

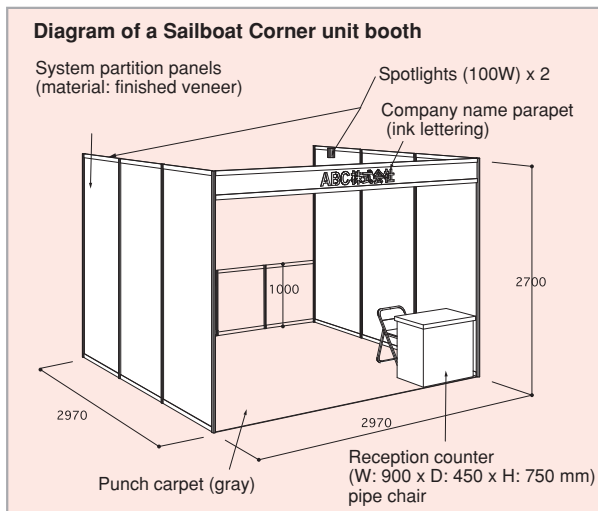
Unit Booths can be used as business consultation areas for show visitors, for displaying sails, sailing equipment, parts and accessories, or introduction/registration areas for sailing school or clubs, etc. Each exhibitor can apply for no more than four unit booths. When renting two or more booths, it is possible to connect the booths into one. All unit booths will have the following specifications. Please understand that the price per unit booth remains the same even if a booth set-up is not needed or if multiple booths are connected into one. Decoration inside the booth is left completely up to the exhibitor.

### (4) Display fees

The fee is a set fee per unit of booth space. The fees shown here include consumption tax.

One space unit	Fee
<b>4m<sup>2</sup> / 2m x 2m (For boat display only)</b>	<b>40,000</b>
<b>One space with unit booth 9m<sup>2</sup> / 3m x 3m (Provided with unit booth)</b>	<b>182,000</b>

## General information for the International Boat Show 2010



### Sailboat Corner unit booth specifications

System wall sections: 6  
Parapets: 1  
Company Nameplates: 2  
Reception counter: 1  
Pipe chair: 1  
Spot lights: 2  
Secondary electrical outlets, wiring work  
Carpet: 9m<sup>2</sup>

### 3. Specially Rigged Boat Corner

This corner is for displaying specially rigged fishing boats and special displays, etc.

#### (1) Applicable products

- Boat exhibits: Specially rigged boats of up to 8m in length (single boat fee)
- Rigging equipment/accessories, etc. (space unit fee)
- Fishing boat rigging equipment, fishing gear, fishing-related accessories, wear, equipment, information, etc.

#### (2) Space unit size, shape

Area of one space unit: 9m (3m×3m)

#### (3) Restrictions on display items, decorations

The spaces are provided as empty floor space and any decoration desired must be prepared by the exhibitor.

#### (4) Restrictions on display boats, decorations

Decorations such as partition walls cannot be used to wall off your booth from the surrounding area. The organizers allocate the spaces between booths as passageways. The organizers provide signs designating the corner and a signboard explaining the contents of the corner.

The following are the things that can accompany the boat in the display area. Acceptable display fixtures: steps, signs, lighting fixtures. However, these fixtures other than the boat itself cannot exceed a height of 1.8 m. If electricity is necessary for your display, the exhibitor should make an application for electricity use.

#### (5) Display fees

Boat display fee. Total fee with consumption tax.

Overall length	Fee
Up to 6m	140,000
Between 6m and 8m	170,000

The fee for one space unit. Total fee with consumption tax.

Number of spaces	Fee
1 to 5 spaces	168,000

# General information for the International Boat Show 2010

## 4. Floating Display Area

A temporary "Pacifico Yokohama District Special Berth" area has been prepared. For this area a temporary pier will be constructed on a pond next to Pacifico Yokohama that provides a total of 200 meters of berth space for the floating display of large-class boats.

### ■Floating Displays

#### (1) Form of display

Use of berth space on the temporary pier will be only for moored display and test rides is prohibited.

Concerning the allocation of display berths, the organizers will make the decisions on the basis of boat types indicated and length etc. on the exhibitor applications. The exhibitors will be responsible for the safety of the boat moorings, emergency measures and visitor safety.

An on-land electricity source will be prepared for exhibitors requesting use of electricity. Applications for this can be made after the Exhibitor Briefing.

#### (2) Exhibit fees (per boat)

Exhibit fees will be based on boat length in feet, with one foot calculated as 0.3048 meters.

Boat lengths will be based on the figures in the maker catalogs, and actual measurements will be made for boats with no catalog length figure.

Fees are for single boat. The fees shown include consumption tax.

Boat length	Fee	Boat length	Fee
From 26ft. to 29ft.	270,000	From 45ft. to 50ft.	520,000
From 29ft. to 31ft.	320,000	From 50ft. to 60ft.	570,000
From 31ft. to 35ft.	370,000	60 ft. and over	Decide via separate consultation
From 35ft. to 40ft.	420,000		
From 40ft. to 45ft.	470,000		

### ■On-land tent displays at the Floating Display area

#### (1) Eligible exhibits

Displays in the large tents are limited to Floating Display boat exhibitors. Displays in the small tents are not limited to Floating Display exhibitors. Displays of products and club membership solicitations are allowed. Sales of products, foods and refreshments are allowed.

#### (2) Form of display

Large tent: 10m×10m overhead tent

Small tent: 3.6m×5.4m overhead tent

\*Tent positions will be decided by lottery.

\*No water supply or drainage is provided.

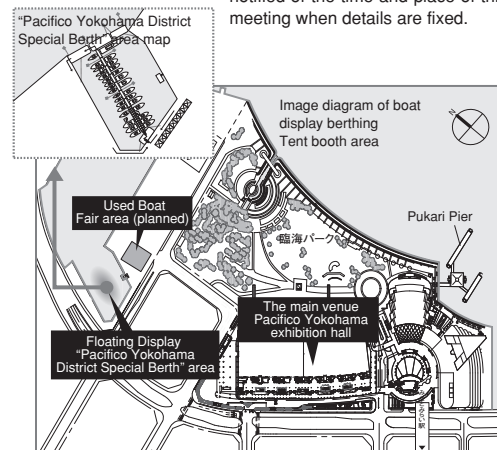
#### (3) Exhibit fees (per tent)

Fees are for the area covered by one overhead tent. The fees shown include consumption tax. An on-land electricity source will be prepared for exhibitors requesting use of electricity. Applications for this can be made after the Exhibitor Briefing.

Tents	Fee
Large tent: 100m <sup>2</sup> / 10m×10m	1,200,000
Small tent: 19.44m <sup>2</sup> / 3.6m×5.4m	140,000

#### Floating display area exhibitors meeting

A meeting will be held to make decisions concerning placement of display berths, times and methods for entering and leaving the mooring area, mooring positions, operations during the show and safety management. Floating Display exhibitors will be notified of the time and place of this meeting when details are fixed.





# General information for the International Boat Show 2010

## 5. Application and Registration Fee

- 1) The deadline for application will be Tuesday, 10 November 2009 (17:00).
- 2) Applicants are required to complete an official registration and forms on the articles to be displayed. These forms should be submitted to the bank mentioned below together with a copy of the bank slip certified the deposit, 50 percent of total charge.

**Bank name: Mizuho Bank, Ltd. Ginza-Chuo Branch, Tokyo (Swift Code No. MHBKJPJT)**  
**Account name: Japan Boating Industry Association Boat Show**  
**Account No.: 1251138202**

- 3) All the costs of the bank transfer charges occurring at both your bank and our bank shall be born by applicants.
- 4) Receipt for this fee will only be issued if a request is made to the Boat Show Organizer (JBIA) by the closing term.
- 5) Applications without deposit will not be accepted.
- 6) Although the registration fee is accepted as part of the total charge, this does not necessarily imply that the number of units requested will be accepted.
- 7) An application is not a guarantee that all articles for display will be approved.
- 8) A designated application on locations or shapes of stands will not be accepted. (Applicants can be asked if there is a special circumstance.)
- 9) For smoother procedures, applications from abroad should be made through agencies, Embassies or official overseas organizations in Japan. In the case that applicants have difficulty finding such an organization, please ask JBIA for assistance.
- 10) Please note that applications received after the Tuesday, 10 November 2009 deadline (late entry applications) will be subject to a handling fee in addition to 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).

## 6. Contract for Application

- 1) The contract between the Boat Show Organizer and applicants will be considered when a 'Notice of Approval' will be issued. This will be mailed after receipt of the deposit.
- 2) The remaining 50% of the total charge and its consumption tax, should be transferred to the above mentioned account no later than Friday, 25 December 2009. The costs of the bank transfer occurring at both your bank and our bank charges will be born by the applicants.
- 3) The registration fee will not be refunded after the contract once concluded.

## 7. Allocation of Stand

Appointment of stand location for the applicants from abroad will be conducted by the Boat Show Operation Desk as follows.

- The category of each products to be applied in accordance with the FORM-1 (Display Item Check Sheet), will be specified by the Boat Show Operation Desk.
- 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.



## General information for the International Boat Show 2010

- 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 would be reallocation of the exhibition spaces because of specific situations. In such case, demand for compensation by exhibitors will not be accepted.

### 8. 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., will be borne by the exhibitors.

### 9. Restrictions

Exhibitors and Products described below will not be accepted and withdrawal even during an exhibition period from the Boat Show Operation Desk.

- Exhibitors and Products which will affect good public order and customs with a possibility of soiling the prestige of the boat show. (ex. Imitation articles)
- Exhibitors and Products which break the conditions of exhibition guidance.

### 10. Discontinuance of the Show

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

#### **-Operation desk-**

**Japan Boating Industry Association (JBIA)  
Boat Show Operation Desk  
2nd Sales Div., 3rd headquarters, 2nd Sales Office  
2-13-10 Koraku, Bunkyo-ku, Tokyo 112-0004  
TEL: +81 3 3813 1508  
FAX: +81 3 5804 3451  
E-mail: [boatshow@murayama.co.jp](mailto:boatshow@murayama.co.jp)**

#### **-JBIA office-**

**Japan Boating Industry Association (JBIA)  
5-1, 2-chome, Ginza, Chuo-ku, Tokyo 104-0061  
TEL: +81 (3) 3567-6707  
FAX: +81 (3) 3567-0635  
URL <http://www.marine-jbia.or.jp>**

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# General information for the International Boat Show 2010

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## 6. Schedule hereafter

Early September	Reception of exhibitor applications begins
Oct. 16 (Fri.)	Advance (early) application deadline (applying by this date ensures applicants booth space allocation lottery priority at the Exhibitor Briefing to be held on Nov. 16)
Nov. 10 (Tue.)	Exhibitor application deadline (must be received by 5:00 p.m. at the boat show operations desk)
Nov. 16 (Mon.)	“Japan International Boat Show 2010 Exhibitor Briefing” Date: Nov. 16 (Mon.) 2009 Time: 13:30 – 16:00 (registration from 13:00) Place: Pacifico Yokohama (Pacifico Yokohama Annex Hall F201 and F202) 1-1-1 Minato Mirai, Nishi – ku, Yokohama 220-0012 Tel: +81 (45) 221-2122 (Weekdays 9:00 a.m. – 12:00 / 13:00 – 17:00) <a href="http://www.pacifico.co.jp/english/index.html">http://www.pacifico.co.jp/english/index.html</a>
Nov. 30 (Mon.)	Map of decided booth allotments sent out to exhibitors
Dec. 25 (Fri.)	Deadline for the remaining exhibitor fee balance payment Deadline for application for pay invitations, entry passes, exhibitor parking space, etc.
Early Jan.	Posters, leaflets distributed Posters, leaflets, paid invitations, passes, etc., will be sent to all exhibitors whose fees have been received.
Mid. Jan.	Deadline for all kinds of applications
Feb. 5 (Fri.)	Japan Boating Industry Association Chairman’s press conference
Mar. 3 (Wed.)	Exhibition installation and set-up
Mar. 4 (Tur.)	Japan International Boat Show 2010 in Yokohama opens
Mar. 7 (Sun.)	Show closes Removal of exhibits begins after closing

