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4 - 7 JANUARY 2018

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ROYAL PHUKET MARINA  
PHUKET | THAILAND

# THAILAND'S #1 LUXURY LIFESTYLE & MARINE SHOWCASE

For four days, Royal Phuket Marina will be transformed into a bustling hub for all things luxury. From opulent properties to fine food and wine, watches to supercars, fashion and art, the **PHUKET RENDEZVOUS** will attract some of the biggest brands from all over the globe.

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## SPONSORSHIP PACKAGES

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ORGANISERS  
Asia Rendez Vous Pte. Ltd.

[www.thephuketrendezvous.com](http://www.thephuketrendezvous.com)  
[info@thephuketrendezvous.com](mailto:info@thephuketrendezvous.com)



THU - SUN

DATE

JANUARY 4 - 7, 2018

START  
11:00 AMEND  
19:00 PM

VENUE

ROYAL PHUKET MARINA • RPMIEC

CITY

PHUKET

COUNTRY

THAILAND

## THE PHUKET RENDEZVOUS 2018

The inaugural **PHUKET RENDEZVOUS** is set to bring the best of luxury lifestyle to Royal Phuket Marina and will replace the 14-year old Phuket International Boat Show (PIMEX) that had been held in the same location for the last 12 years.

For four days, Royal Phuket Marina will be transformed into a bustling hub for all things luxury. From gourmet cuisine to properties, watches to supercars, fashion and art, the **PHUKET RENDEZVOUS** will attract some of the biggest brands from all over the globe. In the marina, the event will host the region's leading brokers and dealers, guaranteeing maritime heaven for leisure boating enthusiasts and all our 10,000 expected guests. Visitors will be able to access over 50 yachts and have the opportunity to meet with yacht brokers, high-end property developers, bespoke travel organisers as well as specialists within auction, art and investment industries.

After two successful editions of the Singapore RendezVous, the experienced and passionate teams behind **Asia Rendez Vous Pte. Ltd.** are ready to bring their own touch of luxury to Thailand's most desirable destination, Phuket.

**100+**

PARTICIPANTS

FROM LUXURY  
PROPERTY  
TO MARINE  
EQUIPMENT

An exciting programme of fashion shows, art exhibitions and wine tasting will enhance the visitor experience and, with more emphasis on superyachts, a mariner's market and the prestigious Christofle Yacht Style Awards, the **PHUKET RENDEZVOUS** will have something for everyone!

- **Art Exhibitions**
- **Bartender & Chef Competitions**
- **Beach BBQ at The Village Coconut Island**
- **Cigar Lounge**
- **Classic & Exotic Cars Parade**
- **Conference & Seminar Programme**
- **Craftsmanship Demonstrations**
- **Fashion Shows**
- **Fine & Casual Dining**
- **KidsMania @RPM**
- **Live Bands & DJs**
- **Mariners' Market**
- **Sailing Workshop**
- **Superyacht Event**

## TIMETABLE

The **PHUKET RENDEZVOUS** will be held during the first weekend after the New Year, when hotel occupancies are at a premium and there is the largest number of HNWIs and villa owners on Phuket.

**DAY 1: Thursday 4th January 2018****DAY 2: Friday 5th January 2018****DAY 3: Saturday 6th January 2018****DAY 4: Sunday 7th January 2018**

Media, Trade &amp; VIPs

Trade &amp; Public

Trade &amp; Public

Public only

VENUE

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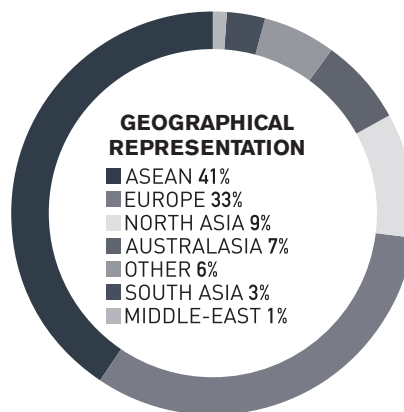
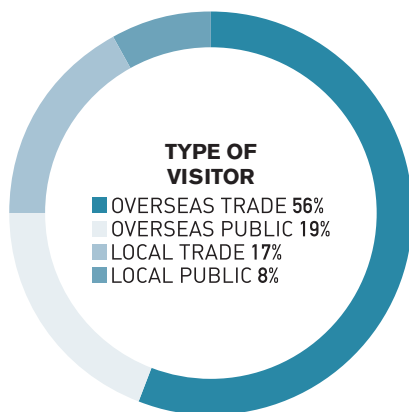
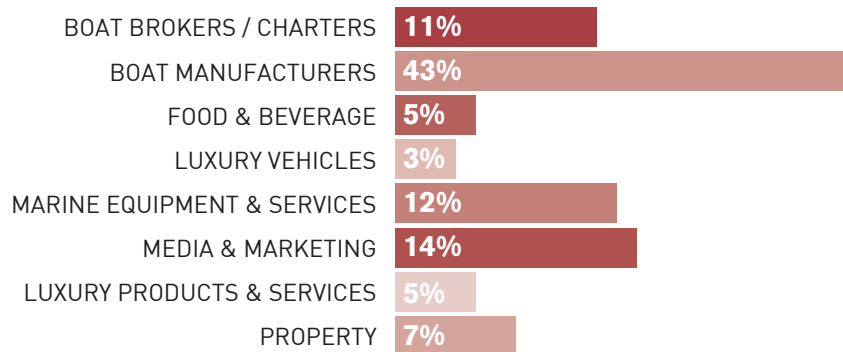
COUNTRY

THAILAND

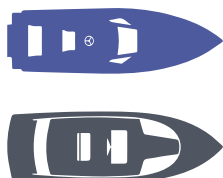
## WHO WILL ATTEND

With over 100 participants expected to attend, the **PHUKET RENDEZVOUS** will be the largest marine and luxury lifestyle event on the island.

### EXHIBITOR PROFILE



The **PHUKET RENDEZVOUS** will attract key buyers and final decision makers from all over the world. Throughout the event, exhibitors and visitors alike will enjoy a number of exciting opportunities to mingle, network and appreciate the live music, wine tasting and craftsmanship demonstrations.



From luxury yachts to entry-level RIBs, classic sailing boats to some of the largest superyachts in production, the **PHUKET RENDEZVOUS** will be Thailand's most diverse marine expo and, with over 60 boat brands represented, it will also be one of the biggest!

## PHUKET



Crowned the Jewel of the Andaman, Phuket is Thailand's second most visited destination - after Bangkok - and is the 26th most visited resort in the world. In 2017, Thailand expects to welcome 32.5 million overseas visitors and it is estimated that around 8 million will visit Phuket during their stay. The newly opened terminal at the international airport offers direct access from Europe, the Middle East and Australia and incoming flights will have increased by 34% in 2017.



Spectacular scenery, stunning tropical sunsets and warm blue seas; Phuket is Thailand's most upmarket and desirable destination. This picturesque island provides an unbeatable combination of soft white beaches, superb restaurants and accommodation, plus some of the best sailing found in the world.



There are almost 1,000 starred hotels in Phuket, with a total capacity of over 50,000, and an average occupancy rate of 70%. It is estimated that there are currently 3,000 registered accommodation facilities in Phuket Province.



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## EXHIBITOR PROFILE

A large range of exhibitors will participate in the show, making it an impressive showcase of luxury yachts, property developers, premium brands, classic cars and gourmet food and wine. As well as yachts of all types and sizes, marine suppliers exhibiting engines, chandlery and watersport toys will ensure that the local maritime industry is also well represented.



- Art Galleries
- Chandlery & Systems
- Classic & Luxury Cars
- Diving Equipment
- Electronic Systems
- Engine Manufacturers

- Fashion & Accessories
- Financial Services
- Fine Jewellery
- Harbours & Marinas
- Hospitality & Travel
- Interior Design

- Luxury Property
- Pre-Owned Yachts
- Press & Media
- Watches & Timepieces
- Yacht Brokers
- Yacht Charters

## VISITOR PROFILE

Luxury aficionados from Asia (China, Hong Kong, Singapore, etc.), Europe (Russia, Germany, UK, France, etc.), as well as Bangkok and Phuket, are expected to attend the show and participate in this unique experience.

- Art Collectors
- Captains
- CEOs
- Classic Car Owners
- Commercial Directors
- Engineers
- Fashion Enthusiasts
- HNWI's
- Leisure Boaters
- Property Investors
- Purchasing Directors
- R&D Personnel
- Tourism Professionals
- Marketing Executives
- Watersport Enthusiasts

- Watersport Companies
- Maritime Designers
- Marinas
- Watch Collectors
- Yacht Charters
- Yacht Clubs



ROYAL PHUKET MARINA

Strategically located on Phuket's east coast, Royal Phuket Marina is the island's only dedicated exhibition facility and is a distinguished, world-class resort combining luxury waterfront living with a state-of-the-art marina. The venue comprises of more than 2,500sq.m. of internal exhibition space and an extra 1,000sq.m. outdoor. A further 15,000sq.m. in-water space is also available for maritime events. Since 2005, Royal Phuket Marina has been selected by a host of organisers as the venue for their global trade exhibitions, congresses and a wide range of MICE events.



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## SPONSORSHIP PACKAGES

The **PHUKET RENDEZVOUS** invites a limited number of exclusive brands to sponsor Thailand's premier luxury lifestyle and marine expo and engage with clients and future prospects in an exciting and sophisticated destination. Finding the right platform and the best event to highlight your brand is the key to success in this industry and the **PHUKET RENDEZVOUS** offers a comprehensive range of sponsorship packages and opportunities that enables corporate Asia to be involved in the marine and luxury lifestyle markets.

### TIER 1: TITLE & PRESENTING SPONSOR

One title and presenting sponsor with naming rights to the show.

### TIER 2: HOST SPONSOR

One host sponsor.

### TIER 3: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

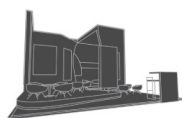
Up to six co-sponsors from non-competing categories.

Up to 10 official suppliers providing relevant goods and services.

Up to 15 media partners.

## EXHIBITOR OPTIONS

From custom-built stands to shell-schemes, prime locations in the marina to superyachts off a nearby private island, at the **PHUKET RENDEZVOUS** we have a wide range of options to suit each exhibitor.

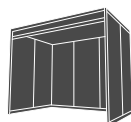


#### SPACE-ONLY PACKAGE

Inclusive of show directory entry and a double power socket. The Space-only package does not include furniture, fixtures or carpets.

**THB 7,500 / SQ.M.**

*The Phuket RendezVous team can offer custom-build stand and construction services.*



#### SHELL-SCHEME

Inclusive of white wall panels, carpet, lighting, fascia with company name, show directory entry and a double power socket, plus information counter, coffee table, chairs and a wastebasket.

**THB 10,000 / SQ.M.**

#### IN-WATER DISPLAY

**THB 90,000 / SQ.M.**

**THB 100,000 / SQ.M.**

**THB 120,000 / SQ.M.**

**C DOCK**

**D DOCK**

**E DOCK**

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LOCATION

EXHIBITION HALL

GROSS SQ.M.

2,500sq.m.

NET SQ.M.\*

1,100sq.m.

MARINE BOOTHS\*

20

NON-MARINE BOOTHS\*

45

\* Estimated figures for PHUKET RENDEZVOUS 2018

LOCATION

TOWN SQUARE &amp; BOARDWALK

GROSS SQ.M.

1,000sq.m.

NET SQ.M.\*

500sq.m.

TRADE BOOTHS\*

11

F&amp;B POP-UPS\*

5

\* Estimated figures for PHUKET RENDEZVOUS 2018

LOCATION

MARINA

NET SQ.M.\*

8,895sq.m.

YACHTS\*

52

SUPERYACHTS\*

6

AVERAGE LENGTH.\*

70FT

\* Estimated figures for PHUKET RENDEZVOUS 2018

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# INVENTORIES

## PARTNER LEVEL

TITLE SPONSOR

HOST SPONSOR

CO-SPONSOR

OFFICIAL SUPPLIER  
& MEDIA PARTNER

### 1 CATEGORY EXCLUSIVITY & TITLE RIGHTS

1.1	RIGHTS TO TITLE "THE PHUKET RENDEZVOUS 2018 PRESENTED BY [TITLE SPONSOR NAME]" FOR PR & ADVERTISING USE	✓	✗	✗	✗
1.2	RIGHTS TO TITLE "[HOST SPONSOR NAME], OFFICIAL HOST SPONSOR OF THE PHUKET RENDEZVOUS 2018 PRESENTED BY [TITLE SPONSOR]" FOR PR & ADVERTISING USE	✗	✓	✗	✗
1.3	RIGHTS TO TITLE "[CO-SPONSOR NAME], OFFICIAL CO-SPONSOR OF THE PHUKET RENDEZVOUS 2018 PRESENTED BY [TITLE SPONSOR]" FOR PR & ADVERTISING USE	✗	✗	✓	✗
1.4	RIGHTS TO TITLE "[SPONSOR NAME], OFFICIAL SUPPLIER / MEDIA PARTNER OF THE PHUKET RENDEZVOUS 2018 PRESENTED BY [TITLE SPONSOR]" FOR PR & ADVERTISING USE	✗	✗	✗	✓
1.5	COMPANY NAME INCORPORATED IN OFFICIAL SHOW LOGO	✓	✗	✗	✗

### 2 BRANDING & INTELLECTUAL PROPERTY RIGHTS

2.1	LOGO ON OUTSIDE EXHIBITION HALL	✓	✓	✓	✓
2.2	LOGO ON BRANDING AROUND VENUE	✓	✓	✓	✓
2.3	LOGO ON BRANDING INSIDE EXHIBITION HALL	✓	✓	✓	✓
2.4	LOGO ON ADVERTISING BILLBOARDS AROUND PHUKET	✓	✓	✓	✓
2.5	LOGO ON MEDIA INTERVIEW BACKDROP BRANDING	✓	✓	✓	✓
2.6	LOGO ON COLLATERAL PRE- & POST-SHOW	✓	✓	✓	✓
2.7	LOGO ON OFFICIAL THE PHUKET RENDEZVOUS APPAREL	✓	✗	✗	✗
2.8	SHOW DIRECTORY ADVERTISEMENT	FULL PAGE	FULL PAGE	50% DISCOUNT	50% DISCOUNT
2.9	OPPORTUNITY TO PURCHASE TICKETS FOR SPECIAL EVENTS	✓	✓	✓	✓
2.10	NAMING RIGHTS FOR THE PHUKET RENDEZVOUS PREVIEW	✓	✗	✗	✓

### 3 MEDIA & PR RIGHTS

3.1	LOGO ON THE PHUKET RENDEZVOUS ADVERTS & NEWSLETTERS	✓	✓	✓	✓
3.2	INCLUSION IN ANY TV / RADIO ADVERTISEMENTS PRODUCED	✓	✓	✗	✗
3.3	INCLUSION IN ANY TV DOCUMENTARY / VIDEOS PRODUCED	✓	✓	✓	✗

### 4 EXPERIENTIAL RIGHTS

4.1	TRADE BOOTH IN EXHIBITION HALL	✓	✓	✓	✓
4.2	PROMOTIONAL LITERATURE AT SHOW & SPECIAL EVENTS	✓	✓	✓	✓
4.3	SAMPLING	✓	✓	✓	✓

### 5 DIGITAL & SOCIAL RIGHTS

5.1	LOGO ON EVENT WEBSITE & HTML NEWSLETTERS	✓	✓	✓	✓
5.2	SPECIAL FEATURE IN SHOW HTML NEWSLETTERS	✓	✓	✗	✗
5.3	LOGO IN ANY APP PRODUCED	✓	✓	✓	✓
5.4	FORWARDING OF PROMOTIONAL MATERIALS TO SHOW'S DATABASE	✓	✓	✓	✓

### 6 HOSPITALITY & NETWORKING RIGHTS

6.1	VIP TICKETS FOR EACH SPECIAL EVENTS / PARTIES / DINNERS	20 PER PARTY	10 PER PARTY	10 PER PARTY	10 PER PARTY
6.2	VIP SPONSOR PASSES	25	15	10	10



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## WHY THE PHUKET RENDEZVOUS?

Sponsors will benefit from the **PHUKET RENDEZVOUS**' extensive marketing campaign, which will help to deliver direct interaction with HNWLs and key players from around the region. Other benefits include our comprehensive advertisement campaign, which will be circulated all over the Asia-Pacific region via 20 magazines in the Organiser's portfolio, connecting your business to a wider audience.

### BRANDING, MEDIA & PR

From local and international print advertisements and editorials to press-releases, social media campaigns and, of course, the excellent demographic of our visitor base, the **PHUKET RENDEZVOUS** will provide ample opportunity to expose your brand in Thailand and regionally. The **PHUKET RENDEZVOUS** will also focus heavily on online marketing, including monthly E-blasts and a comprehensive website.

### VISITOR PROMOTION

The **PHUKET RENDEZVOUS** will offer exhibitors the very best opportunity to showcase their products to regional distributors, retailers, HNWLs, hotels, restaurants and other key decision making entities. Exhibitor's will benefit from a comprehensive marketing campaign, including:

- **Advertising in publications worldwide**
- **Direct E-marketing to an extensive database**
- **Full details within official Show Directory**
- **PR campaign**



### HOSPITALITY NETWORKING

Sponsorship opportunities include hospitality and networking events held at on-site venues as diverse as luxury villas for poolside cocktails, luxurious yachts in the marina and, of course, the sophisticated atmosphere of the boardwalk.



### EXPERIENTIAL MARKETING

Using our highly developed marketing resources and dedicated database, we expect over 5,000 visitors (mainly registered trade buyers) from over 40 countries. Visitors come from a broad cross section, including marine trade buyers, hotel / resort management, tourists and Thai nationals and expats exploring the possibility of owning or chartering a boat.





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## THE ORGANISERS

As one of Asia's fastest growing high-end media platforms, **LUX INC MEDIA** and **HEART MEDIA** 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** are the ultimate rendez-vous for Asia's elite.

### ASIA RENDEZ VOUS PTE. LTD.

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ASIA RENDEZ VOUS PTE. LTD.

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