



T a i p e i F l o r a E x p o D o m e

DRT SHOW

(DIVING & RESORT, TRAVEL EXPO)

TAIWAN 2021

Date: June 18-20, 2021

Marketing Kit



Contact us

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DIVING RESORT TRAVEL EXPO DRT SHOW Taiwan

DRT SHOW Taiwan is the only dive expo in Taiwan, the International well-known exhibitors are gathered on DRT SHOW to promote diving and travel industrial development. DRT SHOW attracts people who are interested in diving and ocean theme, provides visitors exploring the activities of ocean, reveals the unknown of the diving, and also promotes how beauty of ocean and the importance of conservation.

DRT SHOW is a localized and customizes diving feast in Taiwan that you can't miss, it's excellent opportunity to engage the community that visitors, exhibitors and buyers could be interacted.

DRT SHOW have been successfully held at 12 cities in Asia, including Taiwan, Hong Kong, Shanghai, Beijing, Guangzhou, Okinawa, Singapore, Manila, Malaysia and India. DRT SHOW is the largest B2B2C platform and dive, travel expo in Asia Pacific.



DRT SHOW Taiwan
June 18-20, 2021

台灣國際潛水暨度假觀光展





A Renowned International Dive Expo in Asia

- Takes place in **12** countries / regions in Asia Pacific.
- Serves more than **1,800** booths a year.
- Attracts **350,000** dive and travel industry professionals and visitors.



We Care About Sustainability

Plastic FREE Project

More than 8 million tons of plastic waste is dumped into the ocean every year. 50% of which is plastic products that have been used only once and most of them takes at least 100 years to be decomposed.

Therefore, since our inception, DRT SHOW has continued to advocate sustainable marine operations, implementing "Plastic Free Project" and inviting well-known and influential people in the diving industry to support the concept of plastic reduction and to protect the Ocean.



**We pledge to
use less plastic**



**Remove plastic covers
from badges
comprehensively**



**Provide recycle bag to
visitors**



**Use recyclable tableware
in cafeteria and VIP room
onside**



DRT SHOW

- ✓ Professional B2B2C Dive Expo
- ✓ Full of divers and water-sport lover onside
- ✓ Spacious marketing network
Held in 12 countries / regions
- ✓ Supported by government, tourism boards, associations, and diving training institutions.
- ✓ 200%-300% larger than other dive expos

V.S.

Similar Dive Expos in Same City

- ✗ Entertaining activity
- ✗ Little number of divers
- ✗ Held in single city
- ✗ Supported by few institutions
- ✗ Relatively small

Content



DRT SHOW Taiwan
June 18-20, 2021

台灣國際潛水暨度假觀光展

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Overview



DRT SHOW Taiwan
June 18-20, 2021

台灣國際潛水暨度假觀光展

- SHOW Name: DRT SHOW Taiwan 2021 (Diving, Resort and Travel Expo)
- Organizer: EZDIVE Enterprise
- Venue: Taipei Flora EXPO Dome 
- Date & Opening Hour: 28-30, May, 2021. 10:00-18:00 (Fri-Sun)
- Exhibitor Category:

Airlines	Dive Clubs	Travel Agency	Resorts	Tourism Boards	Liveaboard Dive Operators	Dive & Watersport Operators
Training Agencies			Dive Organizations & Institutions			Marine Conservation Organizations
Underwater Photography and Videography			Diving related Magazine and Electronic Media			Dive and Watersport Equipment Manufacturers



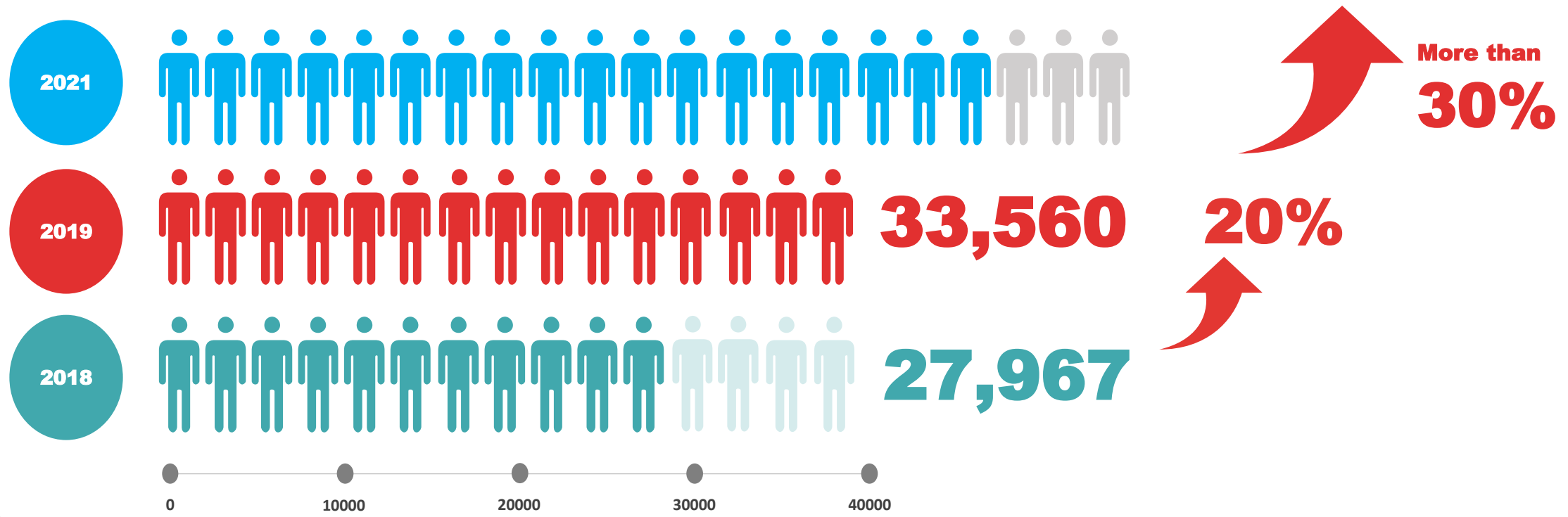
Overview



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■ 20% increase of participants traffic in 2019. More than 30% of growth in the number of visitors is expected in 2020.

Number of visitors in the past two years:



Exhibitor Statistics



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Product Classification of Exhibitors



Exhibitor Statistics

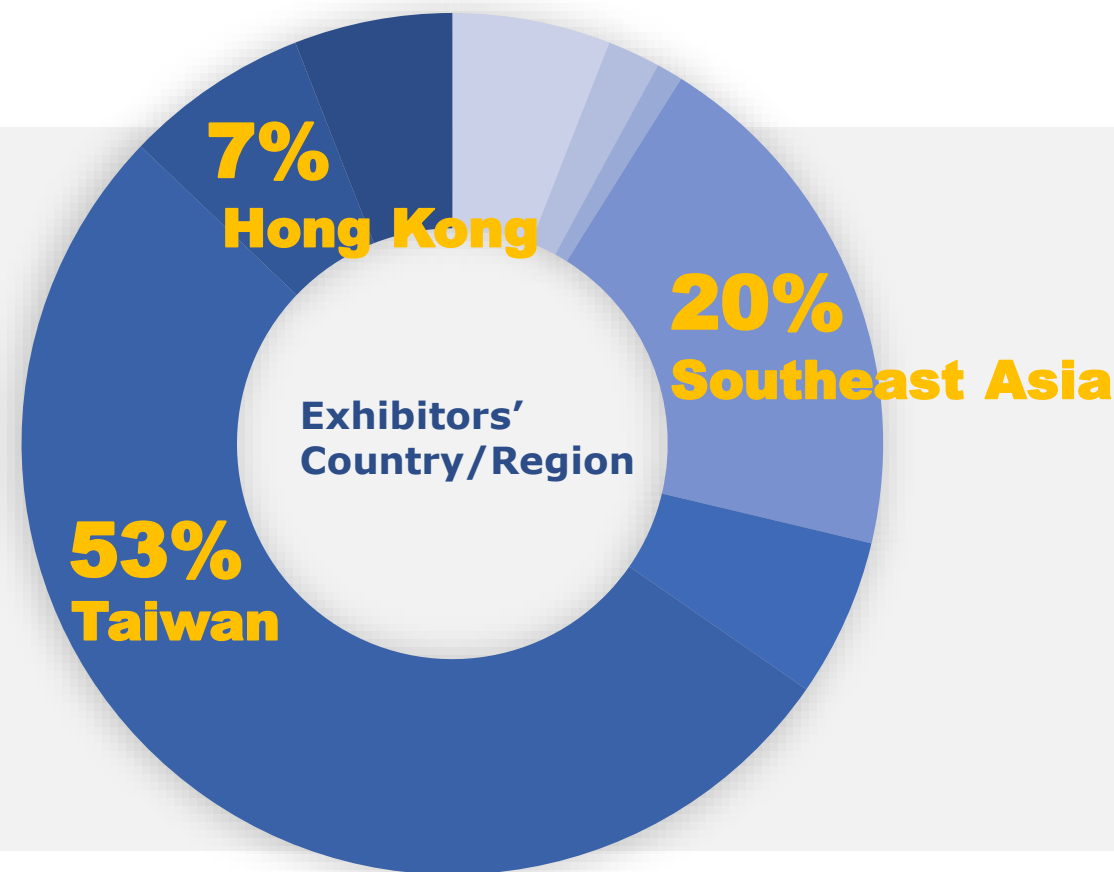


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■ Origin of Exhibitors:

Country/Region	Percentage (%)
Taiwan	53%
Southeast Asia	20%
North-east Asia	6%
Hong Kong	7%
China	6%
USA	2%
Europe	1%
Others	5%



Overview



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Average per capita spending at DRT SHOW reaches TWD \$3,100.

With the rising environmentally friendly awareness, DRT SHOW provides a platform for marine conservation organizations and diving organizations to display their milestone, share ideas, and advocate. The exhibition also called on people to take action to reduce the waste of plastic products.

DRT SHOW Taiwan continues to serve as first-class platform for Asia's diving industry and allows exhibitors to showcase their products to the most valuable business partners. DRT SHOW Taiwan 2019 has attracted over 33,000 visitors who wanted to take this opportunity to have a great shopping and to grasp newest of innovation gear.



Highlight



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台灣國際潛水暨度假觀光展



Take action to practice ocean sustainability



Improve the development of the industry and companies through trading and communication during 3-day show



Promote the diving culture through seminars

Events



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**Ocean Stars Underwater
Photo Gallery**



**Be an Ocean Saver
Project**



**Ocean Culture
Fair**



New Product Showcase



Ocean Lover Workshop



Lucky Draw

Events



DRT SHOW Taiwan
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Professional Seminars



- *Underwater Photography Seminar*
- *Freediving Seminar*
- *Technical Diving Seminar*
- *Dive Destination Seminar*
- *Marine Conservation Seminar*
- *Marine Biology Seminar*
- *Mermaid Seminar*
- *Dive Equipment Seminar*
- *Diving medicine Seminar*
- *Emergency Rescue Seminar*

Exhibitor Statistics



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Benefits Exhibitors Gained from the Exhibition

Generated sales leads

64.5%

Generated sales on the show floor

20.7%

Enhanced corporate/product image

48.8%

Met potential distributors/agents

17.3%

Obtained clearer picture of the market situation in China

45.2%

Established partnership

28.9%

Successfully introduced new products into China/Asia Market

19.4%

Established contacts with related trade associations/government bodies in China

9%

Met up with buyers

75.8%

*Percentage adds up to more than 100 percent because this is a multiple-choice question.

Visitors Statistics

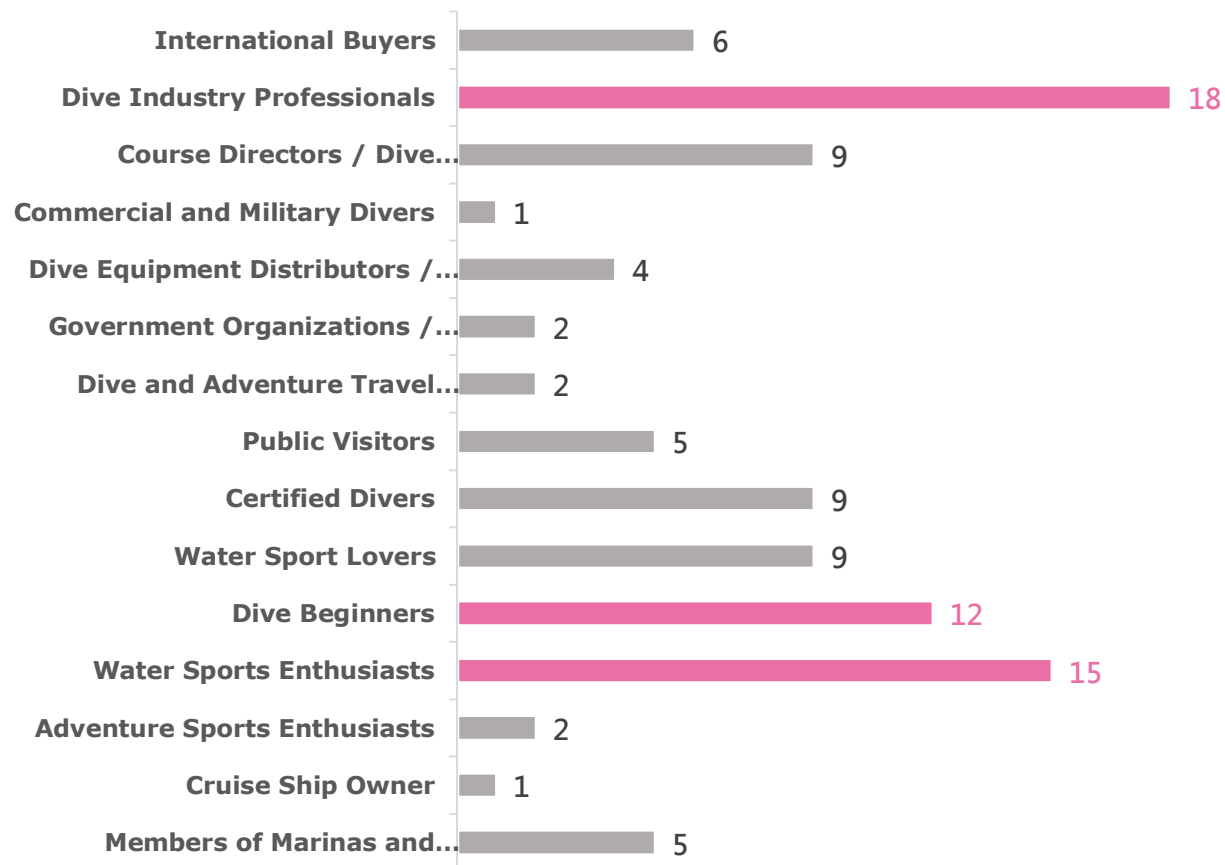
■ Visitor's profile:

Visitors	Percentage (%)
International Buyers	6%
Dive Industry Professionals	18%
Course Directors / Dive Instructors / Dive Masters	9%
Commercial and Military Divers	1%
Dive Equipment Distributors / Importers / Wholesalers / Retailers	4%
Government / Organizations / Agencies	2%
Dive and Adventure Travel Retailers / Agents	2%
Public Visitors	5%
Certified Divers	9%
Water Sport Lovers	9%
Dive Beginners	12%
Water Sports Enthusiasts	15%
Adventure Sports Enthusiasts	2%
Cruise Ship Owner	1%
Members of Marinas and Marine-Based Associations	5%



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Media Support



DRT SHOW Taiwan
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Co-organizer & Show Partners:



Alliance Partners:



Media Partners:



Booth information



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Our rental includes various free services as:

- Distribution of press releases :
- Promotion opportunities in trade / mass media;
- Online access to our hosted buyers;
- Usage of VIP room;
- standard entry in the official catalogue;
- Assistance in publicity for holding your own function at our expo.

Shell Scheme Entitlements

	9sqm	18sqm	27sqm	36sqm or above
Fascia with company name (in English) and booth number	1-2	2-3	2-3	2-4
Light	2	4	6	8
Information Desk	1	2	3	4
Folding Chair	2	4	6	8
Electrical Power Socket	1	2	3	4

Branding Opportunity

NEW PRODUCT SHOWCASE

Exhibitor rate USD150

New product showcase section is an excellent opportunity to showcase innovative products to divers on June before summer vacation, attendees will be attracted and interested in buying some products at the booth.



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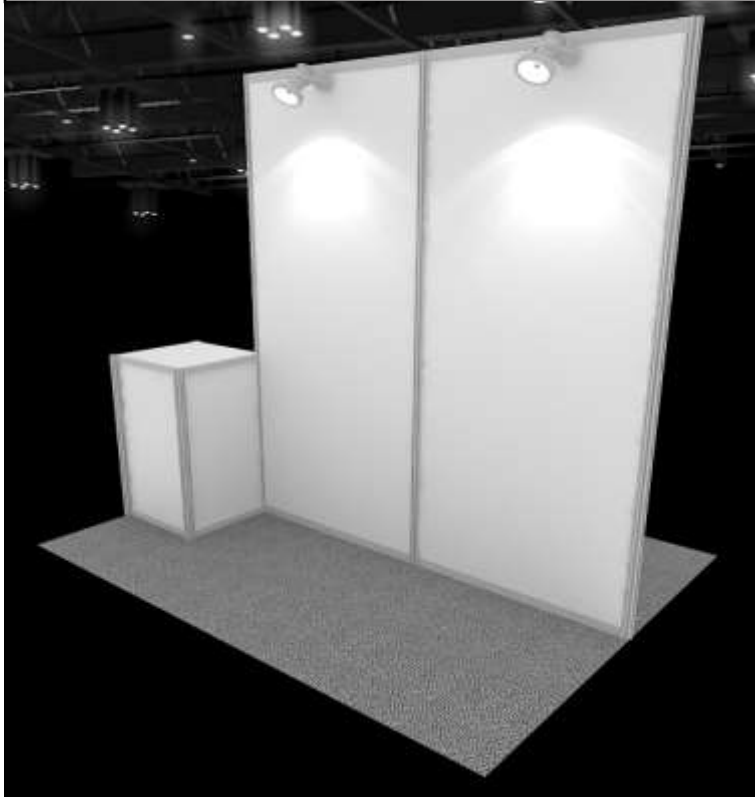
Branding Opportunity



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Business Corner



Exhibitor

USD 600

Non-Exhibitor

USD 1,500

Space Entitlements

Backdrop poster
(W95x H240cm)

2

A5 Size Flyer
(1,000 copies)

1

Display Cube

1

Chair

1

Light

2

*For any issues not mentioned herein, LX Development Group Ltd. reserves the right to make changes and the final interpretation.

Prospect



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DRT SHOW Taiwan 2021

■ Date:

June 18-20, 2021

■ Venue:

Taipei Flora EXPO Dome



Awesome events all in the town

- **Underwater Photography Seminar**
- **Freediving Seminar**
- **Technical Diving Seminar**
- **Dive Destination Seminar**
- **Marine Conservation Seminar**
- **Marine Biology Seminar**
- **Mermaid Seminar**
- **Dive Equipment Seminar**
- **Diving Medicine Seminar**
- **Emergency Rescue Seminar**
- **Asia Pacific Freediving Forum**
- **New Products Showcase**
- **Ocean Stars Underwater Photo Gallery**
- **Ocean Culture Fair**
- **Game Zone**
- **Be an Ocean Saver Project**
- **Kids Zone**
- **Workshop**
- **Ocean Plastic Free**
- **Lucky Draw**

Thank You & See You soon!

2021

DRT SHOW TAIWAN

JUNE 18 - 20

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