

ADEX OCEAN FESTIVAL 12 - 14 APRIL 2024

ADEX

ADEX marks its 30th anniversary with its Pearl Jubilee ADEX Ocean Festival 2024, reinforcing our commitment to a sustainable blue economy.

**SUNTEC SINGAPORE CONVENTION
AND EXHIBITION CENTER**

About ADEX 2024

An established trade-show and a trusted name in the industry, ADEX has since evolved, edition to edition, and further positioned itself to be “more than just a dive show”; opening its doors to welcome divers, non-divers, families and students with its specially curated programmes and festivities to grow beyond its current community.

The show serves as an invigorating platform for the diving community – giving them a voice and providing a space they can meet, foster relationships, exchange ideas, and receive recognition for their achievements.





HISTORY

Since its inception with the first edition in 1995, ADEX has been the largest, and the longest-running dive expo in Asia, thus becoming one of the “ must-attend” events in the industry.

Since its handover to the Underwater360 (UW360) group in late 2009, ADEX has seen significant growth and expansion in size and variety in its Singapore, China and its recent addition, India.

WHY INDONESIA MUST JOIN ADEX?

#1

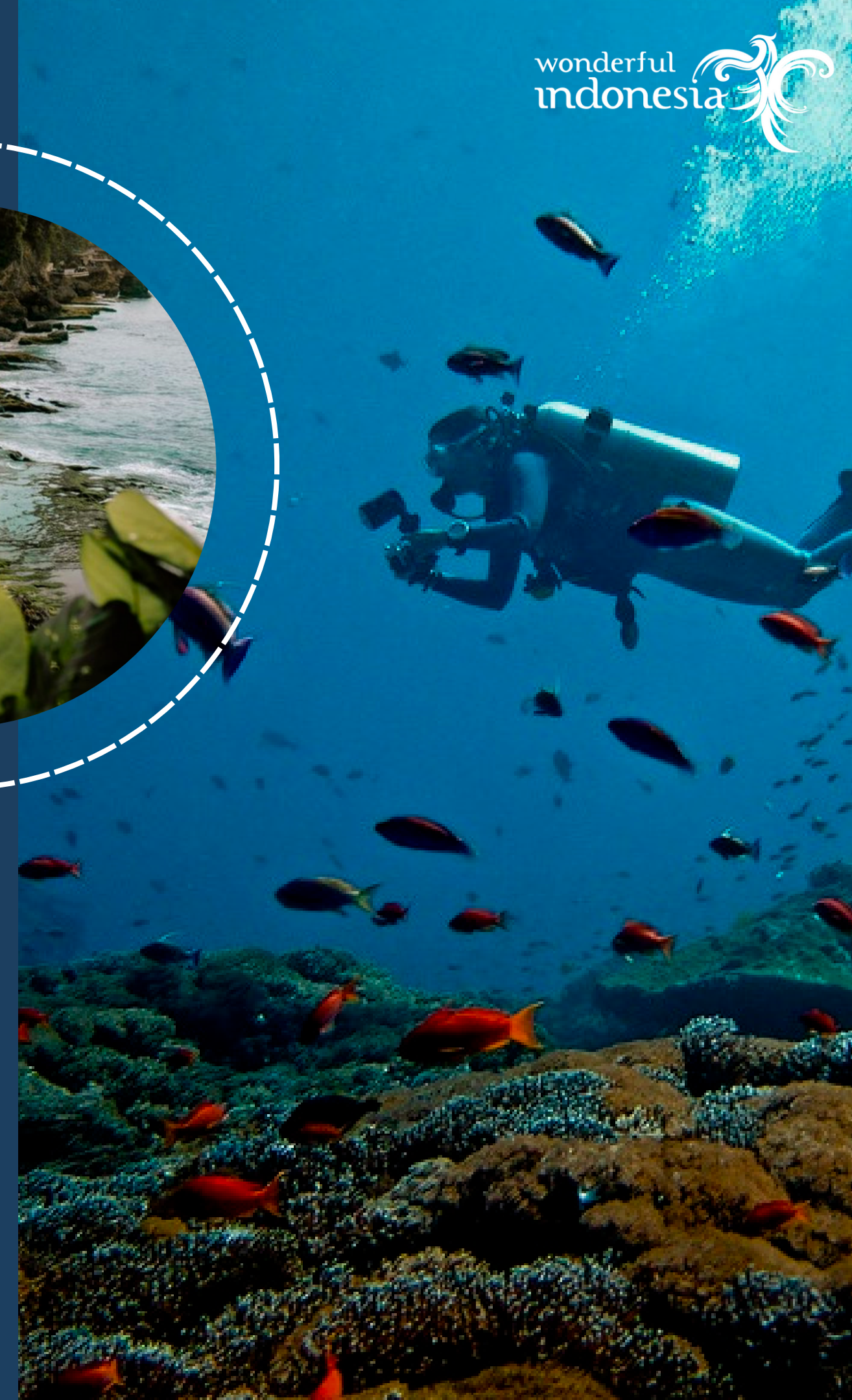
TOURISM PROMOTION:

Singapore, as a regional hub for travel and business, attracts a diverse international crowd. By participating in an ocean exhibition in Singapore, Indonesia can effectively promote its world-class diving destinations, attracting potential tourists and encouraging them to explore the unique underwater landscapes Indonesia has to offer.

#2

ADVANTAGE

In 2021, Indonesia has been voted as The best scuba diving destination in the world every year and by a clear margin each time. It means Indonesia has been recognized around the world, Singapore is a globally recognized business hub with a highly strategic and well-regarded reputation worldwide. Therefore, with the presence of Indonesia at the ADEX exhibition, it will bring advantages in terms of ocean tourism.



ADEX 2024

THE IDEAL CHOICE

1. Global Exposure for Diving Resorts:
2. Robust Infrastructure
3. Strategic Location (Singapore)
4. Business Opportunities
5. Networking
6. Tourism Promotion

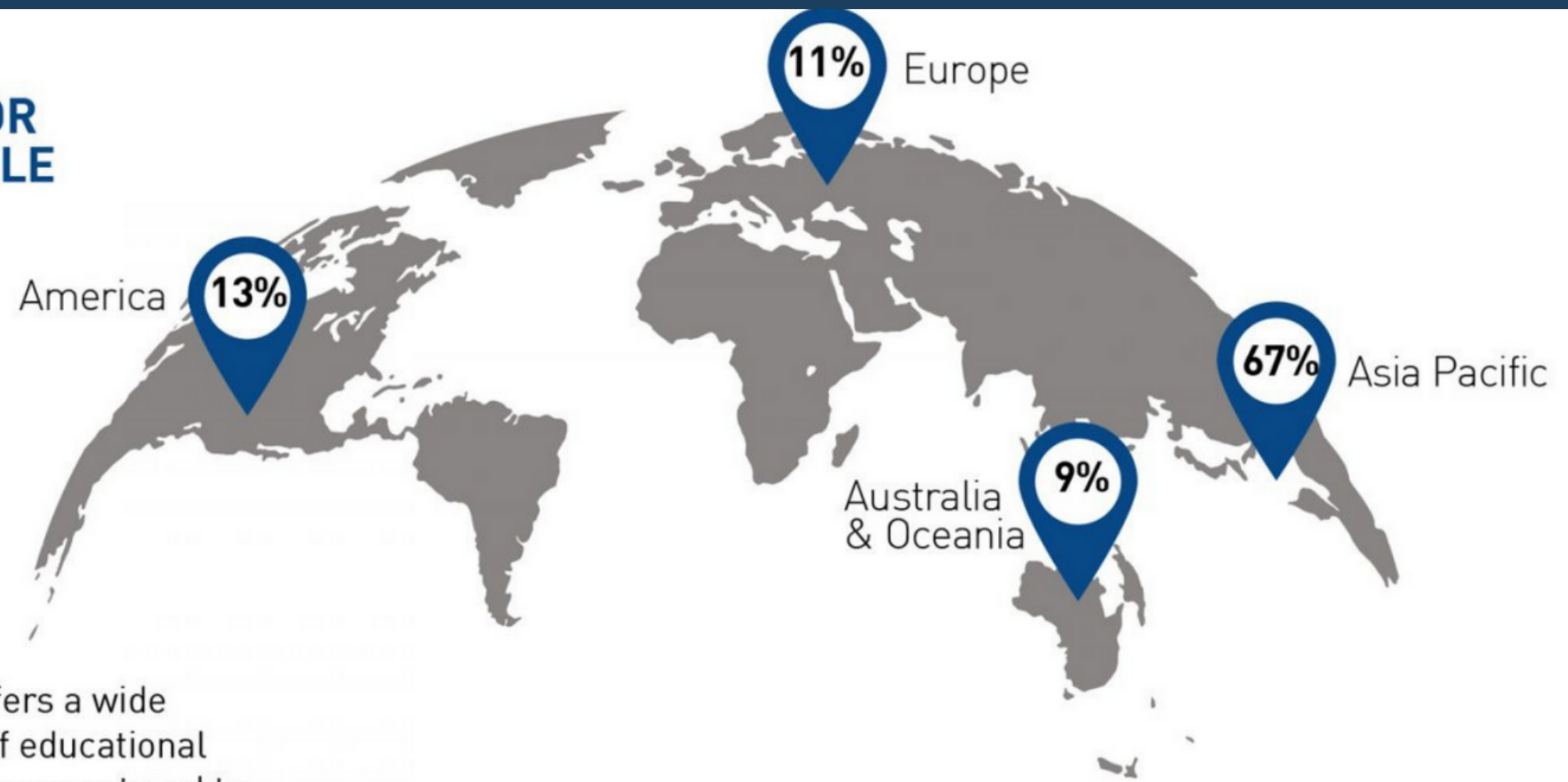


Claudia Alves



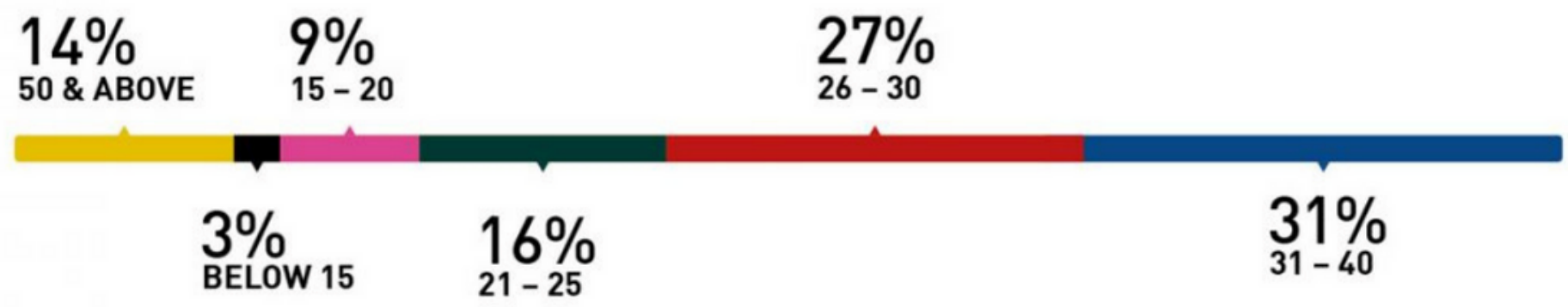
VISITOR STATISTIC

VISITOR PROFILE



AGE

ADEX offers a wide variety of educational programmes catered to all age groups. A large majority of visitors are young adults – a testament to ADEX’s goal of raising a new generation of divers.





EVENT DETAILS

EVENT NAME

ADEX Ocean Festival Singapore 2024

EVENT DATE

12 - 14 April 2024

LOCATION

Suntec Singapore Convention and Exhibition Center



MARKET TARGET AND AUDIENCES

#1

DIVING ENTHUSIASTS:

Individuals interested in scuba diving equipment and services. Dive schools or training centers looking for new equipment and educational materials.

#2

AQUATIC ADVENTURE COMPANIES:

Businesses offering water sports activities like snorkeling, kayaking, or jet-skiing.

#3

TOURISM AND TRAVEL AGENCIES:

Agencies looking for partnerships with lots of diving resorts and coastal destinations.

#4

ENVIRONMENTAL ORGANIZATIONS:

NGOs and environmental groups interested in marine conservation and sustainable practices.



#5

ART AND CULTURE ENTHUSIASTS:

Individuals that are interested in ocean-themed art, literature, or cultural exhibits.

#6

PHOTOGRAPHERS AND FILMMAKERS:

Professionals looking for underwater photography and videography equipment and services.

#7

FAMILIES

Parents and children interested in a day out exploring and learning about marine life. Families looking for vacation ideas and activities related to coastal areas.

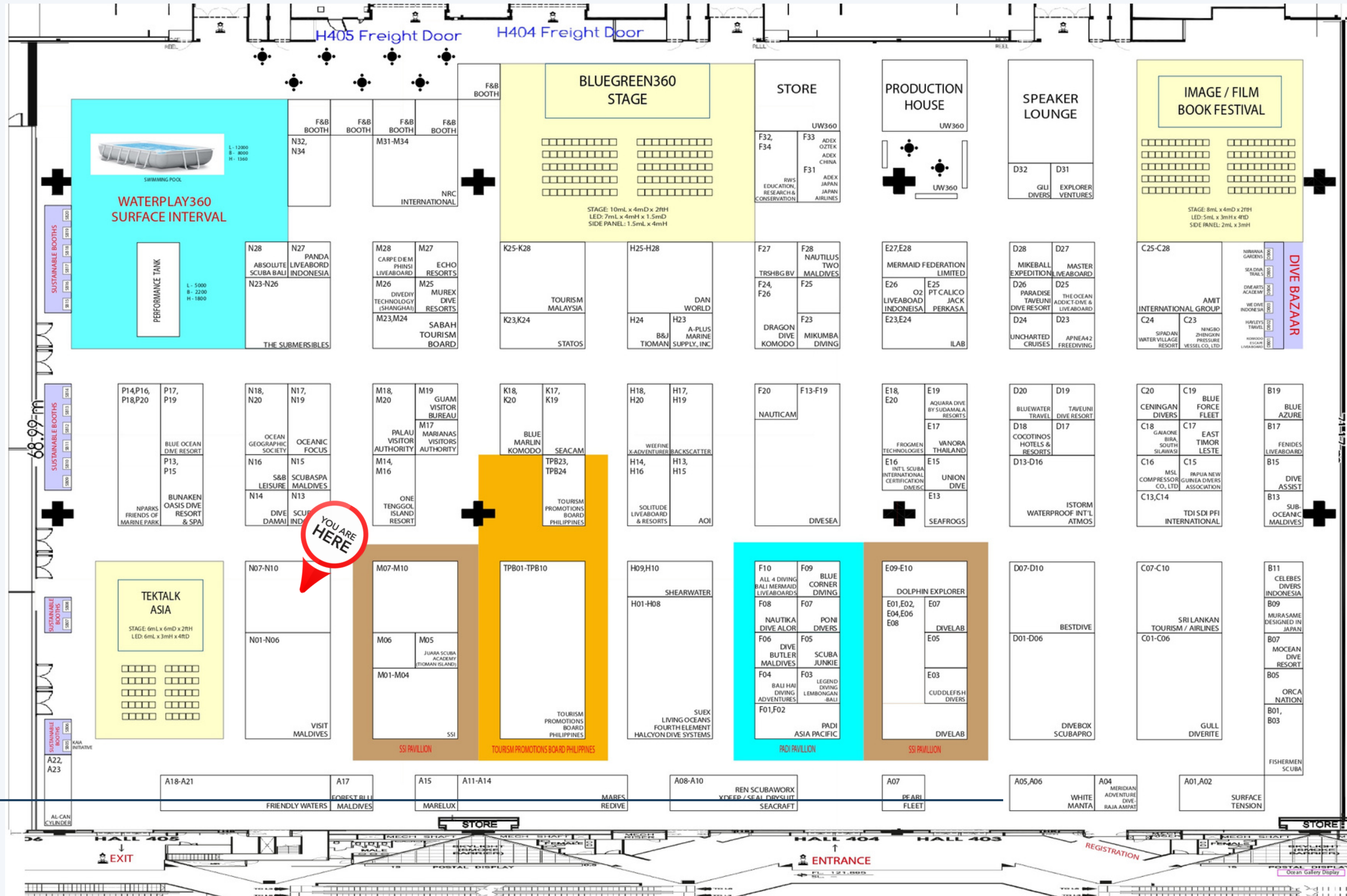


TIMELINE

1st March - 14 April 2024



FLOOR PLAN



BOOTH DESIGN



BOOTH DESIGN



BOOTH DESIGN



BOOTH DESIGN



BOOTH DESIGN



PARTICIPATION FEES

ADEX 2024 event offers various sponsorship and participation opportunities for companies and entities in the travel and hospitality sector. The options include:

1. MAIN SPONSOR

(Airlines / Transportation, Hotel, Diving Product, Destination etc).

Participation Fee: **SGD 7.500** - 1 slot available

Eligible for:

- Listing as co-exhibitor
- 1 table - 2 chairs
- 1 company name
- 1 main image at the exhibition wall
- Logo at souvenir (goodie bag)
- LED screen for showcasing company videos.



PARTICIPATION FEES

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2. CO-EXHIBITOR

(Hotel/Resort - Diving operator)

Participation Fee: **SGD 2.300** - 8 slots available

Eligible for:

- Listing as co-exhibitor.
- 1 table - 2 chairs.
- Company name.
- Image at industry table.
- 1 badge.
- LED screen for showcasing company videos.

PARTICIPATION FEES

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3. CO-EXHIBITOR

Tour Operator (TA/TO)

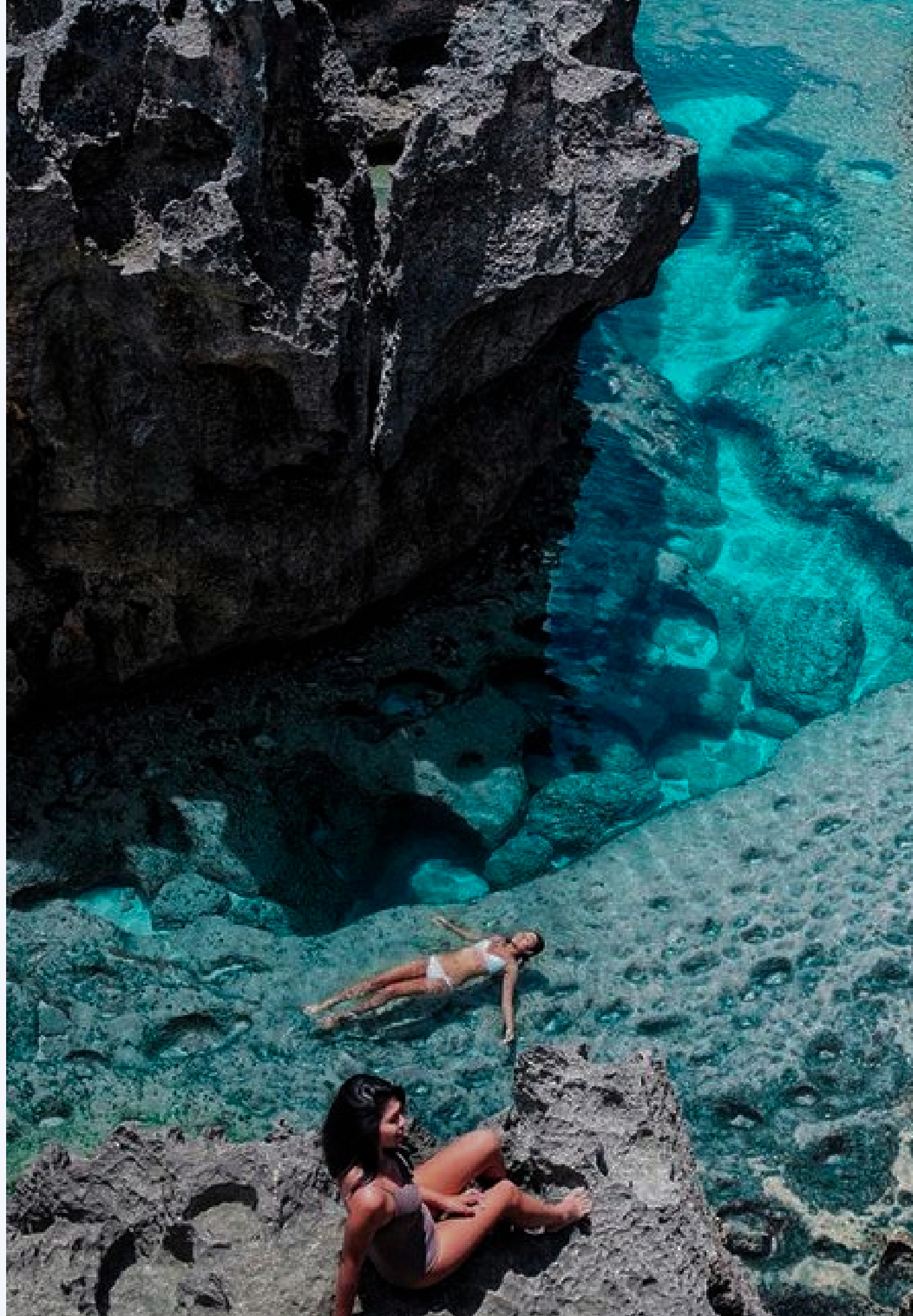
Participation Fee: **SGD 1.800** - 3 slots available

Eligible for:

- Listing as co - exhibitor
- 1 table - 2 chairs
- Company name
- Image at industry table
- 1 badges
- LED screen for showcasing company videos



Feel free to pose any questions at the conclusion of the presentation.



PT. CAKRAWALA CONVEX INDONESIA

THANK YOU



SEE YOU AT

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