

**ADEX
CHINA 2017**

SHENZHEN

INTERNATIONAL DIVE & WATERSPORTS EXPO

深圳国际潜水 与水上运动展览

SEPTEMBER 8-10 九月八至十日

亚洲潜水展

海洋文化节



UNDERWATER360
Getting your hands
on Underwater360,
the platform that
offers everything
you want and need to
know, has never been
easier. Our focus is
the dive community
and its industry, and
to that end we bring
entertaining and
digestible content
loved by our readers.

ONLINE MEDIA
DIVERS' DAILY DIGEST
www.uw360.asia

EXHIBITIONS & CONFERENCE

**ASIA
DIVE
EXPO
(ADEX)**
SINGAPORE
www.adex.asia

**OCEAN17
FESTIVAL
TOUR
(ADEX CHINA)**
BEIJING/SHENZHEN
www.adexchina.cn



PRINT MEDIA



Co-organised by
主办单位



达达美人鱼 (深圳) 海洋文化有限公司



73rd Anniversary
Hong Kong Limited

Supported by



www.adexchina.cn

ADEX CHINA 2017

underwater
360
www.adex.org

31-9/09/17
BEIJING
北京

8-10/09/17
SHENZHEN
深圳

Since 2015

BEIJING

OCEAN17 TOUR

海洋17之旅

FILM/IMAGE/BOOK/
ART & MUSIC FESTIVAL

影视/影像/
书籍/美术音乐节

CHAOYANG MUSEUM OF
URBAN PLANNING

朝阳规划艺术馆



BEIJING
OCEAN WEEK
北京国际海洋文化周

2017北京潜水展

AUGUST 31 – SEPTEMBER 3 (4 DAYS)

八月三十一日至九月三日

Co-organised by

主办单位



Endorsed by

支持单位
中国太平洋学会



Supported by



BEIJING CHAOYANG DISTRICT
COMMISSION OF COMMERCE
北京市朝阳区商务委员会



Official Publication
官方出版物

RukunDiver

亚洲潜水者

澳亚潜水者
SCUBADIVER
www.rukundiver.com

Co-organised by
主办单位



Supported by



NEW!

SHENZHEN OCEAN17 TOUR

海洋17之旅

FILM/IMAGE/BOOK/
ART & MUSIC FESTIVAL

影视/影像/
书籍/美术音乐节

SHEKOU IFACORY
SHENZHEN, GUANGDONG

蛇口价值工厂
深圳, 广东

SHENZHEN

INTERNATIONAL DIVE & WATERSPORTS EXPO

深圳国际潜水 与水上运动展览

SEPTEMBER 8-10 九月八至十日

MUSIC FESTIVAL

PARTY EVERY NIGHT UNTIL LATE
FEATURING ASIA'S TOP DJs

每晚与亚洲顶尖DJ狂欢

音乐节



Photo By 肖斌王-基德

The background of the poster is a vibrant, high-energy scene from a music festival. It features silhouettes of a large crowd in the foreground with their arms raised in the air, some pointing. In the background, there are bright stage lights, including spotlights and laser beams in shades of blue and purple, creating a dynamic and festive atmosphere.

MUSIC FESTIVAL

**PARTY EVERY NIGHT UNTIL LATE
FEATURING ASIA'S TOP DJs**

每晚与亚洲顶尖DJ狂欢

音乐节

2017年9月8-9日(星期五-星期六)

价值工厂·砂库 (晚上七点至凌晨一点)

SEPTEMBER 8-9, 2017 (FRI-SAT)

MAKER'S LAB, i-FACTORY (7:00PM - 1:00AM)



SINGAPORE
OCEAN WEEK

**OCEAN17
FESTIVAL**

FILM/IMAGE/BOOK/MUSIC/ART & SCIENCE

**ADEX
2017**

www.adex.asia

CONFRONTING CLIMATE CHANGE



**ASIA
SURF
EXPO**

+WATERPLAY360

Introducing ADEX (Asia Dive Expo)

With a history spanning 22 years, ADEX is the biggest and longest-running dive expo in Asia – considered to be one of the industry’s “must-attend” events. It is endorsed by major organisations such as DEMA (USA) and the Singapore Tourism Board (STB).

Underwater360 has overseen the expo’s expansion in size and variety with the number of exhibitors increasing every year as they see ADEX as a business opportunity where they can network with others in the industry and tap into the tens of thousands of visitors. UW360 has kept an emphasis on quality and novelty at ADEX– bringing in exhibitors to showcase their latest technology and inviting pioneering experts to educate and expose our audience. Ultimately, ADEX serves as a creative platform for the diving community – giving them a voice and providing a venue where they can meet, exchange ideas, and get recognition for their achievements.

SHENZHEN
INTERNATIONAL DIVE
& WATERSPORT EXPO

深圳国际潜水
与水上运动展览

**ADEX
CHINA
2017**

SHEKOU IFACORY
SHENZHEN, GUANGDONG

蛇口价值工厂
深圳, 广东

by
underwater
360

SEPTEMBER 8-10

九月八至十日

OCEAN17 TOUR
深圳海洋17之旅

FILM/IMAGE/BOOK/ART & MUSIC FESTIVAL
影视/影像/书籍/美术音乐节

Co-organised by
主办单位



深圳康乐 (深圳) 国际文化有限公司



70th Anniversary
Hong Kong Limited

Supported by



www.adexchina.cn

MUSIC FESTIVAL
PARTY EVERY NIGHT UNTIL LATE
FEATURING ASIA'S TOP DJs
每晚与亚洲顶尖DJ狂欢

音乐节



Photo by Yue Hongjun Photography

Introduction to ADEX China 2017

With the Chinese diving movement in China in the rapid development stage, the Chinese market has great potential for expansion and development. In 2013, ADEX expanded and held its first dive expo in Beijing. Accumulating 4 years of experience and success, ADEX continued expanding to South China with ADEX China 2017 Beijing Ocean17 Tour from 31 August to 3 September 2017 at the Chaoyang Museum of Urban Planning, and ADEX China 2017 Shenzhen International Dive and WaterSports Expo from 8 September to 10 September 2017 at the Shekou iFactory Shenzhen, Guangdong.



ADEX brings together distinguished VIPs and speakers from across the globe – scientists, marine conservationists, underwater photographers, videographers, and many others. It also provides a platform for various exhibitors such as dive operators, equipment manufacturers, and national tourism boards. The growth of ADEX has continued in 2017 – a record breaking 60,296 people attended the expo over the course of its three days.

SINGAPORE OCEAN WEEK
OCEAN17 FESTIVAL
FILM/IMAGE/BOOK/MUSIC/ART & SCIENCE



Sponsored by
underwater
360

CONFRONTING CLIMATE CHANGE
ASIA DIVE EXPO (ADEX) 2017

Everything that takes place in ADEX is tied back to this – whether it be businesses that commit to sustainability, presentations to divers on the things they can do to help protect our oceans, or photography competitions that draw attention to the beauty of our oceans and the impending danger they face. ADEX is indeed “more than just a dive show”. ADEX strives to create a global dive industry communications stage and platform to actively develop, promote and popularize the diving and watersports industry.



**ASIA
DIVE
EXPO
(ADEX)
2017**

WaterPlay
WATERSPORTS & SURF

ASIA SURF EXPO 360


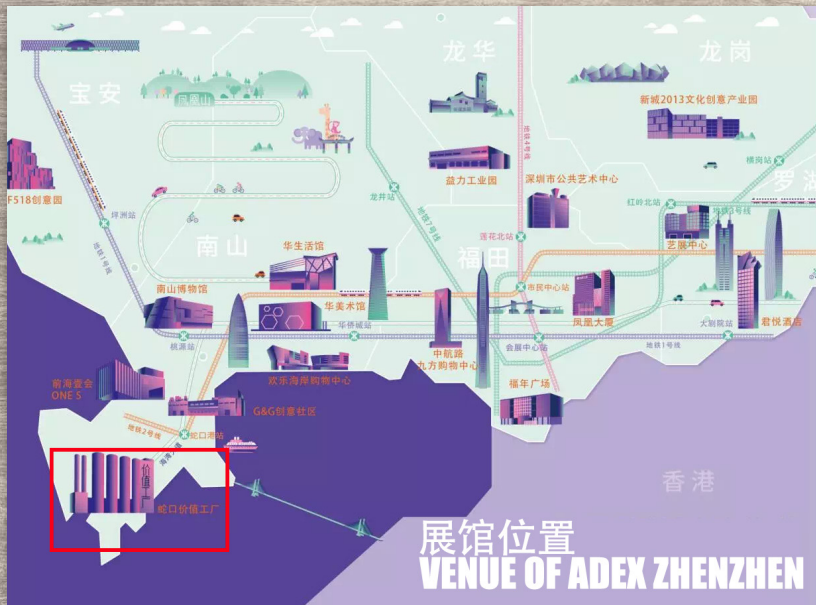


蛇口价值工厂 iFACTORY



The Shekou iFactory is located at 8 Haiwan Rd, Nanshan District, Shenzhen, surrounded by Shenzhen's three bays of Qianhai Bay, Taizi Bay and Shenzhen Bay, which is 3.5nm away from Hong Kong New Territories. 25km away from Macau and Zhuhai, 20km away from Shenzhen Central District, and 30km away from Shenzhen International Airport. Shekou is the first export-oriented economic development zone by China Merchant Holdings.

Shekou iFactory is surrounded by three industrial clusters – Sea World Shopping District, Taizi Bay Harbour, and the Research and Technological Development District. Collectively, they give the place a hip and creative atmosphere, which accounts for the vibrant hub it is today.



**ADEX
CHINA
SHENZHEN**
OCEAN17 FESTIVAL
FILM / IMAGE / BOOK / MUSIC / ART & SCIENCE

ADDRESS / 地址

8 Haiwan Rd, Shekou,
Nanshan District, Shenzhen

TRAIN / 地铁

Shekou Bay MRT station ,
Exit D1 (Shuttle Bus)

BUS / 公交

M400, 70 and 204

CAR / 汽车

**Carpark Reserved for
Visitors & Exhibitors**

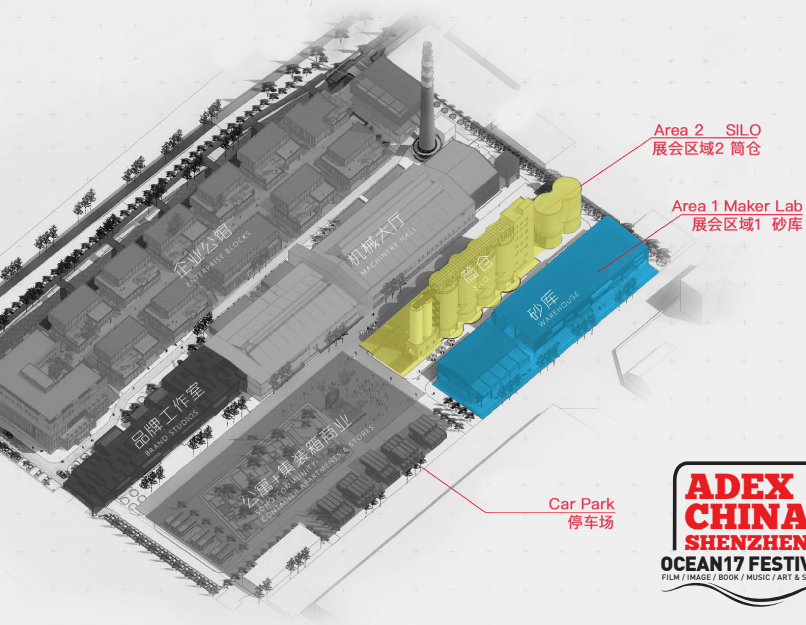
车位只限于观光者和参展商

SHEKOU IFACTORY SKETCH MAP

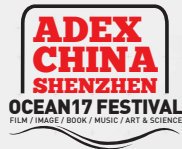


EXHIBITION HALL 1

EXHIBITION HALL 2



Shekou iFactory is located at 8 Haiwan Road, within the Qianhai Free-Trade Zone. Occupying almost 50,000 square metres of space and formally a float-glass factory, the building itself has been protectively reformed and refurbished into an manufactural innovation-orientated creative industry, focusing on art and technology.





LEVEL 3

LEVEL 2

LEVEL 1

EXHIBITION HALL 1 – MAKER'S LAB



ENTRANCE RECEPTION



LEVEL 2

LEVEL 1



EXHIBITION HALL 1 – MAKER'S LAB LOBBY LEVEL 1



EXHIBITION HALL 1 – MAKER'S LAB LOBBY LEVEL 2 AND LEVEL 3



EXHIBITION HALL 1 MAKER'S LAB AUDITORIUM



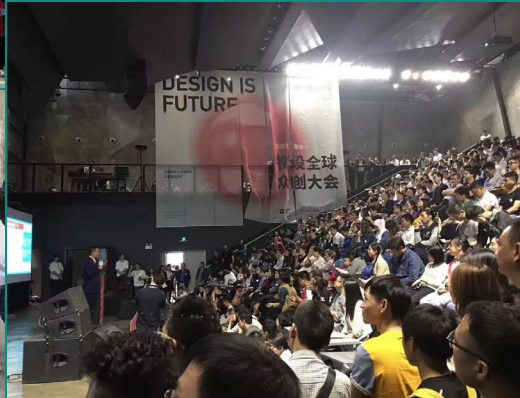
200 SEATS



EXHIBITION HALL 1 MAKER'S LAB AUDITORIUM



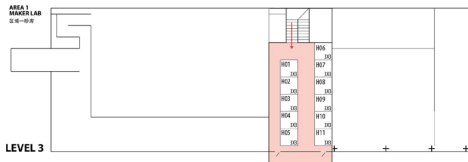
200 SEATS



STEREOGRAM

2nd Floor

1st Floor

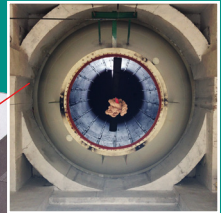
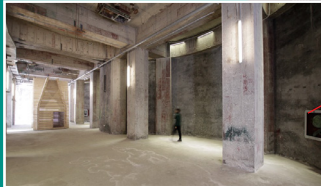
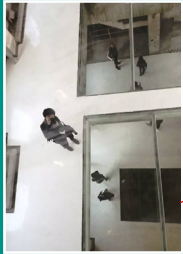


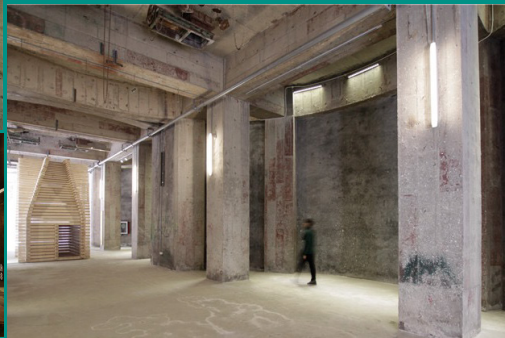
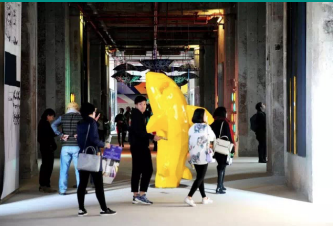


EXHIBITION HALL 2 – SILO



EXHIBITION HALL 2 – SILO PERSPECTIVE MAP





EXHIBITION HALL 2 – SILO LEVEL 1



SILO CELL 1

EXHIBITION HALL 2
SILO LEVEL 2



SILO CELL 2



SILO CELL 3

EXHIBITION HALL 2 – SILO EXTERIOR





**ADEX
CHINA
SHENZHEN**
OCEAN17 FESTIVAL
FILM / IMAGE / BOOK / MUSIC / ART & SCIENCE



DIVING POOL





Since 2017

ADEX CHINA

2017 SHENZHEN

INTERNATIONAL DIVE & WATERSPORTS EXPO

8-10 SEPTEMBER

SHEKOU IFACTORY, SHENZHEN

- Videography, Photography, Books, Art & Music (Night Party With One Of Asia's Top Dj)
- Most Advanced Diving Equipment Display
- Crossover Presentation On Surfing /Sailing
- Meeting Sessions For Wide Range Of Reknowned Divers
- Mermaid Performances
- Scuba Try-Outs
- Underwater Model Photography
- World's Freediving Championship On Challenging Human's Extreme
- Tekdive Conference
- Underwater Photography / Videography Talks
- Ocean Gallery

展位 价格

ADEX China 2017 (深圳)

单个展位

- 标准 3米 X 2米 - 新加坡元1,850 / 人民币9,000
- 标准 3米 X 3米 - 新加坡元2,700 / 人民币13,000
包含 1个 ADEX CHINA 潜水展指南内的 1/4 页广告
- 标准 6米 X 5米 - 新加坡元8,500 / 人民币42,000
- 标准 6米 X 6米 - 新加坡元10,200 / 人民币50,000
- 标准 7米 X 6米 - 新加坡元11,800 / 人民币58,000
包含 1个 ADEX CHINA 潜水展指南内的 1 页广告

单边角位附加费

- 新加坡元300 / 人民币1,350

2个展览优惠 (仅限3米 x 3米展位)

北京 + 深圳 ADEX 一个展位
只需要新加坡元4,600 / 人民币23,000*
(原价新加坡元5,600 / 人民币25,000)

*不可以与其他优惠共享

付款方式

- 2017年4月1日前, 必须缴付首期新加坡元3,000
- 2017年6月1日前, 必须缴付余款新加坡元1,600

凡于4月1号前缴付全款, 更可以享有额外优惠

折扣方案

ADEX展商 广告折扣优惠

	折扣优惠	最少4期 额外折扣*	最少8期 额外折扣*
2 个展位	30%	10%	20%
4 个展位	40%	10%	20%
6 个展位	50%	10%	20%

AsianDiver
亚洲潜水者

简体中文

JAN | APR | JUL | OCT

SCUBADIVER
潜水者

繁体中文

MAR | JUN | SEP | DEC

Organised by

underwater
360



达达美人鱼 (深圳) 海洋文化有限公司



73% Investment
Hong Kong Limited

ADEX China 2017 (Shenzhen)

Single Booth*

- 3x2m Standard - SGD1,850/CNY9,000
- 3x3m Standard - SGD2,700/CNY13,000
Rate includes a 1/4 page advertisement in the show guide

- 6x5m Standard - SGD8,500/CNY42,000
- 6x6m Standard - SGD10,200/CNY50,000
- 7x6m Standard - SGD11,800/CNY58,000
Rate includes a 1 page advertisement in the show guide

Additional Corner Charges

- SGD300/CNY1,350

Two-Show Package Deal

One booth at ADEX Beijing + Shenzhen
for just SGD4,600/CNY23,000*
(Original price SGD5,600/CNY25,000)

*No further discount can be added

PAYMENT

- First installment of SGD3,000 must be made by Apr 1, 2017
- Second installment of SGD1,600 must be made by Jun 1, 2017

DISCOUNT SCHEME

ADEX EXHIBITOR DISCOUNTS ON ADVERTISING

	DISCOUNT	Min. 4 Issues FURTHER DISCOUNT*	Min. 8 Issues FURTHER DISCOUNT*
2 Booths	30%	10%	20%
4 Booths	40%	10%	20%
6 Booths	50%	10%	20%

ADEX CHINA SHENZHEN

OCEAN17 FESTIVAL

FILM / IMAGE / BOOK / MUSIC / ART & SCIENCE

推广 优惠

2017 北京/深圳ADEX潜水展指南
给予 2017 中国深圳参展商



2017 ADEX China 的每位参展商都会获赠刊登于 ADEX China 潜水展指南内的 1/4 页广告

介绍

- 演讲者介绍
- 节目时间表
- 诱人的文章
- 参展商列表
- 震撼的影像

出版方

AsianDiver
亚洲潜水者



ADEX BEIJING / SHENZHEN
SHOW GUIDE 2017
SHENZHEN, CHINA 2017 EXHIBITORS

Each ADEX China 2017 booth entitles the exhibitor to a 1/4 page ad in the ADEX China Show Guide.

FEATURING

- Speaker profiles
- Programme schedule
- Engaging articles
- Exhibitor listings
- Stunning images



underwater **360°** DIVERS' DAILY DIGEST

ADEX展商
网络广告折扣优惠

版面 1, 上方(转动型)**
版面 2, 中间位置(转动型)**
版面 3, 底部位置(转动型)**
方标 1, (转动型)**

WxH (Pixels)	每月费率
728 x 90*	人民币2100
728 x 90*	人民币1575
728 x 90*	人民币1225
336 x 280*	人民币1750

*受汇率波动的影响

ADEX EXHIBITOR DISCOUNTS ON ADVERTISING (ONLINE)

Leaderboard 1, Top (Rotational)**
Leaderboard 2, Middle (Rotational)**
Leaderboard 3, Bottom (Rotational)**
Square Banner 1, Top (Rotational)**

WxH (Pixels)	Monthly rate
728 x 90*	RMB 2100
728 x 90*	RMB 1575
728 x 90*	RMB 1225
336 x 280*	RMB 1750

*Subjected to exchange-rate fluctuations