



The 7th Sanya International Boat Show

The 7th Sanya International Boat Show

第七届三亚国际游艇博览会

国际旅游岛上的游艇盛宴

www.syboatshow.com • 时间:2014年1月10-13日 • Date: Jan.10-13,2014 • 地点:三亚半山半岛帆船港 • Venue: Serenity Marina,Sanya

Dear all exhibitors、 visitors and all other participants of Sanya International Boat Show,

This year, Sanya has held the International Boat Show & Festival and Mare Di Sanya respectively in October and November, and will hold the first Boat Expo. in Clearwater Bay – Agile, which is 40km from Sanya, during Jan. 2-4, 2014. So intense events have brought material impact on the 7th Sanya International Boat Show to be held during Jan. 10-13, 2014. If we reluctantly hold the show as scheduled, we will have no way to secure the benefits of the exhibitors. For this reason, we have submitted an application to Sanya Municipal Government requesting for approval to put off our show to late July 2014, and relocate the venue to Yalong Bay Yacht Club, Sanya. The above decision is based on the following considerations:

1. In previous similar events held in Sanya, the organizers usually exempt the admission fee once no adequate exhibitors accept the invitation so as to ensure a certain exhibition scale, however, such a move has weakened the foundation of commercial exhibition, developed a bad customs among the exhibitors, that is, they have got used to joining the exhibition free of charge. That's why many exhibitors who have signed contract with us to take part in the 7th Sanya International Boat Show raised a question for us in response to our demand for payment: no organizers but you charge the exhibitors, why? It is reported that the first Boat Expo. To be held in Clearwater Bay – Agile during Jan. 2-4, 2014 will also be presented for free. As free events as a result of vicious competition is prevalent today, this will fundamentally adversely affect the mode of commercial exhibition. Under such a background, we have fallen in difficulties in collecting booth fees for the 7th Sanya International Boat Show. If the booth fees can't arrive in our account on time, the professional organization and advertising activities can't go ahead, and the exhibition achieve good performances, and a vicious circle will come into being, this is unfavorable for the long-standing development of the project.
2. At the end of the year, Sanya will have intense boat events on show one by one, so we can't expect large number of visitors will attend all of them, nor the exhibition will achieve good results, on the contrary, as the exhibitors are busy with catching up a series of shows, they made louder and louder complaints on the poor quality of boat events in Sanya. If things go on like this, the reputation on the exhibitions of Sanya will be materially damaged, the good operation of such a commercial mode will be put to end.
3. Sanya's yachting industry originally has good prospect because it enjoys unique climate conditions. However, to build up an industrial chain, it still has a long way to go, and requires strong support of a large professional boat show. As we learnt from the development experiences of international and overseas large exhibitions, to develop a large professional boat show, we need to pay great patience and plenty of time, and have a professional team and persistently work on it. The keys to set up a big and prosperous exhibition are patience, specialty, integrity, reputation and excellent services to exhibitors, instead of capital and showmanship.

In consideration of the difficulties imposed to the 7th Sanya International Boat Show, we hope to put off the event to late July 2004, and relocate the venue to Yalong Bay Yacht Club, Sanya. We will seek to create attractions to Yalong Bay group in off-season by organizing a variety of interactive events like sailing boat, sea fishing, skiing, mountain biking, and increase the number of visitors by sending invitations to VIP customers of hotels. We will refresh our mind to look for opportunities to overcome the difficulties in our way, in order to make a big and strong 7th Sanya International Boat Show.

For the rescheduling of the Show, we beg your forgiveness!

The Organizing Committee of Sanya International Boat Show

Sanya Legend Expo Co., Ltd

三亚传博展览有限公司