

SINGAPORE YACHTING FESTIVAL

22 – 25 APRIL 2027

EXHIBITION OPPORTUNITIES

Event Overview



Ranked among the world's top yacht shows, the Singapore Yachting Festival (SYF) returns for its fifth edition at ONE°15 Marina Sentosa Cove. Building on a record-breaking 2026 edition, SYF 2027 will bring luxury yacht showcases, an industry trade conference, and an immersive lifestyle programme. It remains Asia Pacific's premier convergence point where leading yacht builders, regional dealers, and qualified buyers meet.

211 GLOBAL BRANDS

+43%

14,280 VISITORS

+211%

NEW EXPERIENTIAL EXPERIENCES

REGIONAL PR ACTIVATIONS

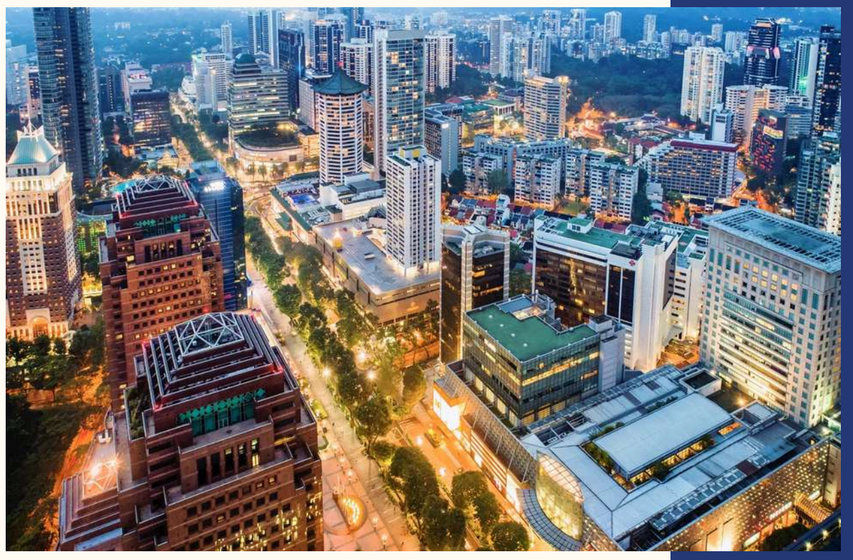
About Singapore

Singapore: Asia's Powerhouse for Luxury

Strategically located in the heart of Asia, Singapore offers you unrivalled access to a thriving financial hub with one of the world's strongest economies. With high buying power and a reputation for wealth management, the city attracts affluent clientele and serious buyers—making it the ideal launchpad for luxury marine brands.









Why Exhibit?

STRATEGIC GATEWAY TO ASIA

Leverage Singapore's central location to the region's premier cruising destinations in Indonesia, Malaysia and Thailand. Connect with leading European yacht brands and established Asian dealers.

ACCESS ULTRA-HIGH-NET-WORTH INDIVIDUALS (UHNWIS)

Tap into the world's fastest-growing wealth segment. Asia-Pacific led all regions with 10.5% wealth growth in 2025, and the global UHNWI population grew 9.4%; its strongest rate for the second consecutive year. By 2030, one in four UHNWIs worldwide is projected to be based in Asia.^

RISING SUPERYACHT DEMAND

Tap into a surging regional fleet — active superyachts over 30 metres in Asia-Pacific grew 42% between 2022 and 2024, with the market projected to reach USD 3.78 billion by 2030.*

HIGH-VALUE NETWORKING

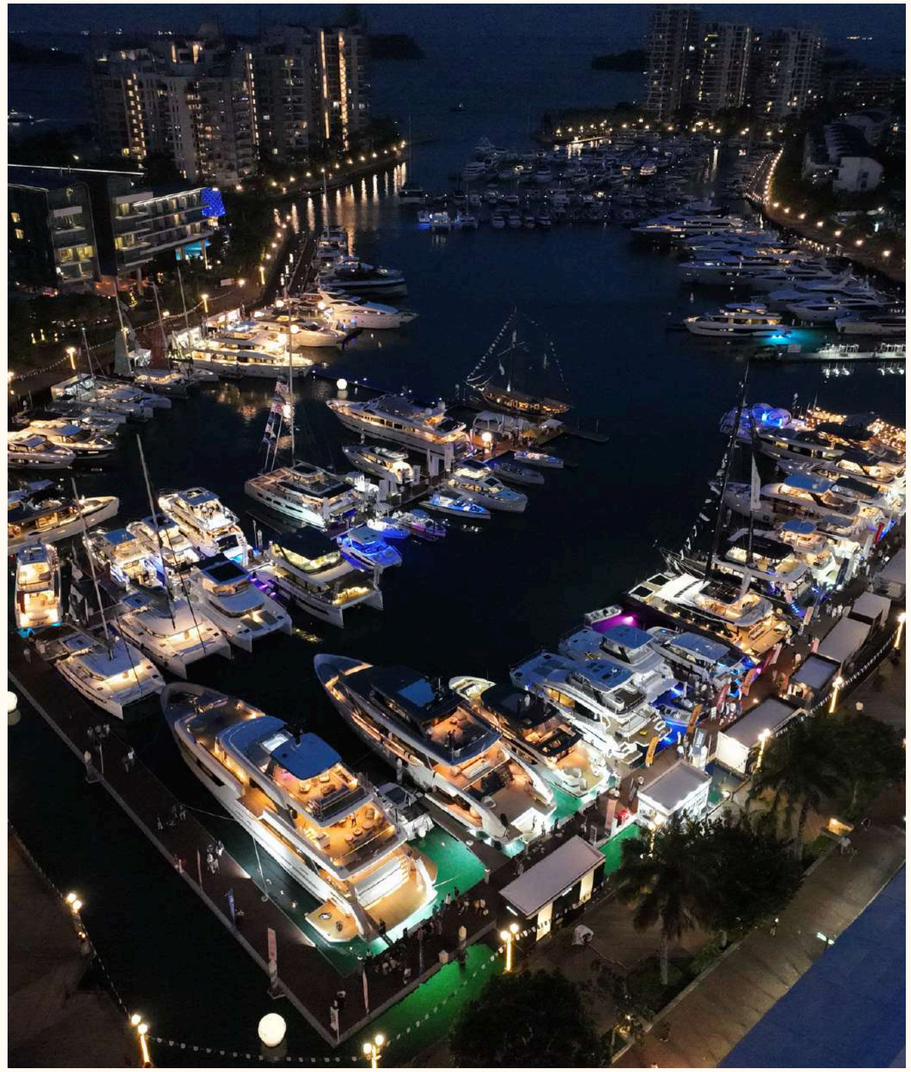
Acquire qualified Southeast Asian contacts and develop fruitful relationships within the yachting industry.

GLOBAL MEDIA SPOTLIGHT

Join the ranks of leading yacht brands and amplify your presence with measurable exposure through extensive international event media coverage.

BESPOKE LIFESTYLE EXPERIENCES

Engage luxury audiences through curated event experiences like whisky and wine tastings, oyster appreciation and supercar parades.



^Capgemini World Wealth Report 2026; Allianz Global Wealth Report 2025
*Asia-Pacific Superyacht Association Report 2025; Mordor Intelligence

SYF 2026 Snapshot

View the full post-show report.

TOTAL VISITORS
14,280

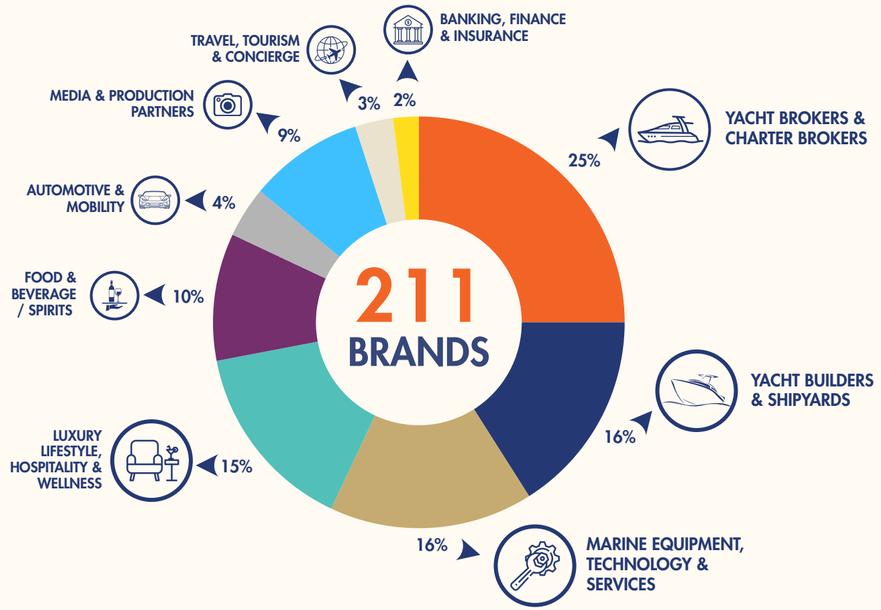
Consumer Visitors
60%

- 42% Corporate & Business Professionals
- 19% Yacht Owners & Prospects
- 13% Private Banks & Family Offices
- 8% Media, Marketing & PR
- 5% Supercar Clubs
- 5% Lifestyle Seekers
- 4% Private Membership Clubs
- 4% Societies

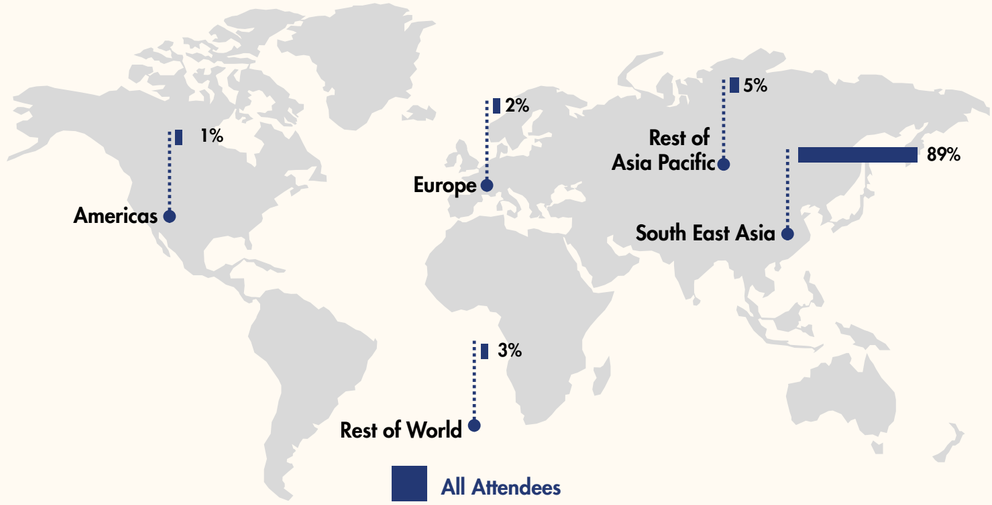
Trade Visitors
40%

- 18% Yacht Builders, Brands & Shipyards
- 16% Equipment Services & Suppliers
- 15% Charter Operators
- 12% Technology & Innovation
- 12% Investment, Property & Professional Services
- 10% Marina Managers / Developers
- 9% Luxury Lifestyle Brands
- 8% Premium Mobility & Travel

EXHIBITORS & SPONSORS



INTERNATIONAL ATTENDANCE



2027 Price list

SINGAPORE YACHTING FESTIVAL



Water – Berth

E	**OUTER BERTHS (>15M)**	**S$750 / linear metre** S$817.50 / linear metre (w/GST)
B	**OUTER BERTHS**	**S$650 / linear metre** S$708.50 / linear metre (w/GST)
C D	**INNER BERTHS**	**S$550 / linear metre** S$599.50 / linear metre (w/GST)
	SUPERYACHTS (>40M)	**S$450 / linear metre** S$490.50 / linear metre (w/GST)

Multihull Fee x1.5 | Mandatory Exhibition Insurance **S$285** (S$310.65, w/GST)







FOR MORE INFORMATION, PLEASE CONTACT:

Wade Pearce
syf@one15marina.com

2027 Price list

SINGAPORE YACHTING FESTIVAL



Water – Booth



SPACE ONLY
Build and design your own stand

S$650 / sqm
S$708.50 / sqm (w/GST)



OPEN BOOTH
Carpet, 13amp socket outlet, LED tube light, chairs, table, wastepaper basket, rain curtain

S$800 / sqm
S$872 / sqm (w/GST)



GLASS ENCLOSED
Carpet, 13amp socket outlet, LED tube light, wastepaper bin
*Air conditioning unit charges not included.

S$850 / sqm
S$926.50 / sqm (w/GST)

Mandatory Exhibition Insurance **S$285** (S$310.65, w/GST)

FOR MORE INFORMATION, PLEASE CONTACT:

Wade Pearce
syf@one15marina.com

Land – Exhibition Pavilion

NEW

For SYF 2027, we are introducing an all-new, thoughtfully zoned Exhibition Pavilion layout, creating a clearer visitor journey that encourages discovery, deeper engagement and more meaningful connections with exhibitors.

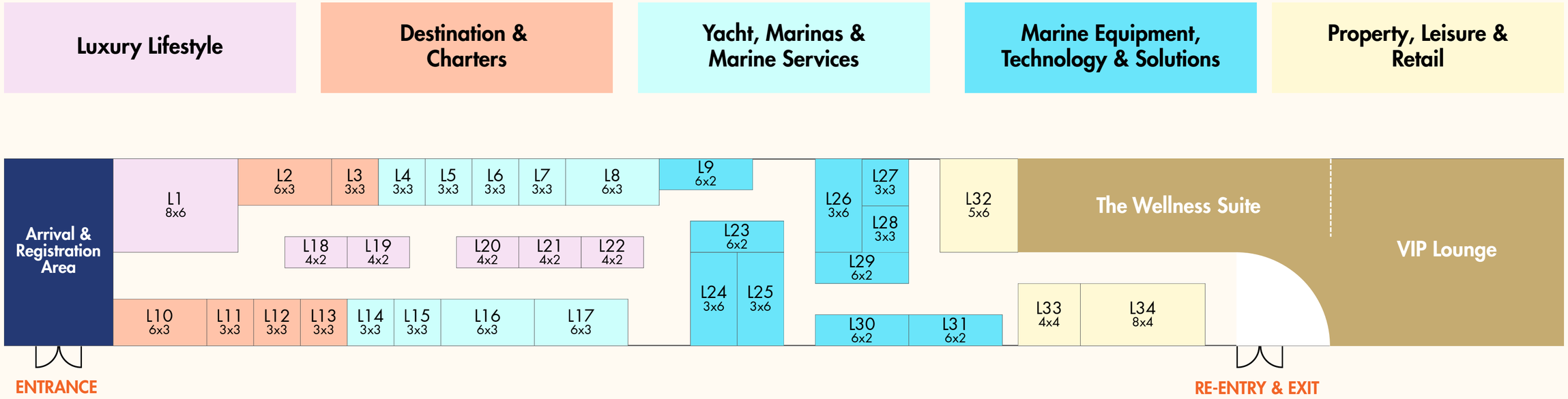
Explore **five curated zones** and select the best fit for your brand and offering.

Luxury Lifestyle	Destination & Charters	Yacht, Marinas & Marine Services	Marine Equipment, Technology & Solutions	Property, Leisure & Retail
Luxury cars, watches, jewellery, and premium lifestyle brands.	*Tourism destinations, yacht charter companies, cruising experiences, resorts and marine leisure operators.*	*Yacht builders, dealers, marinas, shipyards, yacht management, brokerage, maintenance and professional marine services.*	*Marine equipment, navigation systems, engines, electronics, safety solutions, coatings, yacht paint and marine technology.*	*Waterfront property, hospitality, and consumer retail brands.*

Exhibition Pavilion | Layout

Important Remarks:

- Exhibitors may book their preferred zone, booth size and location.
- Final booth placements may be adjusted to accommodate exhibitor demand and optimise the overall layout.



2027 Price list



Sample for raw space setup





SPACE ONLY

Build and design your own stand

S$750 / sqm (Min. 12sqm)
S$817.50 / sqm (w/GST)

SHELL SCHEME

Carpet, 13amp power socket, fluorescent tube lights, Information counter, round table, foldable chairs, A4-sized acrylic stand, wastepaper bin

S$850 / sqm (Min. 9sqm)
S$926.50 / sqm (w/GST)

Mandatory Exhibition Insurance **S$285** (S$310.65, w/GST)

FOR MORE INFORMATION, PLEASE CONTACT:

Wacleus Chin
wacleus.chin@one15marina.com

Arrival Plaza



JET SKI DISPLAY

Showcase your brand and jet ski at the arrival point for most SYF visitors, making a strong first impression as they enter the festival.

The display includes a low plank base with carpet and a branded display stand.

Exhibitor to provide and arrange

- Jet ski
- Stable, low profile display cradle or jet ski trolley with padded supports
- Delivery, positioning and removal
- Insurance coverage for the jet ski
- Final Artwork (FA) for the display stand provided
- Any additional branding or lighting

S$350 / sqm (Min. 10sqm)
S$381.50 / sqm (w/GST)

FOR MORE INFORMATION, PLEASE CONTACT:

Wacleus Chin
wacleus.chin@one15marina.com

NEW

Festival Passport

SINGAPORE YACHTING FESTIVAL

Turn visitor traffic into meaningful brand engagement.

Participating exhibitors will be featured as official Festival Passport stops, inviting visitors to discover and experience their latest innovations, technology and marine equipment through curated hands-on demonstrations and trials.

Your Benefits

- Direct visitor traffic to your booth
- Create longer, more meaningful interactions
- Increase brand and product exposure
- Gain additional visibility in the Festival Passport
  Each participating exhibitor will be featured in the Festival Passport with a company logo and short brand introduction.



For illustration purposes only.

Sample Mechanic: *Visitors can redeem an exclusive gift by collecting stamps from at least three participating on-land booths and three participating on-water booths.*

Participation Fee

S$1,950 per booth
S$2,125.50 (with GST)

Limited Availability:
10 on-land exhibitors and 15 on-water exhibitors

FOR MORE INFORMATION, PLEASE CONTACT:

Wacleus Chin
wacleus.chin@one15marina.com

Wade Pearce
syf@one15marina.com

NEW

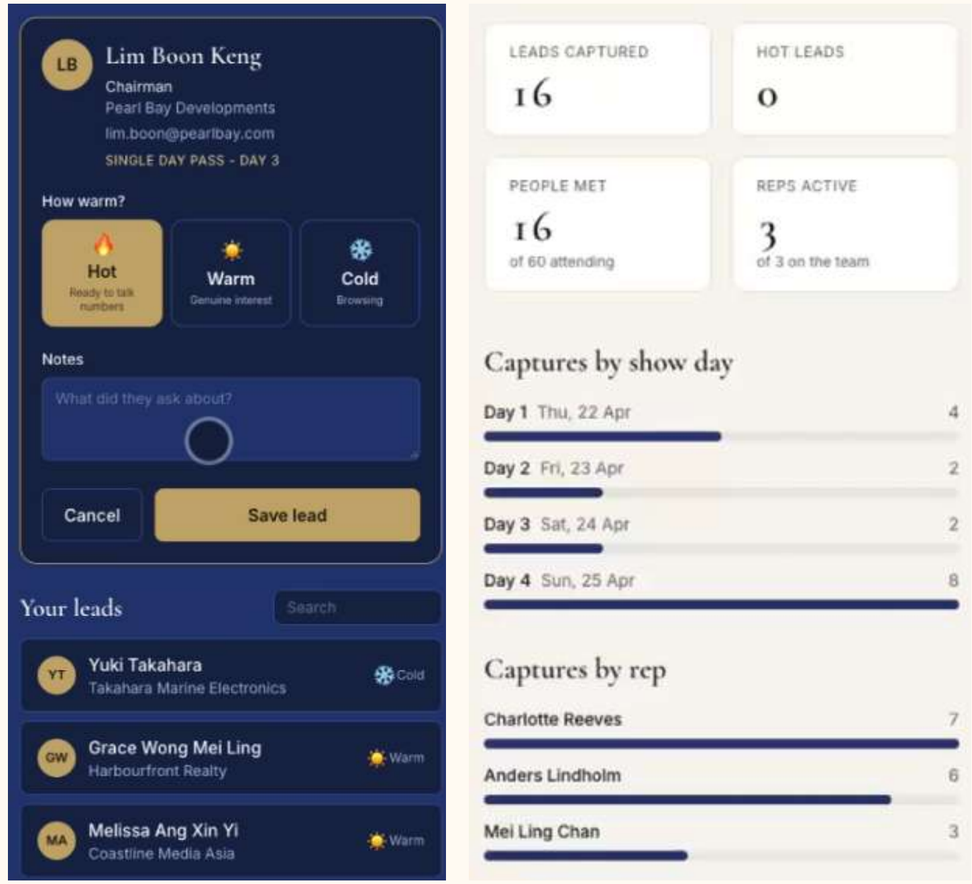
Lead Generation Module

Turn Visitor Interactions into Valuable Business Leads

Seamlessly integrated with the Festival's ticketing system, the Lead Generation Module enables exhibitors to capture visitor information by simply scanning their ticket QR codes.

Your Benefits

- **Instant Lead Capture**: Scan visitor ticket QR codes to retrieve their registered details (name, company name, email).
- **Up to 4 User Logins**: Provide access for up to 4 team members via individual email accounts.
- **Lead Qualification**: Categorise leads as Hot, Warm or Cold, with notes for follow up.
- **Real Time Tracking**: Monitor leads captured by day and by team member.
- **Better Follow Up**: Keep visitor leads organised for post Festival engagement.



Illustrative Interface

Participation Fee

S$500 per booth

S$545 (with GST)

Explore More Ways to Participate

Superyacht Lounge



Showcase your brand in an exclusive on-water networking space and connect directly with superyacht owners, captains, VIPs and key decision makers.

Spotlight Zone



Host a dedicated session for up to 50 guests through product demonstrations, masterclasses, tastings or brand talks. Past sessions have featured luxury automotive, private banking, yachting and gourmet experiences.

Experiential Zone



Showcase your water toys in a fun and interactive setting, with dedicated Electric, Paddles and Underwater themes designed for visitors to discover, experience and engage with your products firsthand.

Charter Collection



Be part of the all-new Charter Collection at SYF 2027, featuring a fleet of charter yachts and curated experiences that invite visitors to step aboard and discover the yachting lifestyle.

FOR MORE INFORMATION, PLEASE CONTACT:

Wacleus Chin
wacleus.chin@one15marina.com

Wade Pearce
syf@one15marina.com

Speak with us to explore your participation.

EXHIBITION ENQUIRIES

ON-WATER

Wade Pearce
syf@one15marina.com

ON-LAND

Wacleus Chin
wacleus.chin@one15marina.com

We look forward to welcoming you on board at SYF 2027.