



Solutions

Beyond Illumination

THAILAND

LED
EXPO 2019

+



LIGHT
ASEAN

27-29 JUNE, 2019

Hall 3-4

IMPACT Exhibition & Convention Center, Bangkok, Thailand

www.ledexpo-thailand.com

**SPONSORSHIP
OPPORTUNITIES**



ASEAN's Largest Show on LED Technology & Lighting Solutions

FOR QUICK CONTACT:
Tel: + 91-11-46464848, Email: info@mexexhibits.com
www.ledexpothailand.com

27-29 JUNE, 2019
IMPACT Exhibition & Convention Center,
Bangkok, Thailand

▶ BENEFITS OF SPONSORSHIP

Sponsorship builds relationships and develops brand identity. It will provide your organisation with the opportunity to enter into dialogue with your key target audience.

WHY SPONSOR

As LED Expo Thailand moves on to reach new heights, offering a plethora of business avenues, the organisers have decided to introduce a new segment i.e. Light ASEAN, in the 7th edition. The Show which is now christened as "LED Expo + Light ASEAN", focuses on bringing forth innovations in the world of illumination on varied fronts based on the rapidly changing applications of lights, lighting products integrated with smart technology and entertainment.

In addition to showcasing LED technology and products, the enhanced LED Expo + Light ASEAN will expand to include solar products, LED signage, LED technology for agriculture, and many others, creating new and exciting possibilities for both exhibitors and visitors alike.

WHO WILL VISIT

The Expo attracts potential and qualified buyers from different fields, including architecture; hotel and hospitality; retail; real estate; education; government; and municipal corporations. Architectural & Interior Design Companies, Commercial Buildings, Construction Companies, Corporate Companies, Electricity Boards, Event Organizers, Facility Management Company, Government Agencies & State Enterprises, Hospitals, Hotels & Resorts, Industrial Estates & Manufacturing Companies, Infrastructure & Project Management Companies, LED & Lighting Dealers/Distributors/Importers/Manufacturers, LEED Certifiers/Energy Conservers, Lighting Specifiers, Mechanical and Electrical Engineering Companies, Municipal Corporations & Public Works Department, Real Estate, Shopping Malls and Retail Stores, Signage and Advertising Companies, Stadium and Sport Facilities, Stage Lighting & Set Design Companies, Trade Associations/Chamber of Commerce/Embassies, Transportation Authorities (Airport/Port/Highway/Railway Station/Bus Station), Universities & Educational Institutes, Visual Merchandisers/Retail Designers, Trade Councils/Embassies & many more...

NATIONAL & INTERNATIONAL OUTREACH

Around 13,000+ trade visitors or better called buyers from all over ASEAN region and other parts of the world are expected to attend the Show. As a sponsor of the LED Expo Thailand, you will increase your chances of visibility among influential market leaders and decision makers from all over the world at one venue.

To meet your business needs, we provide a wide array of sponsorship opportunities.

Sponsorship Opportunities

Targeted sponsorships are not only cost effective but are key to extending your brand visibility before, during and after the show.

Our sponsorship opportunities are there to help you achieve you tradeshow marketing strategies, giving you the best on a budget.

ASEAN's Largest Show on LED Technology & Lighting Solutions

FOR QUICK CONTACT:
Tel: + 91-11-46464848, Email: info@mexexhibits.com
www.ledexpothailand.com

27-29 JUNE, 2019
IMPACT Exhibition & Convention Center,
Bangkok, Thailand

▶ **Sponsor Package, LED Expo Thailand**



Sponsorship Cost:
US\$10,000

The deliverables for the same will be as follows:

Sponsor's logo visibility at:

- Sponsor's logo on newspaper ads.
- Sponsor's logo in trade magazines
- Sponsor's logo on Outdoor promotion
- Sponsor's logo on show invitation
- Sponsor's logo on e-mail blast campaign
- Sponsor's logo on other printing materials
- Sponsor's logo on the Show's website www.ledexpothailand.com
- Distribute brochures at the show from any location
- Advertisement in Show Directory

Opening Ceremony

- Sponsor invited as speaker in opening ceremony function
- Sponsor's logo on opening ceremony backdrop
- Sponsor invited as special VIP guest in opening ceremony function
- Invitation to take group photo during opening ceremony
- Regular announcements during the show thanking the sponsor

Venue

- Sponsor's logo on Registration Backdrop
- Sponsor's logo on Directory board
- Sponsor's logo on entrance archway

Exhibit Area

Exhibit space (Sq.m.) minimum area required to be taken additionally, price of space additional, not included in costing

72 Sq.m.

Limitation (Company/Organization)

1

Sponsorship Cost:

US\$10,000

Also size of logo will vary according to type of sponsorship package taken

ASEAN's Largest Show on LED Technology & Lighting Solutions

FOR QUICK CONTACT:
Tel: + 91-11-46464848, Email: info@mexexhibits.com
www.ledexpo-thailand.com

27-29 JUNE, 2019
IMPACT Exhibition & Convention Center,
Bangkok, Thailand

▶ Sponsor Package, LED Expo Thailand



Sponsorship Cost:
US\$ 7500

The deliverables for the same will be as follows:

Sponsor's logo visibility at:

- Sponsor's logo on newspaper ads.
- Sponsor's logo in trade magazines
- Sponsor's logo on Outdoor promotion
- Sponsor's logo on show invitation
- Sponsor's logo on e-mail blast campaign
- Sponsor's logo on other printing materials
- Sponsor's logo on the Show's website www.ledexpo-thailand.com
- Distribute brochures at the show from any location
- Advertisement in Show Directory

Opening Ceremony

- Sponsor's logo on opening ceremony backdrop
- Sponsor invited as special VIP guest in opening ceremony function
- Invitation to take group photo during opening ceremony
- Regular announcements during the show thanking the sponsor

Venue

- Sponsor's logo on Registration Backdrop
- Sponsor's logo on Directory board
- Sponsor's logo on entrance archway

Exhibit Area

Exhibit space (Sq.m.) minimum area required to be taken additionally, price of space additional, not included in costing	54 Sq.m.
Limitation (Company/Organization)	2
Sponsorship Cost:	US\$ 7500

Also size of logo will vary according to type of sponsorship package taken

ASEAN's Largest Show on LED Technology & Lighting Solutions

FOR QUICK CONTACT:
Tel: + 91-11-46464848, Email: info@mexexhibits.com
www.ledexpothailand.com

27-29 JUNE, 2019
IMPACT Exhibition & Convention Center,
Bangkok, Thailand

▶ Sponsor Package, LED Expo Thailand



Sponsorship Cost:
US\$ 5000

The deliverables for the same will be as follows:

Sponsor's logo visibility at:

- Sponsor's logo on Outdoor promotion
- Sponsor's logo on show invitation
- Sponsor's logo on e-mail blast campaign
- Sponsor's logo on other printing materials
- Sponsor's logo on the Show's website www.ledexpothailand.com
- Advertisement in Show Directory

Opening Ceremony

- Sponsor's logo on opening ceremony backdrop
- Sponsor invited as special VIP guest in opening ceremony function
- Regular announcements during the show thanking the sponsor

Venue

- Sponsor's logo on Registration Backdrop
- Sponsor's logo on Directory board
- Sponsor's logo on entrance archway

Exhibit Area

Exhibit space (Sq.m.) minimum area required to be taken additionally, price of space additional, not included in costing

42 Sq.m.

Limitation (Company/Organization)

3

Sponsorship Cost:

US\$ 5000

Also size of logo will vary according to type of sponsorship package taken

INDEX TO SPONSORSHIP OPPORTUNITIES

AVAILABLE FOR LED THAILAND 2019
(Bangkok, Thailand)

- | | | | |
|----|--|----|--|
| 1 | BUSINESS LOUNGE | 16 | LOBBY SIGNAGE SPONSORSHIP |
| 2 | CARRY BAGS SPONSORSHIP | 17 | MOCKUP ROOM - SPONSORSHIP |
| 3 | CEILING BANNER INSIDE HALL SPONSORSHIP | 18 | PAPER CUPS SPONSORSHIP |
| 4 | DIRECTIONAL FLOOR GRAPHICS | 19 | PEN SPONSORSHIP |
| 5 | EDM SPONSORSHIP | 20 | REGISTRATION SPONSORSHIP |
| 6 | FLOOR GRAPHICS | 21 | ROLL UP STAND SPONSORSHIP E |
| 7 | FLYER/CATALOGUE SPONSORSHIP | 22 | SEMINAR/CONFERENCE SPONSORSHIP |
| 8 | GUIDE POST SPONSORSHIP (INSIDE VENUE) | 23 | SHOW INFORMATION GUIDE |
| 9 | HALL ARCHWAY SPONSORSHIP (@ TAXI DROP OFF POINT) | 24 | SHOWCASE CUPBOARD SPONSORSHIP |
| 10 | HOARDING SPONSORSHIP | 25 | SMS SPONSORSHIP |
| 11 | INDOOR SIGNAGE SPONSORSHIP | 26 | VIP LOUNGE SPONSORSHIP |
| 12 | INTERNET KIOSK SPONSORSHIP | 27 | WALK SIGN SPONSORSHIP |
| 13 | INVITATION SPONSORSHIP | 28 | WEBSITE BANNER SPONSORSHIP |
| 14 | LANYARD SPONSORSHIP | 29 | SHOW DIRECTORY ADVERTISEMENT SPONSORSHIP |
| 15 | LED SCREEN AT REGISTRATION SPONSORSHIP | 30 | MOBILE APP SPONSORSHIP |



1 BUSINESS LOUNGE SPONSORSHIP

Description: A business lounge with Sponsor branding will be created in the hall of area 36sqm, which can be used by any of the exhibitors for client meetings & networking

Area: Minimum 36 sqm.

Cost: 8,000 US\$

Cost of prints extra



2 CARRY BAGS SPONSORSHIP

Description: Carry bags will be distributed to all buyers at the time of registration along with the visitor badges. This will ensure high visibility of the sponsor's brand at the show.

Quantity: 5,000

Cost: 3,300 US\$

Cost of carry bags extra if provided by us, else sponsor to provide carry bags



3 CEILING BANNER INSIDE HALL SPONSORSHIP

Description: This ceiling banner will be hung within the show hall at a prominent location at the discretion of the organizer.

Quantity: 1

Cost: 1,100 US\$

Size: 3 metres x 4 metres

Cost of printing extra



4 DIRECTIONAL FLOOR GRAPHICS SPONSORSHIP

Description: Indoor Inkjet sticker which will direct a visitor to the sponsor's booth acting as a directional sign with good branding

- Quantity: 10 numbers leading from gangway to booth
- Cost: 2,500 US\$
- Size: 0.75 metres x 0.75 metres each

Cost of printing extra



5 EDM SPONSORSHIP

Description: EDM blast will be done to our exclusive database to the categories of your preference available in our database

- Database: 30,000 email ids approximately
- Cost: 1,000 US\$ per EDM

EDM to be designed by client & provided to us



6 FLOOR GRAPHICS SPONSORSHIP

Description: A prominent floor graphic catching the visitors' eye & acting as a good brand recall tool to be placed at a prominent location in the foyer outside the halls. This will have the sponsor logo & organizer logo both.
OR

A complete floor graphic exclusive to the sponsor can be opted alternately inside the hall

- Quantity: 1
- Cost: 1,000 US\$
- Size: 6 meter x 2 meter



7 FLYER / CATALOGUE SPONSORSHIP

Description: To be distributed along with visitor badge from registration area

Quantity: 10000 flyers min.

Cost: 1,600 US\$

Cost of printing extra or printed mailers to be provided by sponsor



8 GUIDE POST SPONSORSHIP (INSIDE Muang Thong Thani)

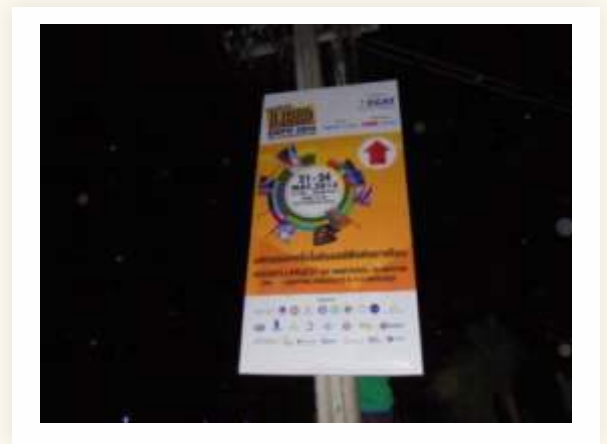
Description: This signs will direct the visitors towards the show & act as a good brand recall tool.

Quantity: 5 pieces

Cost: 1,600 US\$ for 5

Size: 1.2 x 2.4 m.

Cost of printing extra



9 HALL ARCHWAY SPONSORSHIP (@ TAXI DROP OFF POINT)

Description: The archway will be in the foyer area leading to the show hall & acting as the entrance. Sponsor logo will be prominently placed on this archway alongwith the show branding & give good visibility.

Quantity: Every archway at front of hall

Cost: 1,600 US\$

Size: TBC



10 HOARDING SPONSORSHIP

Description: To be placed at a strategic location

Quantity: 1

Cost: 3,300 US\$

Size: 3 M x 1.20

Cost of printing extra



11 INDOOR SIGNAGE SPONSORSHIP

Description: Roll up stands with sponsor's branding to be placed in the foyer area outside the halls.

Quantity: 1

Cost: 350 US\$ Each

Size: 1 M x 2.40 M

Location: Front of Business Lounge

Cost of printing extra



12 INTERNET KIOSK SPONSORSHIP

Description: There would be 2 standing internet kiosk at prominent locations which will have internet access for the visitors. Sponsors logo will be put at the top of the kiosk.

Cost: 2,500 US\$

Location : Prominent location

Cost of printing extra



13 INVITATION SPONSORSHIP

Description: The company logo will be printed on all invites which would be sent to buyers & delegates and all the collaterals being printed for the show from the date of confirmation which will be to the tune of lakhs. Also 2000 special mailers of the client will be sent to select database category of buyers post show.

Cost: 6,500 US\$

Note: The 2000 printed mailers to be provided by sponsor



14 LANYARD SPONSORSHIP

Description: Logo of sponsor would be printed on all lanyards for visitors.

Quantity: 5,000

Cost: 3,300 US\$

Cost of printing extra



15 LED SCREEN NEAR HALL 4 SPONSORSHIP

Description: A LED Screen will be placed at a prominent location to catch maximum eyeballs. This screen will be provided by show sponsor & will run multiple ads.

Quantity: 1 ad of 30 secs

Cost: 1,000 US\$ For 1 ad of 30 seconds duration alternating & repeating with other ads at regular intervals

LED Screen will be provided by show sponsor



16 LOBBY SIGNAGE SPONSORSHIP

Description: A ceiling hung signage at a prominent location in the foyer area outside the halls. Sponsor logo will be incorporated along with the show branding. 30% will be sponsor's logo & 70% show branding,

Quantity: 1

Cost: 1,000 US\$

Size: 3 x 1

Cost of printing extra



17 MOCKUP ROOM SPONSORSHIP

Description: The Mockup room will be branded by the company's name. Also the entire setup as per theme will be done by the client. The organizer will provide space only in addition promote the mockup with sponsor's branding aggressively.

Cost: 1,000 US\$ (Can be taken only by exhibitor, not available for non exhibitors)

Size: Area of 12 sqm to be devoted to one theme of mockup room

Cost of setup to be borne by sponsor



18 PAPER CUP SPONSORSHIP

Description: Watercups/Tea coffee paper cups used at the expo at drinking water areas & cafeteria would have the sponsor logo

Quantity: 20000 cups

Cost: 3,300 US\$

Cost of cups & printing extra



19 PEN SPONSORSHIP

Description: Pens will be distributed from the registration counter. Each visitor will be given a pen along with the entry badge

Quantity: Minimum 10,000

Cost: 1,600 US\$

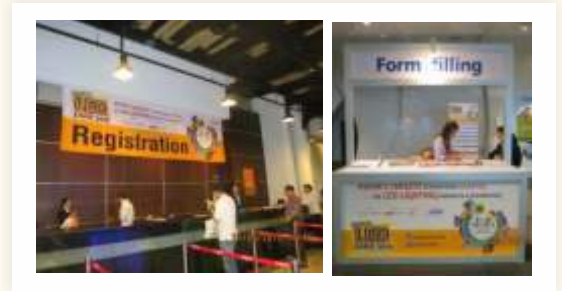
Cost of pens extra or pens to be provided by sponsor



20 REGISTRATION SPONSORSHIP

Description: Achieve maximum visibility with your company logo displayed prominently on the form filling counters, banner behind registration desk, back of visitor badges & all marketing collaterals.

Cost: 6,500 US\$



21 ROLL UP STAND SPONSORSHIP

Description: A roll up stand placed at prominent locations at discretion of organizer.

Quantity: minimum 2

Cost: 250 US\$ Each

Size: 1.2 metres x 2.4 metres

(For conference timetable only)

Cost of printing extra



22 SEMINAR / CONFERENCE SPONSORSHIP

Description: 2 hours for your own conference package

Quantity: 1 room with classroom style seating

Cost: 1,600 US\$

Size: 50-70 seats

Branding cost extra

Remark: No coffee break included, coffee & snacks charges are additional as per requirement



23 SHOW INFORMATION GUIDE SPONSORSHIP

Description: A Show information Guide containing the exhibitor list, show floorplan & show information will be printed & given to all buyers at the show at the time of registration. One page of the show guide will be given to the sponsor for putting their ad/company info in the guide. Also logo of sponsor will be carried on show collaterals.

Quantity: 20000

Cost: 5,000 US\$



24 SHOWCASE CUPBOARD SPONSORSHIP

Description: A showcase cupboard (with spotlight) with sponsor's products & logo displayed will be put up at a prominent location in the foyer or inside the hall. Visiting cards can be placed there & a drop box for visiting cards will be created. No sponsor is allowed to depute a person to stand with the showcase.

Quantity: 1

Cost: 800 US\$

Cost of prints extra



25 SMS SPONSORSHIP

Description: An SMS will be sent to our database inviting them to attend your booth at the show (Message to be sent from your company)

Number of SMS : 10,000 database

Cost: 3,300 US\$

Cost of printing extra



26 VIP LOUNGE SPONSORSHIP

Description: VIP lounge with sponsor's branding. Also refreshments to be provided to all buyers using the VIP lounge & also to clients invited by sponsor. This will be at a prominent location in the show hall.

Cost: 10,000 US\$

Size: Minimum 36 sqm.

Cost of prints extra



27 WALK SIGN SPONSORSHIP

Description: A person carrying the walksign backpack would move around the exhibition hall. The walksign will have the company branding/ad. Also he can distribute company literature/business cards to prospects

Quantity: Minimum nos. 1

Cost: 1,000 US\$ per walk sign

Remark: During show days only

Cost of print extra





MEX Exhibitions Pvt. Ltd.

9 LGF, Sant Nagar, East of Kailash,
New Delhi-110065, India

Ms. Himani Gulati Tel. : +91-9312285142

E-mail: himani@mexexhibits.com

Mr. Gaurav Juneja Tel. : +91-9810301644

E-mail: gaurav@mexexhibits.com



IMPACT Exhibition Management Co., Ltd.

Bangkok Land Building, 10 Floor, 47/569-576,
Moo 3, Popular 3 Road, Banmai Sub-district,
Pakkred District, Nonthaburi 11120

Ms. Panvisut Buranakarn (Opal): Tel: +66 (0) 2833 5328

Email: panvisutb@impact.co.th

Ms. Wong Wing Yan: Tel: +66 (0) 2833 5013

Email: wingyanw@impact.co.th