

Host Organization:  **EGAT**

Organizers:  **IMPACT**
MUANG THONG THANI  **MEX**
MEX Exhibitions Pvt. Ltd.

Live in - person: 20 - 22 September 2023
IMPACT Exhibition Center - Bangkok



LED EXPO THAILAND 2023 BRANDING OPPORTUNITIES FOR YOU



Provides you with **a range of market entry points by putting your products and solutions in front of your key market audiences, highlighting your brand and image, flying your flags high and connecting you with key industry professionals**

Discover how LED Expo Thailand can do to raise your brand/product awareness and put you at the forefront of your targeted customer audience of an expected on-site attendee of 5,000 buyers from Thailand and the surrounding ASEAN region, plus helping you to stay engage with your markets via our year-long online channels

Stay ahead of your competitors and maximize your success at LED Expo Thailand 2023!



BRANDING OPPORTUNITY MENU

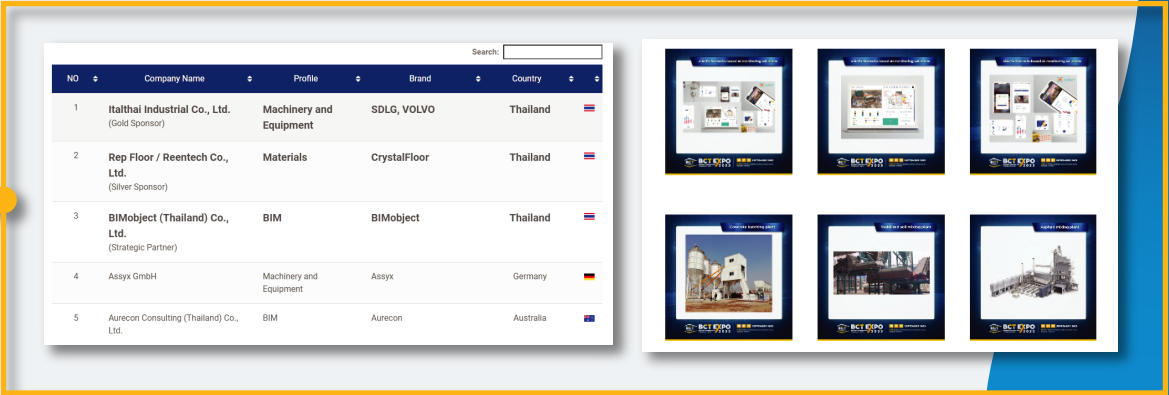
- 💡 Partnership and Recognition Sponsorship (Platinum, Gold, and Silver)
- 💡 LED Expo Thailand Website
- 💡 LED Expo Thailand Digital Marketing & Social Media Channels
- 💡 Venue/Hall/Onsite Branding
- 💡 Digital Signage Branding



LED EXPO THAILAND WEBSITE

Featured Exhibitor Listing & Featured Product Section (365 days):
USD 300 per month

- Your hyperlinked company’s name will be highlighted and featured on show website under exhibitor listing section
- Your product will be highlighted on show website under featured product section
- Stand out online amongst the crowd



Banner Ads (monthly tenancy rotating):
USD 400 per month

- Your hyperlinked banner on LED Expo Thailand website’s main homepage to gain maximum exposure on a monthly tenancy basis (15,000 impressions per month)



LED EXPO THAILAND DIGITAL MARKETING & SOCIAL MEDIA CHANNELS

1

Dedicated EDM Services to Our Database: **USD 1,300**

BUY 1 GET 1 FREE!!

- Reach out our 80,000 database to promote your products via our targeted EDM services



Dear CherdchailKa,

**Only few booths available at
LED Expo Thailand 2023!**

ASEAN's biggest LED lighting exhibition bringing together "Energy Efficiency and Digitalization for SMART Lighting" is nearly sold out!

IMPACT Exhibition and Convention Centre, Bangkok, Thailand from 20th to 22nd September 2023.

Last chance to reach out to your targeted **lighting market segment** face-to-face for 2023!

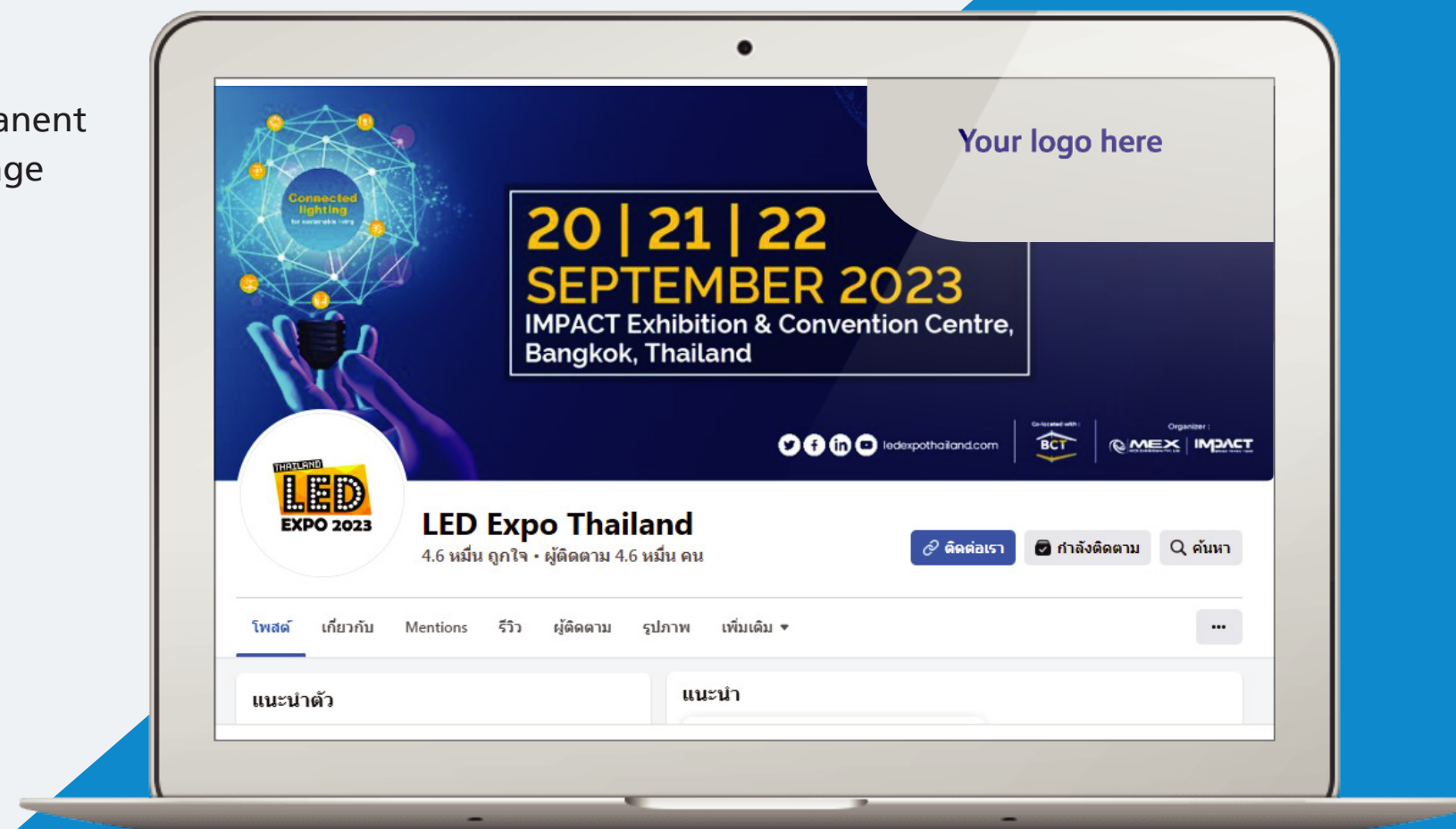
Booth availability now on **1st come, 1st served!**
Booth applications will **close soon!**

BOOK YOUR BOOTH NOW!

2

Social Media Sponsor (Exclusive): USD 3,500 or USD 750 per month

- Your exclusive opportunity to be in the spotlight with a permanent placement (365 days) of your logo/banner on our Facebook page reaching out to 46,000 followers



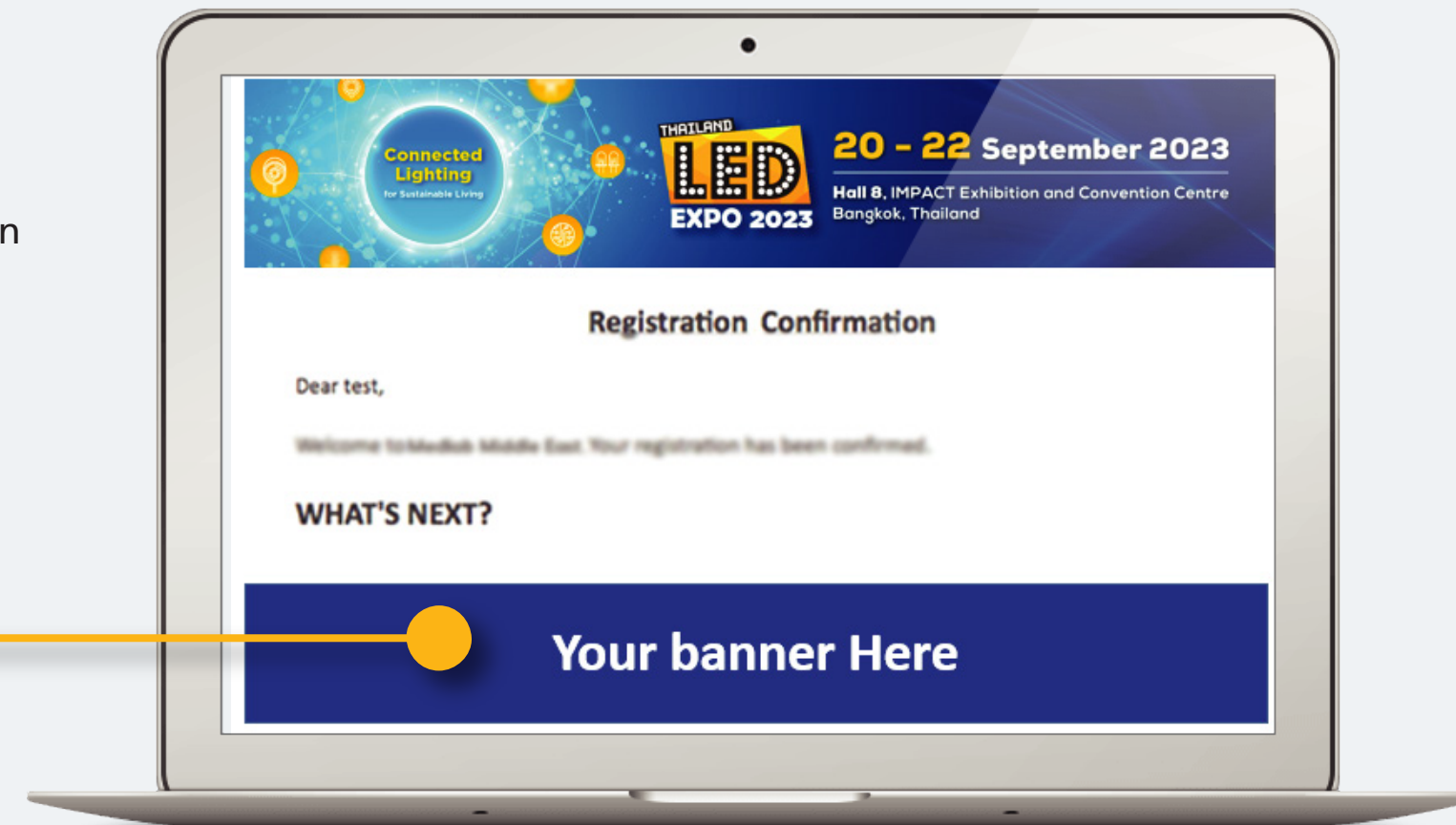
3

Attendee Registration Confirmation Page:

USD 7,200 (Exclusive)

USD 1,500 per company (Maximum 3 companies)

- Gain exposure by placing your banner on the registration confirmation page visible to all attendees upon form completion



4

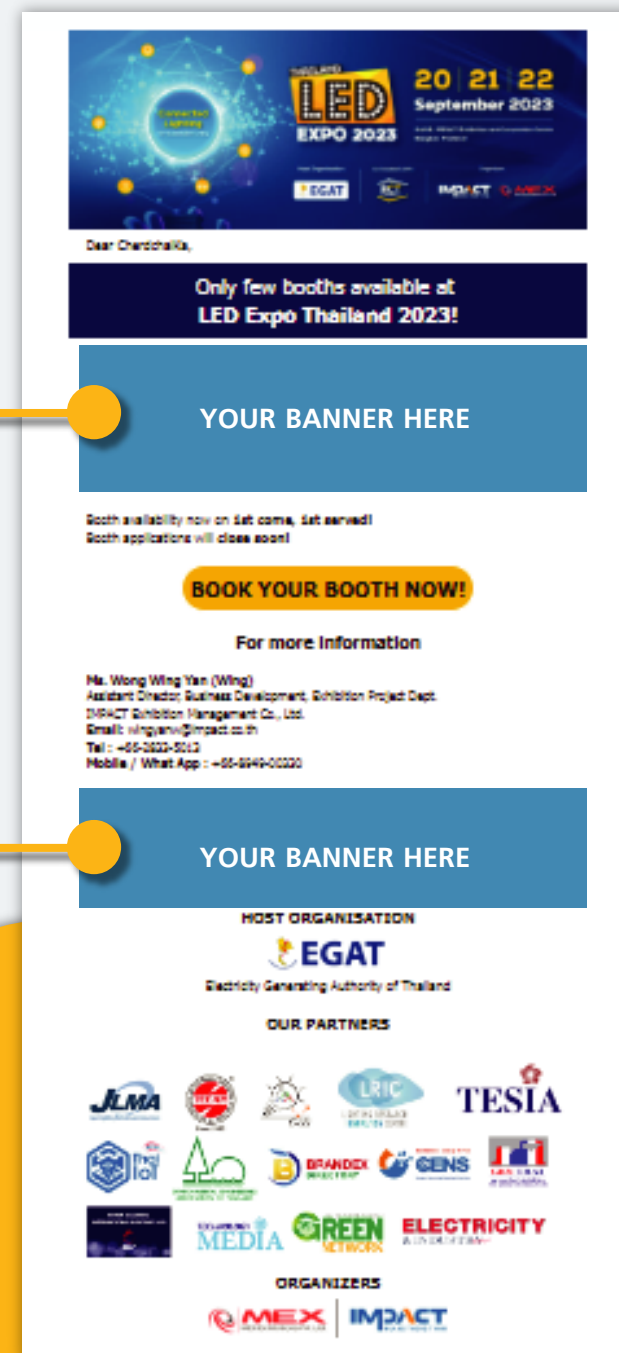
Banner Ads (Top and Middle Positions) on our show update EDMs sent out 5 times on pre-show day, show days and post-show day:

USD 1,500 (Top Position)

USD 1,000 (Middle Position)

USD 1,500

USD 1,000



5

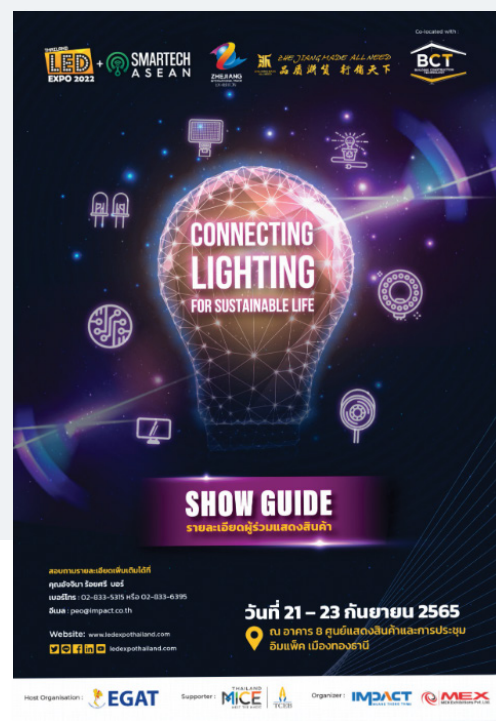
Exclusive Pre-Show Speaker Webinar Session: 60 mins per session with re-runs on LED Expo Thailand's online channels

USD 1,400 per session



6

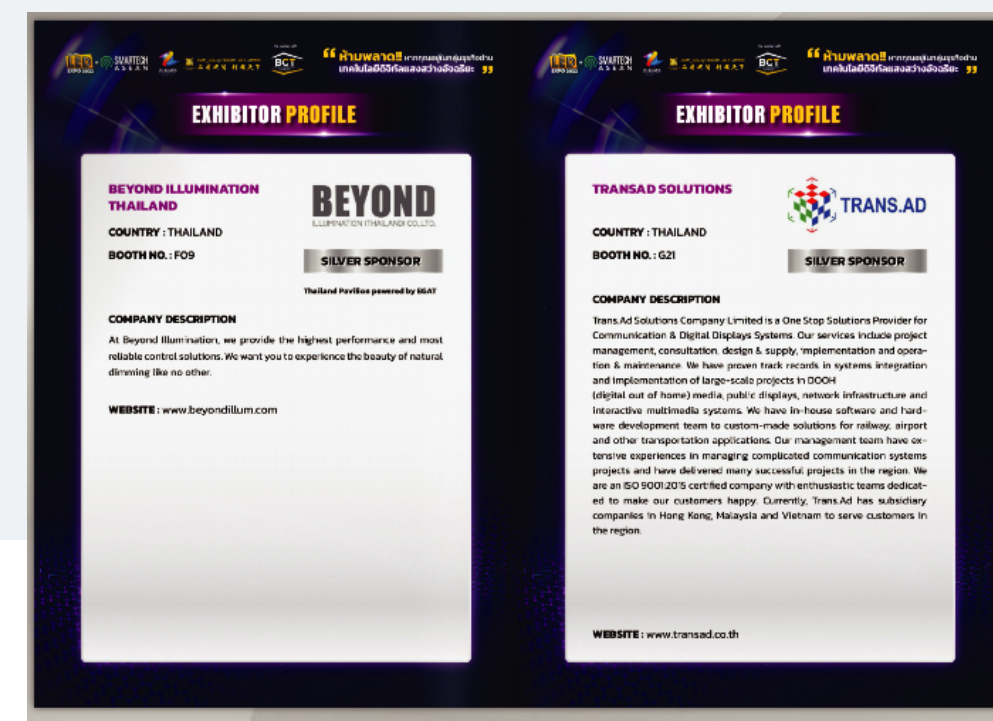
Show Information Guide Advertisement: (E-Show Guide)



Inside Cover: **USD 900**



Ads: **USD 300**



Featured Product Highlight:
USD 150 (Additional)

VENUE/HALL/ON-SITE BRANDING



- 1 Mirror-Wrap @Sky Kitchen: **USD 7,000** per banner
 - Quantity (2 Units), Size (W x H): 37 m x 3 m, Material (Inkjet Outdoor 1440 dpi on PVC sticker)





2 Pole Wrap under Sky Kitchen: **USD 1,500** (per pole), **USD 3,800** for 3 (pole wraps)

- Quantity (6 Poles), Size (W x H): 4.8 m x 3.1 m (per pole), Material (Inkjet Outdoor 1440 dpi on PVC sticker)



3

Pole Wrap in front of IEC Hall 5 to 8: USD 2,900 (for 3 pole wraps)

- Quantity (6 Poles), Size (W x H): 2.72 m x 2.70 m (per pole), Material (Inkjet Outdoor 1440 dpi on PVC sticker)



4

Badge Registration Counter Wrap (Exclusive): USD 3,500

- Take full branding ownership of on-site registration counters to make an impact on all onsite registration attendees
- Achieve maximum visibility with your company wrap prominently on our on-site registration counter

Remark: This photograph for promotional purposes ONLY



5

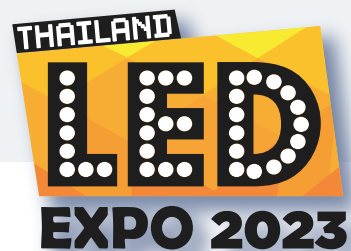
Floor Title Stickers: **USD 450** per sticker

- Guide attendees to your booth with these floor title stickers place along walkway and entrance to exhibition hall



6 Hanging Banner: **USD 1,000** per banner (not inclusive of production and rigging costs)

- Increase visibility of your stand location in the hall by placing a hanging banner over it. Be seen from afar and make a strong statement with your booth



7

Distribution of your visitor bags containing your souvenirs/promotional materials:
USD 10,000 per sponsor (1000 bags)

- Visitor bags containing your souvenirs and promotional materials will be handed out to all attendees

8

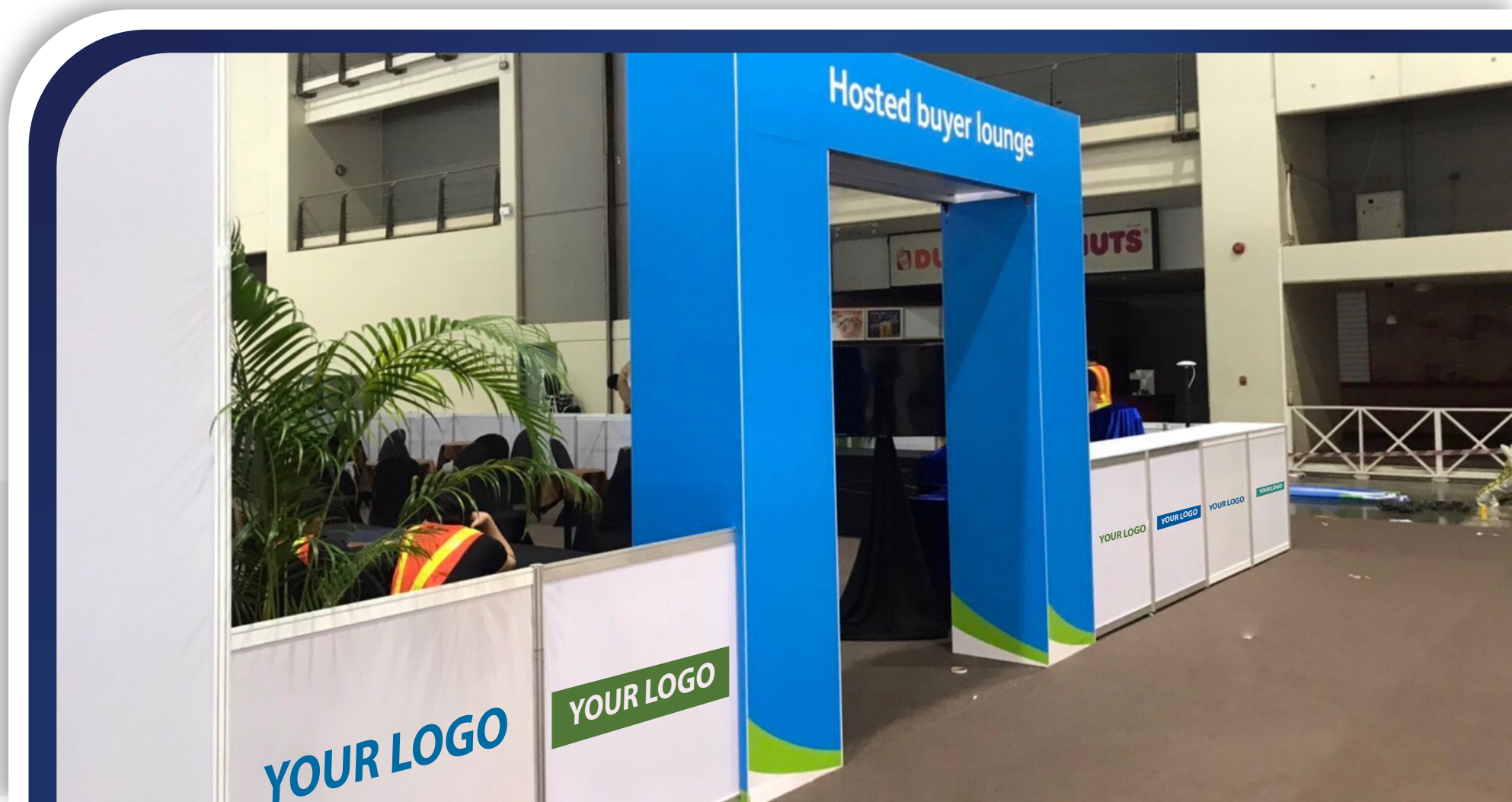
Lanyard Sponsors:
USD 5,800

THAILAND
LED
EXPO 2023



9

Conference/Workshop Partition Poster Sponsor: **USD 150** per partition



10

VIP Buyer Lounge Sponsor (Exclusive): USD 8,500

- **A Business Lounge with Sponsor Branding** will be created in Hosted Buyer Lounge, which can be used by any of the exhibitors for client meetings & networking. Operation cost already included in Package
- **Showcase Kiosk with Sponsor's Products & Logo Displayed** will be put up at a prominent location in the business matching lounge. Visiting cards can be placed there & drop box for visiting cards will be created. No sponsor is allowed to dupe a person to stand with the showcase
- **Coffee Break Box with Sponsor's Logo** for VIP Buyer lounge: 30 pax/half day, 3 days (Sponsor can choose the day and morning or afternoon sessions)
- **List of Show Up Buyer Database** for your direct follow up (Contains only those individuals who allow their contact information to be shared)
- **Logo Branding on Table Standees**



Hosted buyer lounge



11

Badge Sponsor (Exclusive):
USD 6,000

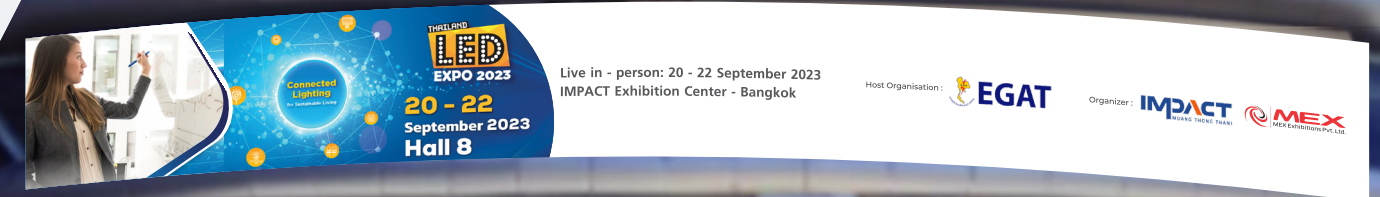


DIGITAL SIGNAGE BRANDING

LED Screen @Link Bridge, the Portal

- **File type:** MP4 (no sound, recommend to use subtitles)
Frame rates: 25 frames/second
Showtime: commercial spot 15 seconds,
12 times per hour/slot,
12 x operating hours (10 a.m. to 10 p.m.)
Size (W x H): 20.61 m x 2 m
Pixels: 2016 x 192 pixels

USD 4,000 per screen slot



DIGITAL SIGNAGE BRANDING

LED CUBIC Screen

- **File type:** MP4 (no sound, recommend to use subtitles)
Frame rates: 25 frames/second
Showtime: commercial spot 15 seconds
12 times per hour/slot
12 x operating hours (10 a.m. to 10 p.m.)
Size (W x H): 3.84 m x 3.84 m
Pixels: 1024 x 1080 pixels
USD 2,900 per screen slot



DIGITAL SIGNAGE BRANDING

Registration Counter TV Screen

- **File type:** MP4 (no sound, recommend to use subtitles)
Frame rates: 25 frames/second
Showtime: commercial spot 15 seconds,
12 times per hour/slot
12 x operating hours (10 a.m. to 10 p.m.)
Size (W x H): 20.61 m x 2 m
Pixels: 2016 x 192 pixels

USD 4,000 per screen slot



Conference Sponsorship: USD 2,900/50 pax

Pre – Event

- Branding logo and link on all online marketing collateral before the conference
- 2 times x company logo with the link on all “Targeted Direct Email Campaign” promoting the webinar reach to over 80,000 database
- Sponsor mention and/or logo included in Social Media and Website for conference promotion (Facebook boost post)

During Event

- Coffee/Lunch Break Box with Sponsor’s Logo for delegates: 50 pax (Sponsor can choose the day and morning or afternoon session)

Post – Event

- Sponsor can provide a 100-word message (inclusive of contact information and speaker photo) as part of the "Thank You" email sent to attendees after the show
- List of Conference Attendees that has signed up for the session for your direct follow up (Contains only those individuals who allow their contact information to be shared)

Networking Sponsorship: USD 2,500/50 pax

- To be a platform for connections between Exhibitors and Key Industry Players: International Banquet (Buffet) with Sponsor's logo appearing in all areas

