



**FHT**  
FOOD & HOTEL  
THAILAND



4-7 September 2019

BITEC, Bangkok, Thailand

**MAXIMISE**  
**YOUR PRESENCE**  
AT PREMIUM FOOD & HOSPITALITY SHOW

[www.foodhotelthailand.com](http://www.foodhotelthailand.com)





**FHT**  
FOOD & HOTEL  
THAILAND

**Thailand's leading trade-only food and hospitality exhibition - a must attend show for 2019!**



**With our impressive range of branding, feature areas and digital opportunities, we can offer you a targeted and strategic way in which you can maximise your company's visibility and connect with the right people for your business.**

Our branding and sponsorship opportunities can help you enhance your profile within the industry by:

- Aligning your brand with the food and hospitality industry
- Generating awareness in front of a highly focused and engaged audience
- Raising your profile and positioning your brand as an international market leader
- Achieving your global strategic objectives through tailored opportunities

Based on your strategic goals our team are able to tailor a package to ensure you achieve your specific objectives. Take a look what we have to offer!

## Buyer Report

Buyers Classified by  
**Company's Main Activity**

Airline / Cruise Liner / Rail /  
Travel Catering **4.73%**

Café / Coffee Shop / Bakery **18.27%**

Food & Beverage Manufacturer **13.54%**

Hotel / Restaurant / Resort /  
Country Club **35.55%**

Import / Distribution / Wholesale **21.37%**

Retail / Supermarket / Hypermarket /  
Department / Grocery / Convenience Store **6.53%**

## Meet The Top 10 International Visitors At Food & Hotel Thailand



**13.00%**  
Malaysia

**5.37%**  
Cambodia



**11.79%**  
Singapore

**4.91%**  
Philippines



**7.91%**  
China

**4.56%**  
Vietnam



**7.51%**  
Japan

**4.45%**  
Laos



**6.87%**  
Myanmar

**4.22%**  
Indonesia



# Sponsorship Opportunity Packages

Entitlements	Platinum 2 Opportunities	Gold 4 Opportunities	Silver 6 Opportunities
1. Logo placement on marketing collaterals and channels, including printed materials, website, e-marketing and social media	✓	✓	✓
2. Mentioning the sponsor in show PR activities and channels, including press conferences, releases and invitations +insert brochure or product in media pack	✓	✓	✓
3. Logo placement on onsite branding and informational signage	✓	✓	✓
4. Product highlights feature prominently in email blast	✓	✓	✓
5. Dedicated email blast for sponsor to targeted database on the sponsors company profile (Sponsor to provide 1 image + 1 logo & short content not over 40 wordings)	✓		
6. Interview opportunity before the show to promote on social media	✓		
7. Onsite seminar room to host promotion activities with related association	✓ (1 association selection)	✓ (1 association selection)	
8. Logo placement on the backdrop of the seminar room with related association	✓ (1 association selection)	✓ (1 association selection)	
9. Hanging banner placement (1 x double side) in a prominent location above the show floor	✓		
10. Car park banner placement	✓ (3 banners)		
11. Company literature placement in a prominent location onsite, including registration areas & VIP lounges	✓		
	THB 480,000	THB 320,000	THB 160,000

Looking for more sponsorship options and details? Please contact us!



# Inside The Exhibition Hall

## 1. Lanyard Sponsor

- Exclusive Sponsor for Lanyard.
- Your company's logo will be on one side of lanyard.
- Spec: Fabric, 1 color screen.
- Size: Width 15 mm.
- Lanyard production is included.
- Price as following excluding 7% VAT



Attendee	Pieces	Amount (THB)
1. Lanyard for VIP visitor	4,000	100,000
2. Lanyard for VIP and pre- register visitor	9,000	190,000
3. Lanyard for VIP, pre- register and walk-in visitor	30,000	300,000



## 2. Visitor Premium Bag

Size: W40.64cm x H33.02cm

**THB 140,000**

## 3. Column Banner

Column banner advertisements are available on one column with 4 sides  
Each size: 300cmx120cm

**THB 30,000**



## 4. Logo placement on the directory board

THB 10,000



## 5. Hall foyer banner

Size: H400cm x W500cm

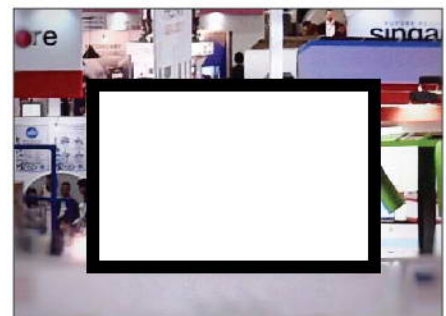
THB 80,000

## 6. Hanging Banner

size: H200cm x W300cm

- The price is for advertising space only, production & installations not included
- Installation must be done by official contractor only (with service fee)

THB 28,000



## 7. Helium Balloon

Size: Max 200cm diameter

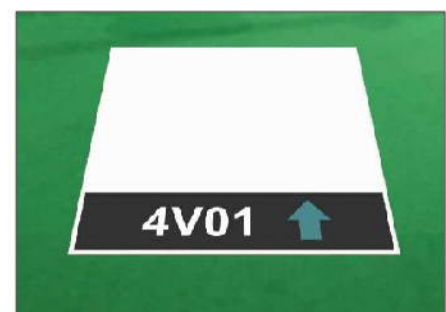
- The price is for advertising space only

THB 35,000

## 8. Floor Sticker

Size: W100cm x H100cm

THB 40,000



# Other Advertisement Opportunities

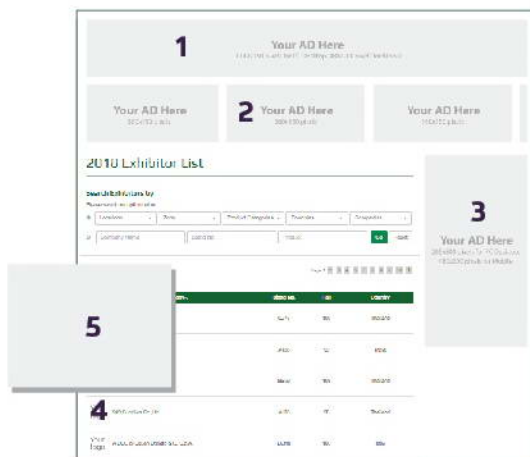
## 9. Create own work shop or seminar for presenting the success case at show

**A. THB 20,000** (excluding vat)

**2 hour per section - available 8 topics**

**B. THB 27,000** (excluding vat)

**3 hour per section - available 4 topics**



## 10. E-Show directory advertisement: Show Day

**\*\* Banner, Company logo and Pop-up advertising included hyperlink to company website \*\***

Topic	Size (WxH)	Opportunities	Price (THB)
1. Top banner	1140 x 150 Pixels for PC 480 x 220 Pixels for Mobile	3	35,000
2. Sub Banner	360 x 150 Pixels	20	30,000
3. Side Banner	265 x 500 Pixels for PC 480 x 220 Pixels for Mobile	1	30,000
4. Company logo	60 x 60 Pixels	N/A	6,000
5. Pop-Up Advertising	336 x 280 Pixels	1	45,000
6. Additional Show Directory Entry	Maximum 75 words	N/A	10,000



# Food and Hotel Thailand 2019 LeadEX

**A new tool that helps you manage and follow up leads**

## Get your leads now in Food and Hotel Thailand 2019

LeadEX, an easy way to retrieve, analyze and follow up sales leads to maximize your return on investment for exhibiting at Food and Hotel Thailand 2019

LeadEX helps you target the high potential sales prospects for immediate face-to-face follow up by your sales team.

Simply scan Food and Hotel Thailand visitors badge with your iOS or Android smartphone or tablet and their details are captured. You can also add notes and qualify each lead.



## For Exhibitor

1. Scan barcodes from visitor's badge
2. Retrieve visitor data
3. Export leads in excel format

## Download and install the app



1



2



3



## The LeadEX app works online and offline

When offline, data is safely stored in the app until the device is online again. All your leads will then be uploaded to the server and the app will be synchronized.

## Exhibitor benefits

- ✓ Contact person
- ✓ Company name
- ✓ Company address
- ✓ Country
- ✓ Phone number and fax number
- ✓ Email address
- ✓ Job position
- ✓ Company type of business
- ✓ Visitor will receive your information after scan barcode

*\*Note: information is according to visitor's provided information at registration*

## Food and Hotel Thailand 2019 LeadEX Price

Device	Price (Baht)
1	15,000
2	20,000
3	25,000

*\*Price including VAT7%*

**CALL US NOW** To explore the opportunities to promote your brand.

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# YOUR KEY INGREDIENT FOR SUCCESS



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