



Bidding and Co-creation Support Policy

OBJECTIVES

The Support is offered by the Thailand Convention & Exhibition Bureau (TCEB), under the MEGA Project unit, to all local and international organizers who bring in International Major Events/Festival or Mega Event to Thailand. Bidding and Co-creation Program serves the following objectives:

1. To attract renowned international festivals and major events to be hosted in Thailand
2. To encourage new international event creation that has potential to become home-grown international festivals and major events.

ELIGIBILITY

1. International or domestic associations
2. International or domestic event/festival owner. Not applicable for event/festival/show manager, unless assigned by event/festival owner.
3. Government (will be restricted to 'Financial Support'). Eligible for non-financial support only

PROGRAMME: BIDDING & Co-Creation

Bidding & Co-creation Subvention is a financial and non-financial support for international events that involve a bid process to win and would like to bring the world branded event to Thailand.

EVENT QUALIFICATION

The event/festival has to meet the minimum qualifications as below:

- having a proven record to be in **world or regional top 5 event of its category**
- having **joint collaboration with a domestic partner** is required before submission of document to TCEB
- must submit online economic impact calculation upon TCEB requests

- must generate significant economic benefits for Thailand through increased visits from international tourists, international spectators and international participants.
- must highlight Thailand as an event destination through high profile, international media coverage and enhance Thailand’s opportunities to host further major events
- must have a strong demonstrated fan base / following in Thailand and /or other regions
- must have the “**Size of Event**” categorizing based on sectors, and participants (content & visitors) as the following matrix:

Programme / Sectors	Art & Culture	Creative & Lifestyle	Entertainment	Sport Mass Participation	Thailand 4.0
Size (Pax)	1,000+	10,000+	30,000+	4,000+	1,500+
Minimum Period (Day)	3	3	3	3	3
Minimum International content i.e. artist, performance, shows, etc. (Country)	5 countries+	10 countries+	10 countries+	10 countries+	10 countries+

SCOPE OF SUPPORT

Financial Subsidy:

1. **Feasibility Study & Economic Impact** with maximum value at **300,000 THB** (included VAT) for potential new events/festivals in specific sectors requesting by TCEB to have feasibility study.
2. **Site inspection** (In-bound/out-bound) package at **200,000 THB** (included VAT) to subsidize the cost of (1) Air fair (2) Accommodation

TCEB will provide the following assistance upon request:

- Arranging meeting with related government organization
- Arranging venue inspection available
- Fast track at Suvarnabhumi Airport

3. Cash Subsidy for bidding or co-creation event/festival:

Bidding Event:

3.1 World top 3 events in TCEB supporting sectors, first launched in Thailand will receive the financial support ranging from **800,000-2,000,000 THB depending on TCEB pre-economic impact calculation**, on first come first serve basis.

3.2 License Fee Support: TCEB reserves the right to provide license fee support for TCEB selected event/festivals only.

Co-Creation Event:

3.3 Co-creation event/festival with government agency will receive the financial support at **800,000-2,000,000 THB depending on TCEB pre economic impact calculation, on first come first serve basis.**

Pre-Economic Impact Subsidy Calculation Table

Pre-Economic Impact Evaluation (GDP)	Financial Subsidy
200-500 Million Baht	800,000
500-1,000 Million Baht	1,000,000
1,000 Million Baht +	2,000,000

Non-Financial: All events/festivals who pass criteria can request for the following support

1. VIP Fast Track at Suvarnabhumi Airport
2. Government Rules & Regulation Facilitation such as Custom, ATA Carnet, FDA etc...
3. City Visibility Support (upon availability of each city)

APPLICATION PROCESS

Pre-Event

1. The organizer must submit an application online at <https://rfs.businesseventsthailand.com/> including:
 - Letter of Support Request
 - Event proposal
 - Company registration Certification
 - In case the applicant is not the owner of the event, the authorized letter from the owner of the event is required.

The application should be sent to TCEB six (6) months prior to the event for international festivals and 2-5 years for mega events.

2. TCEB will consider the request and reply by letter in duplicate. (Form 002, in Thai or English).
3. The organizer must formally acknowledge any support, signing the relevant documents. Together with the company seal. All signed documents should be returned to TCEB within seven (7) working days.

Post-Event

4. The organizer must send periodic reports regarding progress of the event to TCEB to facilitate the provision of assistance.
5. Within 30 days of the event's conclusion, the organizer must send to TCEB a post-show report providing essential details of the event. Final disbursements will be based on the report.

TERMS AND CONDITIONS

1. TCEB reserves the right to amend or adjust the details and procedures of the support as appropriate and will inform the organizer in advance.
2. TCEB reserves the rights for final decision for applications.
3. The Programme: "Bidding Subvention" is restricted to support only the international events that involve in key industries that TCEB supports.
4. The organizer is required to provide full information as requested. If the organizer fails to abide by rules and regulations stated here in any case, TCEB reserves the right to terminate the support at its discretion.
5. In return for TCEB's support, the organizer is obligated to acknowledge TCEB as a "**Strategic Partner**" and place TCEB's logo in its event's advertising and promotional collaterals.
6. The organizer is required to invite a TCEB representative as a speaker in related local press conference and opening ceremony.
7. In terms of payment and exchange rate, TCEB reserves the right to apply the rate indicated by Bank of Thailand (BOT). If this exchange rate is not available, TCEB will use the rate indicated in previous business day(s) instead.
8. All organizers must agree that the financial support is inclusive of VAT required by law (currently at 7%) and Thai-registered companies must accept the deduction of revenue tax under Thailand's Tax Law.