



“International Mega Event Network and Market Penetration Campaign”

About:

This campaign will offer an opportunity for the international committee to see not only overview of Thailand but also provide deep and tailor-made details of Thailand as a unique destination for mega event and world festival. In this current situation, we would like to offer and create a “**New Normal**” way for our domestic partners to introduce our country to global partners.

TCEB provides 2 phases for industry support called “**Lead Acquisition**” and “**Thailand through your eyes**” which offered financial support to eligible domestic event or festival owners that involve a **preliminary** bid process with international event owners during the period of COVID-19 pandemic.

This campaign will be a proactive way to approach international event owners by using **online platform with electronic tools** to draw global attention such as promotional VDO, E-sale kit including of Thailand’s event industry highlight or summary, Presentation, etc. Thus, this will be an effective way to reaffirm Thailand’s readiness to host world branded mega event, major event, and world festival suddenly after COVID-19 pandemic recovered.

Objectives:

International Mega Event Network and Market Penetration is a part of the Thailand Convention & Exhibition Bureau (TCEB) support schemes to boost up event industry which is affected by the COVID-19 pandemic offered by Mega Events and World Festivals Department. This campaign offers various types of supporting packages to domestic event and festival owners or designated local organizers to conduct and develop their research on potential major events and world festivals which are possible to rotate to a suitable venue in Thailand. The mentioned campaign serves the following objectives:

- 1) To encourage the local agencies or those related agencies in the event and festival industry in order to create their own opportunity to bring in potential events and festivals to Thailand.
- 2) To support and drive the industry after being heavily affected by the COVID-19 outbreak by reaffirming TCEB commitment to provide full support to our partners.

Focused sectors:

The proposed research and database must be in TCEB five-focused areas as follows:

■ Art & Culture:

Arts & Culture events are events or festivals that revolve around human creativity, culture and social life such as educational films, puppets, theatre, culinary arts and visual arts which include painting, sculpture, photography and other visual media.

*** Please note that competition-led festival is not eligible.*

■ Creative & Lifestyle

Creative and lifestyles events are events or festivals that revolve around human creativity, fashion, product design, computer graphics, lifestyle items presentations that are produced in the form of performances, workshops, high-tech presentations, visual media or even the use of the destination as the background with lighting and performance.

*** Please note that competition-led festival is not eligible.*

■ Entertainment

Events or festival combining various activities utilizing a high level of theatrical expression and extravagant presentations or performances. It applies to every aspect of live entertainment including digital entertainment, music technology display, and comedy

*** Please note that competition-led festival is not eligible.*

■ Mass Participation

Mass participation events are lifestyle sports events which required to have a huge number of participants, have a creative challenge for an individual to compete. The event itself, creates the new leisure movement in the city, the opportunity to show the city's famous sport in order to serve the real experience to participants. It's definitely sports for all.

*** Please note that professional sports competition is not eligible.*

■ Thailand 4.0 Events

Thailand 4.0 events are events that apply technology in key S-curve industries under Thailand 4.0 policy including robotic competition and e-sport entertainment. The event may require specialists or experts in applying technology and or presenting new innovation as well as tech show in festival style.

***Please note that the format of the event can be a competition-led festival.*

Eligibility:

Restricted requirements which all applicants shall meet as follows:

1. The applicants must be a domestic event or festival owner who owns the event in the above-mentioned area.
2. The applicants must be domestic event/festival/show manager or organizer designated by event/festival owner.

International Mega Event Network and Market Penetration Criteria

Phase 1: Lead Acquisition

“Leads Acquisition package” is a financial support for domestic events or festival owners who would like to explore and develop the event database which is in line with TCEB policy and strategy.

❖ Qualifications of Leads:

The leads have at least the minimum qualifications as below:

- Must be in five-focused sectors
- Must be 2-days events (minimum)
- Must be a well-known event/festival that required international contents from at least 10 countries
- Having a proven record of fan base demonstration, following in Thailand and or other regions
- Having proven evidence shown the interest to rotate or initiate a new event series in Thailand
- Having a proven record of more than 5,000 participants (with at least 5% overseas)
- Having a plan to utilize city area or city creative district accordingly to TCEB policy and strategy. (optional)

❖ Working Procedure for “Lead Acquisition” phase

- 1) The presentation and discussion session will be arranged for the applicant to present the overall leads acquisition report to the TCEB.
- 2) TCEB and the applicants will be discussed regarding all potentials leads to see the possibility of each. Then, TCEB and the applicant must agree on the shortlisted of two (2) of Three (3) strong potential to move on to the next step of the bidding process.
- 3) The applicant must arrange a conference call session to introduce and connect TCEB to the

international event owner.

- 4) The applicant must submit a full report with progress update together database and contact details to TCEB within **October 31, 2020**.

***Please note that TCEB reserves the right, at its discretion, to change, modify, add, or remove portions of these submitted leads acquisition reports at any time.*

Phase 2: “Thailand through your eyes”

“Thailand through your eyes” is a financial support for domestic events or festival owners to promote Thailand via online platform during or post COVID-19 pandemic in order to reaffirm Thailand readiness in global level.

❖ Working procedure for “Thailand through your eyes” phase

- 1) The presentation and discussion session will be arranged for the applicant to present promotional plan with drafted outline and content to the TCEB.
- 2) TCEB and the applicants will be discussed regarding all issues related to proposed promotional materials. Then, TCEB and the applicant must agree on outline and/or drafted content to move on to the next step of production.
- 3) The applicant must submit all final promotional materials to TCEB within **November 30, 2020**.

***Please note that TCEB reserves the right, at its discretion, to change, modify, add, or remove portions of these submitted reports at any time.*

Scopes of support:

Financial Support

Those who passed criteria will consider to support in 2 scenarios as follows:

Scenario 1: Proposed full report of 5 potential **approved leads in one selected sectors** and develop online promotional materials for selected sector will receive **200,000 THB (included VAT)** to subsidize the cost of

- (1) Leads acquisition list
- (2) Industry synopsis (English version) which included;
 - Key players analysis in each sector
 - Market value
 - Industry overview
 - Potential lead analysis
 - Any related information
- (3) Online promotional materials (English version) which included;

- Promotional VDO and/or
- E-sale kit and/or
- Presentation
- Any creative online materials

Scenario 2: Proposed full report of 10 potential **approved leads in maximum two selected sectors** and develop online promotional materials for selected sector will receive **500,000 THB (included VAT)** to subsidize the cost of

- (1) Leads acquisition list
- (2) Industry synopsis which included;
 - Key players analysis in each sectors
 - Market value
 - Industry overview
 - Potential lead analysis
 - Any related information
- (3) Online promotional materials which included;
 - Promotional VDO and/or
 - E-sale kit and/or
 - Presentation
 - Any creative online materials

Applying for International Mega Event Network and Market Penetration Campaign

1. The applicants must submit the letter of supporting request together with the application form at <https://rfs.businesseventsthailand.com/> , the documents must be signed and stamped by the authorized person to TCEB to apply for International Mega Event Network and Market Penetration Campaign within **July 31, 2020**.
2. Together with the online form, the applicant must provide documents including
 - Letter of Support Request
 - One (1) or two (2) pages of executive summary regarding the framework of lead acquisition
 - Promotional materials outline and concept
 - 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.

3. TCEB will consider the request and reply by letter or email (in Thai or English) within fifteen (15) working days.
4. The applicant must formally acknowledge, signing the relevant documents. Together with the company seal. All signed documents should be returned to TCEB within seven (7) working days.

Reimbursement Process

1. The event organizer/ owner must submit an **acknowledgement letter** and an **original invoice** to TCEB.
2. Together with **acknowledgement letter** and an **original invoice**, the applicant must be provided the documents as below:
 - 2.1 Lead acquisition report within **September 30, 2020**. The full report should consist of the following details (of each lead)
 1. Event profile
 2. Target group / Top 5 Target Countries
 3. Fan base analysis
 4. Prospect supporter
 5. Prospect venue
 6. Bid requirements
 7. Timeline for bidding
 8. Proof of correspondence with the international event or festival owner.
 9. Other details (If any)
 - 2.2 Final promotional materials should be submitted to TCEB within **November 30, 2020**.
3. The payment will be processed within **30 days** upon receiving the above documents.

Terms and conditions

1. TCEB reserves the right to consider the application on a first-come, first-serve basis.
2. TCEB reserves the right to amend or adjust the details and procedures of the support as appropriate without advance notice.
3. TCEB reserves the right for final decision for applications.



4. The applicant is required to provide full information as requested. If the applicant fails to abide by rules and regulations stated herein 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. 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.
7. The campaign is open from June - December 2020 only.
