



Notification

The Thailand Convention and Exhibition Bureau (Public Organization)

No 10 /2566

Re: Criteria for Supporting Exhibition Support Program for New Show and New World Iconic Show

Whereas the Thailand Convention and Exhibition Bureau (Public Organization) (the “Bureau” / “TCEB”) has power and duty to support the agencies for performing the activities in relation to the organization of convention and exhibition in the country.

By virtues of clause 5 of TCEB Board of Directors’ Rule on supporting and promoting the convention and exhibition B.E. 2563, the President announces the criteria for supporting Exhibition Support Program for New Show and New World Iconic Show as follows:

1. Support Period

Effective from the announcement date until 30 September 2025

2. Objective of Giving Support

Thailand Convention & Exhibition Bureau (Public Organization) or TCEB, by the Exhibitions Department, offers Financial Support for the Exhibition Support Program 2023 for New Show/New World Iconic Show to organizers who organize trade show in Thailand and in EEC area with first time request for TCEB exhibition financial support.

TCEB’s **Exhibition Support Program for New Show / New World Iconic Show** serves following objectives:

- 2.1 To encourage new international trade shows to be staged in Thailand.
- 2.2 To enhance industries development by bringing in world top-class exhibition.
- 2.3 To increase the number of international trade exhibitors and visitors participating in international trade shows being held in Thailand.
- 2.4 To upgrade local trade exhibitions in compliance with international standards.
- 2.5 To promote Thailand as the leading exhibition destination in ASEAN region.
- 2.6 To promote EEC as new business investment zone in ASEAN region.

3. Applicant’s Qualifications for Receiving Support

To receive the support, following criteria must be met:

- 3.1 Must be a legally registered company in Thailand or in other countries.
- 3.2 Could either be in private or in public sector.
- 3.3 Possess a business plan to organize ‘Trade show’ in Thailand.



4. Consideration Criteria for Giving Support

A new international trade show is eligible to apply for financial support from TCEB if it meets ALL of below requirements:

4.1 New Show

4.1.1 To be held for the first time in Thailand and must commit to organize of at least three editions in Thailand.

4.1.2 B2B exhibition with exhibit space of at least 1,000 sq.m.

4.1.3 Appoints Thai organizer as show partner. (Applies only to international organizer)

4.1.4 Have at least two trade days and number of trade day must be equal or more than number of public day.

4.1.5 An Exhibition (trade-only) that is recognized as an "International Trade Show", complying with the following criteria:

- EXHIBITORS: The number of direct foreign exhibitors must represent at least 10% of total exhibitors.
- VISITORS: The number of international visitors must represent at least 5% of total visitors. (to be counted onsite and on trade days only)

4.1.6 Have number of attendees and net space amount higher than total number of all concurrent international delegates and total net space amount of all conferences arranged.

4.1.7 Each international attendee, including international exhibitor, visitor, media and other international delegate will be considered as unique attendee, and therefore will be counted once only.

4.1.8 The applicant must demonstrate at least one sustainability practice.

4.1.9 The applicant must implement professional registration mechanism in accordance with international standards. For example, sticker placement is not acceptable.

4.1.10 Exhibitions that organize at the same period under one organizer and/or operated and promoted simultaneously will be considered as one show; therefore, can apply financial support from TCEB.

4.1.11 The exhibition must be officially endorsed or supported by local related industry association(s) or government agencies in Thailand, or in the country in which the organizer is based. TCEB reserve the rights to reject any application without such official endorsement or support.

4.1.12 The exhibition must organized at venues certified by the Thailand MICE Venue Standard (TMVS) or ASEAN MICE Venue Standard (AMVS).



4.2 New World Iconic Show

- 4.2.1 Thailand version exhibition must use the same name or same identity of its original show.
- 4.2.2 Original show must be organized at least 10 editions.
- 4.2.3 Original show must have participation of at least 15 countries of exhibiting companies.
- 4.2.4 Original show must take up at least 10,000 sq.m. of exhibit space.
- 4.2.5 All items under Number 4.1 are applied as criteria of New World Iconic Show

5. Financial Support

5.1 New Show

- 5.1.1 Financial support for a new show is based on actual physical space verified by appointed auditor and must not exceed the estimated support amount approved by TCEB.
- 5.1.2 The financial support is inclusive of VAT required by law (currently at 7%) and Thai-registered companies must accept the deduction of withholding tax under Thai tax law.
- 5.1.3 The 2nd edition of the show will be counted as an existing show and eligible to apply for the Existing Show Support Program. Except New Show in EEC, which eligible to New Show in EEC support program for three consecutive editions
- 5.1.4 Applicants who comply with criteria will be eligible to receive financial support as below table.

	Fixed Marketing Fund	Performance Booster (Optional)		Extra Support	Booster is not Eligible
Show Size by Exhibit Space	International / Local Marketing (THB)	CLMV & GMS Privilege (THB)	Total (THB)	New Show in EEC	Total (THB)
1,000 to 3,000 sq.m.	500,000	100,000	600,000	500,000	1,000,000
3,001 to 6,000 sq.m.	600,000		700,000		1,100,000
More than 6,001 sq.m.	700,000		800,000		1,200,000

(A) Fixed marketing fund

A fixed marketing fund is available for international and/or local marketing activities to draw participants to the show, including

- (1) PR and marketing activities for both local and overseas exposure including online and offline format.



- (2) Marketing campaigns for visitor promotion and exhibitor promotion (e.g. Concurrent activities related to the main exhibition, international pavilion recruitment, etc.).
- (3) Business matching activities for both online and onsite.
- (4) Any other activities to increase number of international participants to the shows.

(B) Performance Booster Subsidy

The booster is optional for organizers who focus on Cambodia, Laos, Myanmar, Vietnam (CLMV) and Kunming, Zhaotong, Qujing, Puer, and autonomous prefecture (GMS) as one of target countries for visitors. Visitor promotion plan for CLMV and/or GMS countries have to be included in the application in order to activate the booster. The booster is not available for “New Show in EEC” support.

A new show will be entitled to a discretionary financial subsidy, capped at 100,000 THB, if organizer is able to accomplish visitor promotion from CLMV and/or GMS from one of the following activities.

- (1) Hosted buyer program
- (2) International sales agent activities
- (3) PR & Marketing activities in CLMV & GMS

Requirement: CLMV and/or GMS visitors must reach at least 10% of the total international visitors with the minimum of 50 pax and at least 150 business matching in order to achieve this performance booster. Trade visitors will be counted on-site and on trade days only. The auditor company will verify and agree upon the audited figures with the organizer at the end of show days.

(C) New Show in EEC

This extra support only available to first three consecutive editions of the exhibition in EEC area.

5.2 New World Iconic Show

5.2.1 Financial support for a new world iconic show is based on physical space verified by appointed auditor and must not exceed the estimated support amount approved by TCEB.

5.2.2 The 2nd edition of the show will be counted as an existing show and eligible to apply for the Existing Show Support Program.

5.2.3 Applicants who comply with criteria will be eligible to receive financial support as below table.



Show Size by Exhibit Space	Fix Marketing Fund (THB)
At least 1,500 sq.m.	1,000,000

Fixed marketing fund

Required activities for fixed marketing fund to applicants for international and/or local marketing activities are as following.

- (1) PR and marketing activities of “Thailand Edition”, which engage through global edition’s communication channel.
- (2) Marketing campaigns for visitor promotion and exhibitor promotion (e.g., Hosted buyers, concurrent activities related to the original exhibition, international pavilion recruitment, etc.). Business matching activities onsite and/or online.
- (3) Exhibition must be implemented “Carbon Neutral” practice and be “Carbon Neutral” event.

6. Non – Financial Support

A trade show that complies with the criteria in items number 4 is eligible for visibility on TCEB channels.

7. Application Process for Receiving Support and Funding Disbursement

7.1 Pre-Show

7.1.1 The applicant for the support must submit the application for receiving the support to the Bureau in writing as specified by the Bureau or via website: <https://rfs.businesseventsthailand.com>. before organizing the event/activity for a period of at least 30 days, whereby the details of the organization of the event/activity shall be specified. Additionally, the following document(s) shall be attached for the consideration.

- (1) Show brochure, fact sheet and floor plan
- (2) Show marketing plan and media plan for exhibitor and visitor promotion/recruitment. Marketing plan includes local and international activities with the objective of recruiting visitors and exhibitors and proposal for performance booster activities (if any)
- (3) Officially endorsed or supported letter by local related industry associations or government agencies in Thailand, or in the country in which the organizer is based.
- (4) Venue booking confirmation

7.1.2 Upon the applicant having completely proposed the details of organization of the event and the documents requesting for the support as specified, TCEB shall consider the application and documents in accordance with the criteria. Additionally, TCEB shall send the letter of acceptance for confirmation of giving support within 10 business days from the date at which the documents have completely been received by it.

7.1.3 The RFS and application for exhibition support program forms must be signed and stamped company seal by the authorized person of the organization.



7.1.4 After reviewing the RFS and supporting documents, TCEB will reply with two copies of 'Approval of Support Confirmation Letter and Acknowledgement Letter' indicating financial support scheme based on estimated exhibit space. The estimated financial grant will be finalized once again after the end of the show based on the audited number of exhibit space and achievement of marketing and performance booster activities.

7.1.5 The applicant for the support must affix the signature, acknowledging the support to be given as specified in the letter of acceptance, and shall send it back to TCEB within 10 business days.

7.1.6 International attendees include exhibitors, visitors, media, and conference delegates of

co-located shows in the RFS and application for exhibition support program, where the shows are organized by same company, and each attendee at these trade shows will be considered unique and must be counted once only.

7.1.7 It is compulsory for the organizer to meet with TCEB's official auditing company in order to discuss and agree on the registration system and auditing process. The organizer must appoint an authorized person to verify and agree upon the audited figures at the end of each show day. The audited figures report will be used to calculate the 'Actual Cash Subsidy' that will be allocated to the organizer.

7.1.8 The registration system and process must be applied throughout all exhibitions show days without interruption. TCEB reserves the right to take any action as it deems fit, including termination of financial support, if the organizer fails to comply with this requirement.

7.1.9 In case of outsourcing exhibition management to third parties (juristic persons only), an official authorization letter issued by the exhibition owner must be presented to TCEB in advance, including company registration documents or VAT registration of the appointed juristic person.

7.1.10 TCEB retains the right to request additional documents to supplement the application for both financial and non-financial supports.

7.1.11 A copy of the organizer's business entity registration in Thai or in English (or certified English translation in case of non-English originals). Representative person in the application must be an authorized person indicated in the business entity registration, or being appointed by power of attorney.

7.1.12 For "New World Iconic Show" only that the applicant must submit latest post show report of global edition exhibition that apply for TCEB support.

7.2 During the Show

7.2.1 Throughout the period in which the show is opened for visitors (counting only trade days), TCEB's official auditor (neutral third party) will conduct an on-site audit in order to verify exhibit space, the actual number of international exhibitors, visitors, media and conference delegates. At the end of the show, the auditor will submit an audited figures report to TCEB which has been agreed upon by both organizer and auditor. The findings of

this report is considered finalized and cannot be disputed or revised once the report has been submitted to TCEB.

7.2.2 The audited figures report will be used to calculate the 'Actual Cash Subsidy' allocated to the organizer.

7.2.3 TCEB will be granted permission to conduct research, economic impact survey, and survey activities pertaining to Meetings, Incentives, Conferences and Exhibitions (MICE) business, as well as trade value assessments and an economic impact study, during show days.

7.3 Reimbursement Program

7.3.1 Upon the event or activity having been organized pursuant to the conditions of giving support, the applicant must submit Exhibition Report (ER) form with actual verified and audited figures (**refer to item number 7.2.1 and 7.2.2**) within 30 days after the end of the event or activity, together with the evidences as follows:

(1) Summarized reports of international/local marketing activities and performance booster (if any) which aligned with the show's marketing plan, including photos, news clippings, advertising, online registration list, business matching, trade volume survey, and etc. in PowerPoint format.

(2) Summarized reports of at least one sustainability plan and practice.

(3) Proof of TCEB's logo placement in all marketing collaterals, including onsite show signage, photographs of press conference backdrops, and etc. The placement of TCEB's logo must be in accordance with TCEB's corporate policy.

7.3.2 TCEB shall make disbursement within 10 days, (from the date at which TCEB has received the documents from the applicant pursuant to clause 6.3.1). The amount of money shall be subject to the Withholding Tax (if any);

7.3.3 Any other additional documents, if requested by TCEB, must be submitted within indicated timeline.

7.3.4 After verification of submitted documents as explained in item 6.3.1, TCEB will send an 'Actual Cash Subsidy and Acknowledgement Letter' indicating the actual amount of financial grant available to the organizer. The actual cash subsidy will be notified via email or the original copy of the confirmation letter will be sent to the organizer's office for record and reference. The organizer must return a copy of the 'Actual Cash Subsidy and Acknowledgement Letter' to TCEB with authorized signature or company seal.



7.3.5 TCEB reserves the right to apply the exchange rate indicated by Bank of Thailand (BOT) at the time of submitting the INVOICE to TCEB. If this exchange rate is not available, TCEB will use the rate indicated on the previous business day(s) instead.

7.3.6 TCEB shall disburse the funding to the applicant for the support only. In this regard, the applicant shall be responsible for VAT and the Withholding Tax (if any);

8. Terms and Conditions

8.1 The applicant understands and accepts the terms and conditions for receiving the support of TCEB in accordance with the Thailand Convention and Exhibition Bureau's rule on supporting and promoting the convention and exhibition and these criteria of support;

8.2 The applicant warrants that the request for receiving support has been performed by the person(s) having power to act on its behalf or the authorized person(s). The certificate of registration of the agencies and/or the power of attorney is attached;

8.3 The applicant must cause TCEB to participate in the activity promoting the efficiency of organization for the convention and exhibition, such as training, workshop, contest and observation, etc;

8.4 The applicant consents and shall facilitate TCEB or TCEB's representative to observe, inspect and evaluate the result of the event or activity as appropriate, both before and during the organization of the event;

8.5 The applicant agrees to give the additional information, or monitor the organization result of the event for the evaluation or for the purpose of convention and exhibition industry development;

8.6 The applicant confirms and warrants that it shall comply with the personal data protection law;

8.7 The applicant must obtain the consent from the data subject for disclosing the personal data to TCEB, so that such personal data shall be used for conducting the audit on the applicant's practice regarding the terms and conditions pursuant to these criteria of support and public relations for TCEB's activities;

8.8 The applicant agrees to provide TCEB with the information regarding the organization of the event, report on the activity performance and databases arising from the activity performance;

8.9 TCEB reserves the right to amend the details of the criteria for the support as appropriate, without the need to give any prior notification;

8.10 In case of amendment, change or cancellation of the activity plan or in case of the request for changing the approved support pursuant to the criteria, in such case, the applicant must notify TCEB in writing for a period of not less than 30 days prior to the date of commencing the organization of the event;



8.11 Change of the event's name / co-organization of the event / the event organized by the same organizer / organization of the event at the same place or province at the same time / the event adjusting form the original event shall be deemed as the original event, which cannot request for new support;

8.12 TCEB reserves the right to consider and approve for the support of the organization of the event or activity pursuant to these criteria of the support, by taking it into consideration together with TCEB's support budget already allocated. In this regard, the applicant shall not have the right to claim for damage in any respect;

8.13 TCEB reserves the right to consider for improving the criteria and conditions of the support as appropriate in accordance with the objectives of the project and strategy for exhibition industry development, without the need to give any prior notification;

8.14 In case the applicant fails to comply with any terms and condition in accordance with these criteria of the support, then, TCEB reserves the right to terminate such support. The TCEB's decision shall be deemed final;

8.15 For the request noncomplying with these criteria of the support, the President of TCEB shall be able to consider approving for the support on case-by-case basis;

8.16 In case the applicant gives or submit false information or document using for the request of support or disbursement, then, the applicant shall be deprived of its right for the support, and legal action shall be taken against the applicant.

Announced on **15** February 2023



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President

Thailand Convention & Exhibition Bureau (Public Organization)

