



## Notification

### The Thailand Convention and Exhibition Bureau (Public Organization)

No 11 /2566

#### Re: Criteria for Supporting New Show Essentials Program

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 New Show Essentials Program as follows:

#### 1. Support Period

Effective from the announcement date until 30 September 2025

#### 2. Objective of Giving Support

The New Show Essentials Program takes place in accordance with the government initiative ‘Thailand 4.0’, which aims to encourage cooperation between government and the private sector in support of digitalization of the country. As a result, The New Show Essentials Program consist of two parts; **Part one: New Show Essentials: Supporting Programs** is to encourage organizers who want to explore new exhibition profile under 12 S-Curve industries or BCG model and to organized in Thailand especially in Eastern Economic Corridor (EEC) area. **Part two: New Show Essentials: Business Enhancement Program**, is to assist Thai exhibition organizers and stakeholders create new networking and connections among peers on the global stage to explore new business opportunities and develop new shows in Thailand. This program serves the following objectives:

- 2.1 To encourage company related in exhibition industry to create or expand new profile to its exhibition included marketing or any activities aim to explore EEC as new destination to launch international exhibition.
- 2.2 To integrate marketing strategy with Thai organizations to bring or create new exhibition to Thailand especially in EEC area.
- 2.3 To create new business opportunities for Thai exhibition organizer with international partners to launch new shows in Thailand.
- 2.4 To re-gain confidence and awareness for Thailand as an exhibition hub in ASEAN.



### 3. Financial Support

3.1 **PART one: New Show Essentials: Supporting Programs**, applicants are allowed to choose **ONE** activity per application with the maximum subsidy of 300,000 THB

3.2 **PART two: New Show Essentials: Business Enhancement Program** (International or Local Exhibition Association's Membership) for Thai exhibition stakeholders who participated and have been selected through **"EO: Pro LEAGUE"** are eligible to receive as following,

(1) Global Association's membership admission fees and annual subscription fees for one year or event registration for example UFI, IAEE, SISO, AFECA (*first come first serve basis*)

(2) Thailand Exhibition Association's membership admission fees and annual subscription fees for 1 year (*first come first serve basis*)

### 3. Consideration Criteria for Giving Support

#### PART ONE: New Show Essentials: Supporting Programs

##### 3.1 Preliminary Research support

TCEB subsidizes cost of preliminary research for organizers who seek to add on new profile to its show, spin off one of the profiles from existing show, expand and/or re-locate its show to both Bangkok and EEC area.

##### 3.1.1 Applicant's Qualification for Receiving Support

To receive the support, following criteria must be met as follow.

- (1) Must be a legally registered company in Thailand or in other countries.
- (2) International exhibition organizer or local exhibition organizer.
- (3) Possess a business plan to organize new 'Trade show' in Thailand.

##### 3.1.2 Eligible support item

Cost of the third-party research company.

##### 3.1.3 Documents for Requesting for Support

(1) Applicant must submit marketing proposal and complete application form at least 30 days prior to proposed activity. The require document consist of:

- (1) TCEB application form for New Show Essentials Program
- (2) Detail of potential show/profile to use this support
- (3) Third party quotation
- (4) Signed New Show Essentials program by authorized person
- (5) Company registration in English



### 3.1.4 Documents require for Reimbursement

(1) Upon completion of approved activity, the applicant must submit a **copy of receipts of research company and/or related expense and preliminary research report summary** (signed and stamped company seal) within 30 days of completion of the preliminary research

## 3.2 Show Pitching support

Show Pitching support provides opportunity to local organizers, venues, and exhibition related companies to seek new business from overseas market activities such as, one-on-one meeting, attending, or organizing a networking function and other related marketing activities to create new shows in Thailand.

### 3.2.1 Applicant's Qualification for Receiving Support

To receive the support, the following criteria must be met as follow.

- (1) Must be a legally registered company in Thailand.
- (2) Thai registered company of exhibition organizers, exhibition venues, freight forwarders, exhibition contractors, trade associations, federations, and chamber of commerce.

### 3.2.2 Eligible Support Items

- (1) Economy class air tickets (maximum 2 key decision makers)
- (2) Accommodation (maximum 2 rooms for 3 nights according to trip itinerary)
- (3) Function cost and expenses
- (4) Registration fee to attend industry meeting function

### 3.2.3 Documents for Requesting for Support

Applicant must submit marketing proposal and complete application forms at least 30 days prior to proposed activities. The required documents consist of:

- (1) TCEB application form for New Show Essentials
- (2) Marketing plan
- (3) Signed New Show Essentials program by authorized person
- (4) Trip proposal including:
  - (a) Details of function
  - (b) Details of target list
  - (c) Trip itinerary
  - (d) Estimated expenses
  - (e) Turnkey/third-party quotation (if any)
- (5) Registration fee quotation for industry meeting function
- (6) Company registration in Thai or English

### 3.2.4 Documents require for Reimbursement

Upon completion of approved activity, the applicant must submit the following documents with signed or stamped for reimbursement within 30 days after the trip:

- (1) Copy of receipts of all relevant expenses in the proposal
- (2) Copy of receipts of registration fee online or offline
- (3) Hotel check-in and/or check-out summary of applicant(s) or hotel guest folio and hotel receipt
- (4) Air ticket boarding pass of both outward and return flights
- (5) Post-function report: result of meeting the proposed target list and next step

### 4.3 Site Inspection

Site inspection program facilitate international organizer who would like to explore business opportunity in Thailand such as linkage to the government and private sector, arrange ground transportation and accommodation.

#### 4.3.1 Applicant's Qualification for Receiving Support

To receive the support, the following criteria must be met as follow.

- (1) International organizers who do not have a branch office in Thailand, have never organized an international exhibition in Thailand and plan to bring new exhibition to Thailand.
- (2) Only an organizer and/or a show owner is eligible for this one-time site inspection.
- (3) Applicants are not permitted to request more than one site inspection for the same exhibition.
- (4) Must be a legally registered company.

#### 4.3.2 Eligible support items

- (1) Ground transportation (according to trip itinerary)
- (2) Accommodation (maximum 2 rooms for 3 nights according to trip itinerary)
- (3) Government and/or private sector linkage

#### 4.3.3 Documents for Requesting for Support

Applicant must submit marketing proposal and complete application forms at least 30 days prior to proposed activity. The require document consist of:

- (1) TCEB application form for New Show Essentials
- (2) Signed New Show Essentials program by authorized person



- (3) Trip proposal including:
  - (a) Details of potential exhibition to bring to Thailand
  - (b) List of target meeting with agenda
  - (c) Trip itinerary
- (4) Third party quotation of virtual site inspection fee
- (5) A copy of applicant's passport
- (6) Company registration in English

#### 4.3.4 Required Documents for Reimbursement

Upon completion of approved activity, the applicant must submit the following documents with signed and stamped company seal for reimbursement within 30 days after the trip:

- (1) Copy of receipts of all relevant expenses in the proposal
- (2) Site inspection trip report
- (3) Hotel guest folio and hotel receipt

#### 4.4 Marketing Activity Support Program

Marketing activity program provides support to new show launching related to marketing activities for organizers who plan to hold new exhibition in Thailand. The support covers both international and domestic activities.

##### A: International

#### 4.4.1 Applicant's Qualification for Receiving Support

To receive the support, the following criteria must be met as follow.

- (1) Launching of new show activity in overseas country events announcing that the next edition will be organized in Thailand.
- (2) International exhibition organizer or local exhibition organizer.
- (3) Must be a legally registered company in Thailand or in other countries.
- (4) Applicant can choose only one activity for marketing support.

#### 4.4.2 Eligible Support Items

- (1) Hosted representative from government agencies, associations, organizers to do overseas marketing activity to launch a new show in Thailand.
- (2) Overseas marketing activity announcing the next show edition to be organized in Thailand
- (3) Physical activities and related costs



#### 4.4.3 Documents for Requesting for Support

Applicant must submit marketing proposal and complete application form at least 30 days prior to proposed activity. The required documents consist of:

- (1) TCEB application form for New Show Essentials Program
- (2) Marketing plan
- (3) Trip proposal including:
  - (a) Details of function with third party quotation (if any)
  - (b) List of hosted guests
- (4) Estimated expenses
- (5) Trip itinerary
- (6) Signed New Show Essentials program by authorized person
- (7) Company registration in Thai or English

#### 4.4.4 Required Documents for Reimbursement

Upon completion of approved activity, the applicant must submit the following documents with signed and stamped company seal for reimbursement within 30 days after the trip:

- (1) Copy of receipts of all relevant expenses in the proposal
- (2) Post-function report or marketing report with news clipping

### B: Domestic

#### 4.4.5 Applicant's Qualification for Receiving Support

To receive the support, the following criteria must be met as follow.

- (1) Launching of new show activities in Thailand such as networking receptions, conferences or any activities related to announcing the next edition to be organized in Thailand or exploring EEC area as a new destination to expand or relocate international exhibitions.
- (2) International exhibition organizer and exhibition local partner.
- (3) Must be a legally registered company in Thailand or in other countries.

#### 4.4.6 Eligible support items

- (1) Marketing activities relate to launching a new show i.e.
  - (a) Press conferences
  - (b) Networking receptions
- (2) PR agency fee



#### 4.4.7 Documents for Requesting for Support

Applicant must submit marketing proposal and complete application forms at least 30 days prior to proposed activity. The require document consist of:

- (1) TCEB application form for New Show Essentials Program
- (2) Marketing plan
- (3) Detail of the function with third party quotation
- (4) Signed New Show Essentials program by authorized person
- (5) Company registration in Thai or English

#### 4.4.8 Required Documents for Reimbursement

Upon completion of approved activity, the applicant must submit the following documents with signed and stamped company seal for reimbursement within 30 days after the function:

- (1) Copy of receipts of all relevant expenses in the proposal
- (2) Post-function report and marketing report with news clipping

### **PART TWO: New Show Essentials: Business Enhancement Program (International or Local Exhibition Association's Membership)**

Offering a business enhancement program through membership in international or local exhibitions association is a tool to help Thai exhibition organizers and stakeholders create new networking and connections among peers on the global stage to explore new business opportunities and develop new shows in Thailand.

#### 5.1 Applicant's Qualification for Receiving Support

- (1) Thai exhibition stakeholders who participated and have been selected through the business enhancement program "EO: Pro LEAGUE" process, with the potential to enhance their business profiles to international level by presenting international plan to lead new show and/or international partner to create new show in Thailand
- (2) Thai registered company of exhibition organizers, exhibition venues, freight forwarders, and exhibition contractor.
- (3) Must be a legally registered company in Thailand.

#### 5.2 Eligible Support Items

- (1) Global Association's membership admission fees and annual subscription fees for one year or event registration for example UFI, IAEE, SISO, AFECA (first come first serve basis)
- (2) Thailand Exhibition Association's membership admission fees and annual subscription fees for 1 year (first come first serve basis)





### 5.3 Documents for Requesting for Support

Applicant must submit prove document of "EO: Pro LEAGUE" participate at least 30 days prior to apply to international or local exhibition association membership. The required documents consist of:

- (1) TCEB application form for New Show Essentials
- (2) Signed New Show Essentials program by authorized person.
- (3) A copy of EO: Pro LEAGUE Certificate of Completion
- (4) Registration fee quotation / Application for international / local exhibition association's membership.
- (5) Company registration in Thai/English

### 5.4 Required Documents for Reimbursement

Upon completion of approved activity, the applicant must submit the following documents with signed and stamped company seal for reimbursement within 30 days after applying for international or local exhibition association's membership:

- (1) Copy of receipts of expenses for membership's application.

## 6. Application and Reimbursement Process

### 6.1 Application Process

6.1.1 The applicant for support must submit the application for new show essentials program form to the Bureau in writing, 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.

1.1 Letter of Request for support, specifying the request the new show essentials support program and amount of money;

1.2 Details of the event or activity according to the support program (refer to the document for requesting for support of each program), right and benefit to obtained by TCEB and cost estimation for organizing the event;

1.3 Certificate of Applicant's Qualification for receiving the support, such as company affidavit or certificate of incorporation. Representative person in the application must be an authorized person indicated in the business entity registration or being appointed by power of attorney;

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



6.1.3 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;

## 6.2 Reimbursement Process

6.2.1 Upon the event or activity have been organized pursuant to the conditions of giving the support, the applicant must submit the summary report on the result of the event or activity within 30 days after the end of the event or activity, together with the evidence according to the required documents for reimbursement of each new show essential support program.

6.2.2 After verification of submitted documents, 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.

6.2.3 TCEB shall make disbursement within 30 days, (from the date at which TCEB has received the documents from the applicant pursuant to the clause 6.2.1)

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

6.2.5 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.

6.2.6 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);

## 7. Terms and Conditions

7.1 The applicant understand and accept 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;

7.2 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;

7.3 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;



7.4 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;

7.5 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;

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

7.7 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 activities;

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

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

7.10 In case of amendment, charge or cancellation of the activity plan or in case of the request for changing the approval 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;

7.11 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 from the original event shall be deemed as the original event, which cannot request for new support;

7.12 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 regards, the applicant shall not have the right to claim for damage in any respect;

7.13 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;

7.14 In case the applicant fails to comply with any terms and conditions 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;

7.15 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;



7.16 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.

Announce on **15** February 2023



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President

Thailand Convention & Exhibition Bureau (Public Organization)

