

Notification

The Thailand Convention and Exhibition Bureau (Public Organization)

No 27/2566

Re: Supplement to criteria for Supporting Exhibition Support Program for New Show and New World Iconic Show

According to the Thailand Convention and Exhibition Bureau (Public Organization) Notification No. 10/2566 Criteria for Supporting Exhibition Support Program for New Show and New World Iconic Show, TCEB has considered adjusting the criteria and conditions for the support of New Show and New World Iconic Show.

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

1. Correct the details of the conditions in clause 5 Financial Support of Notification No. 10/2566 Criteria for Supporting Exhibition Support Program for New Show and New World Iconic Show, as shown in the below table.

New Show	Fixed Marketing Fund
Show Size by Exhibit Space	International / Local Marketing (THB)
1,000 – 10,000 sq.m	500,000

2. Cancel details of the conditions in clause 5 (B) Performance Booster Subsidy and (C) New show in EEC of Notification No. 10/2566 Criteria for Supporting Exhibition Support Program for New Show and New World Iconic Show

3. Correct the details of the conditions Application Process for Receiving Support and Funding Disbursement in clauses 7.1.4, 7.1.7, 7.2.1, 7.2.2, 7.3.1 and 7.3.4 of Notification No. 10/2566 Criteria for Supporting Exhibition Support Program for New Show and New World Iconic Show as follows:



Pre-show

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 exhibit space and achievement of marketing in the exhibition report (ER) and post-show report submitted by the organizer.

7.1.7 Upon request from TCEB, the selected organizer is required to meet with the 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.

During the show

7.2.1 For the selected organizer upon request from TCEB to meeting with the auditing company; throughout the period in which the show is opened for visitors (counting only trade days), 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 summarize audited figures which have been agreed upon by both organizer and auditor.

7.2.2 The audit figures report **will not be used to calculate** "Actual Cash Subsidy" allocated to the organizer.

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 and Post-Show report within 30 days after the end of the event or activity, together with the evidence as follows:

(1) Summarized reports of international/local marketing activities 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' 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.

7.3.4 After verification of submitted documents as explained in item 7.3.1, 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.



4. Except as set forth in this notification, the original criteria and conditions for the support are unaffected and shall continue in full force and effect in accordance with their period.

Announced on 6 October 2023



(Mr. Chiruit Isarangkun Na Ayuthaya)

President

Thailand Convention & Exhibition Bureau (Public Organization)

