THAILAND
REDEFINE
YOUR BUSINESS EVENTS

TCEB

RE-ENERGIZING EXHIBITION

NEW SHOW
ESSENTIALS

NEW OPPORTUNITIES RISE UP
IN THE EAST

COMPREHENSIVE BENEFITS TO MAKE
A NEW SHOW IN THAILAND A SHORT-CUT POSSIBILITY.
FROM FEASIBILITY STUDY, SHOW PITCHING,
SITE INSPECTION TO MARKETING & PR ACTIVITIES.

NEW SHOW ESSENTIALS

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For organisers seeking new business opportunities,
especially in new MICE destination in Thailand, "New Show Essentials" will incentivise you with the essentials that will help kick-start your new idea. The campaign consists of four sub-support programs, which will meet all your requirements to execute your plan.

- **Preliminary Research** - For organisers who want to start with feasibility research, whether it is idea for new show or creating new profile for existing show or new destination for their exhibition.

- **Show Pitching** - For Thai organisers, venues, freight forwarders and contractors who want to seek new international clients or partners through marketing activities or international MICE association's online platform.

- **Site inspection** - This sub-support program is for international organisers who want to explore new business in Thailand. Site Inspection support provides not only travelling expense but also connection to relevant government agencies / associations which are essential to materialise the opportunities in Thailand.

- **Marketing & PR Activity** - Once the idea is sorted out and new exhibition in Thailand is confirmed, this sub-support program will provide funding for organisers to hold press conference / launch event for their new show in Thailand.

Each sub-support program is capped at THB300,000

Remarks

* This campaign is applicable to international trade shows that are officially endorsed and supported by TCEB's Exhibition Department only.

**FOR MORE INFORMATION, PLEASE CONTACT
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