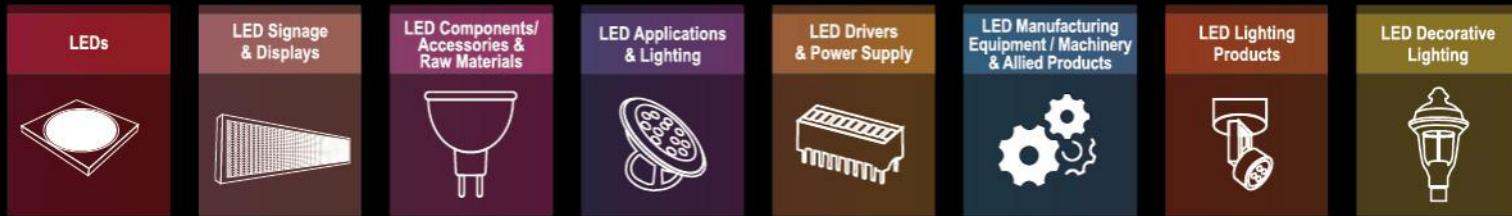




ASEAN's Largest
International Exhibition on
LED Lighting Products & Technology



FACT SHEET

- Event Title** : LED Expo Thailand 2017
- Event Name** : ASEAN's Largest International Exhibition on LED Lighting Products & Technology
- Website** : www.ledexpothailand.com
- Event Date** : 11-13 May 2017
- Venue** : Challenger 1, IMPACT Exhibition & Convention Center, Bangkok, Thailand
- Exhibit Area** : 20,000 Sqm. (Gross)
- Exhibitor** : 400+ Companies
- Visitor** : 20,000 trade visitors (international & local)
- Organizers** : MEX Exhibitions Pvt. Ltd. (India)
IMPACT Exhibition Management Co., Ltd. (Thailand)

SHOW HIGHLIGHTS

- Thailand LED Summit
- Product Presentation
- Architectural Lighting Pavilion
- Smart Lighting Pavilion
- Automotive Lighting Pavilion
- LED Signage Pavilion

STATS AT A GLANCE (2016 EDITION)

- Total on-site visitors count: 16,197
- Total foreign visitors: 1,540
- Total delegates: 1,045
- Total companies/brands represented: 400+
- Exhibition area: 20,000 sqm



THEME

LED LIGHTING for SMART LIVING

ABOUT LED EXPO THAILAND

Thailand's LED lighting market accounts for 12% of the total lighting market share with a projected growth rate of CAGR 30% during 2015-2020. LED Expo Thailand aims to support and accelerate this upswing by providing a dynamic hub for LED/lighting companies, mainly from Southeast Asian countries, to congregate, promote and partner with neighboring LED markets at a niche level.

LED Expo Thailand welcomes visitors from varied business spheres including architects, lighting industry professionals & many others to explore the use of LED for various applications in both domestic and commercial usage.

You will find leading LED manufacturers, component and equipment suppliers, lighting specifiers and design engineers who are shaping the future of LED technology today exhibiting at the show.



LED Expo Thailand is one of the leading LED lighting events in Southeast Asia and ASEAN's largest international exhibition on LED lighting products & technology.



WHY THAILAND?

Thailand is ranked as the 50th largest country in the world and is a part of Association of Southeast Asian Nations and ASEAN Economic Community (AEC) along with nine other countries namely: Indonesia, Malaysia, Philippines, Singapore, Brunei, Cambodia, Laos, Myanmar and Vietnam. The aim of AEC for 2015 is to create a single ASEAN market with gross domestic product (GDP) of \$2.5 trillion & trade of \$1 trillion. So far, ASEAN overall has progressed to a level of 80% in terms of eliminating tariffs on goods traded within the region.

According to statistics, the Thailand lighting market value totaled US \$800 million in 2014, up 12 percent compared to 2013. The country's LED industry is estimated to grow at an annual rate of 30 percent in the next five years, with indoor lighting and construction applications consisting two major components of the LED lighting industry.





In terms of business opportunities, it is foreseen that a large number of companies and government projects will be using LED products as evidenced below:

LED Automotive Sector

The number of cars with LED headlights is estimated to grow exponentially with the value of LED components growing from USD 130 to 300 million.



Government Projects

EGAT has started a pilot program to use LED street lighting as well as replacements on EGAT's properties and dam area.



Public & Private Infrastructure Projects

From the construction of the new parliament house to stadium, residential, commercial, hospitality and entertainment projects.



CP All Public Co., Ltd.

Creates "7 Go Green" project and invests over 500 million THB to replace LED light bulbs in 7-eleven stores throughout Thailand.



SHOW HIGHLIGHTS

LED SUMMIT/2017

Thailand LED Summit is an international conference on LED lighting products & technology. Steered by a committee of experts, the conference attracts high powered keynotes and serves stimulating discussions in an open environment.

Free seminars on the LED market from industry experts

- Basics and applications of visible light communications
- International compliance for lighting
- LED energy policy in Bangkok and its vicinity
- LED investment support policy for government and private sectors in Thailand
- Energy-efficient LED lighting design
- LED lighting technology for factories
- Vision from LED manufacturers and distributors
- LED and Thai hotel industry
- The durable lifespan of LED lighting
- Communication protocol smart lighting
- Cloud technology
- The interaction and integration of interior lighting concept with space design



PRODUCT PRESENTATION

Exhibitors are given 45 minutes to showcase their state-of-the-art products to visitors at a specified location on the show floor.

- **Gallery Zone**
- **Award Night**
- **LED Tunnel**

Architectural Lighting Pavilion

The Architectural Lighting Pavilion will showcase different architectural lighting systems such as down lights, emergency lights, spot lights, linear systems, customized lighting etc.

SMART Lighting Pavilion

The Smart Lighting Pavilion will showcase state of the art technology products that will make your life more convenient, like controlling lighting by using your smartphone, LED Alarm, LED Music Bulb and much more.

Automotive Lighting Pavilion

The Automotive Lighting Pavilion will showcase solutions for different lighting applications such as front, rear, headlight and signaling, with the purpose to not only increase driver safety but also add to the vehicle's style quotient.

LED Signage Pavilion

LED Expo Thailand is recognized by the industry as the ASEAN's most significant LED exhibition will lay special focus on LED signage & displays in the 2017 edition with a showcase of high-definition & high-quality products to reach out your brand to an enormous market awaiting you. All signage solutions including LED modules, LED strip lights, LED Walls & Screens & a lot more will be on display.



EXHIBIT PROFILE

LEDs

- ◆ High Power LEDs
- ◆ Liquid LEDs
- ◆ OLEDs
- ◆ Other LEDs
- ◆ SMD LEDs

LED APPLICATIONS & LIGHTING

- ◆ Architectural Lighting
- ◆ Automotive Lighting
- ◆ Building Lighting
- ◆ Casino & Disco Lighting
- ◆ Commercial Lighting
- ◆ Decorative Landscape & Garden Lighting
- ◆ Exterior Lighting
- ◆ Floor Lighting
- ◆ Interior Lighting
- ◆ Office Lighting
- ◆ Residential LED Lighting
- ◆ Retail Lighting
- ◆ Special Lighting
- ◆ Stage Lighting
- ◆ Street Lighting
- ◆ Tunnel Lighting
- ◆ Underwater & Fountain Lighting

LED LIGHTING PRODUCTS

- ◆ LED Bollard Lights
- ◆ LED Bulbs
- ◆ LED Ceiling Lights
- ◆ LED Down Lights
- ◆ LED Flat Panels
- ◆ LED Flood Lights
- ◆ LED Garden Lights

- ◆ LED Lighting Fixtures
- ◆ LED Spot Lights
- ◆ LED Street Lights
- ◆ LED Tubes
- ◆ LED Underground Lamps
- ◆ LED Underwater Lights
- ◆ LED Wall Washers
- ◆ Solar LED Lights

LED PRODUCTS

- ◆ LED Automotive Lamps
- ◆ LED Backlights
- ◆ LED Bars
- ◆ LED Emergency Lights
- ◆ LED Flashlights
- ◆ LED Focus Lamps
- ◆ LED Headlamps
- ◆ LED Indicator Lamps
- ◆ LED Modules
- ◆ LED Neon Lights
- ◆ LED Reading Lights
- ◆ LED Rope Lights
- ◆ LED Solar Lanterns
- ◆ LED Strips
- ◆ LED Traffic Lights

LED SIGNAGE & DISPLAYS

- ◆ LED Forex / Bank Displays & Signs
- ◆ LED Moving Signs
- ◆ LED Production Display Signs
- ◆ LED Screens
- ◆ LED Signs & Displays
- ◆ LED Video Walls
- ◆ Numeric & Alphanumeric Displays

LED COMPONENTS / ACCESSORIES & RAW MATERIALS

- ◆ Circuit Boards
- ◆ Control System
- ◆ Dimmers
- ◆ DMX Controllers
- ◆ Heat Sink / Thermal Management
- ◆ Housing Manufacturers & Suppliers
- ◆ LED Encapsulation Material
- ◆ LED Wafer / Chips
- ◆ Lenses / Optics
- ◆ MCPCBs
- ◆ PCB Adhesive Tapes
- ◆ PCBs
- ◆ Reflectors & Diffusers
- ◆ Wires & Cables

LED DRIVERS & POWER SUPPLY

LED MANUFACTURING EQUIPMENT / MACHINERY & ALLIED PRODUCTS

- ◆ Imaging Devices, Applied Products
- ◆ Inspection / Measuring / Repair
- ◆ LED Manufacturing Equipment / Devices
- ◆ SMD Mounting Machines
- ◆ Solid-State Lighting / Equipment

LED DECORATIVE LIGHTING

- ◆ Chandeliers
- ◆ Floor and Table Lamps
- ◆ Wall Lights
- ◆ Modern and Traditional Lights
- ◆ Crystal Lights
- ◆ Christmas Lights

WHY EXHIBIT?

- LED Expo Thailand 2017 provides an excellent opportunity for you to meet your target clients on a personal level for effective marketing.
- LED Expo Thailand 2017 is an excellent platform to launch & showcase your products to Government bodies, retailers, hoteliers, architects, project managers, signage specialists, lighting industry professionals & many more.
- LED Expo Thailand 2017 gives you the chance to promote your brand to an international audience representing more than 53 LED markets worldwide.
- LED Expo Thailand 2017 provides access to important decision makers from the industry and useful market insights found nowhere else.
- LED Expo Thailand 2017 provides a conducive environment to help you make the right connections with Asian and global LED buyers.

VISITOR PROFILE

CUSTOMER ACQUISITION, CONVERSION & RETENTION

LED ExpoThailand 2017 offers a unique opportunity to interact with professionals who influence and make purchasing decisions at their workplace everyday. It attracts potential and qualified buyers from different fields of architecture, hotel & hospitality, retail, real estate, education, government, municipal corporations, etc. It is a place where supply and demand come together, giving rise to the best business transactions achievable.

Visitors' Profile:

- ◆ Airport Developers
- ◆ Architects
- ◆ Automotive Industry
- ◆ BPOs & Call Centres
- ◆ Brand Managers
- ◆ Building Contractors / Engineers / Consultants
- ◆ Construction Companies
- ◆ Corporates
- ◆ Dealers & Distributors
- ◆ Educational Institutes / Software
- ◆ IT Companies
- ◆ Electricity Boards
- ◆ Electronic & Component Companies
- ◆ End Users
- ◆ Energy Conservers
- ◆ Event Management Companies
- ◆ Government Ministries & Energy Efficiency Organizations
- ◆ Government Agencies & Planning Departments
- ◆ Home Lighting Solution Seekers
- ◆ Hospitals
- ◆ Hoteliers / Hospitality Industry
- ◆ Industry Associations / Stake Holders / Trade Delegations
- ◆ Infrastructure Companies
- ◆ Interior Designers
- ◆ Investment Bankers & Venture Capitalists
- ◆ LED & Allied Products Dealers
- ◆ LEED Auditors
- ◆ Lighting & LED Industry Professionals
- ◆ Lighting Consultants
- ◆ Lighting Dealers
- ◆ Lighting Designers
- ◆ Lighting Engineers
- ◆ Lighting Fixture Manufacturers
- ◆ Lighting Specifiers
- ◆ Mall / Retail Chain Managers
- ◆ Municipal Corporations
- ◆ Museums
- ◆ Outdoor Media Owners / Companies
- ◆ Production / R&D Managers
- ◆ Real Estate Developers
- ◆ Renewable Energy Departments
- ◆ Retail Chain Owners
- ◆ Retail Space Designers / Fabricators
- ◆ Signage Industry Professionals
- ◆ Stadium & Sports Authorities
- ◆ Stage Lighting & Set Designers
- ◆ Suppliers of Equipment and Materials to the LED Industry
- ◆ Trade Councils / Embassies & many more...



LED Expo Thailand 2017 receives targeted visitors who influence and make purchasing decisions at their workplace everyday.







VENUE & RATES

No matter what your specific area of specialty, if you are seeking to extend your reach in Asia and looking for overseas buyers as well, LED Expo Thailand is your call for action. If you register early to participate in LED Expo Thailand you can take advantage of early bird discounts. We hope you will take advantage of this offer and will send us your queries today.

Challenger 1, IMPACT Exhibition & Convention Center, Bangkok, Thailand

For local Companies / Companies based in Thailand

| | |
|---------------------------------|---|
| Space Only | : 8,000 THB / Sqm. (VAT 7% Excluded) (Minimum Size 24 Sqm.) |
| Standard Furnished Booth | : 9,000 THB / Sqm. (VAT 7% Excluded) |

Special Price for Thailand Pavilion

| | |
|---------------------------------|---|
| Standard Furnished Booth | : 56,700 THB / 9 Sqm. (VAT 7% Excluded) |
|---------------------------------|---|

For International Companies / Companies based outside Thailand

| | |
|---------------------------------|---|
| Space Only | : 300 USD / Sqm. (Minimum Size 24 Sqm.) |
| Standard Furnished Booth | : 330 USD / Sqm. |

10% Premium extra for 2-side, 3-side & 4-side open booths

Payment Schedule:

50% at the time of booking & balance 50% at least two months prior to the show.

Standard Furnished Booth: wall partition height of 2.5 m, floor carpet, fascia name, 2 LED tubes, 1 power socket 5 Amp., 1 information counter, 2 chairs and 1 waste basket.



For illustrative purpose only

FOR INTERNATIONAL COMPANIES BASED OUTSIDE THAILAND

Payments to be made will be in conformity with the terms and conditions stipulated. Cheques are to be crossed and made payable to MEX EXHIBITIONS PVT. LTD Exhibitors can also pay directly via telegraphic transfer to our account as:

| | |
|------------------|---|
| Bank details | |
| Beneficiary | : MEX EXHIBITIONS PVT LTD |
| Beneficiary Bank | : CITIBANK |
| Branch address | : ITT, Hotel Intercontinental Eros Complex, Nehru Place, New Delhi-110019 |
| Swift Code | : CITIINBX |
| A/C No | : 0037262226 |

FOR LOCAL COMPANIES BASED IN THAILAND

Payments to be made will be in conformity with the terms and conditions stipulated. Cheques are to be crossed and made payable to IMPACT Exhibition Management Co., Ltd. Exhibitors can also pay directly via telegraphic transfer to our account as

| | |
|---------------|---|
| Bank details | |
| Bank A/C Name | : IMPACT Exhibition Management Co., Ltd. |
| Bank A/C No. | : 456-1-00009-8 (saving account) |
| Name of Bank | : BANK OF AYUDHYA PUBLIC CO., LTD. |
| Telex No. | : 82334 AYUDYATH |
| Bank Address | : 99 Popular Road, Banmai Sub District, Nonthaburi, 11120, Thailand |
| SWIFT Code | : AYUDTHBK |
| TAX ID | : 01255 42006 50 6 |

Note: The organizer reserves the right to modify the floorplan under circumstances beyond their control.



About the Organizers



MEX Exhibitions Pvt. Ltd. is an international exhibition company with a strong presence of four decades in the advertising industry, **over 18 years in publishing & 13 years in exhibitions**. The company has produced more than **100 market** leading trade exhibitions for various segments in addition to various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over **India, Dubai, Singapore & Thailand**.



IMPACT Exhibition Management Co., Ltd. is the leading exhibition organizer in Thailand. IMPACT organises and manages professional trade and public exhibitions, conferences, meetings and trainings, working in-hand with international trade associations, organizers and corporations across a broad spectrum of industries.

IMPACT creates effective market platforms and offers a comprehensive range of turn-key event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relations, operation to on-site logistic management for exhibitions and conferences of all sizes and industries. We also specialize in business matching program.



MEX Exhibitions Pvt. Ltd.

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