



THAILAND HEALTH, FITNESS & WELLNESS EXPO 2024

a JAND event

13TH - 16TH JUNE

THE SHOWCASE OF HEALTHY LIVING & WELL BEING

THAILAND HEALTH, FITNESS & WELLNESS EXPO 2024 13TH – 16TH JUNE

Thailand Health, Fitness & Wellness Expo 2024 brings to Thailand a showcase of brands related to healthy living and well being industries and will be held at Central World Bangkok in 2024.

Open to the general public and trade, the four-day health and fitness, learning and networking extravaganza is expected to attract over 10,000 attendees and 30+ Exhibitors.

Expenditure on a holistic approach to health that includes nearly every aspect of life is one of the fastest growing sectors in Asia.

Consumers are increasingly participating in fitness classes and activities, using products, devices and apps that improve well being and eating organic and natural foods, taking health supplements, and following special diets.

With its comprehensive programme and a wide range of exhibitors' products and services on offer, Thailand Health, Fitness & Wellness Expo 2024 is expected to attract not only fitness enthusiasts and healthy lifestyle advocates but also large numbers of the general public.

Thailand Health, Fitness & Wellness Expo 2024 has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with this well being event.

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- promoting sponsors as industry leaders
- enhancing corporate image and brand exposure
- publicity through the Expo's marketing campaign
- access to a health and fitness network
- adding value to a brand's marketing campaign
- generating direct access to target markets

This must attend event boasts...

OVER 30 EXHIBITORS
SPORTSWEAR FASHION SHOW
HEALTHY LIFESTYLE SEMINARS
HEALTHY COOKING WORKSHOPS
GROUP CLASSES
DANCING, DJS & LIVE MUSIC
SPONSORS COCKTAIL PARTY
EXHIBITORS & VISITORS PARTY
HEALTH, FITNESS & WELLNESS PARTY
MASTER CLASSES & MUCH MORE!

INTEGRATE THAILAND HEALTH, FITNESS & WELLNESS EXPO 2024 INTO YOUR MARKETING PLATFORM...



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PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1: TITLE & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights to the Thailand Health, Fitness & Wellness Expo 2024
- 1 x Presenting Sponsor with naming rights to the Thailand Health, Fitness & Wellness Expo 2024

TIER 1: HOST SPONSOR - SOLD

- 1 x Host Sponsor with hosting rights to the Thailand Health, Fitness & Wellness Expo 2024

TIER 2: CO-SPONSORS

- 6 x Co-sponsors from non-competing categories to the Thailand Health, Fitness & Wellness Expo 2024

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- 10 x Official Suppliers providing goods / services essential to the Thailand Health, Fitness & Wellness Expo 2024
- 10 x Media Partners providing advertising / guaranteed editorial essential to the Thailand Health, Fitness & Wellness Expo 2024

TIER 4: LOCAL PARTNERS & HEALTH & LIFESTYLE MARKET SUPPORTERS

Packages for Bangkok and Health & Lifestyle Market businesses

EXHIBITION ONLY PACKAGES

Packages to exhibit at Thailand Health, Fitness & Wellness Expo 2024

RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

WHO SHOULD SPONSOR?

Thailand Health, Fitness & Wellness Expo 2024 is a great opportunity for brands in the following sectors:

 BICYCLE BRANDS

 COSMETICS

 FINANCIAL SERVICES

 GYM EQUIPMENT

 GYMS & SPORTS CLUBS

 HEALTHY FOOD & BEVERAGE

 HEALTHY LIFESTYLE PRODUCTS

 HOTELS

 INSURANCE

 SUPPLEMENTS & SPORTS NUTRITION

 SPA & BEAUTY CENTRES

 SPORTSWEAR

 WELLNESS HOTELS & RESORTS



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THE EXPERIENCE

Thailand Health, Fitness & Wellness Expo is spread over four days. Activities include:

PARTIES



SPONSORS COCKTAIL PARTY - Thursday 13th June 2024

Open to all Sponsors and Partners – offering a great opportunity to network.

EXHIBITORS / VISITORS PARTY - Friday 14th June 2024

Open to all Exhibitors and Visitors.

VIP GALA DINNER - Saturday 15th June 2024

An exclusive Gala Dinner celebrating the show including entertainment, sit down dinner and dancing throughout the evening.

HEALTH & FITNESS PARTY - Sunday 16th June 2024

The Expo will feature a Health, Fitness & Wellness Party. The party provides a perfect night of great entertainment and fun for all attending. The concept of the party is to provide an opportunity for delegates, sponsors, speakers and associations to unwind, network and have a bit of 'good old fashion fun!' Local entertainment and cuisine will be provided.

Sponsors will receive full recognition during the evening through printed material and public address.

WORKSHOPS



Thailand Health, Fitness & Wellness Expo 2024, has a number of workshops and seminars including:

Advanced Sport Conditioning Toolbox
Dynamic Sport Warm-Up For Strength & Power
Sport Core
One-on-One Partner Training
Strength Ball Training
Sports Balance
Yoga

SEMINARS



Youth Fitness & Athletic Programming
Training The Client With Diabetes
Veganism For Fitness & Athletic Performance
Empowering Clients To Make Lifestyle Change



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LOCATION

CENTRAL WORLD

Covering more than 550,000 square metres, Central World is one of the largest shopping complexes in the world and a major landmark in Bangkok.

Sitting at the Ratchaprasong intersection in the city's main shopping district, the lifestyle mall features two department stores, a shopping plaza with independent stores, a supermarket, a food court, a dining zone, exhibition spaces, and a world-class cinema.

In front of the mall is a large open square typically used for out-door events and markets. The square also hosts one of the city's largest countdowns every New Year.

www.centralworld.co.th

BANGKOK

The capital of Thailand is one of the world's most visited cities, welcoming more than 22 million visitors per year. Known for its Buddhist temples, majestic riverside, historic neighbourhoods and world-class shopping districts, the city offers something for everyone.

With great infrastructure and transportation links, Bangkok is also a popular MICE destination, regularly hosting world-class conferences, summits and sporting events.

<https://en.wikipedia.org/wiki/Bangkok>





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WHY GET INVOLVED?

Thailand Health, Fitness & Wellness Expo 2024 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, from advertising in the top health, fitness & wellness publications and international newspapers to gaining extensive press coverage in leading lifestyle titles, the Expo is widely promoted across both international and local stages.

Beyond print and online coverage, the organisers are currently finalising broadcast, streaming and radio coverage. Direct mails, e-newsletters and the promotion of the Expo's news via social media are all used to communicate with target audiences.

Thailand Health, Fitness & Wellness Expo 2024 is a perfect opportunity to boost a company's profile among the influential decision-makers in the well being, health and fitness industries.

A company's participation in Thailand Health, Fitness & Wellness Expo 2024 not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader.



BRAND EXPOSURE

The opportunity to integrate with Thailand Health, Fitness & Wellness Expo 2024.

NAMING RIGHTS TO THE EVENT
EVENT BRANDING
EXHIBITOR PRESENCE
WORKSHOP / SEMINAR BRANDING



BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of Thailand Health, Fitness & Wellness Expo 2024 TV broadcast and streaming programme, being finalised.



MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.



THAILAND HEALTH, FITNESS & WELLNESS EXPO 2024 MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.



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WHY GET INVOLVED?

ADVERTISING

ONLINE - Thailand Health, Fitness & Wellness Expo 2024 marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

PRINT - a media-wide advertising campaign will begin months before the Expo, focusing on key professionals from the industry, news, lifestyle and business publications enhanced with editorial content.

PR & CONTENT








Thailand Health, Fitness & Wellness Expo 2024 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As with Exhibitors; Fun Challenges; Celebrity and Expert Speaker Features; Expo Highlights; Onsite Promotion; Press Conferences; and Charity Links.

The PR campaign ensures wide coverage both during and after the Expo and will feature:

- Media engagement and editorial in business publications and health & fitness magazines
- Features on the Expo
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

DIGITAL & SOCIAL RIGHTS

Exposure through...

-  TWITTER - <https://twitter.com/THFWE>
-  FACEBOOK - <https://www.facebook.com/thailandhealthfitnessandwellnessexpo>
-  INSTAGRAM - <https://www.instagram.com/thailandhealthandfitnessexpo1>
-  LINKEDIN - <https://www.linkedin.com/thailandhealthandfitnessexpo>
-  YOUTUBE - <https://www.youtube.com/@ThailandHealthandFitnessExpo>
-  TIKTOK - <https://www.tiktok.com/@thailandhealthwellness>
-  WEB - <https://www.thailandhealthandfitnessexpo.com>

MERCHANDISING RIGHTS

We offer our Sponsors, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, Thailand Health, Fitness & Wellness Expo 2024 Goodie Bags.

HOSPITALITY & NETWORKING RIGHTS

Thailand Health, Fitness & Wellness Expo 2024 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Bangkok. With a number of party opportunities this is an excellent way to do and promote your business.

VIP INVITATIONS

Invitations will be mailed to qualified VIP guests internationally and regionally, as well as being distributed to Sponsors, Exhibitors and Media Partners.

EXPERIENTIAL RIGHTS

Bangkok attracts thousands of visitors in June and with it huge opportunities for Sponsors & Partners to promote their products and services. The visitors provide Sponsors with a mixture of: High Net Worth Individuals from media celebrities to business entrepreneurs from all industries; corporate high flyers from media and advertising; tourists; and local population.



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VISITORS

The Expo will attract both consumers and business audiences, offering the Exhibitors and Sponsors alike the very best opportunity to showcase their products to:

- Fitness enthusiasts
- Personal trainers, fitness, group exercise, yoga, pilates and martial arts instructors
- Sports coaches, strength and conditioning specialists, physical education teachers and allied team members
- Physiotherapists and other healthcare practitioners
- Fitness, health club, sports club and yoga studio owners and managers
- Sports and exercise science faculty members, graduates and students

EXHIBITORS

A large range of exhibitors will participate in the Expo, making it an impressive showcase of fitness and healthy lifestyle products.

Exhibitors will include;

- Gyms & Sports Clubs
- Gym Equipment Manufacturers
- Supplements & Sports Nutrition Stores
- Sportswear
- Wellness Hotels & Resorts
- SPA & Beauty Centres
- Healthy Lifestyle Products
- Healthy Food & Beverage
- Bicycle Brands



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| INVENTORY OF RIGHTS | PARTNER LEVEL | | | |
|--|--|--------------------------------|----------------------|---|
| | TIER 1 TITLE SPONSOR & PRESENTING SPONSOR | TIER 1 HOST SPONSOR SOLD | TIER 2 CO-SPONSOR | TIER 3 OFFICIAL SUPPLIERS/ MEDIA PARTNERS |
| CATEGORY EXCLUSIVITY & TITLE RIGHTS | | | | |
| Rights to title "[Title Sponsor] Thailand Health, Fitness & Wellness Expo 2024 in association with [Presenting Sponsor]" for PR and advertising use | Yes | | | |
| Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor] Thailand Health, Fitness & Wellness Expo 2024 in association with [Presenting Sponsor]"; for PR and advertising use | | Yes | | |
| Rights to title "[Sponsor Name] Official Co-sponsor of [Title Sponsor] Thailand Health, Fitness & Wellness Expo 2024 in association with [Presenting Sponsor]" for PR and advertising use | | | Yes | |
| Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] Thailand Health, Fitness & Wellness Expo 2024 in association with [Presenting Sponsor]" for PR and advertising use | | | | Yes |
| Category Exclusivity | Yes | Yes | Yes | |
| INTELLECTUAL PROPERTY & BRANDING RIGHTS | | | | |
| LOGOS & IMAGES | | | | |
| Right to use Thailand Health, Fitness & Wellness Expo 2024 Composite (lock-up) Logo on all internal and external marketing | Yes | Yes | Yes | Yes |
| EVENT BRANDING | | | | |
| Logo on outside main exhibition hall | Yes | | | |
| Logo in entrance area of main exhibition hall | Prominent | 1 logo | 1 logo | 1 logo |
| Logo inside main exhibition hall | Yes | | | |
| Logo included in advertising boards of all sponsor logos at the event | Prominent | Less Prominent | Less Prominent | Less Prominent |
| Logo included in advertising boards of all sponsor logos (4m by 3m) around Bangkok | Prominent | Less Prominent | Less Prominent | Less Prominent |
| Logo included in Media Interview area backdrop branding | Yes | Yes | Yes | Yes |
| Logo included in banners in Expo bar & restaurant | Yes | Yes | Yes | Yes |
| Logo on Thailand Health, Fitness & Wellness Expo 2024 officials' clothing | All | Yes | | Yes |
| Naming rights to any Thailand Health, Fitness & Wellness Expo 2024 Preview | Yes | | | |
| Opportunity to brand a Workshop and / or Seminar | Yes | Yes | Yes | |
| Use of backside of tickets for advertising purposes (at Sponsor's cost) | Yes | | | |
| Logo on VIP, media & staff passes | Yes | | | |

| INVENTORY OF RIGHTS | PARTNER LEVEL | | | |
|---|--|--------------------------------|----------------------|---|
| | TIER 1 TITLE SPONSOR & PRESENTING SPONSOR | TIER 1 HOST SPONSOR SOLD | TIER 2 CO-SPONSOR | TIER 3 OFFICIAL SUPPLIERS/ MEDIA PARTNERS |
| Branding at Health & Fitness Party | Prominent | Less Prominent | Less Prominent | Less Prominent |
| MEDIA, PROMOTION & PR RIGHTS | | | | |
| Logo on literature pre / post events, website, stationery etc. | Yes | Yes | Yes | Yes |
| Programme advertisement | Full Page | Full Page | ½ Page | ¼ Page |
| Brand name mention and logo in Thailand Health, Fitness & Wellness Expo 2024 press information and advertisements | Prominent | Less Prominent | Less Prominent | Less Prominent |
| Inclusion in any TV / Radio advertisement / documentary produced | | | | |
| Inclusion in any marketing / sales materials | | | | |
| Logo on advertising in Media Partner publications | | | | |
| Representative to speak at press conferences | Yes | Yes | Yes | |
| DIGITAL & SOCIAL RIGHTS | | | | |
| Branding on event emails, website, and all site communications including e newsletters | Prominent | Less Prominent | Less Prominent | Less Prominent |
| Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts | Prominent | Less Prominent | Less Prominent | Less Prominent |
| Logo inclusion in any APP produced by the event | Prominent | Less Prominent | Less Prominent | Less Prominent |
| Forwarding of promotional materials to Expo's database | Yes | Yes | Yes | Yes |
| EXPERIENTIAL RIGHTS | | | | |
| Opportunity to purchase Exhibitor booth at event and promotional staff | Yes | Yes | Yes | Yes |
| Promotional literature at the event | Yes | Yes | Yes | Yes |
| Sampling | Yes | Yes | Yes | Yes |
| HOSPITALITY & NETWORKING RIGHTS | | | | |
| VIP tickets for Sponsors Cocktail Party | 20 per party | 10 per party | 10 per party | 5 per party |
| VIP sponsor passes to the Expo | 25 | 15 | 10 | 5 |
| MERCHANDISING RIGHTS | | | | |
| Logo on Official Thailand Health, Fitness & Wellness Expo 2024 T-shirt | Yes | Yes | | |
| Insertion of promotional material or product sample into goodie bag | Yes | Yes | Yes | Yes |



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LOCAL PARTNER & HEALTH, FITNESS & WELLNESS MARKET SUPPORTER PACKAGES

We have a limited number of opportunities for Bangkok based Partners and Health, Fitness & Wellness Market Supporters at the following levels, which offer branding and hospitality benefits.

LOCAL PARTNERSHIP

- Use the event's name / logo in your own publicity (e.g. "Local Partner of...")
- Logo / link on event website sponsors' page
- Logo + 1/4 page advertisement in event programme
- Logo on event poster / billboards (Bangkok coverage)
- 2 x VIP passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

HEALTH & FITNESS MARKET SUPPORTERS

- Use the event's name / logo in your own publicity (e.g. "Official Supporter of...")
- Company name / link on event website sponsors' page
- Logo in event programme sponsors' page
- Company name on event poster / billboards (Bangkok coverage)
- Company name in media partner advertising
- 2 x VIP Passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

EXHIBITOR OPTIONS

Participating in Thailand Health, Fitness & Wellness Expo 2024 is the best opportunity to gain access to the fast growing well being market in South East Asia and beyond.

Booking is now open for exhibitors. The following Booth's are available.

| BOOTH SIZE (SQM) | AVAILABILITY |
|------------------|--------------|
| 9-12 | 33 units |
| 15 | 3 units |
| 18 | 3 units |
| 30 | 2 units |
| 35 | 2 units |

For bookings see
<https://www.thailandhealthandfitnessexpo.com/stand-enquiry/>



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ORGANISERS

JAND Events is a multinational team of Thailand-based professionals passionate about events.

Led by CEO David Hayes who has over 30 years experience in the events, hospitality and travel industries, the team combines a diverse range of backgrounds and has organised a plethora of high profile events, including the Kata Rocks Superyacht Rendezvous 2018.

Operating throughout Thailand, JAND Events is a trading division of JAND Group Co., Ltd. with its head office at Royal Phuket Marina.

JAND's goal is to deliver unrivalled service and creativity with client satisfaction at the heart of everything it does.

<https://jandevents.com>

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