



TRI-FACTOR

2018-2019

ASIAN CHAMPIONSHIP SERIES

ASIA'S BIGGEST TRIATHLON SERIES

TRI-FACTOR SERIES – ASIAN CHAMPIONSHIP 2018 / 2019

CHINA, INDONESIA, MALAYSIA, PHILIPPINES, SINGAPORE, THAILAND, VIETNAM

TRI-Factor Series - Asian Championship 2018 / 2019 is a 4-leg mass participation sports series comprising individual swim, bike and run events and a finale triathlon in a number of countries throughout Asia.

Participants can take part in one or more events giving them the opportunity to swim, bike or run or do all three! - a revolutionary new triathlon concept, which makes it possible for athletes in various disciplines to complete a triathlon.

Founded in Singapore in 2009, the series expanded to Thailand, Philippines, Indonesia and Thailand in 2017 and other Asian markets from 2018 including Hong Kong, Japan, Korea, Indonesia, China and Vietnam.

Organised by sports event specialist, Orange Room, the TRI-Factor Series - Asian Championship attracted over 10,000 participants across all events in 2017 from countries including China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. Over 50,000 are expected to participate events throughout Asia by 2020.

Each Series comprises one, two, three or four events in each country:

- TRI-Factor Swim
- TRI-Factor Swim & AquaRun Challenge
- TRI-Factor Bike
- TRI-Factor Bike & CycleRun Challenge
- TRI-Factor Run
- TRI-Factor Run & RunSwim Challenge
- TRI-Factor Triathlon
- TRI-Factor Triathlon Extended

BE PART OF THE TRI-FACTOR SERIES - ASIAN CHAMPIONSHIP 2018 / 2019 EXPERIENCE
BECOME A COMMERCIAL PARTNER

ORGANIZED BY ORANGE ROOM PTE LTD.
MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) LTD. - MARKETING SUPPORT SPECIALIST.



THE REVOLUTIONARY NEW TRIATHLON CONCEPT



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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PACKAGES

TRI-FACTOR SERIES ASIAN - CHAMPIONSHIP 2018 / 2019

Event & Country & Flexibility

Availability permitting, we are offering sponsorship packages for one or more of the 4 events in each Series in one or more countries and can build bespoke packages across a number of geographies in Asia.

TIER 1 - TITLE SPONSORS

Title Sponsors with naming rights to ALL four events in each Series in ALL countries

TIER 2 - TITLE SPONSORS

Title Sponsors with naming rights to ALL four events in each Series in one or more countries

TIER 3 - PRESENTING SPONSORS

Presenting Sponsors for ALL of the four events in each Series in one or more countries

TIER 4 - PRESENTING SPONSORS

Presenting Sponsors for one or more of the four events in each Series in one or more countries

TIER 5 - CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

Co-sponsors from non-competing categories
Official Suppliers providing essential goods & services
Media Partners



MAKING TRIATHLON ACCESSIBLE TO ALL

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WHY GET INVOLVED?

With the triathlon craze sweeping across Asia, the TRI-Factor Series - Asian Championship 2018 / 2019 provides a good platform for people wanting to stay fit and give the popular sport a try.

Association with TRI-Factor Series - Asian Championship 2018 / 2019 offers sponsors numerous benefits including:

Image Enhancement - supporting the emerging multi-sport movement

Brand Exposure - raising brand awareness of products and services and association with healthy lifestyle

Hospitality Opportunities - entertaining target audiences; internal and external

Integrated Marketing - year-long regional exposure via above and below the line promotional campaigns across Asia Pacific

Networking - with business leaders

Corporate Social Responsibility - be seen as a socially responsible and engaging organization

PR - year-round regional publicity exposure within traditional and social media

Social - direct brand association through a super-engaged Facebook community

Sales - showcase products and services to thousands of participants in each race - exposure to an average of 10,000 enthusiastic participants, at each event. Align with the target audience of high spenders and influential individuals

Experiential Marketing - direct engagement opportunities across all local market activations

Regional Reach - greater regional sales opportunities & outreach to athletes across the Asia Pacific region



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THE FOUR-STEP CONCEPT

Many people think it is impossible to complete a triathlon without mastering all three disciplines of swimming, cycling and running.

Not so, say the organizers. TRI-Factor Series - Asian Championship 2018 / 2019 is different in that it operates as a progressive race for swimmers, cyclists, runners and triathletes to compete throughout the year.

The revolutionary 4-leg series comprises of TRI-Factor Swim (mass swimming event), followed by TRI-Factor Bike (mass cycling event), TRI-Factor Run (mass run event) and ending in a finale TRI-Factor Triathlon.

New multi-sport categories were introduced to provide a comprehensive progressive platform that caters to different groups of athletes with varying capabilities.

TRI-FACTOR SERIES CHAMPION

Points are awarded to each participant according to their rank in each race and the race category participated. The participant with the highest TRI-Factor points will be crowned as the TRI-Factor Series Champion in each country!

The TRI-Factor Series Champion of each category will be announced at the end of the TRI-Factor Series - Asian Championship 2017 and will walk away with fantastic prizes and the title as TRI-Factor Series - Asian Champion 2018 / 2019!



TRI FACTOR

2018-2019

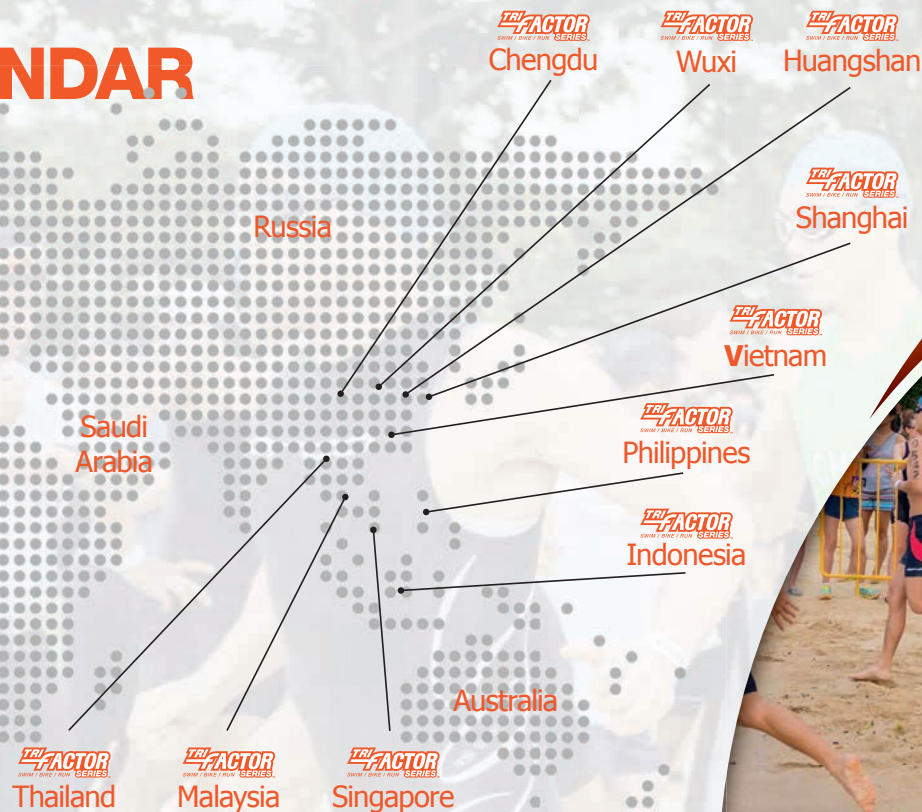
ASIAN CHAMPIONSHIP SERIES

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2018/2019 RACE CALENDAR

2018/2019 Race Location

Singapore
Malaysia - Melaka
China - Shanghai
China - Wuxi
China - Chengdu
China - An Hui
Philippines
Indonesia
Vietnam - Ho Chi Minh



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GROW STRONGER LIVE BETTER

With the growing affluent society, the organisers believe that everyone deserves an opportunity to grow stronger and live better. Completing a triathlon can do just that!

There is a triathlon myth amongst many that it is impossible to complete a triathlon if they do not excel in all three sports.

TRI-Factor Series – Asian Championship 2018/2019 was inspired to break this myth, transforming mindsets from “Impossible” to “I’m Possible”.

The 4-leg progressive platform provides an opportunity for all different profile of athletes, with varying capabilities and experience to have a go in any of the four races that they are most comfortable with.

QUICK FACTS

- Fastest Growing Triathlon community with more than 45,000 participants and 11,000 super-engaged community within Asia
- TRI-Factor Series embodies “Prestige”, “Status” and “Influence”
- Revolutionary series concept providing a progressive platform for swimmers, cyclist, runners and triathletes to race throughout the year
- Inaugural TRI-Factor Series 2009 in Singapore
- Growing Popularity of Triathlon & multi-sport events within various part of Asia
- Good calendar of sporting events within the region to provide opportunities for all athletes to boost professionalism

PREVIOUS SPONSORS

Hewlett Packard
SingTel
Pokka
Compressport
TYR
Oakley
Timex
Compressport
National Sports SG
Cannasia
Pere Ocean
The Swimming Room Pte Ltd
Pro-Tec Athletics
Kärcher
Squeezy Sports Nutrition
Cervelo
Astavita
High5 Sports Nutrition
Lucozade Sport
Bikes n Bites
Recovery Systems
TrueStart Coffee
Suunto
Tourism Authority of Thailand
Sports Authority of Thailand
100 Plus
2XU Official
ON
Nestle

- Title Sponsor
- Title Sponsor
- Title Sponsor
- Title Sponsor
- Title Sponsor
- Official Eyewear
- Official Timer
- Official Compression Wear
- Official Cycling Apparel
- Official Bike & Mechanic
- Official Mineral Water
- Official Swim Training Partner
- Official Injury Prevention Gear
- Official Cleaning System
- Official Gel Partner
- Official Bike Partner
- Official Sports Supplement
- Official Partner
- Official Isotonic Beverage
- Official Partner
- Official Recovery Partner
- Official Partner
- Official Sports Watch
- Official Partner
- Official Partner
- Official Hydration
- Triathlon Partner
- Official Shoe
- Official Water



TRI-FACTOR POINTS & ATHELETES BENEFITS

5 race countries

FRESHMEN
Max Cat Points 100

SPRINT
Max Cat Points 200

STANDARD
Max Cat Points 300

SIX
race categories

FULL
Max Cat Points 600

HALF
Max Cat Points 500

LONG
Max Cat Points 400

MULTIPLIER EFFECT
Cat Points x Race Index

**ATHLETES CAN ALSO EARN TRI-FACTOR
POINTS THROUGH OTHER TRI-FACTOR
ENGAGE PLATFORMS SUCH AS:**



Virtual Races



Clinics & Training
Sessions by
Partners



Referral
Programs



Sponsors
Engagement

T.A.C.A LEVEL

AFFILIATE
200 points
over 2 years

BRONZE
500 points
over 2 years

SILVER
1000 points
over 2 years

GOLD
2500 points
over 2 years

ELITE
3000 points
over 2 years

BENEFITS AND PRIVILEGES



Race Discounts



Sponsors
Privileges



Merchandise
Discounts



Special Invitation
to Events



Overseas Race
Benefits



Wave 1
Placement



Concierge
Service

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TRI-FACTOR
SWIM / BIKE / RUN **SERIES™**

Singapore

www.trifactor.sg

TRI-Factor Bike/CycleRun
22 April 2018

TRI-Factor Run/AquaRun
8 July 2018

TRI-Factor 10 Challenge and Triathlon
28-29 July 2018



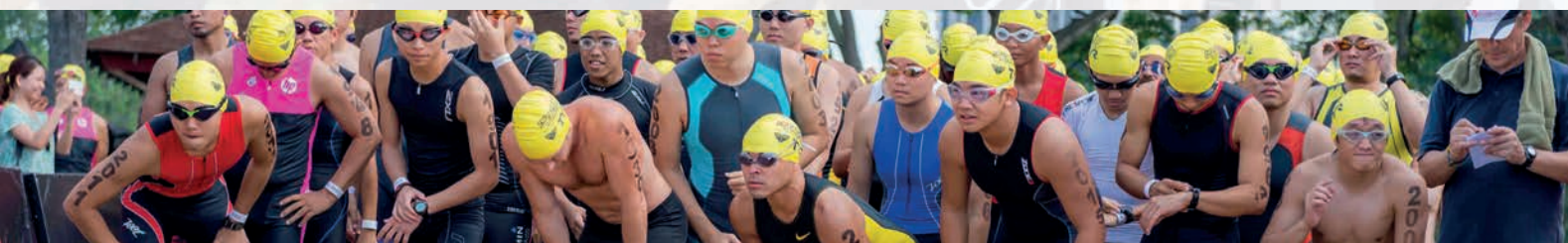
TRI-FACTOR
SWIM / BIKE / RUN **SERIES™**

Malaysia

www.trifactor.my

TRI-Factor 10 Challenge and Triathlon
12 August 2018

TRI-Factor CycleRun
11 November 2018



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TRI-FACTOR
SWIM / BIKE / RUN **SERIES™**

Thailand
www.trifactor.th

TRI-Factor 10 Challenge and Triathlon
16-17 June 2018



TRI-FACTOR
SWIM / BIKE / RUN **SERIES™**

Philippines
www.trifactor.ph

TRI-Factor 10 Challenge and Triathlon
26-27 May 2018

TRI-Factor Bike/ CycleRun
19 August 2018



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PARTICIPANTS

TRI-Factor Series - Asian Championship 2018 / 2019 caters to participants from all walks of life because the organisers believe that a triathlon should be accessible to all. Participants include amateurs and professionals, youth, corporations, sports clubs and everything in between.

TRI-Factor Series - Asian Championship 2018 / 2019 is a progressive platform helping sporting enthusiasts to complete their first triathlon and is open to all from age 6 upwards.

INDIVIDUALS & TEAMS

TRI-Factor Series - Asian Championship 2018 / 2019 attracts a mixture of participants – who are Knowledgeable, Successful, Sophisticated and Affluent...

Participants include:

- Individual men & women who want to keep fit
- Youths keen on a good challenge
- Working executives who love an active lifestyle & consider themselves trendsetters
- Friends who do team sports together
- Regional Sporting Clubs

TRI-Factor Participant Profile

- Self-confident & determined
- Willing to challenge themselves on new grounds
- Looking for prestige and recognition
- Mid to high disposable income
- Well travelled

CORPORATES

The TRI-Factor Triathlon Corporate Challenge provides a platform for corporations to instill a healthy work-life balance among their employees.

In 2017 more than 80 companies were represented with Major turnouts from Hewlett Packard Singapore and NIKE.

With the ever-growing sport of Triathlon, TRI-Factor Series - Asian Championship 2018 / 2019 is ideal for corporations to reward their employees while championing the cause for a healthy lifestyle.



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2017 PARTICIPANTS



Over 20 countries represented with the top 7 countries:

Singapore: 61%
United Kingdom: 8.2%
Australia: 5%
Philippines: 4.2%
Malaysia: 3.1%
France: 2.3%
United States: 2.3%



Over 20 countries represented with the top 7 countries:

Singapore: 71%
United Kingdom: 7%
Australia: 4.1%
Philippines: 4.1%
Malaysia: 2.9%
France: 1.9%
United States: 1.2%



Over 20 countries represented with the top 7 countries:

Singapore: 67%
Malaysia: 4.8%
United Kingdom: 4.5%
Australia: 3.5%
Philippines: 3.4%
France: 1.1%
United States: 1%



Over 20 countries represented with the top 7 countries:

Singapore: 57%
United Kingdom: 8%
Australia: 4.8%
France: 2.7%
Philippines: 2.7%
Malaysia: 2.3%
United States: 1.8%

INVENTORY

TRI-FACTOR SERIES - ASIAN CHAMPIONSHIP 2018 / 2019

CATEGORY EXCLUSIVITY & TITLE RIGHTS

	TIER 1 & 2 TITLE SPONSOR	TIER 3 & 4 PRESENTING SPONSORS	TIER 5 CO-SPONSORS OFFICIAL SUPPLIERS MEDIA PARTNERS
Right to title for advertising & PR use - using TRI-Factor Series 2018 in Singapore as an example: [TITLE SPONSOR NAME] TRI-Factor Swim & AquaRun Challenge 2018 presented by [PRESENTING SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Bike & CycleRun Challenge 2018 presented by [PRESENTING SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Triathlon Challenge 2018 presented by [PRESENTING SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Triathlon 2018 presented by [PRESENTING SPONSOR NAME]	Yes		
Right to title for advertising & PR use - using TRI-Factor Swim & AquaRun Challenge Singapore as an example: [CO-SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Swim & AquaRun Challenge 2018 presented by [PRESENTING SPONSOR NAME]		Yes	
Right to title for advertising & PR use - using TRI-Factor Swim & AquaRun Challenge Singapore 2018 as an example: [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] TRI-Factor Swim & AquaRun Challenge 2018 presented by [PRESENTING SPONSOR NAME]			Yes
Category Exclusivity - using TRI-Factor Swim & AquaRun Challenge Singapore 2018 as an example: Right to market themselves as Official Timing Partner for TRI-Factor Swim & AquaRun Challenge 2018 and sole provider of timing services to the event	Yes	Yes	

BRANDING & INTELLECTUAL PROPERTY RIGHTS

LOGOS & IMAGES

Right to use a Series or event Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use TRI-Factor Series image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes

BRANDING - EVENT

Logo on Start Gate/Line	Centre Top	Left & Right Top Column	Yes
Logo on Finish Gate/Line	Centre Top	Left & Right Top Column	Yes
Logos on Stage Backdrop	Dominant	Yes	Yes
For Bike & Run & Triathlon Street Banners (1.20 m x 1.50 m) some along Transition Areas, Start Straight / Finish Straight For Swim and Triathlon - Race Marker Buoys, Swim Entrance & Exit, Transition Areas	Dominant	Yes	Yes
Advertising Boards	Dominant	Yes	Yes
Branding Banners	Dominant	Yes	Yes
Verbal mentioning of sponsor name during race by MC	Yes	Yes	Yes
Logo on Officials	Dominant	Yes	

BRANDING

Any Parties	Dominant	Yes	Yes
Any Sponsor Race Expo	Dominant	Yes	Yes

BRANDING - PARTICIPANTS, MEDALS & TROPHIES

Logo on Participant T-shirt or Singlet	Yes	Yes	
Logo on Finisher Medals	Yes	Yes	
Logo on Trophies	Yes	Yes	
Logo on Tickets	Yes	Yes	
Logo on VIP, Media and Staff passes	Yes	Yes	

BROADCAST RIGHTS

Press Conference - Logo on Stage Backdrop	50%	Share 40%	Share 10%
Branding / Advertisements as part of any internet stream (for example Livestream feed)	50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Promotions as part of internet stream coverage	Yes	Yes	Yes

MEDIA & PR RIGHTS

Right to use TRI-Factor Swim & AquaRun Challenge 2018 association (for example) in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote TRI-Factor Swim & AquaRun Challenge 2018 (for example) produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	

PROMOTIONAL CAMPAIGN

Inclusion in promotional campaign - level dependent on tier	Yes	Yes	Yes
Branding & joint sponsorship activation including: Sponsor engagement opportunities; Retail outlet displays; In-store displays; Shelf banners; Exhibition booths; Product promotions	Yes	Yes	Yes
Outdoor media including: Billboards and Bus Stop Advertisements - level dependent on tier	Yes	Yes	Yes
Inclusion in PR campaign - as above	Yes	Yes	Yes
Inclusion in Digital & Social Programme as below	Yes	Yes	Yes
Opportunity to be involved in Strategic Partnerships Programme	Additional	Additional	
Advertising in any Official e-race booklet produced	2 x A6	1 x A6	1 x A6

DIGITAL & SOCIAL PROGRAMME

Branding on TRI-Factor Swim & AquaRun Challenge 2018 (for example) emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts and FB online contest	Yes	Yes	
Logo inclusion in any APP produced by TRI-Factor Series	Yes Prominent	Yes Less Prominent	Yes Less Prominent

EXPERIENTIAL

Booth at TRI-Factor Swim & AquaRun Challenge 2018 (for example)	9m x 9m	6m x 6m	3m x 3m
Sampling	Yes	Yes	Yes
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Inclusion in Shopping Mall and Roadshow activity	Yes	Yes	Yes

HOSPITALITY & TICKETING

VIP Passes to event - no. dependent on Tier	Yes	Yes	Yes
Free race entry for promotional purposes	80	20	15
Tickets to event for promotional use - no. dependent on Tier	Yes	Yes	Yes

MERCHANDISING PROGRAMME

Opportunity to produce joint branded merchandise. Logos on specially produced TRI-Factor Swim & AquaRun Challenge 2018 (for example) merchandise	Additional	Additional	Additional
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PROMOTIONAL CAMPAIGN

Each event is supported by a promotional campaign, covering:

BRANDING & JOINT SPONSORSHIP ACTIVATION

Sponsor engagement opportunities
Retail outlet displays
In-store displays
Shelf banners
Exhibition booths
Product promotions

OUTDOOR EXPOSURE

Billboards
Bus Stop Advertisements

PUBLIC RELATIONS

PR opportunity for Sponsors to associate with a number of high profile events across a number of geographies. The PR campaign covers Print, Radio and Online media and includes:

Event-centric stories
Human-interest stories
Regional and local media launch

Previous coverage has included:

TV - Channel 5, Channel News Asia and Channel 8
Printed Media - TODAY Newspaper and The Straits Times

TRI-FACTOR SERIES APP

TRI-Factor Series App will provide additional mileage for Sponsors in terms of brand awareness and sales generation. It will feature:

Personal records and points
TF Points leaderboard
Special deals from sponsors for all uses
Real time notifications on event news
Users will be able to share event moments with the in-app photo gallery

ONLINE & SOCIAL MEDIA

Presence via Facebook, Instagram, Websites & Blogs

STRATEGIC PARTNERSHIPS

TRI-Factor Series - Asian Championship 2018 / 2019 offers a number of channels for brands to get involved with including:

Regional Athletes Program
Professional Athlete Clinic
Training Clinics to engage new athletes

As well as access to: Media Partnerships
and Strategic Databases

EXPERIENTIAL MARKETING

Excellent on-site branding for Sponsors
products at Shopping Malls
Roving Roadshows at multiple malls, city
and suburbs showcasing sponsors products

CSR ENGAGEMENT

The TRI-Factor team believes that every one deserves a chance to do what they love. "Disability is not inability"

The TRI-Factor Series has worked with many organisations to promote the sport and provide an opportunity for special needs athletes to compete in events including: Special Olympics Singapore; SportCares; and HRS Hand Cycling Association

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TRI-FACTOR 2017 EVENT VIDEO PORTFOLIO

Tri-Factor Triathlon 2017 Singapore – Post Event Highlights

<https://www.youtube.com/watch?v=YrKtWYZQrjQ&feature=youtu.be>

Tri-Factor Triathlon 2016 Thailand – Pre Event Promotion

<https://www.youtube.com/watch?v=rgMZ3KUKgpc&feature=youtu.be>

Tri-Factor Triathlon 2017 Thailand – Post Event Highlights

<https://www.youtube.com/watch?v=l9D5es89p3w&feature=youtu.be>

Tri-Factor 113 Bike-Run-Bike 2017 Malaysia – Pre Event Promotion

<https://www.youtube.com/watch?v=gaXv9HXeFRU&feature=youtu.be>

Tri-Factor Triathlon 2017 Philippines – Post Event Highlights

<https://vimeo.com/248877671>





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ORGANISERS

Headquartered in Singapore, Orange Room Pte Ltd. specialises in professional sporting events within Asia Pacific marketplace.

The board of directors is a group with diverse sporting backgrounds and a common passion in sports.

Orange Room has worked with more than 100 global and local brands within Asia Pacific and was awarded Singapore Excellence Award 2013, 2014 and Singapore Distinction Award 2015 for outstanding Performance.

The company has successfully executed more than 80 events in the last 5 years.

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