



# THAILAND HEALTH, FITNESS & WELLNESS EXPO 2021

a JAND event

18<sup>TH</sup> - 21<sup>ST</sup> NOVEMBER

THE SHOWCASE OF HEALTHY LIVING & WELL BEING

## THAILAND HEALTH, FITNESS AND WELLNESS EXPO 2021 18TH – 21ST NOVEMBER

The Thailand Health, Fitness and Wellness Expo 2021 brings to Thailand a showcase of brands related to healthy living and well being industries and will be held at CentralWorld, Bangkok in 2021 with plans to move to other locations throughout Thailand from 2022.

Open to the general public, the four-day health, fitness and wellness, 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 and Wellness Expo 2021 is expected to attract not only fitness enthusiasts and healthy lifestyle advocates but also large numbers of the general public.

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 AND WELLNESS EXPO 2021 INTO YOUR MARKETING PLATFORM...

Thailand Health, Fitness and Wellness Expo 2021 has a comprehensive Commercial Sponsorship and Partnership Programme 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, fitness and wellness network
- adding value to a brand's marketing campaign
- generating direct access to target markets



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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 and Wellness Expo 2021
- 1 x Presenting Sponsor with naming rights to the Thailand Health, Fitness and Wellness Expo 2021

### TIER 1: HOST SPONSOR

- 1 x Host Sponsor with hosting rights to the Thailand Health, Fitness and Wellness Expo 2021

### TIER 2: CO-SPONSORS

- 6 x Co-sponsors from non-competing categories to the Thailand Health, Fitness and Wellness Expo 2021

### TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- 10 x Official Suppliers providing goods / services essential to the Thailand Health, Fitness and Wellness Expo 2021
- 10 x Media Partners providing advertising / guaranteed editorial essential to the Thailand Health, Fitness and Wellness Expo 2021

### 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 and Wellness Expo 2021

## 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 and Wellness Expo 2021 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 and Wellness Expo is spread over four days.  
Activities include:

### PARTIES



**SPONSORS COCKTAIL PARTY** - Thursday 18th November 2021

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

**EXHIBITORS / VISITORS PARTY** - Friday 19th November 2021

Open to all Exhibitors and Visitors.

**VIP GALA DINNER** - Saturday 20th November 2021

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

**HEALTH, FITNESS & WELLNESS PARTY** - Sunday 21st November 2021

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 and Wellness Expo 2021, 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

### CENTRALWORLD

Covering more than 550,000 square metres, CentralWorld 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.

<http://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 and Wellness Expo 2021 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 and 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 and Wellness Expo 2021 is a perfect opportunity to boost a company's profile among the influential decision-makers in the health, fitness and wellness industries.

A company's participation in Thailand Health, Fitness and Wellness Expo 2021 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 and Wellness Expo 2021

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 and Wellness Expo 2021 TV broadcast and streaming programme, which will be finalised in mid 2021.



### 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 AND WELLNESS EXPO 2021 MEDIA PARTNERS

Guaranteed coverage with our Media Partners - currently being confirmed.



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## WHY GET INVOLVED?



### ADVERTISING

**ONLINE** - Thailand Health, Fitness and Wellness Expo 2021 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 and Wellness Expo 2021 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 & wellness 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/THFExpo>



FACEBOOK - <https://www.facebook.com/thailandhealthandfitnessexpo>



INSTAGRAM - <https://www.instagram.com/thailandhealthandfitnessexpo1>



LINKEDIN - <https://www.linkedin.com/company/thailandhealthandfitnessexpo>



YOUTUBE - <https://www.youtube.com/thailandhealthandfitnessexpo>



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 and Wellness Expo 2021 Goodie Bags.



### HOSPITALITY & NETWORKING RIGHTS

Thailand Health, Fitness and Wellness Expo 2021 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 November 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	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS/ MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>				
Rights to title "[Title Sponsor] Thailand Health, Fitness and Wellness Expo 2021 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 and Wellness Expo 2021 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 and Wellness Expo 2021 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 and Wellness Expo 2021 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Category Exclusivity	Yes	Yes	Yes	
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>				
<b>LOGOS &amp; IMAGES</b>				
Right to use Thailand Health, Fitness and Wellness Expo 2021 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
<b>EVENT BRANDING</b>				
Logo on outside main exhibition hall	Yes			
Logo in entrance area of main exhibition hall	Yes 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 included in banners in exhibitor's lounge	Yes			Yes
Logo on Thailand Health, Fitness and Wellness Expo 2021 officials' clothing	All	Yes		
Naming rights to any Thailand Health, Fitness and Wellness Expo 2021 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			

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 1 HOST SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Logo on VIP, media & staff passes	Yes			
Branding at Health, Fitness & Wellness Party	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
<b>MEDIA, PROMOTION &amp; PR RIGHTS</b>				
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 and Wellness Expo 2021 press information and advertisements	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes 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	
<b>DIGITAL &amp; SOCIAL RIGHTS</b>				
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less 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	Yes	Yes	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced by the event	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Forwarding of promotional materials to Expo's database	Yes	Yes	Yes	Yes
<b>EXPERIENTIAL RIGHTS</b>				
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
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>				
VIP tickets for Sponsors Cocktail Party	20 per party	10 per party	10 per party	10 per party
VIP sponsor passes to the Expo	25	15	10	10
<b>MERCHANDISING RIGHTS</b>				
Logo on Official Thailand Health, Fitness and Wellness Expo 2021 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)
- 5 x VIP passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

### HEALTH, FITNESS & WELLNESS 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 and Wellness Expo 2021 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
9-15	29 units
18	5 units
30-35	4 units





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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.

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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