

# BEAT ACTIVE

BEYOND  
EXPERIENCE  
ACHIEVE  
TOGETHER



## BEAT Active

With over 1 million visitors expected each year, BEAT Active is set to be one of Bangkok's leading premium attractions, where sport, fitness and adventure meet high technology.

Appealing to all age ranges from 3 – 60, BEAT Active attracts over one million visitors a year and features 5-ZONES, including a state-of-the-art Thai Fight Boxing Arena.

## QUICK FACTS

# 2,500

VISITOR CAPACITY  
1 MILLION  
VISITORS PER  
ANNUM EXPECTED

# 2 FLOORS

SPLIT OVER GROUND & MEZZANINE

# 62 EVENT DAYS

THROUGHOUT THE YEAR  
WITH VARIABLE THEMES  
/ FESTIVE EVENTS

BRANDING OPPORTUNITIES  
IN ALL 5 ZONES  
NAMING RIGHTS, DIGITAL  
& STATIC - INSIDE &  
OUTSIDE BUILDING

# 5 ZONES

KIDS ZONE  
NOVICE ZONE  
ADVANCE ZONE  
EXTREME ZONE  
THAI FIGHT BOXING ZONE

# 10,200 SQ M

TEENS, YOUNG CHILDREN  
& FAMILY FOCUSED

PROMOTIONAL &  
EXPERIENTIAL  
DIGITAL & NON-DIGITAL  
ACTIVATION, MAILINGS  
MAJOR DISPLAY AREAS

# 55 ACTIVITIES

# AGE 3 – 60

5-ZONES FOR EVERYONE

STATE-OF-THE-ART  
THAI FIGHT BOXING LEAGUE  
AND BOXING CAMP

# HOSPITALITY

A WIDE RANGE OF VIP & VVIP  
Party Room

## BE PART OF THE BEAT ACTIVE SUCCESS...



# BEAT

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## COMMERCIAL PACKAGES

BEAT Active has developed a comprehensive commercial sponsorship and partnership marketing programme.

### TIER 1 – NAMING RIGHTS SPONSOR

One Sponsor with BEAT Active Naming Rights

### TIER 2 – MAIN PARTNERS

Up to five Official Main Partners of BEAT Active, each with Naming Rights to a Zone

### TIER 3 – OFFICIAL SUPPLIER PARTNERS

Up to ten Official Supplier Partners of BEAT Active

## SPONSOR & PARTNER SECTORS

BEAT Active offers a perfect fit for businesses from many sectors, including...

Airlines	Banking	Consumer Finance	Crypto	Esports (brands supporting the sector)	Government – Local / National	Legal	Photography	Retail	Ticketing
Apparel	Beverages inc Water	Consulting	Energy	Fashion & Clothing	Hotels	Luxury	Pharmaceuticals	Sanitising Services	Timing
Automobiles	Car Hire	Consumer Electronics	Energy Drink	Finance	Hygiene Services	Logistics Online	Payments	Shipping	Transport Travel
B2B Services	Challenger Brands	Courier	Engineering	Financial Services	Insurance	Lifestyle Manufacturing	Professional Services	Sports Brands	Tyres
Bangkok Based Business	Construction	Credit Cards	Environment	Food	Investment Finance	Not For Profit	Recruitment	Technology Telecommunications	Utilities – Energy & Water





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## HOW BEAT Active CAN HELP YOUR BUSINESS?

Association with **BEAT Active** offers Sponsors & Partners numerous benefits including:

### YOUR BRAND

be associated with a premium entertainment destination. A first for Thailand, where sport, fitness and adventure meet high technology.

### YOUR VALUES

**BEAT Active** appeals to all age ranges from 3 – 60, providing unique, exciting and memorable experiences, helping promote well-being for all at all ages.

### YOUR CLIENTS, CUSTOMERS & STAFF

entertain your clients, customers and staff with over 55 activities on offer. Opportunities to promote your association with competitions and VVIP & VIP tickets.

### YOUR SALES

tap into the **BEAT Active** commercial family and network of contacts to help enhance your sales. An ideal platform for both B2B and B2C development through its promotional programme. Position your products and services in a fun atmosphere to help generate customer leads.

### YOUR REPUTATION

**BEAT Active** provides the ideal platform for marketing activity on a local & national level.

## RIGHTS

**BEAT Active** offers Sponsors & Partners a wide range of rights and business benefits. These rights and benefits fall into the following categories...

- Title & Image Rights
- Branding Rights
- Promotion, Advertising & PR (Editorial) Rights (including Digital & Non-Digital Content)
- Data Rights
- Hospitality & Networking & Ticketing Rights
- Experiential Rights
- Merchandising Rights



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## ACTIVITIES & ZONES

### ZONES

BEAT Active offers 55 activities, which are part of the 5 Zones

#### KIDS ZONE

AGE 3-14 - PRIMARY 3-8  
Including...  
BEAT OBSERVATIONTORY  
BEAT TRAP CHALLENGE  
BEAT MINI TRAMP  
READ AND LEARN CENTER  
BEAT KID RACING TRACK  
BEAT RACING ACTIVE  
BEAT THE BLOCK  
BEAT ACTIVE FLOOR

#### NOVICE ZONE

AGE 8-60 - PRIMARY 8-25  
Including...  
BEAT ACTIVE PAKOUR  
BEAT THE STREET  
BEAT ACTIVE JUMPING  
RUN AND BEAT  
BEAT SPACE PINBALL  
BEAT ACTIVE SKOOTING  
BEAT FLYING SPACE  
BEAT VR BIKE

#### ADVANCE ZONE

AGE 8-60 - PRIMARY 8-25  
Including...  
BEAT THE SNOW  
BEAT THE SKI  
BEAT ICE COSMIC  
BEAT THE BASEBALL  
BEAT AUGMENTED WALL  
BEAT THE TENNIS  
HOLE IN ONE BEAT  
CLIMB AND BEAT

#### EXTREME ZONE

AGE 15-45 - PRIMARY 15-35  
Including...  
BEAT ACTIVE CLIMBING  
BEAT SPEED CLIMBING  
BEAT EXTREME CLIMBING  
BEAT LANDING  
BEAT THE ROPE  
BEAT MILITARY ACTIVE  
BEAT BOXING ZONE  
BEAT ACTIVE GYM

#### THAI FIGHT BOXING ZONE

AGE 12-55  
PRIMARY 18+  
Including...  
THAI FIGHT PHYSPORT  
THAI FIGHT LEAGUE





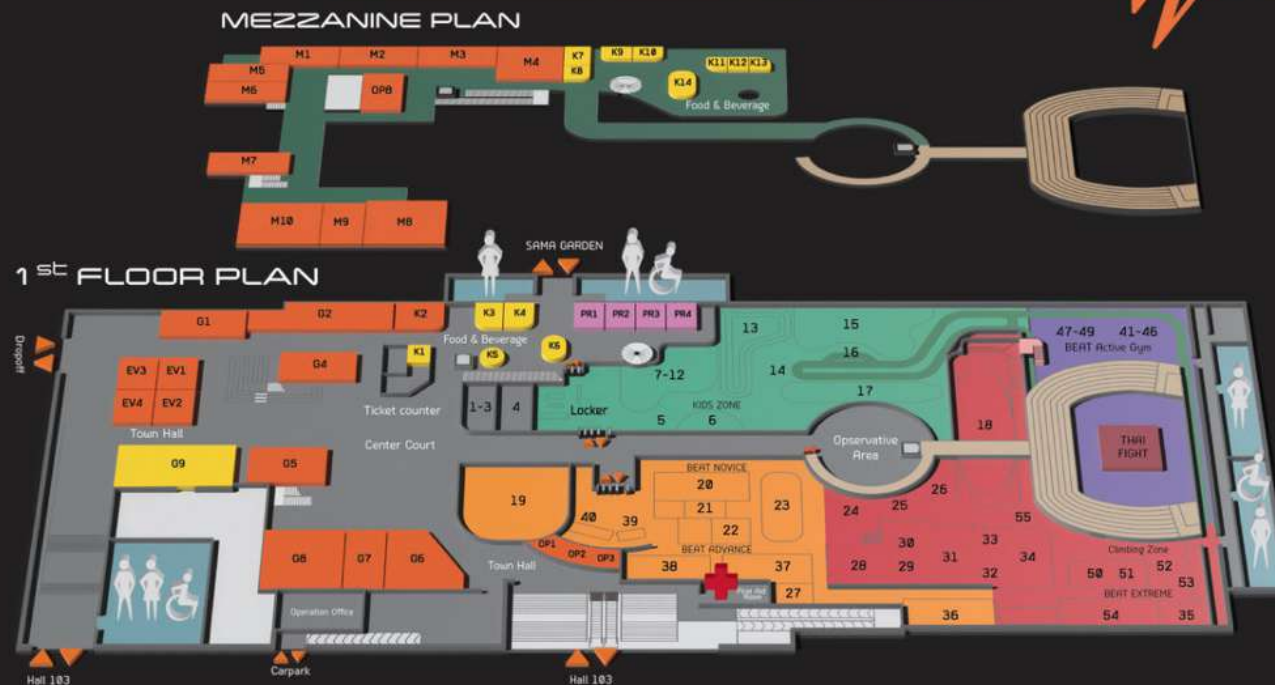
# BEAT

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### BEAT ACTIVE FLOOR PLAN



#### FOOD & BEVERAGE

- G1 BEAT Cafe
- K1 Food & Beverage
- K2 Food & Beverage
- K3 Food & Beverage
- K4 Food & Beverage
- K5 Food & Beverage
- K6 Food & Beverage
- K7 Food & Beverage
- K8 Food & Beverage
- K9 Food & Beverage
- K10 Food & Beverage
- K11 Food & Beverage
- K12 Food & Beverage
- K13 Food & Beverage
- K14 Food & Beverage

#### STORES

- G1 Store
- G2 Store
- G3 Store
- G4 Store
- G5 Store
- G6 Store
- G7 Store
- G8 Store
- M1 Store
- M2 Store
- M3 Store
- M4 Store
- M5 Store
- M6 Store
- M7 Store
- M8 Store
- M9 Store

#### KID

- 1 BEAT the Wall
- 2 BEAT the blaze
- 3 BEAT the Step
- 4 BEAT the Hoop
- 5 BEAT Active Floor
- 6 Read & Learn Center
- 7 Active Ball Pit
- 8 BEAT Mini Tramp
- 9 Mini Active Gym
- 10 Beat the Block
- 11 Mini Active House
- 12 BEAT Trap Challenge
- 13 BEAT Kid Racing Track
- 14 BEAT Observatory
- 15 BEAT EDU
- 16 BEAT Racing Active

#### BEAT NOVICE

- 17 BEAT Flying Space
- 18 BEAT Active Skooting
- 19 BEAT Ice Cosmic
- 20 BEAT the Street
- 21 BEAT the Ball
- 22 BEAT Space Pinball
- 23 BEAT the Goal
- 24 BEAT the Hockey
- 25 BEAT the Football
- 26 BEAT VR Bike
- 27 Hole in One Beat
- 28 BEAT the Foam
- 29 BEAT Active Jumpimp
- 30 BEAT and Drop
- 31 Climb and BEAT
- 32 BEAT the Track
- 33 Run and BEAT
- 34 BEAT VR Gaming
- 35 BEAT Active Pakour

#### BEAT ADVANCE

- 35 BEAT Augmented Wall
- 37 BEAT the Tennis
- 38 BEAT the Baseball
- 39 BEAT the Ski
- 40 BEAT the Snow
- 50 BEAT Active Climbing

#### BEAT EXTREME

- 51 BEAT Speed Climbing
- 52 BEAT Extreme Climbing
- 53 BEAT the Rope
- 54 BEAT Military Active
- 55 BEAT Landing

#### BEAT ACTIVE GYM

- BEAT Running
- BEAT Ski Technique
- BEAT Cycling
- BEAT Torque
- BEAT Power Lifting
- BEAT Active Bench
- BEAT Boxing Bot
- BEAT Boxing Bag
- BEAT Boxing Ball



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## THAI FIGHT BOXING ZONE



### BEAT x THAIFIGHT : LED SCREEN

#### Center Stage

A. Center	: LED P3.9 Size W15m*H5m	= 1 Set
B. Left and Right	: LED P4.8 Size W1m*H5m	= 2 Sets
	: LED P4.8 Size W1m*H4m	= 2 Sets
C Top of Center	: LED P4.8 Size W14.5m*H1m	= 1 Set (Half Circle)

Pixel: 3840 x 1280
Pixel: 208 x 1040 = 1 Set
Pixel: 208 x 832 = 1 Set
Pixel: 3016 x 208 = 1 Set

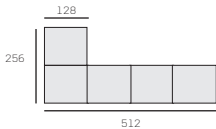
D. A Board:	: LED P4.8 Size W6.0m*H1m	= 2 Sets
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Pixel: 1248 x 208 = 1 Set
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#### Boxing Stage (Square)

E. 1st Layer	: LED P4.8 Size W9m*H1m	= 4 Sest
F. 2nd Layer	: LED P4.8 Size W6m*H1m	= 4 Sets
G. Post Top LED	: LED P3.9 Size W0.5m*H0.5m = 5 Side/Set = 4 Sets	

Pixel: 1872 x 208 = 1 Set
Pixel: 1248 x 208 = 1 Set
Pixel: 512 x 255



#### LED SCREEN





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## EVENTS

BEAT Active has over 62 events throughout the year with variable themes. These include:

Children's Day

BEAT Racing Week

Pride Month

Glow in the BEAT

Beauty and the BEAT

FAMILY FUN DAY

Champ of the BEAT

BEAT Warriors Day

SUMMER ACTIVE



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## BEAT Active VISITORS

45% TEENS & ADULT

36% PARENTS WITH YOUNG CHILDREN

14% PARENTS WITH TEENS

## TYPE OF VISITORS

WALK-IN / ONLINE BOOKING	60%	600,000 FOOTPRINTS
SCHOOL GROUP	3%	30,000 FOOTPRINTS
PARTY BIRTHDAY GROUP	2%	20,000 FOOTPRINTS
TEAM BUILDING & CORPORATE	3%	30,000 FOOTPRINTS
GROUP AGENT	2%	20,000 FOOTPRINTS
BOXING	30%	300,000 FOOTPRINTS
<b>TOTAL</b>	<b>100%</b>	<b>1,000,000 FOOTPRINTS</b>

## DEMOGRAPHICS

AGE  
3 - 60  
YEAR OLDS

GENDER  
Teen - Male 40% : Female 60%  
Parent & Kids - Male 79% : Female 21%

## REASONS FOR VISIT

Spend time with the family  
Meet friends  
Work out  
Have fun while exercise  
Explore something new or create content  
Make community  
Watching boxing fights on the stage

## HOUSEHOLD INCOME

60,000+ Baht per month

## DISTANCE TRAVELED

45% 0-10KM; 32% 11-20KM; 23% 20KM+

## WHERE THEY TRAVEL FROM?

Travel from CBD, BKK and surrounding province, abroad

## FOOTFALLS & CAPACITY

Weekday Mon - Fri	Weekday Sat - Sun	Long Weekend
Vistor 50% of capacity	Vistor 70-100% of capacity	Vistor 70-100%+ of capacity

Source: BEAT Active survey 500 respondents





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## WHY GET INVOLVED?

### BRAND EXPOSURE

These activities are part of the 5 Zones at BEAT Active

### ONSITE INTERNAL SIGNAGE

ZONE	BRANDING
AROUND BUILDING	Digital LEDS in entrance / foyer area 12 x TV Stands all around venue
KIDS ZONE	Stickers & Signage (LED & Static) in activity areas e.g. Panels, Pedal Cars, Safety Helmets, Skate Ramps, Trampolines, Climbing Walls, Cross Fit Gym, Cycling Stations
SPORT NOVICE ZONE	
SPORT ADVANCE	
EXTREME ADVENTURE ZONE	
THAI FIGHTING BOXING ZONE	Fight Area - Boxing ring advertising Digital LEDS Side Digital LED. Overhead LED Screen, Ring Edge Guard Rail Panel, Ring Corners (inside and outside), Ring Floor, Control Room

### OFFSITE SIGNAGE

Logo / brand association with any offsite events e.g. Roadshows

### BRANDING ALLOCATION

Tier 1 Naming Sponsor: 40%	Tier 2 Main Partners: 40% - shared between Tier 2 Main Partners	Tier 3 Official Supplier: 20% - shared between Tier 3 Official Supplier
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## WHY GET INVOLVED?

### PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS

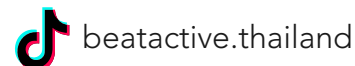
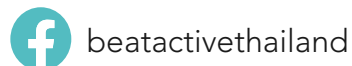
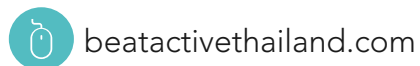
Inclusion in BEAT Active digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials. This covers:

#### DIGITAL & SOCIAL

Inclusion in any official social and digital media opportunities. Including BEAT Active Facebook, Twitter, Instagram, YouTube and other digital channels.

Social plans are to target **100 Key Opinion Formers** and generate **1.9 million** social followers for BEAT Active on Facebook, Instagram, Twitter, YouTube, Line@, and TikTok.

**Over 5,000 views per day** expected through BEAT Active website. The BEAT Active channels offer the following support...



#### PR & CONTENT

Inclusion in editorial campaign running throughout the year. The PR campaign ensures wide coverage and will feature:

- 1st Anniversary
- Thai Fight League and Event

#### PLUS

- Features on BEAT Active
- Online campaign of editorial, blogging and social media
- Inclusion in Apps – Membership / Rewards / E-coupon / E-card

#### ADVERTISING

- Online campaign of advertising, editorial, blogging and social media

#### DATA

- Access to BEAT Active attendee data and promotion to BEAT Active databases
- Inclusion in BEAT Active e Newsletter mailings
- EDMS – expected annual distribution – 200,000

#### COLLATERALS & PUBLICATIONS

- Sponsors & Partners will be included in all collaterals, where relevant – including Flyers, Business Cards, Wristbands and Brochures. Distribution ranging between 100,000 – 800,000







## WHY GET INVOLVED?

### PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS



#### UN GLOBAL GOALS

An association with **BEAT Active** offers a platform to promote diversity and inclusion and other CSR activity, linking in with the UN Sustainable Development Goals (UN SDGs).

There are several SDGs that **BEAT Active** naturally aligns with. These include:

UN SDG 3 Good Health & Well-Being

UN SDG 5 Gender Equality

UN SDG 8 Decent Work & Economic Growth

UN SDG 11 Sustainable Cities and Communities

For example, **BEAT Active** Sponsors & Partners will have access to :

- Volunteer programmes so their employees can get involved
- A series of visits from **BEAT Active** ambassadors to schools
- Use **BEAT Active** key staff to inspire health and wellness in the workplace

**BEAT Active** will work with Sponsors & Partners to develop a UN SDG Plan and link in with the TAT, SAT, IAAPA and Ministry of Education modules with focus on green best practice.



### HOSPITALITY, NETWORKING & TICKETING RIGHTS



#### HOSPITALITY AREAS

- Access to **BEAT Active** e.g., Party Room

#### PRIORITY ACCESS TO EVENT TICKETS

- Logos on reverse of **BEAT Active** event tickets

#### MARKETING CLUB

- Access to any **BEAT Active** Marketing Club

#### OTHER SPONSORS & PARTNERS

- Access to **BEAT Active** Sponsors & Partners, where applicable e.g., Hotel Partners, Travel Agents

#### NETWORKING

- **BEAT Active** branded networking line
- Access to **BEAT Active** databases

#### MICE

**BEAT Active** is part of the BITEC BURI complex - Bangkok and Thailand's leading venue for MICE - a cutting edge venue for Thailand and the Thai capital.

**BEAT Active** Sponsors & Partners can integrate their sponsorship with a wide array of MICE opportunities at BITEC BURI.



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## WHY GET INVOLVED?

### EXPERIENTIAL RIGHTS



The following experiential rights are available to Sponsors & Partners:

- Area/s in **BEAT Active** to display, promote and sell products and services
- Usage of **BEAT Active** Zones for corporate days
- Opportunity to set up Pop-up experiences
- Right to conduct venue tours
- Lobby presence e.g. brand vending machines, ATM, where relevant

### MERCHANDISING RIGHTS



We offer our Sponsors & Partners the opportunity to produce joint branded merchandise. For example, **BEAT Active** event T-shirts, Umbrellas, Hats, Glasses, Thermos and Vacuum Bottles, with approval of **BEAT Active**.

### MANAGEMENT & REPORTING



Provision of account manager to manage sponsorship and provision of an annual report on sponsorship effectiveness.







## SPONSOR INVENTORIES BEAT Active

### CATEGORY EXCLUSIVITY & TITLE RIGHTS

#### Rights to titles for PR & advertising use ...

	TIER 1	TIER 2	TIER 3
Right to title "[Brand Name] BEAT Active" for advertising & PR use	Yes		
Right to title "Main Partner BEAT Active" for advertising & PR use		Yes	
Naming rights to a Zone e.g. The [Main Partner Name] Kids Zone for advertising & PR use		Yes	
Right to title "Official Supplier BEAT Active" for advertising & PR use			Yes
Opportunity to supply products or services exclusively to be used by BEAT Active	Yes	Yes	Yes
Protection against Ambush Marketing, provided by BEAT Active	Yes	Yes	

### BRANDING & INTELLECTUAL PROPERTY RIGHTS

#### LOGO & IMAGE RIGHTS

Right to use BEAT Active Composite (lock-up) Logo on all internal /external marketing	Yes	Yes	Yes
Right to commercial use of the BEAT Active content - including images, video – supplied by BEAT Active	Yes	Yes	Yes

### BRAND EXPOSURE – GENERAL

Total branding area available will be allocated in the following ratios: Tier 1 Sponsor: 40% Tier 2 Main Partners: 40% - shared between Tier 2 Main Partner Tier 3 Official Supplier: 20% - shared between Tier 3 Official Supplier	Yes	Yes	Yes
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### BRAND EXPOSURE: ONSITE (INTERNAL) SIGNAGE INSIDE BUILDINGS & SPACES - INCLUDES DIGITAL SCREENS

80% : 20% split between Sponsors of BEAT Active and Sponsors of Events held at BEAT Active			
AROUND BUILDING - Digital LEDS in entrance / foyer area / F&B Areas 12 x TV Stands all around venue	Yes	Yes	Yes
ALL ZONES - Stickers & Signage (LED & Static) in activity areas e.g. Panels, Pedal Cars, Safety Helmets, Skate Ramps, Trampolines, Climbing Walls, Cross Fit Gym, Cycling Stations	Yes	Yes	Yes
THAI FIGHTING BOXING ZONE ONLY - Fight Area - Boxing ring advertising Digital LEDS Side Digital LED. Overhead LED Screen, Ring Edge Guard Rail Panel, Ring Corners (inside and outside), Ring Floor, Control Room	Yes	Yes	Yes
BEAT Active On Site Events	Yes	Yes	
BEAT Active Poster Sites – Directory Poster Sign, Restrooms	Yes	Yes	Yes
BEAT Active Staff Uniforms	Yes		
BEAT Active websites (either developed of to be developed)	Yes	Yes	Yes
Logo presence at BEAT Active Main Press Centre and other Media specific venues	Yes	Yes	
Logo on BEAT Active interview media backdrop boards – all interviews to take place in front of media backdrop boards	Yes	Yes	
Rights to hold own BEAT Active related Press Conferences	Yes	Yes	

### BRAND EXPOSURE: BEAT Active EXTERIOR SIGNAGE

Logo / brand association with any offsite events e.g., BEAT Active Roadshows	Yes	Yes	
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## SPONSOR INVENTORIES BEAT Active

	TIER 1	TIER 2	TIER 3
	NAMING SPONSOR X 1	MAIN PARTNER (ZONE NAMING RIGHTS) X 5	OFFICIAL SUPPLIER PARTNER X 10
<b>PROMOTION, ADVERTISING &amp; PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL &amp; NON-DIGITAL CONTENT)</b>			
Inclusion in BEAT Active digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials e.g., Flyers, Business Cards, Wristbands and Brochures	Yes 50%	Yes Share of 50%	
Inclusion in any official social and digital media opportunities. Including BEAT Active Facebook, Twitter, Instagram, YouTube, and other digital channels	Yes	Yes	
Inclusion BEAT Active PR / Editorial Campaigns running throughout the year	Yes	Yes	
Logo on BEAT Active Event Tickets (reverse)	Yes	Yes	
<b>LOGO &amp; IMAGE RIGHTS</b>			
Right to use BEAT Active Composite (lock-up) Logo on all internal /external marketing	Yes	Yes	
Right to commercial use of the BEAT Active content - including images, video – supplied by BEAT Active	Yes	Yes	
<b>DATA RIGHTS</b>			
Access to BEAT Active attendee data	Yes	Yes	
Promotion to BEAT Active Databases. Inclusion in BEAT Active e Newsletter mailings.	Yes	Yes	
EDMs to BEAT Active database – estimated 200,000 annually	Yes	Yes	
<b>HOSPITALITY, NETWORKING &amp; TICKETING RIGHTS</b>			
Access to BEAT Active private party area	Yes	Yes	
Access to any BEAT Active Marketing Club	Yes	Yes	
Priority Access to BEAT Active Event tickets where applicable / open to public for sale	Yes		
Access to BEAT Active Sponsors & Partners, where applicable e.g., Hotel Partners	Yes	Yes	
<b>EXPERIENTIAL RIGHTS</b>			
Area in BEAT Active for Sponsors to display, promote and sell products and services	Yes	Yes	
Usage of BEAT Active Zones for corporate days e.g., Racetrack / Thai Fight Boxing	Yes	Yes	
Right to conduct venue tours	Yes	Yes	Yes
Lobby presence e.g. brand vending machine, ATM, etc, where relevant	Yes	Yes	
Pop-Up Experience – opportunity to set up. To be agreed with BEAT Active at Sponsor's cost	Yes	Yes	
<b>MERCHANDISING RIGHTS</b>			
Right to produce joint branded BEAT Active premium merchandise / souvenirs	Yes		
<b>ACCOUNT MANAGEMENT &amp; REPORTING RIGHTS</b>			
Provision of account manager to manage sponsorship	Yes	Yes	
Annual report on sponsorship effectiveness	Yes	Yes	





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## BHIRAJ BURI GROUP



**BEAT Active** is a member of BHIRAJ BURI Group, with over 30 years of success in office building, exhibition, event venues and convention centres.

BHIRAJ BURI Group properties are distinguished by contemporary architectural excellence whilst addressing the sustainable growth of the community and landscape.

## LOCATION

**BEAT Active** is part of the BITEC BURI complex, which includes BITEC Live and SAMA Garden.

Perfectly situated in the heart of Bangkok close to Debaratna Road and Sukhumvit Road, amidst the City's numerous attractions, world-class restaurants, famous entertainment areas and the region's finest 5-star hotels.

Just 14km from Suvarnabhumi International Airport and 160 metres from BTS Bangna station on the city's fast and efficient Skyline, sky train system.

This location is unsurpassed for convenience and ease of access.

## CONTACT

### BEAT Active

88 Debaratana Road (km.1)  
Bangna Tai  
Bangna  
Bangkok 10260  
Thailand  
Tel +66 2726 1999 Ext. 7421  
[www.beatactivethailand.com](http://www.beatactivethailand.com)

### Nichada Iamchareon – Partnership Development Director (Thai/English Speaking)

email: [Nichada.i@bhirajburi.co.th](mailto:Nichada.i@bhirajburi.co.th)  
Tel. +66 6 3539 7993

### Nattakan Denwanichakorn – Customer Experience Management Department Manager (Thai/English Speaking)

email: [Nattakan.D@bhirajburi.co.th](mailto:Nattakan.D@bhirajburi.co.th)  
Tel. +66 8 2495 0536

### PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road  
Bovornives  
Pranakorn  
Bangkok 10200  
Thailand  
Tel./Fax: +66 2622 0605 - 7  
[www.paulpoole.co.th/bitec](http://www.paulpoole.co.th/bitec)

### Paul Poole – Managing Director (English Speaking)

email: [paul@paulpoole.co.th](mailto:paul@paulpoole.co.th)  
Tel. +66 8 6563 3196

### Udomporn Phanjindawan – Personal Assistant (Thai/English Speaking)

email: [udomporn@paulpoole.co.th](mailto:udomporn@paulpoole.co.th)  
Tel. +66 8 6382 9949

