

BITEC BURI

BITEC BURI

BITEC BURI is a large-scale city placement, offering a wide range of lifestyle activities for people in Sukhumvit-Bangna area and Bangkok Metropolitan.

Evolving from Bangkok International Trade Exhibition Centre, or BITEC, one of the largest conference and exhibition venues in South East Asia, it features a number of world class venues including: BITEC Live, BEAT Active, SAMA Garden, A-Grade Office Buildings and Multiple F&B Zones.

WORK, LIVE & PLAY

BITEC BURI multi-purpose facilities, programmes and activities are built around the concepts of work, live and play – the key components for sustainable healthy living for city people on a daily basis.

WORK: OFFICE, CO WORKING SPACE, MEETING ROOMS, CONVENTION CENTRE, EVENT HALL

LIVE: RETAIL, F&B, GARDEN CENTRE, TRANSPORTATION HUB, RECREATIONAL SPACE

PLAY: SPORTS ENTERTAINMENT, SPECIAL EVENT HALLS

QUICK FACTS

500+
EVENTS
PER YEAR

PLUS
MICE –
250 SHOW DAYS

OFFICE / F&B –
5,000 DAYS

16+ MILLION
EYEBALLS PER YEAR

- 6_x CONVENTION HALL
- 7_x EVENT HALLS
- 28_x MEETING ROOMS
- 2_x ARENA
- 1_x SPORT ENTERTAINMENT
- 1_x GARDEN CENTRE
- 1_x A-GRADE OFFICE BUILDING



BITEC BURI

COMMERCIAL PACKAGES

BITEC BURI has developed a comprehensive commercial sponsorship and partnership marketing programme.

TIER 1 – NAMING RIGHTS SPONSOR

One Sponsor with **BITEC BURI** Naming Rights

TIER 2 – MAIN PARTNERS

Up to four Official Main Partners of **BITEC BURI**

TIER 3 – OFFICIAL SUPPLIER PARTNERS

Up to ten Official Supplier Partners of **BITEC BURI**, including: Telecommunications Partner; Financial Services Partner; Logistics Partner; and VIP Hospitality Provider Partner

SPONSOR & PARTNER SECTORS

BITEC BURI offers a perfect fit for businesses from many sectors, including...

Airlines	Banking, Insurance & Finance	Crypto	Hotels & Travel	Pharmaceuticals	Technology
Apparel, Fashion & Clothing	Car Hire	Engineering	Legal & Professional Services	Photography	Telecommunications
Automobiles	Construction	Esports	Luxury	Recruitment	Ticketing
B2B Services	Consulting	Food & Beverages	Manufacturing	Retail	Timing
Bangkok based business	Consumer Electronics	Government	Not For Profit	Shipping	Utilities

BRANDING OPPORTUNITIES

NAMING RIGHTS, DIGITAL & STATIC - INSIDE & OUTSIDE BUILDING

PROMOTIONAL & EXPERIENTIAL

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

HOSPITALITY

A WIDE RANGE OF VIP & VVIP, F&B OUTLETS, PARKING SPACE, RECREATION SPACE

BITEC LIVE, BEAT ACTIVE AND SAMA GARDEN

BITEC BURI INCLUDES BITEC LIVE, BEAT ACTIVE AND SAMA GARDEN – ALL OF WHICH HAVE SEPARATE SPONSOR & PARTNER OPPORTUNITIES AVAILABLE



BITEC BURI

HOW BITEC BURI CAN HELP YOUR BUSINESS?

YOUR BRAND

An association with **BITEC BURI** will uplift your brand to an internationally accepted standard and strengthen your business in the local market as a result of the placemaking development programme focusing on localisation, community engagement and ESG.

YOUR VALUES

BITEC BURI represents the lifestyle of city people - a friendly city placement for living, working and playing of the people in Sukhumvit Bang Na neighbourhood as well as Bangkok.

YOUR CLIENTS, CUSTOMERS & STAFF

Due to the multiple programme composition towards a sustainable lifestyle, your brand can be exposed to a various group of customers locally and internationally.

RIGHTS

BITEC BURI 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



BITEC BURI

MICE EVENTS AT BITEC BURI

BITEC BURI hosts a wide range of MICE events throughout the year, some attracting up to 100,000 visitors per day. These include:

INDUSTRIAL INDUSTRY

- Machinery
- Packaging
- Electronic
- Cosmetic & Medical
- Chemical
- Energy

COMMERCIAL INDUSTRY

- IT & Gadget
- Food & Beverage
- Retail & Franchise
- Furniture Industry
- Financial Industry



BITEC BURI

A CITY PLACEMENT

As a city placement, **BITEC BURI** is a key component that makes Bangkok great and worth living in.

City placements aim to reduce car dependency, promote healthy and sustainable living and improve the overall quality of life for city dwellers. This inclusive and convenient concept allows most daily necessities and services, such as work, shopping, education, healthcare, and leisure to be easily reached by a 15-minute walk or bike ride from any point in the city.

BITEC BURI's aim is to create a placemaking for Sukhumvit-Bang Na community and to shift this large-scale residential neighbourhood into an area where people can work, live and play.

As **BITEC BURI** shifts towards a lifestyle destination, people's behaviour also shifts with more choosing it as the place to work, live and play.

With a plethora of programmes on offer, visitors feel part of **BITEC BURI**. The familiarity and friendliness of its programmes creating the sense of belonging.



BITEC BURI

BITEC BURI VISITORS

ANNUAL FOOTPRINT

BITEC BURI VISITORS – 8 MILLION

TARGET ANNUAL FOOTPRINT

INCLUDING:

SAMA GARDEN – 1 MILLION

BEAT ACTIVE – 1 MILLION

BANGKOK CONVENTION CENTRE – 0.5 MILLION

BITEC LIVE – 1 MILLION

NEW TRAFFIC

BEAT ACTIVE

SAMA GARDEN

BITEC LIVE

EXISTING TRAFFIC

4,000 PER DAY

OFFICE

80,000 PER DAY

VENUE SHOW DAYS

GENERAL PUBLIC

SUKHUMVIT - BANG NA RESIDENTS

BANGNA AREA WORKERS

BANGKOKIANS



BITEC BURI

LOCATION

Located in eastern Bangkok, **BITEC BURI** is perfectly accessible directly by BTS Sky Train and Expressway, with thousands of parking spaces for those travelling by car.

BITEC BURI is also a hub for further transport to other strategic destinations either for business or lifestyle reasons.

With future city development, the location will be a new CBD of Bangkok.

QUICK FACTS

Located
on the east side of
Bangkok

Next to the
mainline
highway

Close to
Debaratna Road
and
Sukhumvit Road

14km from the
Suvarnabhumi
International Airport

Linked with the BTS Bangna station.
Only 5 minutes from Skywalk



BITEC BURI

WHY GET INVOLVED?

BRAND ACTIVATION

The opportunity to integrate with **BITEC BURI**.

ONSITE SIGNAGE

INSIDE BUILDINGS & SPACES

INCLUDING STATIC & LED VIDEO
BOARDS, STAFF UNIFORMS

OTHER AREAS

BIKE PARKING, ROUTES INTO
BITEC BURI, GARDEN AREAS,
CAR PARKS

MAIN PRESS CENTRE

ALL MEDIA VENUES & INTERVIEW
AREA BACKDROPS

EXPERIENCE SITES

VENUE TOURS,
POP-UP EXPERIENCES

POSTER SITES

DIRECTORY & RESTROOMS

WEBSITES

BANNER AND CONTENT

EXTERIOR SIGNAGE

OUTSIDE OF BUILDINGS

DIGITAL & STATIC,
ROOFTOP BILLBOARD

ROAD SIGNAGE

AROUND BUILDINGS

OUTDOOR SCREEN & POSTER SITES

BANGKOK AIRPORT / CENTRAL
BANGKOK

BRANDING ALLOCATION

As a guide, total branding area available to **BITEC BURI** Sponsors & Partners will be allocated in the following ratios:

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



BITEC BURI

WHY GET INVOLVED?

PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS



Inclusion in **BITEC BURI** 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 BITEC BURI:     and other digital channels

Website www.bitecburi.com
E-mail Address bitecburi@bhirajburi.co.th

PR & CONTENT

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

- Features on **BITEC BURI**
- Online campaign of editorial, blogging and social media
- International and local news channels
- Inclusion in Apps – Membership / Rewards / E-coupon / E-card

ADVERTISING

- Online campaign of advertising, editorial, blogging and social media
- Plus opportunities for Billboard rental

DATA

- Access to **BITEC BURI** attendee data and promotion to **BITEC BURI** databases
- Inclusion in **BITEC BURI** E-Newsletter mailings
- SMS Campaign targeting **BITEC BURI** visitors – 18,000+ database
- EDMs to exhibitor and business owner database – 12,000 emails in database
- E-Newsletter and E-news – press releases

OFFICIAL PROGRAMMES, BOOKLETS, BROCHURES

- Sponsors & Partners will be included in all Programmes, Booklets and Brochures, where relevant – available in hard copy and online

WHY GET INVOLVED?

PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS



OTHER PROMOTIONAL ACTIVITIES

- Membership & Rewards – involvement with planned member cards and CRM events
- Sponsor & Partner Events – running alongside existing events with live streaming – of these Events on YouTube and Facebook Live
- Event Hall Rental – x 1 per annum

UN GLOBAL GOALS

An association with **BITEC BURI** 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 **BITEC BURI** naturally aligns with. These include:



For example, **BITEC BURI** Sponsors & Partners will have access to:

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

BITEC BURI will work with Sponsors & Partners to develop a UN SDG Plan and link in with the TCEB's MICE modules with focus on green best practice.



BITEC BURI

WHY GET INVOLVED?

HOSPITALITY, NETWORKING & TICKETING RIGHTS

HOSPITALITY AREAS

- Access to **BITEC BURI** private area / suite / box – any VIP Hospitality

PRIORITY ACCESS TO EVENT TICKETS

- Priority access to **BITEC BURI** event tickets where applicable / open to public for sale
- Logos on reverse of **BITEC BURI** event tickets

MARKETING CLUB

- Access to any **BITEC BURI** Marketing Club

OTHER SPONSORS & PARTNERS

- Access to **BITEC BURI** Sponsors & Partners, where applicable e.g. Hotel Partners, Transportation

NETWORKING

- **BITEC BURI** branded networking line
- Access to **BITEC BURI** databases

EXPERIENTIAL RIGHTS

The following experiential rights are available to Sponsors & Partners:

- Area/s in **BITEC BURI** to display, promote and sell products and services
- Opportunity to set up Pop-up experiences
- Right to conduct venue tours
- Car park areas
- Lobby presence e.g. brand vending machines, ATM, where relevant

MERCHANDISING RIGHTS

We offer our Sponsors & Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, t-shirts, caps, watches, sunglasses etc. with approval of **BITEC BURI**.

MANAGEMENT & REPORTING

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



SPONSOR INVENTORIES BITEC BURI

SPONSOR INVENTORIES BITEC BURI	PARTNER LEVEL		
	TIER 1 - NAMING SPONSOR X 1	TIER 2 - MAIN PARTNER x 4	TIER 3 - OFFICIAL SUPPLIER PARTNER X 10
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title "[Naming Sponsor Brand Name] BITEC BURI" for advertising & PR use	Yes		
Right to title "Main Partner of [Naming Sponsor Brand Name] BITEC BURI" for advertising & PR use		Yes	
Right to title "Official Supplier of [Naming Sponsor Brand Name] BITEC BURI" for advertising & PR use			Yes
Opportunity to supply products or services exclusively to be used by BITEC BURI	Yes	Yes	Yes
Protection against Ambush Marketing, provided by BITEC BURI	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGO & IMAGE RIGHTS			
Right to use BITEC BURI Composite (lock-up) Logo on all internal /external marketing	Yes	Yes	
Right to commercial use of the BITEC BURI content - including images, video – supplied by BITEC BURI	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
BRAND EXPOSURE: ONSITE (INTERNAL) SIGNAGE INSIDE BUILDINGS & SPACES - INCLUDES DIGITAL SCREENS			
80% : 20% split between Sponsors of BITEC BURI and Sponsors of Events held at BITEC BURI			
BITEC BURI Signage - Static / LED Video Boards (where available) – Wall Boards, Cube Seating, Column Wrapping, Tent Cards, Floor Stickers, Digital Media, Mini Billboards, Organiser Office Wall Wrapping, Registration Counter Digital Signage, Wall Media Link Bridge Wrapping, J-Flags	Yes	Yes	Yes
BITEC BURI Experience Sites	Yes	Yes	
BITEC BURI Poster Sites – Directory Poster Sign, Restrooms	Yes	Yes	Yes
BITEC BURI Car Park branding	Yes		
BITEC BURI Staff Uniforms	Yes		
BITEC BURI websites (either developed or to be developed)	Yes	Yes	Yes
Other Areas e.g. BITEC BURI Bike Areas, Garden Areas, Routes into BITEC, etc.	Yes	Yes	
Logo presence at BITEC BURI Main Press Centre and other Media specific venues	Yes	Yes	
Logo on BITEC BURI interview media backdrop boards – all interviews to take place in front of media backdrop boards	Yes	Yes	
Rights to hold own BITEC BURI related Press Conferences	Yes 2 x p.a.	Yes 1 x p.a.	
BRAND EXPOSURE: BITEC BURI EXTERIOR SIGNAGE – INCLUDES DIGITAL SCREENS			
Signage on the outside of the building/s (Digital & Static) – Rooftop Billboard	Yes	Yes	
Road signage around the building area (Static) – Outside Wall Debaratna Road	Yes		
Outdoor screen sites e.g. at Bangkok Airport or central Bangkok (Digital)	Yes		
Poster sites e.g. at Bangkok Airport or central Bangkok (Digital & Static)	Yes		

SPONSOR INVENTORIES BITEC BURI

	PARTNER LEVEL		
	TIER 1 - NAMING SPONSOR X 1	TIER 2 - MAIN PARTNER x 4	TIER 3 - OFFICIAL SUPPLIER PARTNER X 10
PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL & NON-DIGITAL CONTENT)			
Inclusion in BITEC BURI digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials e.g. Programmes / Booklets / Brochures	Yes 50%	Yes Share of 50%	
Inclusion in any official social and digital media opportunities. Including BITEC BURI Facebook, Twitter, Instagram, YouTube and other digital channels	Yes	Yes	
Inclusion BITEC BURI PR / Editorial Campaigns running throughout the year	Yes	Yes	
Logo on reverse of BITEC BURI event tickets	Yes	Yes	
Plus opportunities for Billboard rental	Yes	Yes	
DATA RIGHTS			
Access to BITEC BURI attendee data	Yes	Yes	
Promotion to BITEC BURI Databases. Inclusion in BITEC BURI e Newsletter mailings.	Yes		
SMS Campaign targeting BITEC BURI visitors – 18,000+ database	Yes	Yes	
EDMs to BITEC BURI exhibitor / business owner database – 12,000 emails in database	Yes	Yes	
HOSPITALITY, NETWORKING & TICKETING RIGHTS			
Access to BITEC BURI private area / suite / box – any VIP Hospitality	Yes	Yes	
Access to any BITEC BURI Marketing Club	Yes	Yes	
Priority Access to BITEC BURI Event tickets where applicable / open to public for sale	Yes	Yes	
Access to BITEC BURI Sponsors & Partners, where applicable e.g. Hotel Partners	Yes	Yes	
BITEC BURI branded Networking Line/ access to BITEC BURI database	Yes	Yes	
EXPERIENTIAL RIGHTS			
Area in BITEC BURI for Sponsors to display, promote and sell products and services	Yes	Yes	
Right to conducts venue tours	Yes	Yes	
Car park areas	Yes	Yes	
Lobby presence e.g. brand vending machine, ATM, etc, where relevant	Yes	Yes	Yes
Pop-Up Experience – opportunity to set up. To be agreed with BITEC BURI at Sponsor's cost	Yes	Yes	
MERCHANDISING RIGHTS			
Right to produce joint branded BITEC BURI premium merchandise	Yes		
ACCOUNT MANAGEMENT & REPORTING RIGHTS			
Provision of account manager to manage sponsorship	Yes	Yes	
Annual report on sponsorship effectiveness	Yes	Yes	

BITEC BURI

BHIRAJ BURI GROUP

BITEC BURI is a member of BHIRAJ BURI Group, with over 40 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.

CONTACT

BITEC BURI

88 Debaratna Road (Km. 1)
Bangna Tai
Bangna
Bangkok 10260
Thailand
Tel. +66 2726 1999
www.bitecburi.com

Nichada Iamchareon -

Partnership Development Director
(Thai/English Speaking)
email: Nichada.i@bhirajburi.co.th
Tel. +66 6 3539 7993

Pitsinee Nattasitthisophon -

Partnership Development Manager
(Thai/English Speaking)
email: Pitsinee.N@bhirajburi.co.th
Tel. +66 2 726 1999 Ext.7423

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

198 Tanou Road
Bovernives
Pranakorn
Bangkok 10200
Thailand
Tel./Fax: +66 2622 0605 - 7
www.paulpoole.co.th

Paul Poole -

Managing Director (English Speaking)
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan -

Personal Assistant (Thai/English Speaking)
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949

