



Phuket
FOOD & WINE
www.phuketfoodandwine.com

SALES BROCHURE



9-11 MARCH 2018

RPMIEC
ROYAL PHUKET MARINA
PHUKET • THAILAND



ORGANIZER:
talismanmedia

MANAGING DIRECTOR MESSAGE



// Due to its vibrant hospitality and tourism sectors and the growing demand for luxury lifestyle products in these industries, Phuket was the obvious destination for this new event"

A handwritten signature in black ink, appearing to read 'Mason Florence', written in a cursive style.

Mason Florence
Managing Director

The inaugural Phuket Food & Wine 2018 is the food event of the year and will showcase the very best in gourmet cuisine, wines & spirits, and luxury kitchen products & services.

PHUKET FOOD & WINE is focused B2B trade show for the fast growing in food & beverage, hospitality, luxury & lifestyle product industries. The objective is to create business meeting opportunities for buyers & sellers from both Thailand and overseas.

PHUKET FOOD & WINE is a comprehensive Exhibition, Showcasing Gourmet Cuisine, Wines, Premium Beer, and Hi-end kitchen appliances and services. The event will also include a Farmers' Market, Live Cooking Demonstrations, Fashion Events, Charity Dinner, and Live Entertainment-all set within the spectacular backdrop of the Royal Phuket Marina.

PHUKET FOOD & WINE is organized by Talisman Media Group, one of Thailand's leading international media companies, producing custom publishing projects as well as event planning. They are well-known in the food industry for publishing Bangkok101, a monthly magazine offering independent and unbiased reviews of Thailand's cultural hot spots and culinary gems.

3 TREND PRODUCT ZONES

Phuket Food & Wine offers the best trading platform for buyers and seller in the Food & Beverage industry.



ZONE A

(Food Product)



• Fine Food



• Rice



• Ingredients



• Ready to eat



• Meat & Poultry



• Organic



• Seafood



• Halal



• Fruit & Vegetable



• Bakery



• Sweet & Confectionery



• Pasta & Noodle

ZONE B

(Beverage Product)



• Coffee & Tea



• Other alcohol beverage



• Wine



• Beer



• Other non-alcohol beverage



• Fruit Juice

ZONE C

(Other)



• Food Safety, Quality, and Service



• Kitchenware & Tableware



• Packaging & Processing Service

GLOBAL EXHIBITOR & VISITOR ANALYSIS

Phuket Food & Wine, the international trade show expected to have more than 80 domestic and overseas trade exhibitors, from over 20 countries, with the expected 3,000 participants for three days.



3,000+ VISITORS

(Thailand and Overseas)

Meet your Targeted Buyers from the region and overseas...

Food & Beverage Product Suppliers • Appliance Suppliers
• Catering, Restaurants & Fine Cuisine • Coffee Culture •
Craft Beers • Fine Wines • Hospitality Services • Hotels &
Restaurants • Kitchen & Equipment Distributors • Kitchen
& Equipment Manufacturers • Leisure Companies • Luxury
Goods • Luxury Media Industry • Other Spirits • Premium
Beers • Specialty Goods



50 Overseas trade exhibitors



30 Domestic trade exhibitors



VISITOR PROMOTION



As an exhibitor, you will benefit from a comprehensive marketing campaign. Elements include:

- Advertising in publications worldwide.
- Direct marketing to an extensive database of decision-makers.
- E-marketing will promote your company before the event with full details of product launches and sectors within the exhibition.
- Full details within the official Show Preview and Show Directory.
- On the website.
- Comprehensive social media coverage.

For Phuket Food & Wine 2018, we have developed a targeted marketing programme to yield a highly qualified audience. This extensive campaign, including direct mailing, EDMs, advertising and an aggressive media outreach programme will bring potential customers to you.

Using our highly developed marketing resources and dedicated database, we expect over 1,000 high-end buyers to attend the exhibition.

GETTING THE RIGHT TARGET

With the excellent marketing strategy team, we created the Phuket Food & Wine 2018 to attract potential buyers not just only in Thailand but from around the world.



There is no other meeting place for buyer & seller like Phuket Food & Wine 2018.

20%

Food & Beverage Agents, Importers & Exporters



70%



Decision Makers or Influencers, Distributors & Wholesalers



Researcher & Observer

10%

Connecting buyers with sellers

Equipment Buyers • Food & Beverage Retailers • High Net Worth Individual • Hoteliers • Importers & Distributors • Leisure Outlets • Purchasing Directors • Resort GMs & Leisure Tourism Professionals • Restaurateurs • Airlines & Luxury Travel • Financial Services • Interior Designers • Luxury Automobiles • Luxury Media Industry

EXHIBITION HIGHLIGHT



PAVILION

Phuket Food & Wine brings you into direct contact with decision maker and investors, benefiting from a prime position in the centre of the show.

The National Pavilion enables your products and services to gain valuable exposure, develop international relationships and generate business opportunities within the market.

BUSINESS MATCHING

Business Matching is the particular and customized assistance to the global visitors for finding suitable products and services suppliers in the exhibition efficiently, effectively, and highly relevant. We assist in arranging meetings with the suppliers for business discussions. The exhibitors are welcome to invite buyers for the business matching session.

This program is available for all buyers at Phuket Food & Wine 2018. Buyers are paired with exhibiting companies based on the buyers' stated interests.

FORUM

Phuket Food & Wine gathered thousands of food & beverage industry professionals and enthusiasts in to one place.

Each day there will be various programs of forum and tasting event being held by different exhibitors, associations, and government bodies.

FARMERS' MARKET

Farmers' Market will offer B2C visitor the finest quality gourmet food, fresh fruit and vegetables, artisanal beverages, local and imported produce, crafts and much more. Farmers' Market is a platform from local businesses and other vendors to showcase their products.

THE PROGRAMS INCLUDE:

- Celebrity Chef Cooking Demonstration
- Chef Talk
- Wine Forum
- Wine Tasting Master Class
- Thai Craft Beer Tasting Master Class
- Wine Pairing
- Conferences
- Fashion Show

BOOK YOUR STAND NOW



Be sure to secure your space at this international trade show, giving you full access to Thailand and overseas clients and other important industry stakeholders!

Contact Us

Contact our sales team to discuss your exhibiting options:

sales@phuketfoodandwine.com

+66(0) 2286 7821 Ext. 102, 103

For all other enquiries please contact:

info@phuketfoodandwine.com

+66(0) 2286 7821 Ext. 105

Please return this form to:

Talisman Media Group Co., Ltd.
54 Naradhivas Rajanagarinda Soi. 4,
Sathorn Tai Road, Yannawa, Sathorn,
Bangkok 10120 Thailand

T +66(0) 2286 7821

F +66(0) 2286 7829

E sales@phuketfoodandwine.com

W phuketfoodandwine.com

EXHIBITOR PARTICIPATION:

Registered Company Name: _____

Address Line One: _____

AddressLine Two: _____

TAX ID: _____

CITY _____ Postal Code: _____

Country: _____ TEL: _____

Email: _____ Contact Person: _____

Website: _____

BILLING ADDRESS: Please only complete if billing address is different from registered company's address

Registered Company Name: _____

Address Line One: _____

AddressLine Two: _____

TAX ID: _____

CITY _____ Postal Code: _____

Country: _____ TEL: _____

Email: _____ Contact Person: _____

Website: _____

COST OF PARTICIPATION: We hereby apply for:

	TOTAL COST
<input type="checkbox"/> SPACE ONLY THB 6,500 per sq.m. sq.m. (m x m) Inclusive of show directory entry and a double power socket*. The Space Only Package does not include furniture, fascia, fixtures or carpet.	THB
<input type="checkbox"/> SHELL SCHEME PACKAGE THB 8,500 per sq.m. sq.m. (m x m) Inclusive of white wall panels, carpet, lighting, fascia with company name, show directory entry and a double power socket*.	THB
<input type="checkbox"/> WALK-ON PACKAGE THB 10,000 per sq.m. sq.m. (m x m) Inclusive of Shell-Scheme Package*, plus information counter, coffee table, chairs and a wastebin.	THB
<input type="checkbox"/> FARMERS' MARKET PACKAGE THB 4,000 per gazebo/day (3 x 3 m) Inclusive of gazebo tent with, lighting, show directory entry and a single power socket*. 3 days booking for the total of THB 12,000 is required for Farmer's Market Package.	THB
TOTAL	THB

(*The above prices are subject to 7% VAT)

(*Exhibitors are reminded that they will need to order their electrical connectors—i.e. breaker-unit—from the official electrical contractor. any additional electrical fixtures and/or fittings should also be ordered from the official electrical contractor.)

In submitting this Exhibitor Application Form, the Exhibitor agrees to all points of the Conditions of Participation of the Organiser.

To be completed by organiser

Stand Allocated:

Area:

Dimensions:

Company stamp and
legally binding signature:

Date:

Name of signatory:

Job Title:

GENERAL RULES & REGULATIONS

DEFINITION OF TERMS

- Henceforth, under the definition of terms, the word "Exhibition" refers to Phuket Food and Wine 2018.
- The "Organiser" refers to Talisman Media Group Co., Ltd. (TMG)
- The "Exhibitor" refers to all corporations, individuals, associations, or organizations that have submitted an application form and have paid the down payment / barter agreement.

APPLICATION AND PAYMENT

- Exhibitor can apply for the space only, shell scheme, or walk-on booth spaces size as specify in the floor plan.
- The minimum booth size is one booth.
- Upon submission of the completed application form, the exhibitor must include a full payment of the total booth rental fee. The fee must be paid no later than due date on invoice, otherwise, organiser reserves the right to change/allocate/modify/ provide booth spaces previously booked to other purposes.
- Exhibitor is responsible for paying transfer fee and bank charges.

BOOTH ALLOCATION

- Priority will be given to exhibitors in the order of application receive, the size of the space requested, and the nature of the exhibits.
- The organiser has the authority to make any adjustments to booth spaces assignment if deemed necessary in order to better manage the exhibition.
- The exhibitor may not sublet or exchange in whole, or in part, assigned space without prior permission from the organiser.

LIABILITY AND MANAGEMENT OF EXHIBITION HALL

- The exhibitor can display only exhibits stipulated on the application form and an exhibitor staff member must be at the booth during opening hours.
- The organiser will not assume responsibility for any losses, theft, fire, or events beyond the organiser's control within the exhibition. The exhibitor may wish to carry Insurance on all exhibit materials.
- All exhibits must be in accordance with the items specified on the application and must correlate with the theme of the exhibition. Any direct sales are strictly prohibited, if any of the above rules are violated, the organiser has the right to stop the exhibitor from exhibiting and/or remove the exhibit. In such cases, the booth rental fee will not be refunded and the exhibitor cannot ask for compensation.
- The organiser has the authority to prevent persons from entering the exhibition area if deemed necessary.
- It is responsibility of exhibitor to clean the booth every day or pay for this service.

INSTALLATION AND REMOVAL

- The exhibitor is responsible for removing their installations and materials and restoring the exhibition area to its original condition within the period stipulated by the organiser. The exhibitor should indemnify the organiser for any losses caused by delay or damage to the exhibition area.

BOOTH LIMITATIONS AND FIRE SAFETY

- All exhibits and decorations should not exceed the heights imposed by the organiser.
- All materials used in decoration must be non-flammable in accordance with the Thailand Fire Law and Local Authorities' Regulations. The organiser may ask the exhibitor to change decorations to be in accordance with these regulations.

GENERAL RULES & REGULATIONS

TERMINATION OF CONTRACT

- The contract may be invalidated if the exhibitor refuses to use booth(s) applied for in whole, or in part, or fails to pay the booth rental fee within the required period.
- The pre-paid booth rental fee will not be refunded in the above cases

CANCELLATION FEES

- If for any reason the exhibitor chooses to cancel participation in the exhibition after turning in the application, the exhibitor must pay cancellation fees within 15 days of cancellation to the organiser.
 - Cancellations before or on 31 September 2017: 50% of the total booth rental fee.
 - Cancellations between 1 October and 30 November 2017: 80% of the total booth rental fee.
 - Cancellations on or after 1 December 2018: 100% of the total booth rental fee.
- Cancellation fees cannot be transferred to be used in the next exhibition.

FORCE MAJEURE

- If the organiser is prevented from holding the exhibition for reasons of fire, natural disasters, government intervention or regulations, military activity, strikes, or any circumstances that make it impossible or inadvisable for the organiser to hold the show; in such cases, the organiser shall terminate the exhibition and the exhibitor waives any claim for property or damage compensation.

LIMITATIONS ON NOISE AND HALLWAY EVENTS

- The exhibitor's use of audio-visual products must not inconvenience nearby exhibitors. The organiser may take necessary actions such as cutting off electricity, shutting down, or removing booths. The exhibitor may not ask for compensation under these circumstances.
- The exhibitor must implement the activities within the rental space.

GENERAL INFORMATION, SUPPLEMENTARY CLAUSES, OBSERVATION OF REGULATIONS

- The organiser will provide an exhibitor's manual to the exhibitor which will cover the necessary information needed to carry out the exhibition.
- The organiser has the authority to issue supplementary clauses in addition to the general rules and regulations to better manage the exhibition. All additionally amended written regulations will be part of the general rules and regulations and will be binding to the exhibitor.
- The exhibitor must observe the regulations of the organiser (TMG).

INTERPRETATION OF REGULATIONS

- In the best interest of the exhibition, the organiser has full interpretation authority of said terms and regulations, and may amend and enforce all rules and regulations.
- Dates can be changed.
- All disputes arising out of or in connections with this contract shall be settled under the law of Thailand.

CONTACT

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54 Naradhivas Rajanagarinda Soi 4,
Sathorn Tai Road, Yannawa, Sathorn
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Sales & Sponsorship Enquiry

E. sales@phuketfoodandwine.com

General Enquiry

E. info@phuketfoodandwine.com