



Thailand MICE X-Change 2024 (TMX24)

Date: 17 – 18 July 2024

Venue: BHIRAJ Hall 1-3, BITEC

Time: 10:00 – 18:00

Theme: Driving Thailand as a key MICE Destination through Innovation & Sustainability

Event Scale & Reach

Total Exhibitors (Booth)	105
Total Visitors (Pax)	4,483

Visitors Research:

How long did you spend at TMX24? 78% 1 - 4 Hours

How likely are you to attend the next edition of TMX? 84%

Exhibitors & Visitors Testimonials :

Exhibitor Testimonials :

"TMX24 exceeded our expectations. We not only generated a significant number of leads but also established valuable partnerships that will fuel our growth for years to come. The event's organization and the quality of attendees were truly exceptional."
- **Innovative Event Technology Provider**

"As a first-time exhibitor, we were blown away by the exposure and networking opportunities TMX24 provided. We connected with key decision-makers, and the event directly contributed to several lucrative deals. We can't wait to return next year!"
- **Boutique Hotel Chain**

Visitor Testimonials :

"TMX24 was a treasure trove of inspiration and ideas. The conference sessions were thought-provoking, and the exhibition floor was buzzing with innovation. I left feeling energized and motivated to implement new strategies in my business."
- **Event Planner**

"I've attended many MICE industry events, but TMX24 stood out for its focus on quality and its ability to foster meaningful connections. I made valuable contacts, discovered new suppliers, and gained insights that will help me stay ahead of the curve."
- **Corporate Meeting Organisers**

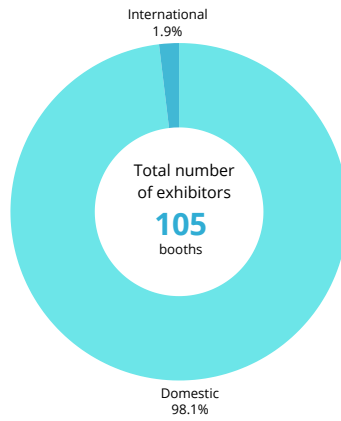
Conference Highlights

Number of Sessions	12
Number of Speakers	21

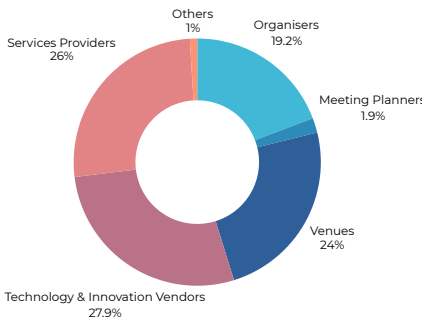
90% Conference Attendees Satisfaction

- ✔ Global Consumer Trends
- ✔ Enhancing Your Business through Exhibitions
- ✔ Sustainability in the MICE Industry
- ✔ Future - Ready Workforce & Technology
- ✔ Marketing & Technology
- ✔ Understanding & Engaging Gen Z

EXHIBITORS



Exhibitors	Pax
Domestic	103
International	2



Exhibitor Profiles	Pax
Organisers (PEOs, Event Organisers, Festival Organisers)	20
Meeting Planners (PCOs, Meeting planners, DMCs)	2
Venue (Exhibition & Convention centres, Convention Hotels, Special event venues)	25
Services providers (Logistics, Stand contractors, Utilities contractors, Security services, Housekeeping services, Furniture rentals, Audio visuals suppliers)	27
Technology & Innovation Vendors (Registration companies, Ticketing services, Solutions companies, VDO production services)	29
Others	1

Which channel did visitor hear about the event?

Social Media (Facebook / LinkedIn / LINE OA)	43.56%
Others (E.g. E-News Letters / Website / Radio)	56.44%

96% Exhibitors Satisfaction

An overwhelming majority of exhibitors expressed high satisfaction with

- The quality of visitors they engaged with, highlighting the event's effectiveness.
- Connecting businesses with potential clients & partners.

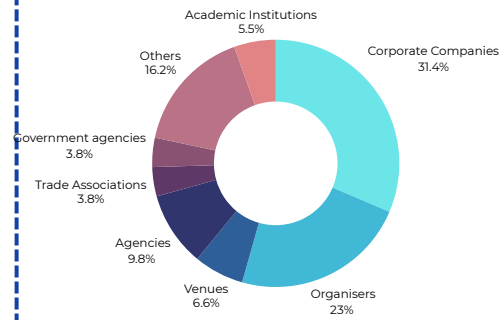
761 Business Matchings

- Successful Business Matchings**
- Pre - matched 15 July 2024
(67 buyers / 307 meetings)
 - During - event matched 17 - 18 July 2024
(56 Buyers / 454 meetings)

VISITORS

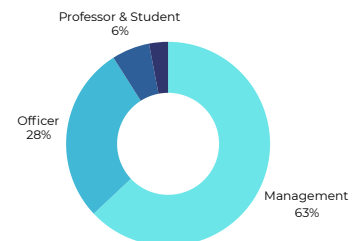


Visitors	Pax
Domestic	4,349
International	134



Visitor Profiles	Pax
Corporate Companies	1,366
Organiser (PEOs, Event Organisers, Festival Organisers)	999
Meeting planners (PCOs, Meeting planners, DMCs)	135
Venues (Exhibition & Convention centres, Convention Hotels, Special event venues)	285
Agencies (Advertising Agencies, Marketing Agencies, Media Agencies, Event Agencies, Marketing Agencies)	424
Academic Institutions (Universities, Vocational College)	237
Trade Associations	166
Government bodies & Provincial city governments	166
Others	705

Classification of Visitors



95% Visitors Satisfaction

Visitors also reported a high level of satisfaction, indicating the event's

- Capacity to provide meaningful experiences and growth opportunities



TMX

THAILAND MICE X-CHANGE

2-3 APRIL 2025
PARAGON HALL, BANGKOK



JOIN THE MICE INDUSTRY'S PREMIER EVENT: TMX25

BUILDING ON THE SUCCESS OF TMX24, TMX25 IS POISED TO BE EVEN BIGGER AND BETTER. WE ARE COMMITTED TO INCORPORATING VALUABLE FEEDBACK FROM EXHIBITORS AND VISITORS TO CREATE AN EVEN MORE EXCEPTIONAL EXPERIENCE.

REINFORCING THE EXHIBITION'S SUCCESS

- **Generate High-Quality Leads:** Connect with a targeted audience of MICE professionals actively seeking new products, services, and solutions.
- **Enhance Brand Visibility:** Showcase your brand to a captive audience and establish yourself as a leader in the MICE industry.
- **Gain Market Insights:** Stay ahead of the curve by learning about the latest trends and innovations shaping the MICE landscape.
- **Network & Collaborate:** Forge valuable relationships with industry peers, potential partners, and key decision-makers.
- **Benefit from Proven Success:** 84% of TMX24 visitors plan to return next year, ensuring a high-quality audience for your brand.

Register as Exhibitor



Ms. Warisara Naiyachit (Oor)

Mobile : +6683 821 1189

Email : tmx@thaiaexhibition.or.th

WHO SHOULD EXHIBIT

- **Organisers** (PEOs, Event Organisers, Festival Organisers)
- **Meeting Planners** (PCOs, Meeting planners, DMCs)
- **Venue** (Exhibition & Convention centres, Convention Hotels, Special event venues)
- **Services Providers** (Logistics, Stand contractors, Utilities contractors, Security services, Housekeeping services, Furniture rentals, Audio visuals suppliers)
- **Technology & Innovation Vendors** (Registration companies, Ticketing services, Solutions companies, VDO production services)
- **Sustainable Suppliers**
- **Catering Services Companies**

VISITORS PROFILE

- **Corporate Companies**
- **Organisers** (PEOs, Event Organisers, Festival Organisers)
- **Meeting Planners** (PCOs, Meeting planners, DMCs)
- **Venue** (Exhibition & Convention centres, Convention Hotels, Special event venues)
- **Agencies** (Advertising agencies, Marketing agencies, Media agencies, Event Marketing agencies)
- **Academic Institutions** (Universities, Vocational College)
- **Trade Associations**
- **Government Bodies & Provincial City Governments**

Contact Us



+668 1400 9596



<https://tmxexpo.com>