

TMX

THAILAND MICE X-CHANGE

**INNOVATION & SUSTAINABILITY:
POWERING EXCELLENCE & GROWTH
IN THAILAND'S MICE INDUSTRY**

29-30 April 2026
QSNCC, Bangkok, Thailand

ORGANISED BY



STRATEGIC PARTNER



VENUE HOST



EVENT INFORMATION



Event Name:

Thailand MICE X-Change
2026
(TMX 2026)

Event Theme:

**INNOVATION &
SUSTAINABILITY:**
POWERING EXCELLENCE
& GROWTH IN THAILAND'S
MICE INDUSTRY

Event Description:

Thailand's key exhibition and conference platform for the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry.

Event Date:

29 – 30 April 2026

Time:

10.00-18.00 hrs.

Event Venue:

Queen Sirikit
National
Convention
Center



Event Objective:

1. Act as a catalyst to promote MICE to corporate companies to adopt MICE as their key marketing and branding strategies
2. Raise standards of Thailand's MICE industry with innovations & sustainability
3. An annual face-to-face exchange platform to network, and forge business opportunities amongst Thailand and international MICE industry
4. Knowledge exchange and update of industry trends through insightful conferences, seminars and workshops

In Conjunction with:

- TMX Conference
- TMX X-Change Forum
- Business Matching Program
- Business Networking

Organised by:

Thai Exhibition
Association (TEA)



Strategic Partner:

Thailand Convention
and Exhibition Bureau



Supported by:

- The Business of Creative and Event Management Association - EMA
- Thai Hotel Association - THA
- Thailand Incentive And Convention Association
- SITE Thailand



No. of Visitors:

4,000 Visitors

Conference Format:

Keynotes, Panel Discussions

Exhibit Segments:

M.I.C.E. + Business
Events and Travels

EXHIBITOR PROFILES

1. Venues
2. Contractors, Fabricators, Interior Designers
3. Freight, Logistic & transportation Providers
4. Event Management Providers (PCO, PEO)
5. Destination Management Providers (DMC)
6. Marketing Service Providers
7. Technology Service and Solutions Providers
8. Audio, Visual and Lighting, Staging Supply and Rental
9. Furniture Supply and Rental
10. Advertising Media Providers
11. Corporate Gifts and Premium Suppliers
12. Printing Services and Supplies
13. Temporary manpower suppliers
14. Hotels
15. Touristy & Theme Venue Attractions



VISITOR PROFILES

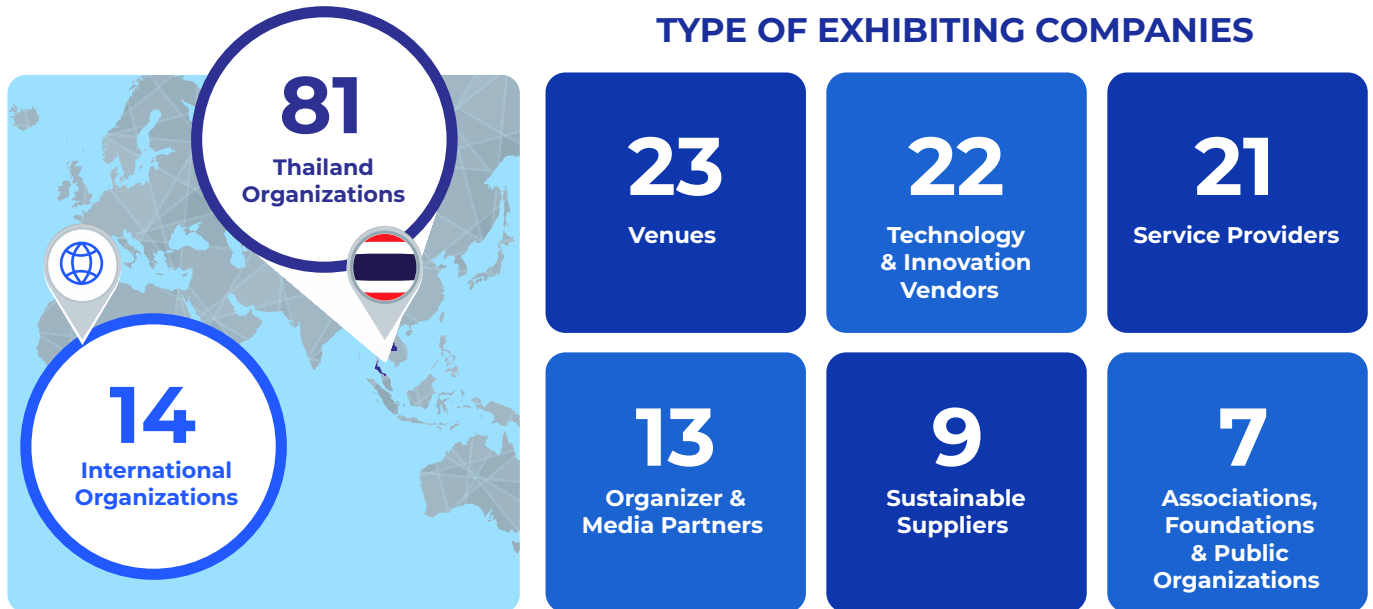
1. Professional Exhibition Organisers (PEO)
2. Professional Conference Organisers (PCO)
3. Meeting Planners
4. Event & Festival Organisers and Planners
5. Live Event marketers & Event marketing agencies
6. Advertising and Promotion Agencies
7. Direct Marketing Agencies
8. Exhibitors and Corporate companies
9. Public Assembly Venues
10. Trade Associations
11. Media
12. Exhibition sales agencies
13. Convention and Visitor Bureaus (CVBs)
14. Government bodies and Provincial city governments
15. Academic institutions

OUR 2025 FACTS & FIGURES

EXHIBITORS

95 Exhibiting Companies

TYPE OF EXHIBITING COMPANIES

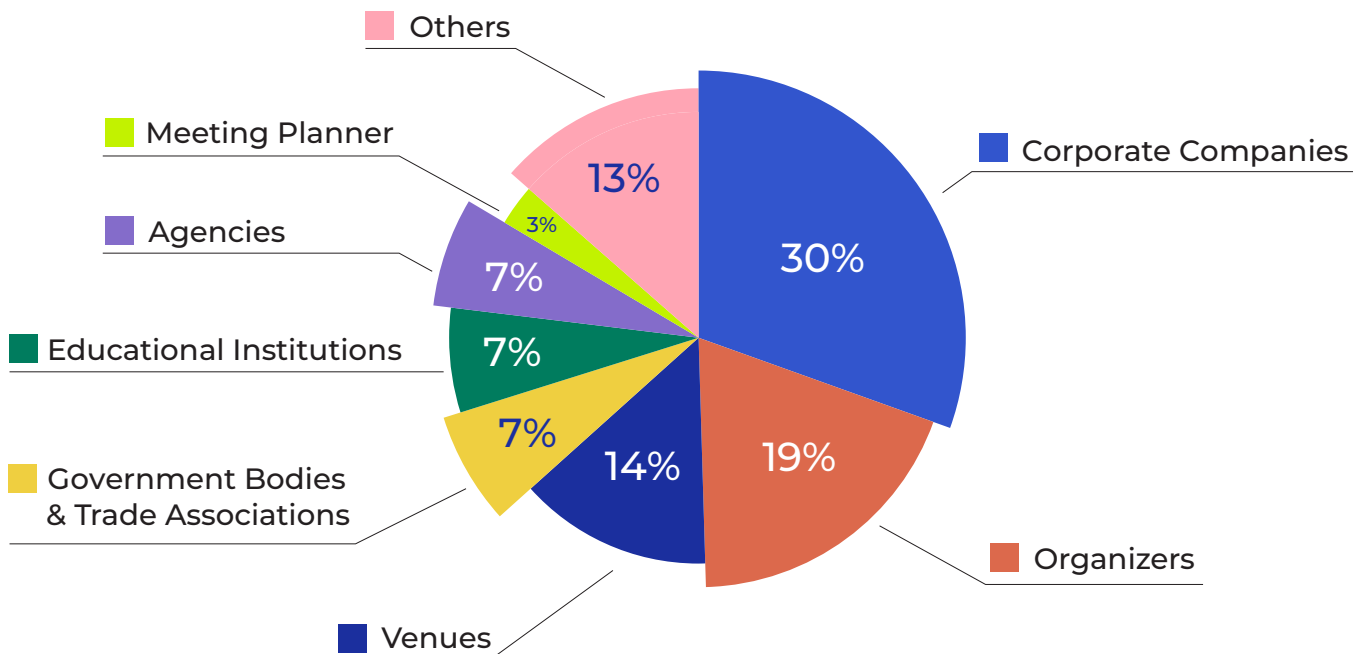


VISITORS



OUR 2025 FACTS & FIGURES

ATTENDEE PROFILES



CONFERENCES

Total Delegates

1,336

Number of Speakers

61

95.45%
of the audience was satisfied
with the conference!

Number of Sessions

30



WHY YOU SHOULD EXHIBIT AT THAILAND MICE X-CHANGE 2026

Join Thailand's most dynamic platform dedicated to driving growth, innovation, and collaboration in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry.



Generate Qualified Sales Leads

Connect with key decision-makers and potential buyers from across the MICE ecosystem



Expand Your Market Share

Showcase your services and solutions to a targeted audience and tap into new business opportunities across Thailand and ASEAN.



Boost Brand Visibility

Enhance your brand awareness among industry professionals, associations, and corporate buyers.



Launch New Products & Services

Use the event as a high-impact platform to introduce your latest innovations to a receptive audience.



Build Valuable Business Networks

Forge new partnerships and strengthen relationships with MICE organizers, venues, suppliers, and government stakeholders.



Stay Ahead of Competitors

Position your brand as a leader and gain a competitive edge in a fast-evolving market.



Access Market Insights & Trends

Stay informed on the latest MICE trends, sustainability strategies, and digital innovations shaping the future of the industry.



EVENT HIGHLIGHTS



EXHIBITION

Discover a dynamic showcase of the latest products, technologies, venues, and services across the MICE value chain. Connect with leading suppliers, event organizers, destination management companies, and venue operators — all under one roof.

CONFERENCE

Gain insights from influential thought leaders and industry experts through curated sessions focusing on innovation, sustainability, digital transformation, and market trends shaping the future of MICE. Expand your knowledge and stay ahead of the curve.



BUSINESS MATCHING

Meet the right people at the right time. Our structured business matching program connects exhibitors with pre-qualified buyers, decision-makers, and key stakeholders—delivering meaningful, results-driven conversations and partnerships.

OUR MARKETING PROMOTIONS



EMAIL MARKETING



FACEBOOK ADVERTISING



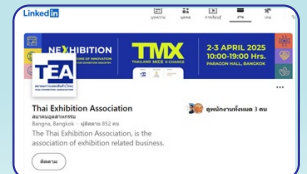
GOOGLE ADVERTISING



INFLUENCER MARKETING



LINE OFFICIAL



LINKEDIN



MEDIA PARTNERSHIP PROGRAM

TYPE OF BOOTH

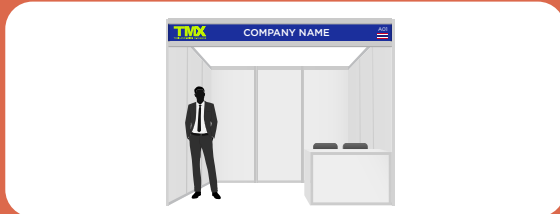


THAILAND MICE X-CHANGE

INNOVATION & SUSTAINABILITY:
POWERING EXCELLENCE & GROWTH
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Standard Booth

9 sqm. (3*3 m.) THB 72,000/ Booth
18 sqm. (3*6 m.) THB 144,000/ Booth



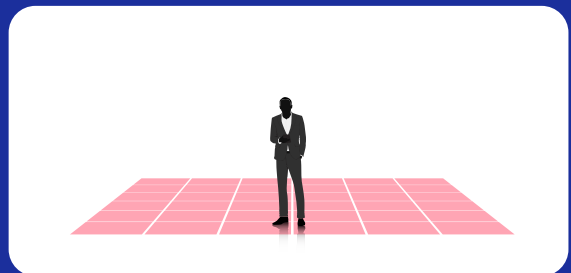
- System wall partition height of 2.5m
- Fascia with company name with booth number and national flag (Max. 24 letters)
- 1 Reception table
- 2 Chairs
- 2 Lightings
- 1 Waste basket
- 1 Socket 5 amp / 220 v. (do not use with lighting equipment)

Note : * Corner space: add THB 5,000 per corner (compulsory)

* 7% VAT is applicable

Raw Space

18 sqm. (3*6 m.) THB 117,000/ Booth
27 sqm. (3*9 m.) THB 175,500/ Booth
36 sqm. (6*6 m.) THB 234,000/ Booth
72 sqm. (6*12 m.) THB 468,000/ Booth



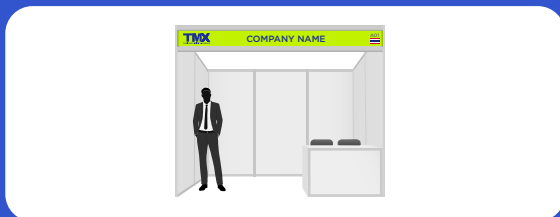
provide the most options for building bespoke exhibition stands and raw spaces offer you the platform to experiment with your stand design ideas.

Note : * Corner space: add THB 5,000 per corner (compulsory)

* 7% VAT is applicable

Standard Booth Sustainable suppliers ONLY

6 sqm. (3*2 m.) THB 48,000/ Booth



- System wall partition height of 2.5m
- Fascia with company name with booth number and national flag (Max. 24 letters)
- 1 Reception table
- 2 Chairs
- 2 Lightings
- 1 Waste basket
- 1 Socket 5 amp / 220 v. (do not use with lighting equipment)

Note : * Corner space: add THB 5,000 per corner (compulsory)

* 7% VAT is applicable

Tech Village

2*1 m. THB 20,000/ 1 side kiosk



- 1 Side Kiosk
- 1 High Chair
- Company Artwork on Partition
- 2 Spot lights
- 1 Socket 5 amp / 220 v. (do not use with lighting equipment)



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CONTACT US

Amornrat Kaewpan (Aom)
Project Manager

Email: amornratk@impact.co.th
Tel: +66(0) 2833-5358
Mobile: +66(0) 91-415-6151

Phimphitcha Tangngam (Ice)
Senior Sales Executive

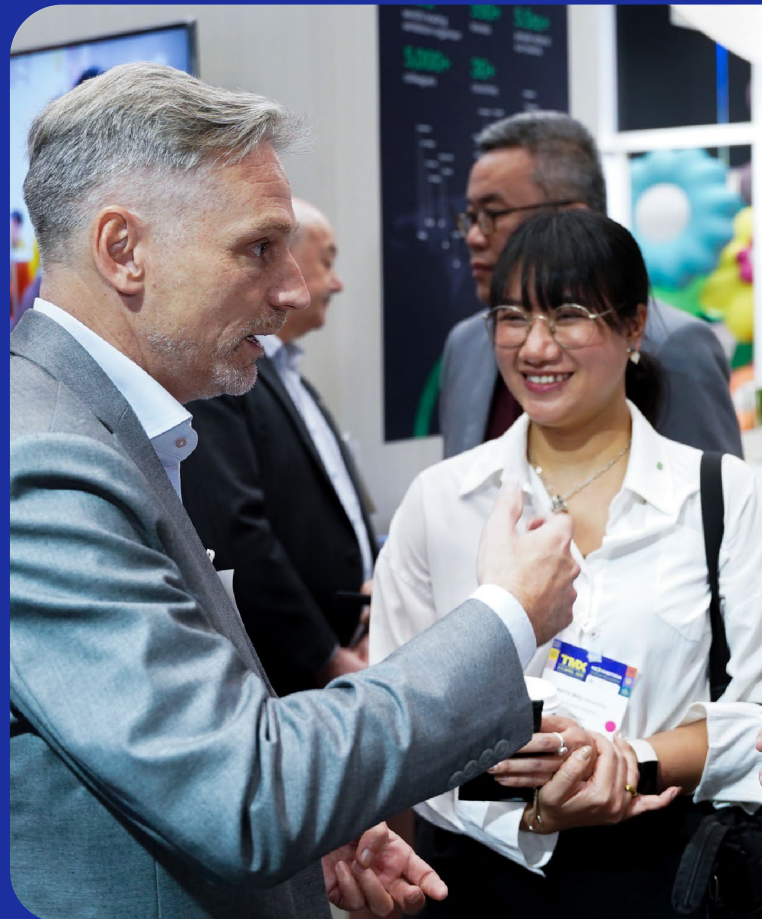
Email: phimphitchat@impact.co.th
Tel: +66(0) 2833-5316
Mobile: +66(0) 65-994-4262

Krittiya Karamad (Milo)
Sales Executive

Email: KrittiyaK@impact.co.th
Tel: +66 (0)2 833-5348
Mobile: +66(0)92-250-4857

Thai Exhibition Association

Tel: +66(0) 96-256-5224
Email: TMX@thaiexhibition.or.th



ORGANISED BY



STRATEGIC PARTNER



VENUE HOST

