

# 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

# TMX

THAILAND MICE X-CHANGE

## 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

## No. of Visitors:

**4,000** Visitors

## 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



## Conference Format:

Keynotes, Panel Discussions

## Supported by:

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



## 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

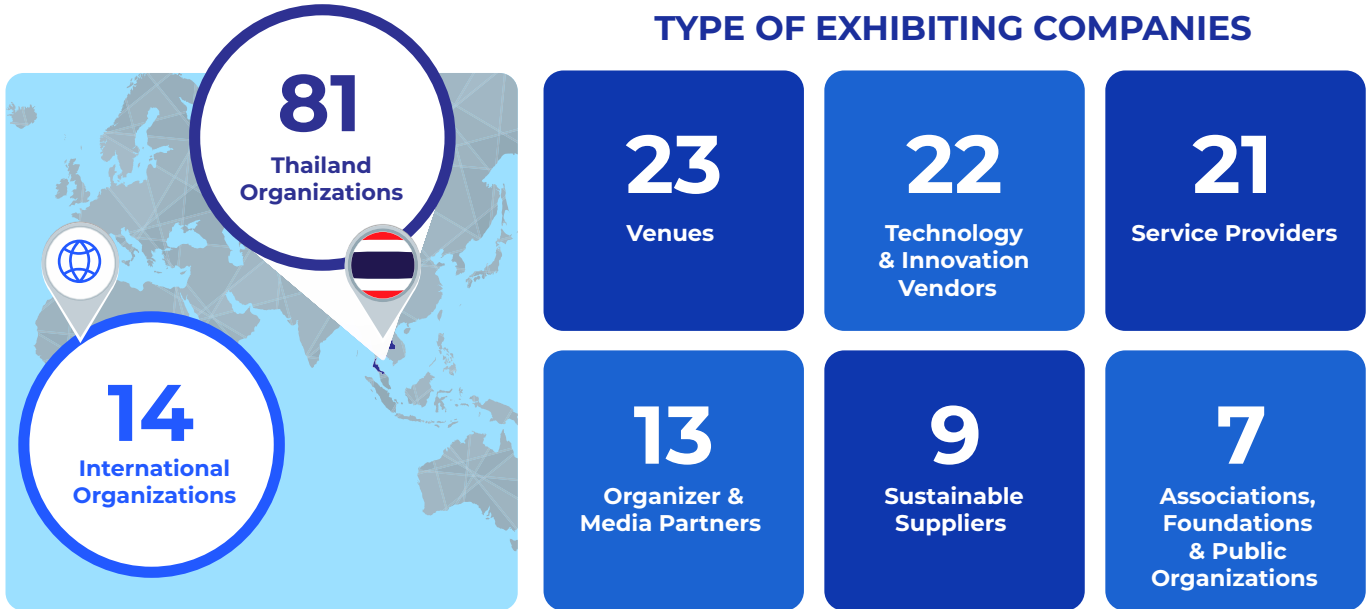


# OUR 2025 FACTS & FIGURES

## EXHIBITORS

### 95 Exhibiting Companies

#### TYPE OF EXHIBITING COMPANIES

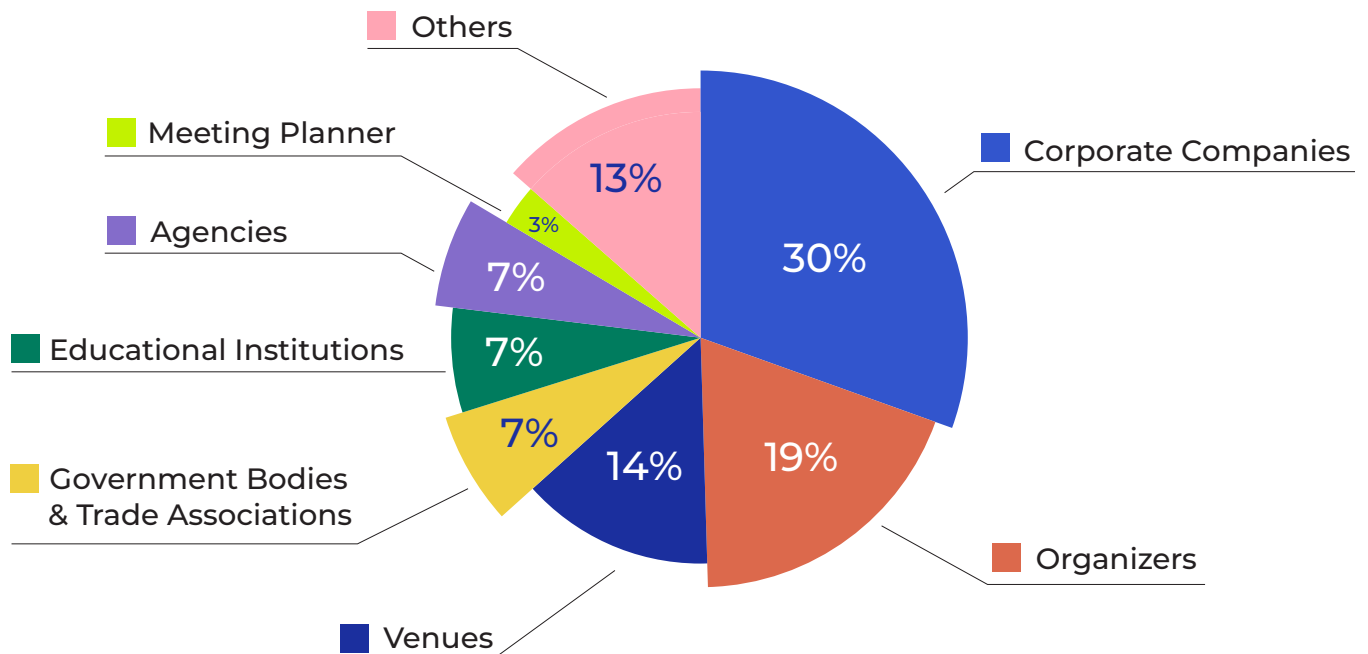


## VISITORS



# 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



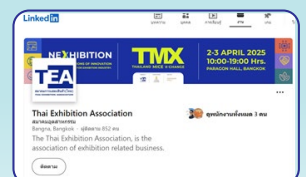
GOOGLE ADVERTISING



INFLUENCER MARKETING



LINE OFFICIAL



LINKEDIN



MEDIA PARTNERSHIP PROGRAM

# TYPE OF BOOTH

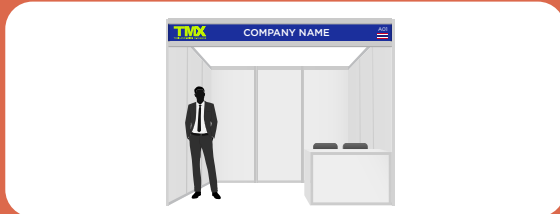


THAILAND MICE X-CHANGE

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## Standard Booth

9 sqm. (3\*3 m.) **USD 2,300/ Booth**  
18 sqm. (3\*6 m.) **USD 4,500/ Booth**

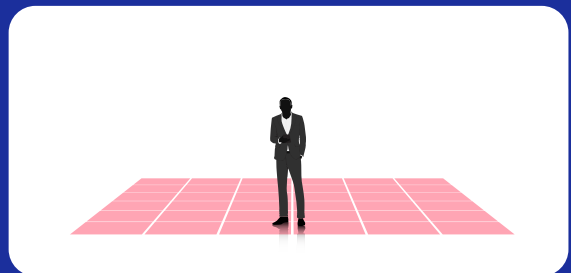


- System wall partition height of 2.5m
- Fascia with company name with booth number and national flag (Max. 24 letters)
- 1 Reception table
- 2 Chairs
- 2 Lightings
- 1 Waste basket
- 1 Socket 5 amp / 220 v. (do not use with lighting equipment)

Note : \* Reg. fee at USD 250 / company  
\* Corner space: add USD 170 per corner (compulsory)  
\* 7% VAT is applicable

## Raw Space

18 sqm. (3\*6 m.) **USD 3,700/ Booth**  
27 sqm. (3\*9 m.) **USD 5,500/ Booth**  
36 sqm. (6\*6 m.) **USD 7,200/ Booth**  
72 sqm. (6\*12 m.) **USD 14,300/ Booth**

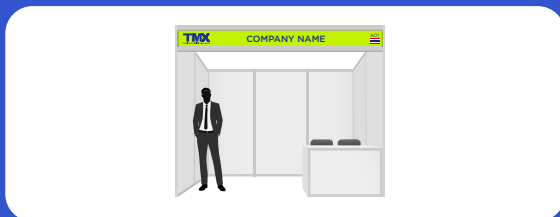


provide the most options for building bespoke exhibition stands and raw spaces offer you the platform to experiment with your stand design ideas.

Note : \* Reg. fee at USD 250 / company  
\* Corner space: add USD 170 per corner (compulsory)  
\* 7% VAT is applicable

## Standard Booth Sustainable suppliers ONLY

6 sqm. (3\*2 m.) **USD 1,480/ 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 : \* Reg. fee at USD 250 / company  
\* Corner space: add USD 170 per corner (compulsory)  
\* 7% VAT is applicable

## Tech Village

2\*1 m. **USD 900 / 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

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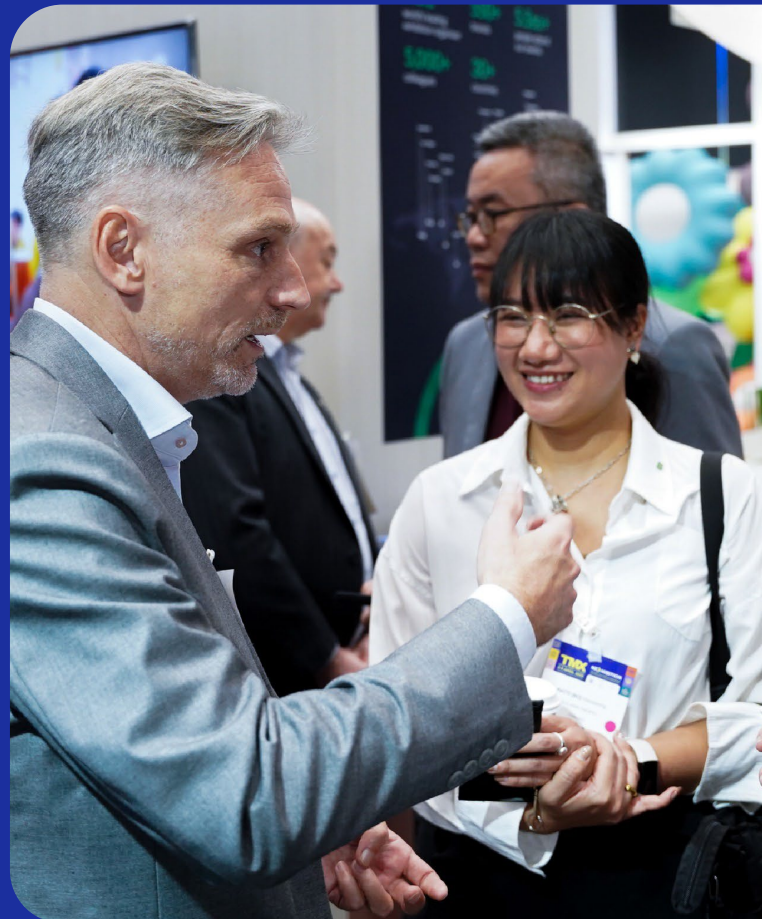
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ORGANISED BY



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