

## Show Information

- Event Title** : THAILAND LGBT EXPO 2017
- Description** : Thailand LGBT Expo is designed to be an important landmark in Thailand's LGBT community showcasing potentialities and positive differences of LGBT people at an international level.
- Show Date** : 14-17 December 2017
- Venue** : Hall 3, IMPACT Exhibition & Convention Center
- Time** : 10.00 – 20.00 hrs.
- Exhibit Area** : 5,000 sq.m.
- Exhibitor** : 150 booths from local and international
- Visitor** : 100,000 from local and international
- Organizer** : IMPACT Exhibition Management Co., Ltd.
- Co-Organizer**: Bangkok Rainbow Organization



## Objective

- To promote Thailand as the LGBT market center offering products, services, and activities for LGBT people
- To promote a new consumer market which is considered the fast-growing one in terms of their population and their high purchasing power
- To encourage and support the LGBT-friendly brands
- To establish coordination between business, government, and community sectors that support the LGBT at the national and international levels
- To promote the greater understanding of diversity in our society and support the idea of living together in harmony



# Why Exhibit?

- **The biggest platform that provides new products and services for LGBT community in Thailand**
- **An opportunity to enhance your brand image to be LGBT-friendly**
- **An opportunity to launch your new products and services**
- **An opportunity to increase sales due to the purchasing power of LGBT people**
- **An opportunity to gain feedback from customers to improve your business**
- **An opportunity to coordinate between business, government, and community sectors that support the LGBT Community at the national and international levels**



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**L G B T**  
E X P O → 2 0 1 7

## Exhibitor

- **Lifestyle** such as clothes, shoes, leatherwork, purses, jewelry, furniture, home décor, sportswear, kitchenware, and office wear from famous designers
- **Health and beauty products and services** such as cosmetics, skincare, perfume, pharmaceuticals, vitamins, supplements, fitness, hospital, and beauty clinics provided by some of the most well-known brands
- **Financial services** such as banks, insurance, and investment advisors
- **Travel and recreation** such as famous and chic hotels, clubs and bars, travel agencies, airlines, cruises, and car rental companies
- **Property** such as land, houses, condominiums, and other residential services
- **Food and drinks** such as restaurants and beverage companies
- **Mobile Applications**, associations and clubs for LGBT community

## Visitor

- The LGBT community, such as lesbians, gays, bisexual, transgender and queers
- Parents or friends of LGBT
- Associations or groups related to LGBT
- Media and PR groups
- Anyone else who is curious and interested in learning more about the community



## PR & Marketing



Email broadcast



Radio



Poster



Leaflet



Street Cut out



Website

[www.thailandlgbtexpo.com](http://www.thailandlgbtexpo.com)



Facebook

Thailand LGBT Expo



Website banner



Digital marketing

## Highlights

- ➔ Includes an open forum to acknowledge and exchange ideas and thoughts within the LGBT community
- ➔ Mr. Gay World Thailand Competition
- ➔ LGBT (ร) Talent (LGBT Talent Competition)
- ➔ LGBT Art gallery
- ➔ LGBT Fashion week
- ➔ Mini concert



### Contact us

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