

## RetailEX ASEAN 2019

### Transforming the ASEAN Retail Landscape

**RetailEX ASEAN** is an annual international trade exhibition and conference that caters to retailers and brands focusing on the ASEAN market, one of the fastest growing regions of the world. The exhibition serves as a marketplace for buyers to source for the latest retail related technology and solutions. The conference is an educational and knowledge-sharing platform for industry players to learn about the latest retail trends, helping companies to scale their businesses through practical case studies and insights from movers and shakers of the industry.

Event Title : RetailEX ASEAN 2019  
Event Date : 18-20 September 2019  
Exhibition (10.00 - 18.00 Hrs.)  
Conference (09.00 - 17.00 Hrs.)  
Venue : Hall 8, IMPACT Exhibition and Convention Center, Bangkok, Thailand  
Website : [www.retailxasean.com](http://www.retailxasean.com)

Visitorship : 4,000 Trade Visitors  
Show Highlights  
• Buyers program  
• Retail Concept Store demonstration

Concurrent Seminars/workshops: Conducted by the Marketing Association of Thailand (MAT), Thai Retailers Association (TRA) and Thai Shopping Center Association (TSCA), leading experts from these associations will share from real-life case studies about the management of storefronts, backend and online retail stores

Executive workshops hosted by Sponsors where invited guests will get to network and have open discussions in a closed-door environment to discuss their business challenges.

Jointly Organized by: • Thai Retailers Association  
• Clarion Events Pte Ltd  
• IMPACT Exhibition Management Co., Ltd

Supported By: Thailand Convention and Exhibition Bureau (TCEB)

Supporting Associations:

- Marketing Association of Thailand
- Thai Retailers Association
- Thai Shopping Center Association
- CMO Asia
- Aprindo
- HKFEC
- BritCham Indonesia
- AmCham Indonesia
- Various Retailers Association in Southeast Asia (Vietnam, Philippine, Myanmar, Singapore, Malaysia)

**RetailEX ASEAN** encompasses 3 exhibit profiles: **ShopFIT**, **Marketing in Retail**, **ShopTECH**, and **InternetRetailing Expo**. Companies offering the following technologies and solutions will be showcasing their services at the event. Brands and retailers can expect to find the latest solutions they need, whether it be for their brick and mortar store or online shops.

## Exhibit Profile:

### 1. ShopFIT

- Accessories for trolleys
- Accessories for refrigeration
- Building materials
- Cabinets
- Counters
- Display case
- Fitting room
- Fixtures
- Flooring, Wall coverings
- Lighting and lamps, Lighting planning
- Mirrors system
- Refrigeration system
- Shelf system
- Store architecture and store design
- Store construction, operations & equipment
- Shop fittings
- Shop furnishings
- Trolleys and baskets

### 2. Marketing in Retail

- Acrylic and plastic system
- Advertising materials & system
- Brand design
- Communication design
- Decorative furnishing
- Digital marketing solution
- Digital signage solution
- Interactive display solutions
- In store communication solution
- Kiosk system
- LED/LCD/ system
- Light boxes
- Loyalty/Gift card solution
- POP display
- Shopping bags
- Signage
- Stand construction
- VR/AR

### 3. ShopTECH / InternetRetailing Expo (IRX)

- Business analytics & big data management
- Business intelligence and CRM
- Cash drawers
- Cash management system
- Checkout system
- Click & collect solution
- Electronic shelf labels
- ERP, merchandise management
- In store location services
- Labels
- Mobile computer and devices
- Mobile solution
- Omni channel solution
- Payment system
- POS hardware
- POS software
- Security / loss prevention equipment and solutions
- Store communication and networks
- Supply chain, inventory, stock control management
- Tablets
- Vending system

- Mobile couponing
- Consultancies and incubators
- Cloud, hosting, net registration, security
- Digital E-commerce (Marketplaces and e-seller platforms, online merchandising)
- E-commerce Platforms
- Integrators
- Logistics, delivery, packaging and warehousing providers, postal services and software
- Reverse logistics, e-delivery, retail systems, in store digital
- Weighing system for food service
- Mobile and Retail Payment Solution Providers (Payment providers, Payment Gateways, e-payments, Mobile Payments, Social Payments)
- Mobile Digital marketing
- Search Engine Marketing
- Social Media Marketing
- Marketing Automation
- Analytics
- Content Marketing
- Omni-channel marketing, Apps
- Security, mobile security, Fraud Prevention

## Visitors Profile From these sectors:

- Advertising
- Children's wear
- Entertainment
- Health & beauty
- Internet Business
- Music & Video
- Shopping Centres
- Supermarkets
- Wholesale
- Commercial Real State
- Accessories and Jewelry
- DIY & Furniture Stores
- Fashion & Apparel
- Housewares and Furnishing
- Information Technology
- Pubs, Clubs and Restaurants
- Specialty & Luxury Goods
- Theme Parks, Cinemas and Museums
- Architecture & Design Agency
- Brands (food and non-food)
- Electricals
- Food & Beverages
- Leisure
- Hospitality & Hotels
- Pharmacy & drug stores
- Sports Arenas
- Travel
- Bank
- IT systems integrator & IT consultants

## In these job functions:

- Brand Marketing
- Digital
- Finance Management
- Logistics
- Merchandising
- Multichannel Trading
- Shopfitting Specialist
- Store Owners and Managers
- Business Development
- eCommerce
- Interior Design
- General Manager
- Marketing Communications
- Operations Management
- Retail Sys & Management
- Supply Chain Management
- Customer Experience
- EPoS
- IT Management
- Managing directors
- Public Relations
- Purchasing
- Security
- Visual Merchandising

## **COST OF PARTICIPATION:**

### **Option 1:**

#### **STANDARD Shell Scheme : Min 9 m<sup>2</sup>**

#### **Price Rate (Per SQM.) 370 USD**

Professional and convenience in usage yet modern look that suits the overall vibe of the exhibition. (Inclusions for every 9 sq. m. area) partition wall of 2.5 m. height, floor carpet, fascia name, 2 fluorescent lamps, 1 power socket 5 amp, 1 information counter, 2 chairs and 1 waste basket

- Price Includes general security & cleaning services

### **Option 2:**

#### **Raw Space : Min 18 m<sup>2</sup>**

#### **Price Rate (Per SQM.) 340 USD**

Stand out from the rest and customize your unique booth to creatively showcase your products / services.

- Price Includes general security & cleaning services

### **Option 3:**

#### **Sponsorship opportunities & Advertising opportunities**

There are various sponsorship and advertising opportunities available to increase your visibility and brand awareness at the event. Contact the Show organizers for more details.

Other fee:

- Corner booth: Charges for open sides 150 USD per additional open side.(only for standard furnished booth)
- Marketing fee: Charges 250 USD per exhibiting company.
- (Includes: online web promotion, other online features and benefits, entries, website.)

Note:

- \*Cost is subject to 7% VAT for both local & International companies.
- \*Booth space allocation is on a first come first served basis.