

**FASHION**

**FURNITURE**

**GIFTS**

**HOME DECOR**

**HOUSEWARE**

Fabrics / Textile • Garment / Apparel • Tanneries and Leather • Footwear • Fashion Accessories • Clothing Accessories • Bags & Luggage • Leisure & Sport • Gift & Premium • Home Decor • Office / Stationery • Pet Products • Toy and Game • Wellness • Kitchenware / Tableware / Platware • Glassware • Bathroom Accessories and Cleaning Equipment • Art • Furniture • Furniture Parts & Accessories • Lighting • Home Textile • Mattress & Pillow

# Application

Final Application by 30 November 2020



Leading International Lifestyle Trade Fair in South East Asia

TRADE

**10-12**

MARCH 2021

PUBLIC

**13-14**

MARCH 2021

**BITEC**

BANGKOK

[WWW.STYLEBANGKOKFAIR.COM](http://WWW.STYLEBANGKOKFAIR.COM)

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[WWW.STAYINSTYLEBANGKOK.COM](http://WWW.STAYINSTYLEBANGKOK.COM)

Organized by

**DITP** 

Department of International Trade Promotion  
Ministry of Commerce, THAILAND

# Fact Sheet

## 1. DATE

10-14 March 2021

Trade days : 10-12 March 2021 ( 10.00 - 18.00 hrs. )

Public days : 13-14 March 2021 ( 10.00 - 21.00 hrs. ) Construction/Booth decoration : 8-9 March 2021

## 2. VENUE

Hall 98-104 Bangkok International Trade & Exhibition Centre : BITEC (approximately 41,209 sq.m.)

## 3. ORGANIZED BY

Department of International Trade Promotion, Ministry of Commerce 563 Nonthaburi Road, Bangkasor, Muang, Nonthaburi, Thailand 11000 Tel : +66 2507 8401, 8404 Fax : +66 2547 4281  
E-mail : stylebkkapplication@gmail.com

## SUPPORTIVE ORGANIZATIONS

### Thailand Textile Institute

T +66 2713 5492-9 Ext 202  
E [tidarat@thaitextile.org](mailto:tidarat@thaitextile.org)

### Thai Garment Manufacturers Association

T +66 2681 2222 Ext. 108  
E [weeraya@thaigarment.org](mailto:weeraya@thaigarment.org)  
[chayanuch@thaigarment.org](mailto:chayanuch@thaigarment.org)

### The Thai Textile Manufacturing Association

T +66 2392 0753 to 5  
E [ttma@thaitextile.org](mailto:ttma@thaitextile.org),  
[thaittma@yahoo.com](mailto:thaittma@yahoo.com)

### The Thai Weaving Association

T +66 2427 6668  
E [twia2015@gmail.com](mailto:twia2015@gmail.com)

### The Association of Thai Textile Bleaching Dyeing Printing and Finishing Industries

T +66 2129 3965-67  
E [atdp2004@gmail.com](mailto:atdp2004@gmail.com)

### The Thai Synthetic Fiber Manufacturers Association

T +66 2216 5739-40  
E [tmfa.thai@gmail.com](mailto:tmfa.thai@gmail.com)

### Thai Bobae Garment Association

T +66 63178 2499  
E [bobaegarment@yahoo.com](mailto:bobaegarment@yahoo.com)

### Thai Tanning Industry Association

T +66 2703 8878  
E [ttia@thaitanning.org](mailto:ttia@thaitanning.org)

### Thai Leathergoods Association

T +66 2645 3505-06  
E [admin@thaileathergoods.net](mailto:admin@thaileathergoods.net)

### Association Of Thai Footwear Industrial Promotion

T +66 2886 4447  
E [info.atfip@gmail.com](mailto:info.atfip@gmail.com)

### Thai Footwear Association

T +66 2278 1525-26  
+66 81354 5364  
E [thaifoot@hotmail.com](mailto:thaifoot@hotmail.com)

### The Thai Silk Association

T +66 2712 4328  
E [thsilkas@yahoo.com](mailto:thsilkas@yahoo.com)

### Thai Textile Merchants Association

T +66 2622 6711-13  
E [team-tma@hotmail.com](mailto:team-tma@hotmail.com)

### Creative Design Association

T +66 2279 6435  
E [cda2011@hotmail.com](mailto:cda2011@hotmail.com)

### Thai Stationeries & Office Supplies Association

T +66 2682 7362-63  
E [stationeriesoffice@gmail.com](mailto:stationeriesoffice@gmail.com)

### Home Decorative Design Association

T +66 2332 5131  
E [hdda@thaihomedec.com](mailto:hdda@thaihomedec.com)

### Thai Toy and Children Product Trade Association

T +66 2233 3873-4  
E [info@thaitoyassociation.com](mailto:info@thaitoyassociation.com),  
[uobunnag@hotmail.com](mailto:uobunnag@hotmail.com),  
[ploy\\_toys@yahoo.com](mailto:ploy_toys@yahoo.com)

### Northern Handicrafts Manufacturers And Exporters Association

T +66 53 818 488, +66 81 530, 0953  
E [nohmex@nohmex.com](mailto:nohmex@nohmex.com)

### Thai Gifts Premiums & Decorative Association

T +66 2258 5358  
E [thaigiftscenter@gmail.com](mailto:thaigiftscenter@gmail.com),  
[info@thaigifts.or.th](mailto:info@thaigifts.or.th)

### Thai Housewares Trade Association

T +66 2115 3113, +66 2408 4659  
E [thaihousewares@gmail.com](mailto:thaihousewares@gmail.com)

### Design & Objects Association

T +66 2679 8526  
E [design.and.objects@gmail.com](mailto:design.and.objects@gmail.com)

### Thai Furniture Industry Club The Federation of Thai Industries

T +66 2345 1269-70  
E [narithorna@gmail.com](mailto:narithorna@gmail.com),  
[oraniti@off.fti.or.th](mailto:oraniti@off.fti.or.th)

### Thai Furniture Association

T +66 2973 3411-12  
E [furnitureassociation.tfa@gmail.com](mailto:furnitureassociation.tfa@gmail.com)

## 4. PRODUCT PROFILE

### FASHION & LEATHER

- FABRICS / TEXTILE
- GARMENT / APPAREL
- TANNERIES AND OTHER COMPONENTS LEATHER
- FOOTWEAR
- FASHION ACCESSORIES
- CLOTHING ACCESSORIES
- BAGS & LUGGAGE
- LEISURE & SPORT

### GIFT & HOUSEWARE

- GIFT & PREMIUM
- HOME DECOR
- OFFICE / STATIONERY
- PET PRODUCT AND SERVICES
- TOY AND GAME
- WELLNESS
- KITCHENWARE / TABLEWARE / FLATWARE
- GLASSWARE
- BATHROOM ACCESSORIES AND CLEANING EQUIPMENT
- ART

### FURNITURE

- FURNITURE
- FURNITURE PARTS / ACCESSORIES
- LIGHTING
- HOME TEXTILE
- MATTRESS & PILLOW

## 5. VISITOR

Trade Day : Importer, Buyer / Distributor / Supplier of Retailer, Wholesalers, Retailer, Concept Store / Property Project, Buyers from Showroom / Selected Shop / Fashion House / Department Store / Trading / Buying Agents, Interior Designer, Institutes of Design, Hotel, Restaurant, E-commerce Operator.

Public Day : Local retailers , public visitors and trade day visitors are welcome.

## 6. SPECIAL EVENTS

Business Matching Service, Special Exhibitions, Seminars and Conferences etc.

## 7. EXPECTED FIGURE DATA

Number of exhibitors : 1,000 companies 2,000 booths  
 Participating countries : Thailand and overseas countries  
 Exhibition area : 41,209 sq.m.  
 Number of visitors : 50,000  
 Buyer from all over the world are invited.

## 8. EXHIBITION RULES & REGULATIONS

### 8.1 General

8.1.1 An application shall be binding until such time as it has been accepted or declined by the Fair Organizer. Acceptance of the application shall be deemed to constitute a binding agreement with regard to stand location and rent specified.

8.1.2 Any infringement against this agreement by the Exhibitor shall render the Exhibitor liable to exclusion with immediate effect from participation in current and future exhibitions. The Exhibitor shall be responsible in such a case for the stand rental for the exhibition to which this agreement relates.

8.1.3 The Exhibitor shall undertake to adhere to the general "Terms and Conditions" as set out in this application, and to any special regulations which may be issued by the Fair Organizer, such as the Exhibitor's Manual.

### 8.2 Application for space and exhibitor qualifications

8.2.1 All applications for participation shall be made on the prescribed Application Form. The application will only be considered effective once it has been received by the Fair Organizer and it is then binding until admission or final non-admission. Receipt of application will be acknowledged in writing.

8.2.2 An Exhibitor must be a registered company of good reputation

### 8.3. Licensing and allocation of exhibition space

8.3.1 During the exhibition period, Exhibition space is licensed to the Exhibitor only. The Exhibitor is not allowed to sub-license the exhibition space allocated to it, either wholly or in part.

8.3.2 Co-exhibitors or sub-contracted exhibitors are not permitted.

8.3.3 The Fair Organizer reserves the right to allocate the exhibition space based on quality / product type, amount of booths, date of payment, date of Application, booth design, experience in activities with DITP, or in any manner as they deem fit. The Fair Organizer reserves the right to change the venue for the Exhibition, to change the exhibition space allocated to the Exhibitor, to alter the size and dimensions of the exhibition space or to undertake other structural alterations as they deem fit. Such changes shall be at the discretion of the Fair Organizer and the Exhibitor shall have no claim for compensation as a result of any changes.

8.3.4 If any Exhibitor who was approved by the Fair Organizer wishes to cancel the exhibition space, no Refunds will be issued in any event. The Fair Organizer has the right to reject the Exhibitor's application for any future event.

### 8.4 Exhibitor sales regulations

8.4.1 All sales activities must be done inside the Exhibitor's allocated space.

8.4.2 Products or services not included on the admission document cannot be exhibited. The Fair Organizer has the right to remove non-approved exhibits from the exhibition hall immediately. The operation and demonstration of exhibits can only be carried out within the framework of accepted standards.

8.4.3 It is not permissible for the Exhibitor to do retail during trade days.

### 8.5. Terms of payment

8.5.1 The Exhibitor must make full payment within the deadline as stated. Failure to do so gives the Fair Organizer the right to cancel the exhibition space.

8.5.2 Refunds will not be issued in any event.

8.5.3 The exhibition space may not be occupied before the stand rental has been paid in full.

8.5.4 In the event of the Fair Organizer being obliged by events out of its control such as war, the imposition of special measures by local authority or government, strike, lock out, fire or any other comparable incident, to cancel or postpone the exhibition, no refund of the stand rental will be paid.

### 8.6. Conduct in the exhibition center

8.6.1 During the exhibition period the Exhibitor shall be responsible for the good conduct of its employees, agents, contractors and sub-contractors who shall be bound by, and must observe, these Terms and Conditions in all respects. The Exhibitor must not permit anything which causes a nuisance or in the opinion of the Fair Organizer does not conform with the general standards of the Exhibition or may amount to a breach of these Terms and Conditions.

8.6.2 The Exhibitor must be able to operate its stand during the whole period of the fair.

8.6.3 The Exhibitor should take note of matters mentioned in the Exhibitor's Manual, or communicated to it in any other way.

8.6.4 It is not permissible for the Exhibitor to distribute promotional materials outside its own stand.

### 8.7. Construction and decoration

8.7.1 The Exhibitor has option to either use a standard booth provided by the Fair's official contractors or to design and construct its own stand. The Exhibitor must cover the floor and walls of the stand with appropriate materials.

8.7.2 The Fair Organizer does not permit the Exhibitor to build its own stand using the Fair standard booth design at all.

8.7.3 It is not permissible for the Exhibitor to decorate above the height of the booth as mentioned in the Exhibitor's Manual, without prior approval from the Fair Organizer.

8.7.4 It is not permissible for the Exhibitor to damage partitions, floor, or any other goods supplied by the official contractor.

8.7.5 It is not permissible for Exhibitors to place objects outside the stand area or to obstruct fire safety devices, emergency exits and electrical control cabinets.

8.7.6 Use of the hall ceiling is not allowed for the exhibition.

8.7.7 Exhibited products may not be removed during the period of the Exhibition without special authorization from the Fair Organizer.

8.7.8 An Exhibitor who has bulky exhibits which cannot be transported freely along the aisles of the Exhibition should contract the Fair Organizer in good time prior to the Exhibition to plan their inward transport.

8.7.9 It is not permissible for the Exhibitor to use a naked flame and to store gasses and inflammable liquids within the exhibition area without the authorization of the fire safety officer and the Fair Organizer.

8.7.10 The Fair Organizer may make arrangements for any objects left on the stand after the final clearance date to be removed at the risk and expense of the Exhibitor. The Fair Organizer shall be entitled to retain the Exhibitor's property until such time as payment in full has been effected.

8.7.11 The Fair Organizer will co-ordinate with the official contractors in the event that the Exhibitor would prefer to decorate the booth with standard decoration and equipment at the Exhibitor's expense.

8.7.12 The Exhibitor's own stand construction decoration designs must be submitted to the Fair Organizer for approval before construction and installation.

### 8.8. Printed and digital materials

The Fair Organizer has the right to use any of the Exhibitors' photographs, illustrations, text and trade mark sent by the Exhibitor at application time in all trade fair printed and digital materials. The Fair Organizer disclaims all responsibility for any errors in the catalogue or any other printed and digital materials.

### 8.9. Amendment of regulations

The Fair Organizer may amend these regulations and their terms owing to unavoidable circumstances. The Exhibitor agrees beforehand to any such amendment, and to observe them accordingly.

### 8.10. Waiver

No waiver by the Fair Organizer of any of the provision of these Terms and Conditions or of any of its rights here under shall have effect unless given in writing and signed by a director of the Fair Organizer.

### 8.11. Liability

8.11.1 The Exhibitor agrees to indemnify and hold the Fair Organizer blameless, in regard to: claims, liabilities, losses, suits, damages, judgments, expenses, costs and charges of every kind arising out of the default or negligence of, or any damage caused by the Exhibitor or its contractors or sub-contractors.

8.11.2 The Fair Organizer will not be responsible for any loss, damage occurring to any person, assets, rights of the Exhibitor due to uncontrollable incidents such as political disorder, natural disaster, robbery, fire or any other comparable incident.

8.11.3 The Fair Organizer will not be responsible for any loss, damage occurring to any person, assets, rights of the Exhibitor due to the Exhibitor's own construction, decoration and transportation.

### 8.12. Penalty

The Department of International Trade Promotion (DITP) has the right to revoke or not consider any Exhibitor who does not comply to these Terms and Conditions from future participation in any domestic or overseas trade fair(s) or other DITP's activities

## 9. DESIGN HALL EXHIBITION TERMS AND CONDITIONS

- 9.1. The Design Hall is aimed to promote outstanding product designs and encourage exhibitors to introduce well-designed products for buyers/customers. All applicants are eligible for the STYLE Bangkok 2020 Design Hall without extra payment under following terms and conditions as well as the consideration of DITP Design Hall Committee.
- 9.2. Products displayed in the design hall must not violate the rights of any patent design, nor have outstanding complaints regarding intellectual property.
- 9.3. The allocation of booths will be determined based on the following factors: product category, the number of booths, date of payment, and submission of booth design/ construction.
- 9.4. Exhibitor in the Design Hall will be responsible for the design and construction of their booths, and are requested not to use standard booths.
- 9.5. The Fair Organizer reserves the right to determine which exhibitors will participate in the Design Hall, as well as their allocation of booths. Such decision by the Fair Organizer is final.
- 9.6. Violations of the terms and conditions by Exhibitors may result in Exhibitor's immediate removal from the fair, and exhibitor will be prohibited from attending the next show.
- 9.7. Submitting Portfolio for participating in Design Hall (Please ensure that your application detail meets the following requirements)
  - 9.7.1 Colored Pictures of your example product (including new collection product)
  - 9.7.2 Pictures of your booth decoration from last year and plan for upcoming booth.
  - 9.7.3 Concept of your product display design.
  - 9.7.4 Profile of your company, designers and crew.
  - 9.7.5 Award winning and publishing profile. Ex. participating in any designing contest or published in a magazine.
  - 9.7.6 Other ,such as, patent or any proof of your intellectual Property. (If capable)

Noted : - Please submit the pictures following the article 9.7.1-9.7.3 in form of JPEG on CD-Rom or Thumb Drive and attach the document as article 9.7.4-9.7.6 with the application.  
- The Fair Organizer reserves the right to review ONLY the complete application.

## APPLICATION FORM

### 1. Company's Profile : (Please fill in the form using CAPITAL LETTERS) \_\_\_\_\_

Company Name : \_\_\_\_\_

Address : \_\_\_\_\_

District : City / State : \_\_\_\_\_ Country : Postal Code : \_\_\_\_\_

Tel. / Mobile : \_\_\_\_\_ Fax : \_\_\_\_\_

E-mail : \_\_\_\_\_ Website : \_\_\_\_\_

Contact person : 1. \_\_\_\_\_ Position : \_\_\_\_\_ Mobile : \_\_\_\_\_

2. \_\_\_\_\_ Position : \_\_\_\_\_ Mobile : \_\_\_\_\_

Designer : 1. \_\_\_\_\_

2. \_\_\_\_\_

### 2. Type of company : \_\_\_\_\_

Manufacturer : (Please choose type of production)  OEM /  ODM /  OBM

Exporter  Representative  Trading Company

Designer  Publisher & Media  School & Institute

Technology, Equipment, Machinery, Chemicals  Service Consultant: Finance, Logistics, Software

Others: \_\_\_\_\_

### 3. Booth's allocation : (Please choose only one) \_\_\_\_\_

- Product Zone
- Design Hall
- International

Remark : By applying to participate in DESIGN HALL, please arrange the application and additional documents according to article 9.7 and can not use standard booth

### 4. Type of booth : \_\_\_\_\_

- Standard Booth
- Design your Own Booth

Remark : For standard booth decoration package, the fair's contractor will send you packages design and price

### 5. Raw Space Rental Fee : \_\_\_\_\_

Booth	Price per booth	Number of booths
Raw space 9 sq.m.(3x3 m.)	1,600 \$	

### 6. You must send this app form with : \_\_\_\_\_

- Company's Profile
- Product Brochure
- Product Photos

Please send the completed application form together with required documents to :

- DITP head office via e-mail to [lifestyleunit@ditp.go.th](mailto:lifestyleunit@ditp.go.th) or
- DITP Overseas Office (Thai Trade Centre) Please choose office nearby you from [www.ditp.go.th](http://www.ditp.go.th) → Contact Us → Overseas Offices
- Supportive Organization (see page 1/9)



Signature : \_\_\_\_\_

Name of Signatory : \_\_\_\_\_

Position : \_\_\_\_\_

Date : \_\_\_\_\_

## 7. For the benefits of booth allocation and publicity.

Please indicate major preference by filling in "number 1" and minor preferences by filling in "number 2 - 3" respectively.

### FASHION & LEATHER

#### Fabrics / Textile :

- Ethnic Fabrics (Batik, Hand Woven Cotton & Hemp, Silk, Morhom, etc)
- Woven Fabrics     Knitted Fabrics
- Filament Yarns     Spun Yarns
- Staple Fibers

#### Garment / Apparel :

- Men's wear     Women's wear
- Children's wear     Ethnic Garment
- Lingerie / Underwear
- Specialty / Occasional wear

#### Tanneries and Other Components

##### Leather :

- Leather & Hides     Artificial Leather

#### Fashion Accessories :

- Costume Jewelry
- Cufflinks, Ties and Tie Bars, Gloves
- Hats & Caps / Hair Ornaments
- Handkerchiefs, Scarves and Shawls

#### Clothing Accessories :

- Labels & Hang Tags
- Lace & Embroidery
- Tapes and Bands
- Thread - Elastic, Embroidery, Sewing
- Others - Beads, Buckles & Stoppers, Buttons, Pads, Trimming, Zipping, etc

#### Bags & Luggage :

- Briefcases    (Material)
- Cosmetic & Toiletry     Fabrics
- Evening Bags     Leather
- Handbags & Purses     Plastic
- Luggage

#### Leisure & Sport :

- Backpacks     Camping Goods
- Coats & Jackets     Sport Bags
- Sport Shoes     Sportswear
- Sport Accessories

#### Others :

- Machinery     Packaging & Barcode
- Chemicals     Equipments

### GIFT & HOUSEWARE

#### Gift & Premium :

- Gifts
- Premium / Promotional Item
- Party Supply

#### Home Decor :

- Artificial Flowers / Plants / Fruits / Vegetable
- Christmas Items
- Home Decorative Items
- Mirror Frame / Picture Frame

#### Office / Stationery :

- All kinds of Pens, Pencils, Markers, Crayons, Blades, Cutters, Scissors and Adhesive Tapes
- Folder & Organizer and Files
- Gift Wrapping / Greeting Cards / Boxes
- Stationery Items

#### Pet Products and Services :

- Pet Lifestyle Products
- Pet Services

#### Toys and Games :

- Children Items
- Doll and Accessories
- Educational & Wooden Toys
- Electronic Toys
- Games
- Hobbies

#### Wellness :

- Candles
- Herb Products
- Perfume / Toiletries (Soap & Hair Products)
- Potpourri / Fragrance / Incense
- Spa Products & Services

#### Houseware :

- Kitchenware / Tableware / Flatware
- Glassware
- Bathroom Accessories and Cleaning Equipment

#### Art :

- Painting
- Picture / Photo / Printing
- Sculpture

### FURNITURE

#### Furniture :

- Indoor Furniture
- Outdoor Furniture  
(Material)
- Wood     Plastic
- Metal     Others

#### Furniture Parts / Accessories :

- Bathroom Furnishing
- Built-in Parts of Interior (Wallpaper, Staris, Windows & Doors, Blinds etc)
- Carpets / Rug
- Flooring T
- Furniture Parts
- Kitchen Furnishing

#### Lighting :

- Lighting

#### Home Textile :

- Home Furnishing Textiles / Fabric

#### Mattress & Pillow :

- Pillow & Mattress / Resting Pillow

#### Sourcing / OEM :

- Sourcing

#### Green :

- Circular Economy
- Eco-Friendly
- Recycle

#### International :

- International

#### Design Hall :

- Fashion & Accessories
- Furniture
- Gifts
- Home Décor
- Wellness

**8.Product to be exhibited :** \_\_\_\_\_

Please note that the application form is valid only if accompanied by the image of booth layout, product display and new product collection that will be presented at the event.

BOOTH LAYOUT

PRODUCT DISPLAY

NEW PRODUCT

**9.Product Highlight**

Describe Product highlight

PRODUCT HIGHLIGHT

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\*\*\* no more than 150 charaters \*\*\*

# EXPERIENCE the **ULTIMATE** International Lifestyle Trade Fair

ONE STOP SOLUTION  
MATERIAL SOLUTION DESIGN SOLUTION  
PRODUCT SOLUTION PROJECT SOLUTION

Organized by



Part of:



**WWW.STYLEBANGKOKFAIR.COM**  
**WWW.STAYINSTYLEBANGKOK.COM**