

thaifex
HOREC
ASIA

DIGITAL ADVERTISING PACKAGES



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THAIFEX - HOREC Asia Website [Homepage]

Heighten your brand exposure with our leaderboard or logo space that will be displayed on the home page for 6 months to generate traffic to your company's website. The website's ½-year traffic is estimated at 225k+ unique visitors. Each banner/logo will be linked to your company website.

- Exhibitor Logo **USD 1,000**

Logo Size: 500 x 500 px

- Home Page Banner **USD 5,000**

Banner Size: 1000 x 200 px



Duration: Oct 2025 - Mar 2026

How to apply?

Complete and submit the **Digital Advertising form** (found in the **Marketing Manual**) on the **Online Exhibitor Portal** before the deadline.

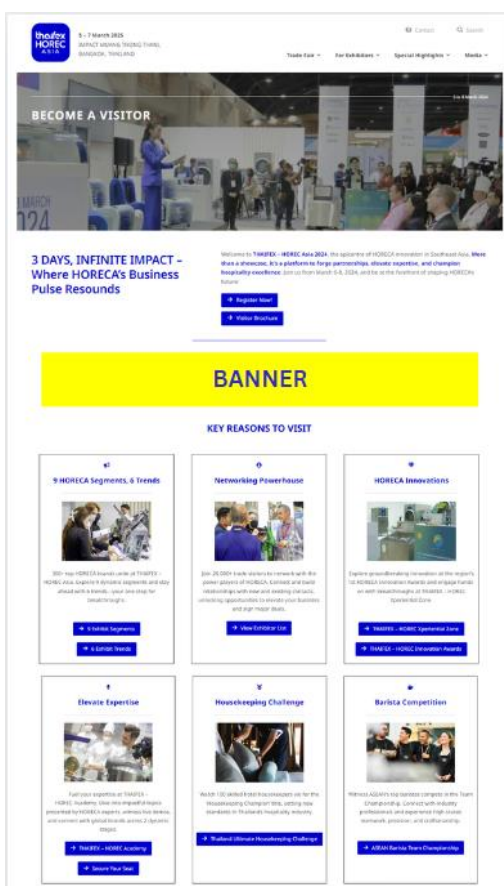
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THAIFEX - HOREC Asia Website (Selected Webpages)

Leaderboard (Horizontal)

Showcase your company banner on selected Webpages, with targeted viewers including trade buyers and trade visitors. Artwork and Hyperlink will be provided by company.



- Become a Visitor page
USD 2,500

Target Unique Views (Jan-Mar):

75,000+

Banner Size: 728 x 90 px

- Become an Exhibitor page
USD 2,000

Target Unique Views (Sep-Dec):

58,000+

Banner Size: 1000 x 200 px

Duration:

Become a Visitor: Jan - Mar 2026

Become an Exhibitor: Sep - Dec 2025

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THAIFEX - HOREC Asia e-Newsletter

Our e-Newsletters have an average targeted audience of 60k+, and your banner will appear at the bottom with a hyperlink to your website so individuals can find out more about your business. Artwork and hyperlink to be provided by the company.



➤ Exhibitor Banner **USD 2,500/blast**

Target Distribution: average 60,000 database/emails

Banner Size: 600 x 100 px

Short Description: 80 words

Duration: Oct 2025 - Mar 2026

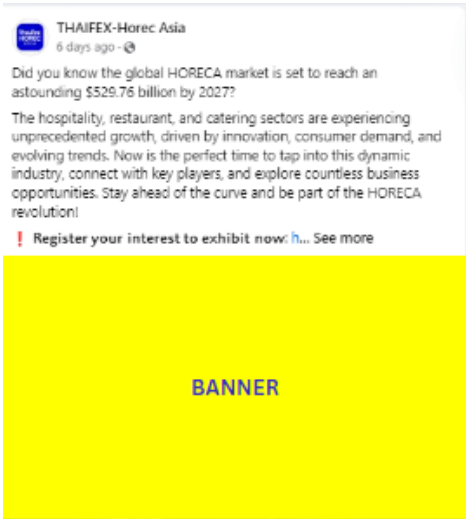
How to apply?

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THAIFEX - HOREC Asia Social Media

Showcase your company’s products on our various social media platforms, including Facebook, Instagram, and LinkedIn which have a combined following of over 12,000.

Artwork and hyperlink to be provided by the company.

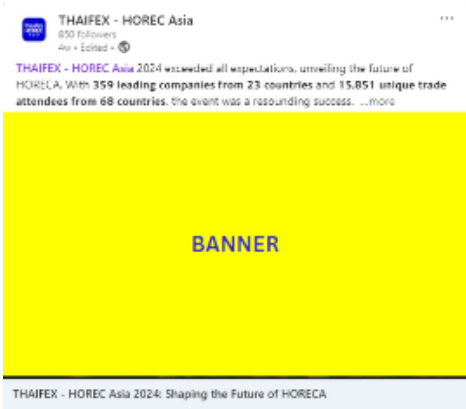


➤ Exhibitor Post **USD 300/post**

Average Followers

- Facebook: 10,000+
- Instagram: 1,000+
- LinkedIn: 1,300+

Post Size: 1080 x 1080 px



Duration: Oct 2025 - Mar 2026

How to apply?

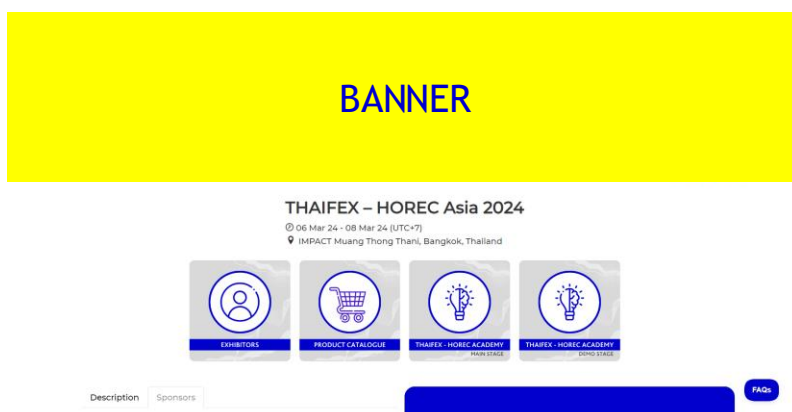
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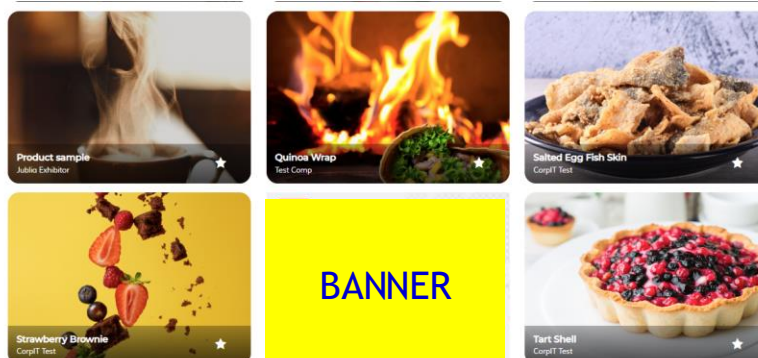
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THAIFEX - HOREC Asia Web/Mobile App

The THAIFEX - HOREC Asia 2026 web/mobile app is a one-stop-shop for all event information, including exhibitor listings, schedules, and more!



- **Company Page (only Web App)** **USD 5,000**
Total impressions on Web App: ~2.99 million
- Rotating Header Banner with clickable link
 - *Banner Size: 2000 x 400px, max 1MB*



- **Products and People Page (only Web App)** **USD 500**
Total impressions on Web App: ~1.86 million
- In-between Banner with clickable link
 - Banner appears after every 10 products, order of appearance based on first-come-first-served
 - *Banner Size: 500 x 350px*

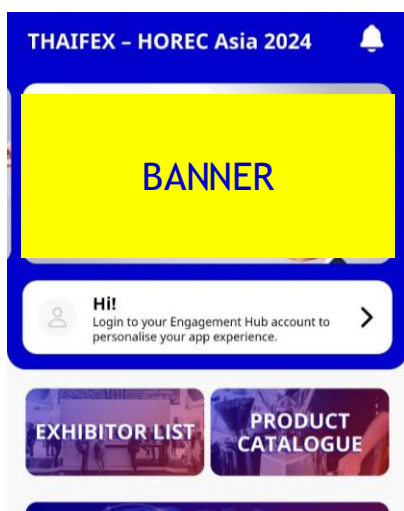
Duration: Nov 2025 - Mar 2026

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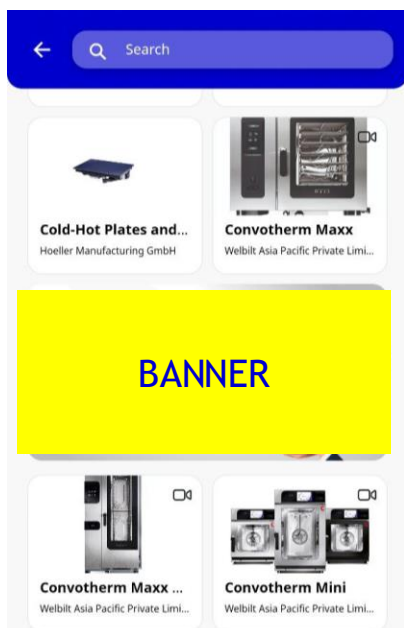
THAIFEX - HOREC Asia Web/Mobile App

The THAIFEX - HOREC Asia 2026 web/mobile app is a one-stop-shop for all event information, including exhibitor listings, schedules, and more!



- **Landing Page (only Mobile App)**
Total Mobile App download: ~1.7k
- Rotating Header Banner with clickable link
- *Banner Size: 1024 x 500px, max 1MB*

USD 2,500



- **Products and People Page (only Mobile App)**
Total Mobile App download: ~1.7k
- In-between Banner with clickable link
- The banner appears after every 10 products, with the order of appearance based on a first-come, first-served basis.
- *Banner Size: 1024 x 500px*

USD 1,000

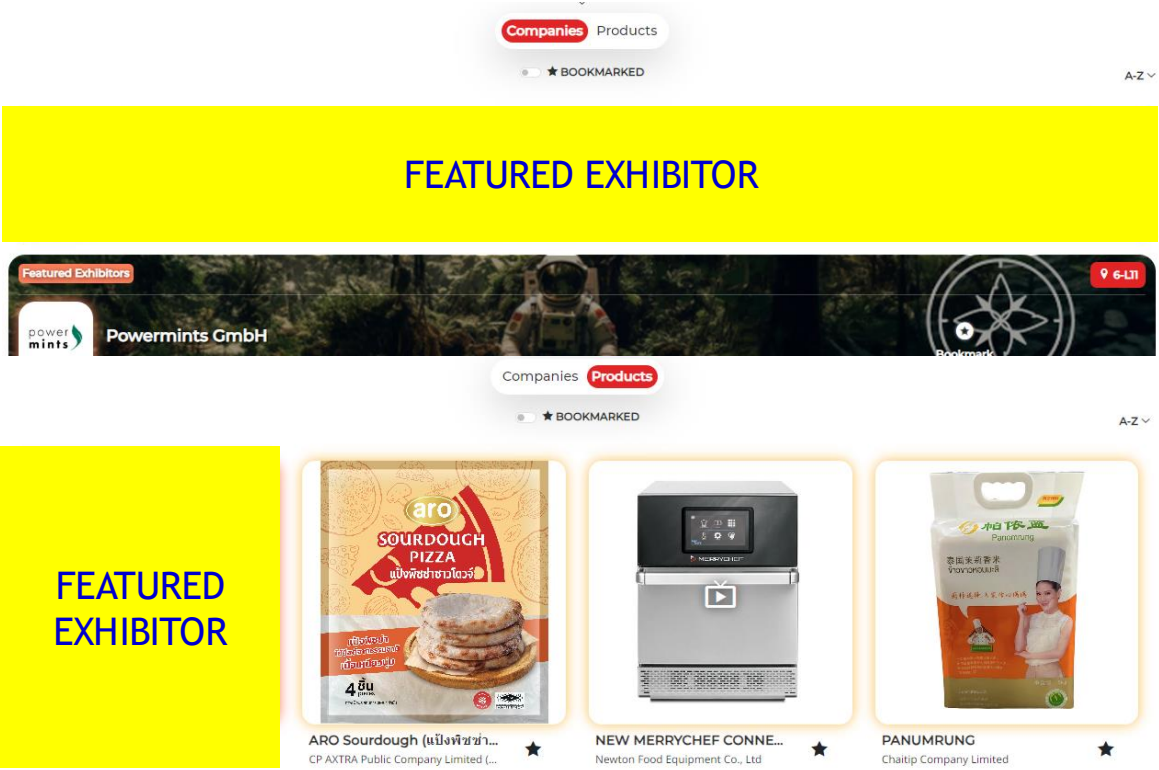
How to apply?

Duration: Nov 2025 - Mar 2026

Complete and submit the **Digital Advertising form (found in the Marketing Manual)** on the **Online Exhibitor Portal** before the deadline.

THAIFEX - HOREC Asia Web/Mobile App

The THAIFEX - HOREC Asia 2026 web/mobile app is a one-stop-shop for all event information, including exhibitor listings, schedules, and more!



➤ **Featured Exhibitor (Web + Mobile App)**

USD 1,000

- Boost your company's ranking in the Exhibitor List and elevate your products in the Product Catalogue.
- The Exhibitor List and Product Catalogue will be featured on the web app, mobile app, and our onsite directories.

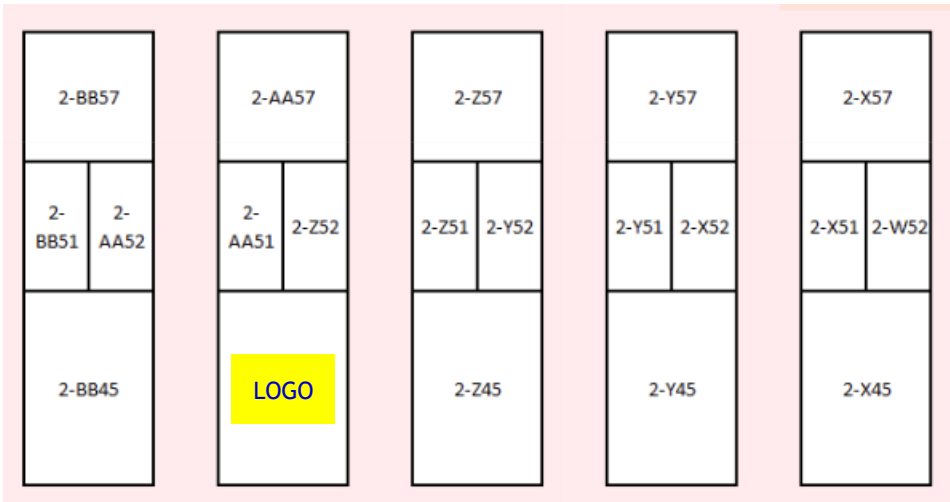
How to apply?

Duration: Nov 2025 - Mar 2026

Complete and submit the **Digital Advertising form (found in the Marketing Manual)** on the **Online Exhibitor Portal** before the deadline.

THAIFEX - HOREC Asia Web/Mobile App

The THAIFEX - HOREC Asia 2026 web/mobile app is a one-stop-shop for all event information, including exhibitor listings, schedules, and more!



➤ **Featured Logo on Interactive Floorplan (Web + Mobile App)**

USD 2,000

- Showcase your brand front and centre on the interactive floorplan
- The interactive floorplan will be featured on the web app and mobile app.
- *Note that booth configuration needs to be a min. 6x6m*
- *Logo: High res, .png/.ai format*

[How to apply?](#)

Duration: Nov 2025 - Mar 2026

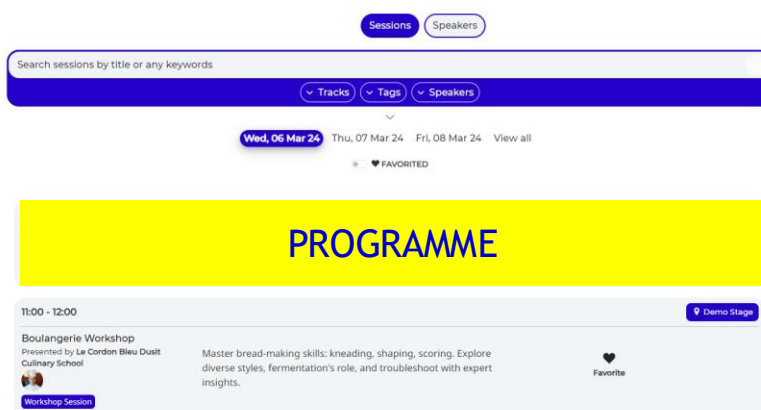
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THAIFEX - HOREC Asia Web/Mobile App

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➤ **Agenda Page (Web + Mobile App)**

USD 1,000

Total impressions: ~247k

- Include your programmes/sessions on our agenda page!

➤ **Push Notification (Mobile App only - subject to approval)**

USD 500

Total Mobile App download: ~1.6k

- Send messages directly to our visitors through the mobile app!

➤ **Add-ons**

- Extra exhibitor account (no guaranteed meetings)

USD 1,000

- 1 pdf + 5 products upload

USD 200

Duration: Nov 2025 - Mar 2026

How to apply?

Complete and submit the **Digital Advertising form** (found in the **Marketing Manual**) on the **Online Exhibitor Portal** before the deadline.

DIGITAL ADVERTISING

Top of Mind Advertising Bundle Deal I

Get the best of all our digital platforms when you take our Digital Advertising Bundle Deal!

➤ **Digital Advertising Bundle** **USD 5,000 (U.P. USD 6,800)**

- Website Homepage Logo (worth USD 1,000)
 - The website's ½-year traffic is estimated at 225k+ unique visitors. Each banner/logo will be linked to your company website.
 - Logo Size: 500 x 500 px
- Social Media (worth USD 300)
 - Exhibitor post on social media platforms like Facebook, Instagram and LinkedIn
Average Followers: Facebook:10,000 | Instagram: 1,200 | LinkedIn: 1,300
Image size: 1080 x 1080 px
- EDM (worth USD 2,500)
 - Exhibitor Banner
Target Distribution: average 60,000 database/emails
Banner Size: 600 x 100 px
Short Description: 80 words
- Featured Exhibitor (worth USD 1,000)
 - Boost your company's ranking in the Exhibitor List and elevate your products in the Product Catalogue.
 - The Exhibitor List and Product Catalogue will be featured on the web app, mobile app, and our onsite directories.
- Featured Logo on Interactive Floorplan (Web + Mobile App) (worth USD 2,000)
 - Showcase your brand front and centre on the interactive floorplan
 - The interactive floorplan will be featured on the web app, mobile app, and our onsite directories.
 - Logo Size: 500 x 500 px

How to apply?

Duration: Nov 2025 - Mar 2026

Complete and submit the **Digital Advertising form** (found in the **Marketing Manual**) on the **Online Exhibitor Portal** before the deadline.

DIGITAL ADVERTISING

Top of Mind Advertising Bundle Deal II

Get the best of all our digital platforms when you take our Digital Advertising Bundle Deal!

- **Digital Advertising Bundle** **USD 3,000 (U.P. USD 4,800)**
- Social Media (worth USD 300)
 - Exhibitor post on social media platforms like Facebook, Instagram and LinkedIn
Average Followers: Facebook: 10,000 | Instagram: 1,200 | LinkedIn: 1,300
Image size: 1080 x 1080 px
 - EDM (worth USD 2,500)
 - Exhibitor Banner
Target Distribution: average 60,000 database/emails
Banner Size: 600 x 100 px
Short Description: 80 words
 - Featured Exhibitor (worth USD 2,000)
 - Boost your company's ranking in the Exhibitor List and elevate your products in the Product Catalogue.
 - The Exhibitor List and Product Catalogue will be featured on the web app, mobile app, and our onsite directories.

[How to apply?](#)

Duration: Nov 2025 - Mar 2026

Complete and submit the **Digital Advertising form** (found in the **Marketing Manual**) on the **Online Exhibitor Portal** before the deadline.

DIGITAL ADVERTISING

New Product Advertising Bundle Deal

Elevate your brand with our New Product Digital Advertisement Package. Perfect for showcasing innovations introduced in the last 6 months, this package highlights your product's unique features, improvements, and design.

➤ **Digital Advertising Bundle**

USD 5,000 (U.P. USD 7,800)

- **Become a Visitor Page (worth USD 2,500)**
 - Exhibitor product description, booth, URL to exhibitor's page
Image size: 1000 x 200 px
- **Social Media (worth USD 300)**
 - Exhibitor post on social media platforms like Facebook, Instagram and LinkedIn
Average Followers: Facebook: 10,000 | Instagram: 1,200 | LinkedIn: 1,300
Image size: 1080 x 1080 px
- **EDM (worth USD 2,500)**
 - Exhibitor Banner
Target Distribution: average 60,000 database/emails
Banner Size: 600 x 100 px
Short Description: 80 words
- **Featured Exhibitor (worth USD 2,000)**
 - Boost your company's ranking in the Exhibitor List and elevate your products in the Product Catalogue.
 - The Exhibitor List and Product Catalogue will be featured on the web app, mobile app, and our onsite directories.
- **Push Notification on Mobile App (worth USD 500)**
 - Send messages directly to our visitors through the mobile app! (Max 100 characters)

How to apply?

Duration: Nov 2025 - Mar 2026

Complete and submit the **Digital Advertising form** (found in the **Marketing Manual**) on the **Online Exhibitor Portal** before the deadline.

Digital Advertising Catalogue

Type	Item	Format	Size	Slots Available	Price (USD)
Website	Homepage	Logo	500 x 500 px High-res .png/.ai	12	\$1,000
	Homepage	Banner	1000 x 200 px	2	\$5,000
	Become a Visitor page	Banner	1000 x 200 px	1	\$2,500
	Become an Exhibitor page	Banner	1000 x 200 px	1	\$2,000
E-Newsletter	Email Banner	Banner	600 x 100 px	8	\$2,500
Social Media	Post	Image / Video	1080 x 1080 px	15	\$300

More options on the next page →

DIGITAL ADVERTISING



Digital Advertising Catalogue

Type	Item	Format	Size	Slots Available	Price (USD)
Web/Mobile App	Across all pages (only Web App)	Banner	2000 x 400 px, max 1MB	3	\$5,000
	Products and People Page (only Web App)	In-between Banner	500 x 350 px	5	\$500
	Only Landing Page (only Mobile App)	Banner	1024 x 500 px, max 1MB	3	\$2,500
	Products and People Page (only Mobile App)	In-between Banner	1024 x 500 px	5	\$1,000
	Featured Exhibitor (Web + Mobile App)	-	-	10	\$1,000
	Featured Logo on Interactive Floorplan (Web + Mobile App)	Logo	High-res logo, .png/.ai	10	\$2,000
	Agenda Page	Session	More details will be given after order confirmation	8	\$1,000
	Push Notification	Text Message		5	\$500
	Additional exhibitor account				\$1,000
	Additional upload		1 pdf + 5 product upload		\$200

More options on the next page →

DIGITAL ADVERTISING



Digital Advertising Catalogue

Type	Item	Format	Size	Slots Available	Price (USD)
Top of Mind Advertising Bundle Deal I	Website Logo + Social Post + Email Banner, Description + Web/Mobile App	Logo + Banner + Image / Video + Description	Logo Size: 500 x 500 px Email Banner: 600 x 100 px Social Media Post: 1080 x 1080 px	8	\$5,000
Top of Mind Advertising Bundle Deal II	Social Post + Email Banner, Description	Banner + Image / Video + Description	Email Banner: 600 x 100 px Social Media Post: 1080 x 1080 px	8	\$3,000
New Product Advertising Bundle Deal	New Product Image + Social Post + Email Banner + Web/Mobile App	Banner + Image / Video + Description	New Product Image: 600 x 702 px Email Banner: 600 x 100 px Social Media Post: 1080 x 1080 px	8	\$4,000