

Organized by



APPLICATION

STYLE

ASIA'S MOST STYLISH FAIR

FASHION | GIFT&HOUSEWARE | FURNITURE

where

BIFF&BIL

BIG+BIH

TIFF

are together

17 - 21 OCTOBER 2018

@ BITEC BANGNA

Date of Application

until 20 JULY 2018

www.stylebangkokfair.com

www.ditp.go.th | Call Center 1169



stylebkkfair

stylebkkfair

FACT SHEET

1. DATE : 17 - 21 OCTOBER 2018

- Trade days : 17 – 19 OCTOBER 2018 (10.00 – 18.00 hrs.)
- Public days : 20 - 21 OCTOBER 2018 (10.00 – 21.00 hrs.)

2. VENUE : Hall 98 – 105 Bangkok International Trade & Exhibition Centre: BITEC (approximately 47,000 sq.m)

3. ORGANIZED BY : Department of International Trade Promotion, Ministry of Commerce

563 Nonthaburi Road, Bangkasor, Muang, Nonthaburi, Thailand 11000

Tel: +66 2507 8361,8362,8364,8404 Fax: +66 2547 4281 E-mail: lifestyleunit@ditp.go.th

Supportive Organizations

Thailand Textile Institute

Tel.+66 2713 5492 - 9

E-mail : tidarat@thaitextile.org

Thai Garment Manufacturers Association

Tel. +66 2681 2222 Ext. 103

E-mail : trade@thaigarment.org,
marketing@thaigarment.org

The Thai Textile Manufacturing Association

Tel. +66 2392 0753 to 5

E-mail : ttma@thaitextile.org, thaittma@yahoo.com

The Thai Weaving Industry Association

Tel. +66 2427 6668 to 9

E-mail : twia2015@gmail.com

The Association of Thai Textile Bleaching

Dyeing Printing and Finishing Industries

Tel. +66 2129 3965 to 7 Ext. 11

E-mail : atdp2004@gmail.com

Thai Textile Merchants Association

Tel. +66 2622 6711 to 3

E-mail : team-tma@hotmail.com

The Thai Synthetic Fiber Manufacturers Association

Tel. +66 2216 5739 to 40

E-mail : tmfa.thai@gmail.com

Thai Bobae Garment Association

Tel. +66 63178 2499

E-mail : bobaegarment@yahoo.com

Thai Tanning Industry Association

Tel. +66 703 8878

E-mail : ttia@thaitanning.org

Thai Leathergoods Association

Tel. +66 2645 3505 - 7

E-mail : admin@thaileathergoods.net

Association Of Thai Footwear

Industrial Promotion

Tel. +66 2886 4447

E-mail : info.atfip@gmail.com

Thai Footwear Association

Tel. +66 2278 1525 – 6,

Tel. +66 81354 5364

E-mail : thaifoot@hotmail.com

The Thai Silk Association

Tel. +66 2712 4328

E-mail : thsilkas@yahoo.com

Creative Design Association

Tel. +66 2279 6435

E-mail : cda2011@hotmail.com

Thai Stationeries & Office Supplies Association

Tel. +66 2682 7362-63

E-mail : stationeriesoffice@gmail.com

Thai Toy Industry Association

Tel. +66 2233 3873-4

E-mail : info@thaitoyassociation.com

Northern Handicrafts Manufacturers And Exporters Association

Tel. +66 53 818 488,+66 15 30 0953,+66 81 530 0953

E-mail : nohmex@gmail.com

Thai Gifts Premiums & Decorative Association

Tel. +66 2229 4890

E-mail : thaigiftscenter@gmail.com, info@thaigifts.or.th

Thai Housewares Trade Association

Tel. +66 2415 6567

E-mail : thaihousewares@gmail.com

Home Decorative Design Association

Tel. +66 2332 5131

E-mail : hdda@thaihomedec.com

Design & Objects Association

Tel. +66 2679 8526

E-mail : design.and.objects@gmail.com

Thai Furniture Industry Club

The Federation of Thai Industries

Tel. +66 2345 1269-70

E-mail : narithorna@gmail.com,
oraniti@off.fti.or.th

Thai Furniture Association

Tel. +66 2973 3411-12

E-mail : furnitureassociation.tfa@gmail.com

4. PRODUCT PROFILE

BIFF & BIL	BIG + BIH	TIFF
BAGS & LUGGAGE	GIFT & PREMIUM	FURNITURE
CLOTHING ACCESSORIES	HOME DECOR	FURNITURE PARTS / ACCESSORIES
FABRICS / TEXTILE	WELLNESS	HOME TEXTILE
FASHION ACCESSORIES	GLASSWARE	MATTRESSES & PILLOWS
FOOTWEAR	KITCHENWARE / TABLEWARE / FLATWARE	LIGHTING
GARMENT/APPAREL	TOYS AND GAMES	
LEISURE & SPORT	PET PRODUCT AND SERVICES	
TANNERIES & OTHER COMPONENTS	OFFICE / STATIONERY	
	BATHROOM ACCESSORIES AND CLEANING EQUIPMENT	

5. VISITORS

Trade Day : Importers, Buyers/ Distributors/ Suppliers of Retailers, Wholesalers, Retailers, Concept Stores / Property Projects, Buyers from Showrooms/Selected Shops / Fashion Houses / Department Stores / Trading/ Buying Agents, Interior Designers, Institutes of Design, E-commerce Operators.

Public Day : Local retailers and public visitors

6. SPECIAL EVENTS : Business Matching Service, Special Exhibitions, Seminars and Conferences etc.

7. EXPECTED FIGURE DATA

Number of exhibitors	1,000 companies 2,100 booths
Participating countries	Thailand and overseas countries
Exhibition area	47,000 sq.m.
Number of visitors	60,000
Major visiting countries	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.

9.10. 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

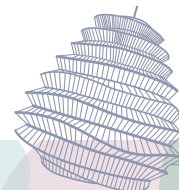
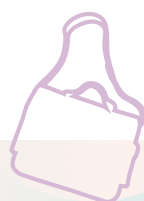
The Department of International Trade Promotion (DITP) has the right to revoke or not consider any Exhibitor who does not comply to these Terms and Conditions from future participation in any domestic or overseas trade fair(s) or other DITP's activities

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 OCTOBER 2018 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 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

Type of company (Multiple answers possible)

Manufacturer : (Please choose type of production)

OEM ODM OBM

Exporter Representative Trading Company Designer

Publishers & Media School & Institutes Technology, Equipment, Machinery, Chemicals

Service Consultants: Finance, Logistics, Software Others:

3. Booth's allocation

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

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. (3x3m.)	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 or
- DITP Overseas Office (Thai Trade Centre) Please choose office nearby you from www.ditp.go.th/main.php?filename=foreign_office__EN or
- Supportive Organization (see page 1/8)

Company Stamp

Signature.....

Name of Signatory.....

Position.....

Date.....

7. BOOTH'S ALLOCATION

Product Zone

FASHION & LEATHER	FURNITURE	GIFTS	HOUSEWARE
<input type="checkbox"/> BAGS & LUGGAGE	<input type="checkbox"/> FURNITURE	<input type="checkbox"/> GIFTS & PREMIUM	<input type="checkbox"/> BATHROOM ACCESSORIES AND CLEANING EQUIPMENT
<input type="checkbox"/> CLOTHING ACCESSORIES	<input type="checkbox"/> FURNITURE PARTS / ACCESSORIES	<input type="checkbox"/> HOME DECOR	<input type="checkbox"/> GLASSWARE
<input type="checkbox"/> FABRICS/ TEXTILE	<input type="checkbox"/> HOME TEXTILE	<input type="checkbox"/> OFFICE / STATIONERY	<input type="checkbox"/> KITCHENWARE / TABLEWARE / FLATWARE
<input type="checkbox"/> FASHION ACCESSORIES	<input type="checkbox"/> MATTRESSES & PILLOWS	<input type="checkbox"/> PET PRODUCTS AND SERVICES	
<input type="checkbox"/> FOOTWEAR	<input type="checkbox"/> LIGHTING	<input type="checkbox"/> TOYS AND GAMES	
<input type="checkbox"/> GARMENT/ APPAREL		<input type="checkbox"/> WELLNESS	
<input type="checkbox"/> LEISURE & SPORT			
<input type="checkbox"/> TANNERIES & OTHER COMPONENTS			

Design Hall

International

<input type="checkbox"/> FASHION & ACCESSORIES
<input type="checkbox"/> FUNITURE
<input type="checkbox"/> GIFTS
<input type="checkbox"/> HOME DECOR
<input type="checkbox"/> WELLNESS

Remark : Design hall exhibition's selection will be made and final by DITP design Hall Committee. If applicants wasn't selected, the committee reserve the right to arrange other area that relate to your product or International zone.

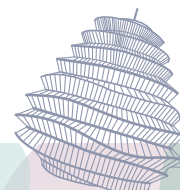
Company/Product Description : (no more than 150 charaters)

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8. FAIR CATALOGUE ENTRY FORM

For the benefits of publicity, please indicate major preference by filling in "number 1" and minor preferences by filling in "number 2 - 3" respectively

BIFF & BILL

BIG + BIH

TIFF

Bags & Luggage

- Briefcases
 Cosmetic & Toiletry Bags
 Evening Bags
 Handbags & Purses
 Luggage

Material

- Fabrics
 Leather
 Plastic

Clothing Accessories

- Labels & Hang Tags
 Lace & Embroidery
 Tapes and bands
 Threads - Elastic, Embroidery, Sewing
 Others - Beads, Buckles & Stoppers, Buttons, Pads, Trimming, Zippings, etc

Fabrics/ Textile

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

Fashion Accessories

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

Footwear

- Children's shoes
 Men's shoes
 Women's shoes

Garment/ Apparel

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

Leisure & Sport

- Backpacks
 Camping Goods
 Coats & Jackets
 Sport bags
 Sport shoes
 Sportswear
 Sport Accessories

Tanneries and Other Components

Leather

- Leather & Hides
 Artificial Leather

Others

- Machinery
 Packaging & Barcode
 Chemicals
 Equipments

Gifts & Premium

- Gifts
 Premium / Promotional Items

Home Decor

- Artificial Flowers/ Plants/ Fruits/Vegetable
 Christmas items
 Home Decorative items
 Mirror Frame/ Picture Frame
 Painting /Picture / Sculpture

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 Food
 Pet Services

Toys and Games

- Children items
 Doll and accessories
 Educational & wooden toys
 Games
 Hobbies

Wellness

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

Houseware

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

Furniture

- Bedroom Furniture
 Children's Furniture
 Dining Tables & Chairs
 Garden & Outdoor Furniture
 Living Room Furniture
 Office Furniture
 Upholstered Furniture

Furniture Parts/ Accessories

- Bathroom Furnishing
 Built-in Parts of Interior (Wallpaper, Stairs, Windows & doors, Blinds etc)
 Carpets
 Flooring
 Furniture parts
 Kitchen Furnishing

Home Textile

- Home Furnishing Textiles/ Fabric

Mattresses & Pillows

- Pillows & Mattresses /Resting Pillow

Lighting

- Lighting

Design Hall

- Fashion & Accessories
 Furniture
 Gifts
 Home Décor
 Wellness

9. 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.

Company / brand logo and product photos

BOOTH LAYOUT

PRODUCT DISPLAY

NEW PRODUCT

