



VIV ASIA 2023
BANGKOK, THAILAND, IMPACT
8-10 MARCH

CUSTOMIZED MARKETING OPPORTUNITIES

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WWW.VIV.NET

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FIND THE TOP 10 BEST SELLING ITEMS!

Don't miss this chance. Book them in advance.

1. Let's Get Digital



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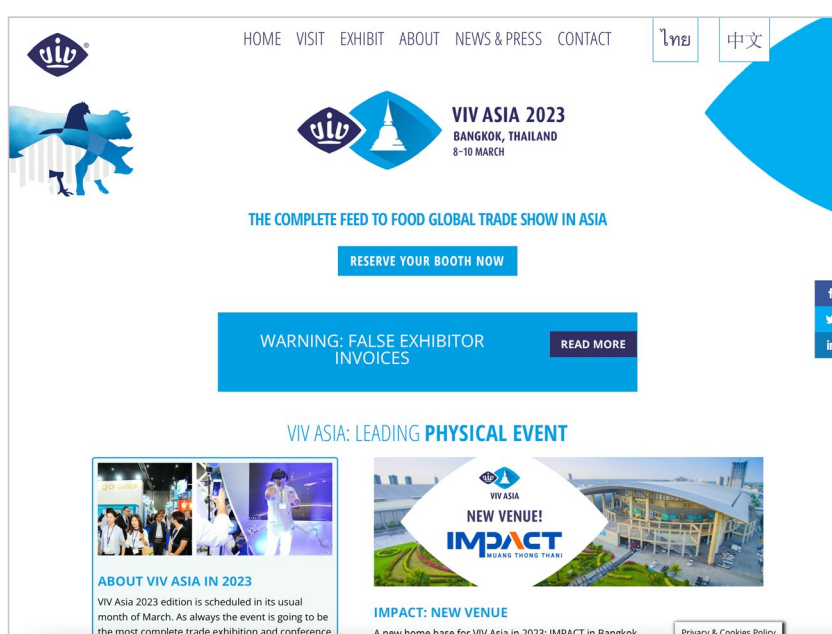
www.vivasia.nl

VIV is offering you many opportunities to join our visitor marketing campaign for VIV Asia. Don't miss the chance to set up your personalized online campaign.

Webvertising

The website is responsive on all mobile devices and is SEO optimized.

- **Logo on website** € 495
- **Featured news item on homepage** € 995



Direct Marketing e-Newsletter

Our visitors promotion campaign is targeted to groups of qualified industry experts. We regularly update visitors on the latest news via e-Newsletters. Place your company logo or introduction in one or more editions of our newsletter and reach out to high-quality contacts.

- **Banner** € 495
- **Advertorial** € 695



1. Let's Get Digital



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Digital Show Preview (Pre-Show)

Publication date 8 Feb. 2023

This is a great way to get exposure. Show to your existing customers and potential new ones that you will exhibit at VIV Asia by advertising in the Digital Show Preview. The Digital Show Preview focuses on news and innovations in the upcoming exhibition. It will be published on the VIV Asia website and included in the email marketing and social media campaigns. The Digital Show Preview reaches over 80,000 industry experts before the show.



- **Advertisement 1/1 page (A4) € 1.595**
- **Advertisement 1/2 page (horizontal or vertical) € 995**
- **Advertisement 1/4 page € 595**
- **CEO interview/advertorial 1/2 page € 995**
- **Special announcement of your customer event in the activities listing - basic information.....free of charge**
- **Special announcement of your customer event in the activities listing - extra information € 195**

Digital Show Review (Post-Show)

Publication date 4 April 2023

The Digital Show Review contains facts and figures, articles on several events during VIV Asia, interviews, and photo impressions. The Show Review is published on the website and is included in the post-show e-mail newsletter and social media.



- **Advertisement 1/2 page (horizontal or vertical) € 595**
- **CEO interview/advertorial 1/2 page € 995**
- **Logo on "Thank you for visiting VIV Asia 2023" € 395**



2. Onsite Promotion



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www.vivasia.nl

Raise awareness and bring more attention to your business! The VIV Asia Show Guide is handed to visitors upon entering the show.

VIV Asia 2023 Show Guide

A5 format size

- Advertisement 1/1 page back cover € 2,495
- Advertisement 1/1 page inside front cover.....€ 1,995
- Advertisement 1/1 page inside back cover€ 1,695
- Advertisement 1/1 page€ 1,495
- Advertisement 1/2 page € 995
- Special location surcharge (spread) double page € 2,495
- Company information package..... € 295
(company name, logo, 50 words)
- Company name quote on Welcome page € 825
- Company logo or QR code
on the flip out floor plan € 525
- Company logo or QR code
in the exhibitor list € 525



Blow up Floor Plan at entrance

Get maximum exposure on the flooplan by displaying your logo and highlighting your booth.



- Company logo or QR code
on blow up floor plan..... € 525
- Company logo or QR code
on exhibitor list € 525



2. Onsite Promotion



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Show Ground promo

Visitor Lanyards

Available to only 6 exhibitors.

Branding to the max! Each visitor will be handed a visitor lanyard at the entrance.

Your logo will be on full display to 45,000 visitors across 3 exhibition days.

Secure your exposure now at a rate of € 5,995*

Note: we offer 1 logo per industry sector



Flyer Distribution

Available to only 12 exhibitors.

Have your own promotion team flyering in the aisles of VIV Asia. Without this promotional package, companies are not permitted to flyer in the aisles or other areas of the venue.

- **Promotion team (up to 3 persons) € 2,295**
- **Promotion team (4 or more persons) € 4,995**



Floor Stickers

Available only to 6 exhibitors.

Guide visitors to your booth with attractive floor stickers in the aisles. Limited to 2 exhibitors per sector. Size: A0.

- **Three stickers per package € 1,295**



Bags

Available to 2 exhibitors. 0.34m

5,000 pcs. €4,995*

* including production

3. Bannering and Signage



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Onsite promotion will support back up your presentation during VIV Asia.
Maximize your visibility!

Outside the IMPACT venue

Surrounding Banners & Screens

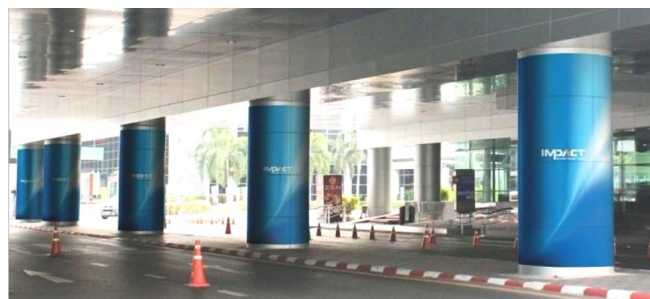
1. Mirror wrap at Sky Kitchen Novotel Side € 7,995

Exclusive to 1 exhibitor.



2. Pole Wrap under Sky Kitchen 1 Set (3 poles).... € 2,995

Available for 2 exhibitors.



3. LED Cubic € 995

Available for 2 exhibitors.



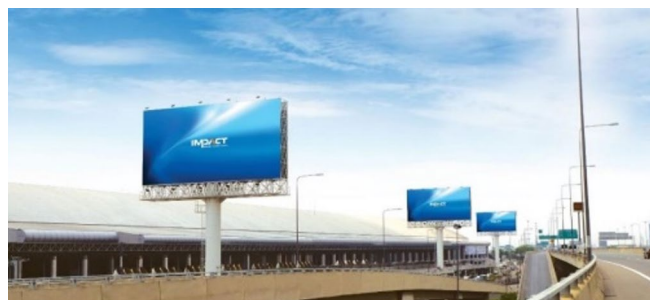
4. LED Screen In front of IMPACT Forum € 2,995

Available for 2 exhibitors.



5. Large Billboard (Express Way)€ 9,995

Available for 5 exhibitors.



3. Bannering and Signage



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Inside IMPACT venue

- 6. Cladding Wrap@ Walkway of IMPACT Forum.... € 1,995**
Exclusive to 1 exhibitor.



Staircase Banners

- 7. Stair Wrap @Challenger 2 A € 3,295**
Exclusive to 1 exhibitor.

- 8. Stair Wrap @Challenger 2 B..... € 3,295**
Exclusive to 1 exhibitor.

- 9. Stair Wrap @Challenger 3 C € 3,295**
Exclusive to 1 exhibitor.

- 10. Escalator Wrap @Challenger 2 € 2,995**
Exclusive to 1 exhibitor.

- 11. Escalator Wrap @Challenger 3 € 2,995**
Exclusive to 1 exhibitor.



3. Bannering and Signage



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Welcome Banners



12. Hanging Banner Lobby Challenger 1-3 (2 sides) € 2,495

Available to 2 exhibitors.

13. Hanging Banner Lobby Challenger (1 side) € 2,995

(Entrance to drop off level 2)

Available to 6 exhibitors.

14. Wall Wrap at Entrance of Challenger Hall € 2,995

Available to 9 exhibitors.

15. Banner at Entrance of Challenger Hall (3 Pcs./Set)..... € 1,595

Available to 9 exhibitors.

16. Pole Wrap in front of Challenger (1 pole)€ 3,495

Available to 6 exhibitors.



17. Pole Wrap at Drop Off Challenger: (1 pole)€ 1,995

Available to 11 exhibitors.

18. LED @Challenger 1:.....€ 1,295

Available to 20 exhibitors.

19. LED @Challenger 2:€ 1,295

Available to 20 exhibitors.

20. LED @Challenger 3:€ 1,295

Available to 20 exhibitors.

21. Mirror Wrap EASE Café Challenger 2€ 14,995

Exclusive to 1 exhibitor.

22. Table Wrap @ Sky Kitchen 1 Set (50 Tables).....€ 1,795

Available to 4 exhibitors.



3. Bannering and Signage



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Inside VIV Asia Halls

Aisle Signage in the Exhibition Hall Banners



23. Maximize your visibility by promoting your brand on the special aisle signs. Your logo will be included on 2 sides of the aisle sign..... € 1,250* for 2 sides



Other Bannering

Additional opportunities

24. Restroom Ads at Challenger Building.....€2,995
Available to 3 exhibitors.
25. Shuttle bus inside Impact.....€1,295
Available to 5 exhibitors.
26. Blue Shuttle bus inside Impact.....€1,295
Available to 2 exhibitors.
27. Shuttle bus 40 Seats
from BTS / MRT to IMPACT€4,995
Available to 5 exhibitors.



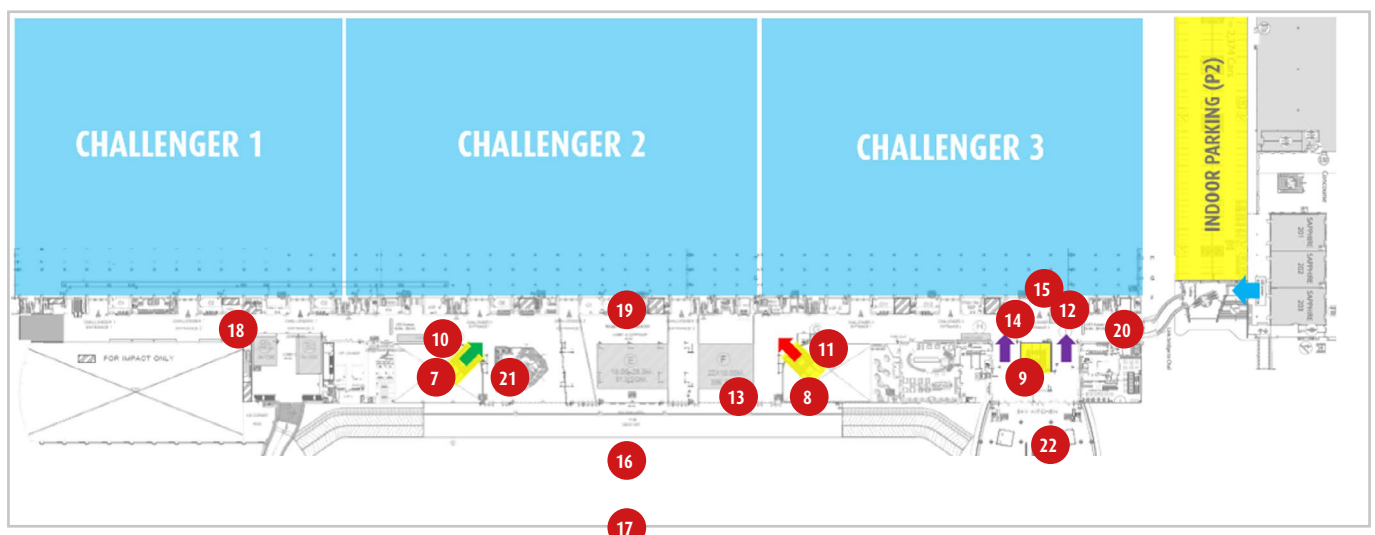
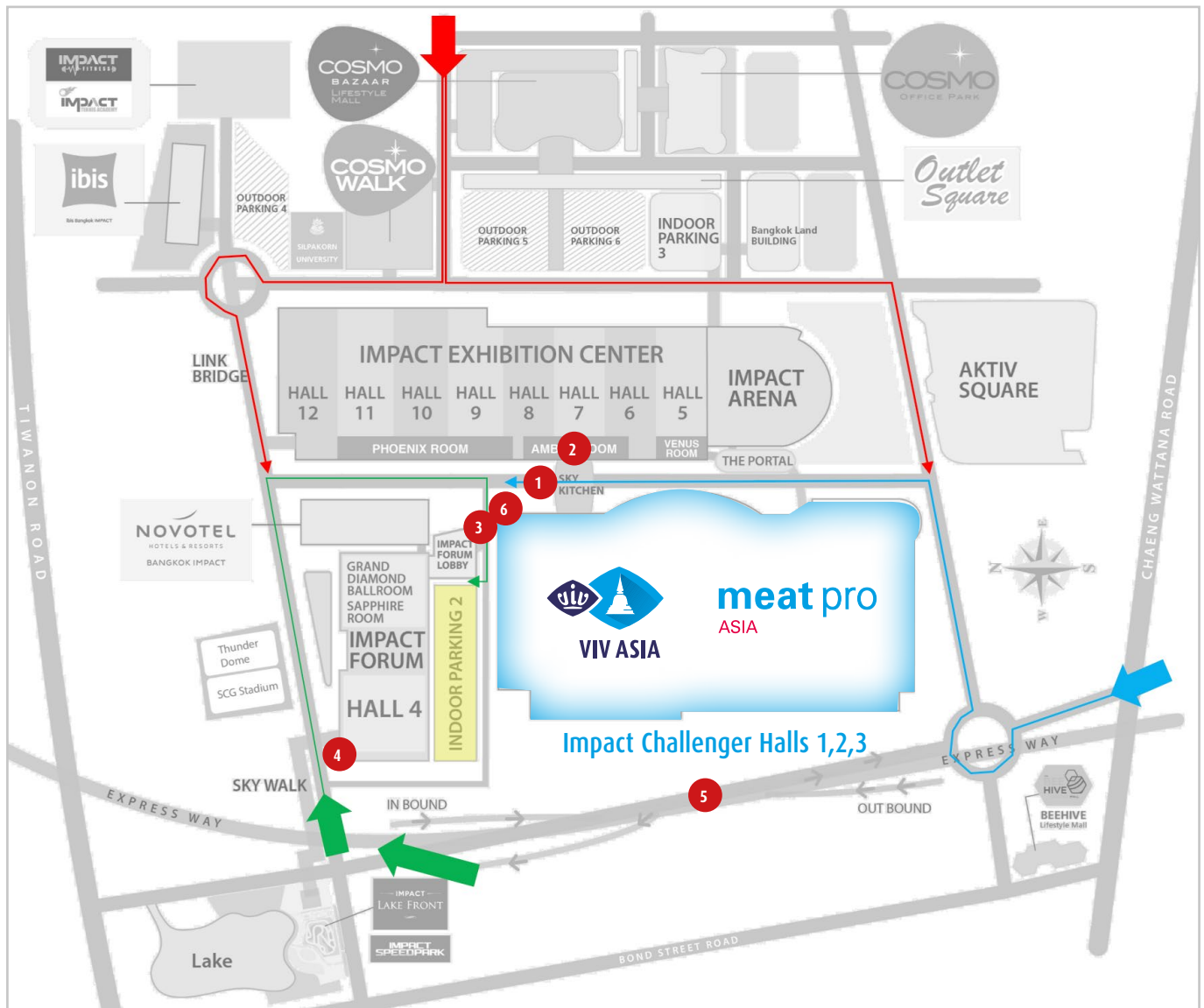
3. Bannering and Signage



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Locations



4. Seminars & Workshops



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Seminars and workshops are excellent opportunities to share knowledge, marketing activities and product branding. Get in touch with us to book your space.

Conference Rooms



Timeslot for a presentation (per hour) € 1,400

Standard equipment (microphone, screen, projector, chairs) is included. Catering and additional AV equipment must be ordered separately.



VIV Square

1 hour Timeslot € 5,000

The VIV Square is the centre of the most attractive activities. It is a bustling meeting point at the centre of the event. Do you want a special stage to host a customer event, promo or show? Contact the VIV Asia sales team to discuss tailored arrangements that serve your needs!



5. Social Media



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VIV Asia will be widely promoted on social media through the VIV worldwide channels! Gain attention and stay social on our VIV social community before and after the show.

Reach out not only to VIV Asia followers, but to VIV worldwide Socials followers! Your story is our story and we like to let the industry know. Send us a 60 second video about:

- **your product**
- **your project**
- **your newest innovation**



Facebook (40,000+ followers)

We will promote your video during the campaign period.



LinkedIn (3,000+ followers)

Your video will be posted on our LinkedIn page.



Twitter (2,000+ followers)

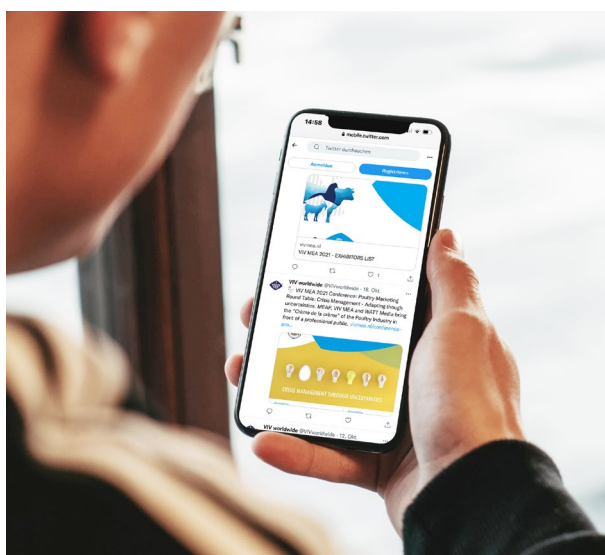
VIV will support your video campaign through the VIV worldwide Twitter channel.



WeChat (15,000+ followers)

Your video will be published through the VIV worldwide WeChat account.

The rate for this extensive video campaign will be € 2,995 (excluding the production of the video clip).



6. Order Form & Specifications



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Company

Contact person

Address

Zip & City

Telephone

Please select

	ITEM	SPECIFICATIONS	PRICE	DEADLINE
<input type="checkbox"/>	Logo on website	Available for every exhibitor price for 1 month	€ 495,00	30 Jan. 2023
<input type="checkbox"/>	Featured news item on homepage	Available for every exhibitor price for 1 month	€ 995,00	30 Jan. 2023
<input type="checkbox"/>	Banner on e-newsletter (direct marketing)	"Price for 1 banner in 1 edition. (Total available: 20. Each edition can include max 2 exhibitors banner) Specs: Banner 600px W * 150px H, png or jpg format • 1 link	€ 495,00	28 Nov. 2022 28 Dec. 2022 28 Jan. 2023 28 Feb. 2023
<input type="checkbox"/>	Advertorial on e-newsletter (direct marketing)	"Price for 1 advertorial in 1 edition. (Total available: 10. Each edition can include max 1 exhibitor advertorial) Specs: Image 600px W * 250px H, png or jpg format • Title: 8 EN words • Paragraph: 50 EN words • 1 link	€ 695,00	28 Nov. 2022 28 Dec. 2022 28 Jan. 2023 28 Feb. 2023
<input type="checkbox"/>	Show Preview Advertisement 1/1 page (A4)	210 W x 297 H mm / PDF	€ 1.595,00	30 Dec. 2022
<input type="checkbox"/>	Show Preview Advertisement 1/2 page (horizontal or vertical)	210 W x 148 H mm / PDF	€ 995,00	30 Dec. 2022
<input type="checkbox"/>	Show Preview Advertisement 1/4 page	210 W x 74 H mm / PDF	€ 595,00	30 Dec. 2022
<input type="checkbox"/>	Show Preview CEO interview/ advertorial 1/2 page	"Available for 2 companies / Sent to visitors, exhibitors & press • 1 High res photo • 1 Logo in EPS format • 250-300 EN words	€ 995,00	30 Dec. 2022

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<input type="checkbox"/>	Show Preview Special announcement of your customer event in the activities listing - basic information		free of charge	30 Dec. 2022
<input type="checkbox"/>	Show Preview Special announcement of your customer event in the activities listing - extra information	<ul style="list-style-type: none"> • Title: 8 words • Paragraph: 50 words 	€ 195,00	30 Dec. 2022
<input type="checkbox"/>	Show Review Advertisement 1/2 page (horizontal or vertical)	Available for 8 companies / Sent to all visitors (onsite & pre-reg), exhibitors & press <ul style="list-style-type: none"> • A5 size; 210 x148mm • In EPS format 	€ 595,00	15 Mar. 2023
<input type="checkbox"/>	Show Review CEO interview/advertorial 1/2 page	"Available for 2 companies / Sent to all visitors (onsite & pre-reg), exhibitors & press <ul style="list-style-type: none"> • 1 High res photo • 1 Logo in EPS format • 250-300 EN words 	€ 995,00	15 Mar. 2023
<input type="checkbox"/>	Show Review Logo on Thank you for visiting Page	"Available for 10 companies / Sent to all visitors (onsite & pre-reg), exhibitors & press	€ 395,00	15 Mar. 2023
<input type="checkbox"/>	Show Guide Advertisement 1/1 page back cover	<ul style="list-style-type: none"> • Trim Size: 148mm W ≥ 210mm H; • Bleed Size: 154mm W ≥ 216mm H; • Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi	€ 2.495,00	30 Jan. 2023
<input type="checkbox"/>	Show Guide Advertisement 1/1 inside front cover	<ul style="list-style-type: none"> • Trim Size: 148mm W ≥ 210mm H; • Bleed Size: 154mm W ≥ 216mm H; • Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi	€ 1.995,00	30 Jan. 2023
<input type="checkbox"/>	Show Guide Advertisement 1/1 inside back cover	<ul style="list-style-type: none"> • Trim Size: 148mm W ≥ 210mm H; • Bleed Size: 154mm W ≥ 216mm H; • Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi	€ 1.695,00	30 Jan. 2023
<input type="checkbox"/>	Show Guide Advertisement 1/1 page	<ul style="list-style-type: none"> • Trim Size: 148mm W ≥ 210mm H; • Bleed Size: 154mm W ≥ 216mm H; • Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi	€ 1.495,00	30 Jan. 2023

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<input type="checkbox"/>	Show Guide Advertisement 1/2 page	HALF PAGE horizontal: <ul style="list-style-type: none"> • Trim Size: 148mm W ≥ 105mm H; • Bleed Size: 154mm W ≥ 108mm H; • Type (Live) Area: 128mm W x 92mm H HALF PAGE vertical: <ul style="list-style-type: none"> • Trim Size: 74mm W ≥ 210mm H; • Bleed Size: 77mm W ≥ 216mm H; • Type (Live) Area: 62mm W x 190 mm H Format: Ai or PDF; Resolution: 300 dpi	€ 995,00	30 Jan. 2023
<input type="checkbox"/>	Show Guide Special location surcharge (spread) double page	Double full page (see above)	€ 2.495,00	30 Jan. 2023
<input type="checkbox"/>	Show Guide Company information Package		€ 295,00	30 Jan. 2023
<input type="checkbox"/>	Show Guide Company name quote on Welcome page		€ 825,00	30 Jan. 2023
<input type="checkbox"/>	Show Guide Company logo or QR code on flip out floor plan	Logo or QR code in EPS format	€ 525,00	30 Jan. 2023
<input type="checkbox"/>	Show Guide Company logo or QR code on exhibitor list	Logo or QR code in EPS format	€ 525,00	30 Jan. 2023
<input type="checkbox"/>	Mirror wrap at Sky Kitchen Arena Side	1 Unit • 37m x 3m	€ 7.995,00	8 Feb. 2023
<input type="checkbox"/>	Mirror wrap at Sky Kitchen Novotel Side	1 Unit • 37m x 3m	€ 7.955,00	8 Feb. 2023
<input type="checkbox"/>	Pole Wrap under Sky Kitchen 1 Set (3 poles)	2 Sets • 4.80m x 3.10m	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	LED Cubic slot	20 Slots • 1024 x 1080 pixels (3.84 x 3.84 M.)	€ 995,00	8 Feb. 2023
<input type="checkbox"/>	LED Screen In front of IMPACT Forum slot	20 Slots • Full HD 1920 x 1152 pixels (8.64 x 4.8 m.)	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	Large Billboard (Express Way)	"6 Units 20x10 m.	€ 9.995,00	8 Feb. 2023
<input type="checkbox"/>	Cladding Wrap@ Walkway of IMPACT Forum	1 Unit 6 x 2.5 m. (W x H)	€ 1.995,00	8 Feb. 2023
<input type="checkbox"/>	Stair Wrap @Challenger 2 A	1 Unit • 2.94 x 4.76 m.	€ 3.295,00	8 Feb. 2023
<input type="checkbox"/>	Stair Wrap @Challenger 2 B	1 Unit • 2.94 x 4.76 m.	€ 3.295,00	8 Feb. 2023

6. Order Form & Specifications



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<input type="checkbox"/>	Stair Wrap @Challenger 3 C	1 Unit • 2.94 x 4.76 m.	€ 3.295,00	8 Feb. 2023
<input type="checkbox"/>	Escalator Wrap @Challenger 2 (8 Pcs)	1 Unit • Size (W x H): 9.7 x 0.59 m	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	Escalator Wrap @Challenger 3 (8 Pcs)	1 Unit • Size (W x H): 9.7 x 0.59 m	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	Hanging Banner Lobby Challenger 1-3 (2 Sides)	29 Units • 5m x 3m	€ 2.495,00	8 Feb. 2023
<input type="checkbox"/>	Hanging Banner Lobby Challenger (Entrance to drop off level 2) (1 Side)	6 Units • 3.6m x 7m (W x H)	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	Hanging Banner in front of Sky Kitchen (Challenger 3)	1 Unit • 5m x 3m (W x H)	€ 2.495,00	8 Feb. 2023
<input type="checkbox"/>	Wall Wrap at Entrance of Challenger Hall	9 Units Challenger 1: 6.50m x 4.60m Challenger 2: 6.65m x 4.60m Challenger 3: 6.65m x 4.60m	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	Banner at Entrance of Challenger Hall 3 Pcs. / Set	9 Sets	€ 1.595,00	8 Feb. 2023
<input type="checkbox"/>	Pole Wrap in front of Challenger: 1 Pole	6 Poles • 6.20m x 6.50m	€ 3.495,00	8 Feb. 2023
<input type="checkbox"/>	Pole Wrap at Drop Off Challenger: 1 Pole	11 Poles • 3.4m x 4.4m	€ 1.995,00	8 Feb. 2023
<input type="checkbox"/>	LED @Challenger 1:	20 Slot • 1920 x 1080 pixels, Ratio 16:9	€ 1.295,00	8 Feb. 2023
<input type="checkbox"/>	LED @Challenger 2:	20 Slot • 1440 x 1080 pixels (5.66m x 4.29m)	€ 1.295,00	8 Feb. 2023
<input type="checkbox"/>	LED @Challenger 3:	20 Slot • 1920 x 1080 pixels, Ratio 16:9	€ 1.295,00	8 Feb. 2023
<input type="checkbox"/>	Mirror Wrap EASE Café Challenger 2	1 Unit • 73sqm	€ 14.995,00	8 Feb. 2023
<input type="checkbox"/>	Table Wrap @ Sky Kitchen (50 Tables)	4 Sets • 1.2m x 0.6m	€ 1.795,00	8 Feb. 2023
<input type="checkbox"/>	Blow up banner (company logo or QR code) on floor plan	Format: Ai or PDF; Resolution: 300 dpi	€ 525,00	8 Feb. 2023
<input type="checkbox"/>	Blow up banner (company logo or QR code) on exhibitor list	Format: Ai or PDF; Resolution: 300 dpi	€ 525,00	8 Feb. 2023
<input type="checkbox"/>	Logo on Aisle Signage in the Exhibition halls Banners	Format: Ai or PDF; Resolution: 300 dpi	€ 1.250,00	8 Feb. 2023
<input type="checkbox"/>	Wall Wrap IMPACT Forum 1 unit available	Size 9.60m x 5.73m	€ 3.995,00	8 Feb. 2023

6. Order Form & Specifications



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<input type="checkbox"/>	Hanging flag in front of IMPACT Forum 2 units available	3 Units per set, Total 2 Sets Size 1.20m x 5.00m / 1.50m x 6.00m / 1.50m x 7.00m	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	Banner in front of IMPACT Forum 1 unit available	Size 7.00m x 5.00m	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	Wrap Link bridge Challenger – Forum 3 units available	Size 1.50m x 0.44m	€ 1.595,00	8 Feb. 2023
<input type="checkbox"/>	Mirror Wrap at Manorah 1 unit available	Inkjet Outdoor PVC See through Sticker • 13m x 10m / Side	€ 14.995,00	8 Feb. 2023
<input type="checkbox"/>	Restroom Ads at Challenger Building	3 Packages available Package A : Challenger Hall 1 • L 102 Pcs / S 64 Pcs Package B : Challenger Hall 2 • L 109 Pcs / S 57 Pcs Package C : Challenger Hall 3 • L 105 Pcs / S 64 Pcs Size (W x H): L 31.7cm x 43 cm • S 23cm x 30.7cm	€ 2.995,00	8 Feb. 2023
<input type="checkbox"/>	Shuttle bus inside impact	5 Buses available Size (W x H): 0.5m x 0.7m (2 Pcs.) 0.9m x 0.7m (4 Pcs.) 0.3m x 0.7m (2 Pcs.)	€ 1.295,00	8 Feb. 2023
<input type="checkbox"/>	Blue Shuttle bus inside impact	2 Buses available Size (W x H): 3.20m x 0.80m (1 Pc.) 1.30m x 0.80m (1 Pc.) 1.86m x 0.65m (1 Pc.)	€ 1.295,00	8 Feb. 2023
<input type="checkbox"/>	Bags	Available to 2 exhibitors. 2 Colors, 2 sides • 0.25m x 0.34m • 5,000 Pcs	€ 4.995,00	25 Jan. 2023
<input type="checkbox"/>	Shuttle bus 40 Seats from BTS / MRT to IMPACT	Available to 5 exhibitors.	€ 4.995,00	25 Jan. 2023
<input type="checkbox"/>	Visitor Lanyards	Available to 6 exhibitors. Logo or QR code in EPS format	€ 5.995,00	15 Dec. 2022
<input type="checkbox"/>	Flyer Distribution: promotion team up to 3 persons	Available for 6 companies from different sectors	€ 2.295,00	15 Feb. 2023
<input type="checkbox"/>	Flyer Distribution: promotion team 4 or more persons	Available for 6 companies from different sectors	€ 4.995,00	15 Feb. 2023

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<input type="checkbox"/>	Floor Stickers	Size A0 (84,1 x 118,9 cm) Available for 6 companies from 6 different sectors	€ 1.295,00	8 Feb. 2023
<input type="checkbox"/>	Conference room 1 hour timeslot/presentation		€ 1.400,00	First come first serve
<input type="checkbox"/>	VIV Square 1 hour timeslot/ presentation/activity		€ 5.000,00	First come first serve
<input type="checkbox"/>	Social media Video Campaign	Max. 60 seconds video	€ 2.995,00	1 week before publishing

*more specification of items upon request

If the material deadline is exceeded and / or the material does not meet the specifications VNU Exhibitions Europe can void the claim. If the material does not meet the specifications, VNU Exhibitions Europe is empowered to update the material. The costs will be borne by the client.

The undersigned participates in VIV Asia 2023 for which the participation Terms and Conditions are applicable. The Terms and Conditions can be found on www.viv.net and filed with the Chamber of Commerce in Utrecht under number 30149544.

Agreed:

This is a binding reservation. By returning this signed booking form by email scan the booking is final. Canceled reservations are charged according to the Terms and Conditions.

Name (in capital letters):

Signature:

Company stamp :

Contact our experts in Customized Marketing Opportunities:

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