



FACTSHEET

THAILAND MILLIONAIRE EXPO 07

ORGANIZER:	Eurasia Entertainment & Events Co., Ltd.
VENUE:	Royal Paragon Hall at Siam Paragon in Bangkok (www.royalparagonhall.com). Rama1 Road, Pathumwan, Bangkok 10330, Thailand.
LOCATION:	Located on the 5 th level of Siam Paragon Shopping Center, situated downtown Bangkok Business District Center. 30 Minutes from Suvarnabhumi International Airport. Adjacent to BTS Sky Train station Siam.
DATES EVENT:	Starting on the 1 st of November with a Grand Invitation only gala and charity evening. The 1 st will also be the first exhibition evening. November 2 nd – 4 th is open to the public
OPENING TIMES:	November 1 st 7pm – 11pm, invitation only November 2 nd and 3 rd 11am – 10pm November 4 th , 11am – 6pm
P.R. AGENCY:	Weber Shandwick, part of McCann Worldwide
KEY MESSAGE:	Creating the most up market, entertaining and high visibility consumer fair in Southeast Asia to fulfill the desire in today's society to reward one self for working hard and being successful
P.R. STRATEGY:	Key message delivery through Creative Media Strategy, Branding Program and Creative PR & Activation
TARGETED VISITORS:	Hi-So Thai community, wealthy Asian residents, tycoons and ultra high net worth individuals, senior executives of large companies, expatriates, young entrepreneurs who seek the best of life's conveniences, celebrities and top entertainers
EXHIBITORS:	All kinds of luxury brands on different goods are represented; watches, jewelry, cars, art, real estate, hotels & resorts, private jet companies, interior design, fashion, health & beauty, sports, toys, food, electronics, kitchen.
BOOTH SIZE:	Minimum Booth Size is 18m2. Exhibitors can give their booth sizes and area preferences to the Organizer
BOOTH DESIGN:	This Expo is a live experience, another way of selling products, a unique luxury fair where only items of the highest quality are sold. Booth design should reflect the overall luxury theme.
LOAD-IN:	October 31 st , 6am – 10pm, November 1 st 8am – 5pm
LOAD-OUT:	November 4 th 6pm – November 5 th 6am
FACILITIES:	see www.royalparagonhall.com
SECURITY:	There will be general security 24/7. Specific security requires can be arranged through the Organizer
CLEANING:	There will be general cleaning during the whole Expo. Specific booth cleaning requires can be arranged through the Organizer
MANUAL:	An Exhibitors Manual will be send to all exhibitors at least three months prior to the event with all specs

*All details above are accurate as of July 6nd 2007