



# LABELXPO SOUTHEAST ASIA

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YOUR GUIDE TO  
EXHIBITING



**LABELXPO**  
SOUTHEAST ASIA 2025

**YOUR GUIDE  
TO EXHIBITING  
AT LABELEXPO  
SOUTHEAST  
ASIA 2025**

Exhibiting at a trade show can be a confusing business. There are so many things you need to do to prepare - design your stand, book hotels, register your team, arrange transport, market your presence at the show, and much, much more.

This guide will point you in the right direction for everything you need to know about exhibiting at Labelexpo Southeast Asia 2025.



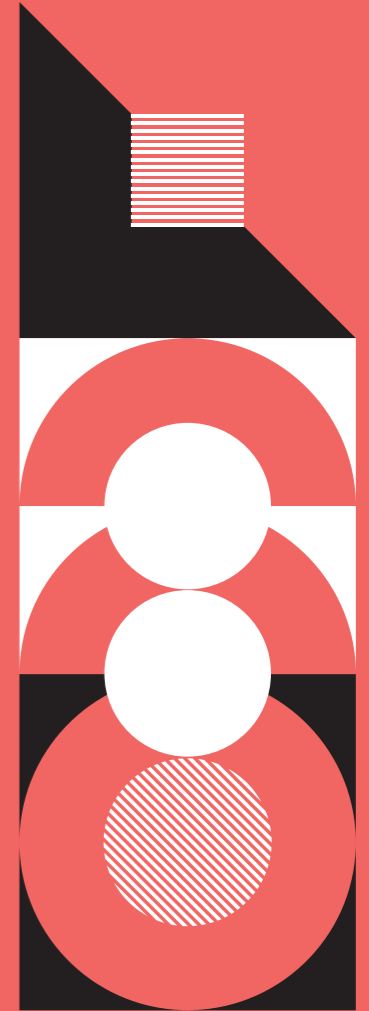
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## YOUR EXHIBITOR PORTAL

Your exhibitor portal contains valuable information and enables you to book most of what you need to exhibit successfully. It includes a useful dashboard and handy reminders so you don't forget anything important.

### You will be sent your exhibitor portal login in February

#### IN YOUR PORTAL YOU WILL BE ABLE TO ORDER

- // Audio Visual (AV) equipment
- // Catering
- // Cleaning and recycling
- // Compressed air
- // Electricity
- // Water and waste
- // Rigging and suspension
- // Lifting, storage and deliveries
- // Flowers and plants
- // Temporary staff
- // Stand security
- // Accommodation for your team
- // Internet/WIFI
- // Photography

#### YOU WILL ALSO BE ABLE TO

- // Submit stand designs for approval
- // View information on what you can and cannot build – heights, materials, restrictions etc..
- // Submit health & safety documents
- // Submit insurance documents
- // View details of when you can access your stand and when you must vacate it by
- // Review health & safety information
- // View details of parking pre-show, on show days and post-event breakdown
- // Register your team's exhibitor passes
- // Order more lead retrieval devices
- // Submit your company details for inclusion in website listings and show guide
- // Gain exposure through Labelexpo marketing channels by submitting your product launch information and quotes for use in Labelexpo social media
- // Get copies of the Labelexpo Southeast Asia 2025 logo to add to your marketing

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## SHOW PACKAGES

To simplify the process of exhibiting we have created three show promotional packages – gold, silver and bronze.

Show packages are designed to ensure you get the most out of your decision to exhibit. They will enable you to capture the all-important leads using scan apps

and touchpoints, and give a variety of promotional opportunities to ensure your stand is sought out by visitors to the show.

**\*\*As an exhibitor you must take one of these packages\*\***

CHOOSE ONE OF THE FOLLOWING

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### Gold \$1,500 / ฿49,500

- // 1x lead retrieval bundle (1x touchpoint and unlimited app licenses)
- // 1x enhanced listing on online exhibitor list (including logo and video)
- // 1x logo listing in show guide
- // 1x full page advert in the show guide
- // Inclusion in the Labels & Labeling supplier directory
- // Option to include text and photo of product launches on show website
- // Option to send co-branded press release

### Silver \$750 / ฿24,750

- // 1x lead retrieval bundle (1x touchpoint and 5x app licenses)
- // 1x enhanced listing on online exhibitor list (including logo and video)
- // 1x logo listing in show guide
- // 1x half page advert in the show guide
- // Inclusion in the Labels & Labeling supplier directory
- // Option to include text and photo of product launches on show website

### Bronze \$375 / ฿12,375

- // 1x lead retrieval bundle (1x touchpoint and 1x app license)
- // 1x enhanced listing on online exhibitor list (including logo and video)
- // 1x basic listing in show guide
- // 1x quarter page advert in the show guide
- // Inclusion in the Labels & Labeling supplier directory
- // Option to include text and photo of product launches on show website

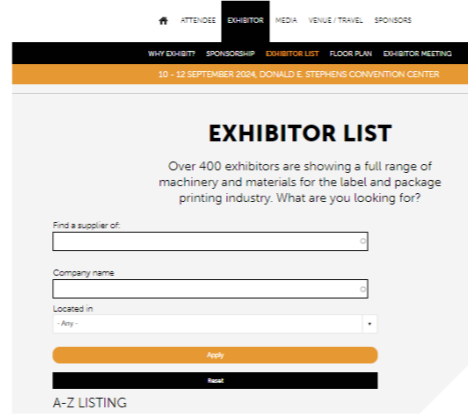
**Basic packages available upon request. Please speak to your account manager for more details.**



## SHOW PACKAGES (CONTINUED)



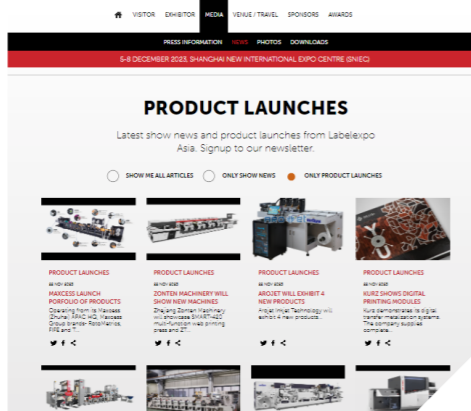
Lead retrieval



Enhanced listing on website



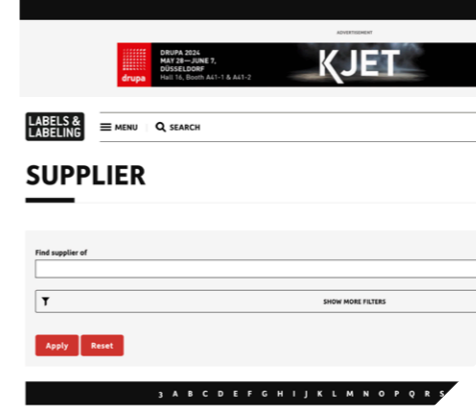
Logo listing in show guide



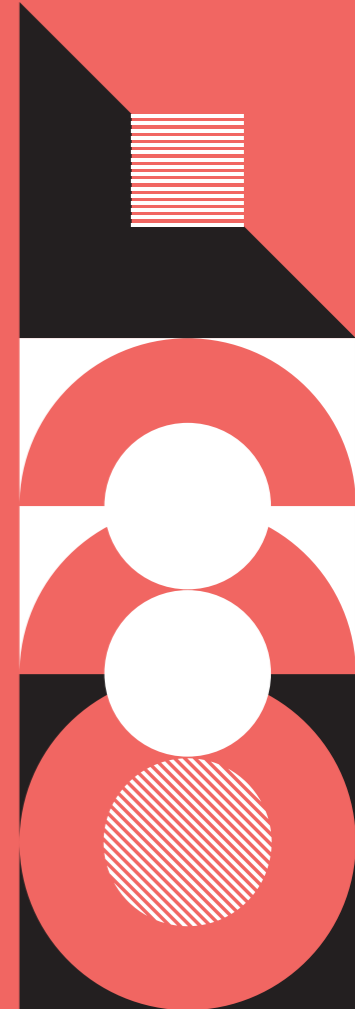
Product launches on the Labelexpo website



Advert in the show guide



Inclusion in Labels & Labeling supplier directory



## VISIT CONNECT - LEAD RETRIEVAL

You collect the contact details of visitors you meet at the show by scanning their badges with our official lead retrieval app, Visit Connect. The data you get from scanning a visitor's badge is taken from the personal and demographic information they give us when they register.



## FAQ

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### // **How many lead retrieval licenses do I get?**

You will automatically be assigned a certain number of lead retrieval app licenses as part of your show package (see page 4). You can increase the number you have either by upgrading your package or simply ordering more licenses. All packages will also have one NFC touchpoint.

### // **How do I set up my team with lead retrieval licenses?**

You can assign your users within your exhibitor portal, together with levels of access chosen by you. For example, ability to export data.

### // **How do I access my leads?**

Your leads will be available to download as a .csv file from your portal as soon as you start scanning.

### // **What is an NFC touchpoint?**

All of our visitor badges are fitted with an RFID chip in them. When a visitor touches their badge against your touchpoint you will get their contact data. So remember to place your touchpoint in a prominent place on your stand.

Also, as part of the "touch" the visitor will receive details about your product into their "digital briefcase". To make sure they receive information about your product we recommend you add relevant sales documents, .pdf files and video links about your product in your portal.

### // **Can I buy more licenses and touchpoints?**

Yes you can. You can do this within your portal.



## EXHIBITOR BADGES

All exhibitors are required to wear an official badge to access the event. Access your portal to register your team.



## EXHIBITOR BADGES

Exhibitor badges are ordered through the exhibitor portal.

Each exhibitor has 3 badges per 9sqm stand space, rounded to the nearest integer.

- // Exhibitor badges may only be used by your staff (not by visitors)
- // Badges may only be ordered by the main stand holder (not by stand sharers)

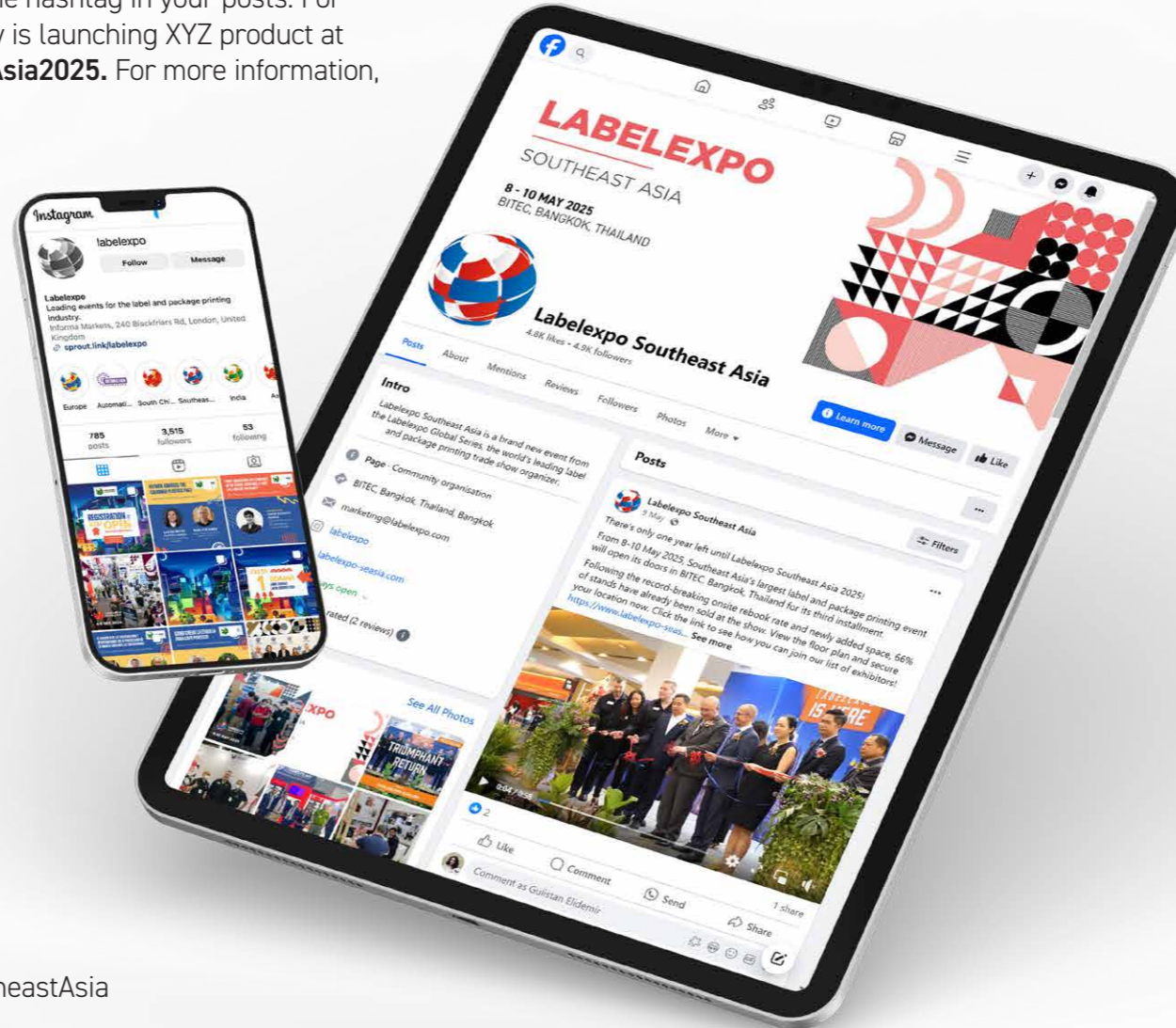
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## SOCIAL MEDIA

Promote your attendance at the show on social media.

The official Labelexpo Southeast Asia 2025 hashtag is **#LabelexpoSoutheastAsia2025**. Please follow us and remember to include the hashtag in your posts. For example "ABC company is launching XYZ product at **#LabelexpoSoutheastAsia2025**. For more information, follow @Labelexpo."



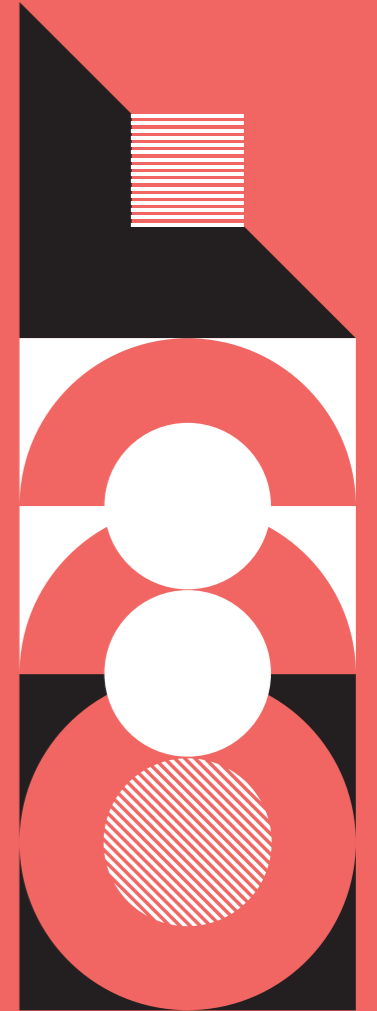
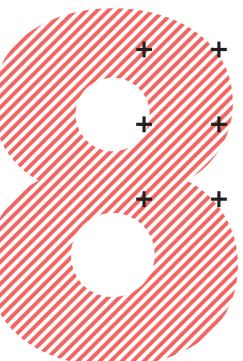
+ + + + + Follow our channels:

+ + + + +  @Labelexpo

+ + + + +  @Labelexpo

+ + + + +  @Labelexpo

+ + + + +  @LabelexpoSoutheastAsia





## LABELS & LABELING

Labels & Labeling is not only the world's leading magazine for the labels and package printing industry, it is also the sister publication of Labelexpo. Their readers are our visitors.



## SUBMIT YOUR NEWS

Let the Labels & Labeling team know about your updates for the chance to be featured before, during and after Labelexpo Southeast Asia. Particularly, we want to hear about:

- // New product launches
- // Installations
- // Agent/distributor appointments
- // Staff appointments
- // Acquisitions
- // Factory expansions
- // Moves into new markets
- // And more

## COVERAGE AROUND LABELEXPO SOUTHEAST ASIA 2025:

**Preview** – Labels & Labeling will carry a full and comprehensive preview of Labelexpo Southeast Asia 2025 online in April 2025.

**Onsite** – Labels & Labeling will be sharing news and product launches throughout the show on their social channels and online.

**Review** - Printed in September 2025, Issue 3 reviews the highlights of Labelexpo Southeast Asia 2025, including the big deals, the technology breakthroughs and feedback from those involved.

Please send all press releases to [editorial@labelsandlabeling.com](mailto:editorial@labelsandlabeling.com), in word document format with a picture to be published alongside it.



## ONSITE SPONSORSHIP OPPORTUNITIES

Drive visitors to your stand with a variety of high-exposure onsite sponsorship opportunities developed to elevate your brand presence, grab attention, and drive results.

### VISITOR BADGE & LANYARD

Every visitor can be a walking advertisement for your company with thousands of copies of your logo finding their way through the exhibition aisles.

// Lanyards (Produced by Sponsor) **\$10,000 / ฿330,000**

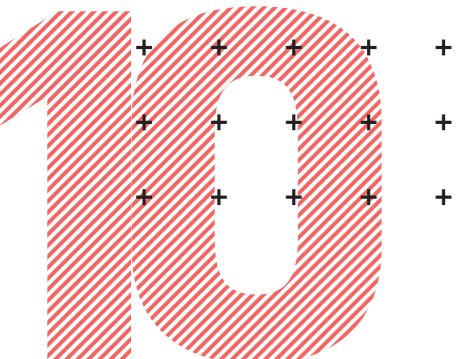
// Visitor Badges **\$10,000 / ฿330,000**



### SHOW TOTE BAG: **\$10,000 / ฿330,000**

Every Labelexpo visitor receives a tote bag to carry with them throughout the event. As a sponsor, your company logo will be prominently featured on one side of the bag, with the show logo on the other side.

// Sponsor to produce 10,000 fabric tote bags (plastic is not permitted). Cost is for opportunity only.

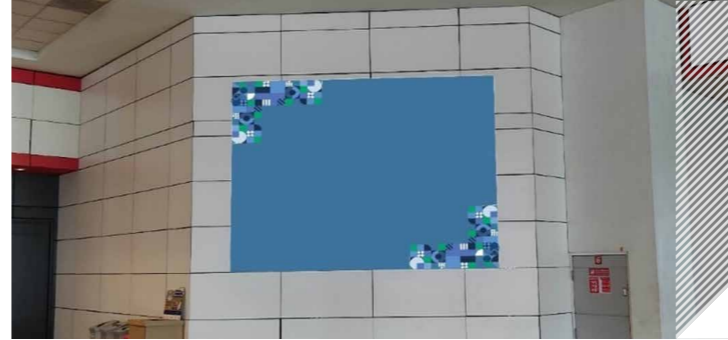


DIGITAL WALLS:

**\$2,500 /  
฿82,500  
PER VIDEO**

Increase your brand's exposure and leave an unforgettable impression among visitors as they see your 15 second video on two digital walls in the lobby.

Videos are looped with other sponsorship videos and Labelexpo ads and run for the duration of the event. There are 8 video slots available. All video content must be approved by show management.

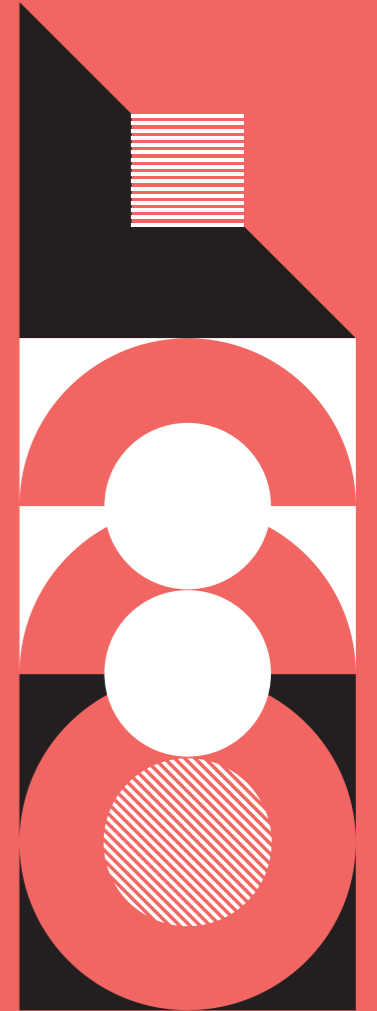
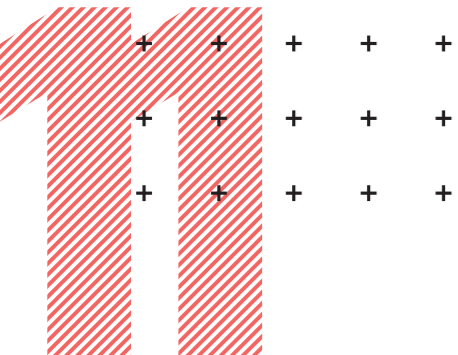
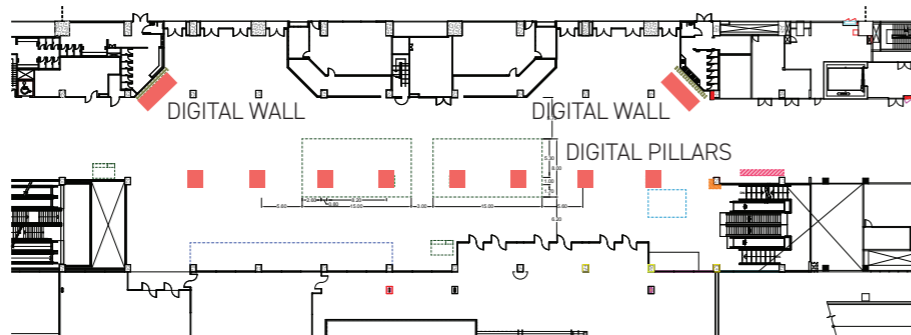


DIGITAL PILLARS

**\$2,500 /  
฿82,500  
PER PILLAR**

Make your first impression count as visitors walk into the registration area. These digital pillars allow 360 degree exposure for your company.

There are 8 opportunities available - pillars A-H.



## FLOOR GRAPHICS

These large floor tiles display your company logo, stand number and a promotional message. This is the perfect way to direct visitors your stand!

Cost includes installation and production.

// Floor Tiles (1 x 1m) - 3 Tiles **\$1,500 / B49,500**

// Large Floor Decal (2 x 2m) **\$2,500 / B82,500**



## AISLE BANNERS:

**\$2,500 /  
B82,500**

High-visibility banners are prominently displayed above every aisle making it an excellent branding opportunity. No one will have an excuse for not visiting your stand! Sponsorship consists of your branding on the 2m x 2m, double-sided banner.

There are 8 opportunities available (Options A-H).  
Cost includes installation and production

