



LICENSING SHOW ASEAN 2025

Unleash Your Brand's Potential

4-6 November 2025 | Bhiraj Hall 1 | BITEC | Bangkok

The only platform in Southeast Asia offering companies a prime opportunity to tap into this dynamic market, showcasing their brands and properties to a diverse audience of potential licensees, retailers, and industry professionals.



Why Exhibit

Tap into a Booming Market:

- The ASEAN region is one of the fastest-growing economies in the world, offering significant opportunities for licensing businesses.
- With a population of over 660 million, ASEAN represents a massive consumer market for licensed products.
- The licensing industry in ASEAN has been experiencing rapid growth in recent years, driven by increasing consumer spending and favorable government policies.

Connect with a Target Audience:

Licensing Show ASEAN 2025 attracts a highly target audience of industry professionals, including: Retailers, Manufacturers, Brand owners, Licensing agents, Marketing professionals

Showcase Your Brands to a Global Audience:

- Gain maximum exposure for your licensed characters and products to a diverse audience of potential partners and customers.
- Network with key decision-makers from across the region and beyond.

Stay Ahead of the Curve:

- Learn about the latest trends, innovation, and market insights in the licensing industry.
- Discover new licensing opportunities and strategies to stay competitive.
- Gain valuable knowledge and insights from industry experts through our seminar program.

Build Strong Relationships:

- Network with industry leaders and establish long-lasting partnerships.
- Collaborate with potential licensees and explore new business opportunities.
- Foster relationships with key players in the ASEAN market.

Your Benefits:

- ✓ Expand your market reach and access new business opportunities.
- ✓ Increase brand awareness and visibility among key decision-makers.
- ✓ Generate qualified leads and drive sales.
- ✓ Stay competitive and position your brand as a leader in the licensing industry.

Event Highlights



Engaging Exhibitions



Inspiring Keynotes



Networking Opportunities



Educational Workshops



Brand Showcases



Partner Matchmaking

Exhibitor Profile



Brand Owner / Licensor / IP Owner

Manufacturer / Licensee

Licensing Agent

Retail

Government Office/ International Consulate

Service Provider - Technology / Innovation / Market Expansion

Service Provider - Marketing / Event / PR

Service Provider - Other

Visitor Profile

- Art & Design
- Automotive
- Celebrity
- Character & Animation
- Colleges / Universities
- Corporate Brand
- Fashion & Apparel
- Food & Beverage
- Heritage / Charity / Public Sector (Non Profit)
- Music
- Publishing
- Sports
- TV/Video/Film/DVD/Streaming Media
- Toys & Games
- Travel / Leisure
- Video Games & Apps

Job Function:

- Intellectual Property Lawyers and Legal Professionals
- Business Owners and Entrepreneurs:
- Content Creators and Artists:
- Technology Innovators and Inventors:
- Brand Managers and Marketing Professionals
- Manufacturing and Production Managers
- Academic Researchers and Scholars
- Government Representatives and Policy Makers
- Investors and Venture Capitalists:



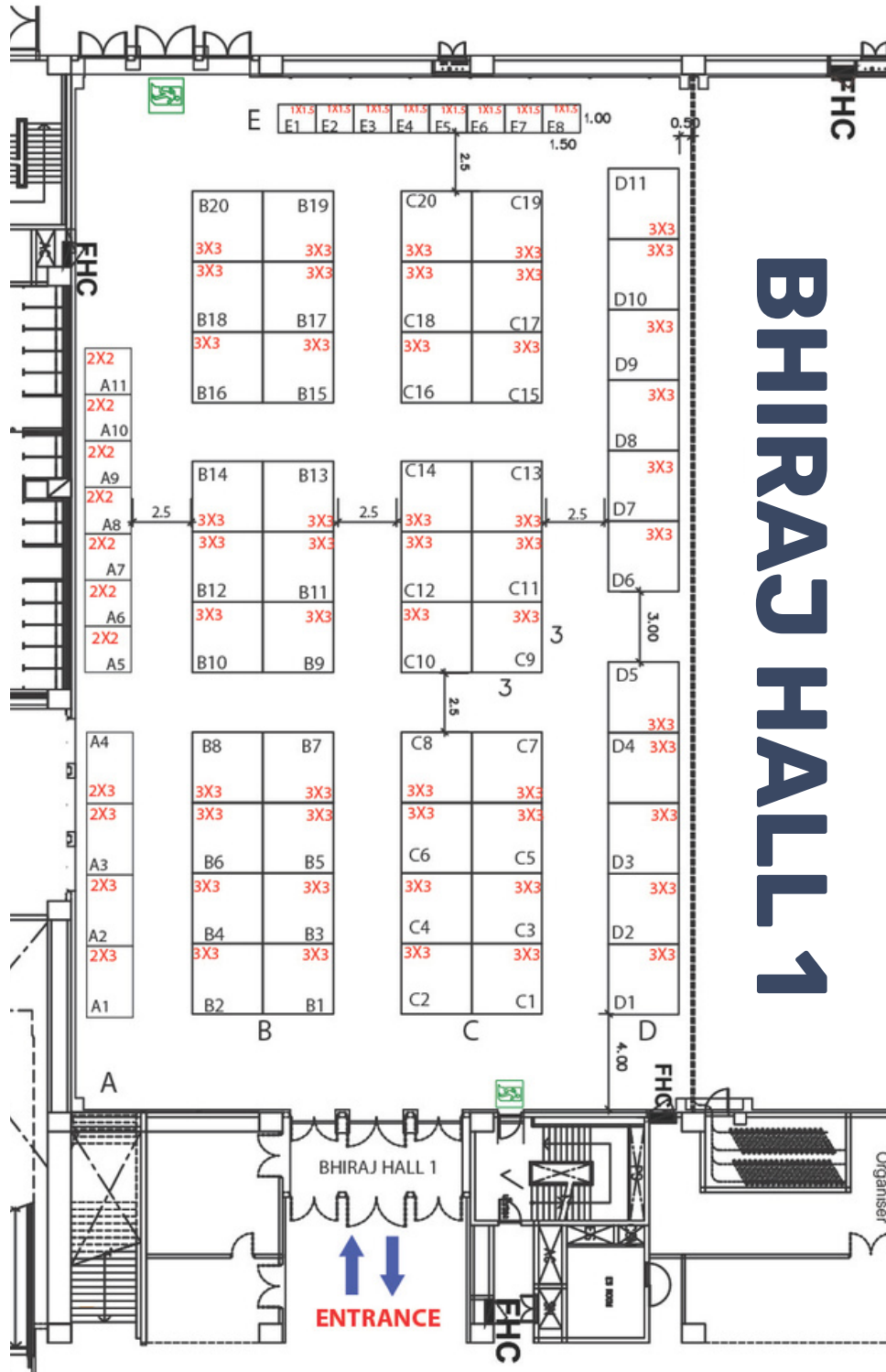
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The First International Licensing & IP Show in ASEAN

Floor Plan



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Booth Package

PACKAGES / ITEMS	Premium (Only 1)	Launch Partner	Gold	Silver	Bronze
	36 sqm	18 sqm	9 sqm	6 sqm	4 sqm
Pre Show Press Conference Inclusion	✓	✓	✓	✓	✓
Photo Session on Stage	✓	✓	✗	✗	✗
Logo on Website	✓	✓	✓	✓	✓
Social Media Post (Facebook/Linkedin)	3	2	1	1	1
EDM Marketing (Company Promote)	3	2	1	✗	✗
Branded Backdrop	Shell Scheme Available Upon Request	Shell Scheme Available Upon Request	✓	✓	✓
Speaking Slot (Main Stage)	3	2	1	✗	✗
Networking Evening Tickets (PAX)	30	20	6	2	1
Workshop Room / Meeting Room	Full day	Half day	✗	✗	✗
Opening Ceremony Inclusion	✓	✓	✗	✗	✗
Management Interview (Onsite)	✓	✓	✗	✗	✗
Landyards Logo Sponsorship (Limited to 4)	1 Logo	✗	✗	✗	✗
Opening Keynote (Limited to 2)	✓	✗	✗	✗	✗
USD	16,000	9,500	3,200	2,650	1,600

*All Package First Come First Serve

Additional Raw Space Price: USD 300 Per Sq.m.

**Build strong relationships that can benefit
your business for years to come.**

Don't miss this opportunity to unlock the potential of
your licensed characters in the vibrant ASEAN market.

Contact information:

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