



**WFDSA 2020**  
World Congress *Bangkok*

# PARTNERSHIP



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WFDSA World Congress XVI **"Tomorrow Is Now"** will take place during 6-8 October, 2021 at the center of Bangkok, the orient's popular cosmopolitan of contrast, where modern and traditional characteristics co-exist in true harmony. Our hosts, the Thai Direct Selling Association is working closely with the World Federation of Direct Selling Associations to prepare a memorable congress to welcome us all.

This most coveted event of the industry will be the center stage of direct selling professionals as well as executives from related industries and societies from around the world. Some 600 thought-leading participants will converge onto Bangkok to share their experiences and opinions with special focuses on trends driven by technology, evolving marketing and consumer developments and other issues of importance in doing business.

The congress will feature a program to encompass essential aspects relevant to the direct selling industry, whether they may be organizational performance, motivation, personal improvement and many more. World-renowned speakers are on our invitation list to add significant value to the congress. Bangkok is an attractive destination which will certainly appeal and entice participation of a delegation of high level individuals, making the WFDSA World Congress XVI an event not to be missed.

You are invited to consider our especially designed Partner prospectus which offers varying levels of identification and status on your support to our community. Your participation as Congress Partner will attest your organization's leading position and firm commitment to the direct selling industry.

We look forward to partnering with you to achieve an astounding success of the 16th WFDSA World Congress in Bangkok and the prosperity of our industry.

## **Magnus Brännström**

*Chairman  
World Federation of Direct Selling Associations*

## **Suchada Theeravachirakul**

*Chairperson of WFDSA WCXVI Working Committee  
Thai Direct Selling Association*

# PARTNERSHIP PACKAGES AT A GLANCE



No longer available

No.	Partnership Packages	Top Partner	Star Partner	Premium Partner	Superior Partner	Standard Partner	Exhibition Booth Only
		Exclusive for only 1 partner					
		Investment (USD)	\$120,000	\$70,000	\$40,000	\$20,000	\$10,000
	Investment (THB)	฿3,840,000	฿2,240,000	฿1,280,000	฿640,000	฿320,000	฿160,000
1	Acknowledgement during opening remarks	✓					
2	Free access to conferences/workshops and participation in Lunches, Welcome Reception, Dinner on the 2nd night, and Gala Dinner	✓ (6 pax)	✓ (4 pax)	✓ (2 pax)			
3	Reserved seating in the Plenary Session & Workshop	✓ (4 pax)	✓ (2 pax)				
4	Acknowledgement of Partnership during Welcome Reception	✓	✓	✓			
5	Acknowledgement of Partnership during Gala Dinner	✓	✓	✓			
6	Dedicated logo placement on the Hall, the plenary session and the registration desk backdrop, the Lunch and Coffee break area and on all mailing and marketing materials of the event	✓ (Top level logo)	✓ (2nd level logo)	✓ (3rd level logo)	✓ (4th level logo)	✓ (5th level logo)	
7	Logo and company link on congress mobile application	✓	✓	✓	✓	✓	
8	Logo placement on WFDSA World Congress 2020 website in respective categories with hyperlink	✓	✓	✓	✓	✓	
9	Visibility in the Congress program booklet (1 page ad)	back cover					
10	Visibility in the Congress program booklet (1/2 page ad)		✓				
11	Visibility in the Congress program booklet (1/4 page ad)			✓			
12	Dedicated logo placement on the Photo Backdrop	✓					
13	Access to participants list	✓	✓	✓	✓	✓	
14	Exhibition display area at the congress (+2 'exhibit only' personnel)	7x3m (superior location & size)	5x3m (superior location & 2nd level Exhibit Space)	5x3m (2nd level location Exhibit Space)	3x3m (3rd level location Exhibit Space)	3x3m (3rd level location Exhibit Space)	3x3m (3rd level location Exhibit Space)
15	VTR	30 sec					
16	Credit logo	✓					
17	Logo on Lanyard together with event logo	✓					



# PARTNERSHIP PACKAGES

## TOP PARTNER PACKAGE \$120,000

- Acknowledgement during opening remarks
- Free access to conferences/workshops and participation in Lunches, Welcome Reception, Dinner on the 2nd night, and Gala Dinner (6 pax)
- Reserved seating in the Plenary Session & Workshop (4 pax)
- Acknowledgement of Partnership during Welcome Reception
- Acknowledgement of Partnership during Gala Dinner
- Dedicated logo placement on the Hall, the plenary session and the registration desk backdrop, the Lunch and Coffee break area and on all mailing and marketing materials of the event (Top level logo)
- Logo and company link on congress mobile application
- Logo placement on WFDSA World Congress 2020 website in respective categories with hyperlink
- Visibility in the Congress program booklet (1 page ad-back cover)
- Dedicated logo placement on the Photo Backdrop
- Access to participants list
- 7x3m Exhibition display area in superior location at the congress (+2 'exhibit only' personnel)
- VTR (30 sec)
- Credit logo
- Logo on Lanyard together with event logo

## SUPERIOR PARTNER PACKAGE \$20,000

- Dedicated logo placement on the Hall, the plenary session and the registration desk backdrop, the Lunch and Coffee break area and on all mailing and marketing materials of the event (4th level logo)
- Logo and company link on congress mobile application
- Logo placement on WFDSA World Congress 2020 website in respective categories with hyperlink
- Access to participants list
- 3x3m Exhibition display area in 3rd level location at the congress (+2 'exhibit only' personnel)

## STANDARD PARTNER PACKAGE \$10,000

- Dedicated logo placement on the Hall, the plenary session and the registration desk backdrop, the Lunch and Coffee break area and on all mailing and marketing materials of the event (5th level logo)
- Logo and company link on congress mobile application
- Logo placement on WFDSA World Congress 2020 website in respective categories with hyperlink
- Access to participants list
- 3x3m Exhibition display area in 3rd level location at the congress (+2 'exhibit only' personnel)

## STAR PARTNER PACKAGE \$70,000

- Free access to conferences/workshops and participation in Lunches, Welcome Reception, Dinner on the 2nd night, and Gala Dinner (4 pax)
- Reserved seating in the Plenary Session & Workshop (2 pax)
- Acknowledgement of Partnership during Welcome Reception
- Acknowledgement of Partnership during Gala Dinner
- Dedicated logo placement on the Hall, the plenary session and the registration desk backdrop, the Lunch and Coffee break area and on all mailing and marketing materials of the event (2nd level logo)
- Logo and company link on congress mobile application
- Logo placement on WFDSA World Congress 2020 website in respective categories with hyperlink
- Visibility in the Congress program booklet (1/2 page ad)
- Access to participants list
- 5x3m Exhibition display area in 2nd level superior location at the congress (+2 'exhibit only' personnel)

## EXHIBITION BOOTH ONLY PACKAGE \$5,000

- 3x3m Exhibition display area in 3rd level location at the congress (+2 'exhibit only' personnel)

## PREMIUM PARTNER PACKAGE \$40,000

- Free access to conferences/workshops and participation in Lunches, Welcome Reception, Dinner on the 2nd night, and Gala Dinner (2 pax)
- Acknowledgement of Partnership during Welcome Reception
- Acknowledgement of Partnership during Gala Dinner
- Dedicated logo placement on the Hall, the plenary session and the registration desk backdrop, the Lunch and Coffee break area and on all mailing and marketing materials of the event (3rd level logo)
- Logo and company link on congress mobile application
- Logo placement on WFDSA World Congress 2020 website in respective categories with hyperlink
- Visibility in the Congress program booklet (1/4 page ad)
- Access to participants list
- 5x3m Exhibition display area in 2nd level location at the congress (+2 'exhibit only' personnel)



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## PARTNERSHIP PACKAGES



### **Top Partner \$120,000**

- Booth space 7m (L) x 3m (W) x 2.5m (H) with three open sides
- 7 long arm spotlights (50W)
- 2 sockets (5A/220V)
- 1 counter with 3-side graphic print, size 500 x 1000 x 1000
- 2 round tables and 8 chairs
- 1 brochure stand

### **Star Partner \$70,000**

- Booth space 5m (L) x 3m (W) x 2.5m (H) with three open sides
- 5 long arm spotlights (50W)
- 2 sockets (5A/220V)
- 1 counter with 3-side graphic print, size 500 x 1000 x 1000
- 1 round table and 4 chairs
- 1 brochure stand



### **Premium Partner \$40,000**

- Booth space 5m (L) x 3m (W) x 2.5m (H) with three open sides
- 5 long arm spotlights (50W)
- 2 sockets (5A/220V)
- 1 counter with 3-side graphic print, size 500 x 1000 x 1000
- 1 round table and 4 chairs
- 1 brochure stand

### **Superior Partner \$20,000**

- Booth space 3m (L) x 3m (W) x 2.5m (H) with three open sides
- 3 long arm spotlights (50W)
- 1 socket (5A/220V)
- 1 counter with 3-side graphic print, size 500 x 1000 x 1000
- 1 round table and 2 chairs
- 1 brochure stand



### **Standard Partner \$10,000**

- Booth space 3m (L) x 3m (W) x 2.5m (H) with three open sides
- 3 long arm spotlights (50W)
- 1 socket (5A/220V)
- 1 counter with 3-side graphic print, size 500 x 1000 x 1000
- 1 round table and 2 chairs
- 1 brochure stand

### **Exhibition Booth Only \$5,000**

- Booth space 3m (L) x 3m (W) x 2.5m (H) with three open sides
- 3 long arm spotlights (50W)
- 1 socket (5A/220V)
- 1 counter with 3-side graphic print, size 500 x 1000 x 1000
- 1 round table and 2 chairs
- 1 brochure stand

# TERMS AND CONDITIONS



## Partnership Agreement

Completion of the partnership application form does not confirm acceptance of offer. The host organization reserves the right to determine which applications are accepted. All partnerships will be confirmed in writing by WFDSA2020 Congress Organizer.

## Booking & Payment Procedure

- A completed application form should be emailed to the Congress Organizer [wfdsa2020@cdmthailand.com](mailto:wfdsa2020@cdmthailand.com) to ensure reservation of a desired location.
- A first deposit of 40% is required within 30 days upon partnership acceptance from the host organization.
- A second/final payment of 60% is required before **30 November 2020**.
- A full payment is required for bookings made after **29 February 2020**.
- Payment can be made by bank transfer (all bank charges are the responsibility of the payer).
- Partnership and space allocations will be confirmed only after the payment has been completed.
- Please note that the partnership booking is made on a first come - first served principle and are subject to availability.

For Partnership enquiries,  
please email [wfdsa2020@cdmthailand.com](mailto:wfdsa2020@cdmthailand.com)  
with the word '**Partnership**' in the subject line, with the following  
details in the body of the email;  
Your name, title, company name, address, telephone number,  
email address, and website address.



CDM - Conference & Destination Management

Tel: 66 (0) 2965 8909

Email: [wfdsa2020@cdmthailand.com](mailto:wfdsa2020@cdmthailand.com)

Website: [www.wfdsa2020bangkok.com](http://www.wfdsa2020bangkok.com)



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