

ABOUT BITEC – BANGKOK'S PREMIER EVENT DESTINATION

► BITEC is a world-class venue for meetings, incentives, conventions, and exhibitions (MICE), strategically located in the heart of Bangkok. With expansive, multi-functional event halls and a full range of exhibition services, BITEC is the preferred choice for organizers of international exhibitions and conferences

► Renowned globally as a leading MICE destination, BITEC combines state-of-the-art facilities with highly professional service teams to deliver exceptional event experiences. Our commitment to quality and excellence has made BITEC one of the most sought-after venues in Asia.



PARTICIPATION COST

RAW SPACE

STARTING FROM **9 SQ.M.**



SUPER EARLY BIRD UNTIL 31 AUGUST 2026	EARLY BIRD UNTIL 31 MARCH 2027	REGULAR PRICE
THB 50,000 / BOOTH	THB 70,000 / BOOTH	THB 90,000 / BOOTH

CORNER SPACE CHARGE

THB 5,000 / CORNER*

*THERE ARE LIMITED CORNER SPACE.
WE MAY NOT BE ABLE TO ACCOMMODATE YOUR REQUEST.

REMARK

- PARTICIPATION RATES ARE SUBJECT TO 7% VAT
- BOOTH WILL BE SELECTED BASED ON FIRST COME FIRST SERVE BASIS
- PLEASE BE SURE TO PREPARE BASIC PANELS BETWEEN ADJACENT BOOTHS OR USE A SHELL SCHEME PACKAGE (PAID) PROVIDED BY THE SHOW MANAGEMENT OFFICE.

SCHEDULE



CONTACT

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ASEAN's Leading Sports, Fitness & Wellness Trade Show

SPORTEC[®] Thailand 2027

The Gateway to the ASEAN Sports & Fitness Market

Powered by **SPORTEC TOKYO**



24 - 26 JUNE 2027

BITEC (HALL 101-104), BANGKOK

[THU] - [SAT] 10:00-18:00

CO-LOCATED

WALEX
THAILAND WELLNESS
AND LONGEVITY EXPO **2027**



www.sportecthailand.com



SPORTEC Thailand

ORGANIZED BY



CO-ORGANIZER



Health, Wellness
Fitness Expo
国际健身展

THAILAND'S INTERNATIONAL EXHIBITION FOR SPORTS AND FITNESS

BIGGER. BROADER. BETTER. SPORTEC THAILAND 2027



SPORTEC Thailand 2027

SPORTEC Thailand 2027 is an international exhibition for the sports, fitness, wellness, and active lifestyle industries. As a business platform for the ASEAN market, the exhibition brings together manufacturers, distributors, facility operators, government organizations, industry associations, and professionals from around the world to explore new business opportunities and exchange industry knowledge.

In 2027, SPORTEC Thailand will expand its exhibition scale and showcase a wider range of products and services. The exhibition will also feature industry seminars, conferences, workshops, competitions, and networking programs. Exhibition categories include fitness equipment, sports products and facilities, sports technology, wellness solutions, nutrition and supplements, and sports business.

Whether you are looking to enter the ASEAN market, launch new products, build distribution networks, or connect with industry professionals, SPORTEC Thailand 2027 offers valuable business opportunities. Join us and discover the future of sports, fitness, and wellness in ASEAN.

THE GATEWAY TO ASEAN'S SPORTS BUSINESS LANDSCAPE



MEET AND CONNECT with key decision makers and influential industry leaders to get new business opportunities.



LAUNCH AND PROMOTE YOUR LATEST PRODUCTS AND SERVICES directly to top-tier buyers and decision makers.



STAY UP TO DATE and discover emerging trends and gain valuable insights into the dynamic sports industry by here.



Become part of the region's **MOST COMPREHENSIVE PLATFORM** for sports business networking and growth.



200+

EXHIBITORS



20,000+

VISITORS



10+

COUNTRIES



30+

SEMINARS & EVENTS

Show Highlights



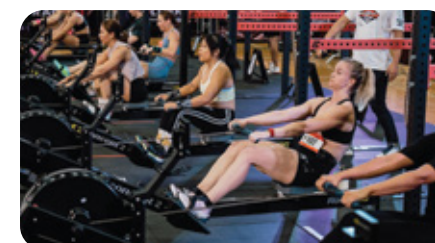
**EXPLORE THE LATEST INNOVATIONS
IN SPORTS & WELLNESS**
200 BRANDS FROM 10 COUNTRIES



SPORTEC THAILAND CUP 2027
THAILAND BODYBUILDING
& PHYSIQUE CHAMPIONSHIP



ROOKIE CONTEST THAILAND 2027
GROUP FITNESS INSTRUCTOR
DANCE CONTEST



ONTRACK RACEON
A TEAM-BASED HYBRID FITNESS RACE



MUAYTHAI EXPERIENCE
MUAYTHAI TECHNIQUES
FROM PROFESSIONAL TRAINERS.



EXPLORE EMERGING TRENDS
IN SPORTS, FITNESS & ACTIVE LIFESTYLE

EXHIBITOR PROFILE

- FITNESS MACHINES & TRAINING EQUIPMENT
- YOGA & PILATES EQUIPMENT / PROGRAMS
- MUAY THAI & MARTIAL ARTS EQUIPMENT & SUPPLIES
- POOL & SPA FACILITIES, POOL SUPPLIES, SAUNA & BATH EQUIPMENT
- SPORTS FACILITY EQUIPMENT & SYSTEMS
- CUSTOMER MANAGEMENT SYSTEMS & FACILITY MANAGEMENT SYSTEMS
- SPORTS TECH & SMART DEVICES
- SPORTS NUTRITION
- SPORTSWEAR & SPORTING GOODS
- ATHLETIC & ACTIVITY-RELATED PRODUCTS, ETC.

VISITOR PROFILE

- FITNESS GYMS & TRAINING CENTERS
- SPORTS CLUBS & PERSONAL TRAINING STUDIOS
- SPORTS SHOPS, SPORTING GOODS RETAILERS, WHOLESALERS & DISTRIBUTORS
- SPORTING GOODS AGENTS & EXPORTERS
- SCHOOLS, UNIVERSITIES & SPORTS ACADEMIC INSTITUTIONS
- HOTELS, RESORTS, PROPERTY DEVELOPERS & PROPERTY MANAGEMENT COMPANIES
- ASSOCIATIONS, MUNICIPALITIES & GOVERNMENT ORGANIZATIONS
- HOSPITALS & MEDICAL INSTITUTIONS
- STADIUMS, ARENAS & SPORTS FACILITY OPERATORS
- ATHLETES & SPORTS COMPETITORS, ETC.