



THAI ASIAN SHOWCASE

WHERE ASIAN CULTURE MEETS
GLOBAL OPPORTUNITY

BOSTON, MASSACHUSETTS • INTERNATIONAL EXHIBITION

THAI ASIAN SHOWCASE 2026 | BOSTON

International Exhibitor & Brand Activation Prospectus

EVENT OVERVIEW

Thai Asian Showcase 2026 is a premier international cultural and brand activation exhibition connecting global businesses with highly engaged consumers in one of the most dynamic markets in the United States.

This professionally produced indoor convention event brings together international brands, cultural organizations, entrepreneurs, and innovative companies seeking meaningful engagement with multicultural audiences.

Exhibitors benefit from direct consumer interaction, product sampling opportunities, brand exposure, and high-traffic attendance in a premium convention environment.

Audience Profile - Multicultural families - Young professionals - International visitors - Lifestyle and culture enthusiasts - Retail and wholesale buyers - Media and influencers

EVENT DETAILS

Event Name: Thai Asian Showcase 2026

Location: Hynes Convention Center, Boston, Massachusetts

Event Dates: October 31 – November 1, 2026

Application Deadline: April 30, 2026

Public Event Hours

Saturday: 10:00 AM – 6:00 PM

Sunday: 10:00 AM – 5:00 PM

Move-In (Setup)

Friday: 2:00 PM – 6:00 PM

Move-Out (Breakdown)

Immediately after event closing on final day

Estimated Attendance: 8,000 – 12,000 visitors

Marketing Reach: 100,000+ regional and international audience

EXHIBITOR BENEFITS

- Direct consumer engagement and lead generation
 - Product sampling and brand activation opportunities
 - Social media and digital marketing exposure
 - Brand listing in official event promotions
 - Stage recognition opportunities (select packages)
 - Premium indoor convention environment
 - Multicultural and international audience access
 - High-traffic Boston metropolitan location
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BOOTH OPTIONS & PRICING

Standard Booth (10' x 10') \$1,250

Professional display space with sampling and promotion rights.

Premium Booth (Prime Placement) — \$1,750

High-traffic location with enhanced visibility.

Featured Brand Activation Space — Starting at \$3,000

Large-scale experiential marketing space with stage recognition.

Corner Booth Upgrade — \$350

Limited availability. First-come, first-served.

STANDARD BOOTH PACKAGE INCLUDES

- 10' x 10' exhibit space
- Pipe and drape backdrop
- One 6-foot table
- Two chairs
- Standard booth identification signage
- Waste receptacle
- General hall lighting
- Listing in event marketing materials
- Onsite exhibitor support
- Permission to distribute promotional materials
- Product sampling (subject to approval)

Additional Services (extra cost): - Electrical service - Wi-Fi upgrades - Additional furniture
- Custom branding - AV equipment - Carpet upgrades

Electrical and additional services must be ordered through the official service provider.

EXHIBITOR REQUIREMENTS

- Booth must be professionally presented and staffed during all event hours
 - All displays must comply with venue safety regulations
 - Exhibitors are responsible for their own equipment and materials
 - Booth sharing requires written approval from event management
 - All products and promotions must be approved prior to the event
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PRODUCT & DISPLAY GUIDELINES

- No counterfeit or unauthorized trademark merchandise
 - No hazardous materials or open flame without written approval
 - Food sampling must comply with health department regulations
 - Cooking equipment requires prior authorization
 - Alcohol distribution is prohibited unless specifically approved
 - Event management reserves the right to restrict inappropriate content
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INSURANCE REQUIREMENTS

All exhibitors must maintain commercial general liability insurance covering the event dates, including move-in and move-out.

Minimum coverage required: - \$1,000,000 per occurrence - \$2,000,000 aggregate

Certificate of Insurance must name the following as additionally insured: - Nathika Events LLC - Hynes Convention Center - Event production partners (if applicable)

Proof of insurance must be submitted prior to move-in.

PAYMENT TERMS

- Full payment is required within **7 days of acceptance** to secure booth space
- Booths are not reserved until payment is received
- Unpaid booths may be released without notice
- Accepted payment methods will be provided upon approval

- Late payments may incur administrative fees
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CANCELLATION & REFUND POLICY

All booth fees are non-refundable once payment is confirmed.

If the event is postponed due to circumstances beyond organizer control, booth payments will be transferred to the rescheduled date.

Exhibitor cancellations do not qualify for refunds or credits unless otherwise approved in writing.

EVENT OPERATIONS POLICIES

- Setup must be completed before event opens.
 - Early breakdowns are strictly prohibited
 - Exhibitors are responsible for their property and security
 - Events take place in rain or shine (indoor venue)
 - Loading dock schedules must be followed
 - Parking and freight handling instructions will be provided
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MARKETING & PROMOTION SUPPORT

Exhibitors receive: - Website exhibitor listing - Social media exposure - Inclusion in event marketing campaigns - Digital promotional support

Enhanced marketing packages available upon request.

APPLICATION PROCESS

1. Submit Exhibitor Application
2. Provide business and product details
3. Receive acceptance notification
4. Submit full payment
5. Sign official exhibitor agreement
6. Receive exhibitor manual and logistics instructions

Booth assignments are determined by event management.

Preliminary floorplan available upon request.

EXHIBITOR AGREEMENT

All accepted exhibitors must sign the official Thai Asian Showcase Exhibitor Agreement.

By participating, exhibitors agree to: - Follow all venue and event regulations - Maintain professional conduct - Comply with insurance and safety requirements - Accept assigned booth location - Indemnify organizer against liability arising from exhibitor activities

Failure to comply may result in removal from the event without refund.

CONTACT INFORMATION

Nathika Events LLC

Email: nathikaevents@yahoo.com

Website: www.nathikaevents.com

For additional information, sponsorship opportunities, or premium activation inquiries, please contact our team directly.

EVENT POSITIONING

Thai Asian Showcase is more than an exhibition — it is a high-impact brand activation platform where Asian culture meets global opportunity.

We look forward to welcoming you to Boston.

