

PARTNERSHIP PROPOSAL

Your Gateway to Trade, Travel & Life

Organized & Managed by:
The Organizing Secretariat of Mekong Horizon Alliance

In Strategic Partnership with:

MYAWADDY ECONOMIC DEALING CO., LTD.

NORTH EDGE MYANMAR

WILLIAM THE CREATOR

EXPO 2027 YANGON

MEKONG HORIZON ALLIANCE

TRADE ✻ TOURISM ✻ LIFESTYLE

JANUARY **23** – **24**, 2027 | **9:00** AM – **05:00** PM DAILY
MYANMAR EXPO HALL, FORTUNE PLAZA, YANGON.



THE CRITICAL ROLE OF MEKONG HORIZON ALLIANCE EXPO 2027

- **Regional Convergence: GMS Trade Revival**

Logistics corridors and trade routes across the Greater Mekong Subregion (GMS) are gaining serious momentum again. As Myanmar's biggest commercial expo of the year, **Mekong Horizon Alliance Expo 2027** puts your brand right at the center of this cross-border trade comeback.

- **National Alignment: High-Growth Synergy**

This expo ties directly into the country's current economic priorities. We are bringing together local import-substituting manufacturers, value-added producers, and export-ready companies to plug them straight into a network of regional buyers.

EXPO 2027 YANGON
MEKONG HORIZON ALLIANCE
TRADE ✻ TOURISM ✻ LIFESTYLE

WHY MEKONG HORIZON ALLIANCE EXPO 2027 MATTERS

- **Market Realities: Direct Consumer Access**

We are targeting the exact sectors where people are actually spending money right now. The expo connects you with high-value consumers in resilient markets like ***outbound travel, overseas healthcare, cross-border commerce, and modern lifestyle products.***

- **The Strategic Necessity: Category Leadership**

This is not just another consumer fair. It is the platform that will define Myanmar's trade, tourism and modern lifestyle landscape in 2027. Securing an anchor partnership right now lets you lock in your position as the undisputed market leader before your competitors even get the chance.

THREE STRATEGIC PILLARS

PILLAR 1

Cross-Border Trade & Logistics

Focuses on GMS trade revival and regional supply chains.

Features import-substitution MSMEs, agro-marine exporters, and logistics/customs solutions.

PILLAR 2

Healthcare & Outbound Tourism

Targets Myanmar's highest-spending consumer segments.

Features top international hospitals (Thailand, India, Malaysia), airlines, and travel agencies.

PILLAR 3

Modern Living & Lifestyle

Showcases everyday premium demand and modern solutions.

Features F&B innovations, FMCG brands, wellness solutions, and tech tools.

THE DUAL-ENGINE COMMERCIAL FLOW

Engine 1

Dedicated B2B Deal-Making (Rotunda VIP Lounge)

- **Who:** Trade delegates, corporate executives, licensed importers, and procurement heads.
- **Where:** A quiet, controlled VIP business lounge away from the public crowd.
- **Focus:** Distribution contracts, agency appointments, and strategic partnerships.

Open Daily: 9:00 AM – **5:00** PM | Designed for both corporate deals and mass retail reach.









THE DUAL-ENGINE COMMERCIAL FLOW



Engine 2

High-Density Consumer Footfall (Main Exhibition Hall)

- **Who:** Middle to upper-class families, medical travelers, and upwardly mobile professionals.
- **Where:** Main hall with unrestricted public access from **9:00** AM to **5:00** PM.
- **Focus:** Direct retail sales, travel/healthcare bookings, and immediate brand immersion.

Open Daily: 9:00 AM – **5:00** PM | Designed for both corporate deals and mass retail reach.







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ROTUNDA VIP LOUNGE

The Prime Space for business deal

- **The Executive Environment**
  - Premium B2B networking hub inside Expo Area.
  - Fully insulated from the main exhibition floor noise.
- **Curated Access Control**
  - Strictly restricted to VIPs, foreign trade delegates, and credentialed exhibitors.
  - No public general admission allowed.
- **Premium Amenities**
  - High-speed executive Wi-Fi and fully serviced business lounge.
  - Free-flow premium coffee and refreshments.
- **Exclusive Sponsor Value (Title & Diamond Only)**
  - Reserved private meeting suites to host key clients and high-value deal-making.



B2B BUSINESS MATCHMAKING & NETWORKING PROGRAM

Pre-Scheduled 15-Minute Executive Meetings

4 Core Operational Pillars

Pre-Event Web Booking:
Appointments requested via the Official Website. Confirmed only when both parties accept (Double Opt-in).

15-Minute Dynamic Pitch:
Timed speed-networking slots optimized for high-impact introductions and contact exchange.

Rotunda VIP Lounge:
Open-lounge environment featuring first-come seating, high cocktail tables, and complimentary coffee.

Flexible 2-Day Quota:
Zero daily restrictions.

Meeting Tokens Quota:

- **Green :** 6 Tokens
- **Sliver :** 10 Tokens
- **Gold :** 16 Tokens

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MAIN STAGE & CULTURAL PROGRAMMING

01

"HARMONY OF THE MEKONG" CULTURAL SHOWS
Traditional and modern performances from Myanmar and other Mekong countries.
Curated in collaboration with regional cultural missions and international artist networks.

02

EXPORT STRATEGY PANEL: "HOW TO ACTUALLY EXPORT"
Practical case studies by regional traders and logistics experts.
Real-world insights into exporting to Thailand, China, and Vietnam.

03

MEKONG TRAVEL CREATOR & LIVE PITCH
Stage talks featuring top travel influencers.
Topics cover budget tips, border crossings, and destination insights.

04

15-MINUTE HAPPY HOUR FLASH DEALS
High-intensity sales targeting the live stage audience.
Exclusive limited-time travel vouchers, hotel deals, and product packages.

05

MEKONG COFFEE & STREET FOOD SHOWDOWN
Live regional drip-coffee and culinary demonstrations.
Interactive audience taste-testing sessions.



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THE 50-STAMP PASSBOOK CAMPAIGN

Maximizing On-Ground Visitor Footfall

4 CORE POINTS

Early-Bird Keepsake:
- Official physical booklet for the first 1,000 attendees daily.

Deep Traffic Flow:
- Visitors must visit 50 booths across all zones to qualify.

Zero-Friction Stamping:
- Instant 2-second stamps via booth staff. No bottlenecks.

Far-End Redemption:
- Prize counter located at hall's deep end to maximize floor dwell time.

3 Key Numbers

- **1,000 / Day - Limited Passbooks**
- **50 Stamps - Target Booth Visits**
- **100% Coverage - Zero Dead Zones**







TASTE OF MEKONG CULTURAL & FOOD HUB

Driving massive footfall and extending visitor dwell time inside the venue.

- **Sustained Footfall Architecture**
  - A dedicated culinary zone featuring authentic street foods from all Mekong nations.
  - Designed to be a major crowd-puller throughout the event.

- **Maximizing Sponsor Exposure**
  - Keeps visitors inside the venue for meals and **no need** to leave the expo.
  - Extends average attendee dwell time to **4–6** hours, maximizing eyes on your brand.

MARKETING & MEDIA EXPOSURE

High-Engagement Social Media Campaigns

"2027 Future Wishlist" Challenge:
Engaging ambitious professionals and SME owners to share growth goals, organically driving B2B interest.

Mekong Flash Trivia Quiz:
Boosting page interaction daily with culture and travel quizzes, backed by sponsor-funded perks.

Custom Creator Filters:
Creating viral branded photo/video filters to turn ordinary attendees into active event ambassadors.



Brand Visibility & Media

Official Press Coverage:
Coordinated press releases across business journals, national newspapers, and digital news portals.

Integrated Digital Visibility:
Consistent sponsor branding across official Website, Facebook, Linkedin and other social media channels.

On-Ground Signage & LED Loops:
High-visibility logo placement on entrance archways, main stage, and venue LED loops.

MASTER FLOOR PLAN & SPATIAL FLOW

Commercial Spaces & Tier Breakdown (Map-Numbered Layout)

- **Purple Central Pavilion Zone:** Exclusive center-stars reserved for Title and Co-Sponsors (4-Booth Quad Units).
- **Blue Main-Aisle Hub:** Dedicated to Platinum Sponsors (2-Booth Double Units, e.g., B-01 to B-04).
- **Gold Commercial Booths:** High-exposure main rows priced at 20 Lakhs MMK (3m x 3m Standard).
- **Silver Standard Booths:** High-traffic flow locations priced at 15 Lakhs MMK (3m x 3m Standard).
- **Green Economy Booths:** Cost-effective entry-tier placement priced at 10 Lakhs MMK (3m x 3m Standard).

STRATEGIC SPATIAL ZONING

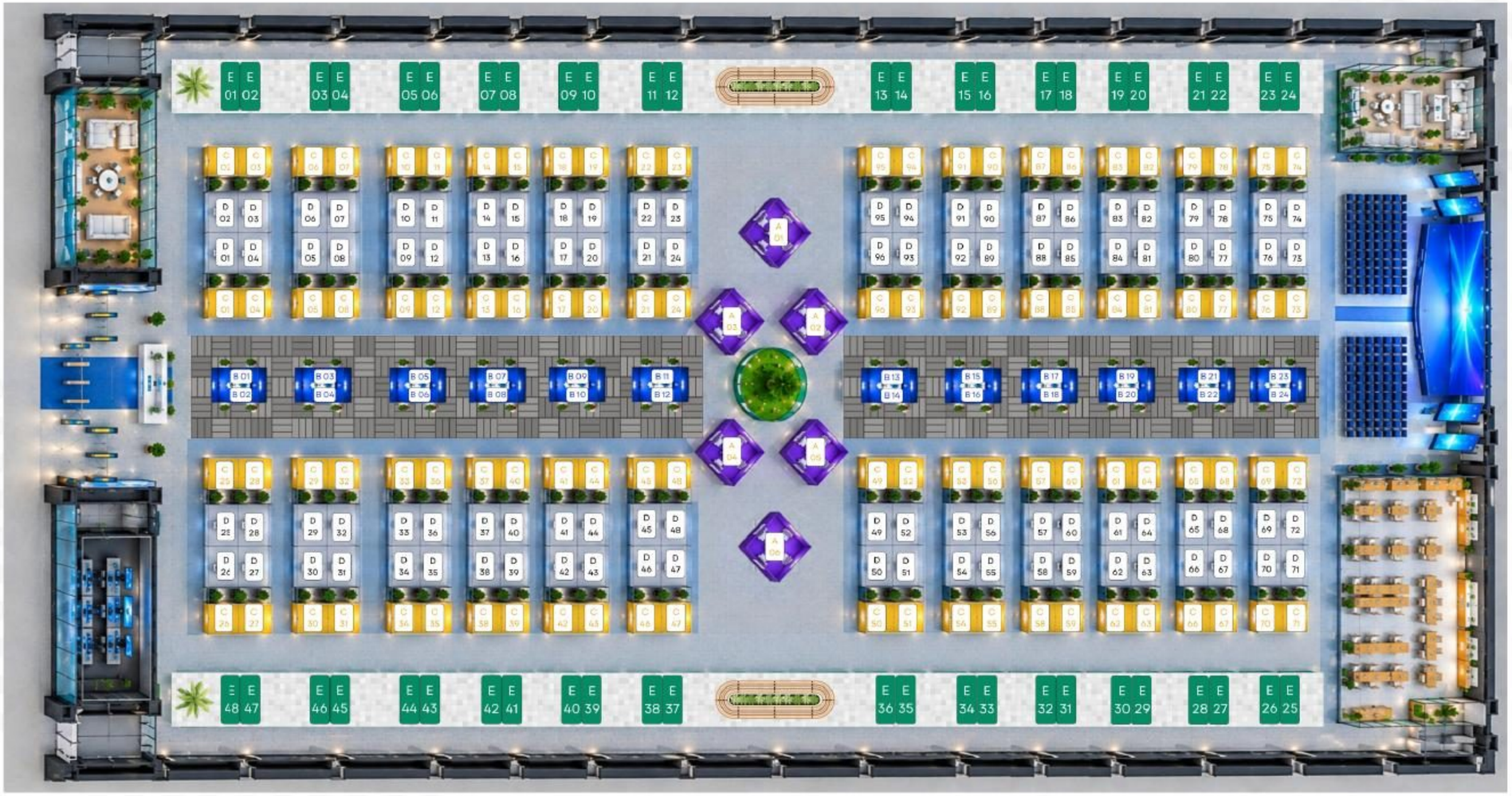
- **Central Diamond Plaza:** Purple centerpieces providing ultimate dominance for top-tier sponsors.
- **Prime Main-Aisle Thoroughfare:** The central blue spine ensuring 100% footfall for Platinum partners.

- Exhibitor Name
- 1 Table
- 2 Chairs
- 1 Power Socket
- 2 Spot Lights
- 3mx3m Shell Scheme Booth



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MASTER FLOOR PLAN & SPATIAL FLOW



A high-efficiency layout designed for maximum visitor circulation and premium booth visibility.

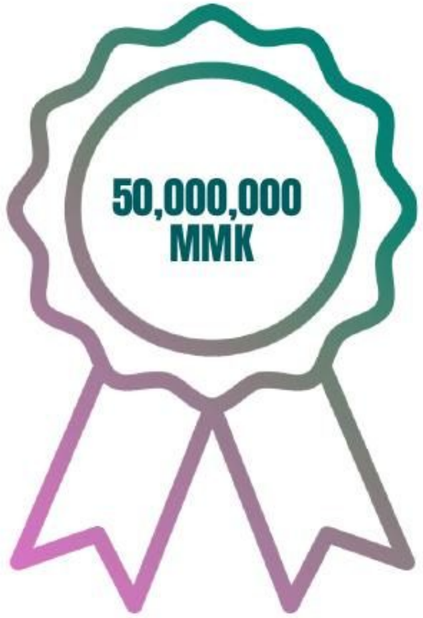
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SPONSORSHIP INVESTMENT STRUCTURE

TITLE



CO-SPONSOR



PLATINUM SPONSOR



SPONSORSHIP PRIVILEGES

TITLE



EXCLUSIVE – 1 ORGANIZATION ONLY

Supreme Naming Rights:

- Official billing across all primary assets: [Brand Name] Presents MEKONG HORIZON ALLIANCE EXPO 2027.
- Top-tier placement across diplomatic invitations, government correspondence, and credential badges.

Anchor Real Estate (Central Area Mega Pavilion):

- Exclusive control of an expansive 18m x 6m (3-unit combined) Island Pavilion anchoring the Central Area.
- Complete creative freedom to build a bespoke corporate showroom or client lounge at the primary focal intersection.

Ceremonial & Thought Leadership Primacy:

- Lead position in the official ribbon-cutting ceremony alongside visiting dignitaries, ambassadors, and chamber presidents.
- Exclusive 20-minute Solo Keynote Address during the Official Opening Plenary.

Complete Category Lockout:

- Total industry exclusivity—direct commercial competitors are strictly barred from Title tier participation.

SPONSORSHIP PRIVILEGES

CO-SPSONSOR



STRICTLY LIMITED TO 3 ORGANIZATIONS

Central Island Real Estate:

- Dedicated 6m x 6m Island Pavilion located in the prime Central Diamond Plaza with 4-sided open frontage.

Plenary Panel Leadership:

- Guaranteed executive panel seat during the Flagship Business Panel Talk show.

Executive Hospitality Privileges:

- Dedicated reserved executive table inside the Rotunda VIP Business Lounge for corporate meetings.

Prominent Brand Positioning:

- Prominent logo integration across official stage backdrops, directional signage, event guides, and online assets.

SPONSORSHIP PRIVILEGES

PLATINUM SPONSOR



Strategic Corridor Showcase

- 12m x 6m Consolidated Island Showcase positioned along high-density corridor intersections.

Main Stage Keynote Session

- 15-minute dedicated corporate presentation or technical case study on the Main Stage.

Executive Network & Prestige

- Executive recognition across official industry channels, directories, and VIP lounge access.

Prime LED Media Rotation

- Dedicated video reel rotations on the Main Stage LED display during designated intervals.

COMMERCIAL TERMS & PAYMENT MILESTONES



STRUCTURED MILESTONE SCHEDULES DESIGNED TO SECURE SPATIAL ALLOCATIONS AND OPERATIONAL READINESS.

For Sponsorship Tiers (Title, Co-Sponsor & Platinum)

- Milestone 1 (50% - Signing Deposit): Due immediately upon formal contract execution to lock in category exclusivity.
- Milestone 2 (40% - Mid-Term Activation): Due 30 days post-signing to trigger major marketing and floor activation.
- Milestone 3 (10% - Project Wrap-Up): Due within 7 working days after the event conclusion.

For Commercial Booths (Gold, Silver & Green)

- Milestone 1 (50% - Booking Deposit): Due immediately upon booth selection to reserve the floor space.
- Milestone 2 (50% - Final Clearance): Due 15 days prior to the event opening date to authorize venue access.

Tax Compliance:
All rates are quoted net of applicable corporate taxes and statutory deductions.

DELIVERY FRAMEWORK & STRATEGIC ENGAGEMENT



Dedicated Expo Secretariat & Operating Model

- **Integrated Management:** Structured under an international expo management framework, overseeing protocol, vendor operations, and regional delegate relations.
- **Sector-Focused Working Groups:** Specialized execution desks aligned directly with the three core pillars: Trade, Tourism, and Lifestyle.

Regional Alliance & Institutional Outreach

- **Structured Partner Onboarding:** Active phased outreach targeting regional commerce chambers, bilateral trade councils, and regional commercial counselor offices across the Mekong region.
- **Cross-Border Trade Nexus:** Positioned as an institutional conduit to drive multi-lateral commercial partnerships and market access between Myanmar and regional economies.

RISK MANAGEMENT & VENUE SAFETY

ENSURING MAXIMUM OPERATIONAL SAFETY, BRAND PROTECTION, AND ZERO DOWNTIME.



Uninterrupted Power Guarantee (100% Backup)

- Dual-circuit redundancy industrial backup generators at Myanmar Expo.
- Guarantees zero downtime for booth lighting, LED displays, and AV systems.

Medical & Emergency Infrastructure

- Dedicated on-site Emergency Medical Aid Station.
- Staffed with certified paramedics and standby ambulance services.

Fire Safety & Hazard Mitigation

- Full compliance with international convention safety regulations.
- Visible fire-suppression points and wide emergency egress lanes.

Executive Security & Traffic Control

- Multi-layer security checkpoints with professional bag screening.
- Dedicated VIP escort details and coordinated high-capacity parking management.

EXECUTIVE CONTACT

Secure your priority allocation today to anchor your category leadership for 2027.

"Mekong Horizon Alliance Expo 2027 stands as the definitive regional commercial platform. We look forward to confirming your strategic partnership and welcoming your organization to the helm of regional growth."

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THANK YOU...

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