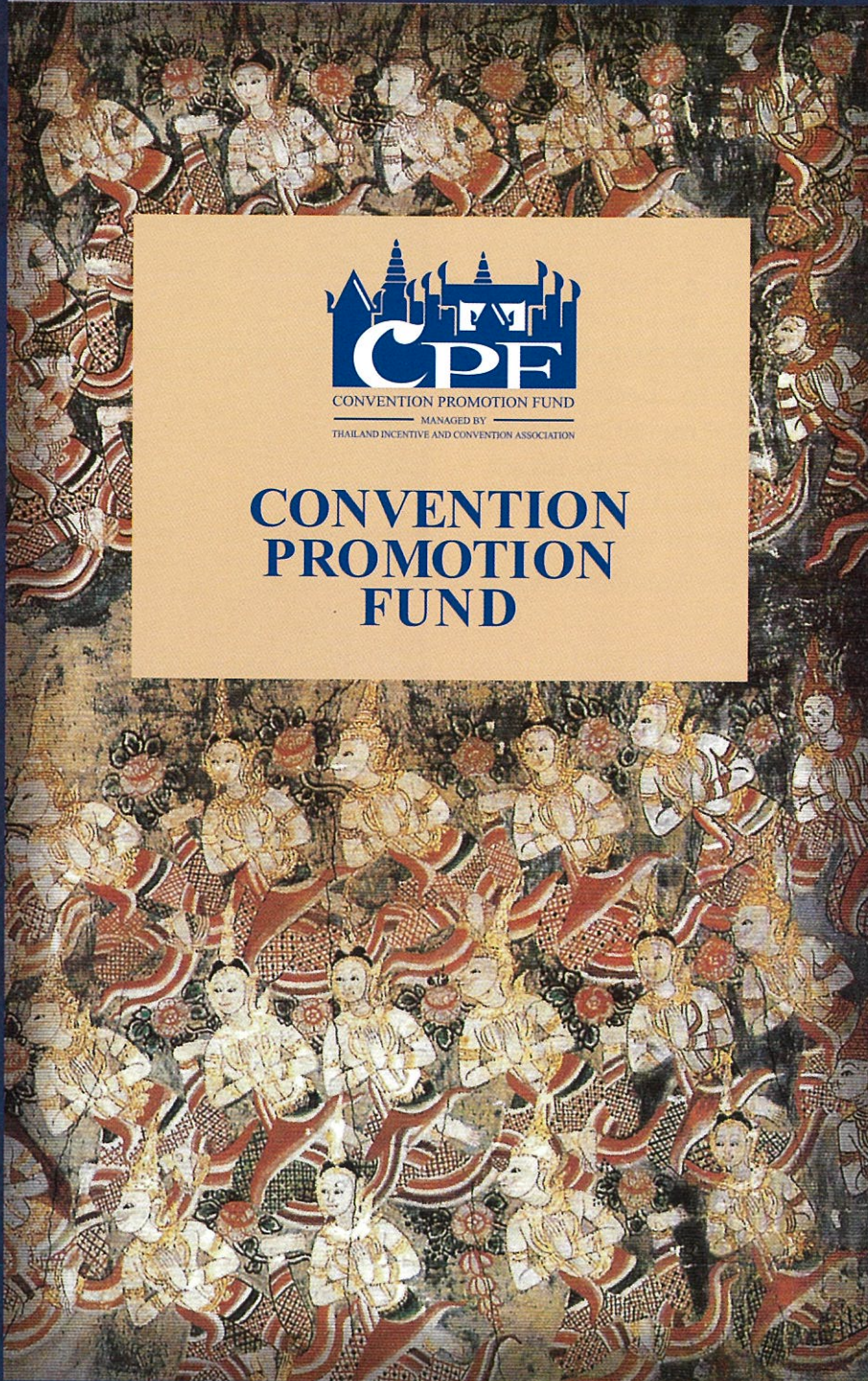




CONVENTION PROMOTION FUND  
MANAGED BY  
THAILAND INCENTIVE AND CONVENTION ASSOCIATION

# CONVENTION PROMOTION FUND





# About CPF

## Founding Association

The Convention Promotion Fund is an initiative of members of TICA – Thailand Incentive and Convention Association which was founded in 1984 as a joint venture between the government and the private sector of the MICE industry (meetings, incentives, conventions, exhibitions).

## Rationale

International Conventions is a high quality segment of the travel business with multi-faceted benefits to the host destination. As Thailand has the potential to become the regional center of international meeting-related events, there needs to be serious efforts to attract and accommodate such events. Financial assistance is first and foremost to enable Local Host Committees to bid and manage the events successfully.

## Objectives

- To assist and support Local Host Committees in bidding for, and organising international meeting-related events.
- To promote marketing activities which will lead to more international MICE (meetings, incentives, conventions, exhibitions) events to Thailand
- For MICE "Research & Development" and "Human Resource Development"

## Sources of the Fund

- Donations from the Tourism Authority of Thailand and Thai Airways International
- Donations from Founding Members (72 companies, organisations or individuals)
- Fund raising projects organised by CPF members
- Matching fund sponsored by the Royal Thai Government through the Tourism Authority of Thailand
- Contributions from fund recipients upon successful organisation of their events
- Contributions from suppliers benefiting from the events
- Other donations

## Management

CPF is managed by the Board of Trustees of 11 persons appointed by the TICA Executive Committee who are elected at the TICA Annual General Meeting. The CPF committee's term of office is 2 years, and the members are:

- 1 TICA Vice President from the private sector
- 3 Chairpersons of TICA's Marketing, Membership & Public Relations and Services Development Committees
- 1 Representative from Tourism Authority of Thailand
- 1 Representative from Thai Airways International
- 3 Gold Sponsor members
- 1 Founding member
- 1 Honourable person

The Board of Trustees are elected for the following executive positions:

- Chairperson
- Co-Chairperson
- Secretary General
- Treasurer
- Chairperson of the Fund Raising Project Sub-Committee
- Chairperson of the Project & Follow up Sub-Committee

## Administration

All duties including implementation of policies, following up of funded projects and general administrative tasks are the responsibilities of TICA.



# Fund Application Guideline cont.

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## Loan Agreement

If the loan is approved, an agreement is requested to be signed by the president or an executive of an equivalent stature, and another senior member of the association who will thus become Guarantors of the loan. Payment will be remitted to the bank account in the name of the association or as agreed.

## Management of Event

To ensure success, the event must be professionally managed. The applicant is requested to present related reference in this regard to the satisfaction of the committee.

- The event must subscribe to an insurance policy.
- TICA, as administrator of the Convention Promotion Fund, shall assign staff to become an observing member of the Host Organising Committee and provide guidance as appropriate.

## Repayment

The loan is to be paid back in its entirety after completion of the event. A reasonable time frame, usually within 2 months after the event, is requested. Voluntary donation of funds from profitable events will assist in enhancing the growth of the fund which will benefit other hosts of future events in particular, and Thailand in general.

## Report of Changes

The applicant shall give notice in writing if there is any change in any part of the descriptions in the application such as name of guarantor, etc.

## Cancellation of Loan

The committee may cancel any loan previously approved or claim repayment of the loan previously granted if there has been any fraudulent descriptions within the loan application OR if any change has taken place in the descriptions in the application resulting in the amount of loan previously approved or granted is found to be inappropriate OR if any reasonable ground has been found to be inappropriate to grant the loan.

## Special Request

Consideration in utilising services of CPF members for the event wherever possible is requested. This is because fund donors who are industry suppliers also have an option to contribute additional funds from revenue generated from servicing the events.

In cases of unsuccessful bids, every possibility should be explored for renewed bids for the next occasion, smaller regional meeting events or pre- and post-event tours to Thailand.



# Fund Application Guideline

## Eligibility

The fund is granted to professional associations, non-profit societies or groups of persons who wish to be host of an international meeting event in Thailand with expected attendance of minimum 200 participants or more. The applicant or the event must have support of a governmental or/and public organisation. The event requires not less than 6 months for preparation.

## Procedure of Loan Application

### Application Form

The application form is to be completed in full and submitted to CPF, care of TICA. To ensure maximum benefit of donated funds, the loan is to be paid back for availability for future events. It is therefore in the best interest of CPF management and the applicant to embark on a successful bid attempt. All aspects of the bidding situation will be carefully considered in this regard.

### Guideline of the Loan

The loan is granted for Bidding efforts and Preparation expenses of events. A maximum amount of Baht 1,000,000 in total may be granted for each of the two purposes for an event and may be drawn in smaller amounts at a time, as and when the expenses are actually required.

#### Items of expenses which will be considered are:

##### Bidding:

- **Publicity & Promotion.** Printing or production of invitations, announcements, posters and other promotional materials.
- **Travel.** Costs of travel to present the bid for committee members or audio-visual technicians.
- **Other costs** such as meeting room and equipment rental or food & beverage entertainment at venue of bidding

##### Preparation:

- **Marketing & Promotion.** Printing of announcements and other materials, postage and advertisements.
- Creation, establishment and maintenance of an internet website and related matters.
- **Administration.** Cost of office rental, equipment rental/purchase, staff hire, deposit required by suppliers, etc.

For both loans, a detailed breakdown is requested to be presented; each item of expense, timeframe when each item is required (reflecting amounts to be paid to respective suppliers). If possible, a preliminary draft of the budget of the conference will demonstrate readiness and dedication of the applicant and will greatly help with the committee's decision.

### Committee Consideration

The CPF committee will hold a meeting to evaluate the application and may invite the applicant to the meeting if deemed necessary. The committee reserves the right to judge the application and make the decision as it considers most sound and correct. Decision of the committee is accepted as final. Also required is the Article of Incorporation or association by-laws of the applicant.





## Donors

Thai Airways International PLC  
Tourism Authority of Thailand

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Advanced Info Service PLC  
American Express (Thai) Co.,Ltd.  
Boonrawd Brewery Co.,Ltd.  
Thai Fuji Xerox Co.,Ltd.  
Thailand Incentive & Convention Association

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Bank of Thailand  
Gems Gallery International Manufacturer Co.,Ltd.  
Shangri-La Hotel Bangkok

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Holiday Inn Resort Regent Beach Cha-Am  
Pacific World (Thailand) Ltd.

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Amari Hotels & Resorts  
Bangkok Bank  
BITEC  
Central Gems International  
Sofitel Centara Grand Bangkok  
Challenge Hotels & Resorts  
Creative Destination Management  
Destination Asia (Thailand)  
Diethelm Travel  
Westin Grande Sukhumvit  
Imperial Hotels Group  
Jim Thompson Thai Silk  
Hilton Phuket Arcadia Resort & Spa  
Rose Garden Riverside  
Royal Cliff Beach Resort  
Siam Express Co.,Ltd.  
Turismo Asia Co.,Ltd.  
World Travel Service Ltd.

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Club Andaman Beach Resort  
East West Siam  
Grand Mercure Fortune Hotel  
Grand Hyatt Erawan Bangkok  
James Fashion Co.,Ltd.  
InterContinental Bangkok  
Majestic Shop  
Master tour Co.,Ltd.  
Hilton Hua Hin Resort & Spa  
Novotel on Siam Square Bangkok  
Indigo Pearl Hotel  
Royal Garden Resort Group  
Royal Phuket City Hotel  
Four Seasons Hotel  
Tour East (T.E.T)

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