



12 February 2024

**PERSONAL ATTENTION**

CEO / Director  
General Manager  
Sales & Marketing Manager



**INTERNATIONAL  
BEST BUY 2024**  
(5-7 April 2024 - Diamond Island Exhibition Center, Phnom Penh, Cambodia)

Dear Sir /Madam

**RE: INTERNATIONAL BEST BUY EXHIBITION IN CAMBODIA**

With reference to the above, we are pleased to inform you that the BEST BUY Exhibition is back and now labeled as INTERNATIONAL BEST BUY (IBB) because of the years of success since 2017. IBB is a Consumer Trade Fair and held from 5-7 April 2024 at the Diamond Island Convention & Exhibition Center in Koh Pich, Phnom Penh and open FREE to the public daily from 9am to 9pm.

Best Buy is considered the 'Most Visited Consumer Exhibition in Cambodia' and now with **International Best Buy**, we are opening to exhibitors from neighboring countries, besides Cambodia, like Thailand, Vietnam, Malaysia, Singapore, Indonesia (Mostly South East Asia), India and even China.

During the event, **5<sup>th</sup> April is a 'Trade Day or Business Matching Day'** allowing overseas exhibitors a chance to meet local Cambodian companies that are keen to distribute their products in Cambodia. At the same time Cambodian companies can promote their products to potential distributors from the overseas companies participating in the exhibition. On the 6<sup>th</sup> & 7<sup>th</sup> April is a combination open to both trade visitors and the public.

With over 300 booths available for companies to promote their products and services, the profile of exhibitors at the International Best Buy Exhibition for overseas companies include:

- Food & Beverage Companies/Brands (FMCG)
- Franchise Companies
- Product Distributors
- Import Export Companies
- Material Suppliers
- Manufacturers
- Retailers
- Hospital & Healthcare
- Food Service
- Supplier/Raw Ingredient Distributor
- Manufacturers
- Business Services
- Logistics companies and more.

The Cost of Participation and Sponsorship at the International Best Buy Exhibition are as follows:

**A. Participation Only (US\$800)**

- 1 Exhibition Booth (3m x 3m) with wall panels, company name, lighting, power, table & chairs.
- Banners & Leaflets with Name & Logo mentioned as Exhibitor.
- Small Size Logo & Name on the side of the Welcome Entrance Archway.

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## **B. Co-Sponsor Package (US\$2,500)**

- 2 Exhibition Booths (**6m x 3m**) or **Space** close to entrance with company name, lighting, power, table & chairs.
- Mid Size Logo & Name on the side of the Welcome Entrance Archways and Event Backdrops.
- Event banners, leaflets, Facebook, advertising, related social media with Name, Logo highlighted as Co-Sponsor.
- Your commercial advertisement to be played in the exhibition LED billboard. (30 sec.)

## **C. Main Sponsor Package (US\$4,800)**

- 4 Exhibition Booths (**6m x 6m**) or **Space** at the main entrance with company name, lighting, power, table & chairs.
- Big Size Logo & Name in the middle of the Welcome Entrance Archways and Backdrops.
- Event banners, leaflets, Facebook, advertising, related social media with Name, Logo highlighted as Main Sponsor.
- J-Flags and other promotional materials can be displayed inside and outside the exhibition area.
- Your commercial advertisement to be played in the exhibition LED billboard. (1 min)
- A-Boards on the Main Road in front of the Exhibition Hall.
- Big Banner on Top of the Exhibition Entrance (6m x 20m)

***Note that International Best Buy Exhibition is held just before Khmer (Cambodian) New Year (mid-April) and is a good time for companies and brands to do BIG promotions!***

Overseas exhibitors from Thailand have booked just over 100 booths and more exhibitors are coming from other countries as well. There will be daily food and product demonstrations live on Facebook Stage, Mini Concert outside the exhibition main hall, KOL interviews with many fun activities, prizes to WIN and lucky draws.

International Exhibitors can visit our website at [www.internationalbestbuy.com](http://www.internationalbestbuy.com) for more information. To reserve your booth or for overseas exhibitors that require accommodation, minimum of 5 days / 4 nights, the package cost is US\$400 (4 Star Hotel with breakfast, single or double occupancy) including transport to and from the exhibition site daily.

All overseas exhibitors are recommended to arrive by **4 April** as on this day, we have a “[Business in Cambodia Seminar](#)” and [ASEAN Business Networking Dinner](#) among all exhibitors and the Cambodian business community. Over 500 business people and supporting government officials will be attending the ‘[Welcome Dinner Reception](#)’ and the cost is [US\\$50 per person](#) for the seminar and dinner reception.

For more information, please do not hesitate to call our Marketing Department at **+(855 89) 929 369 (English) or by WhatsApp or +(855 99) 381 668 (Chinese)**.

Thank you very much and see you at the International Best Buy Exhibition!

Yours sincerely

Nikkie Chan  
Managing Director

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**THE MOST VISITED  
 CONSUMER & TRADE FAIR IN CAMBODIA**



**INTERNATIONAL BEST BUY EXHIBITION. CAMBODIA'S BIGGEST CONSUMER EXHIBITION  
 CALL TO RESERVE YOUR BOOTH TODAY (081) 929 369 / (089) 929 369**

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