

AI-RENDERED VISUALISATION · NOT A PHOTOGRAPH

MESSE ASIA PRESENTS

Christmas Festival 2026

คริสต์มาส เฟสติวัล

Four days of Christmas in Bangkok: a 10 m tree, food trucks, a beer garden and a festival for pets. Exhibitor & partner presentation.

Thu 10 – Sun 13 December 2026 | BITEC BURI | 11:00 – 22:00 | Tickets ฿80

THE FESTIVAL AT A GLANCE

A tree you can see from the road, and a festival around it.

Crafts and gifts, food trucks and food stalls, a beer garden with a mini stage, and a Christmas festival for pets. Open every day from 11:00 to 22:00, tickets ฿80.

4
SHOW DAYS

115
STANDS & TRUCK PITCHES

7
SALES AREAS

11 h
OPEN EVERY DAY



AI-RENDERED VISUALISATION OF THE R02 PLAN

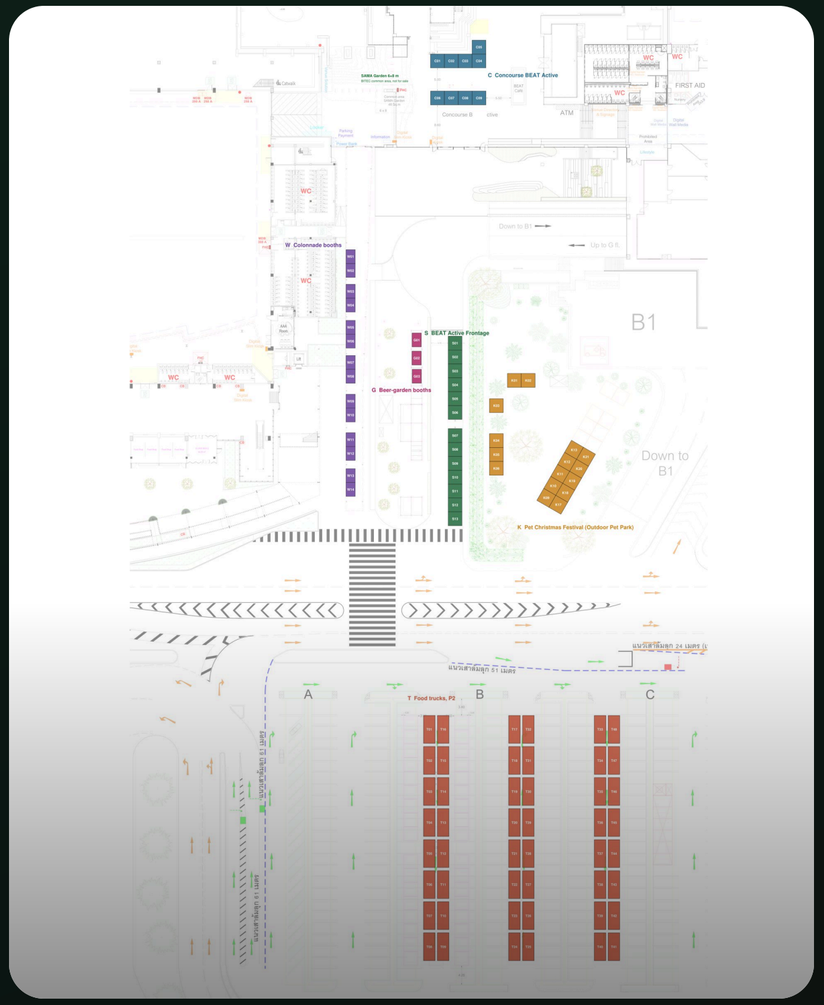
DATES & VENUE

10–13 December 2026
BITEC BURI

In front of BEAT Active: the Tree Plaza, the BEAT Active frontage and concourse, the beer garden, the covered walkway, the Pet Park and the food-truck lanes in P2. Next to BTS Bang Na. Open 11:00–22:00, tickets ฿80.

8–9	10	11	12	13
DEC · TUE–WED	DEC · THURSDAY	DEC · FRIDAY	DEC · SATURDAY	DEC · SUNDAY
Move-in and build	Opening day	Festival day	Pet Costume Contest, 19:00	Final day · teardown after close

One festival, seven sales areas



115 stands & truck pitches

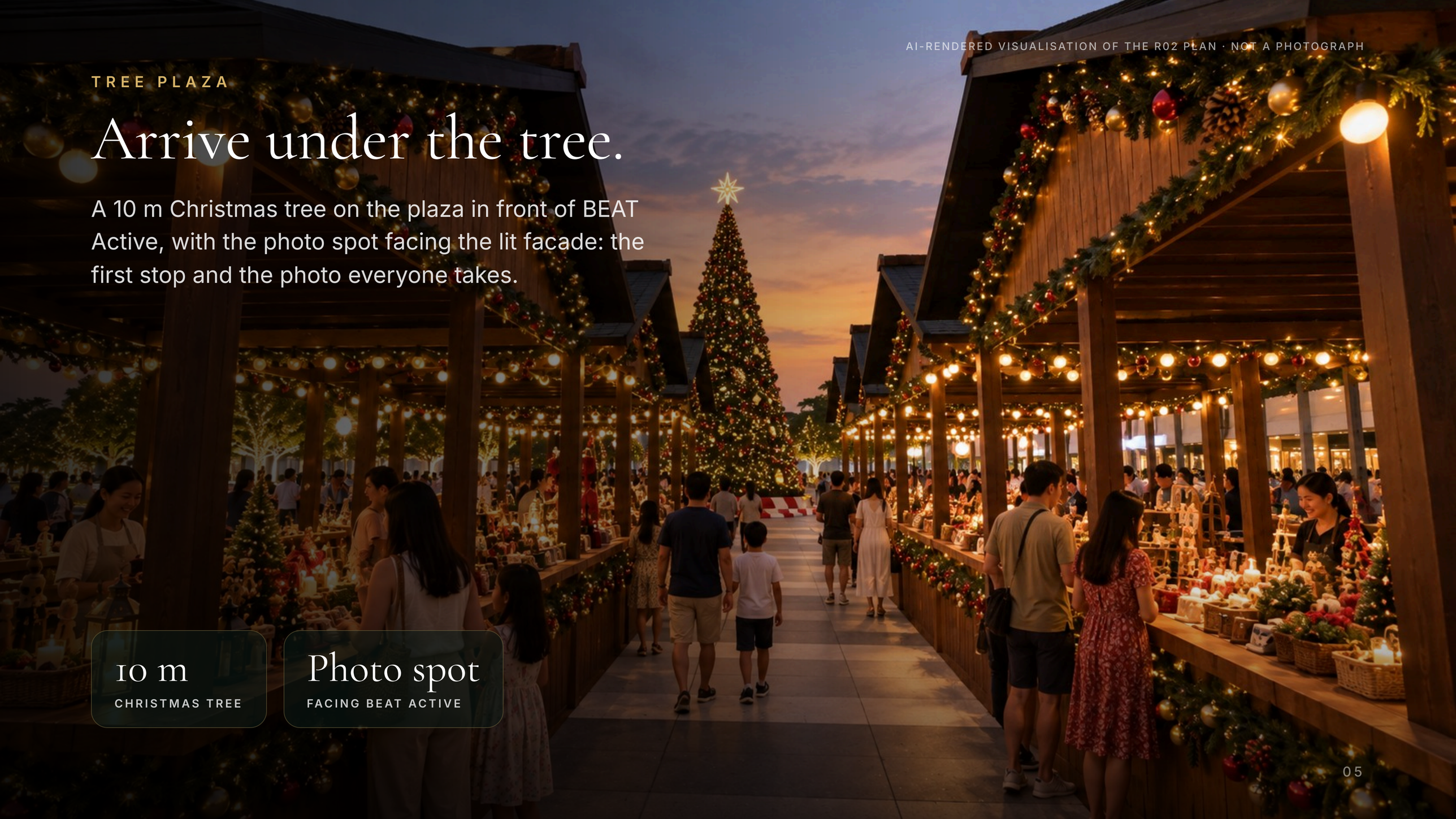
Concourse BEAT Active (indoor)	9
Tree Plaza (forecourt)	7
BEAT Active Frontage	15
Covered walkway	19
Beer garden	3
Pet Christmas Festival	14
Food trucks, P2	48

Plot numbers are for booking; your exact position is confirmed on your booking form. Neighbouring 3 × 3 m booths can be combined. Layout subject to BITEC's final approval.

TREE PLAZA

Arrive under the tree.

A 10 m Christmas tree on the plaza in front of BEAT Active, with the photo spot facing the lit facade: the first stop and the photo everyone takes.



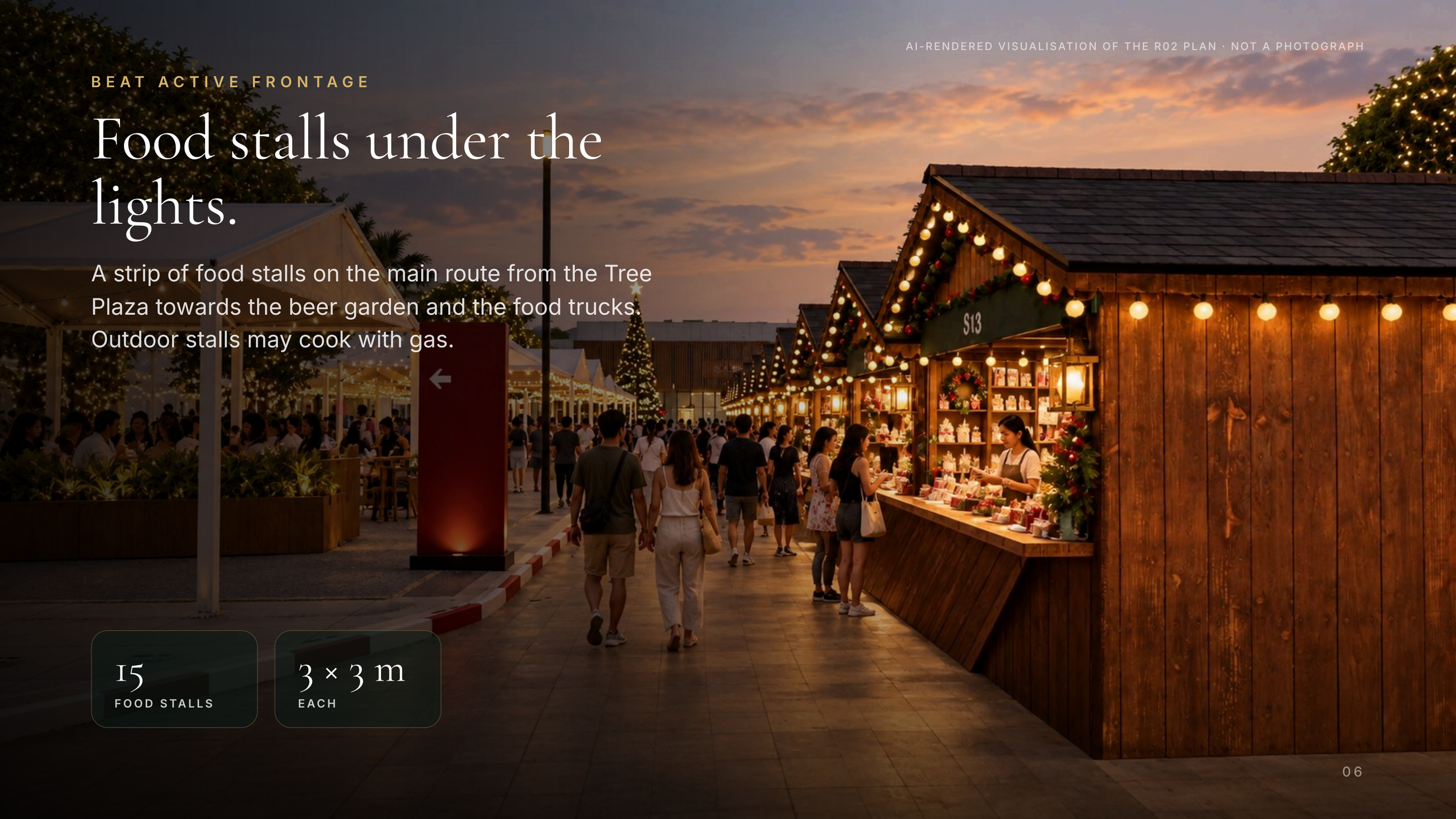
10 m
CHRISTMAS TREE

Photo spot
FACING BEAT ACTIVE

BEAT ACTIVE FRONTAGE

Food stalls under the lights.

A strip of food stalls on the main route from the Tree Plaza towards the beer garden and the food trucks. Outdoor stalls may cook with gas.



15
FOOD STALLS

3 × 3 m
EACH

CONCOURSE BEAT ACTIVE

A Christmas street, indoors.

Booths inside the BEAT Active concourse: cool, dry and open all day. Indoors is electric cooking only.



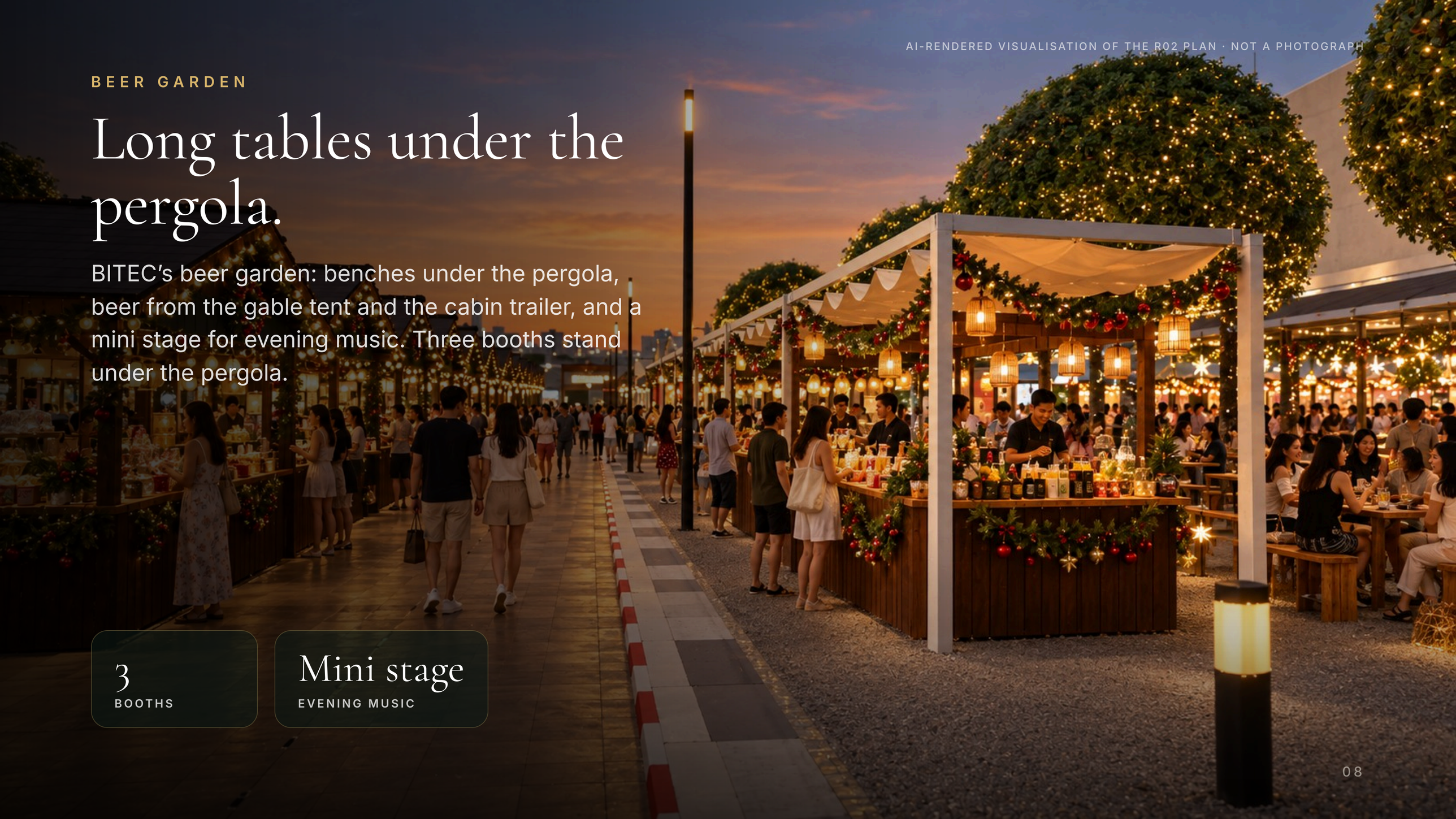
9
BOOTHS

Indoor
AIR-CONDITIONED

BEER GARDEN

Long tables under the pergola.

BITEC’s beer garden: benches under the pergola, beer from the gable tent and the cabin trailer, and a mini stage for evening music. Three booths stand under the pergola.



3
BOOTHS

Mini stage
EVENING MUSIC

PET CHRISTMAS FESTIVAL

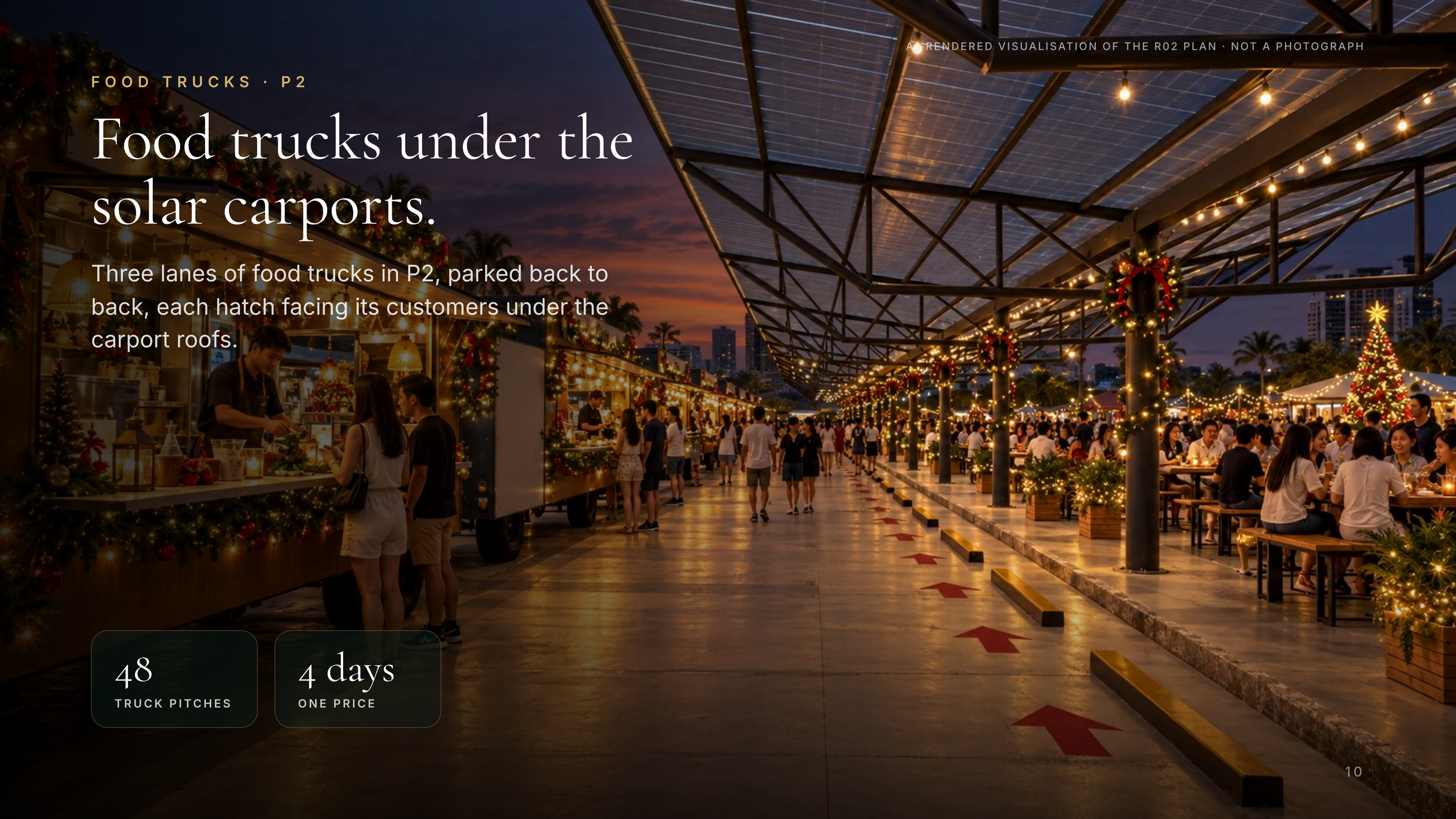
Christmas, with the dogs and cats.

The Pet Park becomes a festival for pets and their owners, with its own stage. Pets on a leash or in a stroller (cats in a carrier or stroller), and owners clean up straight away.



14
BOOTHS

Sat 12 Dec
PET COSTUME CONTEST



AI-RENDERED VISUALISATION OF THE R02 PLAN · NOT A PHOTOGRAPH

FOOD TRUCKS · P2

Food trucks under the solar carports.

Three lanes of food trucks in P2, parked back to back, each hatch facing its customers under the carport roofs.

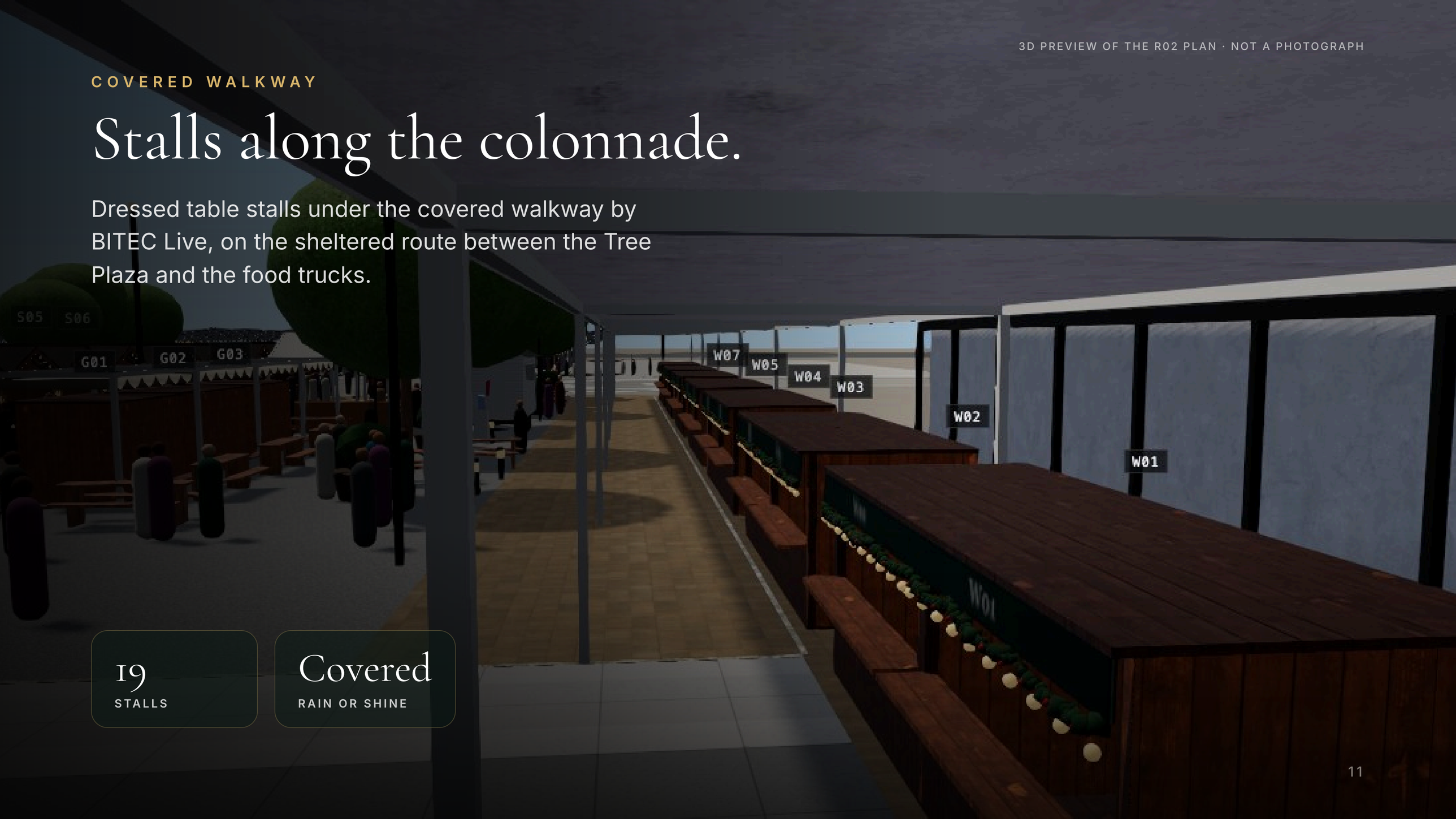
48
TRUCK PITCHES

4 days
ONE PRICE

COVERED WALKWAY

Stalls along the colonnade.

Dressed table stalls under the covered walkway by BITEC Live, on the sheltered route between the Tree Plaza and the food trucks.



19
STALLS

Covered
RAIN OR SHINE

STANDS & PITCHES

A space for every size of business



Indoor booth
3 × 3 m · concourse

9
ON THE PLAN

฿29,900



Food stall
3 × 3 m · frontage

15
ON THE PLAN

฿24,900



Booth 3 × 3
3 × 3 m · Pet Park, Tree Plaza

21
ON THE PLAN

฿19,900



Beer-garden stall
2 × 3 m · pergola

3
ON THE PLAN

฿14,900



Walkway stall
2 × 3 m · covered walkway

19
ON THE PLAN

฿9,900



Food-truck pitch
6 × 2.5 m · P2

48
ON THE PLAN

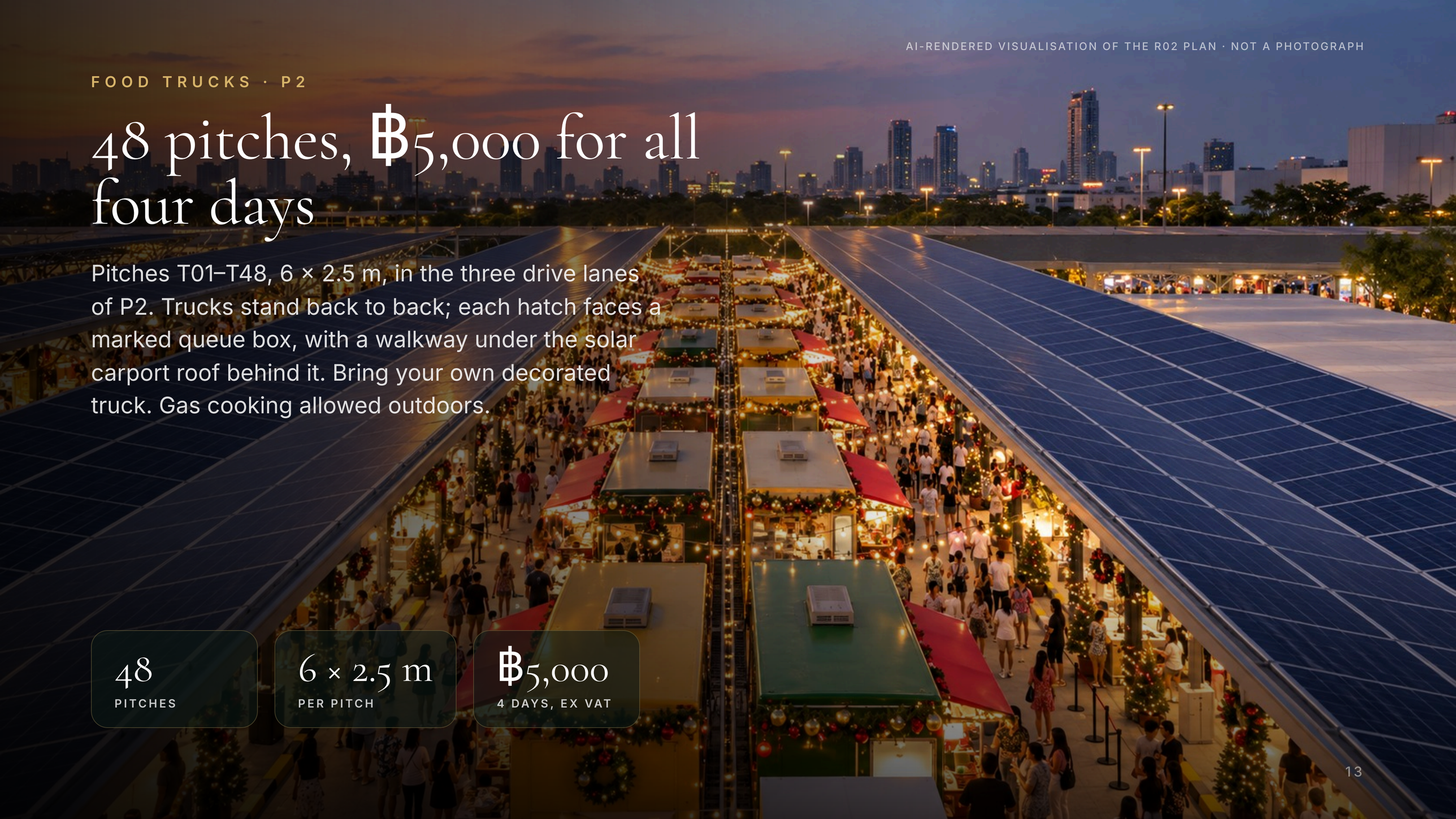
฿5,000

Prices per stand for all four days, excluding 7% VAT. Every stall comes with a table in a white cloth, 2 chairs, a warm lamp, a name sign and a 15 A socket; outdoor stalls stand under a white tent. Outdoor food may cook with gas; indoors (concourse) is electric only. Neighbouring 3 × 3 m booths combine to 3 × 6 or 3 × 9 m.

FOOD TRUCKS · P2

48 pitches, ฿5,000 for all four days

Pitches T01–T48, 6 × 2.5 m, in the three drive lanes of P2. Trucks stand back to back; each hatch faces a marked queue box, with a walkway under the solar carport roof behind it. Bring your own decorated truck. Gas cooking allowed outdoors.



48	6 × 2.5 m	฿5,000
PITCHES	PER PITCH	4 DAYS, EX VAT

WALKWAY & BEER-GARDEN STALLS

22 stalls, from ฿9,900

Stalls of 2 × 3 m for makers, gifts and small food: 19 dressed tables under the covered walkway by BITEC Live (W01–W19, no tent) and 3 white tents in the beer garden (G01–G03).

19 COVERED WALKWAY	3 BEER GARDEN
฿9,900 WALKWAY, 4 DAYS	฿14,900 BEER GARDEN, 4 DAYS



3D PREVIEW OF THE R02 PLAN

EXHIBIT · PARTNER · HOST

Four ways to be part of it



01

Exhibitors

Booths and stalls from ฿9,900, food-truck pitches ฿5,000: crafts, gifts, food and drink, international brands and Thai makers.



02

National pavilion

฿250,000 per nation: presenting credit on a pavilion of 4 booths, one hosted evening for 100–200 guests, your logo on all materials.



03

Zone partner

฿250,000: name an area, such as the Pet Christmas Festival, the P2 food trucks, the beer garden or Christmas After Dark.



04

Title partner

From ฿800,000: “presented by” across the festival, the Tree Plaza and the tree lighting, first choice of category.

Prices exclude 7% VAT. Partnership packages are built with each partner.

SEE IT BEFORE YOU BOOK

Walk the festival in 3D

Every stand, every truck pitch, by day and by evening. Our sales team will take you through the 3D model and show you your exact position. Available on request.



3D PREVIEW OF THE R02 PLAN

3D walkthrough

Day & evening light

Your stand, at eye level

BOOK YOUR PLACE

Let’s find your spot at the festival.

Bew

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Christmas Festival

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