



1st PHNOM PENH SHOPPING FESTIVAL

Discount Paradise for Shopping Lovers

DATE/TIME

Date: **26-27 July 2025**

Time: **9AM to 9PM**

VENUE



CO-ORGANIZER



EVENT PARTNER



MEDIA PARTNER



PROJECT OVERVIEW

- In middle of the year, most businesses will launch mega sale promotions to push sales so as to clear remaining stock from early year, while many people tend to purchase products/services. Therefore this period marks a golden opportunity for businesses to promote/sell their product/services to achieve huge sales volume.
- By realizing this, **KHB Events** has cooperated with **Niront Marketplace** to develop the **1st Phnom Penh Shopping Festival** on **26-27 July 2025** at Diamond Island Exhibition and Convention Center to be the first shopping paradise that allows companies to increase their sale volume while at the same time allow buyers to enjoy purchasing their preferred products/services with two platforms, i.e. offline and online channels.
- We are confident the show will help generate great business transactions and will allow both buyers/sellers to achieve their purposes.



EXPERIENCE OUR FIRST
**ONLINE AND
OFFLINE
EXHIBITION
PLATFORM IN
CAMBODIA**

PROJECT OBJECTIVES

FOR EXHIBITOR/SPONSOR

- Allow exhibitors/sponsors to clear remaining stocks
- Boost sales for their products/services during mid-year
- Promote their brands and engage deeper with their audiences
- Collect consumer feedback for their product/service
- Digitalize the businesses via online marketplaces

FOR ECONOMY / SOCIETY

- Boost economic growth and business activities
- Bring more international products/services to Cambodia
- A proportion of revenue will be donated for charity purposes

FOR VISITOR

- Create occasion for people to buy their preferred product/service with special price and promotions
- Introduce potential product/service to audiences
- Create opportunities for business networking and matching among business owners and traders
- Provide enjoyment and entertainment for people living in Phnom Penh and surrounding
- Offer business ideas, business opportunities and employment for people



EVENT SNAPSHOT

Due to the event's location in the capital's downtown along with attractive concept and marketing strategy, this event will attract audiences from across the city, Ta Khmao, Chroy Changvar and people living up to 15km from Phnom Penh.

- Date: 26-27 July 2025
- Time: 9:00 AM – 9:00 PM
- Location: Diamond Island Exhibition and Convention Center



TARGET EXHIBITORS



There will be around **300** booths with well-known brands for each category:

- ❑ F&B/FMCG: **25%**
- ❑ Health/Cosmetic/Beauty: **15%**
- ❑ Household/Furniture/Decoration: **10%**
- ❑ Baby Products/Toy: **10%**
- ❑ Fashion/Accessory/Jewelry/Sport: **10%**
- ❑ Finance/Property/Vehicle/Education: **10%**
- ❑ IT/Electronic/Technology: **10%**
- ❑ Other Products: **10%**

TARGET AUDIENCE

Visitor's estimation is up to **60,000 pax**:

- Family and Kids: **25,000 pax**
- Company Employees: **10,000 pax**
- Business Owners: **10,000 Pax**
- Teenagers and Students: **10,000 pax**
- International Tourist: **5,000 pax**

On average: 1 person can spend \$25/day at the event.

It is estimated that \$1.5M transaction will be made from this event



1

Expose your brand/product/service to over 60,000 potential buyers

2

Clear remaining stocks of products

3

Push sales to hit your sale target

4

Seek partnership/dealers/employee



5

Gain customer feedback/engagement as well as introduce new products

6

Maintain market presence and branding

7

Extend your sales channel to online platforms to get more sales and branding



Many reasons to join

**WHY YOU SHOULD EXHIBIT
IN THIS UNIQUE EVENT**

Key Benefit of Hosting Event

We develop this event with the aim to deliver various benefits to stakeholders which include Cambodian economy, Cambodian people, Businesses, and other stakeholders.



1

The project will enhance the economy, generate more businesses, and drive more investments.

2

This expo will allow businesses to increase sales volume, clear remaining stock, and expand sales.

3

The event will allow buyers to purchase any product/service they want with special promotion.

4

Stakeholders will benefit largely in financial benefits, idea, brand, concept, and opportunities.

ORGANIZING TEAM

EVENT VENUE



CO-ORGANIZER



SUPPORTER



EVENT PARTNER



MEDIA PARTNER



TRANSPORTATION PARTNER



PROPOSE AGENDA

The 2-day event will be organized with the well-prepared activities and programs that motivate visitors to buy more.

Day 1: 26 July 2025

- Grand Opening Ceremony
- Trade Show
- Lucky Draw
- Mini Concert
- Games by Sponsors

Day 2: 27 July 2025

- Trade Show
- Lucky Draw
- Mini Concert
- Games by Sponsors

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

201

202

203

204

205

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

EVENT ACTIVITIES

Experience our creative concepts

FLASH SALES/PROMOTION

Various flash sales and promotions will launch by 300 brands at the same time



GIFT GIVE AWAY

Visitors be will excite with many free gift give away by exhibitors and organizer with set schedule.



KID PLAYGROUND

Families will enjoy with their kids with a large-space for kid playgrounds.



LUCKY DRAW

\$20,000 prizes for lucky draw are reserved for fair play.



E-COMMERCE SALE

Visitors and exhibitors will enjoy buying/selling products with special offer via e-commerce system.



BOOTH DESIGN CONTEST

Exhibitors will feel excited to compete for best design award designed to make the expo look more attractive.

FLASH SALES AND PROMOTIONS

Online Flash Sales: 7 Days (19-25 July 2025)

Offline Flash Sales: 2 Days (26-27 July 2025)

1

QUALITY

Exhibiting product/service are selected base on quality and license from government.

3

CATEGORY

There are limited booth number for each category to avoid boredom.

2

FLASH SALES

Most products/services are required to do flash sales to drive visitors to event.

4

SPECIAL DISCOUNT

Every product/service must have special promotion or discount from **20% up to 80%**.



2-DAY FLASH SALES



Clearance Sales

Exhibitors/sponsors will launch big clearance sales for their products/services.



2-day FLASH Sales

Exhibitors/sponsors will offer hot sales with up to **80%** discount for limited products/service to drive buyers to the event.



Product/Service Activation

New brands will take this opportunity to do product debut and offer free product/service/gift to audiences.



300+ Brands

Audiences will enjoy buying products with special offer along with various product testing.



GIFT VOUCHER & GIFT GIVE AWAY

Organizer will reserve a large amount of gifts to offer to audiences for particular schedules to drive traffic to the event.



The audiences will feel amazed with the excitement of receiving surprised gifts offering from sponsors and organizer many times per day during the expo.

Moreover, the organizer, with the cooperation with Niront Marketplace and Biz Advisor will create a unique marketing strategy by giving **\$200 coupon** to each visitor to buy products from online platforms.

This strategy will attract hundreds of thousands of audiences and buyers to the expo every day which will boost sales for exhibitors.

**CAMBODIA
ANNUAL
MEGA
SALES**

មកទទួលយក សាប៊ូ KLEN
ដោយឥតគិតថ្លៃ
នៅក្នុងកម្មវិធីពិពិធក
ផលិតផលចំរុះ លក់លាងឃ្លាំង
ថ្ងៃទី១៧-១៩ មករា ២០២៥

ម៉ោង 17:30
១ ថ្ងៃចែក 50 ដប



ORGANIZER
KHB EVENTS

DIAMOND SPONSOR



GOLD SPONSOR





SILVER SPONSOR




**CAMBODIA
ANNUAL
MEGA
SALES**

**មកទទួលយក ប្រហុកម្សៅ
ពីក្រុមហ៊ុន Confirel**
ដោយឥតគិតថ្លៃ
នៅក្នុងកម្មវិធីពិពិធក
ផលិតផលចំរុះ លក់លាងឃ្លាំង
ថ្ងៃទី១៧-១៩ មករា ២០២៥

ម៉ោង 18:30
១ ថ្ងៃចែក 10 កេះ ១កេះ សម្រាប់ម្នាក់



ORGANIZER
KHB EVENTS

DIAMOND SPONSOR



GOLD SPONSOR





SILVER SPONSOR




Prizes worth \$20,000 are ready for fair lucky draw

All lucky draws will surely have a gift for you.

Besides getting discount coupons, promotion, free gifts from sponsors and exhibitors for lucky draw, KHB Events will reserve the prizes worth \$20,000 for audiences to enjoy and have fun of winning gifts fairly.

This campaign is developed also to push sales for vendors and exhibitors.



HOW TO JOIN

Audience that buy anything from any exhibitors up to \$20 will have the buyers register them in the system for lucky draw.

HOW TO WIN PRIZE

Then, buyers with the lucky draw chance come to the lucky draw counter to stand-chance to pick the lucky draw to win prizes. Winners can get the prize at the exhibitor booth.

\$20 voucher equals to a chance for lucky draw.

Audience will get up to **\$200** gift coupon to purchase variety of products, while Exhibitors will get experience more sales revenue through sales boost from Niront Emarketplace that will generate more sale since before event start.

E-COMMERCE SALE PLATFORM



1

EXHIBITORS

Can generate more sales with some deposit even before event start.

2

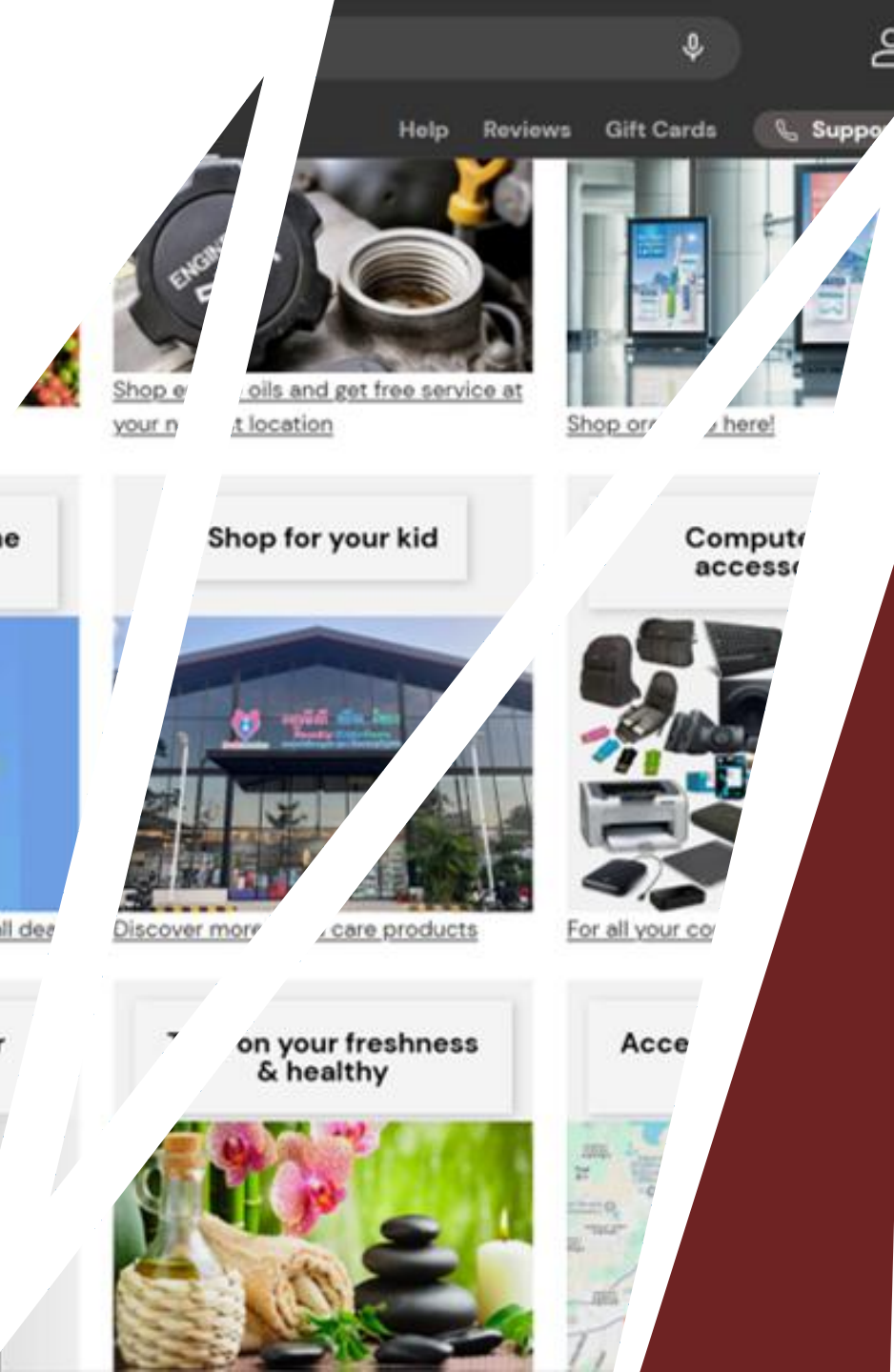
VISITORS

Can order their preferred products with limited stocks and special price before event start.

3

GENERAL EVENT

Bring so many audiences to the event to take their ordered products and can buy more from other exhibitors.



KID PLAYGROUND

Creative kid playground will be installed at the event venue to offer amusement to kids and their parents.



As the event also link with families and kids, KHB Events will cooperate with a playground operator to bring creative indoor playgrounds to the event that will allow thousands of kids to enjoy with their parents.

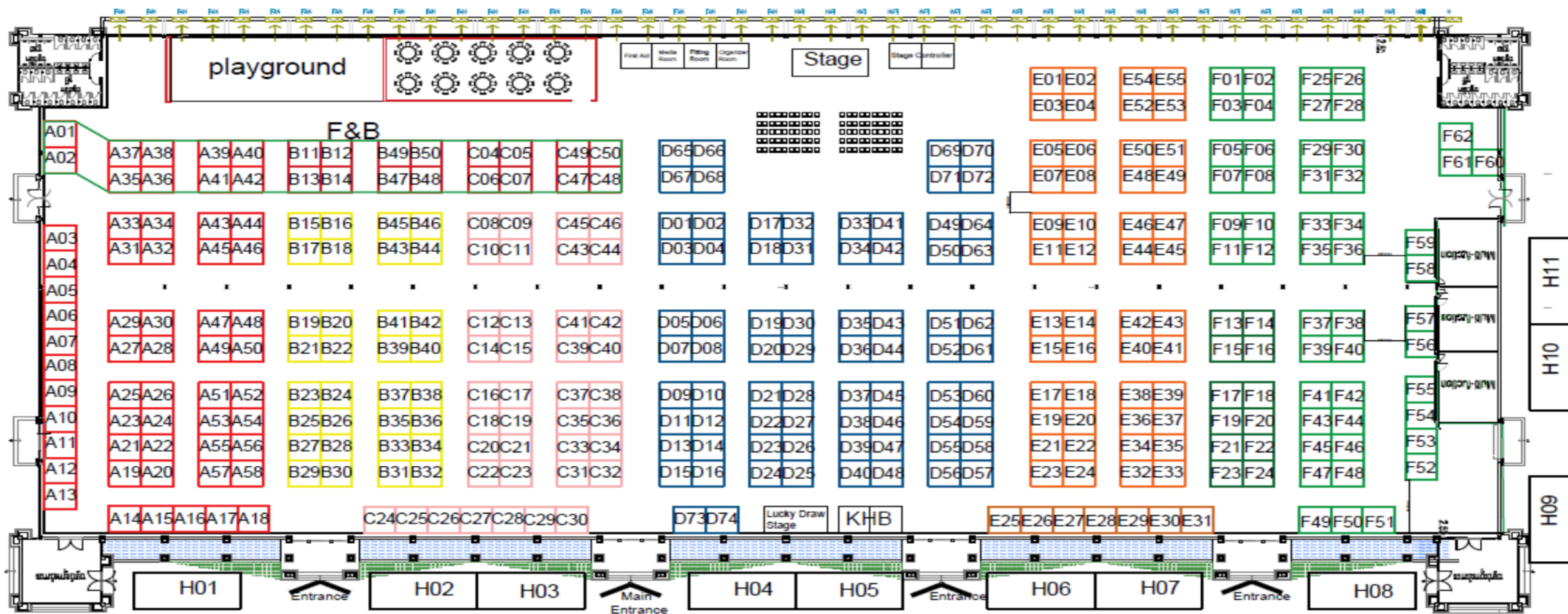
Various form of outdoor playground equipment will be installed to offer smile and fun to kids and their parents.



ST 1 Phnom Penh Shopping Festival

Date: 26-27 July 2025

Venue: Diamond Island Exhibition and Convention Center



Food and Beverage and FMCG : A01-A58

Household/FMCG/Baby/Toy : B01-B40

Fashion/Accessory/Jewelry/Sport : C01-C48

Finance/Insurance/Property Development/Vehicle : D01-D74

IT/Electronic/Technology : E01-E55

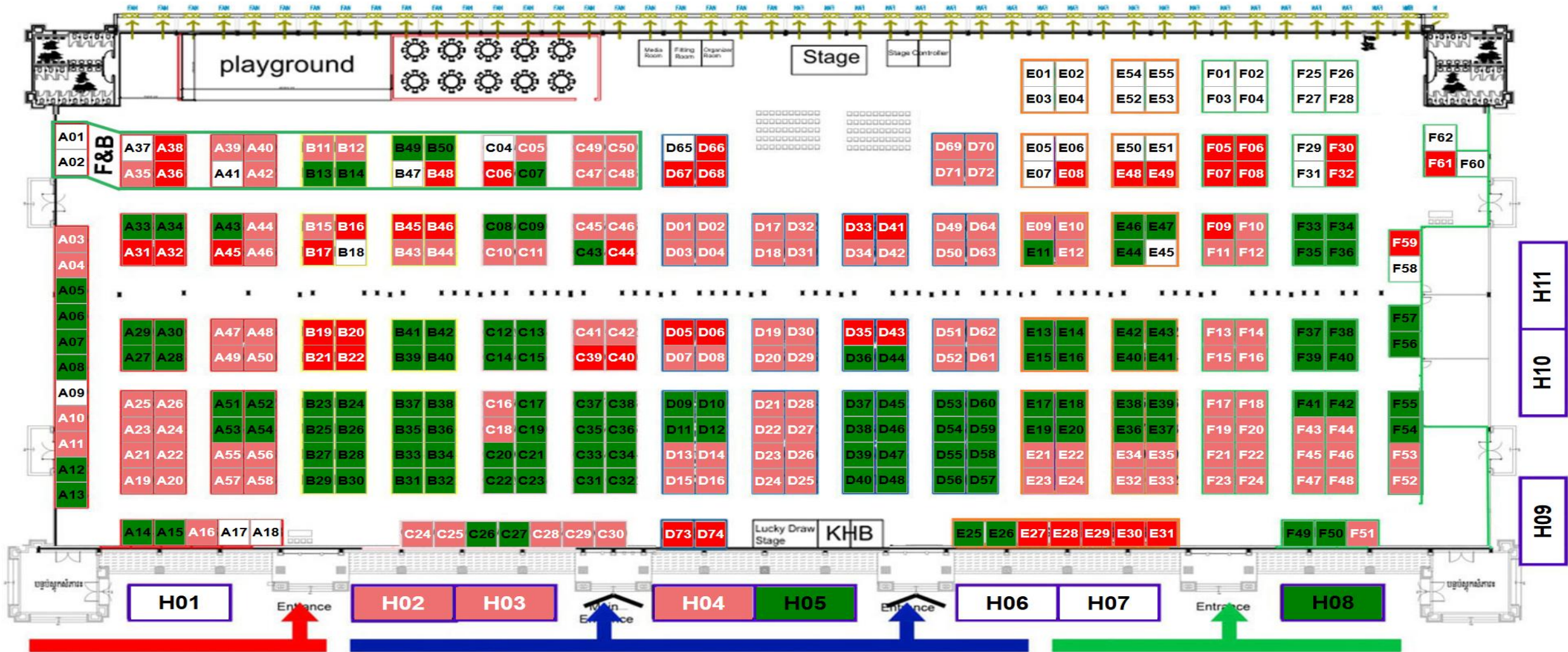
Health/Cosmetic/Beauty : F01-F62

Machinery : H01-H11

1st Phnom Penh Shopping Festival

Date: 26-27 July 2025

Venue: Diamond Island Exhibition and Convention Center



Food and Beverage and FMCG : A01-A58

Household/FMCG/Baby/Toy : B11-B50

IT/Electronic/Technology : E01-E55

Finance/Insurance/Property Development/Vehicle : D01-D74

Fashion/Accessory/Jewelry/Sport : C04-C50

Machinery : H01-H11

Health/Cosmetic/Beauty : F01-F62



MARKETING CAMPAIGNS

To promote the event to target audiences, the organizer will launch strategic marketing activities which will include offline, online marketing campaigns and other channels regularly.



1

ONLINE MARKETING

- Facebook Marketing (20M Reach)
- Tik Tok Marketing (20M Reach)
- Telegram Marketing (50,000 subscribers)
- Influencer Marketing (35 persons)
- SMS Marketing (50,000 numbers)
- Media Exposure (15 media)

2

OFFLINE MARKETING

- Billboard (2 Units)
- Sign Boards (50 units)
- Street Banners (50 units)
- A-boards (50 units)
- J-flag (50 units)
- LED Screen (6 unit)

3

OTHER CHANNEL

- Sponsors' Networks (25 Sponsors)
- Exhibitors' Networks (350 Exhibitors)
- Audience's networks (80,000 pax)
- Koh Pich Networks
- Association Networks (10 associations)
- Direct invitation (over 500 invitations)

KEY INFLUENCERS

More than **35 key** influencers will do various forms of marketing shout-out and exposures that can achieve million views in social media to ensure not less than **100,000** target audiences are achieved.

The key influencers will run various promotion campaigns at least **1 month** before event along with other promotion campaigns by **350+** brands that will join the exhibition which will reach over **20M** audiences nationwide.



NIRONT MARKETPLACE

Exhibitors will get **6-month free** subscription worth **\$600** to use Niront Marketplace to expand their sales via online multi-seller platform.

The online marketplace and social commerce is currently using by over **1,000** businesses with over **50,000** users nationwide.

1

ONLINE MARKETPLACE

- Vendor-driven technology platforms
- Online auction services
- Order management
- Multi-Seller Platform
- Digital Business Support
- Auction Services



Potential Categories



Best Sellers



2

BUSINESS SYSTEM

- Seller Onboarding System
- Product Management System
- Order Management System
- Logistics & Delivery Process
- Payment System
- Marketing System
- Customer Support & Dispute Resolution
- Analytics & Reporting
- Mobile App System
- Access to Finance System
- Community & Loyalty Program



3

MARKETING AND SALES FORCE

- Sales affiliate program
- Email and SMS marketing
- Customer support service
- Customer evaluation and feedback
- Social media integration
- Customer loyalty and reward program
- Mobile App integration
- Marketing automation



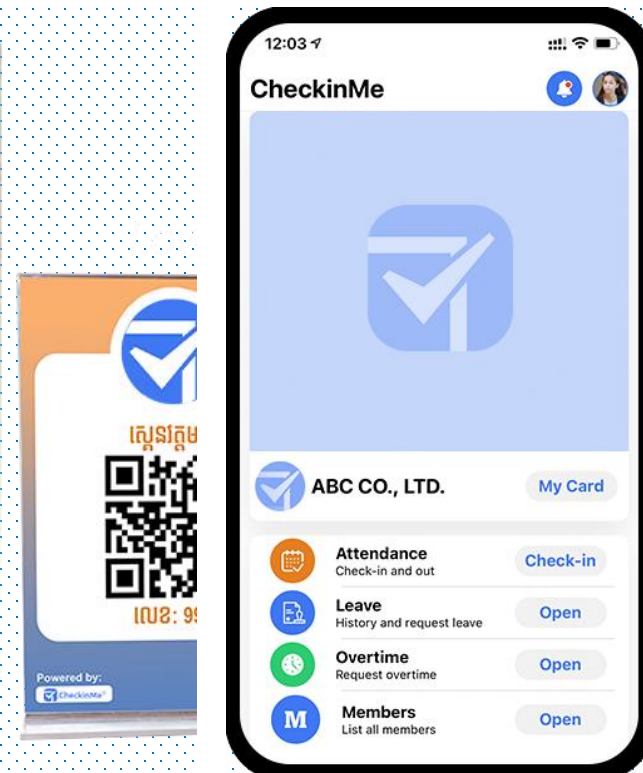
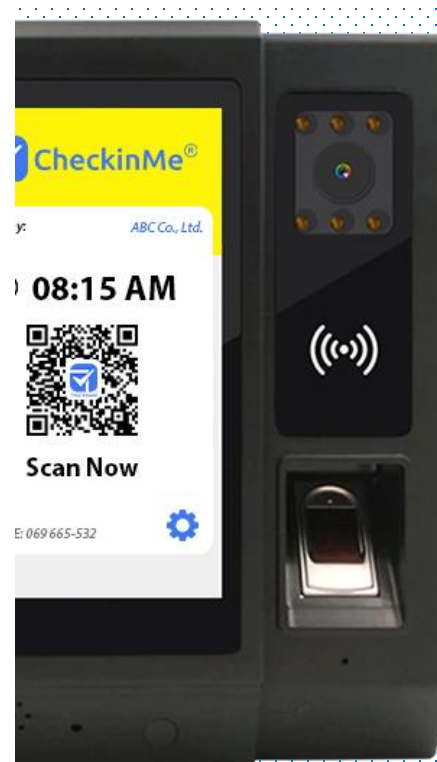
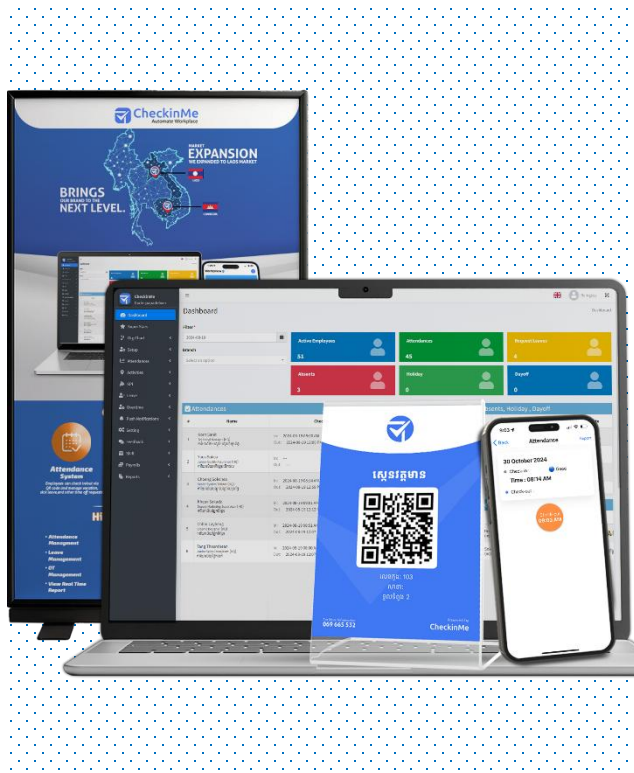
“You focus on your products. Niront takes care of the rest.” Niront Marketplace is your business infrastructure — not just an app or a platform. We focus on tools to open, run, grow, and fund a business in Cambodia. Just like electricity or mobile networks.



CHECKIN-ME

Exhibitors will get **6-month free** subscription to use checkin-Me worth **\$120** to manage the staff attendance.

The app is currently using by over **20,000** businesses with over **100,000** users nationwide.



1

ATTENDANCE SYSTEM

- Manage attendance and leave request
- Manage overtime request
- Daily, Weekly, Monthly, and Yearly Report
- Receive automatic report via Telegram
- Manage Staff Schedule
- Company Structure
- Fingerprint & Face Scan

2

CRM SYSTEM

- Manage outside sales activities
- Manage all meeting locations
- Manage customer information
- GPS Tracking
- Set KPI for employees
- Receive report via Telegram
- Daily, Weekly, Monthly, Yearly Report

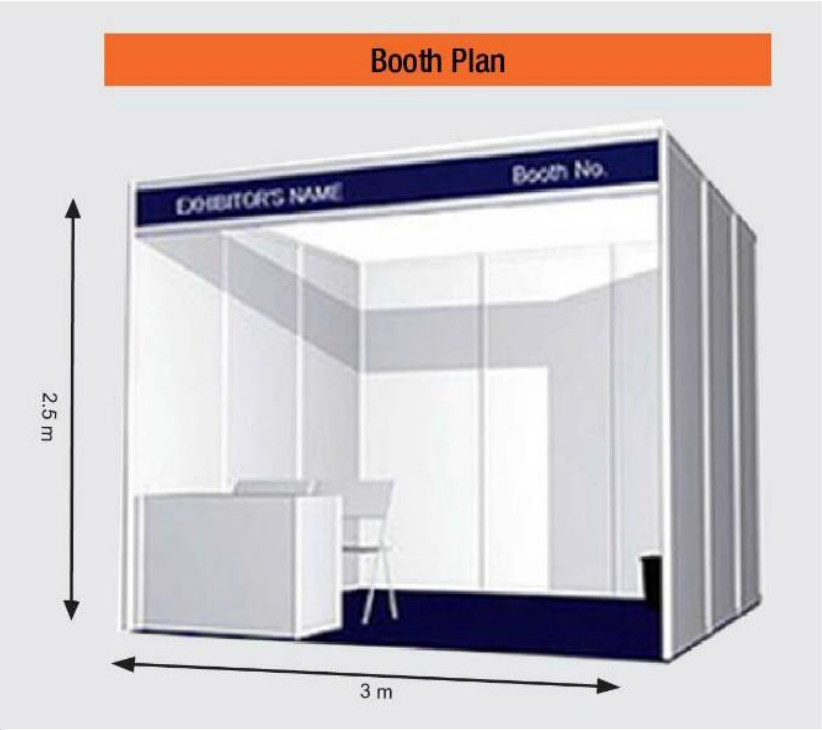
3

PAY ROLL SYSTEM

- Automatic salary calculation and B.S.S
- Automatic tax calculation
- Manage employee allowance
- Salary report
- Set company policy
- Employee can check own salary via app
- View salary history

BOOTH PRICE

Booth Type	Booth Size	Booth Amount and Price	
		1 Booth	2 Booth Up
Space With Booth	3m x 3m	\$600/booth	\$550/booth
Space Only	3m x 3m	\$550/booth	\$500/booth
F&B Vendor	3m x 3m	\$300/booth	\$275/booth
Outside Space	7m x 10m	\$1,250/booth	\$1,000/booth



TERMS AND CONDITON

- The above price excludes **VAT 10%**
- The price is for **2 days** only
- For Food Vendors, only 3 competitive booths are allowed.
- Deposit is not refundable if mistakes caused by client
- 50% deposit due 1 week after receiving invoice, and remaining payment to be paid in 2 weeks before event
- If client pay 100% before **15 June 2025** will get 10% off more
- Any booking made after **16 June 2025** is required to pay 100%
- For electricity consumption over **5A**, client need to pay extra fee
- Organizer reserves the rights to change the event's programs and activities as well as booth location upon required urgent situation with compensation upon Organizer's offer.
- In the event of unforeseen accidents or other serious issues, the organizer reserves the right to delay or cancel the event with refund made to clients upon the real condition

Each Booth Include:

- Booth Structure Size With Rough: 3m x 3m
- White Facia Wall Panel with Company Name: 1
- Light: (40 V)-2
- Information Table: 1
- Chair: 2, Socket: 1
- Electricity Supply: 5A only
- Customer Support
- Photo: 10 units
- Free Internet Coverage for 2 days
- **Promote your 3 products with boosting budget before event**
- 1 Digital Business Card
- Free 6-month Subscription to Use Niront Marketplace (Worth \$600)
- Free 6-month Subscription to Use CheckinMe Attendance App (Worth \$120)
- 25% off to subscribe Today Internet service

SPONSORSHIP OPPORTUNITY



To realize this event greatly, we are seeking huge financial and in-kind supports from our respectful sponsoring companies with various sponsorship level and condition.

We are seeking interested sponsors that have products/services or businesses align to education industry or with students as their main target.



DIAMOND

4 Exclusive Brands only

Description

There are only 4 diamond sponsors to sponsor in this massive events of non-competitive brands.



GOLD

8 Non-exclusive Brands

Description

8 non-exclusive brands are eligible to be Gold Sponsors, but can't be competitive with Diamond Sponsors.



SILVER

12 Non-Exclusive Brands

Description

There are only 12 positions for Silver Sponsorship with brands are not competitive with Diamond Sponsors.

SPONSORSHIP OPPORTUNITY

JOIN WITH US

To realize this event greatly, we are seeking huge financial and in-kind supports from our respectful sponsoring companies with various sponsorship level and condition.

We are seeking interested sponsors that have products/services or businesses align to this event's goals and concept.



DIAMOND SPONSORS

Only 4 non-competitive brands can apply to be the exclusive DIAMOND sponsors!



AVAILABLE

AVAILABLE

GOLD SPONSORS

Only 8 brands can apply to be the non-exclusive GOLD sponsors!



AVAILABLE

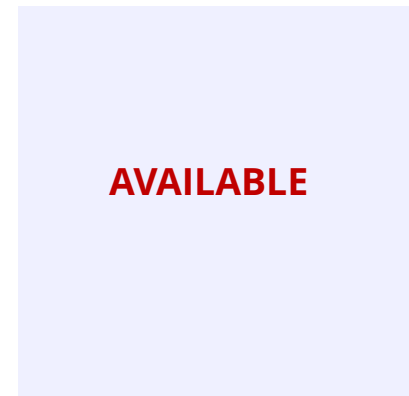
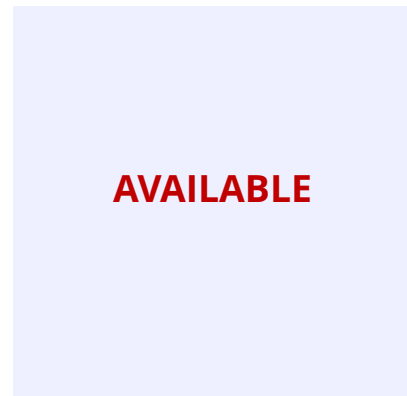
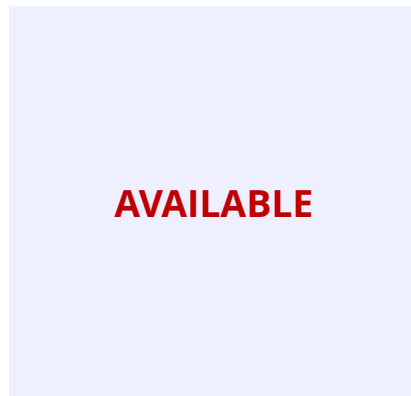
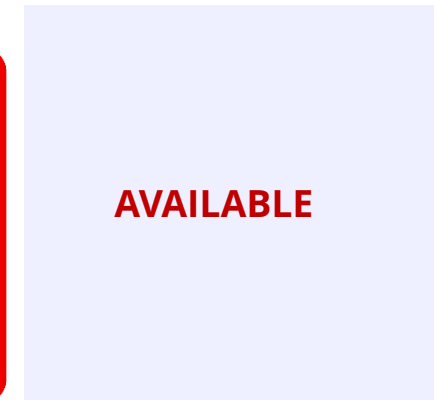
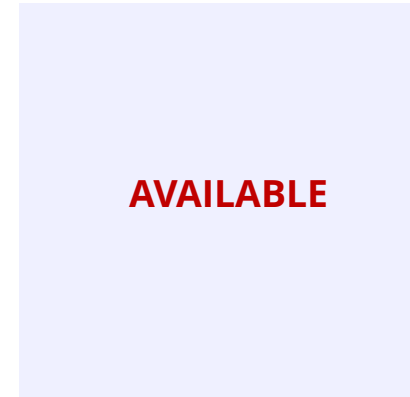


AVAILABLE

AVAILABLE

SILVER SPONSORS

Only 12 brands can apply to be the non-exclusive SILVER sponsors!



BENEFITS

Before Event	Sponsorship		
	Diamond Sponsor (\$15,000/Unit)	Gold Sponsor (\$6,000/Unit)	Silver Sponsor (\$2,500/Unit)
1. Number of Sponsors	4	8	12
2. Exclusive Sponsorship Benefits (Competitive Brands are prohibited)	Yes	No	No
3. Logo on online and offline marketing materials for 1 month before event	Yes	Yes	Yes
4. Promote your top 3 products in 2 weeks before event via e-commerce platforms with boosting budget	\$300	\$100	\$50
5. Shout-out or short-film video by key influencers and spread to their networks to promote sponsor's promotion before event	1 (Grade-A)	1 (Grade-B)	1 (Grade-C)
6. Vertical Street Banner along Koh Pich street up to 2 weeks before event	20	10	5
7. LED Advertising in Phnom Penh for 1 month before event	2 units	1 unit	No
8. 6-month subscription to sell products online via Niront marketplace	Yes	Yes	Yes



BENEFITS

During Event	Sponsorship		
	Diamond Sponsor (\$15,000/Unit)	Gold Sponsor (\$6,000/Unit)	Silver Sponsor (\$2,500/Unit)
10. Booth size at VIP zone	8 Booths size (6x12m)	4 Booths size (6x6m)	2 booths (3x6m)
11. MC announces whole 2 days about sponsor's products/services and solutions	Yes	Yes	No
12. Spot TVC, logo on LED screen for 3 days during the event	Yes	Yes	No
13. A-boards, J-flags and parasols of sponsor to put surrounding the event venue up to 1 week before event (sponsor's own budget)	30-20-10	10-10-5	5-5-2
14. Presentation during opening ceremony	5 minutes	No	No
15. Daily promotion campaign on stage with supporting MC	30 minutes/day	20 minute/day	No
16. Sponsorship appreciation certificate	Yes	Yes	Yes
17. Sponsor's representative receive appreciation certificate from honorary guest	Yes	Yes	Yes
18. Backdrop at event venue up to 5 days before event (Organizer's Coverage)	6m x 23m	10.6m x6m	2.6m X 2.1m
19. Banner on building column inside event venue (Organizer's Coverage)	4 columns (1.28x3.4m)	1 column (1.28x3.4m)	No
20. Media agencies to promote sponsor during the event	5	2	No



BENEFITS

After Event	Sponsorship		
	Diamond Sponsor (\$15,000/Unit)	Gold Sponsor (\$6,000/Unit)	Silver Sponsor (\$2,500/Unit)
21. Photos from the event	300	100	50
22. Video Clip from the event	3 (30 seconds)	1 (30 seconds)	No
23. 1 premium event recap video including drone footage up to 3 minutes	Yes	No	No
24. 6-month subscription to use CheckinMe staff attendance App	Yes	Yes	Yes
25. Digital business card	10	5	2
26. Contact list of all registered participants from the event with customized questionnaire requested by sponsors	Yes	No	No



Project Reference



Cambodia Construction Industry Expo 2014-2019



Location: Diamond Island Exhibition and Convention Center, Cambodia.



This 3-day B2B trade event is dedicated to provide a platform for business professionals to showcase their product/service, share, learn, network and succeed in the construction-related industry.



Project Reference

2

Motorrad Angkor Festival 2019

Date: 6-7-8 Dec 2019

Location: Siem Reap, Cambodia.



This 3-day international motor festival brings together over 25,000 motor riders and lovers across ASEAN to Siem Reap, Cambodia to race, network, build trades and donate for charity.



Project Reference



Sangkran Morodok Techo National Stadium 2022

Date: 6-10 April 2022
Location: Phnom Penh, Cambodia.

This 5-day Sangkran attract almost 200,000 local and international visitors to the iconic Morodok Techno National Olympic Stadium as the first landmark event ever organized there.



Project Reference

4

NUM Sangkran 2023

Date: 31 March to 2 April 2023
Location: National University of
Management, Cambodia.

This 3-day Sangkran attracted almost 100,000 audiences to enjoy the varying activities, performance and shows spearheaded by students and expo which becomes the biggest Sangkran celebration at the university in Cambodia.



Project Reference

5

K Mall Xmas Mega Sales 2023

Date: 22-25 December 2023
Location: K Mall Veng Sreng,
Cambodia.

This 4-day trade show was developed to promote sales for various products/services so as to entertain people during the Christmas celebration in Cambodia. There were over 120 booths, over 10 sponsors witnessed by almost 100,000 audiences.



Managing The Event Is
Our Passion



Project Reference



Sangkran Hun Sen Chumpov Wan 2024

Date: 4-7 April 2024

Location: Hun Sen Chum Pov Wan High
School, Cambodia.

This 4-day Sangkran was developed to promote sales for various products/services so as to entertain people during the Sangkran celebration in Cambodia. There were over 150 booths, over 10 sponsors witnessed by almost 100,000 audiences.



Project Reference

7

Cambodia Annual Mega Sales

Date: 17-19 January 2025
Location: Diamond Island Exhibition and Convention Center

This 3-day mega promotion expo aims to be arena that allow over 220 exhibitors to clear stocks, push sales and engage with their audiences, while at the same time allow over 60,000 buyers to purchase any products/services they want with very special promotions.



OUR KEY CLIENTS



Contact Us:



**Building 2, level 5, Room No. 23A, No. 1159,
National Road No.2, Chak Angre Leu
Commune, Mean Chey District, Phnom Penh**



KHB Events



vutha.tim@khbmedia.asia



+855 81 568 578/ 069 688 939/ 011 456 519



KHB Events



www.khbevents.com

