

Proposal for ITALIAN TRADE AGENCY (ITA)

to participate at



Building Construction Technology Expo – BCT Expo

21st – 23rd September 2022

Southeast Asian Building & Construction Technology Exhibition
and Conference

Website: www.bct-construction.com

Organized by IMPACT EXHIBITION MANAGEMENT CO., LTD.

Dear Mr. Giuseppe Lamacchia (Director of Italian Trade Agency – ITA, Bangkok Office),

Thank you for your interest in *Building Construction Technology Expo – BCT Expo 2022*. The exhibition will take place 3 days on digital platform from 21st – 23rd September 2022, under the theme “Towards Digitalization of the Building & Construction Industry – Are You Ready?”

Digital Transformation is the integration of technology, digital and physical systems and their effects on building and construction efficiency. Our building and construction industry is entering the digital age. This digital push is accelerating changes to the industry where market positions and values will be deeply impacted if you are not prepared for digital transformation and new business models.

Event Objectives;

1. To drive and support digital acceleration changes in every aspect of architectural design, building and construction through the application of digital technologies
2. To showcase a comprehensive range of technology, digital, machinery system and equipment, impacting building and construction efficiency to over 4,000 trade visitors from the ASEAN region, from all sectors of the building and construction industry
3. To help industry players re-engage and re-connect with their markets in a physical face-to-face market setting

In this regards, we are pleased to attach the proposal of *Building Construction Technology Expo – BCT Expo 2022* for your perusal. The specially tailored proposal is prepared to ensure the best of success for you.

Building Construction Technology Expo – BCT Expo 2022 will showcase a comprehensive range of technology, digital and physical systems, impacting building and construction efficiency to over 4,000 trade visitors from all sectors of the building and construction industry.

BCT Expo 2022 is your most cost effective trade and marketing platform to **maximize your market reach, seek new business, increase your industry networks, and advance your business.**

This international exhibition and conference provides you the opportunity to re-engage your market in a face-to-face market setting



Proposed Quotation For Italian Trade Agency – ITA



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Pre-Show / After Show Promotion

- ✓ **Product Highlight** Your highlighted products information will be promoted on BCT show website to target 80,000+ page views & 35,000+ users
- ✓ **Social Media Exposure** Your highlighted products information will be promoted via BCT social media channels (Facebook, LinkedIn, Line Official, Twitter)
- ✓ **VDO Presentation** Your company / product VDO (1 mini as maximum) to be promoted via BCT social media channels (Facebook, LinkedIn, Line Official, Twitter) under the campaign "Together We BUILD"
- ✓ **EDM Promotion** Your highlighted products information will be promoted via EDM targeting 80,000+ industrial emails
- ✓ **Exclusive Web Banner** Your brand name in a web banner created by BCT team as co-marketing activity
- ✓ **Website Listing** Your company name to be listed on BCT show website to target 80,000+ page views & 35,000+ users
- ✓ **Floor Plan Branding** Your company name to be listed on BCT show floor plan to share through association partners and industrial database
- ✓ **E-Show Guide** Your company name to be listed on E-show guide and distributed with 80,000+ industrial emails
- ✓ **VIP Buyer Program** Pre-show business matching with BCT invited VIP buyers
- ✓ **Logo Branding** Your company logo to be listed on BCT post show report share through all show partners, associations, media partner, exhibitors', and visitors' database
- ✓ **EDM Promotion** Your company logo in BCT post show EDM share with 80,000+ industrial email accounts

Exhibition Booth Space Types and Entitlements

Standard Furnished Shell Scheme Booth (starts from 9 sqm and more onwards)

Rate: US\$370 per sqm

- System wall partition height of 2.5m, Floor Carpet, Fascia with Company Name, 2 x Fluorescent Lights, 1 x 5 Amp Power Socket, 1 x Reception Desk, 2 x Chairs and 1 x Wastepaper Basket
- E-Show Guide and Show Directory Listings, Technology & Presentation Slots (first come first serve)
- Participation in onsite business matching program with VIP buyers

Raw / Bare Unfurnished Space (starts from 18 sqm and more onwards) - create your own corporate design and image

Rate: US\$320 per sqm

- E-Show Guide and Show Directory Listings, Technology & Presentation Slots (first come first serve)
- Participation in onsite business matching program with VIP buyers

Other charges:

- ✓ Corner Space: Add US\$150 per corner (compulsory)
- ✓ Registration Fee: US\$250 per company (compulsory)
- ✓ Cost is subject to 7% VAT



Op.1 Shell Scheme (Starts from 9 Sqm.)
Rate: US\$ 370 / Sqm.



Op.2 Bare Space (Starts from 18 Sqm.)
Rate: US\$ 320 / Sqm.



Booth Package for ITA's Network Special offers until June 30, 2022

(Free of Charge) Registration Fee; USD 250 per company

<u>Exhibit Package</u>	<u>Standard Rate</u>	<u>Special Rate Offer to ITA</u>	<u>Save</u>
Standard Booth	USD 3,580	Waive registration fee USD 250	USD 250

*Exclusive VAT 7%