



BUILDING CONSTRUCTION TECHNOLOGY EXPO FACT SHEET

Event Title	Building Construction Technology Expo – BCT Expo				
Show Description	<p>Building Construction Technology Expo - BCT Expo is an international exhibition and conference platform focused on digital transformation of the building and construction industry.</p> <p>BCT Expo is organized to drive and support digital acceleration changes in every aspect of architectural design, building and construction through the application of digital technologies.</p> <p>BCT Expo 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.</p>				
Event Theme	<p>Towards Digitalization of the Building & Construction Industry – Are You Ready?</p> <p>“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.</p> <p>Pressures for change are coming from many directions:</p> <ul style="list-style-type: none"> • Changing Customer Expectations • New Technology that reduces costs and increase efficiency • New Generation of building and construction professionals • Active Start-up Environment for digital start up within the industry • Supportive government building and construction policies focusing on digitalization • Growing importance of BIM as the backbone of digitalization for building and construction industry 				
Website	www.bct-construction.com				
Date & Time	<table border="0"> <tr> <td>1-2 September 2021</td> <td>10 a.m. – 6 p.m.</td> </tr> <tr> <td>3 September 2021</td> <td>10 a.m. – 5 p.m.</td> </tr> </table>	1-2 September 2021	10 a.m. – 6 p.m.	3 September 2021	10 a.m. – 5 p.m.
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3 September 2021	10 a.m. – 5 p.m.				
Venue	Hall 5, IMPACT Exhibition & Convention Center Bangkok, Thailand				
Visitors	4,000+ (Local & International)				
Exhibitors	200+ Companies and brands				
Exhibition Space	Indoor 5,000 Sqm.				
Organizer	IMPACT Exhibition Management Co., Ltd.				



BUILDING CONSTRUCTION TECHNOLOGY EXPO

1 - 3 SEPTEMBER 2021 Hall 5
IMPACT EXHIBITION and Convention Centre Bangkok, Thailand



HOW CAN BUILDING CONSTRUCTION TECHNOLOGY EXPO – BCT HELP YOU?

- **Generate** – new sales lead, new business partners, new business opportunities
- **Reach out** – new market, qualified group of buyers, and decision makers
- **Strengthen** – relationship with existing clients & new prospects, establish new partnerships
- **Showcase your brand** – launch digital construction trends, showcase latest innovations and technology, and live demonstrations
- **Grow your brand advocacy** – increase market presence in the ASEAN region, establish your place in the building and construction industry
- **Network** – with industry peers, with key industry players, with industry associations
- **Stay ahead** – among competitors, explore competition in the construction market
- **Be updated** – The “Digital Transformation” of building & construction industry, Building Information Modeling, Conferences powered with premium knowledge on construction industry

EXHIBITOR PROFILE

- **Building Information Modelling (BIM)**
 - **BIM** : Application, Processes and Digital Information Management in Design, Construction, Operation and Destruction
- **Interactive Work Process**
 - **Digital Visualization & Simulation** : Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), Simulation, Visualization
 - **Dematerialization and Digital Work Flows** : Paperless, Onsite Documentation Management, Scheduling, Project Coordination, Inventory, Transport, Sub-contractor Management, Bidding and Tendering, Automated Admin Workload
- **Connected Machines, Equipment, and Workers**
 - **Digital Data Collection & Analysis** : Surveying, Scanning, Mapping, Progress, Performance, Inventory and Incident Monitoring, Big Data, Data Analytic,
 - **Connected Workforce and Digital Tools** : IOTs, Connected networks, Digital Tools for Maintenance, Energy Consumption, Health and Safety Reporting, Delay and Quality Monitoring, Multiple Performance Tracking, Robotics, Inventory Management and Tracking, GPS, Geographic Information System (GIS), Mobile Applications, Machine Learning (ML), Clouds
 - **Smart Energy Management** : Energy Consumption Optimization, Smart Building and Infrastructure Applications and Solutions
 - **Machine Performance Optimization** : Machinery, Equipment, Vehicles, Intelligent Systems, Low Emission, Integrated Digital Solutions, GPS, Fleet Management, Safety and Idle time tracking and management
 - **Automation** : Semi to fully automation of Vehicles, Machinery, Equipment, Robotics, Drones, Artificial Intelligence and Process Automation (RPA)
- **Industrialization Models**
 - **Industrialization of process and parts** : Production of Processes, Parts, Work Sites, Prefabrication, Modules, Smart Materials & Advanced Construction Materials (Smart Concrete / Self-Healing Concrete, Shape Memory Alloys, etc.), Additive (3D) Printing



WHO YOU WILL MEET AT BUILDING CONSTRUCTION TECHNOLOGY EXPO – BCT?

- Builders & Designers
- Building Inspector
- Civil & Structural Engineers
- Civil Estimators
- Contractors
- Consultants
- Dealers & Distributors
- Engineers
- Government Authorities
- Importers
- Investors
- Interior Designers
- Land & Quantity Surveyors
- Manufacturers
- Wholesalers
- Structural Maintenance Professionals
- Real Estate Developers
- Virtual Engineers
- Operation Managers
- Suppliers
- System Integrators
- Mechanical Professionals
- Media & Associations

SHOW HIGHLIGHTS

- BIM Training & Workshop
- Business Pitching by Start-up Companies (Start-up Zone)
- Conference and Webinars
- Show Case Zones & Live Demo
- VIP Guided Tour – Meet with our VIP buyer delegations who will be on a guided tour during exhibition.
- VIP Buyer Program – specially selected buyers from the region will be invited for the buyers program – seller meeting with exhibitor, these buyers will be hosted by the show organizer.

STRONG INDUSTRY SUPPORT

Government Support

Thai Convention and Exhibition Bureau (TCEB)
Italian Trade & Investment Agency (ITA)

Supporting Associations

- India BIM Association (IBIMA)
- Thailand Building Information Modeling Association (TBIM)
- Thai Generator Association (Gen Thai)
- Thai Structural Engineers Association (TSEA)
- Thailand's Building Inspector Association (BSA)
- Intelligent Building Association (TIBA)
- Hong Kong Alliance of Built Asset & Environment Information Management Associations (HKABAEIMA)



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Exhibits Package	Standard Booth (Mini. 9 Sq.m.)	Bare Space (Mini. 18 Sq.m.)	Startup Counter
Exhibitor's Benefits			
Pre-Show Promotion			
Your highlighted products information will be promoted on BCT show website to target 70,000+ page views & 35,000+ users	•	•	•
Your highlighted products information will be promoted via BCT social media channels (Facebook, LinkedIn, Line Official, Twitter)	•	•	•
Your highlighted products information will be promoted via EDM targeting 35,000+ industrial emails	•	•	•
Your brand name in a web banner created by BCT team as co-marketing activity	•	•	•
Your company name to be listed on BCT show website to target 70,000+ page views & 35,000+ users	•	•	•
Your company name to be listed on BCT show floor plan to share through association partners and industrial database	•	•	•
Your company name to be listed on E-show guide and distributed through 4,000+ registered visitor database	•	•	•
Pre-show business matching with BCT invited VIP buyers	•	•	•
During Show Promotion			
Physical Exhibition – show floor space		•	
Physical Exhibition – standard booth design*	•		
Physical Exhibition – standard exhibit counter design**			•
Physical Exhibition – Onsite business matching with VIP buyers according to the schedules	•	•	•
Physical Exhibition – Pitching Presentation			•
Virtual Exhibition*** – branding your company with logo, E-catalogue, VDO presentation to all virtual visitors	•	•	•
Virtual Exhibition*** – Your company name to be listed on “Exhibitor List Page”	•	•	•
Virtual Exhibition*** – Online business matching with some international VIP buyers according to the schedule	•	•	•
Virtual Exhibition*** - Pitching Presentation			•
After Show Promotion			
Your company logo to be listed on BCT post show report share through all show partners, associations, media partner, exhibitors and visitors’ database	•	•	•
Your company logo in BCT post show EDM share through 35,000+ industrial email accounts	•	•	•
Database from your virtual booth report (only visitors database who inquire your booth and subjected to their consent and existing privacy laws)	•	•	•
Package Price	US\$370/Sq.m.	US\$320/Sq.m.	US\$1,600 / Counter



Other charges:

- ✓ Corner charge: US\$ 150 per additional corner (compulsory)
- ✓ Registration fee : US\$ 250 per company (compulsory)
- ✓ Cost is subject to 7% VAT

Notes:

* Standard Booth consists the rental of: System wall partition height of 2.5m, Floor Carpet, Fascia with Company Name and Booth Number (Max. 24 Letters), 2 Fluorescents, 1 power Socket 5 Amp (not for lighting use), 1 Reception desk, 2 chairs and 1 wastepaper basket per booth unit.

** Each startup counter consists the rental of: Counter (wide 0.5x length 1.0x high 2.5 m.), Fascia with Company Name and Booth Number, 1 chair, 1 wastepaper basket, 1 power socket 5 amp. (not for lighting use)

***Every exhibiting company who participates at the physical exhibition will get a complimentary virtual booth. In the event that physical exhibition cannot be held, exhibitors will automatically be enrolled to participate at online exhibition at US\$ 1,600 per exhibiting account

Welcome to contact us to understand more value added branding & promotion opportunities!

CONTACT US

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