



**BUILDING CONSTRUCTION
TECHNOLOGY EXPO**

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



Proposal for ITALIAN TRADE AGENCY (ITA)

to participate at



Building Construction Technology Expo – BCT Expo

1st – 3rd September 2021

at IMPACT Exhibition and Convention Centre Hall 5

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, Hybrid Exhibition and Webinar 2021*. The exhibition will take place from 1st – 3rd September 2021, 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.

Pressures for change are coming from many directions:

- 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

In this regards, we are pleased to attach the proposal of *Building Construction Technology Expo – BCT Expo, Hybrid Exhibition and Webinar 2021* for your perusal. The specially tailored proposal is prepared to ensure the best of success for you.

Building Construction Technology Expo – BCT Expo, Hybrid Exhibition and Webinar 2021 will showcase a comprehensive range of technology, digital and physical systems, impacting building and construction efficiency to over 4,000 online and offline trade visitors from all sectors of the building and construction industry.

The most cost effective and direct sales & marketing platform " Hybrid Exhibition, Virtual Connections and Webinar, Across the Regional Building Construction Technology – Brought to You by BCT Expo"



Proposed Quotation For Italian Trade Agency – ITA



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Exhibits Package

	Standard Booth (Mini. 9 Sq.m.)	Bare Space (Mini. 18 Sq.m.)	Startup Counter	Remote Booth (9 Sq.m.)
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)	•	•	•	•
	USD 370 / Sqm.	USD 320 / Sqm.	USD 1,600 / Counter	USD 3,330 / Stand



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Other charges:

- ✓ Corner charge: USD 150 per additional corner (compulsory)
- ✓ Registration fee : USD 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.

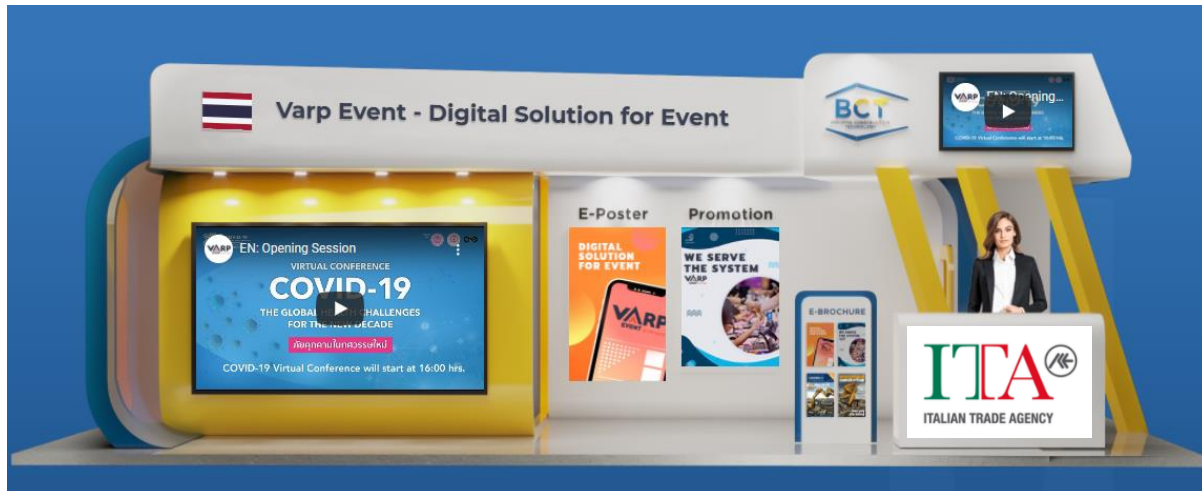
Remote Standard Booth consists the rental of: System wall partition height of 2.5m, Floor Carpet, Fascia with Company Name and Booth Number (Max. 24 Letters), 2 Sport lights, 1 Power Socket 5 Amp (not for lighting use), 1 Discussion table, 3 Chairs, 1 Interpreter, 1 Laptop, 3 Days internet WiFi per booth 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 USD 1,600 per exhibiting account

Additional Benefit to Italian Trade Agency – ITA’s Exhibitors

- BCT Expo - TOGETHER WE BUILD Campaign, worth 100,000 Baht (excluded 7% VAT) via our professional VDO editing service, to tell your exhibitors’ highlighted technologies and products via BCT social media channels (Facebook, Twitter and LinkedIn, example: <https://youtu.be/3puoUbk9mHo>, under the condition of 5 paid exhibiting companies formed via Italian Trade Agency – ITA’s network (detailed information, please refer to attachment 1)



(Sample of Virtual Booth Perspective)



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Remote Exhibition Package

Exhibit Space 3x3 Sq.m

- ✓ Fascia Name with National Flag
- ✓ 1 Discussion Table
- ✓ 3 Chairs
- ✓ 2 Lightings
- ✓ 1 Socket 5 amp / 220 v.
- ✓ 1 Interpreter
- ✓ 1 Laptop
- ✓ 3 Days Internet Wifi
- ✓ 3 Days Online Platform

3,330 USD

Not yet include registration fee 250 USD & VAT 7%



Exhibit Space 3x3 sq.m



Additional Services

Printing Material

- + Brochure Printing A4 Size, 4 Color
Print 500 USD/3,000 Piece
- + Poster Printing 24 x 36 INCH, 4 Color
Print 35 USD/Piece
- + Roll Up Banner 100x200 CM
90 USD/Piece

Rental Price For 3 Days Event

- + Reception Table 40 USD
- + Brochure Rack 50 USD
- + TV 55 Inch 170 USD
- + Namecard Box 50 USD

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(Sample of Remote Booth Perspective)

Exhibits Package Special offers until July 15, 2021

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

Exhibit Package	Standard Rate	Special Rate Offer to ITA	Save
Standard Booth minimum 9 sqm plus registration fee	USD 3,580	USD 3,330	USD 250
Bare Space minimum 18 sqm plus registration fee	USD 6,010	USD 5,760	USD 250
Startup Counter	USD 1,850	USD 1,600	USD 250
Remote Booth 9 sqm	USD 3,580	USD 3,330	USD 250

*Exclusive VAT 7%



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Sponsorship Package

A. SPONSORSHIP PACKAGE – your connection with varies attendees, your maximized brand exposure and ROI

Comprehensive Branding via BCT Varies Business Channels & Physical Show Floor

Items	Price (US\$)	Quantity
Bold with highlight – Your Company Name will be highlighted with red color in bold on BCT official website and E-Show guide to stand out from other exhibitors, prominently display to attract more than 4,000+ viewers' eyes	170	□
Banner Promotion (Limited 10 companies) – Your company banner (size 800 x 600 pixel) with preferred hyperlink placed on BCT 2021 home page to target 70,000+ page views & 35,000+ users (artwork to be provided by the exhibitor)	250 / Banner	___Banner
BCT Recommended Brands / Products via EDM Promotion (Limited 5 companies) – Your company name, logo and description (within 120 words) sending through BCT global database, Target: 35,000+ emails	500	□
E-Post Show Advertisement – Your advertisement (size 6 x 13 cm.) in E-Post show report which will be distributed to visitors and BCT supporting network databases (artwork to be provided by the exhibitor)	170 / Ad	___ Ad
Display LED TV 60" Advertisement – Your product VDO / company VDO to run on the LED TV at the visitor registration counter (each VDO limited 30 seconds, production to be provided by the exhibitor)	170 / Ad	___ Ad
Visitor & Buyer Badge (Limit to ONE Sponsor Only) – Visitors badge with your company logo (Target: 4,000+ badges)	500	□
Tote Bag (Limit to ONE Sponsor Only) – Visitors badge with your company logo (Target: 1,000+ VIP Guests, Buyers, Early Check-in Visitors on each show day)	500	□
Hanging Banner (Limited 5 companies) – Hanging banner with your company name and country flag displayed above your booth during physical exhibition show days (inclusive of installation and dismantling cost)	1,200	□
Alcohol Hand Gel Standee – Standee with your company logo and booth No. to draw more attention from the exhibition show floor	240 / Point	___ Point
Set Floor Sticker – Set floor sticker (size 1 x 0.5 m., each set contains 3 stickers) with your company logo and booth number to direct visitors from the exhibition show floor to your booth	500 / Set	___ Set

DX Your Company Branding via BCT Virtual Platform

Items	Price (US\$)	Quantity
Main Hall Banner Advertisement (Size M) – Rotating banner with direct link to your virtual booth (Artwork to be provided by the exhibitor)	50 / Ad	___ Ad
Main Hall Banner Advertisement (Size L) – Rotating banner with direct link to your virtual booth (Artwork to be provided by the exhibitor)	70 / Ad	___ Ad

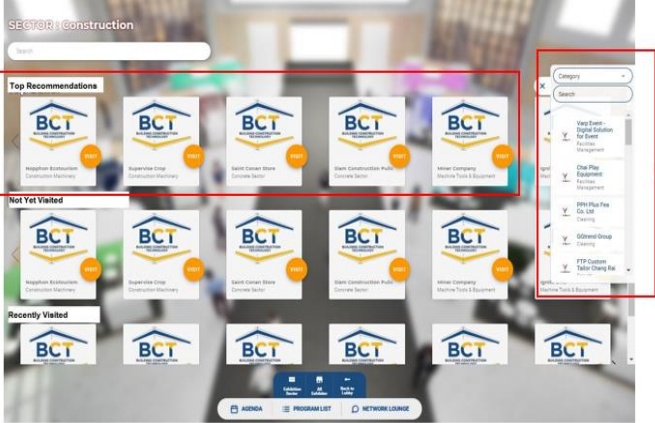




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<p>Show Directory Board Advertisement – Bold with highlight your company name on the E-Show directory page, plus your company logo with direct link to your virtual booth</p>	100	<input type="checkbox"/>
<p>Booth Promotional Material – Additional promotion materials, such as E-poster, E-brochure, VDO, etc. to be added in your virtual booth (Artwork and content to be provided by the exhibitor)</p>	20 / Item	___ Item
<p>Top Exhibitor Search List (Limited to 5 companies) – Keep your company name always on top when visitors use the search function with direct link to your virtual booth</p>	170	<input type="checkbox"/>
<p>Top Recommendations (Limited to 10 companies) – Keep your company on the first row with direct link to your virtual booth</p> 	170	<input type="checkbox"/>

Be Our Conferences' Sponsors, Boosts Your Business to A Very Targeted Attendees		
Items	Price (US\$)	Quantity
<p>Poster Advertisement - Company poster to be placed on the conference room partition wall (first come, first serve basis) during physical exhibition days (Production to be provided by the sponsor, size 0.8 x 1.2 m)</p>	120 / Poster	___ Poster
<p>Distinctive F&B Service - Coffee break or food box branded with your company logo to be served during your selected session(S)</p>	22 / Pax	___ Pax
<p>Pack Logo to target 70,000+ page views & 35,000+ users</p> <ul style="list-style-type: none"> Your company logo on delegate E-registration form Your company logo with your preferred hyperlink to be placed on BCT conference program website Your company logo with your preferred hyperlink to be placed on virtual conference hall Your company logo with your preferred hyperlink to be listed under "Conference Sponsor" in BCT EDMs (35,000+ emails) Your company logo to be listed as "Conference Sponsor" on printed invitation card or E-Invitation card send through BCT visitors' database Your company logo to be listed as "Conference Sponsor" on printed show guide or E-Show guide Your company logo to be listed as "Conference Sponsor" on printed agenda or E-Agenda <p>Your company logo to be listed as "Conference Sponsor" on stage backdrop during physical exhibition days Remark: your logo will be show on selected session or topic</p>	840	<input type="checkbox"/>



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<p>Organize your physical conference / workshop / seminar at BCT 2021. *Topic must be educational rather than commercial driven (Maximum 3 hrs. for 70 Pax)</p> <p>Package includes:</p> <ul style="list-style-type: none"> • Conference room / Conference area, with social distance seating arrangement set up • Basic audio equipment for conference use, 1 podium, 3 mics, 1 notebook, 1 registration desk • Drinking water, pencils and note paper for delegates • 1 supporting staff during onsite • 1 camera (Optional) <p>Get a 365 days' promotion and branding for your company as complimentary</p> <p>Pre-Event Promotions & Branding</p> <ul style="list-style-type: none"> • Your topic highlight with Corporate logo to be promoted via BCT social media channels, such as Facebook, LinkedIn, Line Official, Twitter • Presentation trailer (less than 60 seconds) of your topic highlight to be promoted via BCT social media channels, such as Facebook, LinkedIn, Line Official, Twitter (production with subtitle to be provided by the sponsor) • Your topic highlight with logo are promoted on BCT official website • Your topic highlight are promoted via media partner channels (target at 10 media partners) • 1 x EDM to promote your topic highlight with logo send through BCT Expo database (35,000+ emails) • Invitation card or E-Invitation card with your topic highlight send through BCT visitors' database <p>During Event Branding</p> <ul style="list-style-type: none"> • 2 x Company roll up to be placed at conference area (roll up to be provided by the sponsor) during your session • Souvenir distribution or lucky draw during your session • Live Stream on BCT online channel (Facebook) (Optional) • List of delegates who have signed up for your session (contains only those individuals who allow their contact information to be shared) <p>Post-Event Branding</p> <ul style="list-style-type: none"> • 100 words message (inclusive of contact information and speaker's photo) as part of our "Thank You" email sent to all registered attendees after the session (content to be provided by the sponsor) • Recorded VDO to be provided after the session and your recorded conference re-run on BCT online channels (YouTube, BCT Official Website) (Optional) 	3,400	<input type="checkbox"/>
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Webinar Branding Packages, Reach Out a Wider Connection to Your Targeted Virtual Attendees

Items	Price (US\$)	Quantity
<p>Be our guest speaker's session sponsor, you will get:</p> <p>Pre-event Promotion & Branding</p> <ul style="list-style-type: none"> • Your company logo on delegate E-registration form of your sponsored session • Your company logo to be presented on your sponsored session's artwork and promote via BCT social media channels, such as Facebook, LinkedIn, Line official and Twitter • 1 x E-newsletters or EDM with your hyperlinked logo send through BCT database (35,000+ emails) • 4 x Email reminders with your company logo send to each registrant – 1 week, 1 day, 1 hour and 30 mins before the webinar starts <p>During Event Branding</p> <ul style="list-style-type: none"> • Acknowledgement as the sponsor before and after the webinar • Tie-in clip (15 seconds) to brand your company before and after the webinar) production to be provided by the sponsor) • Your logo is featured in the welcome slide of your sponsored session • Your logo is featured on-screen during your sponsored session • Your sponsored live webinar session in ZOOM is also live in our Facebook platform (Which will be shared in related industry Facebook groups) <p>Post-Event Branding</p> <ul style="list-style-type: none"> • Your company logo to be placed in the "Thank you" email to all registered attendees after the session • Your sponsored Webinar re-run on BCT online channels (YouTube, BCT Official Website) 	1,700	<input type="checkbox"/>



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<p>Be Part of BCT 2021 Webinar Program - Share your insight for “Building Construction Technology”, gain the market trust and build your own business network via BCT 2021 platform. *Topic must be educational rather than commercial driven (Maximum 1 hrs.)</p> <p>Package includes:</p> <ul style="list-style-type: none"> • Registration system • Live streaming production service: online technical & production (2 staffs, 1 online, 1 camera, 1 notebook and technical equipment), or pre-record conference VOD provided by the sponsor • Information center (Live Chat Box) • Light hearted background music • Survey or poll • Graphic design for online background, speaker name <p>Get a 365 days’ promotion and branding for your company as complimentary</p> <p>Pre-Event Promotions & Branding</p> <ul style="list-style-type: none"> • Your topic highlight with logo to be promoted via BCT social media channels, such as Facebook, LinkedIn, Line Official, Twitter • Presentation trailer (less than 60 seconds) of your topic highlight to be promoted via BCT social media channels, such as Facebook, LinkedIn, Line Official, Twitter (production with subtitle to be provided by the sponsor) • Your topic highlight with logo are promoted on BCT official website • Your topic highlight are promoted via media partner channels (target at 10 media partners) • 1 x EDM to promote your topic highlight with logo send through BCT Expo database (35,000+ emails) • 4 x E-mail reminders send to each registrant - 1 week, 1 day, 1 hour & 30 mins before the webinar starts <p>During Event Branding</p> <ul style="list-style-type: none"> • Your event topic to be listed under E-agenda on the virtual platform • List of live webinar Attendees that have signed up for your session for your direct follow up (contains only those individuals who allow their contact information to be shared.) • Your logo on webinar background in your session • Your live webinar session in Zoom is also live in our Facebook platform (Optional) <p>Post-Event Branding</p> <ul style="list-style-type: none"> • 100 words message (inclusive of contact information and speaker’s photo) as part of our “Thank You” email sent to all registered attendees after the session (content to be provided by the sponsor) • Webinar re-run on BCT online channels • Recorded VDO to be provided after the session 	<p>1,500 For non-exhibitor</p>	<p><input type="checkbox"/></p>
	<p>1,200 For exhibitor Only</p>	<p><input type="checkbox"/></p>
<p>Buyer Program Branding Packages, Maximize Your Opportunity for ROI</p>		
<p>Items</p>	<p>Price (US\$)</p>	<p>Quantity</p>
<p>Buyer Welcome Pack (Limited 5 companies) – Your printed company / product advertisement (maximum 3 pieces, provided by the sponsor) to be insert in the welcome pack, and distributed to our invited VIP buyers (target at 40 buyers)</p>	<p>670</p>	<p><input type="checkbox"/></p>
<p>Company Display (Limited 10 companies) – 1 x company brochure and 1 x roll up banner to be displayed at buyer lounge during physical exhibition days</p>	<p>170</p>	<p><input type="checkbox"/></p>
<p>Distinctive F&B Service - Coffee break or food box branded with your company logo to be served at buyer lounge during physical exhibition days</p>	<p>22 / Pax</p>	<p>___ Pax</p>
<p>Souvenir Distribution – Your designed corporate souvenir to be distributed to our VIP buyers at business matching registration counter during physical exhibition days (design and production by sponsor)</p>	<p>670</p>	<p><input type="checkbox"/></p>



Webinar Program Special offers until July 15, 2021

Exhibit Package	Standard Rate	Special Rate Offer to ITA	Save
For non-exhibitor	USD 1,500	USD 1,200	USD 300

*With condition of **3 companies (non-exhibitor or exhibitor)** recruited through Italian Trade Agency – ITA’s network, IMPACT will provide webinar organizing service, under the theme of "Italian Building & Construction Innovative Technology Day". Topic must be educational rather than commercial driven. One company entitle to a timing to present 30 minutes to 1 hour. Example: <https://www.youtube.com/watch?v=51oFIXnHuRk>