



BCT 2020 VIRTUAL EXHIBITION

Event Date: 25 November – 1 December 2020 Event Duration: 7 Days Expected Attendees: 3,000

In the time of pandemic, ensure your business continuity at all times. Showcase your solutions and innovations in the building construction Technology sector and increase number of quality leads and position your brand. This virtual platform is a platform to connect, engage and network with industry professionals while saving time and ensures enhancement of your business.

What you can gain from our virtual exhibition during 25 November – 1 December 2020

- Get more lead (exhibitors can tap on organizer's ready built database of 30,000 visitors database, target at 3,000 virtual visitors)
- Business matching with virtual buyers online with sensory function within your full control
- Smart showcase of your products with multiple visual and audio tools such as video, E-Brochure, E-Banner and live stream.
- Smart recommendation for virtual visitors to get connect with you based on smart profile match on our virtual platform.
- Instant analysis and tracking to understand your potential customers.
- Get in-depth industry knowledge through our concurrent conference conducted by our expert from building construction Technology sector.
- Prolong your brand awareness and lead generation by leveraging our pre to post multiple marketing channel such as social media and webinar.
- 100% safe - No risk of infection from COVID-19.
- Save all related cost on logistic-freight and hotel expense.
- Save your time on travelling and 14 + 14 days quarantine.

How do we deliver virtual visitors to you?

1. Leverage on our existing visitors and pre- qualified buyer resources of 30,000 useful contacts.
2. Tie up with active local governmental agencies, regional and local industry associations who run the conferences to promote our virtual platform to get members to participate.
3. Leverage on our strategic association and media partnership with circulation network covering worldwide, regional and local basis.
4. Benefit from our designated experienced marketing and buyers recruitment team who are tasked to reach out to our visitors and buyers.
5. Social Media & Online Advertising - Our social media channels provide you with an unparalleled opportunity to promote your business via Facebook, Twitter and LinkedIn to reach out to building construction technology professionals from across the region. Posts and event alerts are regularly posted via all channels.
6. Email Direct Marketing - The email campaign reaches about 30,000 database and targeted at dedicated groups of building construction technology sector.
7. Direct Mail - Over 7,000 highly specific direct mail will send to technology and digital professionals in Thailand.
8. Tele-Marketing - The telemarketing campaign to reach out industry decision makers to invite them to visit virtual Show.

Our supporting Organization

Association

- Thailand Concrete Association (TCA)
- Thai Structural Engineers Association (TSEA)
- Thailand Building Information Modeling Association (TBIM)
- Cleaning Service Contractors Association (CSCA)
- Thailand Building Manager Association (TBMA)
- The Building Inspectors Association (BSA)
- Thai Generator Association (Gen Thai)



Who you are likely to meet on our virtual exhibition?

Top 10 - country origin:

- | | |
|-------------|--------------|
| 1) Thailand | 6) Laos |
| 2) China | 7) Singapore |
| 3) Malaysia | 8) Vietnam |
| 4) Japan | 9) India |
| 5) Cambodia | 10) Myanmar |

Business profile:

- | | |
|---|---|
| 1) Construction Service 28.09% | 3) Contractor 22.68% |
| 2) Commercial / Industry Builder 20.17% | 4) Engineering and Technical Design Firm 14.42% |

Position:

- 1) C Level and Corporate Management 25.77%
- 2) Engineer 14.25%
- 3) Other positions 10% e.g. Project managers, R&D, Consultant etc.

Interested product type:

- 1) Materials 50.94%
- 2) Building Industry 49%
- 3) Concrete Technology 46.15%
- 4) Lifting Handling and Transportation 36%
- 5) Infrastructure Materials and Equipment 68%
- 6) Facility Management (including cleaning and HVAC) 28.7%
- 7) Security and Safety 23.1%
- 8) Solution and Technology 12.7%

Concurrent Webinar Topic and targeted attendee

Topic	Hosted By	Estimated No. of Attendees	Attendees' Profile
The Application of Concrete Technology in High Speed Rail Project	Thailand Concrete Association (TCA)	200	To Be Update
21st Century Resistant Design and Construction to Withstand Natural Disasters	Thailand Concrete Association (TCA)	200	Structural Engineer, Civil Engineer, Contractor, Builder, Architecture, Developer
Modular Concrete Structures for Urban Developments	Thailand Concrete Association (TCA)	200	Developer, Contractor, Structural Engineer, Civil Engineer
Structural Resistance of buildings to earthquake loads	Thai Structural Engineers Association (TSEA)	200	Structural Engineer, Civil Engineer
Rehabilitation of historical highway bridges in Thailand...A Perceptive from Department of Highway	Thai Structural Engineers Association (TSEA)	200	Structural Engineer, Civil Engineer
Investigations & Inspection of structural cracks and defects....what to look out for?	Thai Structural Engineers Association (TSEA)	200	Structural Engineer, Civil Engineer
Digital Design and Fabrication Conference	Thailand Building Information Modeling Association (TBIM)	200	To Be Update
Artificial Intelligence (AI) and Asset Management Conference	Thailand Building Information Modeling Association (TBIM)	200	To Be Update
Digital City and Infrastructure Conference	Thailand Building Information Modeling Association (TBIM)	200	To Be Update
The Juristic Management with AI in 5.0 Era	Thai Building Manager Association (TBMA)	1,000	Real Estate, Property Management, Juristic Person for Condominium
Preventive Management System in the Building Protection System	Thai Building Manager Association (TBMA)	1,000	Real Estate, Property Management, Juristic Person for Condominium
Building Management with Energy-saving in the Building Powered by AI	Thai Building Manager Association (TBMA)	1,000	Real Estate, Property Management, Juristic Person for Condominium



EXHIBITION PARTICIPATION AGREEMENT

Application is hereby made to IMPACT Exhibition Management Co., Ltd. by (Hereinafter collectively referred to as "the Organizer") by the Exhibitor for virtual exhibition booth on BCT (BUILDING CONSTRUCTION TECHNOLOGY). This application shall be duly endorsed by the Exhibitor, and when accepted by the Organizer as indicated by their signature will together with the attached rules and regulations constitute the Exhibition Participation Agreement with the Organizer. We, the Exhibitor named herein below have read the exhibition rules and regulations on page 2 overleaf and hereby agree to abide by them.

Company Name : _____
 Billing Address : _____
 : _____
 Contact Person : _____ Position : _____
 Telephone : _____ Fax : _____
 Email : _____ Mobile : _____

Product Profile:

- ☐ **BUILDING** () Facilities Management () Cleaning () Security () HVAC () Building Contractors () Formwork & Scaffolding () Fire & Safety
- ☐ **CONSTRUCTION** () Construction Machinery () Concrete Sector () Machine Tools & Equipment () Road, Mineral & Foundation
 () Consultancy () Construction Services
- ☐ **TECHNOLOGY** () BIM () AR & VR () Smart Building () Smart Parking () Telematics () Project Management
 () Cost Control () Fleet Logistic Management () Maintenance System for Machinery () Stock / Inventory Tracking

We would like to apply for the following items:

A. Virtual Platform

• Virtual booth showcase – with downloadable E-Poster-1, E-Brochure-2 and video presentation-1. (Maximum 4 promotional materials)	Professional Plan US\$ 1,200	<input type="checkbox"/>
• Exhibitor Content Management – Exhibitor portal for real time report		
• Social Media Promotion – Increase your brand and product exposure through posting on social media platforms as Facebook, Twitter and LinkedIn (Artwork or video to be provided by exhibitor)		
• Email Marketing – Promote your products and generate your leads from a customized banner ads or product video that will be shared to our rich database of over 30,000 contacts through our email marketing campaign (Artwork or video to be provided by exhibitor)		
• 1-1 Live Chats – 1 on 1 real-time live chat with your potentials under one virtual roof		
• 1-1 Virtual Business Matching – Meet pre-qualified buyers from Thailand and ASEAN through our smart business matching platform includes chat, video and voice call functions with online buyers.		
• E-Show Preview – Your advertisement (size 6x13 cm) in E-Show Preview which will be distributed to visitors database and published on event website (Artwork to be provided by exhibitor according to organizer's requirements, any overdue submission will consider as abstention)		
• E-Show Guide – Your advertisement (size 6x13 cm) in E-Show Guide which will distribute to online visitors (Artwork to be provided by exhibitor according to organizer's requirements, any overdue submission will consider as abstention)		
• Database – Real-time detailed data capture (only visitors database who inquire your booth)		

B. Marketing Boosters

• Exhibitor Highlight Your rotational corp. logo and company information on BCT Website with hyperlink to your website (Artwork to be provided by exhibitor)	US\$ 200	<input type="checkbox"/>
• E-Post Show Advertisement – Your advertisement (size 6x13 cm) in E-Post Show Report which will be distributed to visitors and BCT supporting network database (Artwork to be provided by exhibitor)	US\$ 200	<input type="checkbox"/>

Virtual Booth

• Video Call / Voice Call: 1 on 1 video call or voice call with your potentials under one virtual roof.	US\$ 200	<input type="checkbox"/>
• Additional Promotional material: Promotion Advertisement (Artwork and content to be provided by exhibitor)	US\$ 20 / File	_____ File
• Additional Promotional material: E-Brochure Advertisement (Artwork and content to be provided by exhibitor)	US\$ 20 / File	_____ File

Main Hall Branding

• Banner advertisement size L : Rotating banner with your indicated website to hyperlink to (Artwork and content to be provided by exhibitor)	US\$ 40	<input type="checkbox"/>
• Banner advertisement Size XL : Rotating banner with your indicated website to hyperlink to (Artwork and content to be provided by exhibitor)	US\$ 60	<input type="checkbox"/>

Exhibition Hall Branding

• Top Exhibitor Search List: Side searching menu with your company name on the top 5 list, together with direct link to your virtual booth (Limited to 5 companies)	US\$ 200	<input type="checkbox"/>
• Top Recommendations: Company logo appears on the first row under each Building / Construction / Technology sector page, together with direct link to your virtual booth (Limited to 3 companies)	US\$ 200	<input type="checkbox"/>

Webinar Branding

• Logo on rotating banner with your preferred hyperlink on conference hall	US\$ 200	<input type="checkbox"/>
Sponsored Webinar <ul style="list-style-type: none"> 30 minutes speaking slot Your logo on webinar background in your session List of live webinar attendees that has signed up for your session for your direct follow up (Contains only those individuals who allow their contact information to be shared.) <p>*On a first-come, first-served basis **Topic must be educational rather than commercial driven</p>	US\$ 400	<input type="checkbox"/>

Show Directory Board Advertisement

• Top logo in Show Directory board with direct link to your virtual booth (Limited for 10 companies)	US\$ 200	<input type="checkbox"/>
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C. Fee Summary

Package Element	Total Fee (US\$)
• Professional Plan	
• Marketing Booster	
Remark:	
Sub Total	
VAT 7%	
Grand Total	

REMARK: Exhibitors will have to pay all bank transfer charges.

PAYMENT SCHEDULE AND PROCEDURE

- 100% immediate payment to be made upon receipt of invoice.

Payment Method

Bank Details: Bank A/C Name : IMPACT Exhibition Management Co., Ltd
 Bank A/C No. : 593-2-00099-9 (Saving Account)
 Name of Bank : KASIKORN BANK PUBLIC COMPANY LIMITED
 Telex No. : 82334 AYUDYATH
 Bank Address : 47/7 MUANG THONG THANI, T. BANMAI, A. PAKKRED, NONTABURI 11120
 SWIFT Code : KASIU\$K

TAX ID: 0 1255 42006 50 6 IMPACT Exhibition Management Co., Ltd.

Address: Bangkok Land Building, 10th floor 47-569-576, Moo 3 Popular Road, Banmai Sub-District, Pakkred District, Nonthaburi 11120, Thailand

EXHIBITOR

We agree and submit the Exhibitor Conditions & Agreement:

(.....)
 Name
 Position
 Authorized Signature (with company seal) Date / /

Please complete the contract and email to kwandaok@impact.co.th / call +66 (0) 2833 5054

ORGANIZER

For Impact Use Only:

Accepted By
 Date / /

For Organizer:

App No. BCT/2020
 Date Received