



Proposal for ITALIAN TRADE AGENCY (ITA)

to participate at



Building Construction Technology Virtual Exhibition and Webinar (BCT 2020)

25th November to 1st December 2020

Virtual Exhibition: 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 Virtual Exhibition and Webinar 2020 or BCT 2020 which will take place from 25th November to 1st December 2020, under the theme “Towards Digitalization of Building and Construction Industry”.

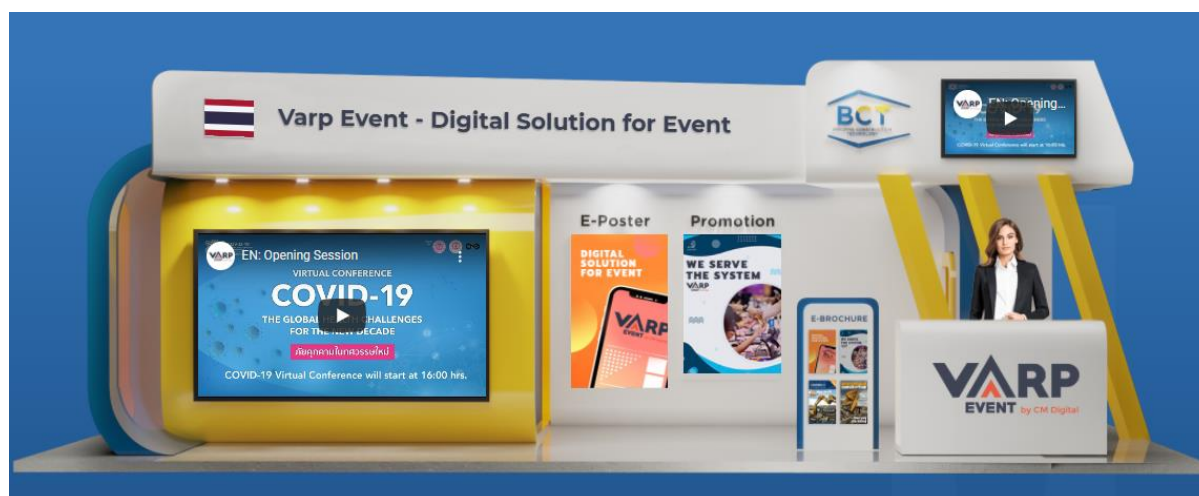
We are pleased to attach the proposal of BCT 2020 for your perusal. The specially tailored proposal is prepared to ensure the best of success for you

Building Construction Technology Virtual Exhibition and Webinar (BCT), a digital building and construction platform for companies and industry professionals to continue to do business, network, showcase and promote latest innovations, technology and solutions to over 3,000 on-line attendees, from all sectors of the building and construction industry, would like present you our Virtual Package for kind consideration.

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

Proposed Quotation For Italian Trade Agency – ITA Virtual Exhibition

Option 1: Standard Virtual Booth Package USD 1,200 (Exclusive VAT 7%)



Virtual booth benefit will last for 7 days to maximize your marketing benefits and sales opportunities since the day confirm to be online. It includes BRANDING, PROMOTION AND BUSINESS OPPORTUNITIES before, during and after the virtual exhibition. Some of the features to be listed as below:

- Virtual booth showcase – with downloadable E-Poster, E-Brochure and video presentation.
- 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
- 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
- Live Chats – 1 on 1 real-time live chat with your potentials under one virtual roof
- 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 in E-Show Preview which will be distributed to visitors database and published on event website
- E-Show Guide – Your advertisement in E-Show Guide which will distribute to online visitors
- Database – Real-time detailed data capture (only visitors database who visited your booth)

Special offers until Oct 15, 2020

(Free of Charge) Video Call / Voice Call: 1 on 1 video call or voice call with your potentials under one virtual roof.

Full price	USD 1,200
Video Call / Voice Call	USD 200 (FOC)
Special Rate	USD 1,200 (Exclusive VAT 7%) (Save USD 200)

Option 2: Recommended Package USD 1,600 (Exclusive VAT 7%)



Package Detail

- Virtual booth showcase

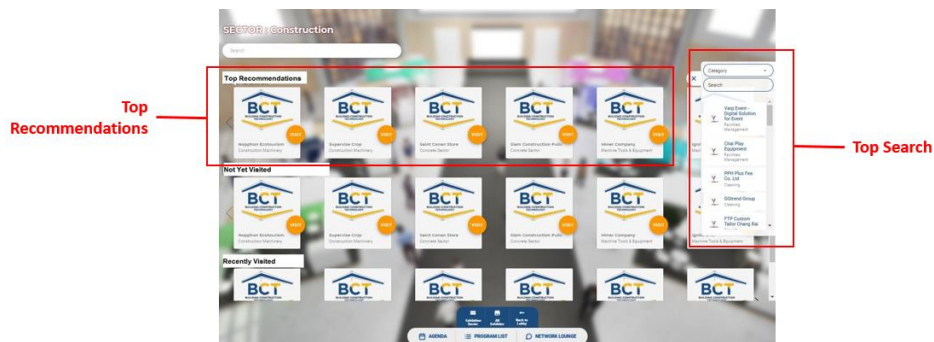
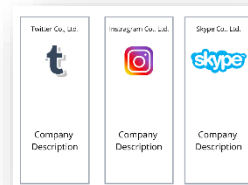
- **Video Call / Voice Call:** 1 on 1 video call or voice call with your potentials under one virtual roof.



- **Exhibitor Highlight:** Your rotational company logo and company information on BCT website with hyperlink to your website (Artwork to be provided by exhibitor)

- **Banner Advertisement size L:** Rotating banner with hyperlink to your indicated website (Artwork and content to be provided by exhibitor)

- **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)



Early Bird until Oct 15, 2020

Full price USD 1,840

Special Rate USD 1,600 (Exclusive VAT 7%) (Save USD 240)



Option 3: Special Design Virtual Booth Showcase USD 2,667 (Exclusive VAT 7%)

Special Design Virtual Booth Showcase: Design your booth with special style to attract and create more special experience to visitor.

Special offers until Oct 15, 2020

(Free of Charge) Video Call / Voice Call: 1 on 1 video call or voice call with your potentials under one virtual roof.

Full price USD 2,667

Special Rate USD 2,500 (Exclusive VAT 7%) (Save USD 167)

TOP UP MENU:

Marketing Boosters

- A. **E-Post Show Advertisement:** Your advertisement in E-Post Show Report which will be distributed to visitors and BCT supporting network database (Artwork to be provided by exhibitor) Size of advertisement is 6 x 13 cm.

Price USD 200 (Exclusive VAT 7%)

Virtual Booth

- B. **Additional Promotional material:** E-Brochure Advertisement (Artwork and content to be provided by exhibitor)

Price USD 20 / File (Exclusive VAT 7%)

Main Hall Branding

- C. **Banner advertisement Size XL:** Rotating banner with hyperlink to your indicated website (Artwork and content to be provided by exhibitor)

Price USD 60 / File (Exclusive VAT 7%)

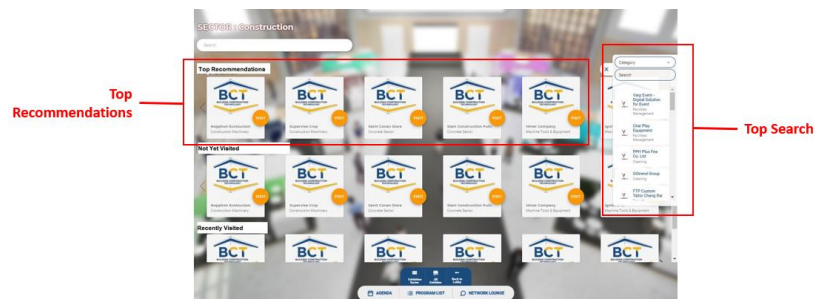
Exhibition Hall Branding

- D. **Top Recommendations:** on first row for link to you virtual booth (Limited to 3 companies)

Price USD 200 (Exclusive VAT 7%)

- E. **Webinar Branding:** Logo on rotating banner with your preferred hyperlink on conference hall landing page

Price USD 200 (Exclusive VAT 7%)





Webinar

Option 1: Webinar Program with No Production Team USD 400 (Exclusive VAT 7%)

Sponsored Webinar

- 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.)

*On a first-come, first-served basis

**Topic must be educational rather than commercial driven

Option 2: Webinar Program with Production Team USD 1,667 (Exclusive VAT 7%)

Sponsored Webinar

- 30 minutes speaking slot
- Your logo on webinar background in your session
- Logo on rotating banner with your preferred hyperlink on conference hall
- 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.)
- Production team (2 Cameras man, Green screen, Wireless Microphone, Lighting, Editor team)

*On a first-come, first-served basis

**Topic must be educational rather than commercial driven

***Production Team only provide in Bangkok and perimeter