

CHITTAGONG ICT FAIR'10

Chittagong ICT Fair 2010

February 16, 17 & 18, 2010

Venue: Woodland Park, Chittagong
(Opposite to Sholoshohor Rail Station)

Introduction:

Inpace Management Services Ltd has been playing a vital role in arranging ICT related events across the country. Inpace is well-known for its unique role in ICT communications and activations. The organization is not only working as the fulfillment house for world famous brands, like: Intel, HP, Microsoft, Avaya, British Council, Oracle, CISCO, SAP, D-Link, AEC, Samsung Mobile etc. but also initiating the activities to spread the knowledge of ICT in remote areas of Bangladesh.

“Chittagong IT Fair”, is one of the most successful arrangements in this succession. For the last two years Inpace has arranged Chittagong IT Fair and those were highly appreciated by the participants and visitors. The first one was arranged in 2007 in Banani Complex and after the successful accomplishment; in 2008 it was arranged in Institute of Engineers, Chittagong. In last IT fair we could not accommodate all interested parties due to limitation of space.

To meet the increasing demand, we are now arranging “**Chittagong ICT Fair 2010**” in a larger venue, the Woodland Park. The venue is just opposite to Sholoshohor Rail Station which is conveniently reachable by all means of transport available in the port city.

Rationale of the event:

The market promotional activities of the companies of IT Sector are limited to three major districts in Bangladesh, leading by Dhaka with maximum percentage and followed by Chittagong, though the difference of percentage is huge. But, as it is considered that Chittagong is proud with the maximum per capita income, this may be a very potential area of promotion for any brand.

In this point of view the ICT fair is a very encouraging project from the organizers point of view to enhance the current markets of Technology and Communications.

Promotional Tools:

To cover the total targeted audience we will use different promotional tools. The tools will include-

- a. Invitation cards.
- b. News Paper Ads.
- c. Oral communication tools with the help of volunteers.
- d. Using banners and Festoons.
- e. Email campaign.
- f. Press conference etc.

Detail of the Event:

Venue : Woodland Park, Chittagong
Date : 16, 17, 18 February 2010
Time : 9:30 AM (930 hrs) to 8:00 PM (2000 hrs)
Total Stalls : 50 nos.
Total Pavilions : 6 nos.

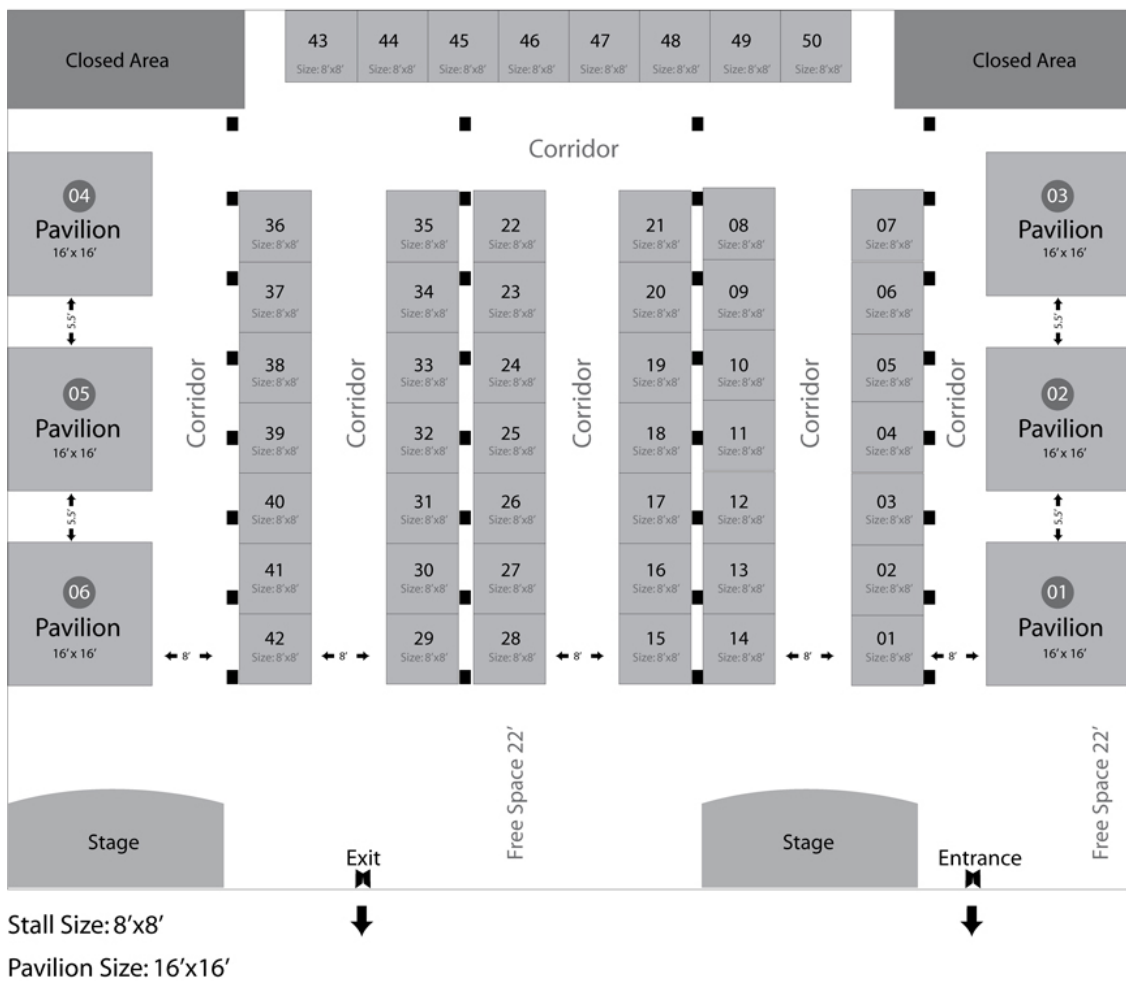
Venue

The venue for the IT Fair is **Woodland Park, Chittagong**. The venue has already proved itself as one of the most popular venues for events like these. Woodland Park is locating at a strategically very important point, where most of the student of Chittagong University has to pass through. Beside, the area is called as a Junction for going to different areas. So from Visual point of view, it stands at a very important area. Internal area of the venue is approx. 13,500 sft. that also gives more freedom for more accommodation and different beautification.

There will be around 50 stalls (8' X 8') for the brands/companies to display & sell their products. Total 6 (six) Pavilions will be reserved for Sponsors (16' X 16').

Proposed Floor Plan:

Chittagong ICT Fair 2010
Woodland Park, 373 Muradpur, Chittagong



P a r t i c i p a n t s

1. Laptop, Desktop, Hardware Components, accessories & other IT products
2. Mobile Operator
3. Internet service provider
4. Mobile handset
5. PSTN
6. Electronic goods
7. Data service
8. Software and allied products

Financial organizations will also take part to provide financial facilities for the visitors to explore their products like loans and installments.

C o m m u n i c a t i o n

The event will not literally be open for all; rather the expected visitors will be directly communicated through invitation cards. Invitation cards will be delivered to different renowned companies' officials and businessmen. In addition, more invitation cards for university students will be circulated.

M e d i a:

As a part of its strategy, **INPACE** is committed to provide sufficient media support. To make the coverage more effective, there will be a Press conference, which will be held just before the inaugural day of the fair. Correspondents of different media will be invited in the press conference.

T I T L E S P O N S O R

One brand/company will get the opportunity to be the title sponsor of the event. Sponsorship fee for Title sponsor is Tk. **5,00,000** (excluding vat, tax, AIT & others charge).

Facilities for Title sponsor

TITLE BRANDING: The Brand Name of the title Sponsoring organization will be added with the fair title i.e.- "BRAND NAME" Chittagong ICT Fair 2009

SPACE: One(1) pavilion in the concentration point & as per selected space by the sponsor in the venue- to present their product and promotions. This will be in exclusive with 16' X 20'

** Title sponsor get 1st privilege to choose their pavilion.*

Show: Everyday Title sponsor will get opportunity to show their product with presentation (like fashion show) for one hour/per day in stage which area is approximately 20 X 12 feet.

Complimentary Banners: Two (2) nos. of 8' X 30' Main banner will be provided as complimentary for the title Sponsor. Besides, four (4) complimentary drop banners of 3' X 6' dimension will also be provided.

Complimentary Entry Pass: 200 X 3 Complimentary passes will be provided.

Advertisement at Projection Unit: One unit projector will be installed with projector to run the animations and demons/ ads of the participating companies. Title Sponsor will get 1 Hour/ day to project their contents.

50% Discount on recommended Local Dealer/ Partner/ Reseller: Title sponsor will enjoy the privilege to recommend 3 of his local dealers/ reseller/ business partner at Chittagong to participate at the CTG ICT FAIR 10 at 50% Reduced cost.

Ad at the souvenir: Inpace has a plan to publish a souvemir for the Fair. Title sponsor will get the back cover for their product ad for free.

Exclusively covering their brand name in all the communication i.e. -

Brand logo: The brand logo as **Title** will be communicated every possible where of the event (Example name will be : XYZ CTG ICT Fair 2010).

Newspaper Advertisement: The brand logo will publish in advertisement in press media as a TITLE.

Backdrops: The backdrops for Press conference, opening and closing ceremony will have the sponsor's logo along with event logo as a title.

Banners: A number of banners will be placed in more than 20 important places, e.g. University campus, in front of computer markets, several University campus and other private universities premises.

Besides these, the following arrangements will also be accomplished during party containing the title sponsor's name:

- Festoons**
- Wall Banners**
- Invitation cards**
- Envelopes**
- Press invitation letters**
- Press invitation envelops**

Summary of the Facilities for Title Sponsor:

Sl. No.	Details/ Facilities	Title Sponsor
02	Cost of Sponsorship	500,000 BDT
03	Pavilion	20' X 20'
04	Selection of Pavilion Position	Self
05	Title of the Fair	"XYZ" Chittagong ICT Fair
06	Stage Show for Product Demo. *	45 Min.
07	50% Discount for recommended (Local) dealer/ Partner/ Resellers participation	3
08	Ad @ fair souvenir	Back Cover
09	Brand logo	AT Title & With others
10	Logo Position	Twice
11	Complimentary Main Banner of 8' X 30' Size	02
12	Complimentary Drop Down Banner 3' X 6'	04
13	Complimentary Entry Pass	200 X 3
14	Advertisement in Projector at venue premise	1 Hour
15	Newspaper Advertisement (Logo)	Yes
16	Backdrops	Yes
17	Banners	Yes
18	Fliers	Yes
19	Radio/ Electronic Ad	Yes
20	All Communications Material	Yes

GOLD SPONSOR

Sponsorship fee for Gold sponsor is Tk. 3,**50,000** (excluding vat, tax, AIT & others charge).

Facilities for GOLD sponsor

TITLE BRANDING: The Brand Name of the GOLD Sponsoring organization will be communicated at all communication material under the category “GOLD SPONSOR”

SPACE: One(1) pavilion in the concentration point & as per selected space (without the space, title sponsor has selected) by the gold sponsor in the venue- to present their product and promotions. This will be in 16' X 16' Dimension.

** Title sponsor get 1st privilege to choice their pavilion.*

Show: Everyday GOLD sponsor will get opportunity to show their product with presentation (like fashion show) for 40 Mins/per day in stage which area is approximately 20 X 12 feet.

Complimentary Banners: One (1) nos. of 8' X 30' Main banner will be provided as complimentary for the GOLD Sponsor. Besides, Two (2) complimentary drop banners of 3' X 6' dimension will also be provided.

Complimentary Entry Pass: 150 X 3 Complimentary passes will be provided.

Advertisement at Projection Unit: One unit projector will be installed with projector to run the animations and demons/ ads of the participating companies. GOLD Sponsor will get 40 Mins/ day to project their contents.

50% Discount on recommended Local Dealer/ Partner/ Reseller: GOLD sponsor will enjoy the privilege to recommend 2 of his local dealers/ reseller/ business partner at Chittagong to participate at the CTG ICT FAIR 10 at 50% Reduced cost.

Ad at the souvenir: Inpace has a plan to publish a souvenir for the Fair. GOLD sponsor will get the inner back cover for their product ad for free.

Exclusively covering their brand name in all the communication i.e. -

Newspaper Advertisement: The brand logo will publish in advertisement in press media Under GOLD SPONSOR segment.

Backdrops: The backdrops for Press conference, opening and closing ceremony will have the sponsor's logo along with event logo.

Banners: A number of banners will be placed in more than 20 important places, e.g. University campus, in front of computer markets, several University campus and other private universities premises.

Besides these, the following arrangements will also be accomplished during party containing the title sponsor's name:

- Festoons**
- Wall Banners**
- Invitation cards**
- Envelopes**
- Press invitation letters**
- Press invitation envelops**

Summary of the Facilities for Gold Sponsor:

Sl. No.	Details/ Facilities	Gold Sponsor
02	Cost of Sponsorship	350,000 BDT
03	Pavilion	16' X 16'
04	Selection of Pavilion Position	Raffle Draw
05	Title of the Fair	
06	Stage Show for Product Demo. *	40 Min.
07	50% Discount for recommended (Local) dealer/ Partner/ Resellers participation	2
08	Ad @ fair souvenir	Inner Back
09	Brand logo	Under "Gold Sp."
10	Logo Position	Once
11	No. of Main Banner Installation	01
12	Complimentary Main Banner of 8' X 30' Size	01
13	No. of Drop Down Banner 3' X 6'	02
14	Complimentary Drop Down Banner 3' X 6'	02
15	Complimentary Entry Pass	150 X 3
16	Advertisement in Projector at venue premise	40 Mins.
17	Newspaper Advertisement (Logo)	Yes
18	Backdrops	Yes
19	Banners	Yes
20	Fliers	Yes
21	Radio/ Electronic Ad	Yes
22	All Communications Material	Yes

SILVER SPONSOR

Sponsorship fee for Silver sponsor is Tk. 2,00,000 (excluding vat, tax, AIT & others charge).

Facilities for SILVER sponsor

TITLE BRANDING: The Brand Name of the SILVER Sponsoring organization will be communicated at all communication material under the category "SILVER SPONSOR"

SPACE: One(1) pavilion in the concentration point & as per selected space (without the space ,title & gold sponsor has selected) by the SILVER sponsor in the venue- to present their product and promotions. This will be in 16' X 16' Dimension.

** Title sponsor & Gold Sponsor get 1st privilege to choice their pavilion.*

Show: Everyday SILVER sponsor will get opportunity to show their product with presentation (like fashion show) for 25 Mins/per day on stage which area is approximately 20 X 12 feet.

Complimentary Banners: One (1) nos. of 8' X 30' Main banner will be provided as complimentary for the SILVER Sponsor. Besides, One (1) complimentary drop banners of 3' X 6' dimension will also be provided.

Complimentary Entry Pass: 100 X 3 Complimentary passes will be provided.

Advertisement at Projection Unit: One unit projector will be installed with projector to run the animations and demons/ ads of the participating companies. SILVER Sponsor will get 30 Mins/ day to project their contents.

50% Discount on recommended Local Dealer/ Partner/ Reseller: SILVER sponsor will enjoy the privilege to recommend One (1) of his local dealers/ reseller/ business partner at Chittagong to participate at the CTG ICT FAIR 10 at 50% Reduced cost.

Ad at the souvenir: Inpace has a plan to publish a souvenir for the Fair. SILVER sponsor will get an inner page for their product ad for free.

Exclusively covering their brand name in all the communication i.e. -

Newspaper Advertisement: The brand logo will publish in advertisement in press media Under SILVER SPONSER segment.

Backdrops: The backdrops for Press conference, opening and closing ceremony will have the sponsor's logo along with event logo.

Banners: A number of banners will be placed in more than 20 important places, e.g. University campus, in front of computer markets, several University campus and other private universities premises.

Besides these, the following arrangements will also be accomplished during party containing the title sponsor's name:

- Festoons**
- Wall Banners**
- Invitation cards**
- Envelopes**
- Press invitation letters**
- Press invitation envelops**

Summery of the Facilities for SILVER Sponsor:

Sl. No.	Details/ Facilities	Silver Sponsor
02	Cost of Sponsorship	200,000BDT
03	Pavilion	16' X 16'
04	Selection of Pavilion Position	Raffle Draw
05	Title of the Fair	
06	Stage Show for Product Demo. *	30 Min
07	50% Discount for recommended (Local) dealer/ Partner/ Resellers participation	1
08	Ad @ fair souvenir	Inner
09	Brand logo	Under "Silver sponsor."
10	Logo Position	Once
11	No. of Main Banner Installation	01
12	Complimentary Main Banner of 8' X 30' Size	01
13	No. of Drop Down Banner 3' X 6'	01
14	Complimentary Drop Down Banner 3' X 6'	01
15	Complimentary Entry Pass	100 X 3
16	Advertisement in Projector at venue premise	30 Mins
17	Newspaper Advertisement (Logo)	Yes
18	Backdrops	Yes
19	Banners	Yes
20	Fliers	Yes
21	Radio/ Electronic Ad	Yes
22	All Communications Material	Yes

Other Participants

Stall size: 8' X 8'

Stall Rent: Tk. **15,000**

***After sponsors' choice, rest of the pavilions & stalls can be distributed to the interested participants if any.*

For Further Information

Please send email to alamgir@inpacebd.com; romel@inpacebd.com;
khalil@inpacebd.com;

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Pradip Gosh Cell :+ 880 1730013812

Khalil Cell :0173-2090937

Land: (+8802) 9127062/811 95 36

Contract

Name of Fair: Chittagong ICT Fair 2010.
Date: February 16, 17 & 18, 2010
Venue: Woodland Park, Chittagong
Organizer: Inpace Management Services Ltd.

Category of Display Area:

Pavilion : 16 ft x 16 ft (For Sponsors)
Stall : 8 ft x 8 ft

Contract:

1.1 This contract is between Inpace Management Services Limited ("The Council") whose Principal Office is at Baitul Aman Tower (3rd Floor), 840-841 Ring Road, Adabor Shamoli, Dhaka 1209 and _____ ("The Contractor") whose Principal Office is at _____
_____ for participating as a Sponsor in the Chittagong ICT Fair, 2010

1.2 This contract will be effective from 16th February, 2010 and will expire on 18th January, 2010 unless it is prematurely terminated in accordance with breaking the clauses of the Terms & Conditions.

Mode of payment:

80% advance is to be given with the submission of application and the rest of the 20% balance is to be cleared 3 days before (on or before 15/01/2010) the commencement of the fair. Payment shall be made by crossed Cheque in favor of: 'Inpace Management Services Ltd.'. Failing to do so by the above mentioned date will result in the termination of the allocation.

Booking Agreement

Name of the Company :

Address :

.....

Telephone no. :

Mobile no. :

E-mail no. :

Contact persons :

.....

Product to be displayed/sold in the Pavilion:

Name to be displayed on fascia:
(If Applicable in Block Letters)

Size of the Pavilion for sponsors: 16 ft x 16 ft

Size of Stall : 8 ft x 8 ft

Total Amount Due : Tk. _____

Advance against Pavilion :

Outstanding Amount :

Organizer : Inpace Management Services Ltd.

Terms and conditions:

1. Participant/s will not be allowed to transfer/sub-let their allotted pavilion to other persons/parties. If any party is found not adhering to the rules, the allotment will be automatically cancelled and there will not be any re-fund of money.
2. Pavilions will be allocated on First Come First Serve Basis.
3. All dues must be cleared before the commencement of the fair. Otherwise pavilion will not be handed over to any party.
4. No unauthorized merchandize will be allowed to trade in the fair.
5. Any kind of personal/private security service will not be allowed to be used by any participant.
6. Once booking has been done, money will not be refunded in case of any party's inability to attend the fair.
7. Organizer reserves the right to change the layout/ terms & conditions which deem fit,

- without prior notice.
8. Decisions made by the Organizer are final, and no correspondence will be entertained.

Signatures:

For and on behalf of Inpace Management Services Limited

Signature:

Name & Designation:

Date:

For and on behalf of _____

Signature:

Name & Designation:

Date:

THANK YOU

