

FAIR  
BROCHURE

DHAKA  
**FERTILITY**  
EXPO

আর নয় বন্ধ্যাত্ব

1st  
**FERTILITY**  
**EXHIBITION**  
IN BANGLADESH 2024

10:00 am to 08:00 pm | 19 - 21 December 2024  
Bangabandhu International Conference Center (BICC)



Organized by



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dhaka fertilityexpo.com www.ecoexpo.events

# CEO's Letter

Dear Exhibitors,

It is with great pleasure and excitement that I extend my warmest greetings to all of you on behalf of Dhaka Fertility Expo – 2024. Dhaka Fertility Expo – 2024. As the CEO of Eco Expo, I am honored to welcome you to this prestigious event, which promises to be a hallmark in the field of fertility.



The Dhaka Fertility Expo 2024 is a testament to our commitment to innovation, excellence, and the advancement of healthcare solutions in the realm of fertility. This event serves as a platform where leading experts, professionals, and stakeholders in the field come together to exchange knowledge, explore cutting-edge technologies, and foster collaborations that will shape the future of fertility treatments.

According to the population data of 2022, our country's total population is around 17 crores. The average lifespan is about 65 years. We know that this infertility issue is most common among women and men aged between 32 to 40 years. If we divide the total population of 17 crore by the average lifespan of 65 years, we get a population for each age group, which is more than 26 lakhs. Since infertility is seen within the age range of 32 to 40 years, we'll need to multiply this by eight to determine the population for those eight years. This would result in a population of 2 crore. According to the opinions of various experts and doctors, around 10% of the population suffers from infertility. With a population of 2 crore, 10% amounts to 20 lakh people. If we consider these 20-lakh people as couples, it would mean 10 lakh couples. Therefore, in Bangladesh, there are approximately 10 lakh infertile couples.

To ensure a seamless participation process, we kindly request that you carefully review the manual, which contains comprehensive information & serves to assist you making in advance arrangements for your participation in the exhibition. Please read it carefully and observe the general rules and regulations, exhibition schedule and deadline for various orders specified in this manual.

Thank you for being a part of this remarkable event, and I wish you a productive and enriching experience throughout the exhibition.

Sincerely,

Md Rajwanur Rahman

CEO, Eco Expo

## 01 Participation Procedure

Procedure	Deadline	Remarks
Put up Exhibitors' Participation Form	first-come, first-served basis.	Submit to: Eco Expo. Or Appointed Eco Expo Representatives in Respective Countries.
Payment for Booth / Booth Space	50% at the time of booking and the rest 50% before 15 August 2024	Payment should be made to Eco Expo. Or Appointed Eco Expo Representatives in Respective Countries.
Booth Allocation Letters to be issued by Eco Expo.	September 15, 2024	Subject to Receive full booth(s) Payment.
Submission of Advertisement form for official Expo Directory. (Form Can be collected on request from Eco Expo)	September 15, 2024	Submit by Mail as per provided format.
Submission of company details & other information for Expo directory	At the time of booking.	Submit by Mail as per provided format.

## 02 Time Schedule

<b>Move – in/ Preparation</b>	<b>October 16, 2024</b>	From 04:00 PM (For special design / booth construction. Please contact concerned office for timing.)
<b>Opening Ceremony</b>	<b>October 17, 2024</b>	<b>Venue:</b> Media Bazar - Bangabandhu International Conference Center – BICC (Time will be announced later)
<b>Exhibition Date &amp; Time</b>	<b>17 – 19 October, 2024</b>	Starting time 11:00 AM Closing time 07:30 PM
<b>Exhibition Close</b>	<b>October 19, 2024</b>	Closing time: 07:00 PM
<b>Move Out / Removal</b>	<b>October 19, 2024</b>	From 07:00 – 11:30 PM



## 03 Our Marketing Strategy



**Sufficient ads on national newspaper.**



**Sufficient ads on the national television channel.**



**There will be sponsor branding on billboards in divisional cities.**



**Marketing through an adequate quantity of banners, leaflets, and posters.**



**SMS Marketing**



**Online Marketing**

- ▶ **Website:** Our dedicated website for the event with detailed information, registration forms, and an interactive floor plan.
- ▶ **Social Media:** Utilize platforms like Facebook, Twitter, Instagram, and LinkedIn to share regular updates, countdowns, updates announcements, and engaging content related to fertility.
- ▶ **Email Marketing:** Build an email list and send out newsletters with event updates, exclusive offers, and important deadlines.
- ▶ **Online Advertising:** Invest in paid advertising on social media and search engines to target specific demographics and interests.



**Influencer Marketing:** Partner with Celebrity / influencers or experts in the fertility field to create content, share their experiences, and endorse the event.



**Engagement and Interaction:** Run contests, polls, or interactive campaigns on social media to engage your audience and encourage them to share their excitement about the event.



**Community Engagement:** Engage with online forums, discussion groups, and communities related to fertility to promote your event subtly and provide valuable insights.



**Press Releases:** Write and distribute press releases to relevant media outlets to generate media coverage and interest in your exhibition.



**Networking Events:** Host pre-event networking events, webinars, or Q&A sessions to engage your target audience and generate buzz about the exhibition.



**Content Marketing:** Produce high-quality blog posts, articles, and videos related to fertility trends, challenges, and solutions. Share this content on the website and social media to establish the event as an industry authority.



**Traditional Marketing:** Use print media, such as brochures and flyers, to distribute at related conferences, medical facilities, and healthcare providers' offices.



# PRE-SHOW ENGAGEMENT

**1 MILLION+ SMS CAMPAIGN**

**5 MILLION+ EMAIL CAMPAIGN**

**20 MILLION+ WHATSAPP CAMPAIGN**

## **On-site inspections**

by the marketing executives

## **Establishing and promoting the brand**

Brands of participants promoted through social media within specific product categories and to a targeted audience.

## **Customized printed invitation**

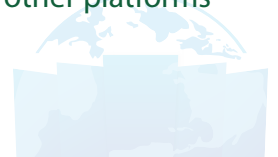
Distributed to exhibitors for inviting their essential contacts.

## **Promotional activities throughout the year**

Promotion of the event on Facebook, LinkedIn, Instagram, YouTube, and various other platforms

## **Media briefing**

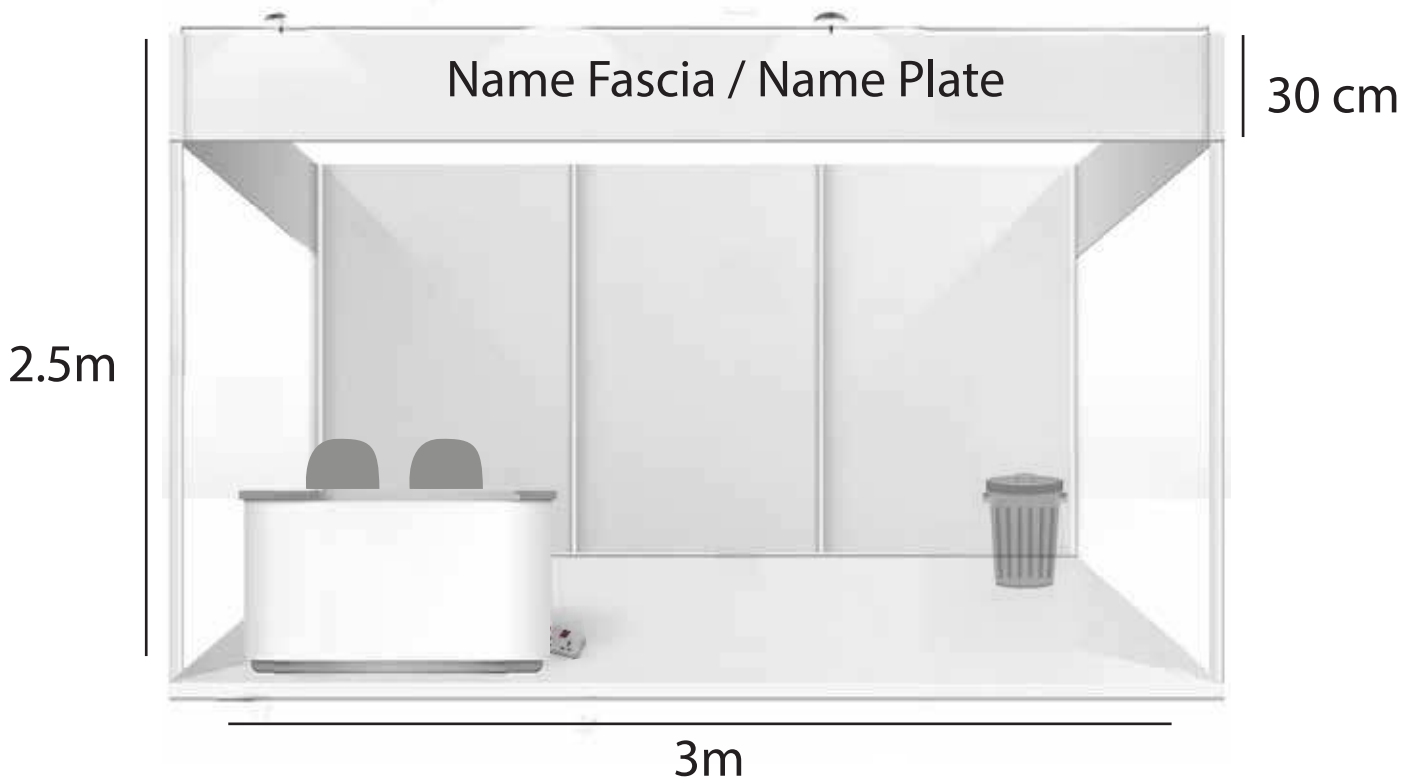
Event debut and media engagement with respected journalists



## 04 General Booth Facilities

- ▶ One Table – Length 3 feet / Width 2 feet / Height 2.5 feet
- ▶ Two Chairs
- ▶ Dust Bin
- ▶ Constructed Full Shell Scheme Booth (as per booking)
- ▶ Company Name Fascia / Name Plate
- ▶ One electrical outlet with an electricity supply.

### Pererspective View



**Conclusion:**

Eco Expo welcomes you to the brand-new exhibition "Dhaka Fertility Expo – 2024." According to the current statistics minimum of 2 million people in Bangladesh are affected by Infertility. Having such much problem, Bangladesh has a huge deficit of proper fertility treatment and infrastructure. The market size is approximately \$950 million according to one of the best fertility doctors in Bangladesh. So, you have a great opportunity to grab this market.

Thank you