

FAIR BROCHURE



Experience Tomorrow's Technology Today

19 - 21 Decemder 2024
10:00 am to 07:00 pm
Bangabandhu International
Conference Center (BICC)



Organized by



📍 **Head Office** : 18th Floor, Sonartori Tower, 12 Biponon C/A ,
Sonargoan Road, Bangla Motor, Dhaka-1205, Bangladesh
Branch Office : House-72, Road -1
New Sen Para, Rangpur -5400, Bangladesh

☎ +8801715105189 | +8801610161016

✉ ceo@ecoexpo.events | ecoexpo.events@gmail.com

🌐 www.dhakadiagnosticexpo.com | www.ecoexpo.events

Dear Exhibitors,

It is my pleasure to extend a warm welcome to each of you on behalf of the Dhaka International Diagnostic Medical Equipment Expo – 2024. As the CEO of Eco Expo, I am honored to introduce you to this prestigious event, set to redefine the landscape of diagnostic medical equipment.



The Expo serves as a testament to our unwavering commitment to innovation, excellence, and the progression of healthcare solutions. It provides a unique platform where leading experts, professionals, and stakeholders in the diagnostic medical field converge to share knowledge, explore cutting-edge technologies, and cultivate collaborations that will shape the future of medical diagnostics.

In a country with a population exceeding 170 million, understanding and addressing healthcare needs are paramount. The Diagnostic Medical Equipment Expo aims to contribute significantly to this cause. As we focus on the realm of diagnostic solutions, we acknowledge the critical role these technologies play in improving healthcare outcomes.

To facilitate a seamless participation process, we urge you to carefully review the provided manual. It contains vital information to assist you in making advanced preparations for your involvement in the exhibition. Please pay close attention to the general rules and regulations, the exhibition schedule, and deadlines for various orders specified in this manual.

Thank you for being an integral part of this significant event. I am confident that your participation will not only contribute to the success of the Expo but also foster a collaborative environment for the advancement of diagnostic medical equipment.

Wishing you a successful and fulfilling 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

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



10 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

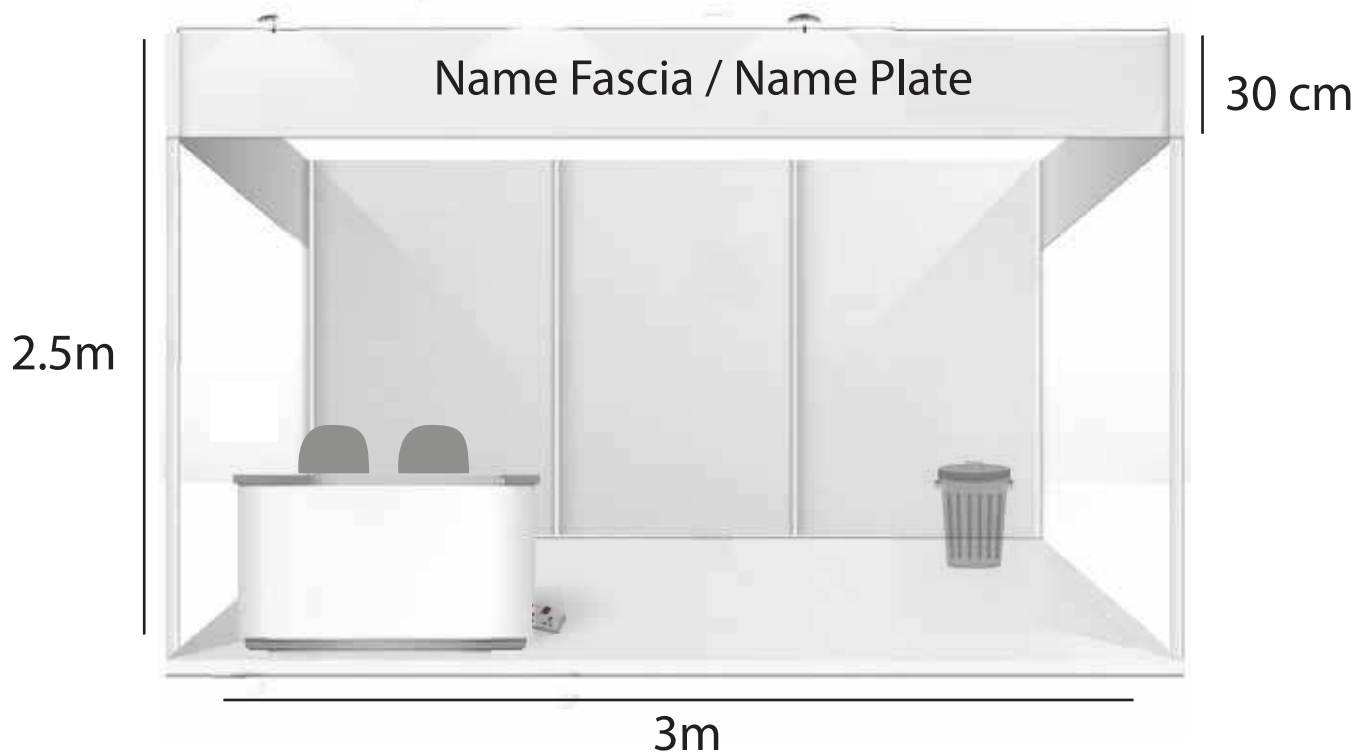
Event debut and media engagement with respected journalists



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 International Diagnostic Medical Equipment 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