

10th

BASIS
SOFT EXPO 2012

February 22-26, 2012



Largest ICT Expo in Bangladesh

22-26 February, 2012

Bangabondhu International Conference
Center (BICC), Bangladesh



Exhibitor Manual

Bangladesh Association of Software and Information Services (BASIS)

www.basis.org.bd

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Dear **Exhibitors of BASIS Softexpo 2012:**

Welcome to **BASIS Softexpo 2012!**

You will be happy to know that BASIS Softexpo 2012 will be held at **Bangabandhu International Conference Center (BICC)**. On behalf of the organizer of the BASIS Softexpo 2012, we would like to extend a warm welcome to all the exhibitors, and express our sincere thanks for your support to the BASIS Softexpo 2012.

Please study the contents of the manual carefully and be aware of the deadline for the forms.

If you have any queries, please phone or fax **BASIS Softexpo 2012** Secretariat for an immediate response.

We are going to offer our best service to all the exhibitors.

Best Regards,

Yours sincerely,

Tamzid Siddiq Spondon

Convener

BASIS SoftExpo 2012

On behalf of the **BASIS Softexpo 2012 Team**

Bangladesh Association of Software Information Services (BASIS)

BDBL Bhaban (5th Floor - West), 12 Karwan Bazaar, Dhaka -1215, Bangladesh.

Phone: + 880 2 8151196-7, 8144708-09 Fax: +880 2 815 1197

Email: event@basis.org.bd





Event at Glance

THE EXHIBITION PROGRAM, VENUE & DATES

EXHIBITION	: 22 - 26 February 2012
Venue	: Bangabandhu International Conference Center (BICC)
Regular Open hours	: 22-26 February 2012, 10am to 8pm
Inauguration	: 09:30 AM on 22 February 2012
Closing	: 06:30 pm on 26 February 2012

Note: The booth should get ready for the opening ceremony latest by **10pm on 21 February 2012** after which no work would be allowed to continue in the booth(s). Exhibitors/ contractors wishing to continue beyond the above mentioned deadline would be levied a penalty of BDT 5000/- per hour, per booth thereafter upto 12am of 22nd February 2012.

1. Facilities provided by SoftExpo 2012

- a. A pre-installed space
[(8sft X 8sft) / (8sft X 16sft) / (8sft X 6sft) / (8sft X 24sft) / 16sft X 16sft]
- b. Fascia with Company Logo and Name
- c. One Table for demonstration and two chairs for each unit
- d. Wi-Fi Internet Connection
- e. Parking
- f. Food Court [Paid Service]
- g. Business Lounge [Limited Admission]
- h. Exhibitor Entry ID card (Will be provide on 10th February,2012)

2. Distribution of stalls: Stalls will be allocated as per floor plan

3. Decoration of stalls: The frame of the stall will be provided by the organizer. Participants may change the decoration of their own stall (**need to inform by 31st January,2012**)



4. **Number of exhibitors per stall:** Each Exhibitor should keep at least 2 persons in their stall, 3 persons at Mini Pavilion, 4 persons at pavilions at during expo hours.
5. **Food:** The participants need to arrange their own food. No food will be allowed in the exhibition area/stall/booth (except water/drinks). There will be a food court outside the main expo area.
6. **Security:** All venues are locked and secured at 8.00pm each evening. A night watch service is provided and all venues are patrolled between 8.00pm and 9.00am. Please be aware that the Softexpo 2012 does not carry insurance for theft, loss or damage on behalf of exhibitors.

EXHIBITION BUILT-UP SCHEDULE

BUILT-UP SCHEDULE	Day	Date	Time
For Hall Milky Way, Harmony, Carnival 'Raw Space' booth location with floor marking completion	Tue	21 February 2012	6am
Entry of heavy and general exhibits from loading dock only	Tue	21 February 2012	6am
Temporary power supply for raw space contractors	Tue	21 February 2012	6am
Handover of shell scheme stalls to exhibitors	Tue	21 February 2012	12 pm
Final Time for stall/pavilion completion	Tue	21 February 2012	10pm
Exhibition hall final cleaning and carpet laying	Tue	21 February 2012	10:30pm

BREAKDOWN SCHEDULE

BREAKDOWN SCHEDULE	Day	Date	Time
Disconnection of power and other utilities	Sun	26 February 2012	8pm
Deadline for removal of all exhibitors stand materials from the hall	Sun	26 February 2012	10pm



NOTES

- Contractors are allowed to work inside the halls during build-up and break-down.
- Exhibitors are allowed inside the hall from 9am to 8pm hours during exhibition days to service their stands.
- Contractors and exhibitors are requested to strictly observe that CARPENTRY, PAINTING AND WELDING WORK inside the halls is NOT permitted. Only assembly of the display, and minor finishing / touch up is allowed. Contractors violating this guideline will be prevented from continuing work at the exhibitors stand inside the hall.

IMPORTANT

Exhibitors/ Contractors are requested to restrict entry of temporary labor/staff during the exhibition hours.





General Information

1. POSSESSION OF STANDS

FOR HALL Milky Way, Harmony and Carnival

Raw Space only:	Hall Milky Way, Harmony and Carnival on Tuesday 21 February 2012 6am onwards
Shell Scheme:	Hall Milky Way, Harmony and Carnival on Tuesday 21 February 2012 12pm onwards

- Exhibitors using any contractor other than the official stand construction contractor for their stalls, will get possession, only if drawings / designs for their stands have been approved by the organizer and the performance bond is in place.

2. HANDOVER OF HALLS

The halls have to be handed over to the BICC promptly on the final day i.e., 26 February 2012. Exhibitors must ensure that the exhibits and stand materials are removed by 10pm on 26 February 2012. The organiser will dispose off any items remaining in the hall beyond this time, and the management will not accept responsibility for any loss or damage. Cost involved will be borne by the defaulting exhibitor.

3. RULES & GUIDELINES FOR DESIGN AND CONSTRUCTION OF RAW SPACE

3.1 The maximum height of any stand should not exceed 8 ft. No Structure will be allowed above 8 ft.

3.2 Carpentry

Contractors and exhibitors are requested to strictly observe that carpentry inside the halls during build-up is **not permitted**. Only assembly of the display and minor finishing/touching up is allowed. Contractors violating this guideline will be prevented from continuing work on the exhibitors stand inside the hall





3.3 Woodwork in the Expo Halls is prohibited. Platforms/ Panels and other decorations for the interior must be brought in prefabricated condition. Only assembly and finishing will be allowed inside the Hall. Spray painting inside the Exhibition halls is strictly prohibited and any exhibitor doing so shall bear the risk of dis-connection of power supply to the stand.

3.4 Design For Customize Stall/Pavilion has to be submitted for softexpo Secretariat by 10th February, 2012

3.5 Completion

All the exhibitors and their respective special booth design contractors are requested to complete the booth fabrication work by 10pm of 21 February, 2012, after which no work would be allowed to continue in their booths. Exhibitors/ contractors wishing to continue beyond the above mentioned deadline would be levied a penalty of BDT 5000/- per hour, per booth thereafter upto 12am of 22nd February 2012. Kindly contact the Exhibition help desk on site for further details & Procedures.

3.6 Waste

Exhibitors are advised not to throw waste material from their stands on the aisles.

3.7 ELECTRICITY & POWER CONNECTION CONSUMPTION

Shell stand will be provided with single-phase electricity for the spotlights and 5Amp socket provided as per the standard package.

Under no circumstances will the Exhibitors be permitted to increase or decrease their requirement after form submission deadlines. The decision of the Organizers in this regard would be final.

3.8 PHOTOGRAPHS/FILMS

The organizer's reserve the exclusive right to take photographs and films of the exhibition stalls. Prior permission of the Organizers will be essential for taking photographs and films by the Exhibitors and others. The exhibitors can, however, take photographs of their particular stall and visitors to their stall.



Rules and Regulations

- The exhibitors/ contractor will have to bear any charges levied by the hall owner (BICC) for damages caused to the property, walls, flooring, etc.
- Exhibitors/contractors are not permitted to fabricate or build from scratch, stands inside the halls. They should pre-fabricate and fit sub-sections of the stand inside the hall. Only finishing and touching up of paint (not complete Painting) is permitted inside the hall.
- Exhibitors/contractors must remove cut-offs and debris from inside their stand, and ensure that the stand is completed by 10pm on 21 February 2012.
- Exhibitors' contractors are not allowed to block the aisles inside the hall. Packing cases and crates belonging to contractors and exhibitors and material lying on the aisle will be removed under the instruction of the organizers at the exhibitor's cost.
- No suspensions are to be made from the ceiling of the exhibition halls, nor any fixing be made to the floor, walls or any other part of the building.

Stall Decoration



Standard Stall



BAD Stall



Best Exhibitor of BASIS Softexpo 2012

Best Pavilion, Mini Pavilion & Stall will be awarded according to visitor survey

VISITORS WILL EVALUATE AND CHOOSE

Provide an attractive appearance of your exhibition space, interesting activities, friendly staff and a quality offer and thrill the visitors the most.

Award Category of Best Exhibitor

- 1 Stall
- 1 Mini Pavilion (Excluding Sponsors)
- 1 Pavilion (Excluding Sponsors)

WHY MAKE AN EFFORT?

The **Best Exhibitor of BASIS Softexpo 2012** will receive:

- 20 % discount on rental of exhibition space at BASIS Softexpo'13
**Discount applicable on the regular rate*
- Logo published on the website www.softexpo.com.bd & www.basis.org.bd with a link to the exhibitor's website.
- Award winner of the Best Exhibitor at the website www.softexpo.com.bd after the declaration of the winner (presentation will be published on the website until the next BASIS Softexpo'13).

The **Best Exhibitor award program** will take place at the Closing ceremony at **Inspiration Platform** on **Sunday (6:00 PM-8:00 PM), 26 February 2012**.



Premarketing

What you can do

- Sending e-mails to your clients inviting to come at SoftExpo
- Send invitation card (BASIS will provide 50 cards per stall)
- Call and personally invite your existing client and prospective clients
 - Car sticker (BASIS will provide by 31st januaru,2012)
 - Use of social media(Facebook, LinkedIn etc)
 - Email Marketing
- Status update inviting to come to your stall and SoftExpo with full detail of the exposition
- SoftExpo logo in your Profile Picture with detail(venue and date)
- Join in official SoftExpo event page at facebook
(<http://www.facebook.com/BASIS.Softexpo>)
- For any update you can join our official BASIS group at facebook
(www.facebook.com/groups/basis.bangladesh)
- LinkedIn Group :
Bangladesh Association of Software & information Services(BASIS)
(http://www.linkedin.com/groups?home=&gid=4272176&trk=anet_ug_hm)

FACEBOOK Profile Picture:



Softcopy of the Logo is available at
<http://www.facebook.com/BASIS.Softexpo> page

Email Marketing Flyer:





Important Contacts

Services and Suppliers

For any Event related queries:

Biplob Ghosh Rahul, Coordinator, Events & PR, BASIS
01819182157
event@basis.org.bd

For any sort of logistics, booths, electric, cleaning issue during the Expo:

Windmill Advertising Ltd.

Contact person : Mr. Shakhawat
Email : shakhawat@windmillbd.com
Mobile : 01713190030

Internet Connection at venue:

Contact person : Mirza Salman Hossain Beg,
Sr. Executive, Brand & Communication
Qubee (Official Internet Sponsor)
Mobile : 01976672252

Venue Security

Contact Person : Md. Shamim Hossain
DGM (ATM & Ops), Elite Force
Mobile : 01613242266





Contact information of BASIS Softexpo 2012

<p>Contact for Best IT Use Award 2012 Hashim Ahmed Mobile: 01712821848</p>	<p>Contact for Exhibition, Program & PR Biplob Ghosh Rahul Mobile: 01819182157</p>
<p>Contact for IT Job Fair & Freelancer Award Biplob Ghosh Rahul Mobile: 01819182157</p>	<p>Contact for Expo Guide Md. Sirajul Islam Mobile: 01191760984</p>
<p>Contact for Code warriors' Challenge(CWC) Talukder Mohammad Shabbir Mobile: 01674542663</p>	<p>Contact for Abishkarer Khoje (IISP) Nur-E-Alom Siddique Mobile: 01717516685</p>



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