



Ayala Malls SOLENAD

BNi



# EXPO 2022

GROW YOUR BUSINESS WITH US!

Connecting Business People,  
Taking Your Business To The Next Level

#opportunities #sustainability #bettogether

FOR THE BENEFIT OF:



21ST-23RD  
OCTOBER  
10 AM - 9 PM  
Activity Park

Organized by:



Brought to you by:



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**BNi**  
LAGUNA 2

**EXPO**  
**2022**

GROW YOUR BUSINESS WITH US!



**Ayala Malls**

# Introduction

# EXPO 2022

GROW YOUR BUSINESS WITH US!

## Welcome to the BNI Laguna 2 Expo 2022!

The **BNI Laguna 2** will hold a three day exhibit that aims to support business, local business owners, entrepreneurs, individual sectors and shoppers, after 2 years of lockdowns.

This event will not only showcase the valuable products and services of our local business owners and BNI members, but it will also help support the organization's mission and vision.



# Event Details

Event/Title: **BNI Laguna 2 EXPO 2022**

Date: **OCTOBER 21, 22 & 23, 2022**

Time: **10:00 AM -9:00 PM**

Venue: **ACTIVITY PARK, AYALA MALL-SOLENAD, STA. ROSA LAGUNA**

The outdoor provide excellent fresh air ventilation, a low-risk activity during the COVID-19 pandemic

Host: **BNI EXTREME CHAPTER, LAGUNA REGION 2**

Organizer: **MIAT EVENTS PH**

Target No. of Exhibitors: **75**

Target Visitors: **BNI PHILIPPINES MEMBERS, LOCAL BUSINESS OWNERS, ENTREPRENEURS, PROFESSIONALS  
GOVERNMENT OFFICIALS, MEDIA, BRANDS, NEIGHBORING VILLAGES AND REGULAR SHOPPERS OF SOLENAD.**



# About the HOST

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**BNI LAGUNA 2** members are entrepreneurs that support one another's business expansion by adhering to our guiding core concept, Givers Gain ®. Members gather with other reputable business leaders each week to foster long-lasting bonds and exchange qualified business recommendations. Access to business training, peer learning, and chances to network and conduct business with hundreds of thousands of BNI® members worldwide are all benefits of membership in BNI®.

**BETTER  
TOGETHER**



- **Building Relationships**
- **Receiving Referrals**
- **Growing Your Business**
- **Meeting in Person**
- **Meeting Online**

## Mission & Vision

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The mission of BNI is to assist its members in growing their businesses by providing them with a professional, disciplined, and provide better referral program that enables them to establish lasting connections with other business professionals.

BNI's vision statement is "Changing the way the world does business."  
BNI bridges cultural gaps by bringing together professional business people from around the world to network and transact business.

# The Beneficiaries



## GIVING TO THE EDUCATION

Since 1998, the BNI Foundation has supported youth and education.

The BNI Foundation is making a difference in the lives of kids whose financial situations are limiting their opportunity to pursue an education. We fund programs that give educators and organizations the tools they need to help children succeed, whether by removing obstacles or by offering rewards for putting their studies first. We believe that the best way for us to support this transformation is to use our resources—time, money, and talent—to support education wherever we can. We accomplish this through our Givers Gain® Grant Program and our Business Voices™ Initiative.



The mission of the BNI Foundation is to lead a global movement of businesspeople who fund educational programs and volunteer time to prepare children for promising future.

**PROJECT COMPAWSSION** rescues abandoned & abused cats and dogs. It's their mission to rehabilitate animals that are injured and abused. Project Compawssion strives to protect and maintain the lives of these neglected and mistreated pets, they have the best chance for a happy and healthy life thanks to Project Compawssion.

**Project Compawssion** is gratefully accepting donations from the general public while on treatment till they find new homes.



"EVERY GOD'S CREATION DESERVES TO LIVE AND BE LOVED."



# About the VENUE

## Ayala Malls SOLENAD

**AYALA MALLS SOLENAD IS A** Regional shopping center hub within the Nuvali Estate offering a variety of GLOBAL & POPULAR LOCAL SHOPPING, CONTEMPORARY & HOMEGROWN DINNING CONCEPTS And RECREATIONAL ENTERTAINMENT integrated within a verdant Al Fresco environment. It has an architectural design that blends an indoor and outdoor setting anchored by a two-hectare activity park where communities can experience a sense of connection & shared enjoyment.

**Ayala Mall Solenad**, the designated location for the **BNI Laguna 2 Expo 2022**, has an average of 50K visitors during weekdays and 75K visitors on weekends.

Without a doubt, we will experience an increase in foot traffic drawing both targeted guests and spectators for the whole period of the event. Moreover, having an outdoor location is an important factor in holding such event.

The outdoor provide excellent fresh air ventilation, a low-risk activity during the COVID-19 pandemic.



# The Organizer



With almost two decades of experience, **MIAT** handled and managed more than three hundred events of all scales –product launchings, brand activations, conferences, concerts, exhibits and trade fairs, mall shows, sports and fashion events, movie premieres and other social functions.

**MIAT** has worked with the country's leading brands many times and it is a key player in their evolution over the years. They've established relationships and maintained trust with top suppliers and firms in the Philippine event industry since 1996.

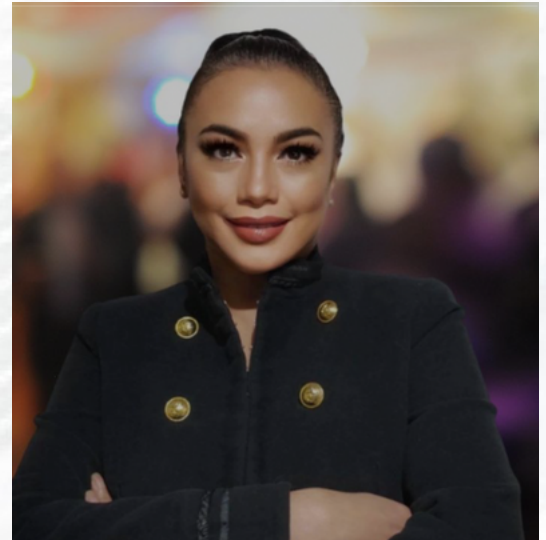
## Mission & Vision

**MIAT Events'** primary goal is to create outstanding and excellent quality events that will cater to and compliment its client's vision. Our objective is to come up with creative ideas for its clients, ensure that each event is executed and managed efficiently and to come-up with cost effective event proposals.

Each event is unique with its objectives and challenges. Whether your purpose is to celebrate an important individual, milestone, generate leads, build client's loyalty, or increase employee morale.

## Services

**MIAT Events** services include; Online & Offline Event Management, Event Theme & Development, Events Marketing & Promotions, Professional Lights, Audio & Visuals, Artists/Celebrities/Performers Engagement, Stage Backdrop/Mock-up Construction & Set-up, Event Insurance, Corporate & Promo Give-aways, Catering Graphics & Website Designing.



**MIAT is Ma. Imelda "Imee" Arive Trinidad -De Maiztegui.** Imee is a member of BNI Extreme Chapter, Event Producer, Director and Certified National Event Management Services Specialist seasoned by more than twenty years of experience. Every project that Imee has and will manage will breathe an air of mastery and self –sufficiency, founded in the remarkable quality of her work.



[www.miateventsph.asia](http://www.miateventsph.asia)

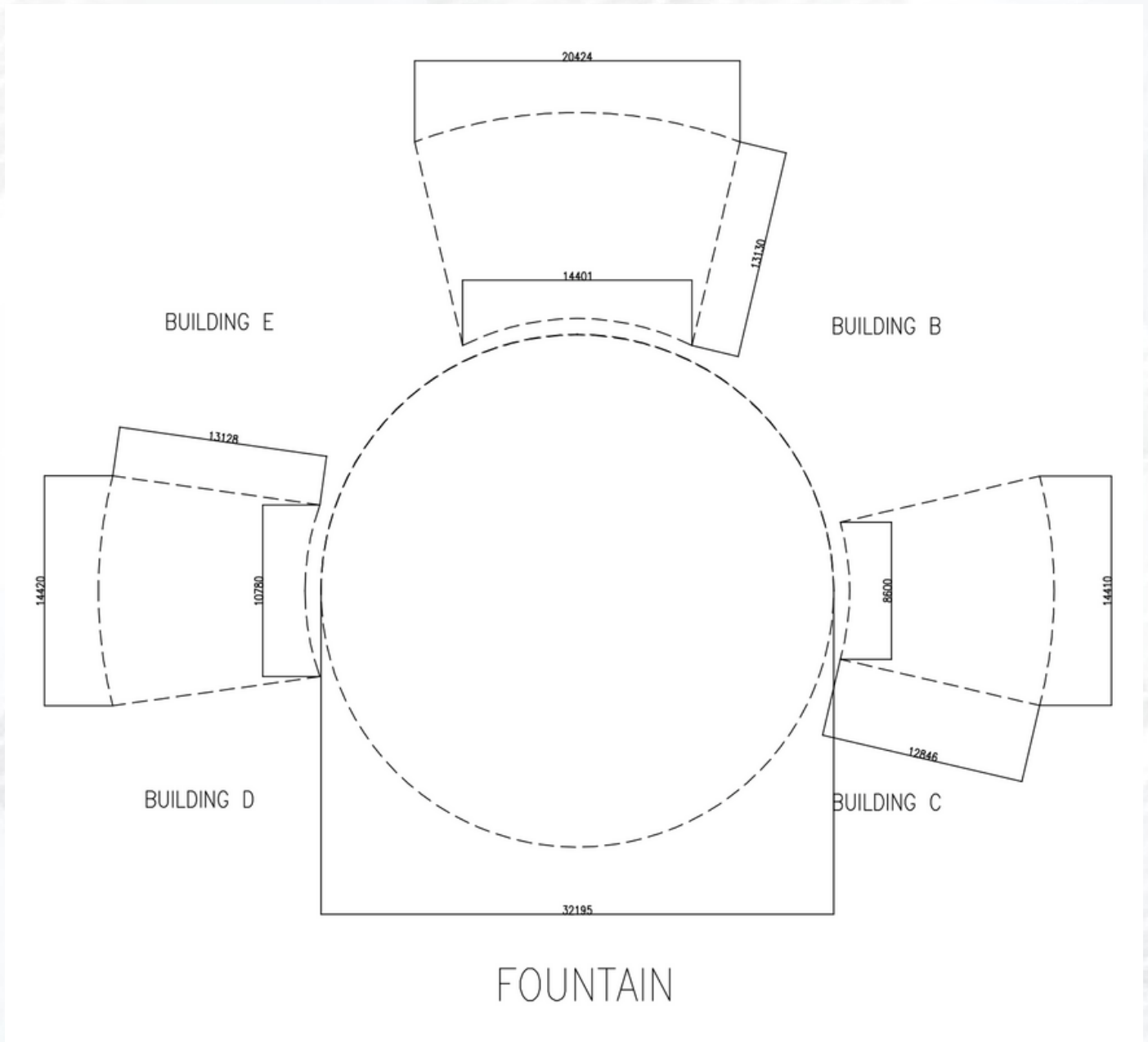


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[info@miateventsph.asia](mailto:info@miateventsph.asia)

# Activity Park Floorplan





# Exhibitors Classifications



**GENERAL SERVICES**



**FURNISHINGS & APPLIANCES**



**CONSTRUCTION & RENOVATION**



**CONSTRUCTION SUPPLIES**



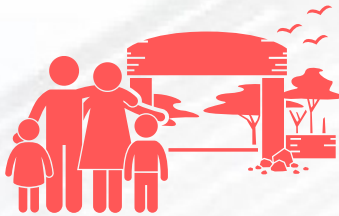
**REAL ESTATE**



**HEALTH & WELLNESS**



**BUSINESS SUPPORT**



**FAMILY & LEISURE**



**MARKETING**



**BUSINESS TECHNOLOGY**



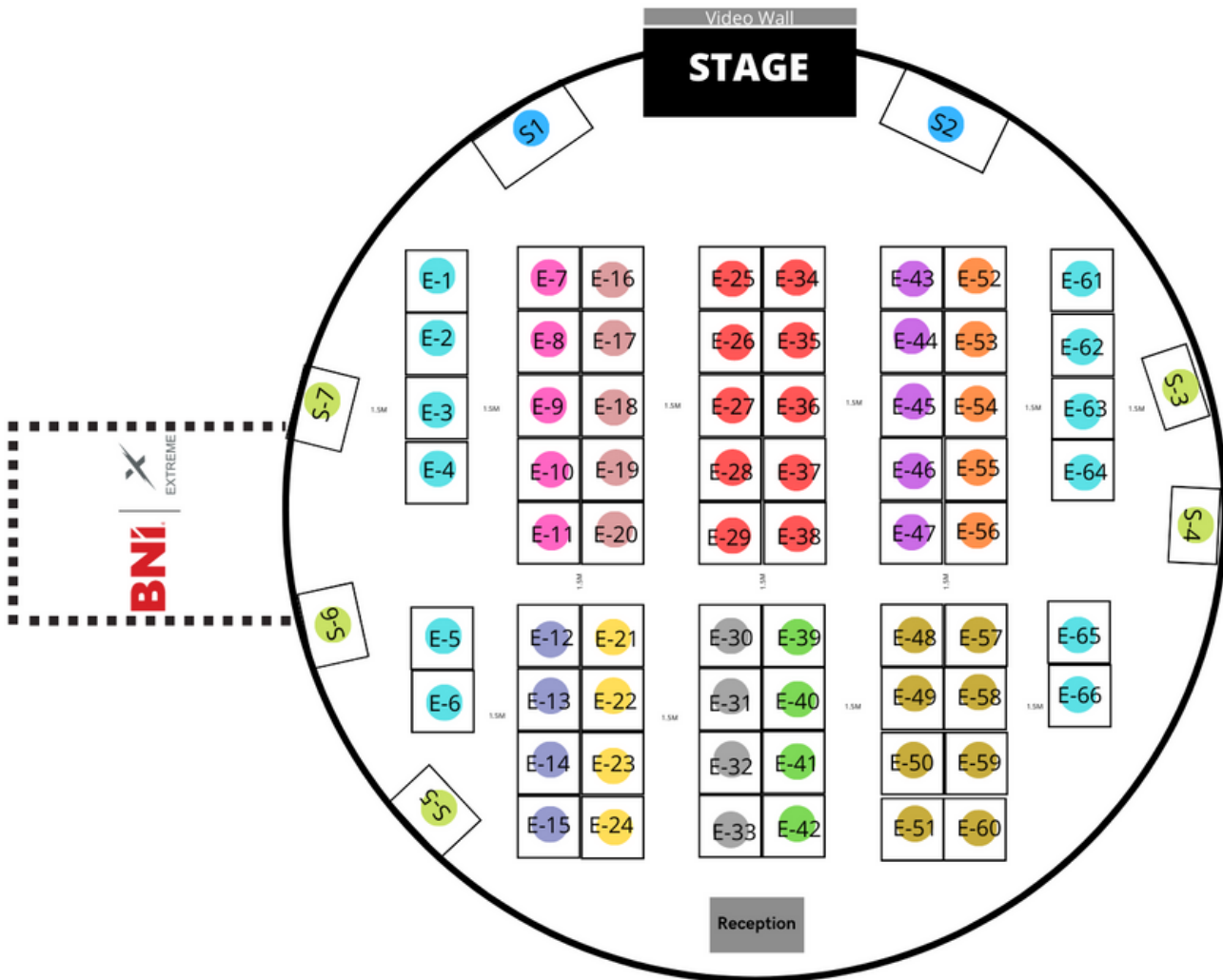
**SPONSORS**

# EXPO 2022

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## FLOORPLAN



### DIMENSION

1 Fountain Area : 5m x 7m (Dine-in Area/Coffee Area)

E1-E-66: 2m x 2m/slot/exhibitor

S-1 to S-2: Sponsors 2m x 5m/sponsor

S-3 to S-7: Sponsors 2m x 3m/slot/sponsor

### ZONING BY COLOR CODES

- Presentor -S1 & S2
- Major Sponsor -S3-S7
- Minor Sponsor-E1-E6 & E61-E66
- General Services - E7-E11
- Furnishings & Appliances - E12-E15
- Construction & Renovation -E16-E20
- Construction Supplies - E21-E24
- Family & Leisure - E25-E29 & E34-E38
- Real Estate-E30-E33
- Health & Wellness -E39-E42
- Business Support -E43-E47
- Marketing- E48-51 & E57-E60
- Business Technology - E52-E56

# EXPO 2022

GROW YOUR BUSINESS WITH US!

## PROGRAM SCHEDULE

Facilitated by: **Coach Bobong Cutiongco**

FRIDAY  
**10.21.22**

- 10AM TO 9PM - EXHIBIT
- 11AM-9PM HOURLY RAFFLE
- 10 AM -9PM BNI PRODUCT & SERVICES SCREEN PRESENTATION
- 11AM-12PM - SPEAKER 1 - BUSINESS AUTOMATION
- 3PM-4PM - OPENING CEREMONY-
- 4:30PM -5:30 PM -SPEAKER 2
- 6PM-6:30 PM - SPONSOR'S ACTIVITY
- 6:30 PM-9PM- MUSICAL ENTERTAINMENT

SATURDAY  
**10.22.22**

- 10AM-9PM - EXHIBIT
- 10 AM -9PM BNI PRODUCT & SERVICES SCREEN PRESENTATION
- 11 AM-9PM HOURLY RAFFLE
- 1PM-3PM SPEAKER 1 - MOLECULAR AND WATER TECHNOLOGY
- 3PM -6PM SPEAKER 2 UNLOCKING BUSINESS TRANSFORMATIVE POTENTIAL
- 5PM -6PM OPEN NETWORKING ACTIVITY WITH COCKTAILS
- 6:30 PM DINNER
- 6:30-9PM -MUSICAL ENTERTAINMENT

# EXPO 2022

GROW YOUR BUSINESS WITH US!

## PROGRAM SCHEDULE

Facilitated by: **Coach Bobong Cutiongco**

SUNDAY  
**10.23.22**

- 10AM-9PM - EXHIBIT
- 10AM - BNI FOUNDATION REGISTRATION
- 10:AM-12PM BNI FOUNDATION ACTIVITY  
"Makulay na Buhay **DALA** ng **BNI**"
- 1PM-9:00 PM HOURLY RAFFLE
- 1:30PM-2:30PM :BNI PRODUCT & SERVICES SCREEN PRESENTATION
- 2:30-3:30 PM -SPEAKER-1
- 3:30 PM-4:30PM -SPEAKER-2
- 5PM-6PM -OPEN NETWORKING ACTIVITY WITH COCKTAILS
- 6:30PM- DINNER
- 6:30PM-7:30PM - RECOGNITION & AWARDING
- 7:30PM-9PM - MUSICAL ENTERTAINMENT

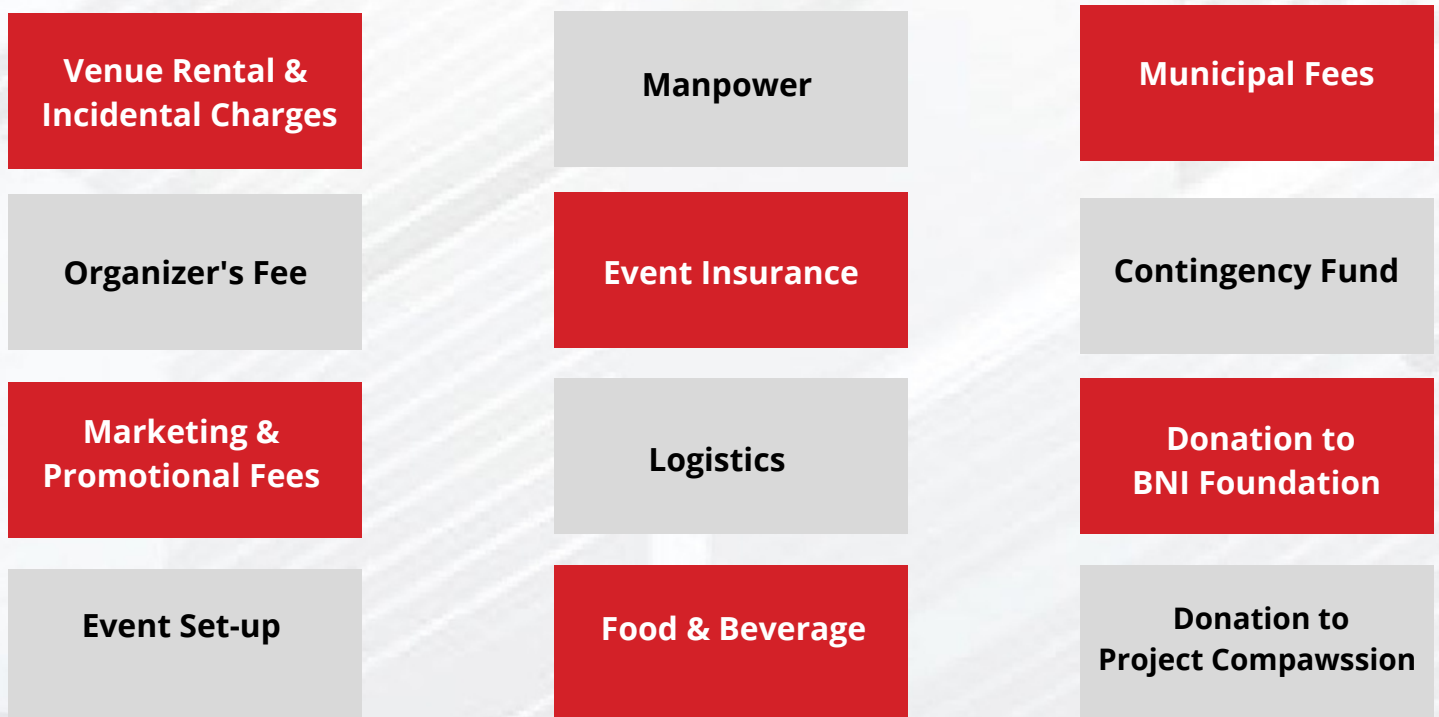
# Marketing Strategies

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- Social Media Advertisements one month before the event. Facebook, and Instagram.
- Event Banners/streamers within Laguna City.
- Printed Posters within Ayala Mall Solenad and participating establishments.
- Event Postings on Ayala Mall Solenad Facebook Fan Page , Instagram Page, Ayala Malls South Viber Group.

# Sponsorship Fee Structure

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# Finance Manager



**COUNTWORX, INCORPORATED (COUNTWORX PH)** is a Member and the Finance Manager of the **BNI Laguna 2 Extreme Chapter**. In this role, **COUNTWORX PH** is responsible for the creation of financial reports, the direction of investments, as well as the development of plans and strategies for the long-term financial advantage of the organization.

**COUNTWORX PH** is a group of Certified Public Accountants with a meaningful experience in the field of Strategic Management, Enterprise Risk Management, Corporate Governance, Corporate Finance & Accounting, Internal and External audit, US GAAP Compliance and Sarbanes Oxley Act Compliance Audit and Business Taxation.

As business consultants, the partners have led various companies across multiple industries in the direction of Corporate strategies and in the development of financial models responsive to risk-based plans that provides in-depth analysis of sustainability and business growth drivers. Their proficiency in financial management has helped different Companies in maintaining optimal capital structures on a short-term and long-term capacity.

Its partners have likewise directed projects for several clients involving the development and implementation of Risk management structures that are catered to address emerging operational issues in the top, functional, process and transaction level. They have assisted various Companies in reengineering business processes geared towards operational efficiency and effectiveness.

As tax consultants, the partners assist various Companies in business registrations, tax review and in providing viable solutions to promote tax efficiency while ensuring sound compliance to Tax laws and emerging rulings and regulations. They also serve various clients in the audit and preparation of financial statements to supplement compliance to various regulatory bodies.

The Partners' industry exposures include: Banking and investments, Logistics, Consumer products, Energy generation, Trading and manufacturing, Business Process Outsourcing/ Shared services, Advertising and Marketing, Services, Pharmaceuticals, Educational institutions and Real Estate, among others.

# Closing Remarks

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Thank you for taking the time to review this proposal and considering your participation.

This event will attract attendees who are interested for the opportunity to connect with and develop positive relationships with the local business leaders and professionals in Laguna; to act as a connection and support in each company's growth and success especially in these difficult times.

The **BNI Laguna 2 Expo 2022** will also strengthen existing business ties with clients, suppliers, and sponsors while engaging with current and prospective BNI Laguna 2 members. Sponsors of all levels will benefit from the exclusive network opportunities provided while showcasing their products and services to the event participants, special guests, and other attendees.

If you have any questions, feel free to get in touch with us.

Kind regards,

*Carol Marie U. Lorenzo*  
President-BNI Extreme, Laguna 2 Region

**EXHIBITOR'S  
PACKAGE**



**BNI**  
LAGUNA 2

# EXPO 2022

GROW YOUR BUSINESS WITH US!

**Connecting Business People,  
Taking Your Business To The Next Level**

#opportunities #sustainability #bettertogether



**21ST-23RD  
OCTOBER  
10 AM - 9 PM**

**ACTIVITY PARK**

**Ayala Malls**  
SOLENAD

**ORGANIZED BY:**



**FOR THE BENEFIT OF BNI FOUNDATION AND PROJECT COMPAWSSION**



# Exhibitor's Fee - P12,500.00

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**Inclusive of the following once products /services will be approved by Ayala Mall Solenad Management :**

1. Logo Placement on the following brought to you by Billing:

- Stage Backdrop/Video Wall during the event

2. Exhibit space with size 2m x 2m area at the Activity

Park of Ayala Mall Solenad during the event. The following will be included for each exhibit slot.

1. One (1) Information Table with Cover
2. Two (2) Chairs with Cover

\*Please take note all exhibit slots are on a first come, first served basis.

3. Opportunity to display 1 vertical banner with standee at the Activity Park of Ayala Mall Solenad during the event.

4. Special acknowledgement by the host and voice over during the event.

5. Opportunity to conduct selling, product sampling and flyering during the event. (If products and services will be approved by the Solenad Management)

6. Opportunity to create a promo on stage during the event.

7. Opportunity to provide prizes and receive recognition during the raffle activity.

# Exhibitor's Agreement Form

Please send a scanned copy of the complete form via email to [extremebnimc@gmail.com](mailto:extremebnimc@gmail.com)  
Attention to: **GENREV C. PASAMBA & CAROL MARIE LORENZO.**

## TO: BNI EXTREME CHAPTER LAGUNA 2 REGION

This is to confirm \_\_\_\_\_'s participation as an **EXHIBITOR** for the **BNI LAGUNA 2 EXPO 2022 to be held on October 21, 22 & 23, 2022 at the Activity Park of Ayala Mall Solenad** with Exhibitor's Slot \_\_\_\_\_.

**EXHIBITOR'S FEE IS PHP 12,500.00. Check/Cash Payable to COUNTWORX, INCORPORATED, to be deposited/transferred to UNION BANK OF THE PHILIPPINES , ACCOUNT NO. 002220011313.**

We will provide \_\_\_\_\_ as prizes for the event.

Event benefits of \_\_\_\_\_ will include:

- Logo inclusion on the event backdrop.
- 1 4 ft Information Table with 2 chairs.
- Live Acknowledgment by the Host & Voice Over.
- Opportunity to display 1 vertical banner with standee at the venue.
- Opportunity to conduct product selling, flyering & dry sampling during the event.
- Opportunity to conduct product and services presentation on stage during the event.
- Opportunity to provide prizes and receive recognition during the Raffle Activity.

In the event that the mentioned expo/activity will be cancelled due to fortuitous events/ force majeure such as war, riots, fire, flood, hurricane, typhoon, earthquake, explosion, pandemic and the likes \_\_\_\_\_ shall not be held liable to \_\_\_\_\_ . Likewise, \_\_\_\_\_ shall not be held liable to \_\_\_\_\_ .

All parties shall agree to reschedule the event to a later date.

## FROM:

Contact Person: \_\_\_\_\_

Company /Business Name : \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone Numbers: \_\_\_\_\_

## CONFORME'

\_\_\_\_\_  
Signature Over Printed Name

\_\_\_\_\_  
Date Signed

BNI Extreme Approval by:

\_\_\_\_\_  
Signature Over Printed Name

\_\_\_\_\_  
Date Signed