

**VIAE**  
**2022**

Vietnam International  
Agriculture Expo



PROPOSAL FOR BOOTHS

# VIETNAM INTERNATIONAL AGRICULTURE EXPO - VIAE

Organization Committee

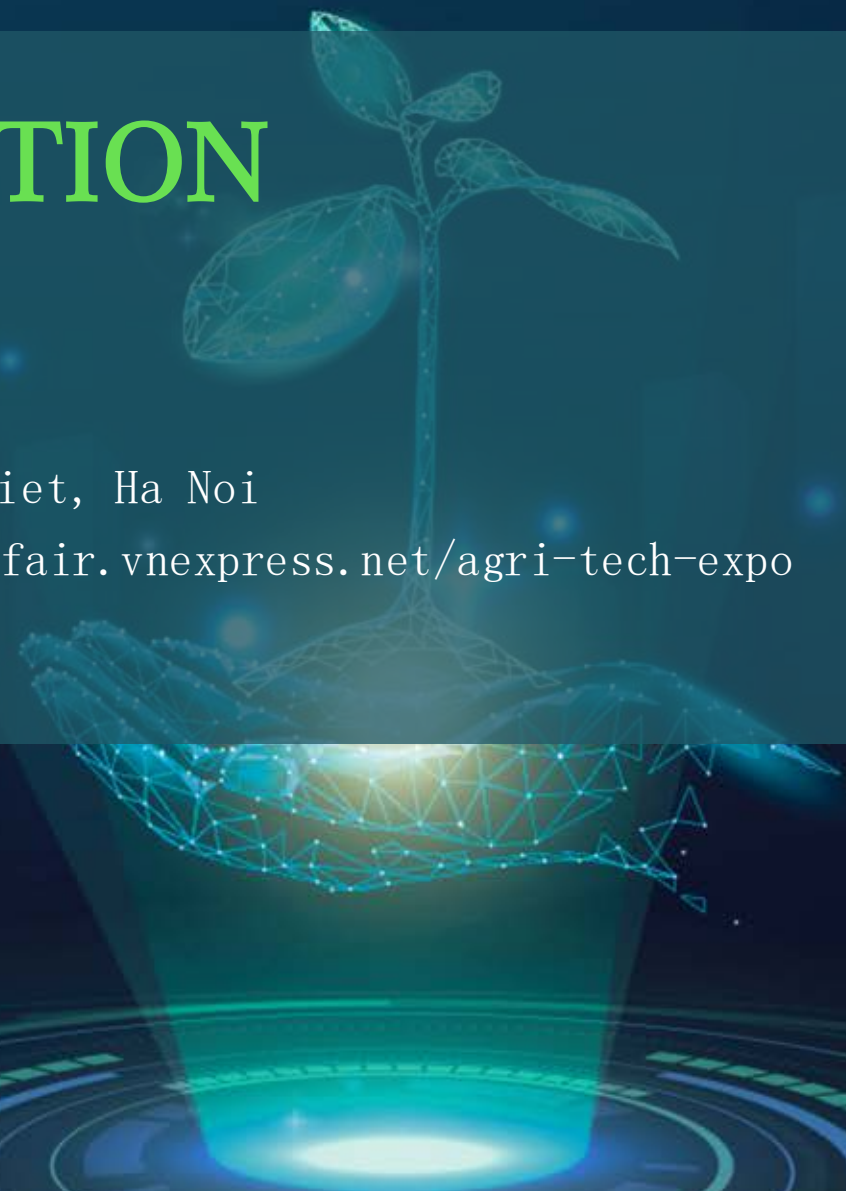


Strategic partners

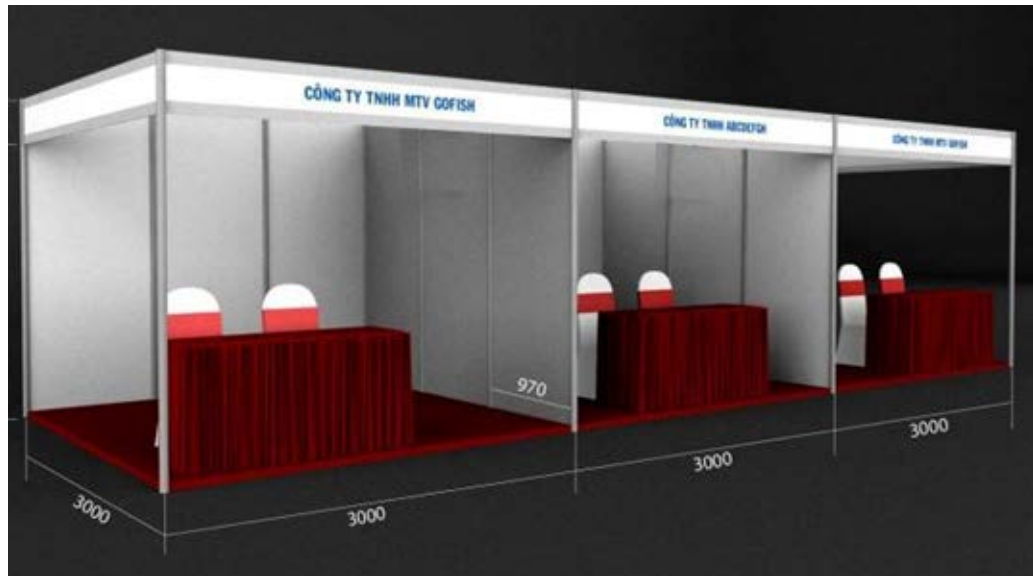


# EXPOSITION INFORMATION

- Time:** Offline Exhibition 15-18/9/2022  
Virtual reality exhibition 15/9 -  
18/10/2022
- Venue:** Offline Exhibition - 489 Hoang Quoc Viet, Ha Noi  
Virtual reality exhibition - <https://fair.vnexpress.net/agri-tech-expo>
- Scale:** 150-200 pavilions



# OFFLINE EXHIBITION BOOTH OPTIONS



## 1. Standard Booth - Price: 6 - 6,5 million/booth

**Area:** Width 3m x Length 3m x Height 2,5m

**Specifications:** Carpet, 01 neon light, bulkhead, name board, 01 information desk, 02 chair

## 2. Booth decoration service

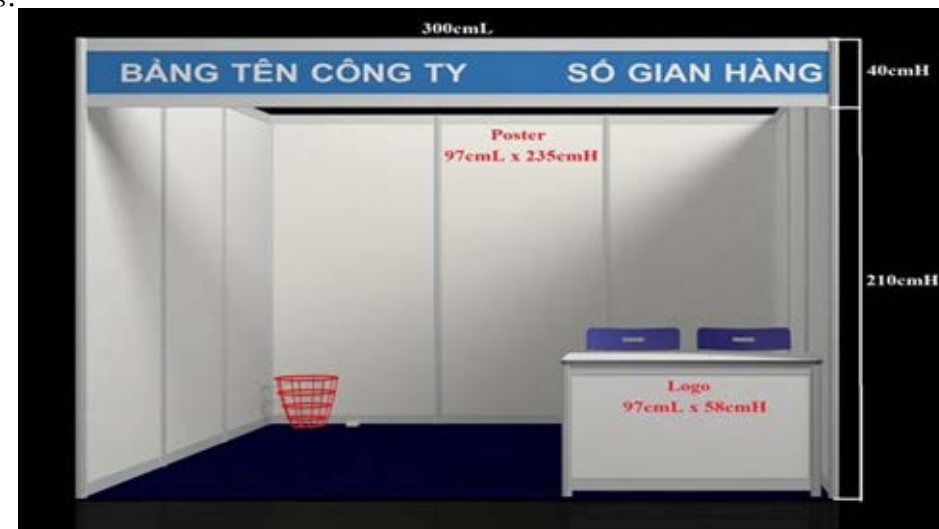
**Price:** 10 million/booth

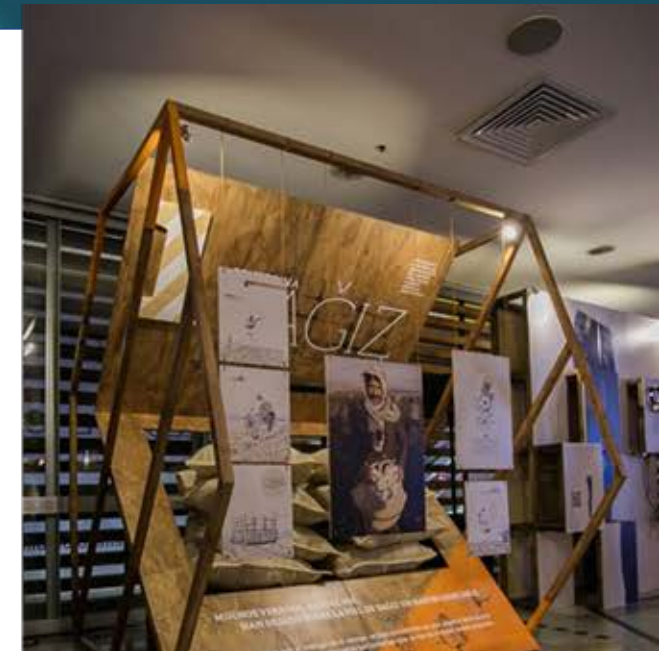
**01 standee KTM:** Width 0.8 x Length 2m (Self-design)

**03 backdrop:** Width 3m x Length 2,5m (Self-design).

**NOTE:**

- Deadline to submit the design to the organizers: 5 days before the event
- In case of not returning the file: Self-deploying decoration according to the specifications.





### 3. Special booth – Price = Rent Expense + booth construction price (From 50 million or more)

\* Self-construct on the rented site or use the services of the organizers

**Area:** at least equal to 2 standard booths (Width 6m x Length 3m, Height 3m)

**Rent Expense:** Indoor area 400.000đ/m<sup>2</sup>, Outdoor area (outdoor covered) 300.000đ/m<sup>2</sup>

**Specifications:** According to the approved design and submit to the organizers

**NOTE:** If there is a need to work beyond the specified time or self-deploying decoration, please contact the organizers.

## Standard Booth 20.000.000đ

### Booth facilities

- Exhibition duration: 30 days
- Business overview
- Link website
- Link web VR
- Business introduction video/image
- Download documents and profile,...
- Contact Booth' s representative
- Send Email directly to Booths
- Investment matching/commercialization
- Detailed observation of 2D products
- Detailed observation of 3D products – 360 degrees rotation (Update file 3D before)
- Shopping online



\*Illustrative image

*\*Register for extension of the booth: after the exhibition, businesses are allowed to register to maintain booths for business/promotion purposes (500,000/month)*

Special booth : 50.000.000đ

## Booth facilities

- Exhibition duration: 30 days
- Business Overview
- Link website
- Link web VR
- Business introduction video/image
- Download documents and profile,...
- Contact Booth' s presentative
- Send Emails directly to Booths
- Investment matching/commercialization
- Detailed observation of 2D products
- Detailed observation of 3D products – 360 degrees rotation (Update file 3D before)
- Shopping online
- Place products in real space, suitable for industries: furniture, real estate, cars, home appliances, etc.
- Other utilities: online interactive Livestream, appointment booking, etc.



\*Illustrative image

*\*Register for extension of the booth: after the exhibition, businesses are allowed to register to maintain booths for business/promotion purposes (500, 000/month)*

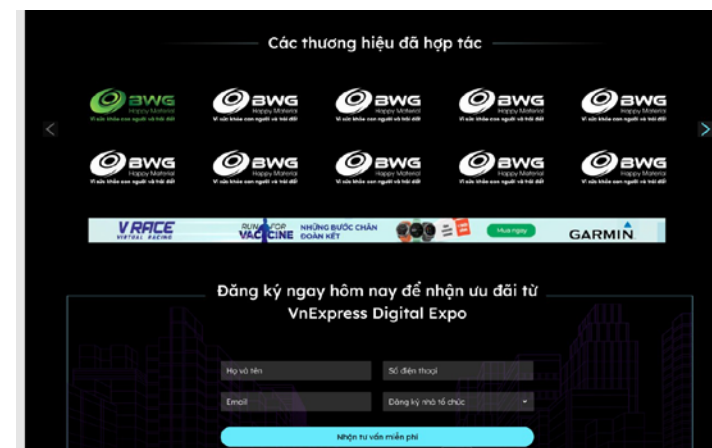
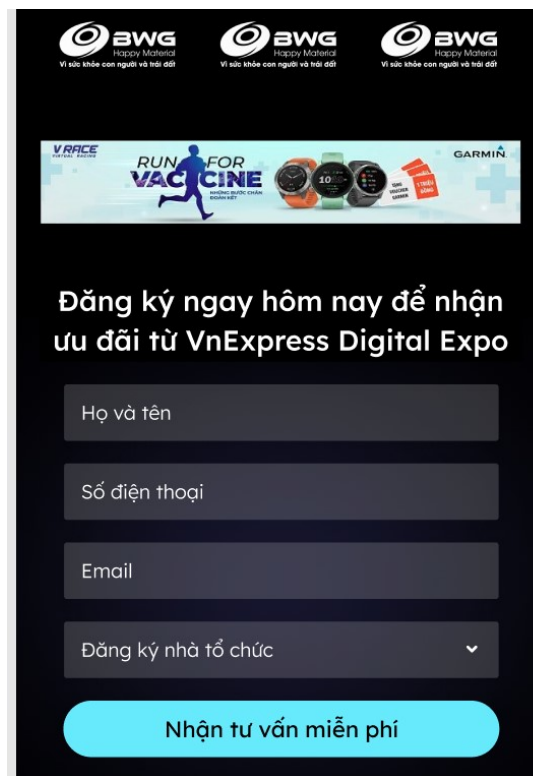
# VIRTUAL REALITY EXHIBITION BOOTH OPTIONS

## Above Standard Booth 25.000.000đ

- The same utilities as Standard Booth
- Media banners are displayed at <https://expo.vnexpress.net/> for 1 week and banners appear in media posts.

## Above Special Booth 55.000.000đ

- The same utilities as Special Booth
- Media banners are displayed at <https://expo.vnexpress.net/> for 1 week and banners appear in media posts.



\*Banner demo at [expo.vnexpress.net](https://expo.vnexpress.net)

\*Register for extension of the booth: after the exhibition, businesses are allowed to register to maintain booths for business/promotion purposes (500,000/month)

**Digitization service  
3.000.000đ****Includes:**

- Photography 360 services (01 image)
- Service to code images on the web 360 (01 image)
- Expenses to support the implementation team

**NOTE:** The cost will change If the unit is located outside of Hanoi. Please contact the organizer for specific cost calculations.



*\*Service for exhibitors in virtual reality (in case businesses want to use actual images to put on virtual booths)*



# The media rights for Booths

*(Virtual Reality Exhibition booths only and included in the booth price)*

NUM.	SESSION	DETAILS	LOCATION	UNIT	Package 20 million (VND)	Package 25 million (VND)	Package 50 million (VND)	Package 55 million (VND)
Event PR campaign								
1	Landing page	Booth's logo/brand appears on the event's Landing page	Online	Package	1	1	1	1
2	General article	Mentioned in a general media post on VnExpress	VnExpress.net	Article	0	0	1	1
3	Social media	Being mentioned on the general media post about the event on VnExpress's fanpage, sharing the link to visit the booth and attaching the brand hashtag in the caption.	Fanpage VnExpress.net	Post	1	1	1	1
4	Time duration	Schedule of product exhibition	Landing page	Month	2	2	2	2
5	expo.vnexpress.net/	The brand's banner is posted at the showcase position 1/2/3 PC & Mobile home page <b>expo.vnexpress.net/</b>	Landing page	Package	0	1	0	1
6		PC Showcase mechanism up to 13 banners, Mobile up to 16 banners	Landing page	Package	0	1	0	1
		Banners of products are displayed in the media content for the event	Landing page	Package	0	1	0	1

*\*Join the virtual reality exhibition Digital Transformation Agriculture to reach 100,000 visitors at the exhibition and 50 million VnExpress's viewers.*



## AGRICULTURAL PAVILION

# TALKSHOW

- Talk show help businesses/production facilities tell the story of formation and development, export potential of agricultural products and future development orientation.
- Introduces the unique agricultural products of the enterprise/production facility.
- Date: March, May, July 2022



# THE MEDIA RIGHTS FOR TALKSHOW

Details:

<https://drive.google.com/drive/folders/12qgnOCi2p5F9qzCYTTwXeL0uYv8HwHO8?usp=sharing>

*\*Join the talkshow to reach 50,000,000+ readers from VnExpress Newspaper.*



## BUSINESS MATCHING

# BUSINESS MATCHING

- The Business Matching Program helps businesses/manufacturers connect directly with international buyers and local and international business owners to expand business relationships, promote and sign contracts, and contract combinations.
- **Event details:**  
[https://docs.google.com/document/d/116ADMiucx\\_0aYeN4OLYfuZXF54UvCp24/mobilebasic](https://docs.google.com/document/d/116ADMiucx_0aYeN4OLYfuZXF54UvCp24/mobilebasic)
- **Time:** 09 – 12/2022

# SIGN UP FOR A BOOTHS

Please download the registration form in the link below, fill in all information and send it to BTC before the registration deadline.

**Deadline:**

30/8/2022 (Offline Exhibition )

20/8/2022 (Virtual reality exhibition )

**Link Registration form**

<https://forms.gle/L87N4aewM3UTH7759>

**Link file summarizing the rights for booths:**

[https://drive.google.com/drive/folders/1wN01J9Z5\\_APIq0](https://drive.google.com/drive/folders/1wN01J9Z5_APIq0L_mDa9WOH6-uNMMTbL?usp=sharing)

[L\\_mDa9WOH6-uNMMTbL?usp=sharing](https://drive.google.com/drive/folders/1wN01J9Z5_APIq0L_mDa9WOH6-uNMMTbL?usp=sharing)



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THANK YOU !

