

FAQs

Specific Benefits associated with being an exhibitor at the "Trade & Business Fair - 2024":

What are the Exhibitor Benefits at "Trade & Business Fair - 2024"?

Brand Visibility	Enhanced Exposure and Prime Booth Locations
Networking Opportunities	Business Connections
Marketing and Promotion	Pre-Event Marketing: Inclusion in pre-event marketing materials such as flyers, email campaigns, and social media promotions. On-Site Advertising: Opportunities for on-site advertising including banners, signage, and digital displays.
Educational Sessions	Access to Seminars and Workshops: Complimentary access to all seminars, workshops, and panel discussions held during the fair. Expert Insights: Learn from industry experts and thought leaders on the latest trends, challenges, and opportunities.
Lead Generation	Interactive Engagement: Use of interactive technologies at booths to capture and manage leads effectively.
Product Demonstrations	Opportunity to conduct live product demonstrations to showcase the features and benefits of your offerings. Hands-On Experience: Allow attendees to interact with your products or services firsthand.
Sales Opportunities	Direct Sales: Engage with potential customers on-site and drive direct sales. Follow-Up Sales: Generate sales leads that can be pursued post-event for long-term business opportunities.
Exclusive Discounts	Early Bird Discounts: Enjoy discounted rates for early registration and payment. Package Deals: Special packages and discounts for multiple booth bookings or sponsorships.

Attendees and Exhibitors

Q: How many attendees are expected to attend this year? A: Since the event is open to the public and we are doing extensive marketing and promotion, we expect around 100-150 visitors each day.

Q: How many companies are expected to attend this year? A: We are aiming for a total of 69 companies representing different sectors and industries this year. Last year, we had 45 companies participate.

Q: Is there a limit to the number of attendees or representatives from an exhibitor company who can join the event? A: Each exhibitor is provided with 1 free ticket for networking. If you register as an exhibitor, one person can attend free of charge. Additional representatives can join with the purchase of additional networking tickets.

Booth and Decorations

Q: Will there be side walls between each exhibitor booth or a backdrop wall? A: Yes, there will be side walls between each exhibitor booth. Please refer to the sample booth photo for your reference.

Q: What is the booth area size and how can we decorate the booth space (e.g., rollup banners, TVs, sound system)? A: The booth area is 3m x 2m. You are free to decorate the booth space with rollup banners, TVs, sound systems, etc. Please refer to the attached layout plan and booth setup instruction and rules document for more details.

Q: Are there any items provided for the exhibitor booths (e.g., table, chairs, booth frames, power sockets, TVs)? A: Each booth area includes a 3m x 2m square box with 2 chairs, 1 table, 1 dustbin, 1 light, and a header with the name of your company. You can bring your own TV if you wish to have one.

please refer to the booth usage instruction document attached under the event's weblink.

Event Agenda

Q: What is the agenda for the 2-day event? A: The event agenda is still at a TBC stage and will be shared soon but please also feel free to check out our event's link to see if the agenda has been updated.

Registration and Costs

Q: What is the cost for members to join as an exhibitor? A: The cost for members to join as an exhibitor is 350,000 kyats and for non-members, it's 500,000 kyats for a two-day exhibition.

Q: How can we register as an exhibitor? A: Please contact Aye Nyein May at ayenyein@britishchambermyanmar.com or info@britishchambermyanmar.com [office contact 09-793711271, 09-958690049 (admin)] for registration details and to sign up as an exhibitor.

Additional Information

Q: How can I get more information or clarify any doubts? A: For any further questions or clarifications, please reach out to Aye Nyein May at ayenyein@britishchambermyanmar.com.