



MADE IN BANGLADESH
**DIGITAL DEVICE &
INNOVATION EXPO 2022**

Sponsorship Proposal



Organizer:  **ICT DIVISION**
FUTURE IS HERE

 **BANGLADESH HI-TECH PARK AUTHORITY**

 **বাংলাদেশ কম্পিউটার সমিতি**
Bangladesh Computer Society
The ICT Industry Association of Bangladesh

Partner:  **O2i**
SOLUTIONS FOR ALL

 **STARTUP BANGLADESH LIMITED**

 **IDEA**
Innovation Design Entrepreneurship Association of Bangladesh



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Request for sponsorship 'Digital Device & Innovation Expo 2022'

Dear Concern,

ICT Division, Bangladesh Hi-Tech Park Authority & BCS Jointly organized BANGLADESH ICT EXPO in 2015, 2016 & 2017 to boost-up the manufacturing segment of the ICT industry. DIGITAL DEVICE & INNOVATION EXPO is a new title adopted in 2019 Instead of BANGLADESH ICT EXPO. The event organized in hybrid model considering the health risks related to Covid-19 in 2021. In the context of this series of events, 'Digital Device and Innovation Expo 2022' will be organized in Dhaka during 08 -11 December, 2022 at the Bangabandhu International Conference Centre (BICC), Sher-E-Bangla Nagar, Dhaka. For the first time, also going to organize the 4 days event in 8 divisional cities/ big district cities (Chattogram, Cumilla, Sylhet, Rajshahi, Rangpur, Jashore, Barishal & Mymensingh) within 16 November to 04 December 2022.

These 4 days Expos in each place will be made a unique platform of showcasing the efficiency & future plan of Bangladesh in ICT sector. There will be Exhibition of ICT, Innovative projects of university students, Seminar, Business Matchmaking Session and Conference (etc.)

To present all innovative ideas across the country, motivate investors/entrepreneurs, involve the people of the grassroots level in the journey of 'Vision 2041-Smart Bangladesh' and celebrate 'Digital Bangladesh' in a festive atmosphere are the objectives of the event.

This is a great opportunity to reveal your innovative ICT products, applications, solutions & services. It's an enormous chance to reach the new generation and exchange ideas with users, manufacturers and investors.

Considering your renowned brand/company as one of our most valued and desired sponsors, we would like to request you to sponsor 'Digital Device & Innovation Expo 2022'

Enclosed, please find the sponsorship packages for your kind perusal choosing the category at your liberty. We are eagerly looking forward to hearing from you.

Thank you and best regard,

Engr. Subrata Sarker
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SPONSORSHIP PACKAGES

Digital Device & Innovation Expo - Sponsorship Levels			
Heads	Qty	Rate	Sponsorship Area
Platinum Sponsorship	1	Tk. 80,00,000	Dhaka & 8 Cities
Gold Sponsorship	4	Tk. 50,00,000	Dhaka & 8 Cities
Silver Sponsorship	8	Tk. 25,00,000	Dhaka & 8 Cities

Items	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship
Communication			
Posters	1st Appearance	2nd Appearance	3rd Appearance
Billboards	1st Appearance	2nd Appearance	3rd Appearance
All Invitation cards	1st Appearance	2nd Appearance	3rd Appearance
Press Ad	1st Appearance	2nd Appearance	3rd Appearance
Souvenir - A4 size	1st Appearance	2nd Appearance	3rd Appearance
TVC	1st Appearance	2nd Appearance	N/A
Promotion			
Special Promotion	Allowed	Allowed	N/A
ATL & BTL for Promotion	Allowed	Allowed	N/A
Opening & Concert			
Venue Branding	1st Appearance	2nd Appearance	3rd Appearance
On stage backdrop	1st Appearance	2nd Appearance	3rd Appearance
Seminar & Sessions			
Venue Branding	1st Appearance	2nd Appearance	3rd Appearance
On stage backdrop	1st Appearance	2nd Appearance	3rd Appearance
Press Conference			
Backdrop	1st Appearance	2nd Appearance	3rd Appearance
Branding	1st Appearance	2nd Appearance	3rd Appearance
Expo- Outdoor Branding			
Expo surrounding road branding	1st Appearance	2nd Appearance	3rd Appearance
Welcome Gates	Exclusively	N/A	N/A
ID & Lyneard	1st Appearance	2nd Appearance	N/A
Site Maps	1st Appearance	2nd Appearance	3rd Appearance
Space for Exposition	Pavilion	Pavilion	Mini-pavilion



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SPECIAL ACTIVITY

- Showcasing
 - Innovation Zone
 - Marketplace for Innovator
 - Launching Corner
 - Joy Jatra (1971 to 2021)
 - Robot Zone
 - 4IR Base
 - Gamer Nest/ Arcade Café
- 01 press conferences will be organized for Digital Device & Innovation Expo 2022. Mr. Zunaid Ahmed Palak, MP, Honorable State Minister for Information and Communication Technology Division will describe the expo in the press meet.
 - An exquisite inauguration ceremony will be held on 08th December @BICC. The exhibition will also be inaugurated magnificently in 8 major cities (Chattagram, Cumilla, Sylhet, Rajshahi, Rangpur, Jashore, Barishal & Mymensingh.) All stake Holders, Policy Makers, Diplomats, Foreign investors and other special guest will attend the inauguration ceremony.
 - Seminar will be organized in 08 cities. All stake Holders, Policy Makers, University students will present in the event.
 - Concert will be performed by famous musician of Bangladesh in Chattagram, Cumilla, Sylhet, Rajshahi, Rangpur, Jashore, Barishal & Mymensingh.

EVENT SCHEDULE

Cities	Venue	Date
Jashore	Sheikh Hasina Software Technology Park	16 - 19 November, 2022
Barishal	Barishal Club	18 - 21 November, 2022
Rajshahi	Bangabondhu Sheikh Mujib Hi-Tech Park	20 - 23 November, 2022
Rangpur	District Council Community Center	22 - 25 November, 2022
Mymensingh	Gymnasium Circuit House Filed	24 - 27 November, 2022
Chattogram	GEC Convention Center	26 - 29 November, 2022
Cumilla	Cumilla IT Park (Town Hall)	28 Nov - 1 Dec, 2022
Sylhet	Mohammad Ali Gymnasium	01 - 04 December, 2022
Dhaka	BICC	08 -11 December, 2022



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We consider your company as a valuable contributor in national economy. "Digital Device & Innovation Expo 2022" is such an initiative where your company can find its relevance promoting the brand name in a prestigious event. We look forward to an affirmative response of sponsorship from you to make this show successful. Please feel free to call us for more information about the event.

For any query, please contact

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Bangladesh Computer Samity
The ICT Industry Association of Bangladesh

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