

دewan Pertiagaan Tiong Hua, Bandar Ser Begawan



汶萊斯市中華總商會
CHINESE CHAMBER OF COMMERCE, BSB, BRUNEI
DEWAN PERNIAGAAN TIONGHUA, BANDAR SER BEGAWAN

Chinese Chambers Of Commerce:

SEASONS FAIR



ABOUT
**Chinese Chambers
of Commerce (CCC)**



CCC is a non-profit **Chinese business organisation** established in 1946



The members' business covers all industries in the country, including manufacturing, professional services, insurance, law, banking, tourism, import and export trade, construction, transportation, department stores, wholesale and retail, catering and service industries.



CCC provides general business services, the organisation also provides business and industry information exchange opportunities.



What is **SEASONS FAIR?**

Seasons Fair is an expo by the Chinese Chamber of Commerce (CCC). It is a 6-day expo event that will be conducted four times a year following the seasons accordingly.

The aim of this event is to gather vendors to showcase their latest products and give them a platform to gain more exposure as well as for family to have fun during our event!



AIMS & OBJECTIVES

- ✔ To gather vendors and showcase their latest products & services.
- ✔ To provide a platform for vendors to gain more exposure directly from their customers and potential customers at the expo (Up to 5000 foot traffic).
- ✔ To provide a platform for vendors to gain more exposure via CCC's social media and digital marketing.



When is the upcoming Seasons?

Seasons Fair: Family Fun



OneCity Shopping Centre



15th - 20th June 2021

Tuesday - Sunday

SEASONS FAIR FAMILY FUN

Activities



Soft & Grand
Launching Event



Hourly Promotion &
Announcements



Lucky Draw &
Amazing Prizes



Vendor Products
Demonstration &
Showcase



Exciting Games &
Easy Giveaway



Coloring Contests
For Kids



Unbeatable
promotion by
vendors

Marketing Plans

Seasons Fair: Family Fun



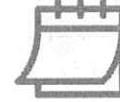
Strategy #1 Pre-Event

- ✓ Social Media Teasers
- ✓ Social Media Announcement
- ✓ Advertisement (Teaser)
- ✓ Social Influencer Marketing
- ✓ Cross Promotion
- ✓ Press Conference
- ✓ Activity Schedules
- ✓ Assist in Promoting Vendors



Strategy #2 Event Launch

- ✓ Press Release
- ✓ Social Media Announcement
- ✓ Social Media Partners Announcement
- ✓ Cross Promotion
- ✓ Instagram Story
- ✓ Collaborations



Strategy #2 Day-To-Day

- ✓ Social Media Postings
- ✓ Activities
- ✓ Emcee
- ✓ Special Promotion
- ✓ Family Activities
- ✓ Talks & Product Showcase



*What to expect?

Seasons Fair: Family Fun



6 Days of Fun Family Expo

- ✓ Made just for you and your family



Attractions

- ✓ Lucky Draw Prizes over \$5,000 worth of prizes to giveaway
- ✓ Kid's Coloring Contest with cash prizes up to \$600
- ✓ Interactive family quiz and games with **Coffee Bean Drink** Vouchers to redeem
- ✓ **Free** health screening & blood donation drive
- ✓ Product demonstration & showcase
- ✓ Unbeatable promotion by vendors



Marketing & Advertisement

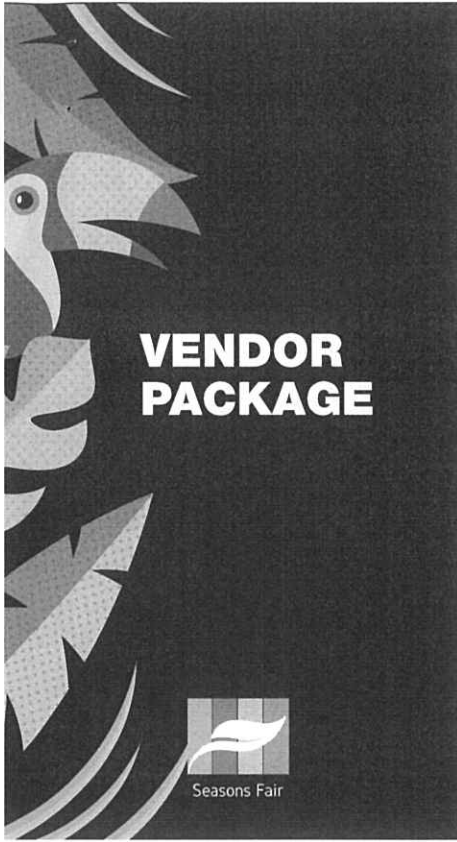
- ✓ Cross promotion
- ✓ Social Media announcements
- ✓ Hourly emcee announcements
- ✓ Stage for demonstration & showcase



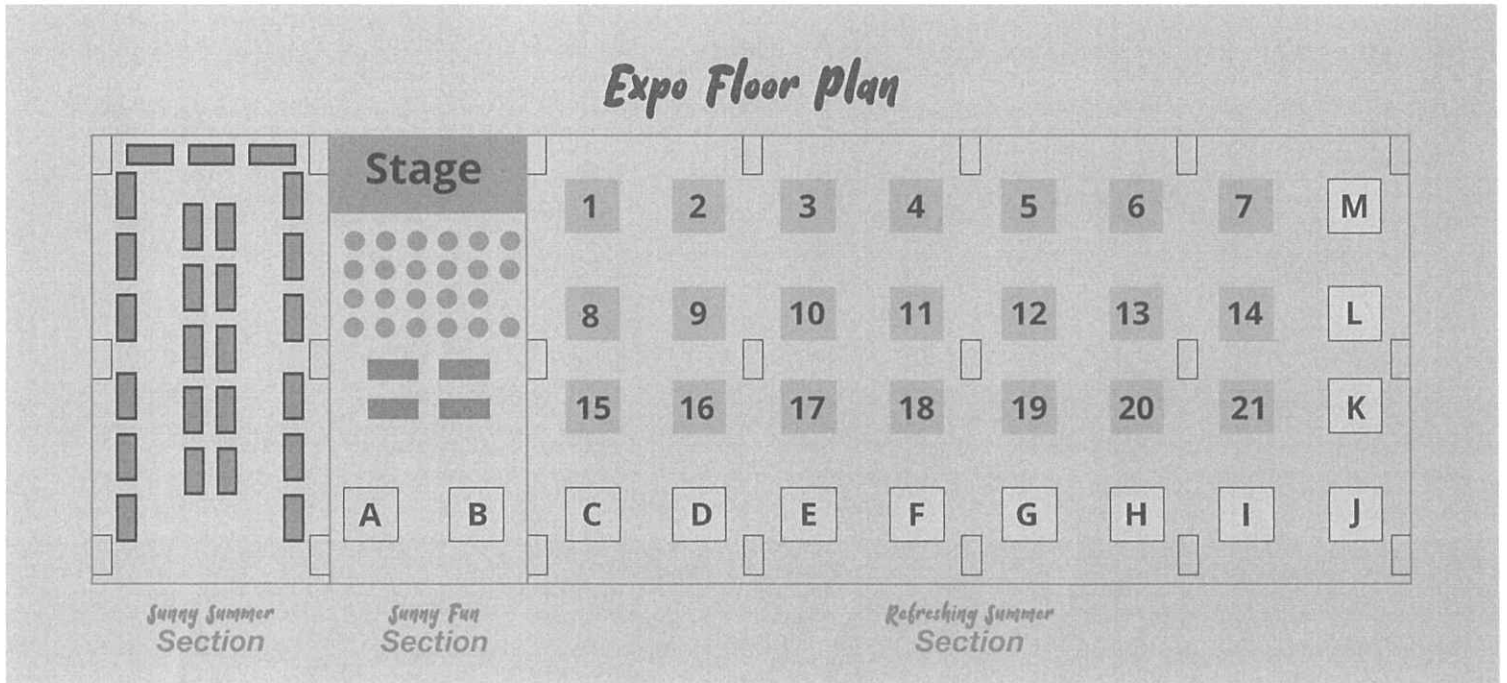
Traffic

- ✓ **750+** Daily Visitors
- ✓ **3000+** Weekend Visitors
- ✓ **5000+** Event Visitors





		SUNNY SUMMER SECTION		REFRESHING SUMMER SECTION	
PACKAGES		TABLE	STANDARD	PREMIUM	VIP
EXHIBITION	ALLOCATION	25	21	13	4
	SPACE	TABLE	3M X 3M	3M X 6M	6M X 6M
	BOOTH SHELL FACILITIES: TABLE, 2 X CHAIRS, POWER POINT & CARPET	ONLY TABLES & CHAIRS. <small>*AVAILABLE POWER POINT BASED ON REQUEST</small>	⊙	⊙	OPEN SPACE CONCEPT
DURATION		6 EXPO DAYS			
PROMOTION	LOGO TO DISPLAY ON SOCIAL MEDIA	⊙	⊙	⊙	⊙
	PRODUCTS SHOWCASE ON SOCIAL MEDIA	⊗	1	1	3
	PROMOTION SHOWCASE ON SOCIAL MEDIA	⊗	⊗	1	2
	DEMONSTRATION/SHOWCASE ACTIVITY	⊗	BASED ON AVAILABILITY*	BASED ON AVAILABILITY*	⊙
	DEMONSTRATION/SHOWCASE DATE	⊗	SATURDAY* <small>(SUBJECT TO AVAILABILITY)</small>	SATURDAY* <small>(SUBJECT TO AVAILABILITY)</small>	SATURDAY/SUNDAY
	PROMOTION VIA EMCEE HOSTING	⊗	1	1	2
RATES		\$550	\$1200	\$1450	\$2400/ \$4800



Legends:

- Sunny summer Vendor's table
- Sunny Fun Kids' colouring table
- Sunny Fun Audience Seating
- Refreshing Summer Vendors' booths
- Refreshing Summer VIP Vendors' booths



VENDOR Promotion & Assistance

- ✓ Vendors details to be displayed on Social Media and will be tagged accordingly
- ✓ Vendors promotion/product showcase to be posted on Social Media
- ✓ Traffic and activity to draw crowds to the showcase
- ✓ Vendors platform to showcase and activity
- ✓ Assisting in promoting vendors
- ✓ Hourly Host / Emcee announcements to drive traffic
- ✓ Marketing and design assistance by Nexplot



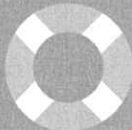
CONTACT

Event Organiser Chinese Chamber of Commerce

📍 No 72, Jln Roberts, BSB, BS8711
☎ +673 2235494/5/6

Event Management (Booth & Sponsorship Enquiries)

Nexploit Services
📍 Lvl 8, Regus, PGGMB Building, BSB
✉ Sales@nexploitservices.com
☎ +673 8209798



EVENT ORGANISER:

بنيان تاجر الصين في برونا دارالسلام
CHINESE CHAMBER OF COMMERCE, BSB, BRUNEI



汶萊斯市中華總商會
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REGISTRATION FORM

1. EXHIBITOR'S DETAILS

Contact Person	_____	Address	_____
Position	_____		
Company Name	_____		
Fascia Board Name	_____	Country	
	(Maximum of 30 block letters)	Telephone	_____
Product/Category	_____	Email	_____

2. EXHIBITION RATES

Shell Scheme Standard Booth (3m x 3m)

Standard Package B\$ 1,200 X Units = B\$

Premium Package B\$ 1,450 X Units = B\$

VIP 3m x 6m B\$ 2,400 X Units = B\$

* Please select 2 booth slots.

VIP 6m x 6m B\$ 4,800 X Units = B\$

* Please select 4 booth slots.

Sponsorship

Title Sponsorship B\$6,800

Diamond Sponsorship B\$3,800

Gold Sponsorship B\$2,800

In-kind Sponsorship (Please state the sponsorship)

Table

Table B\$550 X Units

Total = B\$

* The organizer has the right to allocate suitable exhibit space to exhibitors.

Preferred location

3. OTHER SERVICES/REQUESTS

Kindly tick the items that you may need so we can send the prescribed form(s) to you.

Additional Order Non-Official Contractor Form

Payment Method: Cash Cheque Online Banking

Account Details

Account Name: Chinese Chamber of Commerce

Account Number: 00-001-01-005706-2

- *If payment is made in cash or cash cheque, kindly insist on an official receipt (OR).
- *Exhibitors must submit the completed Registration Form with 50% payment (non-refundable) of the total amount for booth(s)/space, to secure your participation at the SEASONS FAIR: FAMILY FUN.
- *Remaining payment is to be made at least 30 days before the event.
- *Registration Form that are submitted 30 days before the event MUST include full payment to secure your participation at the SEASONS FAIR: FAMILY FUN.
- *Any withdrawal or cancellation of booth(s) or space within 45 days before the event will incur a 50% cancellation fee.

5. IMPORTANT NOTIFICATION

- Multiple pluggings of electrical fittings and installation of own spotlight(s)/fittings are not allowed.
- Trespassing/going beyond booth area, claiming nearby vacant area as your own, and taking items from other booths are not allowed. Loud music and hazardous items (fire/gas cooking) are not allowed inside the exhibition hall(s).
- The organizer will take immediate action on exhibitors who fail to abide by the rules and regulations stated in the Exhibition Manual.

6. CONFIRMATION

I, the authorized representative from the above mentioned company/organisation, do hereby confirm our participation and agree to the terms and conditions. We further understand that the confirmation of booth(s) location of our choice is subject to the availability of the reserved location.

Signature & Company Seal

Date (DD/MM/YY)

(FOR THE USE OF SEASONS: FAMILY FUN MANAGEMENT ONLY)

Sales Person

Booth Allocation

EVENT MANAGER:



8th Floor, PGGMB Building, Bandar Seri Begawan, Brunei Darussalam
Louis@nexploitservices.com Tel: +673 8989798