



Virtual dates: 07-30 June 2021  
Onsite dates: 16-18 June 2021

# VIETNAM ICTCOMM 2021 THE HYBRID EDITION

[Onsite + Virtual]

The International Exhibition on Products & Services of Telecommunication,  
IT & Communications



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## Organizer

- Adpex Joint Stock Company
- Vietnam Internet Association (VIA)
- Vietnam Association for Information Processing (VAIP)
- National Agency for Technology Entrepreneurship & Commercialization Development (NATEC)
- Vietnam Climate Innovation Center (VCIC)

## Supporters

- Ministry of Information & Technology
- Ministry of Industry & Trade
- Ministry of Science & Technology

## Onsite Venue

Saigon Exhibition & Convention Center (SECC)  
(799 Nguyen Van Linh, Tan Phu Ward, District 7, Ho Chi Minh City, Vietnam)

## Onsite Exhibition Dates & Times

June 16 (Wed.) – 18 (Fri.), 2021  
09:00 AM ~ 17:00 PM (Last day will close at 15:00 PM)

## Virtual Exhibition Date

June 7 (Mon.) – 30 (Fri.), 2021

## Virtual Lobby

(URL will be launched early April)

# Why Exhibit In Vietnam ICTCOMM? All-in-one Hybrid Event Platform

Adpex Join Stock Company organizes Hybrid Exhibitions [Onsite + Virtual]

## WHAT'S NEW

- It is the preferred exhibition to present an overview of all the technology developments, procedures and techniques, as well as future trends.
- The most experienced exhibition in Vietnam – This show has been held for 4 times, and had over 8,000 visitors in 2019.
- Host a mix of in-person, live and virtual event formats while cutting down your costs. Our hybrid event solutions can bring your events to a wider audience.
- Seamless integration with your current physical events
- Diversify your event's reach and tap into new audiences





# Benefit Of Hybrid Trade Exhibitions

## Combining 2 platforms for participants to select at their best convenience

The VIETNAM ICTCOMM 2021 will be the first hybrid tradeshow that combines both offline and online experiences as follows:

1. Visit physical exhibition booths and products at virtual website (will be updated on March)
2. Watch online at virtual website and Join the Virtual Trade Show that offers a virtual reality experience to create business opportunities for business operators to enter trade negotiations with global buyers via virtual website (will be updated on March) and zoom.



# EXHIBITS HIGHLIGHT

## Communications

- 5G
- Broadband
- Photonics
- SatComm
- FTTx
- Smart Cities
- Telecom Solutions

## Information Technology Solution

- Manage and Store Digital Media Resources
- Software and Solutions For Businesses, Workflow Solutions
- Infrastructure and IT network security
- IP Infrastructure & File Format
- Manage & Process Data
- Online Payment Technology Solutions, Barcode Scanners
- Comprehensive Cloud Solution
- Database Management System (CMS), Software Solutions
- Provide Digital Content, VioT application
- Smart Internal Communication System
- Call Center Service
- SMS Service
- Security & Control System
- Customer Service

## Internet of Things (IoT)

- Artificial Intelligence (AI)
- Big Data
- Block-chain
- AR/VR
- Cloud
- Cyber-Security
- Data & Analytics
- Enterprise & Mobility Solutions
- Security
- Smart Automation
- Start-up

## Fintech

- Assets & Wealth Management
- Banking & Financial Institutions
- Blockchain
- Crypto Currency
- Cyber Security
- Digital Wallet
- E-commerce
- Forex
- Government Agencies
- IT Software
- Payment Gateway
- Private and Public Funds
- Venture Capitalist

## Embedded Technologies

- Hardware
- M2M
- System Software
- Software Libraries
- Virtualisation
- Test & Measurement
- Data Protection & Security
- System Development



# BASIC VIRTUAL 2D BOOTH



## Includes:

- Company Information / Logo
- Introduction video/image
- Decorate Virtual Booth
- Customized Color
- Booth Chat & Video Call with attendees/buyers real-time in group video call



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## ONSITE SERVICE

- Onsite demonstration (DM PDF file provided by exhibitor)
- Exhibitor press release (1 article) at official website (content provided by exhibitor)
- 01 computer WIFI (LAN)
- Business matching with at least 3 buyers from Vietnam





## ONSITE PACKAGE STAND (Min.9sqm)

- Fascia Name
- One (01) Reception Desk
- One (01) Round Table
- Three (03) Chairs
- Two (02) Spotlight
- One (02) Waste Basket
- One (01) 5AMP/220V Single Phase Socket Plug



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## RAW SPACE

Organizer provides raw space only, Exhibitors make their own stand's design & construction (stand's design needs to receive confirmation from the Organizer). The raw space booth is without partition, carpet, or any display facility. Booth facilities are available on a rental basis from the official contractor.



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# WEBINAR SESSION

## VIRTUAL EVENTS ARE A SPACE FOR MEANINGFUL NETWORKING

- Webinars are used to share information on a certain topic
- Opportunity for businesses in the same industry to connect, share ideas and network
- Create a digital space, though group and 1:1 chats, for a fusion of thoughts, questions, interpretations, concepts, and beliefs to come together among like-minded professionals





# VIRTUAL MEETING

- Schedule a meeting for detailed information
- Booth Video Call
- View promotional documents at booths
- Download detailed information
- Chat with other participants via Video Call
- Chat with other participants via Text Box
- Exchange e-Business Card



### **E-catalogue and printed catalogue**

- One (01) page of exhibitor's information in e-catalogue and printed catalogue
- E-catalogue page will be online for continuous 1 year on the official website

### **Online Marketing**

All logos and promotion materials will be online until 30th June 2021 on the virtual website

### **E-newsletter**

Mailing to the visitor database (approx. 15,000 recipients) once a month starting from exhibitor's payment is made to the Organizer till 2 months after the show, at least 2 times before the show, 1 during the show, 2 within 2 months after the show

### **PR writings/press release**

One (01) PR writings/press release prepared by the exhibitor once every week posted on the event Facebook's fanpage starting from date when contract payment is made to the Organizer till 2 months after the show, at least 3 times before, 1 during and 3 after the show

### **Webinar Sessions (via Virtual site or Zoom)**

Two (02) badges to join Webinar Sessions

### **Post show report**

General show report and specific report on onsite exhibitor's booth transaction will be sent to exhibitor within 1 month after the show

### **Networking**

- Schedule a meeting/Chat/Video Call/Exchange e-Business card with at least 3 buyers from Vietnam during the show
- Set up at least 10 online meetings between exhibitor and potential buyers within 1 month during and after the show



# EXHIBITOR BENEFITS



### **Basic Sponsorship**

1. Sponsor's logo on E-Invitation and all the marketing collaterals
2. Sponsor's Logo/banner on Home Page of the show's website
3. Sponsor's logo on e-mail blast campaign
4. Social media coverage and featured snippets, etc.
5. AD for the online directory

### **Gold Sponsorship**

1. Sponsor's logo on E-Invitation and all the marketing collaterals
2. Sponsor's Logo/banner on Home Page of the show's website
3. Sponsor's logo on e-mail blast campaign
4. Social media coverage and featured snippets, etc.
5. AD for the online directory
6. News release on the Vietnam media
7. Special email blast with company details & Social media mentions





## EXHIBITING INFORMATION REQUEST

- Following information available
  - Show Brochure
  - Updated Floor Plan
  - Cost Estimation
- Rental Display Packages
  - Etc.