



SPONSORSHIP & EXHIBITION PROSPECTUS

Bridging Markets, Empowering Businesses.
and
Celebrating Women in Business, Shaping
Tomorrow.



ABOUT THE 3RD USBCCI BUSINESS EXPO AND USBCCI WOMEN'S ENTREPRENEUR SUMMIT AND AWARDS-2024

This exciting event brings together businesses from the United States and Bangladesh right in New York City. It's a place where company owners, businesspeople, and experts share their work, find new partners, and learn from each other. The 3rd USBCCI Business Expo will happen on November 23rd, 2024.

Event Overview

3rd USBCCI Business Expo-2024

Dates: November 23rd, 2024

Time: 9:00 AM-5:00 PM

Venue: New York LaGuardia Airport Marriott, New York

4th USBCCI Women's Entrepreneur Summit and Awards 2024

Venue: New York LaGuardia Airport Marriott, New York

Dates: November 23rd, 2024

Time: 7:00 PM-10:00 PM

Key Benefits of Exhibiting:

- **Direct Engagement:** Create a memorable brand experience that attracts potential clients and collaborators, opening doors to new business relationships.
- **Increased Visibility & Lead Generation:** Stand out before a captivated audience of business professionals eager to learn about your offerings – a prime opportunity for networking and lead acquisition.
- **Growth Opportunities:** Exhibiting at the Expo is a strategic move towards expanding your brand's reach. Showcase your products and services while highlighting your unique value proposition.
- **Brand Impact:** Make a lasting impression with a well-designed booth or a powerful presentation, leaving attendees with a strong, positive image of your brand.
- **Direct ROI:** Exhibiting is an effective way to grow your customer base, increase market presence, and ultimately drive revenue.

Ready to Lead? Exhibit at the USBCCI Expo

Position your brand at the forefront of the business community by exhibiting at the 3rd USBCCI Business Expo-2024. Don't miss this chance to build lasting business relationships and secure a brighter future for your brand.

ABOUT THE 3RD USBCCI BUSINESS EXPO - 2024

3rd USBCCI Business Expo-2024 | New York City

Unleash Your Business Potential: A Premier Trade Show & Networking Event in NYC

Step into the epicenter of business innovation at the 3rd USBCCI Business Expo-2024, where entrepreneurs, business leaders, and visionaries converge to elevate their enterprises. This event is a must-attend for those aiming to accelerate their business growth and forge invaluable connections within the industry. Here's what makes our **Expo an unmissable opportunity:**

Networking & B2B Connections:

Immerse yourself in a vibrant environment designed to foster meaningful business relationships. Connect with like-minded entrepreneurs, industry experts, and potential clients in sessions crafted to maximize networking and partnership opportunities.

Expert-Led Interactive Workshops:

Gain insights from a series of dynamic workshops led by seasoned professionals. From the latest marketing strategies to financial management tips, these sessions offer actionable advice to enhance your business operations.

SMB-Focused Exhibition Space:

Explore cutting-edge tools and services from exhibitors committed to supporting small and medium-sized businesses. Discover innovative solutions tailored to the unique challenges faced by growing enterprises.

Engaging Panel Discussions:

Join thought-provoking discussions on current business challenges and market trends. Learn from influential entrepreneurs and industry leaders who are driving change and shaping the future of business.

Access to Essential Resources:

Equip yourself with a wealth of resources, including industry reports, business development tools, and funding opportunities. These materials are designed to empower you on your entrepreneurial journey.

Inspiring Keynote Speeches:

Be inspired by keynote speakers whose stories and insights will motivate you to reach new heights in your business endeavors. Their experiences and reflections will provide the fuel you need to achieve your business goals.

The 3rd USBCCI Business Expo-2024 is more than just an event – it's a launchpad for sustained growth, innovation, and business success. Don't miss the chance to propel your business forward and secure your place among the industry's elite.

Showcase Your Business in New York

Elevate your brand's presence by securing an exhibition booth at the Expo. This is your opportunity to engage directly with a targeted audience, boost your brand recognition, and generate quality leads.

Benefits of Partnership:

1. Brand Visibility:

- Logo placement on all event materials, including banners, brochures, and the official website
- Mention in press releases and media coverage
- Promotion through USBCCI's social media channels

2. Networking Opportunities:

- Access to exclusive networking events with business leaders, entrepreneurs, investors, and policymakers
- Opportunities for direct engagement through B2B meetings

3. Speaking Opportunities:

- Keynote speaking slots and panel participation to showcase thought leadership
- Hosting workshops or breakout sessions on relevant topics

4. Exhibition Space:

- Premium exhibition space to showcase products and services
- Customizable booths to maximize brand impact

5. Marketing and Promotion:

- Inclusion in event marketing campaigns
- Feature in event newsletters and email campaigns
- Dedicated feature in the event program guide

6. Complimentary Passes:

- Complimentary passes for your team to attend all sessions and networking events
- VIP passes for special events, including the Cultural Night

Benefits of Attending

- Form Business Partnerships: Connect with leaders, entrepreneurs, investors, and policymakers.
- Expand Market Reach: Showcase products to a diverse audience.
- Knowledge Exchange: Gain insights into market trends and innovations.
- Networking: Engage with key stakeholders from various industries.

Who Should Attend?

- Business Leaders and Entrepreneurs: To explore new markets and partnerships.
- Investors: To identify investment opportunities.
- Policymakers: To discuss economic strategies and bilateral cooperation.
- Industry Experts and Academics: To share knowledge and research.

General Public: To learn about the latest products and innovations.

WELCOME

Dear Esteemed Guests, Members, and Partners,

Welcome to the U.S. Bangladesh Chamber of Commerce & Industry (USBCCI) Business Expo 2024.

As the President of USBCCI, it is my distinct pleasure to extend a warm welcome to all the visionary business leaders, innovators, and cultural ambassadors joining us from both the United States and Bangladesh. This gathering stands as a testament to the entrepreneurial spirit that unites our nations and celebrates the boundless possibilities that emerge when we come together to collaborate and explore.

This year's expo marks a significant milestone in our journey to enhance commercial and cultural relations between our countries. Over the next few days, you will experience a dynamic environment filled with opportunities— from exploring advancements in Information and Communication Technology (ICT) and leveraging the potential of Technology to engaging with transformative innovations across various industries.

As we navigate a landscape of diminishing trade barriers and expanding technological horizons, USBCCI remains committed to leading initiatives that amplify bilateral trade, drive economic growth, and foster the exchange of ideas. This expo is not only a showcase of our vibrant business communities but also a reflection of our shared dedication to a prosperous and inclusive future.

I encourage you to immerse yourself in the rich programming we have prepared. Engage with panel discussions, participate in workshops, connect during B2B meetings, and let the cultural exchanges deepen your understanding of the heritage and aspirations that shape our communities.

I also want to extend my heartfelt gratitude to our sponsors. Your support is instrumental in making this event a success and reflects your belief in our mission.

In anticipation of the partnerships and successes that will emerge from this expo, I invite you to approach each conversation with curiosity, each presentation with interest, and each encounter with the openness that defines true global citizenship.

Together, let us pave the way for enduring cooperation and shared triumphs between the United States and Bangladesh.

Thank you for being here and for your continued support.



Md Liton Ahmed

Md Liton Ahmed

President

USBCCI

Cell: 718-8643245, office :212-347-6364

Email: info@usbcci.org

SPONSORSHIP & EXHIBITOR BENEFITS



Brand Visibility : Sponsors' logos and names are prominently displayed across event marketing materials, event signage, the event website, and social media channels, leading to increased brand recognition and awareness.



Market Penetration: The extent to which a brand's products or services are known and used by customers in a particular market. This can involve strategies like competitive pricing, extensive distribution, and tailored marketing campaigns.



Networking Opportunities : Interaction with key stakeholders, industry leaders, decision-makers, and potential clients through exclusive networking events and VIP access areas.



B2B Opportunities: Exhibiting creates conducive environment for stakeholders to engage in business-to-business (B2B) interactions, fostering collaborations and partnerships.

Join us at the USBCCI Business Expo 2024 for a remarkable opportunity to showcase your products and services, broaden your networks, and build lasting partnerships. As a gathering of influential minds from the United States and Bangladesh business communities, this event promises to be a hub of innovation, trade, and cultural exchange. It's your chance to make impactful connections and propel your business into new realms of success. We look forward to seeing you there!

- **Brand Awareness:** Ensuring that the target market is familiar with the brand and its products or services. High brand awareness can lead to brand preference and loyalty, which are vital for long-term success.
- **Market Penetration:** The extent to which a brand's products or services are known and used by customers in a particular market. This can involve strategies like competitive pricing, extensive distribution, and tailored marketing campaigns.

- **Engagement and Retention:** Actively engaging with customers through social media, events, and personalized communication fosters a community around the brand. Retention strategies ensure the longevity of customer relationships.
- **Innovation and Adaptation:** Continuously evolving and adapting to market trends and consumer needs keeps a brand relevant. Innovation can manifest in product development, adopting new business models, or implementing cutting-edge technologies.
- **Collaborations and Partnerships:** Forming strategic partnerships with other businesses or influencers can broaden market reach and tap into new customer segments. Corporate social responsibility initiatives can also enhance brand image and presence.
- **Content and Advertising:** Utilizing various media channels to communicate the brand's message and value proposition effectively. Content marketing, paid advertising, and public relations can all contribute to a stronger presence.
- **Data-Driven Strategies:** Leveraging market data and customer insights to make informed decisions about product offerings, marketing strategies, and potential market expansions.

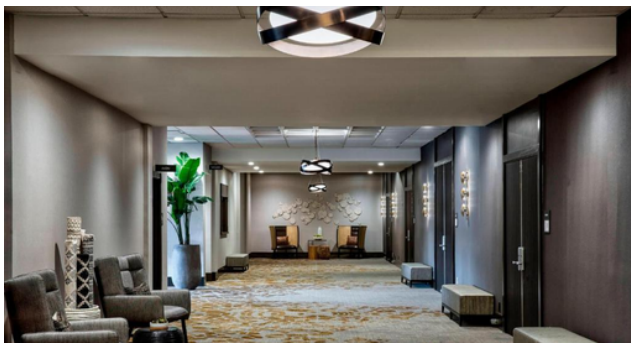
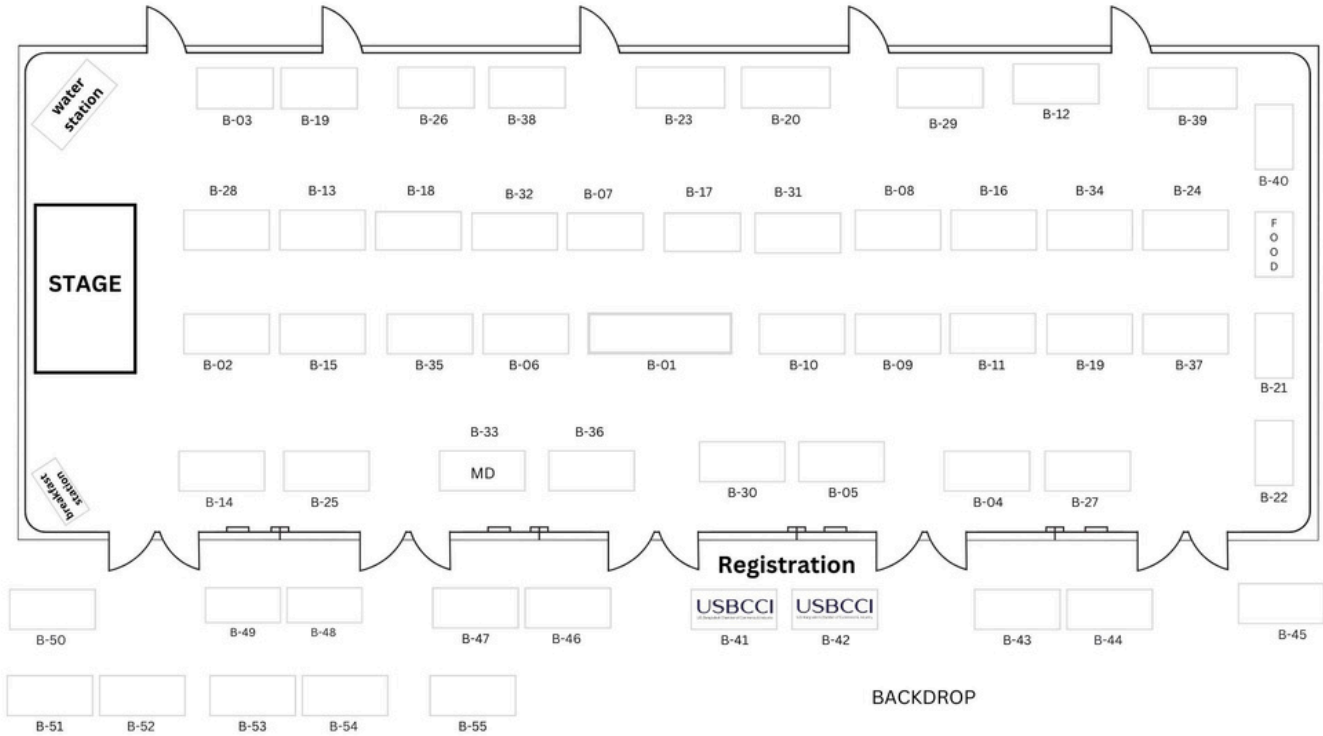
PROGRAM

PANEL DISCUSSION SESSIONS

1. **Expert Insights:** Hear from a curated group of industry leaders, policymakers, and innovators as they share their knowledge, experiences, and outlooks on the future.
2. **Interactive Dialogue:** Panel discussions are interactive, allowing for a vibrant exchange between panelists, as well as Q&A sessions where the audience can pose questions.
3. **Current Trends:** Discussions will often focus on the latest trends, challenges, and opportunities within the industry, whether it's technological advances, market shifts, or regulatory changes.
4. **Best Practices:** Learn about proven strategies and best practices from various organizations and gain insights on how to implement them within your own business context.
5. **Networking:** These sessions provide a chance to meet and engage with thought leaders and peers, offering networking opportunities to initiate meaningful connections.
6. **Diverse Topics:** Topics can range from specific (e.g., the impact of AI on manufacturing) to broad (e.g., fostering sustainable practices in international trade), catering to a wide range of interests.
7. **Inclusive Environment:** Panel discussions aim to foster an inclusive environment where diverse opinions and backgrounds are represented, encouraging a comprehensive understanding of the subjects at hand.

PROGRAM

VENUE HIGHLIGHTS



SPONSORSHIPS

Sponsorship opportunity & Exhibition Fees:

Unlock the potential for unparalleled exposure and engagement at USBCCI Real Estate Expo 2024 through our dynamic Sponsorship Opportunities and Exhibition Fees. Elevate your brand to new heights by choosing from a range of sponsorship packages designed to maximize visibility and impact.

Whether you're seeking prime exhibition space, exclusive event branding, or targeted promotional opportunities, our sponsorship packages cater to diverse needs. Showcase your company's commitment to innovation and leadership in the real estate sector.

UNLEASH YOUR POTENTIAL WITH SUPERB SPONSORSHIP & EXHIBITION PACKAGES:

1. PRESENTING SPONSOR - EXCLUSIVE OPPORTUNITY \$ 10,000

Pre Event

Top sponsorship acknowledgment in:

- Invite to Event Announcement Press Briefing
- Conference website & marketing prospectus
- Promotional assets including email campaigns and direct mail initiatives
- Inclusion of company logo within registration confirmation emails Social media promotion
- Advance copy of registration list

Post Event

- Final copy of registration list
- Company logo on post conference survey

Main Event

- Grand 16x8 exhibition space, 2 tables (6x3)
- Powered by Panel Discussion (\$3,000 value)
- Logo Placement Above Title of Event
- Ad placement in Monthly Newsletter Email
- Keynote Speaker Opportunity
- Logo Feature in Sponsor Prospectus
- Ad Placement in Monthly Newsletter Emails for next 12 months
- Logo on Red Carpet Photo Booth Backdrop
- 10-Minute Video-Taped Interview for website and post event marketing
- Logo on Website Home Page & Official Invitations
- Speaking Slot on the Panel
- Company Profile on LED Screen
- Recognition During Event's Opening and Closing Remarks
- 12 Months Membership & Network Access (\$1,000 value)
- Color Full Page Ad in Event Brochure
- Logo Placement on Website Agenda Page

SPONSORSHIPS

UNLEASH YOUR POTENTIAL WITH SUPERB SPONSORSHIP & EXHIBITION PACKAGES:

2. DIAMOND SPONSOR

\$ 7,500

Pre Event

- Top sponsorship acknowledgment in:
- Conference website & marketing prospectus
- Promotional assets including email campaigns and direct mail initiatives
- Inclusion of company logo within registration confirmation emails Social media promotion

Post Event

- Final copy of registration list

Main Event

- Preferred 8x8 exhibition space, 1 table (6x3)
- Ad Placement in Monthly Newsletter Emails for next 12 months
- 10-Minute Video-Taped Interview for website and post event marketing
- Logo on Red Carpet Photo Booth Backdrop
- Logo on Website Home Page & Official Invitations
- Speaking Slot on the Panel
- Company Profile on LED Screen Prominent logo
- Recognition During Event's Opening and Closing Remarks
- 12 Months Membership & Network Access (\$1,000 value)
- Color Full Page Ad in Event Brochure
- Logo Placement on Website Agenda Page

3. PLATINUM SPONSOR

\$5,000

Pre Event

- Top sponsorship acknowledgment in:
- Inclusion of company logo within registration confirmation emails social media promotion

Post Event

Final copy of registration list

Main Event

- Preferred 8x8 exhibition space, 1 table (6x3)
- Logo on Red Carpet Photo Booth Backdrop
- Logo on Website Home Page & Official Invitations
- Speaking Slot on the Panel
- Company Profile on LED Screen Prominent logo
- Recognition During Event's Opening and Closing Remarks
- 12 Months Membership & Network Access (\$1,000 value)
- Color Full Page Ad in Event Brochure
- Logo Placement on Website Agenda Page

SPONSORSHIPS

4. GOLD PACKAGE

\$3,000

- Preferred 8×8 exhibition space, 1 table (6×3)
- Speaking Slot on the Panel
- Company Profile on LED Screen Prominent logo
- Recognition During Event's Opening and Closing Remarks
- 12 Months Membership & Network Access (\$1,000 value)
- Color Full Page Ad in Event Brochure
- Logo Placement on Website Agenda Page

5. SILVER SPONSORS

\$2,500

- 8×8 exhibition space, 1 table (6×3)
- 12 Months Membership & Network Access (\$1,000 value)
- Color Ad in Event Brochure (Half Page)
- Logo Placement on Website Agenda Page

7. EXHIBITION PACKAGE INTERNATIONAL -A

\$2,000

- Booth or stall of 8× 8 feet space with standard fittings
- 02 Chairs Sitting plus 01 Table
- Company logo and profile in the event catalogue
- Exhibitor badges for on-site representatives
- Access to networking events and business matchmaking sessions
- Opportunity to present your products/services during dedicated exhibition hours
- Visa Support Letter / Sponsor Letter

8. EXHIBITION PACKAGE-B

\$1,000

- Booth or stall of 8× 8 feet space with standard fittings
- 02 Chairs Sitting plus 01 Table
- Company logo and profile in the event catalogue
- Access to networking events and business matchmaking sessions
- Exhibitor badges for on-site representatives

USBCCI WOMEN'S ENTREPRENEUR SUMMIT AND WOMEN'S ENTREPRENEUR AWARDS 2024

Sponsorship Package

1 PRESENTING SPONSOR  \$5,000.00	2 PLATINUM SPONSOR  \$3,000.00	3 GOLD SPONSOR  \$2,000.00
4 SILVER SPONSOR  \$1,000.00	5 CORPORATE SPONSOR  \$500.00	6 TABLE DINNER SPONSOR  \$500.00

USBCCI WOMEN'S ENTREPRENEUR SUMMIT AND WOMEN'S ENTREPRENEUR AWARDS 2024

PRESENTING SPONSOR \$5,000 (EXCLUSIVE OPPORTUNITY)

The Elite level of sponsorship and is limited to one organization. The sponsorship includes exclusive recognition as the Presenting Sponsor at the keynote and closing panel in addition to lead generation opportunities...

- Full-page ad featured in the USBCCI Women's Entrepreneur Awards 2024 Magazine end of year Publication.
- Up to 6 complimentary tickets to the award ceremony
- Company logo recognition during the award ceremony in the presentation
- Company logo on all event related materials
- Up to Five-minute speaking role at the awards ceremony
- Preferred seating at the award ceremony
- Participation in introducing the finalists at the award ceremony
- Free Corporate membership USBCCI
- 150-word corporate message on event website
- Newsletter Flyer (Copies must be supplied by Business)

PLATINUM SPONSOR // \$3,000

The Premium level of sponsorship and is limited to one organization. The sponsorship includes exclusive recognition as the Presenting Sponsor at the keynote and closing panel in addition to lead generation opportunities...

- Banner-ads featured in the USBCCI Women's Entrepreneur Awards 2023 Magazine end of year Publication.
- Up to 4 complimentary tickets to the award ceremony
- Company logo recognition during the award ceremony in the presentation
- Company logo on all event related materials
- Up to Five-minute speaking role at the awards ceremony
- Preferred seating at the award ceremony
- Participation in introducing the finalists at the award ceremony
- Free General Membership USBCCI
- 120-word corporate message on event website
- Newsletter Flyer (Copies must be supplied by Business)

USBCCI WOMEN'S ENTREPRENEUR SUMMIT AND WOMEN'S ENTREPRENEUR AWARDS 2024

GOLD SPONSOR // \$2,000

The Gold level of sponsorship and is limited to two organization. Features are as below...

- Full-page ad featured in the USBCCI Women's Entrepreneur Awards 2023 Magazine end of year Publication.
- Up to 6 complimentary tickets to the award ceremony
- Company logo recognition during the award ceremony in the presentation
- Company logo on all event related materials
- Up to Two-minute speaking role at the awards ceremony
- Preferred seating at the award ceremony
- Participation in introducing the finalists at the award ceremony
- Free Individual Membership USBCCI
- 100-word corporate message on event website
Newsletter Flyer (Copies must be supplied by Business)

SILVER SPONSOR // \$1,000

The Altruist level of sponsorship and is limited to several organizations. Features are as below

- Banner-ads featured in the USBCCI Women's Entrepreneur Awards 2023 Magazine end of year Publication.
- Up to 4 complimentary tickets to the award ceremony
- Company logo recognition during the award ceremony in the presentation
- Preferred seating at the award ceremony
- Free Individual Membership USBCCI
- Participation in introducing the finalists at the award ceremony
- 50-word corporate message on event website
- Newsletter Flyer (Copies must be supplied by Business)

CORPORATE SPONSOR // \$500.00

The Altruist level of sponsorship and is limited to several organizations. Features are as below

- Banner-ads featured in the USBCCI Women's Entrepreneur Awards 2023 Magazine end of year Publication.
- Up to 2 complimentary tickets to the award ceremony
- Free Individual Membership USBCCI
- Participation in introducing the finalists at the award ceremony
- 50-word corporate message on event website
- Newsletter Flyer (Copies must be supplied by Business)

TARGET REACH

1,000 +

Participants, Including Business Leaders, Investors, Government officials, and General Public.

300 +

C Level Executives

5,000,000 +

Advertising Views

10 +

Media Outlets

50 +

Exhibitors

05 +

Seminars

- Industry Professionals

Industry Experts: Thought leaders and professionals from technology, textiles, agriculture, and manufacturing sectors.

Academics: Researchers and scholars sharing insights on market trends and innovations.

- Trade Associations

Chambers of Commerce: Local and international chambers supporting business growth and connections.

Trade Bodies: Associations fostering industry collaboration and market development.

- General Public

Cultural Enthusiasts: Individuals interested in cultural events, heritage, and cross-cultural exchange.

Consumers: Those keen on discovering new products, services, and innovations.

Who's Attending

Audience Overview

The 3rd USBCCI Business Expo aims to connect a diverse audience from both the United States and Bangladesh, facilitating valuable networking, business opportunities, and cultural exchange. Here's a snapshot of our target reach:

Business Community

- Business Leaders: CEOs, executives, and entrepreneurs seeking partnerships and expansion opportunities.
- Investors: Venture capitalists, angel investors, and financial institutions interested in high-potential ventures.
- Startups and SMEs: Emerging businesses looking for growth, funding, and market access.

Government and Policy

- Government Representatives: Officials from trade departments, economic development agencies, and investment boards.
- Policy Makers: Individuals influencing trade policies and bilateral relations.

CONTACT

DIGITAL PARTNER



STRATEGIC PARTNER



PRINTING PARTNER



Venue/Date & Time/Details

New York LaGuardia Airport Marriott
102-05 Ditmars Blvd, Queens, NY 11369.

Date: November 23rd- 2024

Saturday

Time info EXPO : 9:00 am to 5:00 pm



Md Badrodduja Sagar
Director & Chair
USBCCI Business Expo 2024
Cell: 929-538-7903



Sheik Farhad
Director & Co-Chair
USBCCI Business Expo 2024
Cell: 347-686-4278

4th USBCCI Women's Entrepreneur Summit and Awards 2024

Venue: New York LaGuardia Airport Marriott, New York

Dates: November 23rd, 2024

Time: 7:00 PM-10:00 PM



Contact Us

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