

DECEMBER  
**22** TO **25**  
2023



E r o d e

# B u i l d E x p o

SOUTH INDIA'S BIGGEST BUILD EXPO

@ ERODE

## ADVERTISEMENT BROCHURE





## ABOUT US

There are 100 Engineer's Association in Tamilnadu with 12,000 engineers as members, More Civil Engineers from all over Tamilnadu will be visiting our Erode Build Expo,

The reason behind the visiting of more than 50,000 visitors like Engineers, Builders, Promoters, Contractors, Construction Workers and Public to our "EXPO" is because of this advertisement which reaches the public to know about our "EXPO"

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## DAILY NEWS PAPER

Stall Booking Promotion  
&  
Expo Promotion in famous  
News paper @ Erode

## FM RADIO

Three day FM for Stall  
Booking

Five days Expo Promotion  
only Erode FM

@ Erode, Salem, Coimbatore,  
Trichy FM

## BUS

Mofussil Bus adv:

Salem, Coimbatore, Trichy,

Local Bus:

city bus two weeks before  
Stall booking Date  
(18.09.2023 )  
One Month before Expo  
Date @ Local Bus



அரசாங்கத்தின்  
புதிய திட்டம் அடிப்படையில்  
சென்னை நகரில் 130 அங்குசுடிகள்  
மாற்றும் கட்டிடப் பணிகள்



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## FACEBOOK & INSTAGRAM

Request all Engineers to keep upload Facebook own page.

Create 30 sec video clip for Stall booking Promotion , book advertisement Promotion and BUILD EXPO 2023 Promotion.

We had appointed digital marketing to promote at the surroundings district of Erode.



## DOOR SLIP

Door slip notice.

Give directly to erode shops one week before stall booking and EXPO promotion

## WHATSAPP

All Engineers to keep whatsapp status and share to public

Create poster and 30 sec video clip for Stall booking promotion

Create poster and 30 sec video clip for Souvenir promotion

Create poster and 30 sec video clip for BUILD EXPO 2023 promotion

## TELEMESSAGE

We have the phone number of 50000 public who came to the expo last year, the details of the Expo can be convey through telemessage





## DIGITAL LED SCREEN VAN

Stall booking promotion @  
Coimbatore, Salem, Tirupur,  
Tirchy and Erode.

Build EXPO promotion @  
Chennimalai, Perundurai,  
Vijayamangalam, Kunnathur,  
Gobi, Kavunthapadi, Chithode,  
Bhavani, Komarapalayam,  
Pallipalayam, Thiruchengode,  
Kodumudi, Sivagiri, Arachalur,  
Kangayam, Vellode.

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## YOUTUBE & GOOGLE

We had appointed digital  
marketing to promote in  
YOUTUBE.

Create 3 minutes video clip  
for Stall booking and BUILD  
EXPO 2023 Promotion.

## DIGITAL SCREEN TRAILER CYCLE

Four days programme only  
at Erode

Two days before Expo Date

20.12.2023 to 23.12.2023

Timing:  
4 pm - 9 pm / 15 km/day

## DIGITAL SCREEN LOOK WALLER

(HUMAN BILLBOARD)

Four days programme

Two days before Expo Date

20.12.2023 to 23.12.2023

Timing:  
4 pm - 9 pm / 15 km/day  
( local area)



## AUTO FLEX

Flex banner fixing at Passenger auto back side

Stall booking promotion and Build EXPO promotion

@ Erode and surrounding (Chennimalai, Perundurai, Vijayamangalam, Kunnathur, Gobi, Kavunthapadi, Chithode, Bhavani, Komarapalayam, Pallipalayam, Thiruchengode, Kodumudi, Sivagiri, Arachalur, Kangayam, Vellode).

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## WALL PAINTING

EXPO promotion Wall painting

@ Erode & Chennimalai, Perundurai, Vijayamangalam, Kunnathur, Gobi, Kavunthapadi, Chithode, Bhavani, Komarapalayam, Pallipalayam, Thiruchengode, Kodumudi, Sivagiri, Arachalur, Kangayam, Vellode areas

- Get Corporation, panchayat approval

## SKY LASER LIGHTS

(CIRCUS LIGHT)

Five days programme  
@ Parimalam Mahal.

## AIR BALLOON

Air balloon @ erode centre or Parimalam mahal.





## RAILWAY DIGITAL ADVERTISEMENT

One week before Stall booking date

Railway Stations: Coimbatore junction, Salem junction, Trichy junction & Erode junction

10 sec advertisement visual / 12 min once / 18 hr / day

Dual Display information system (DDIS)

# ERODE BUILD EXPO

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## FLEX BANNER @ SITE

Fifteen days before FLEX Banner fixing @ EDCEA Engineers construction sites and Public Views point @ Erode & Chennimalai, Perundurai, Vijayamangalam, Kunnathur, Gobi, Kavunthapadi, Chithode, Bhavani, Komarapalayam, Pallipalayam, Thiruchengode, Kodumudi, Sivagiri, Arachalur, Kangayam, Vellode.

## TV CHANNEL

Telecast Expo Promotion Visual Advertisement on private TV channels @ Erode & Chennimalai, Perundurai, Vijayamangalam, Kunnathur, Gobi, Kavunthapadi, Chithode, Bhavani, Komarapalayam, Pallipalayam, Thiruchengode, Kodumudi, Sivagiri, Arachalur, Kangayam, Vellode.

## FLEX BANNER WITH TATA ACE

Stall booking and Build EXPO promotion @ Erode & Chennimalai, Perundurai, Vijayamangalam, Kunnathur, Gobi, Kavunthapadi, Chithode, Bhavani, Komarapalayam, Pallipalayam, Thiruchengode, Kodumudi, Sivagiri, Arachalur, Kangayam, Vellode.



NOTE :- Subject to change due to unavoidable circumstances



# COMMITTEE MEMBERS

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## ADVERTISEMENT COMMITTEE



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## ADVERTISEMENT COMMITTEE

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## WEBSITES

[www.erodebuildexpo.com](http://www.erodebuildexpo.com)

[www.erodebuildexpo.in](http://www.erodebuildexpo.in)

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## MAIL ID

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## VENUE

PARIMALAM MAHAL , ERODE



 WEBSITE



 VENUE



Reg. No. 122001  
Erode District  
Civil Engineers Association

Organizers



Reg. No. 621/2003  
Erode Civil Engineers  
Trust