

Exhibitor Guide: Frugal Innovation Forum 2025

Exhibition Schedule

- Dates: 25–26 July 2025
- Venue: BRAC CDM, Savar, Dhaka
- Exhibition set-up:
 - Check in to the Venue: 24 July 2025
 - Onboarding Meeting: 24 July 2025 | 1:00 PM – 8:00 PM
 - Booth set-up: 24 July 2025 | 2:00 PM – 6:00 PM
- Exhibition Open Hours:
 - Day 1: 9:00 AM – 8:30 PM
 - Day 2: 9:00 AM – 5:30 PM
- Dismantling Time:
 - 26 July 2025 | After 5:30 PM

Who should apply?

We are looking for dynamic, mission-aligned exhibitors working in areas such as:

- Climate-smart agriculture
- Early warning systems
- Resilient food systems and value chains
- Regenerative and Indigenous practices
- Green technologies for rural livelihoods
- Financial tools and digital platforms supporting adaptation
- Circular economy
- Youth- or women-led community-based adaptation solutions

Why exhibit at FIF 2025?

- Opportunity to showcase your products/ services to a diverse audience of practitioners, policymakers, funders, private sector players, donors, and researchers from both Bangladesh and around the world.
- Build partnerships and gain exposure in the Global South development ecosystem.
- Learn from and collaborate with like-minded innovators facing similar challenges.

BRAC

BRAC Centre
75 Mohakhali
Dhaka 1212
Bangladesh

T: +88 02 2222 81265
F: +88 02 2222 63542
E: info@brac.net
W: www.brac.net

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What are we looking for?

Priority solution areas we want to feature:

- **Social enterprises-** Targeting climate adaptation, strengthening the agricultural ecosystem and grassroots frugal climate innovation.
- **Climate-resilient agriculture & food systems** – stress-tolerant crops/livestock, climate-smart farming methods
- **Regenerative / Indigenous land- & water-management** – agroecology, soil-building, traditional knowledge systems
- **Digital tools & early-warning services** – localised weather information, climate insurance, and equitable agri-market platforms for smallholder farmers.
- **Livelihood innovation in fragile ecosystems** – nature-based enterprises and off-farm income for climate-affected communities
- **Inclusive solutions for women, youth & marginalised groups** – gender-responsive climate innovations
- **Waste-to-income or circular economy models** – working on upcycling agricultural waste, low-cost bioenergy, and other innovative solutions as such.

Who should exhibit and what to showcase?

- **Agri-tech firms** – end-to-end architecture of climate-smart farming (sensors → analytics → pay-per-use hardware → last-mile delivery)
- **Grass-roots innovators** – prototypes from everyday materials, iterative design journals, community storytelling of bottom-up ingenuity
- **Locally led initiatives** – “adaptation bundles” combining Indigenous practices, cooperative finance, shared infrastructure
- **National & International NGOs (I/NGOs)** – Grassroots community-led adaptation solutions around issues of climate, agriculture and livelihood.
- **UN agencies** – systems-level enablers and success cases: open datasets, financing windows, policy frameworks, and local partnerships that proved effective

Terms of participation:

- A fee of **BDT 50,000** per organisation will be charged for the issuance of an exhibitor pass.
- Exhibitor Pass Includes:
 - One exhibition booth (approx. 6ft x 6ft) at the conference venue
 - Accommodation for 2 representatives from your organisation at BRAC CDM, Savar (24th & 25th July)
 - Full board meals for 2 representatives: 2 breakfasts, 2 lunches, and 2 dinners

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- Access to networking opportunities with participants, partners, and speakers throughout the event
- Logistical support is limited to basic provisions—electricity, internet access, and standard booth setup—and **does not extend to services such as**
 - Production of personal materials
 - Printing
 - Provision of staff assistance
 - Transportation or shipping of materials
 - Custom booth furnishings
- Pick-up, drop-off, or local transportation is not provided. Exhibitors are responsible for managing their own transport to and from the venue.
- Exhibitors are responsible for bringing their own promotional materials, including brochures, display items, videos, and any other booth-specific content.
- FIF is committed to a low-waste, climate-friendly event—expect simple, sustainable choices and bring a like-minded spirit.

Mode of Exhibition

To make the Frugal Innovation Forum (FIF) 2025 exhibition more interactive, experiential, and accessible, we strongly encourage exhibitors to go beyond static displays and explore innovative modes of presentation. The goal is to help visitors better understand, engage with, and connect to your work—whether it's a product, service, project, or community-based intervention.

Below are suggested modes of exhibition that can help bring your innovation to life:

1. Product Demonstrations

Showcase your tools, devices, or prototypes through live or interactive demos, allowing participants to touch, test, or experience them. You may integrate smartphone-based interactions, simulations, or AR/VR elements (if applicable) for deeper engagement.

2. Story Maps

Use scrollable digital or printed maps that blend geographic data with community stories, images, and field insights. Story maps are a powerful way to demonstrate the place-based impact of your work and the real people it affects.

3. Digital Impact Journals

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Present your innovation's journey through a visual timeline or interactive journal. This could include milestones, challenges, field photographs, and learnings—giving visitors insight into how your solution evolved in real-world contexts.

4. Explainer Videos

Create short, compelling videos (1–3 minutes) to explain your solution, the problem it addresses, and its impact. Videos may include animations, interviews, or field footage and can be shown on tablets or monitors at your booth.

5. Live Micro-Workshops

Host brief live sessions at your booth, such as activity demos or participatory experiments. These can also be streamed or recorded to expand reach and accessibility.

6. Co-Creation Boards

Set up interactive boards—physical or digital—where visitors can contribute feedback, adapt elements of your model, or vote on features. This promotes collaborative learning and design thinking.

7. Gamified Learning Tools

Design simple games, challenges, or quizzes related to your theme or intervention. These can be physical (card games, dice, board-based) or digital, encouraging fun and memorable learning. [Read more.](#)

8. QR Code Galleries

Offer paperless access to deeper content (reports, blogs, videos) via strategically placed QR codes around your booth. These can link to Google Drive folders, YouTube playlists, or interactive platforms.

We encourage each exhibitor to combine multiple modalities wherever feasible to enhance storytelling and visitor experience. If you require support for technical setup, digital content, or display strategy, please indicate your needs in the Exhibit Submission Form.

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Do's and Don'ts for Exhibitors

✓ Do's

- Ensure all materials are climate-sensitive and environmentally responsible
- Be present at your booth during exhibition hours or assign a team member to attend
- Display content that is inclusive, respectful, and relevant to the event theme
- Keep your booth tidy and professionally presented
- Comply with all venue guidelines, including fire safety and waste disposal protocols
- Label all personal equipment and materials clearly to avoid misplacement

✗ Don'ts

- Do not use single-use plastic or non-recyclable materials for displays
- Avoid loud audio/visual presentations that disturb neighbouring booths
- Do not leave your booth unattended during open hours
- Do not use offensive, discriminatory, or politically sensitive content
- Do not install unauthorised electrical devices or modify the booth structure
- Do not block walkways or emergency exits

Safeguarding Policy Summary

FIF 2025 upholds BRAC's commitment to creating a safe, respectful, and inclusive environment for all. All exhibitors are expected to adhere to the following principles:

- Zero tolerance for harassment, exploitation, or abuse of any kind
- All staff, volunteers, and exhibitors must treat participants and visitors with dignity and respect
- Exhibitors are responsible for ensuring their representatives are aware of and comply with BRAC's [Safeguarding](#) and [Child Protection](#) Policy
- Any safeguarding concern should be reported immediately to the designated Safeguarding Focal Person present at the venue. [Contact information of the safeguarding focal person will be shared upon confirmation of the exhibitor pass.]

Contact for Questions or Support

For any queries or support needs, please contact:

- Email: frugalinnovation@brac.net
- Phone/WhatsApp: +880-1332550461

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