

## Background

Exhibition is one of the effective ways to promote a company with the purpose of branding the company and increase profits. The impact can be felt directly by the customer not only with reading as in the mass media, but also to hear on the radio and see on television. In addition, the impact of the exhibition can also be directly perceived because the effect recognition and recall. The effect is much better because of the chance of a two-way interaction with customers/prospective business partners. Even the exhibition allows the direct sales at that time.

## Exhibition Profile

Name : GNOME.Asia Summit IT Expo

Date : May, 8-9 2015

Location : Main Hall Balairung Universitas Indonesia Depok

## Benefit of Location

University of Indonesia is one of the oldest and largest university in Indonesia with 14 faculties, 2 programs and nearly 35,000 students. The Main Hall which is the largest conference hall at the University of Indonesia, able to accommodate up to 6,000 students.

## Exhibitor Profile

- Internet Providers
- Telco Providers
- ICT Vendor Providers
- IT Consultant
- Computer Branded Retailer
- Smartphone Branded Retailer
- IT/Game Community
- Startup Company
- Education Institutions
- Creative Industries
- Local Handcraft
- Onlineshop
- Etc

