



**WRITE
ON TRACK**

*“Taking your business
right on track”*

Marketing | Publicity | Branding | Events

Who is Inframachinerie Corporation?



INFRAMACHINERIES
The Dealer Makes The Difference

Inframachinerie Corporation is exclusive distributor of heavy equipment brands such as Doosan, Sandvik, Dressta, Edge and Everdigm in the Philippines.

It provides full range top quality heavy general construction and mining equipment which are affordable and value-for-money to customers.



Overall Objective

To highlight Inframachineries' participation
in PHILCONSTRUCT Manila 2019.



Key Performance Indicators (KPI)

1. Conceptualize a booth

- Place 2 Doosan excavators
- Provide space for the following:
 - Calendar Girl
 - Sign Up Tables
 - Coffee Table
 - Customer Service and Parts Tables
 - Transaction Tables



Key Performance Indicators (KPI)

2. Create a 4-day program

- Program with interactive activities throughout the day
- Highlight the calendar girl
- Inject alternative gimmick aside from dance performances



Key Performance Indicators (KPI)

3. Sign Up Target

- Increase the number of sign ups from 30% last year to at least 65% of attendees this year

Event Overview

PHILCONSTRUCT Manila 2019

For over two decades, Philippine Construction Association, Inc. (PCA) continuously gathers the biggest names in the construction industry through PHILCONSTRUCT.

Attracting hundreds of companies from more than 20 countries, the expo becomes a household name for the trade events scene as it promises maximum return of investment.



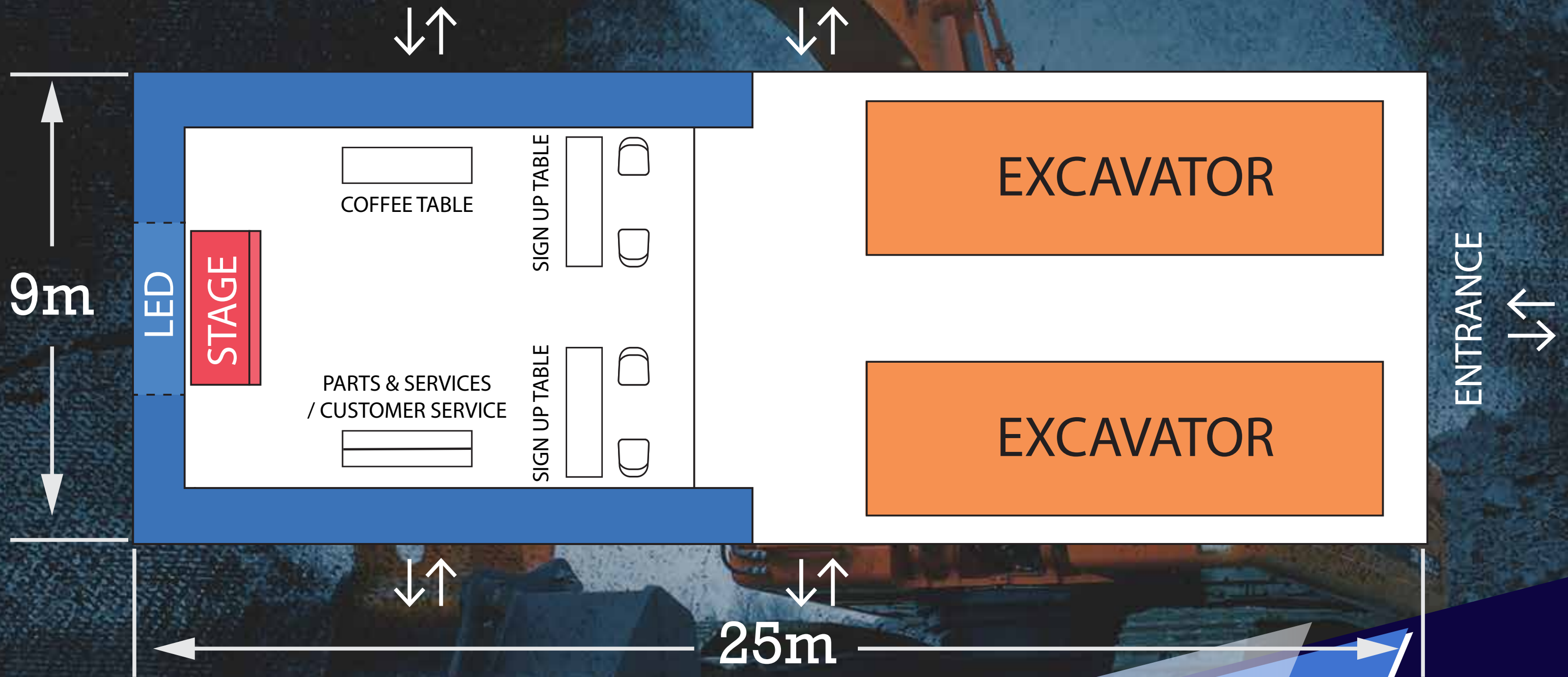
Event Parameters

Where: World Trade Center, Pasay City

When: November 7-10, 2019

Time: 10:00 am - 6:00 pm

Booth Floor Plan

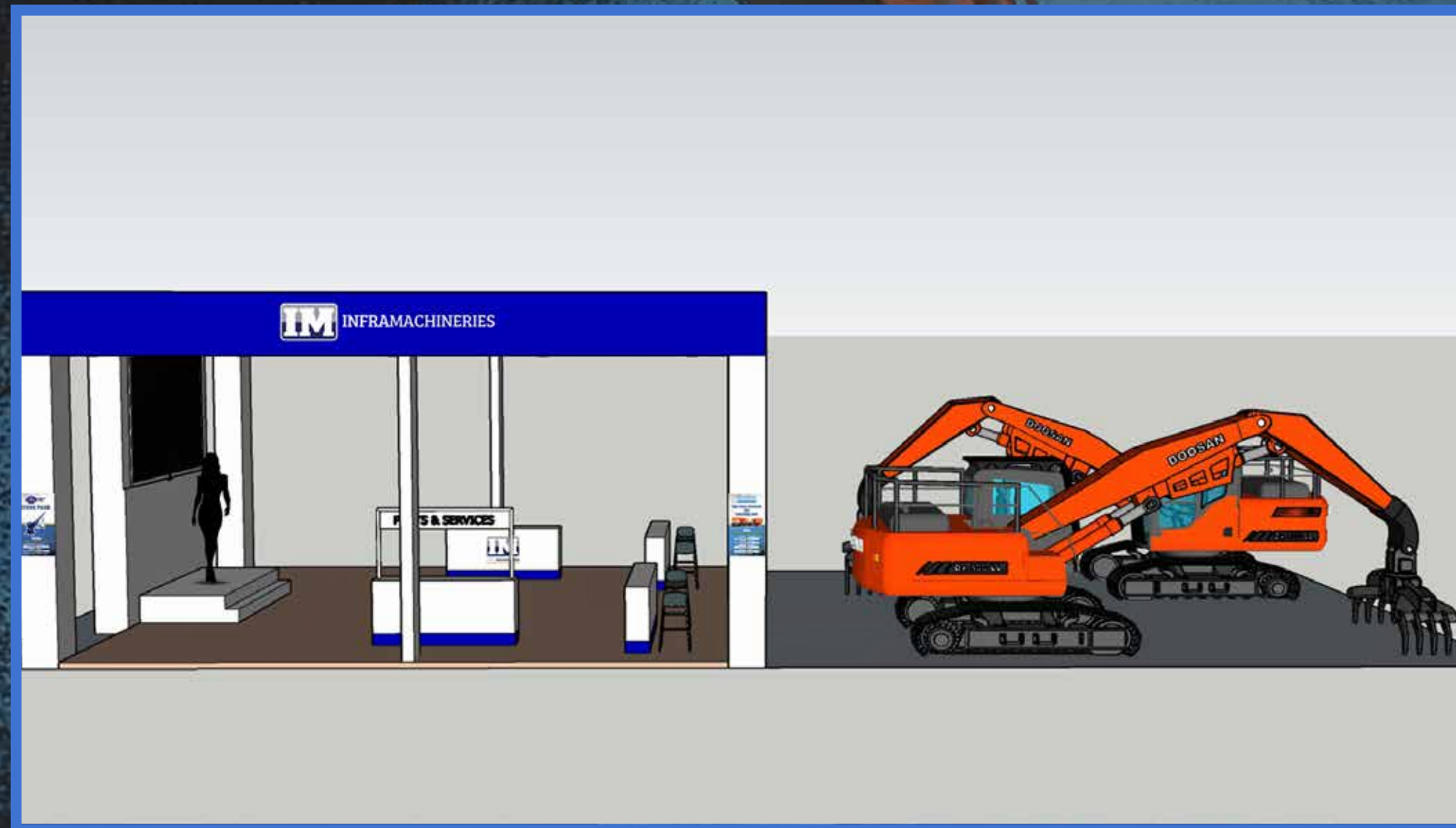


Booth Perspective



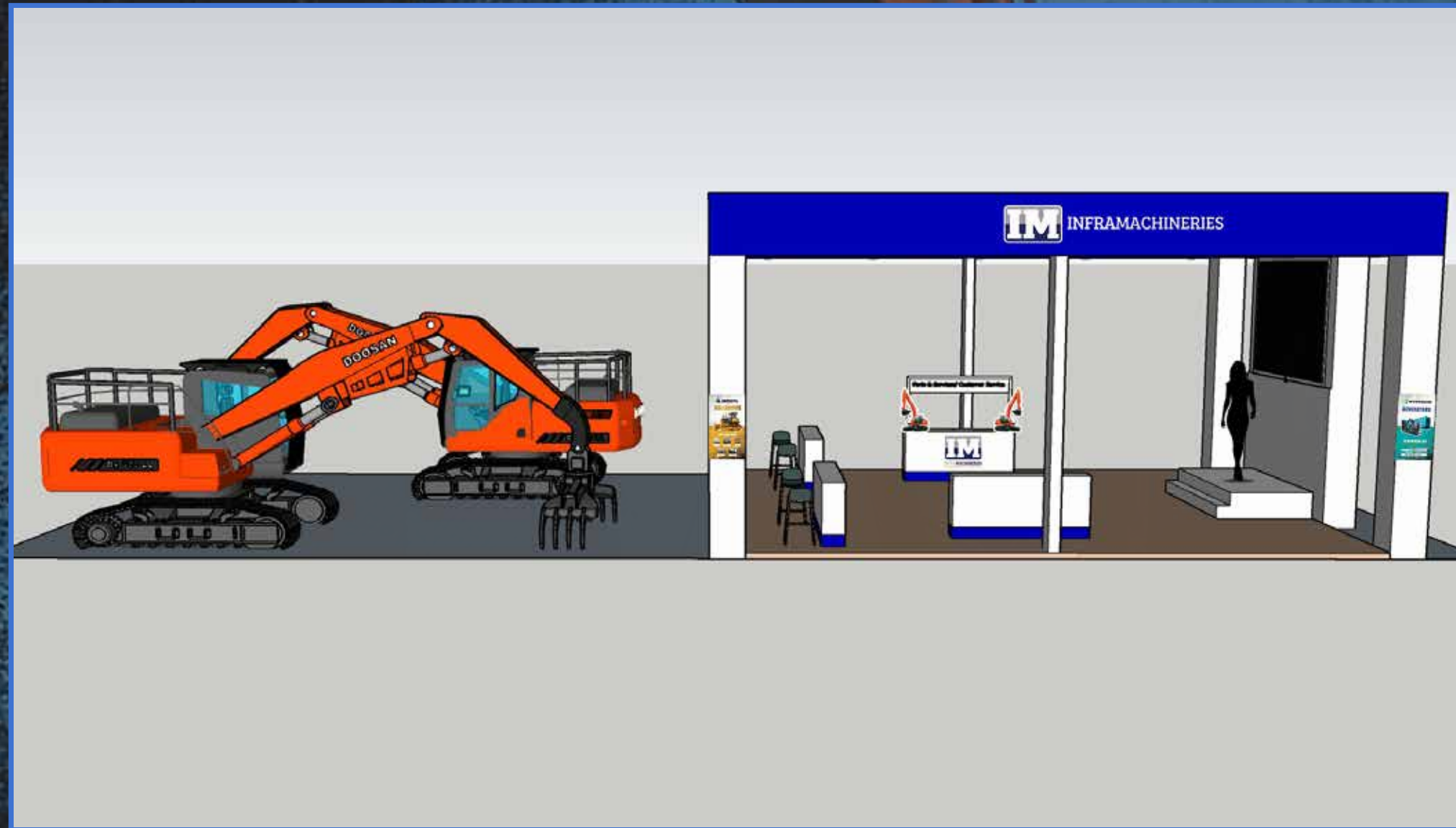
Booth Perspective (Front)

Booth Perspective



Booth Perspective (Left Side)

Booth Perspective



Booth Perspective (Right Side)

Booth Perspective



Parts & Services / Customer Service

Booth Perspective



Coffee Table

Booth Perspective



Sign Up Table

Proposed Collateral Design

DOOSAN

WHEEL EXCAVATOR



DX55W

ENGINE POWER SAE J1349, net 40.8 kW (54.7 HP) @ 2,400 rpm

OPERATING WEIGHT 6,900 kg (15,200 lb)

BUCKET CAPACITY (SAE) 0.175 m³

DOOSAN

WHEEL LOADER



SD 300


ENGINE POWER 162 kW/2000 rpm

OPERATING WEIGHT 16,600 - 16,900 kg (37,000 - 37,140 lb)

BUCKET CAPACITY (SAE) 2.7 - 3.0 m³

SANDVIK

TWO STAGE CRUSHING AND SCREENING UNIT



UD11

FEEDER TYPE SW 0843R Vibrating Feeder

PRIMARY CRUSHER CJ409

FEED SIZE 600mm/23.6"

SECONDARY CRUSHER CH420

FEEDER SIZE 130mm/5.1"

SCREEN TYPE SB1542


SCREEN SIZE 1500mm x 3700mm/5' x 12.1'

NUMBER OF DECKS Triple deck

CAPACITY 150m³/h

DRESSTA

BULLDOZERS




APPLICATIONS

PIPE LAYING LANDFILL LANDSCAPE

FORESTRY QUARRY

EDGE INNOVATION AT WORK

STOCK PILER



TS100

CONVEYOR LENGTH 35m (100')

BELT WIDTH 1200mm (40')


CAPACITY 600TPH

DISCHARGE HEIGHT 13.9m (45'8")

CONICAL STOCKPILE VOLUME 3,390m³ (15,128yds)

EVERDIGM

GENERATORS



GENERATOR SET

TYPE Open and Closed Type

ENGINE Diesel, Cummins and Perkins

APPLICATION Standby and Prime Use

POWER RANGE 45 to 50 MVA

IDEAL FOR House, Building, Factory and Construction Area

Pillars

Proposed Booth Activities

Family Feud Mechanics:

1. Two groups with 5 members each answer trivia questions about construction and machineries.
2. The group with the highest score wins the prize.



Proposed Booth Activities

Raffle Ticket Hunt

Mechanics:

1. Inframachineris stickers that serve as raffle tickets are hidden across the area.
2. Anyone who finds these stickers is to sign up and submit it to the event managers as a raffle entry.
3. Lucky winners during the draw lots receive a prize.



Proposed Booth Activities

Heads Up Mechanics:

1. Two groups of 3 members are given 3 minutes to guess as many words as they can.
2. The audience helps the group by answering Yes, No, or Maybe (Oo, Hindi, Pwede).
3. The team with the most number of words guessed correctly wins a prize.

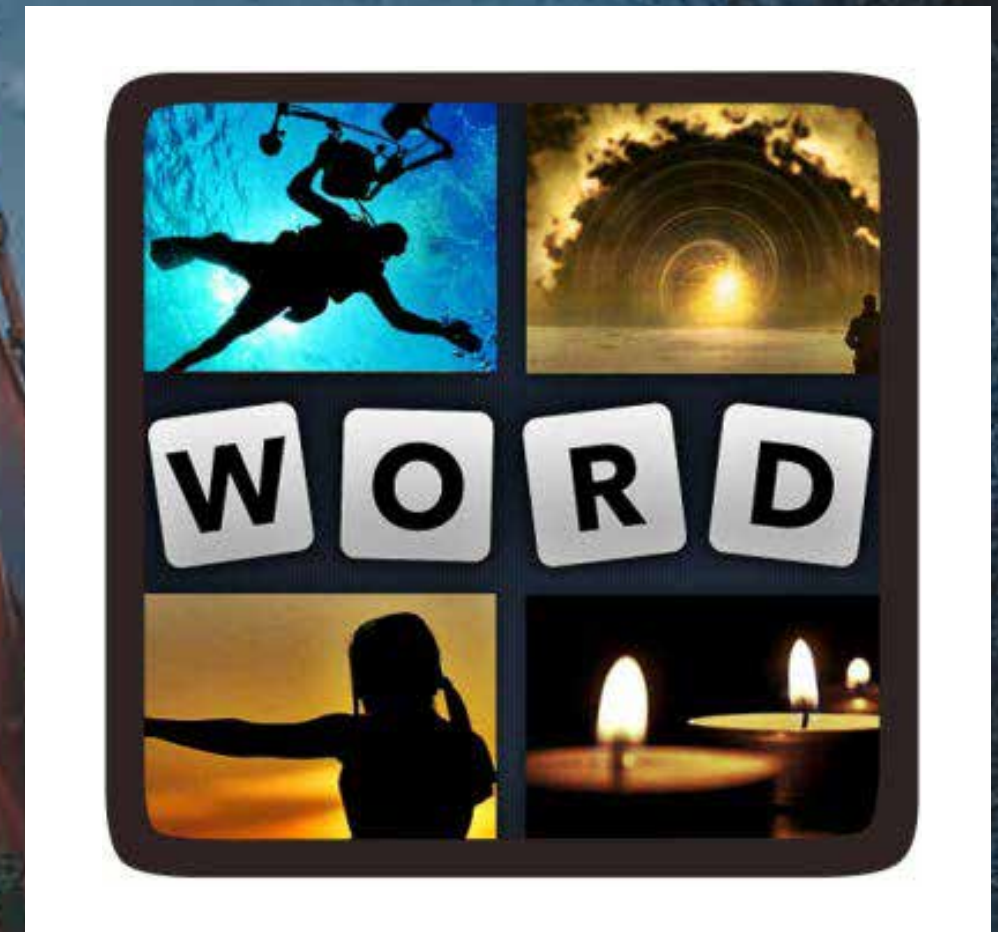


Proposed Booth Activities

4 Pics 1 word

Mechanics:

1. Set of 4 photos is displayed on the LED screen.
2. The audience observes and guesses what these photos have in common.
3. The first one to reach the microphone has a chance to answer.
4. Participant who answers correctly gets a prize.



Brand Ambassador



A blue-tinted photograph of a yellow excavator working in a trench. The excavator's arm is extended upwards. The scene is dimly lit, with some light reflecting off the trench walls. The text "Thank you!" is overlaid in a large, white, sans-serif font across the center of the image. There are blue geometric shapes in the top-left and bottom-right corners of the image.

Thank you!