



# PEKAN PROMOSI INDUSTRI KREATIF BANTEN - CREATIVE EXPO 2023

Mall @ Alam Sutera, 22-27 Agustus 2023

## TERM OF REFERENCE

**Nama Event** : Banten Creative Expo 2023  
**Waktu/Time** : 22 - 27 Agustus 2023  
**Tempat /venue**: Atrium Mall @ Alam Sutera  
**Host** : Banten Creative Mandiri  
**Organizer** : Creative Media Network-LeeArt EO  
**Peserta/exhibit** : 17 Subsektor Industri Kreatif dan 5 komponen Pentahelix ; Pemerintah Kabupaten/Kota se Banten, Swasta Profesional, Pendidikan, Komunitas Industri Kreatif dan Media.  
**Pengunjung** : Sedikitnya 1,000 per hari, terdiri dari 5 unsur pentahelix dan undangan khusus + media  
**Agenda event** : Presentasi, Lomba dan Pentas seni



Hosted by  
Banten Kreatif Mandiri  
Supported & Collaborated by





# PEKAN PROMOSI INDUSTRI KREATIF BANTEN - CREATIVE EXPO 2023

Mall @ Alam Sutera, 22-27 Agustus 2023

## AGENDA EVENT

### 1. KEGIATAN EDUKASI

- Seminar Nasional Pemuda & Industri Kreatif
- Pelatihan media online - content creator
- Pelatihan Desain dan Cetak Kemasan UMKM

### 2. KEGIATAN Promosi

- Pameran karya dan produk kreatif daerah
- Bazaar Produk Kreatif - Fashion & Craft Banten
- Live Selling - Tiktok Shop

### 3. PERLOMBAAN

- Loma Menulis & Minat Baca Siswa
- Lomba Foto & Video Pendek
- Lomba Dongeng Islami

### 4. PENTAS SENI

- Marawis /Qasidah Modern
- Lomba Stand Up Comedy

### Kunjungan Wisata

- Baduy Trip Xplore
- Banten Lama
- Pusat Oleh2 Banten

By Bus Jawara



Hosted by

Banten Kreatif Mandiri

Supported & Collaborated by







# PEKAN PROMOSI INDUSTRI KREATIF BANTEN - CREATIVE EXPO 2023

Mall @ Alam Sutera, 22-27 Agustus 2023

## HADIAH LOMBA & SPONSOR

### HADIAH LOMBA

1. Uang Tunai
2. Tabungan/E-Money
3. Piala/Trofi
4. Piagam
5. Gift/souvenir
6. Hadiah sponsor

### Sponsor lomba

1. Bumn/D
2. Swasta
3. Dinas/instansi terkait
  - a. Pendidikan
  - b. koperasi dan umkn
  - c. pemuda & olah raga

### Kunjungan Wisata

1. Baduy Trip Xplore
  2. Banten Lama
  3. Pusat Oleh2 Banten
- By Bus Jawara  
Dinas pariwisata



Hosted by  
Banten Kreatif Mandiri  
Supported & Collaborated by





# PEKAN PROMOSI INDUSTRI KREATIF BANTEN - CREATIVE EXPO 2023

Mall @ Alam Sutera, 22-27 Agustus 2023



Hosted by  
Banten Kreatif Mandiri  
Supported & Collaborated by







## TRIPOD BANNER





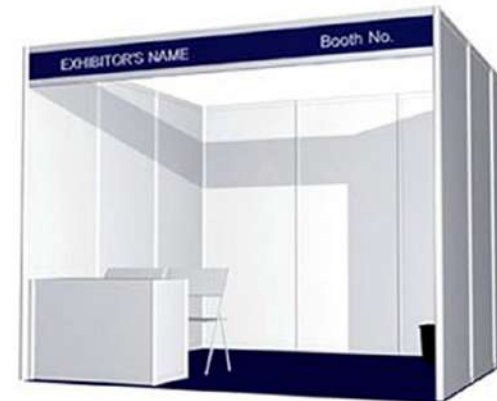
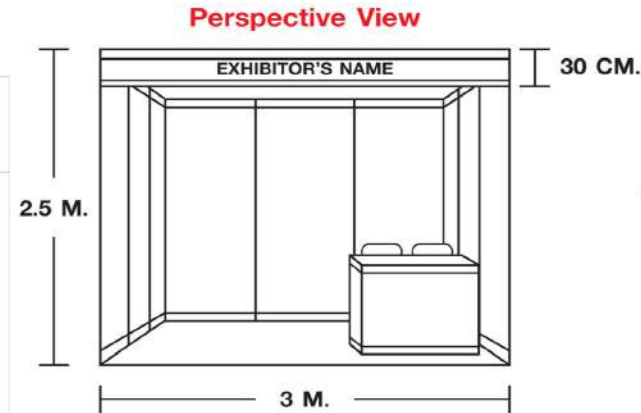
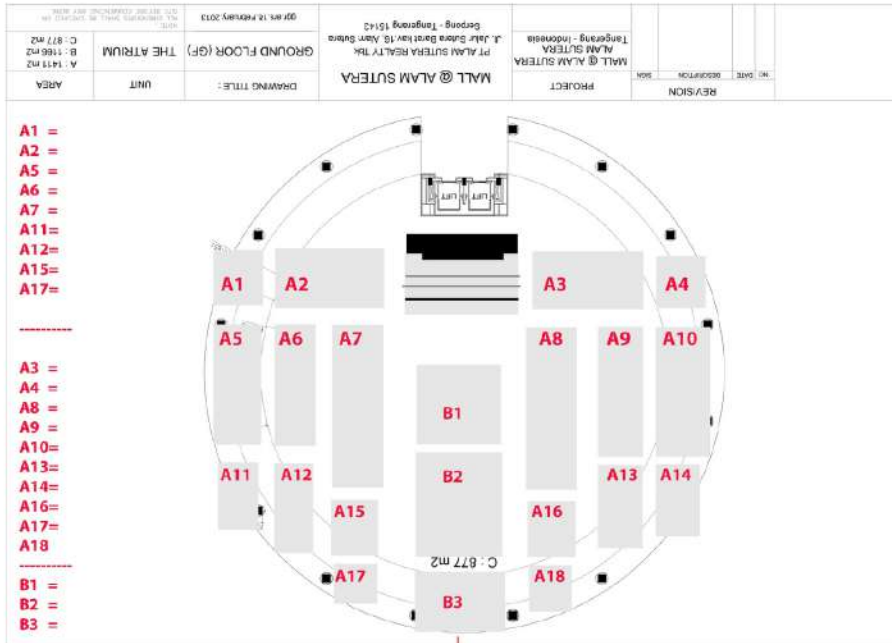
# BANTEN CREATIVE SHOW 2023

## Pekan Promosi Industri Kreatif Indonesia

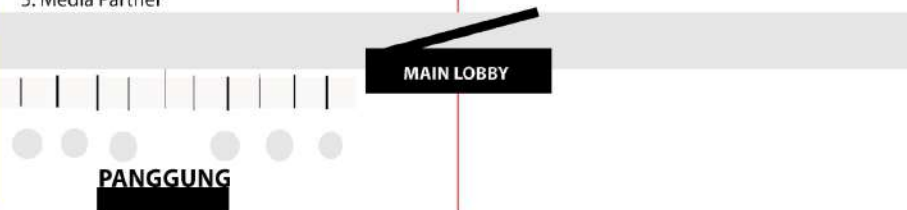
### Mall @ Alam Sutera, Tangerang, Banten

### Senin - Sabtu/22-27 Agustus 2023

Kolaborasi Pentahelix Hosted by Pemprov Banten  
Organized by PT. Gita Media Kreasi



Hosted by  
**Banten Kreatif Mandiri**  
Supported & Collaborated by







# PEKAN PROMOSI INDUSTRI KREATIF BANTEN - CREATIVE EXPO 2023

Mall @ Alam Sutera, 22-27 Agustus 2023

## ANGGARAN BIAYA-BUDGETING

|                           |                 |
|---------------------------|-----------------|
| A. PERSIAPAN              | Rp 20.000.000   |
| B. PERLENGKAPAN           | Rp 30.000.000   |
| C. PROMOSI - IKLAN        | Rp 40.000.000   |
| D. PRINTED MEDIA PROMO    | Rp 60.000.000   |
| E. TRANSPORTASI           | Rp 28.000.000   |
| F. KOMUNIKASI             | Rp 10.000.000   |
| G. KONSUMSI & AKOMODASI   | Rp 70.000.000   |
| H. DOKUMENTASI FOTO-VIDEO | Rp 12.000.000   |
| I. LAINNYA/OHC            | Rp 30.000.000 + |
| Subtotal                  | Rp 300.000.000  |

## Sumber dana

|              |                           |
|--------------|---------------------------|
| 1. Peserta   | : 80.000.000              |
| 2. Sponsor   | : 90.000.000 + 60.000.000 |
| 3. Sumbangan | : 70.000.000              |



Hosted by  
Banten Kreatif Mandiri  
Supported & Collaborated by





# BANTEN CREATIVE EXPO 2023

## PEKAN PROMOSI PRODUK KREATIF BANTEN

Mall @ Alam Sutera, Tangerang Banten  
Serpong, 22 - 27 Agustus 2023



SK Panitia Banten Creative Expo 2023  
22-27 Agustus 2023

Pembina/Penasehat  
Gubernur Propinsi Banten  
Bupati dan Wali Kota Se-Banten  
Rektor UMT Indonesia

Pengarah/SC  
Dr. Komarudin, M.AP  
Dr. Zalzulifa, M.Pd  
Suhendra, M.Ikom  
Pelaksana/OC  
Ketua : Suhendra Marzuki, M.Ikom  
Sekretaris : Saipul Rachman, SE.MM  
Bendahara : Oo Prayitno, S.Si  
Kordinator Bidang  
Sekretariat : Liani  
Acara : Liana  
Perlengkapan : Rudy  
Transportasi : Fikry  
Konsumsi : Nana  
Akomodasi : Iksan  
Publikasi : Dedy  
Dekorasi : Bambang  
Dokumentasi : Hendra  
Umum/dana : Lee Art

Ditetapkan Di Tangerang, Banten  
Pada 12 Maret 2023

Ketua Banten Kreatif Mandiri  
dto

SUHENDRA, M.IKOM

Sekretaris  
dto

SAIPUL RACHMAN, SE, MM

Mengetahui ; Pembina

dto  
Dr. KOMARUDIN, M.AP

Sekretariat Banten Kreatif Mandiri Foundation  
Graha Gardenia Blok XG06 No 11A, Citra Raya, Tangerang Banten  
Telp.08192251073, email : bantencreativemandiri@gmail.com



Hosted by  
Banten Kreatif Mandiri  
Supported & Collaborated by













# Sponsorship

## Banten Creative Expo 2023

### A.Gold - Rp 150.000.000

Membiaya 50% biaya event, lebih dari 1 sponsor  
Fasilitas yang didapat :

1. 1x Booth Gold Sponsor di main atrium hall
2. 1x Counter/display Booth di outdoor area
3. Logo di semua media promosi panitia
5. Free 6x Umbul-umbul di area event
6. Free 6 Vip Invitation /Badges
7. Free 1x presentasi di main stage
8. Free 1x iklan sosial media - video



Hosted by  
**Banten Kreatif Mandiri**  
Supported & Collaborated by









# Sponsorship

## Banten Creative Expo 2023

### A.BRONZE - Rp 60.000.000

Membiaya 20% biaya event, lebih dari 1 sponsor

Fasilitas yang didapat :

1. 1x Booth Bronze Sponsor di main atrium hall
2. Logo di semua media promosi panitia
3. Free 2x Umbul-umbul di area event
4. Free 2 Vip Invitation /Badges
5. Free 1x presentasi di main stage
6. Free 1x iklan sosial media - video



Hosted by  
**Banten Kreatif Mandiri**  
Supported & Collaborated by





# Sponsorship

## Banten Creative Expo 2023

### Media Promosi Panitia

1. 1x Billboard di daerah tangerang/venue
2. 500x Spanduk Event (8 kabupaten/kota)
3. 100x Umbul-umbul event - lokasi area
4. 50x Vertical Banner di area event
5. 30x X-Banner/Roll Up Banner
6. 1x Backdrops Event - main stage
7. 1x Backdrops Event - outdoor stage
8. 2x Spanduk Mobile Unit/Bis Trip
9. 1x Video Tron di lokasi area
10. 5.000 x Poster Event
11. 10.000x Undangan/flyer
12. 1.000x Goody Bag



Hosted by  
**Banten Kreatif Mandiri**  
Supported & Collaborated by









# Sponsorship

## Banten Creative Expo 2023

**Call To Action**  
**Yayasan Banten**  
**Kreatif Mandiri**

**Telp.08192251073**

[creativemandiribanten@gmail.com](mailto:creativemandiribanten@gmail.com)

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

[Facebook/IG@bantencreative](https://www.facebook.com/bantencreative)

[#bantencreativexpo](https://www.instagram.com/bantencreative)

Komplek Graha Gardenia

Blok XG 06 No 11A

Citra Raya Kab.Tangerang, Banten

Mobile 081320652506



Hosted by

**Banten Kreatif Mandiri**

Supported & Collaborated by

