



## Grand City Convex Surabaya, 19-23 August 2015

Show Title : 3<sup>rd</sup> Decoration & Interior Expo (DECORINTEX)  
 Date : 19 – 23 August 2015  
 Time : 10:00 AM – 09:00 PM  
 Venue : Exhibition Hall Grand City Convex Surabaya  
 Show Type : B2B & B2C Exhibition  
 Total Gross Area : 4.042 m2  
 Number of Exhibitors : 81  
 Number of Visitors : 21.350 visitors

### Agenda :

- Opening Ceremony, August 19, 2015 – Main Stage, Pre-function Area
- Show Days, 19–23 August 2015 – Exhibition Hall
- Daily Product Presentation – Main Stage, Prefunction Area
- Blood Donation Program
- Jobfair
- Architecture Network Exhibition
- Interior Design Exhibition UK PETRA
- Awarding Ceremony, August 23, 2015 - Main Stage, Prefunction Area

Show Frequency : Annual

### Supporting Institutions :

- Ministry of Industry - Ministry of Public Work
- Ministry of Trade - Institut Teknologi 10 Nopember
- Indonesian Chamber of Commerce and Industry - Ciputra University
- Indonesian Institute of Architects - PETRA University
- Indonesian Society of Interior Designers - Brawijaya University
- Indonesian Exhibition Companies Association - Surabaya Creative Design

### Products on display :

- |                                |                                 |                       |
|--------------------------------|---------------------------------|-----------------------|
| -Wallpaper                     | -Kitchen Cabinet & Appliances   | -Wallpanel Decoration |
| -Marble                        | -Household Products             | -Plywood & Timber     |
| -Tiles                         | -Mirrors, Lamps, and Accesories | -Soft Furnising       |
| -Mosaics                       | -Solar Water Heater & Filter    |                       |
| -Windows & Facades             | -Bedroom & Wardrobe             |                       |
| -Doors & Windows               | -Furniture & Furnishing         |                       |
| -Sanitary Equipment            | -Interior Design Consultation   |                       |
| -Flooring Technology & Systems | -Decorative Arts                |                       |
| -Green Building Design         | -High Pressure Laminated        |                       |
| -Landscape Design              | -Printing Melamine Paper        |                       |
| -Interior Sheet Metal          | -Audio / Visual Home Appliances |                       |



## Grand City Convex Surabaya, 19-23 August 2015

### Exhibition Opening 19 Aug 2015

3<sup>rd</sup>DECORINTEX 2015 Surabaya, kicked off with an opening ceremony officiated by Head of East Java Department of Industry & Commerce, CEO of PT DEBINDO MITRA TAMA, and CEO of Grand City Mall & Convex, & Head of East Java Indonesian Society of Interior Designers & Architects.

The opening held on main stage, pre-function area, and then continued with flower cutting jointly by all the guests. The ceremony was attended by hundreds of invitees, exhibitors and the media journalists, concluded with a booth tour.

### Show Days 19-23 August 2015

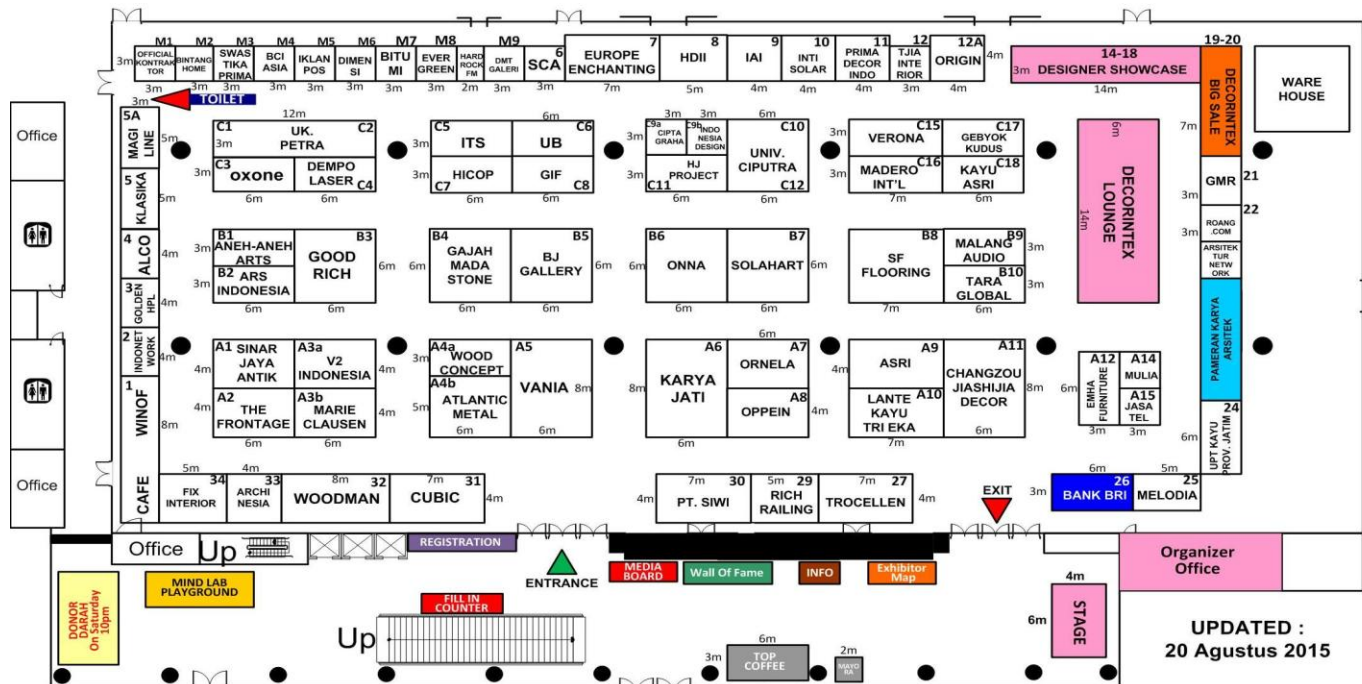
We're using Grand City Convex Surabaya on exhibition hall precisely, and the exhibition is categorized a success by the number of 81 exhibitors and 10.700 visitors on 5 days exhibition.

The 3<sup>rd</sup>DECORINTEX Surabaya offers the best selection of products interior and exterior design, architectural, high and decoration interior technology,decorating, furnishing. The right place to give a new experience of lifestyle & interesting design of ideas for residence and environment, thus providing the inspiration to realize the ideal residence. Here's the floorplan



DECORATION INTERIOR EXPO

DECORINTEX 19 - 23 AGUSTUS 2015  
SBY GRAND CITY SURABAYA



### EXHIBITION HALL – GROUND FLOOR

Jl. Kalibokor Selatan No. 66 Surabaya, 60283. Telp. (62 31) 5010177, 5013671 Fax. (62 31) 5048714

E-mail : [info@debindomitratama.com](mailto:info@debindomitratama.com) Website : [www.debindomitratama.com](http://www.debindomitratama.com)



**Grand City Convex Surabaya, 19-23 August 2015**

**Supporting Events**

Product Presentation

Everyday during the expo, product presentations were conducted at main stage, prefunction hall. As many exhibitor companies took the opportunities for promoting and presenting their latest product and services innovations direct to the visitors.

**Schedule of Events :**

DATE / TIME	PROGRAM / TEMA	COMPANY
Daily Activity 19 - 23 Agustus 2015	Bursa Kerja Arsitektur & Interior	Architecture Network
	Pameran Karya Mahasiswa Arsitektur & Interior	ITS, UK PETRA, CIPUTRA
	Free Architecture Interior Consultation & Design	IAI & HDII
	Pameran Karya Biro Arsitektur & Interior	Architecture Network
	Blood Donation Program (on Saturday 10 AM)	Architecture Network
	Interior Design Exhibition	UK PETRA
<b>Rabu, 19 Agustus 2015</b>	PROGRAM / TEMA	COMPANY
10.00 - 12.00	Opening Ceremony	PT DEBINDO
13.00 - 14.00		
14.00 - 15.00	Confidence Decoration_ Interior for Construction Growth	BCI ASIA
15.00 - 16.00		
16.00 - 17.00	Talkshow: Mengenal Bahaya Sampah Plastik	NoI Sampah
17.00-18.00	SEMINAR HDII	HDII
18.00-20.00	TREND DESIGN INTERIOR 2016	Indonetwork



## Grand City Convex Surabaya, 19-23 August 2015

Kamis, 20 Agustus 2015	PROGRAM / TEMA	COMPANY
10.00-11.00	SEMINAR "Mengawali Usaha Dibidang Desain Interior"	ITS
11.00-12.00		
12.00 - 13.00		
13.00 - 14.00		
14.00 - 15.00	Talkshow: Praktisi di Bidang Design Grafis	Swastika Prima
15.00 - 16.00	Lomba Fotografi Interior	FIKOM WM
16.00 - 17.00		
17.00 - 18.00		
18.00 - 19.00	Presentasri Produk ARS Indonesia	ARS Indonesia
19.00 - 20.00	Presentasi Produk Oppein	Oppein
Jum'at, 21 Agustus 2015	PROGRAM / TEMA	COMPANY
08.00 - 13.00	SEMNAS UKP " <i>Clinic Design with Sustainable Approach</i> "	UK PETRA
13.00 - 14.00		
14.00 - 15.00	Seminar: Green Building Design Updated	Architecture Network
15.00 - 16.00		
16.00 - 17.00		
18.00-19.00	Cooking Demo	Holiday INN
19.00 - 20.00		



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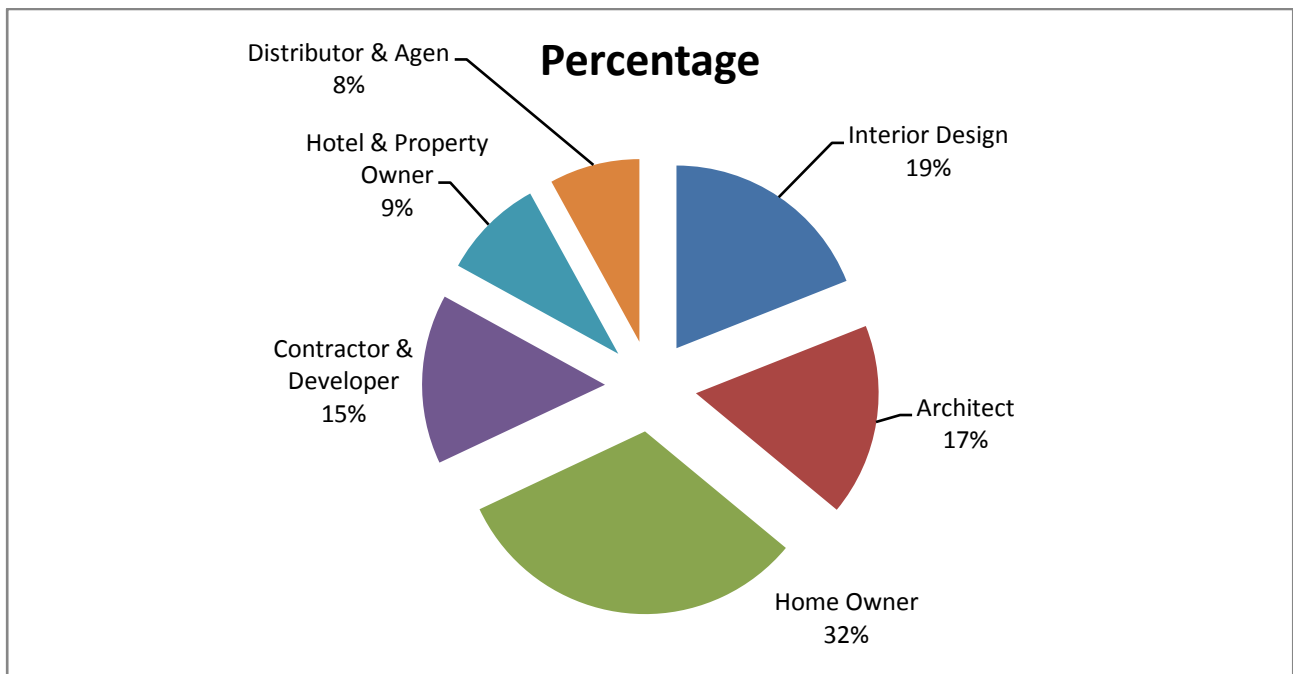
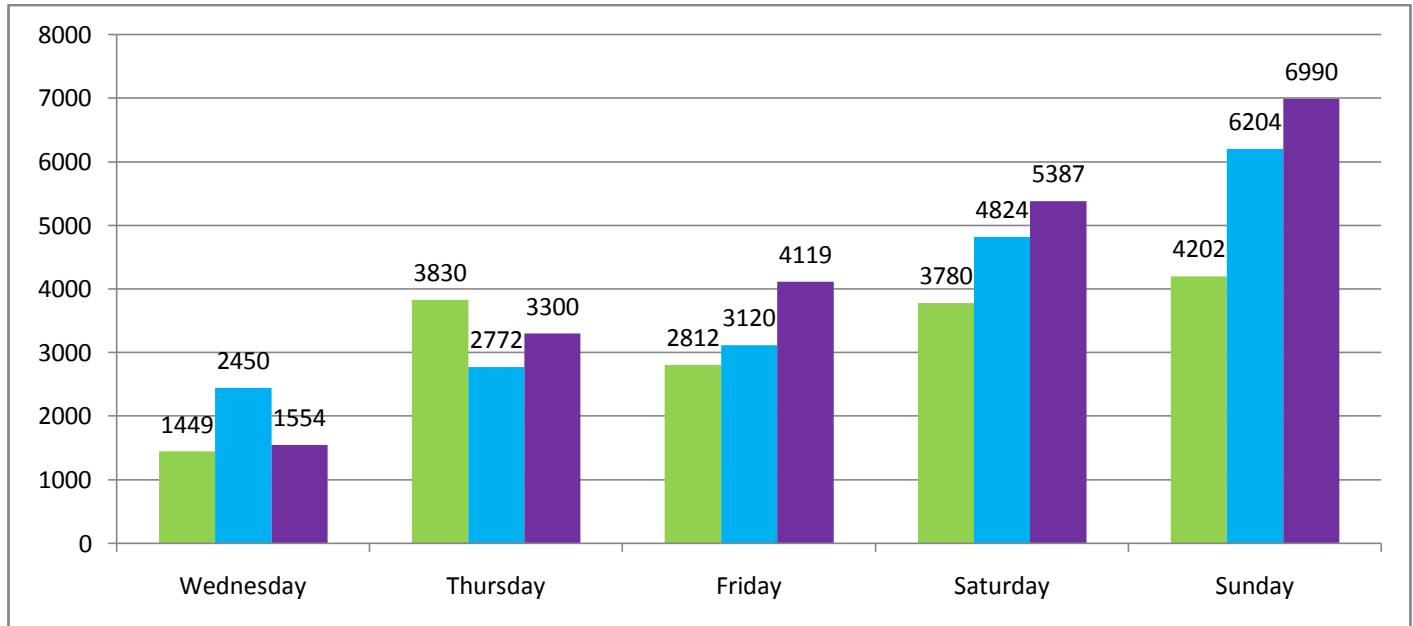
Sabtu, 22 Agustus 2015	PROGRAM / TEMA	COMPANY
08.00-09.00	Lomba Menggambar & Mewarnai	Sanggar Lukis Kuas
09.00-10.00		
10.00 - 11.00		
11.00 - 12.00		
12.00 - 13.00		
13.00 - 14.00	SEMINAR UNICEF "AKUSTIK MUSIK KEMANUSIAAN"	UNICEF
14.00 - 15.00	Short Movie "Green Architecture"	Green Architecture
15.00 - 16.00	Topik: How to Change The Look of your Room with Wallcovering?	GOODRICH Global
16.00 - 17.00	Presentasi Produk BJ GALLERY	BJ Gallery
18.00 - 20.00	Seminar ARCHINESIA	ARCHINESIA
Minggu, 23 Agustus 2015	PROGRAM / TEMA	COMPANY
11.00-12.00	Junior Animator	Swastika Prima
12.00 - 13.00		
13.00 - 14.00	Demo praktek Kerajinan Ulang dari Botol Plastik	Nol Sampah
14.00 - 15.00	Komunitas Cagar Budaya Gresik	Komunitas Cagar Budaya
15.00 - 16.00	SEMINAR UNICEF "AKUSTIK MUSIK KEMANUSIAAN"	UNICEF
16.00 - 17.00	How to Use Fabric to upholstery and curtain in your Home Interior?	GOODRICH Global
17.00-18.00	Cek Sound TW	Tamara Wings
18.00-19.00	Perform Band	Tamara Wings



**Grand City Convex Surabaya, 19-23 August 2015**

**3<sup>rd</sup>DECORINTEX 2015 Surabaya in Charts**

The type and amount of the visitors.  
2013 – 2014 -2015





Grand City Convex Surabaya, 19-23 August 2015

Media Promotion

No	Items	Ukuran	Jumlah	Frek
		Satuan	Satuan	( hari )
<b>A</b>	<b>OUTDOOR MEDIA / Produksi</b>			
	Out door vertikal banner ( umbul2 kain )	0.9 x 5 m	0	
	Out door horizontal banner ( spanduk kain )	0.9 x 6 m	50	
	Wing / T Banner Lokasi ( vinyl )	0.9 x 4 m	50	
	Out door mini banner ( vinyl )	1.1 x 2 m	100	
	Baliho ( vinyl )	4 x 6 m	4	
	Wall Banner I	3.75 x 6 m	1	
	Wall Banner II	3.75 x 8 m	1	
	Billboard Kota ( digital print )	4x 6	1	
	Billboard Kota ( digital print	5x10	4	
	Billboard LOKASI	6 x 12	1	
<b>B</b>	<b>MEDIA CETAK</b>			
	Koran JAWA POS			
	19 Aug - Selasa	Agenda Kotal		
	19 Aug - Rabu	7 X 80 MMKL	1	1
	20 Aug - Kamis	7 X 60 MMKL	1	1
	21 Aug - Jumat	7 X 60 MMKL	1	1
	22 Aug - Sabtu	7 X 60 MMKL	1	1
	Koran SINDO	1/4 hal	1	1
	Majalah VENUE	1/2	3	
	Majalah INDESIGN	1 Hal	1	
	Majalah HOMEDECOR	1 Hal	1	
	Majalah LIVING Etc	1 hlm	1	
	Majalah GRIYA ASRI	1 hal	2	
	Tabloid BINTANG HOME	1/2 Hal	2	
	Tabloid IKLAN POS	1/2 Hal		
	Tabloid IKLAN POS	1 Hal		
	Majalah CITY GUIDE	1 Hlm	2	



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<b>C</b>	<b>PRINTING MEDIA</b>			
	Welcome Gate Horizontal (Rigging dari GCS)	7,74 x 2,30 m	1	
	Welcome Gate Vertrical (Rigging dari GCS)	5,15 x 2,30 m	2	
	Gate Pameran Horizontal	2,5 x 10 m	1	
	Gate Pameran vertical	3 x 4 m	1	
	Rolling Banner	0,6 x 2 m	6	
	Y Banner	0,6 x 1,2 m	8	
	Poster	A3	200	
	Flyer	A5	10000	
	Distribusi Flyer	A6	10000	
	Show Preview		20000	
	Pengiriman Show Preview		15000	
	Goodybag		300	
	Undangan Opening	A5	200	
	Souvenir Ballpoint		2000	
	ID Card Exhibitor + Organizer		500	
	ID Visitor		20000	
	Registration Form		20000	
<b>D</b>	<b>RADIO-TV MEDIA</b>			
	Iklan Radio FM			
	- Suara Surabaya	Spot	3	5
	- Sindo FM	Spot	4	6
	- PAS FM	Spot	4	5
	- Gen FM	Spot	3	5
	- Sonora FM	Spot	4	6
	- Hardrock FM	Spot	4	6
<b>E</b>	<b>PRODUKSI SPOT PROMO RADIO</b>	MP3	1	1
<b>F</b>	<b>PRODUKSI VIDEO PROFILE DECORINTEX</b>	MPEG4	1	1
<b>G</b>	<b>TALKSHOW</b>			
	- Radio Sindo FM			1





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	- Radio PAS FM			1
	- Hardrock FM			
J	PRESS RELEASE / WARTAWAN	1	10	1
K	MEDIA ONLINE			
	Website	1		
	Architecture Network			
	Indonetwork			
	BCI Asia			
	Archinesia			
	Sosial Media			
	Email Blasting	1	5000	
L	SMS BROADCAST	Token	10000	
M	Videotron	1	1	

**Organizer :**

**PT. DEBINDO MITRA TAMA**

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

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