



Food ingredients
Asia



Featuring



Beverage
ingredients



Natural
ingredients



SPONSORSHIP PACKAGE

9-11 December 2020

Jakarta International Expo
Jakarta, Indonesia



Fi Asia 2020 will offer endless opportunities to achieve your promotional goals in Asia

In its 25th edition, Fi Asia will welcome over 20,000 visitors and more than 750 exhibitors. The event will attract leading domestic and international food and beverage manufacturers, ingredient suppliers, distributors and other industry professionals from all over the world.

BENEFITS of Fi ASIA 2020 SPONSORSHIP



Reinforce your brand's presence among a targeted group of decision makers pre, during and post show



Increase your reach through brand awareness that can attract people to your booth, leading to increased sales generate



Gain exclusive access to the entire food & beverage community



Raise your profile within the industry

WHO WILL SEE YOUR BRAND?

2018 SHOW FACTS & FIGURES

The 23rd edition attracted a record

22,176 food and beverage industry professionals

visitors from **66 COUNTRIES**

Top10 Visiting Countries

- | | | | |
|----------------|--|------------|--|
| 1. Malaysia | | 6. Vietnam | |
| 2. Singapore | | 7. India | |
| 3. Philippines | | 8. Taiwan | |
| 4. Thailand | | 9. Japan | |
| 5. China | | 10. Korea | |

Job Position

- | | | |
|-------|--------------------------|-------------------------------------|
| 25.4% | Manager with staff | 60.4%
are decision makers |
| 12% | Board Director | |
| 9.2% | CEO/ COO / President | |
| 6.3% | Manager without staff | |
| 4.3% | VP /Director | 7.4% Non management |
| 3.2% | Sr. VP/Managing Director | 3.2% Consultant |
| | | 29% Other |

SPONSORSHIP OPPORTUNITIES

EXCLUSIVE TO ONE COMPANY ONLY

BRANDING SPONSOR

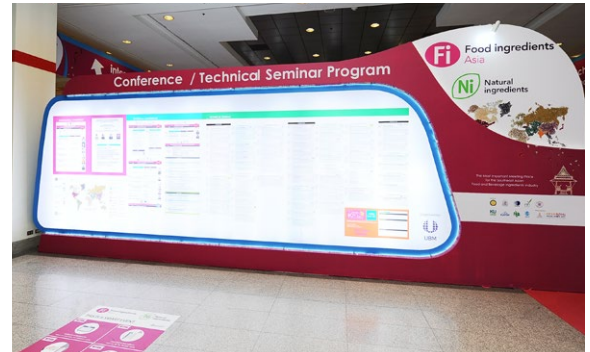
USD 6,000 / IDR 72,000,000

Get maximum exposure to Fi Asia's 20,000+ attendees with a limited number of branding sponsorship packages. Demonstrate your leadership to the market and ensure your brand is recognised by the industry. Place your logo on several big-ticket branding items onsite at Fi Asia.

- ▶ Logo with "Sponsor" title on **all billboards**
- ▶ Logo with "Sponsor" title on **the directory map**
- ▶ Logo with "Sponsor" title on **gate entrance balloon Hall B1**

Design & Production: by the organizers

Deadline of order: within 17 Jul 2020



WALKWAY ENTRANCE TO HALL B3

USD 1,500 / IDR 18,000,000

Display your company's logo in the walkway that all visitors take to enter Hall B3. Your brand will be top of mind before they enter the hall.

Design & Production: by the organizers

Deadline of order: within 17 Jul 2020



BALLOON WITH STAND HALL A1 OR B1

USD 1,500 / IDR 18,000,000

Let's have fun with the sponsor logo on balloon with stand. The stands will be placed in front of Hall A1 and Hall B1 to attract visitors to your booth.

Design & Production: by the organizers

Deadline of order: within 17 Jul 2020



VISITOR REGISTRATION

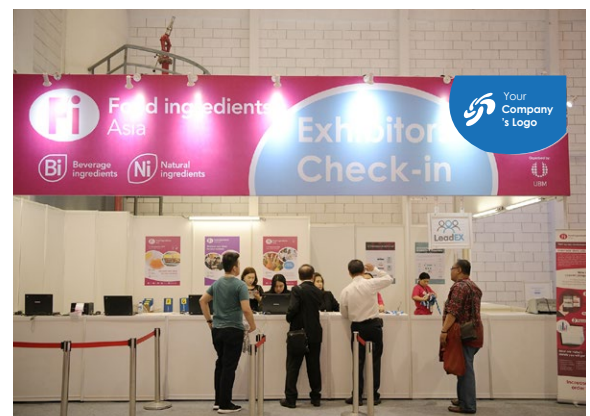
USD 6,000 / IDR 72,000,000

Ensure your company is the first and last brand that visitors encounter when arriving at and leaving Fi Asia 2020. Your branding will be exclusively displayed in the registration area, the only location where every visitor can access the exhibition and as they pick up their badges and show materials. Your branding will be incorporated into the design of the Registration Area;

- ▶ Your logo on the self-registration counter
- ▶ Your logo on the registration backdrops
- ▶ Thank you emails featuring the sponsors logo will be sent to all attendees registering online

Design & Production: by the organizers

Deadline of order: within 17 Jul 2020



VISITOR BADGE

USD 3,900 / IDR 46,800,000

All Fi Asia 2020 visitors receive a personalised badge at registration, and it is worn by every visitor throughout the event as their admission ticket. Your logo will be highlighted on the front of the badge next to the show logo. This is a highly visible opportunity to have all visitors wear your logo all day and act as walking billboards for your company! Your stand number is also included to make sure visitors can easily find your booth.

Design & Production: by the organizers
Deadline of order: within 3 Jul 2020

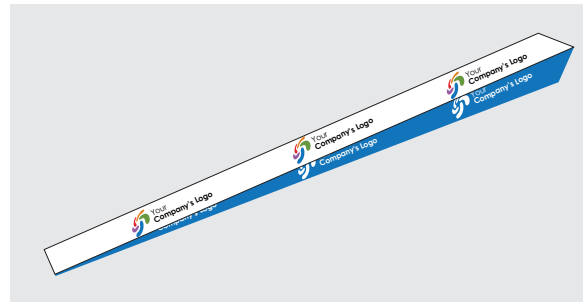


LANYARD

USD 3,250 / IDR 39,000,000

Make a statement by sponsoring the official show badge lanyard, your company name and logo will be constantly viewed and worn around the neck of every person at the event.

Design & Production: by the exhibitor
Deadline of order: within 3 Jul 2020



VISITOR BAGS

USD 15,000 / IDR 180,000,000

(Visitor bags to be provided by organizer)
Fi Asia 2020 bags will be distributed to all visitors at the registration counter. Your company logo will be prominently displayed on one side of the bag.

Design & Production: by the organizers
Deadline of order: within 3 Jul 2020



GIVE - AWAY*

USD 2,000 / IDR 24,000,000

Guarantee your brand is in the hands of thousands of Fi Asia 2020 visitors by adding your company's souvenir to the Fi Asia bags distributed at the registration area. Visitors will reach for your souvenir when they register.

*souvenir to be provided by Exhibitor (10,000 pieces)

Design & Production: by the exhibitor
Deadline of order: within 3 Jul 2020



BOTTLED DRINKING WATER

USD 3,900 / IDR 46,800,000

Drinking water bottles will be offered to all attendees over the 3 days at the registration area, VIP lounge and other strategic locations. Put your brand in the hand of visitors with free drinking water bottles.

Design & Production: by the exhibitor
Deadline of order: within 17 Jul 2020



ON-SITE SERVICE STAFF T-SHIRT

USD 4,000 / IDR 48,000,000

This is a great opportunities to display your company logo and stand on the t-shirts worn by the service staff who interact with participants throughout the event onsite.

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



Product Competition Award Sponsor

USD 2,500 / IDR 30,000,000

Support young talents and be seen as innovative product promoter! Your logo will be placed at the product competition award zone on each product stand as well as onsite and online dedicated promotional pieces

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



VIP LOUNGE with internet

USD 4,000 / IDR 48,000,000

Logo with "Sponsor" title on T-Stand placed on the tables in VIP Lounge area. This is an exclusive area for VIP guests of Fi Asia 2020 including key ingredient buyers and R&D specialists from top industry players and high industry officials. Get full exposure to the top audience of the exhibition!

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



PHOTO BOOTH

USD 4,500 / IDR 54,000,000

Let's have some fun! Your logo will be integrated into Fi Asia photo booth so everyone who takes picture will have your branding on the photo.

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



MOBILE CHARGING STATION

USD 2,500 / IDR 30,000,000

The mobile charger is an important area for visitors to charge their phones. Your logo which will displayed on every side of the mobile charger.

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



ONSITE OPPORTUNITIES **First come first served**

OUTDOOR BRANDING

USD 3,000-10,000 / IDR 36,000,000-120,000,000

Make a statement with large-scale drop-down banners. Visibility outside your booth doesn't get any better than this.

- ▶ **Exclusive branding – buyers look to overhead banners to navigate the exhibition floor. Deliver your message as they find their way to your stand**
- ▶ **Various sizes and options available.**

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



J FLAG

USD 1,500 / IDR 18,000,000 PER UNIT

Your company logo will appear on the J-Flag placed on the pathway leading to the hall. These pathways connecting different halls see thousands of visitors throughout the 3 days.

- ▶ **0.5 x 1.2 (12 Pieces)**
- ▶ **0.6 x 4 (4 Pieces)**

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



GATE ENTRANCE BALLOON HALL A1 AND B1

USD 830 / IDR 10,000,000 PER COMPANY (2 COMPANIES)

Make your company stand out by putting your logo on the gate entrance balloon located at entrances of Hall A1 and B1.

All visitors can see your corporate brand as they enter the show.

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



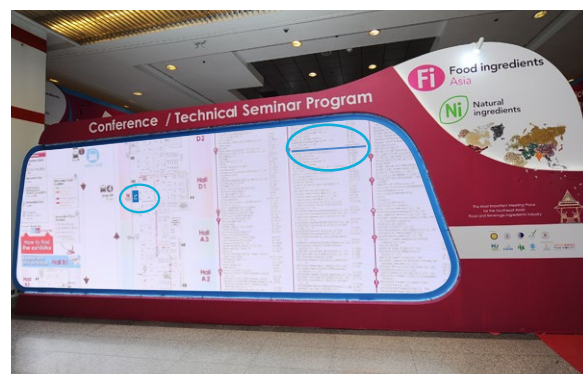
DIRECTORY MAP

USD 2,500 / IDR 30,000,000

The show directory map is a convenient way to help visitors navigate around the busy expo floors and to find the companies, products and services that they're looking for. Highlight your company on the show map and make sure your potential buyers find you easily at Fi Asia 2020.

- ▶ **Highlight your stand number**
- ▶ **Place your company logo on the map**
- ▶ **Highlight your company name**

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



SPONSORED EXHIBITORS BOARD HALL A AND B

USD 2,000 / IDR 24,000,000

The board that shown your loyalty brand to Fi Asia series. Make sure that everyone using the parking between Hall A and Hall B will see your brand. **Maximum 10 logos**

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



FLOOR ROW STICKER AT ENTRANCE HALL

USD 4,500 / IDR 45,000,000

Grab the attention of all show attendees by having your logo on a floor tile sticker! The perfect way to lure them to your booth. **(size: 1.50 x 1.50m)**

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020 and submit artwork by 31 Jul 2020

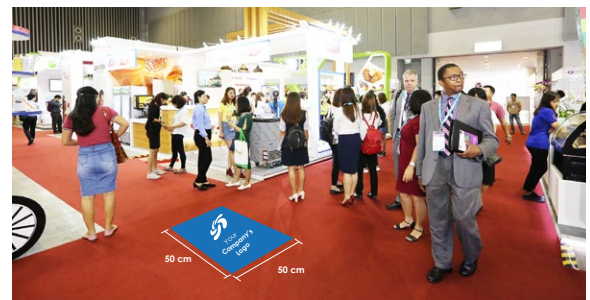


FLOOR ROW STICKER INSIDE HALL

USD 1,500 / IDR 18,000,000

Guide attendees to your standby adding your company logo and stand no. on the floor row stickers. **(size 50 x 50 cm)**

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



PARTITIONING QUEUING SPONSOR

USD 1,500 / IDR 18,000,000

Direct buyers to your booth with partitioning queuing. Sponsor's logo will be placed on decals to be affixed to the partitioning queuing in the front visitor registration. **(size 50*50 cm)**

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



SEMINAR SESSIONS

USD 450 / IDR 5,400,000 30 MINS

USD 800 / IDR 9,600,000 1 HOUR

Benefit from the opportunity to educate your potential clients by giving onsite presentations about your products.

Details:

- ▶ Seating capacity for 70 participants.
- ▶ Laptop, screen with projector and sound system will be provided.
- ▶ The organizer will promote the sessions in the event website, show printed materials, social network and onsite program board.

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



SHOW CATALOGUE

USD 3,420	IDR 41,040,000	① Outside back cover
USD 3,175	IDR 38,100,000	② Inside front cover
USD 3,175	IDR 38,100,000	③ Inside back cover
USD 2,590	IDR 31,080,000	④ Full page

Stand out from the crowd - ensure that visitors remember you – advertise in the show catalogue, a veritable “who’s who” of industry suppliers! The catalogue is a reference guide for clients and prospects and will be distributed to all show visitors. It contains valuable show information, including exhibitor listings, booth numbers, news, events, people and places and is often kept for reference long after the show.

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



FI ASIA 2020 MOBILE APP

USD 600	IDR 7,200,000
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The Fi Asia 2020 mobile app is compatible with both Apple and Android devices and tablets and puts the entire show in the palm of attendee's hands. With an interactive map, product searching capability, exhibitor information and booth numbers, seminar details and more, the app is a one stop shop for visitors to map out their Fi ASIA 2020 experience. The App makes it easy for buyers to learn about your company and its products. Attendees will see your branding every time they log on to the handy app to check the schedule or get conference information.

We offer a beneficial package to enhance your participation in the official Fi Asia 2020 Mobile App:

- ▶ Company logo inclusion with your company name and contact details
- ▶ Up to 3 downloadable items in your profile
- ▶ Up to 3 product descriptions of 100 words + picture
- ▶ Highlighted stand on the floor plan

Design & Production: by the organizers
Deadline of order: within 3 Jul 2020



FI TV – PROMO VIDEOS

USD 1,000	IDR 12,000,000
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On-stand interview or product demo professionally filmed and edited. Broadcast your expertise and products live at Fi Asia and attract visitors to your stand.

Two-minute scripted interview or demo screened live from your stand will be broadcasted on the screens throughout the hall and online.

- Professional on-screen personality will help introduce your products, services and new innovations to potential customer.
- Edited version repeated throughout the show with your company logo and stand information.
- Your company display advert/ logo/ demo schedule displayer on the screen for 30 seconds throughout the day or at specific times (Three times per day)
- Still ads will be shown between prime interview slots.
- Video will be available on our Youtube channel and send to you for your own purpose.

Design & Production: by the organizers
Deadline of order: within 31 Jul 2020 & deadline to send an advertisement 5 Jun 2020



FI TV FRAME

USD 500 / IDR 6,000,000

An effective way to display your brand or logo on the TV frames. These TV stands are placed around the exhibition hall.

Design & Production: by the organizers
Deadline of order: within 17 Jul 2020



DIGITAL BRANDING OPPORTUNITIES

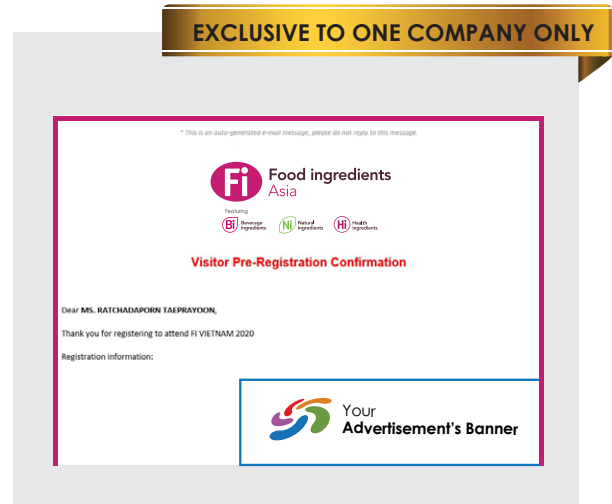
First come first served

BANNER ON THE CONFIRMATION EMAIL OF PRE-REGISTRATION

USD 3,000 / IDR 36,000,000

Advertisement on the mail header of the organizers pre-registration email.

Design & Production: by the organizers
Deadline of order: within 3 Jul 2020



EMAIL MARKETING CAMPAIGN BANNER

USD 1,000 / IDR 12,000,000

Advertisement on the mail header of the organiser's e-mail blast.

Design & Production: by the organizers
Deadline of order: within 3 Jul 2020



SPONSORSHIP	PRICE	QUANTITY
BRANDING SPONSOR	USD 6,000 (IDR 72,000,000)	Exclusive
WALKWAY ENTRANCE TO HALL B3	USD 1,500 (IDR 18,000,000)	Exclusive
BALLOON WITH STAND HALL A1 OR B1	USD 1,500 (IDR 18,000,000)	Exclusive
VISITOR REGISTRATION	USD 6,000 (IDR 72,000,000)	Exclusive
VISITOR BADGE	USD 3,900 (IDR 46,800,000)	Exclusive
VISITOR BAGS	USD 15,000 (IDR 180,000,000)	Exclusive
GIVE - AWAY*	USD 2,000 (IDR 24,000,000)	Exclusive
BOTTLED DRINKING WATER	USD 3,900 (IDR 46,800,000)	Exclusive
ON-SITE SERVICE STAFF T-SHIRT	USD 4,000 (IDR 48,000,000)	Exclusive
PRODUCT COMPETITION	USD 2,500 (IDR 30,000,000)	Exclusive
AWARD SPONSOR		
VIP LOUNGE WITH INTERNET	USD 4,000 (IDR 48,000,000)	Exclusive
PHOTO BOOTH	USD 4,500 (IDR 54,000,000)	Exclusive
MOBILE CHARGING STATION	USD 2,500 (IDR 30,000,000)	2 companies
OUTDOOR BRANDING	USD 3,000-10,000 (IDR 36,000,000-120,000,000)	10 companies
J FLAG	USD 1,500 PER UNIT (IDR 18,000,000)	14 companies
GATE ENTRANCE BALLOON	USD 830 PER COMPANY	2 companies
HALL A1 AND B1	(IDR 10,000,000)	
DIRECTORY MAP	USD 2,500 (IDR 30,000,000)	Unlimited
SPONSORED EXHIBITORS BOARD	USD 2,000 (IDR 24,000,000)	Unlimited
HALL A AND B		
FLOOR ROW STICKER AT ENTRANCE HALL	USD 4,500 (IDR 54,000,000) (size 1.50x1.50m.),	Unlimited
FLOOR ROW STICKER INSIDE HALL	USD 1,500 (IDR 18,000,000) (size 50 x 50 cm)	Unlimited
PARTITIONING QUEUING SPONSOR	USD 1,500 (IDR 18,000,000)	3 companies
SEMINAR SESSIONS		
30 min	USD 450 (IDR 5,400,000)	-
1 hour	USD 800 (IDR 9,600,000)	-
Show Catalogue		15 artworks
Outside back cover	USD 3,420 (IDR 41,040,000)	
Inside front cover	USD 3,175 (IDR 38,100,000)	
Inside back cover	USD 3,175 (IDR 38,100,000)	
Full page	USD 2,590 (IDR 31,080,000)	
Fi ASIA 2020 MOBILE APP	USD 600 (IDR 7,200,000)	Unlimited
Fi TV – PROMO VIDEOS	USD 1,000 PER UNIT (IDR 12,000,000)	Unlimited
Fi TV Frame	USD 500 PER UNIT (IDR 6,00,000)	6 stands
Banner on the Confirmation Email OF PRE-REGISTRATION	USD 3,000 (IDR 36,000,000)	Unlimited
Email Marketing Campaign Banner	USD 1,000 (IDR 12,000,000)	Unlimited

READY TO STAND OUT FROM THE CROWD WITH A UNIQUE SPONSORSHIP PACKAGE?

If you are looking for additional information on any of the sponsorship packages that we offer, please get in touch with us directly. We will be able to supply you with tailored make solution based on your marketing or sales strategy.

For more information,
please contact
your nearest sales
representative

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