

# **Fi Asia 2022 Sponsorship**

## **5-7 October 2022**

### **Bangkok, Thailand**

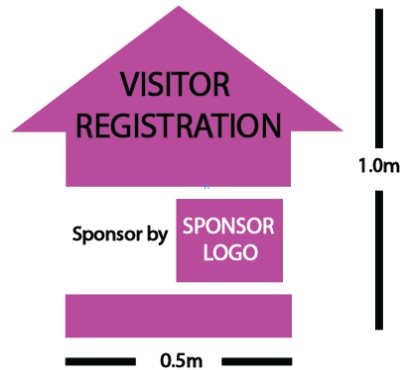
## Branding for registration : USD 8,000



A great opportunity to showcase your brand to visitor which will be visible to pre-registration and walk-in visitors via entry pass to the exhibition floor and all access areas.

### Onsite branding

- Sponsor's logo on scanning point at the event
- Sponsor's logo at the registration signage.



## Sustainability Partner : USD 5,000



- Your logo will display as our sustainability partner in Sustainability Square
- Display your story at Sustainability Square
- E-newsletter of sustainability partner's story (1 time blasting)
- Banner in E-newsletter (1 time)
- Social media posting (1 time) : Facebook and LinkedIn
- Sponsor's story - online streaming on Fi online platform.  
(Deadline 15 September 2022)

## Executive Forum for Food security USD 8,000



**Informa Markets will host Executive Forum for 1.5 hour on “Food security”**

- Sponsor’s logo will be promoted as Executive Forum co-sponsor at Fi Theatre and online collateral.
- Executive to join at panel discussion for story sharing.
- Delivery of list of attendees ( Max. capacity 120 seats )
- Video preview (30 seconds) at the screen in front of forum room
- online streaming on Fi online platform.

# Event sponsor : Fi Asia Start-up Innovative F&B Product Competition

Support young talents and be seen as innovative product promoter!

Description	Premium USD 8,500	Gold USD 7,000	Silver USD 6,000
Company logo on the competition's marketing collateral	yes	yes	yes
Represent as one of our committee in the competition.	yes		
Logo at competition's press conference and join the conference	yes		
Logo to promote at the award ceremony	yes	yes	yes
Company logo will be placed on the competition award zone	yes	yes	yes
1 Banner at the competition area to promote the sponsor's product	yes	yes	
Prize for start-up	yes		
Prize for SMEs		yes	
Prize for Student			yes



# Future Food Showcase : USD 700

## Non-Exhibitor : 1,500



- One stand to show your product sample and short description of product info including logo and booth number (Size A5)
- Promote the Future Food Product in collateral material for Future Food Corner



## Fi VIP Lounge : USD 10,000 (Exclusive)



- Sponsor able to arrange meal, snack, beverage
- Sponsor logo
- Attendee list to use VIP lounge during 5-7 October



Remark: Sponsor arrangement is under consideration in case of food or drink



## Rest & Recharge area : USD 6,000 (Exclusive)



- Rest area to provide for attendants to take rest after walk & they can recharge their computer
- Logo of sponsor at the area “booth no.” and “location”
- Sponsor’s logo will be visible at Rest & Recharge area



# Technical Seminar

## USD 450/30 minutes and USD 800/1 hour

- Speaking slot 30 minutes or 1 hour
- Promote the topic, speaker and synopsis in Fi Asia marketing material
- Seating capacity : 70



# Beverage Theatre Speaking Slot USD 200/15 minutes



- Speaking slot 15 minutes
- Can serve beverage for attendee to taste
- Promote the topic, speaker, synopsis in marketing material for Beverage Theatre (Bi Theatre)





## Sensory Box : USD 1,500

Sensory box will be held for 3 days under the theme as below.

Day 1: Plant-based meat

Day 2: Insect

Day 3: Cultured meat and Algae

Sponsor will get...

- Speaking slot 20 minutes or demonstrate the product.
- Sponsor's activity information at Sensory Box's program board.
- Sensory feedback.
- Promote the sponsor in marketing material for Sensory Box.

## Fi TV



- **Interview sponsor : USD 1,000**
  - On-Stand interview or product demo professionally filmed and edited. Broadcast your expertise and products live to 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.

- **Video presentation : USD 1,200**
  - 60seconds video presentation
  - Re-run at Fi TV 3 days in alternate with show program



## Event Bag : USD 7,500 Exclusive (SOLD)



- Eco bag only
- Customer to supply bags
- Area of bag distribution will be at registration area
- Panel at registration area as bag sponsor

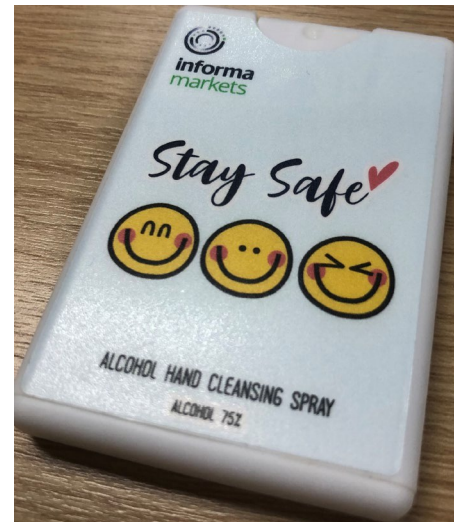
## Reusable cup : USD 10,000 (Exclusive) 5,000 pieces will be provided by the organiser



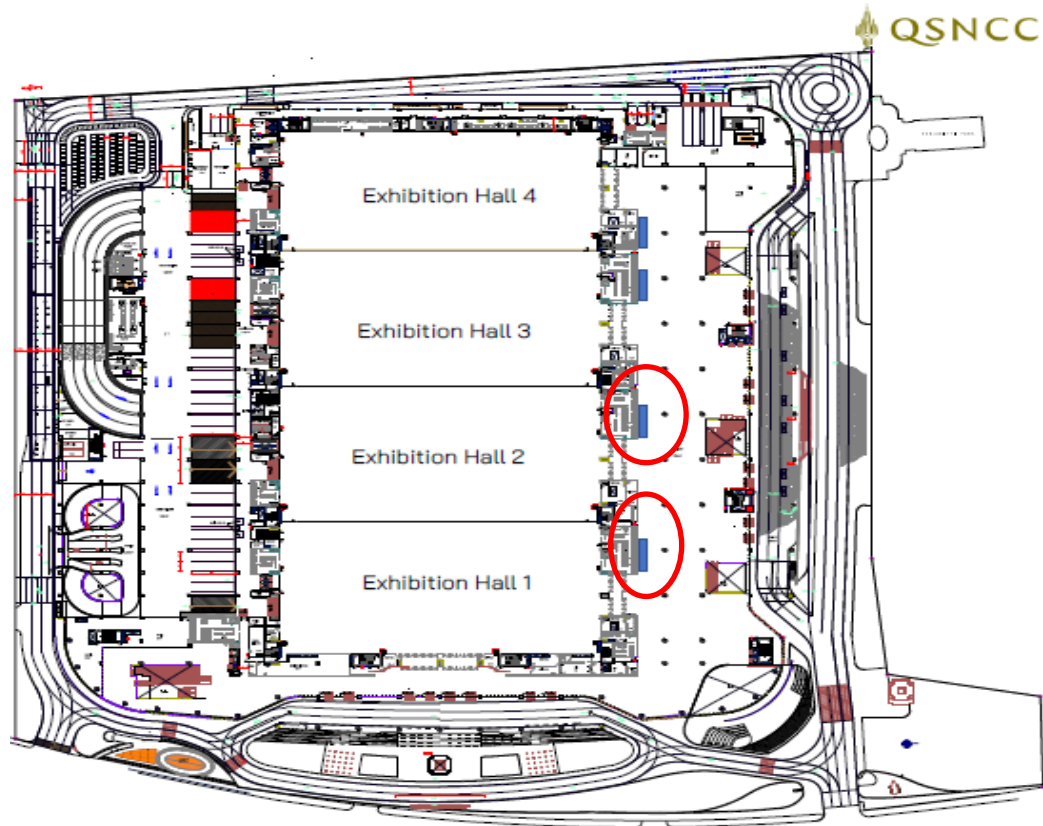
- Sponsor's logo will visible on the cup
  - Distribute at redemption point
  - Panel Sponsor Banner at the registration area
- \*\* Leadtime : 1 month prior to the event for confirmation**

## Spray alcohol : USD 5,000 2,000 pieces are provided by organiser

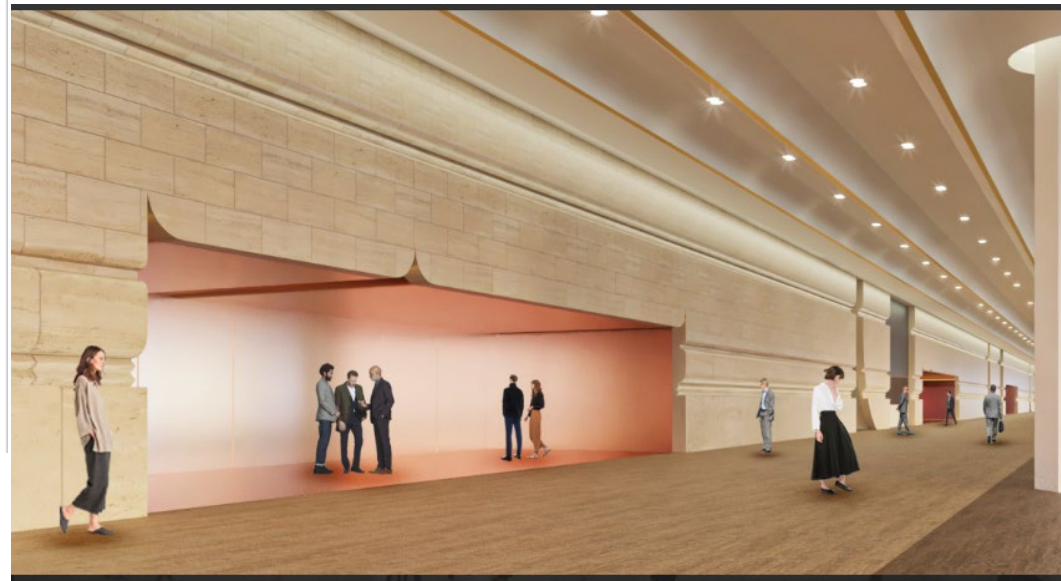
- Sponsor logo will be visible on spray card
  - Distribute at redemption point
- \*\* Leadtime : 1 month prior to the event for confirmation



## Sponsor Board in front of Hall 1 and Hall 2

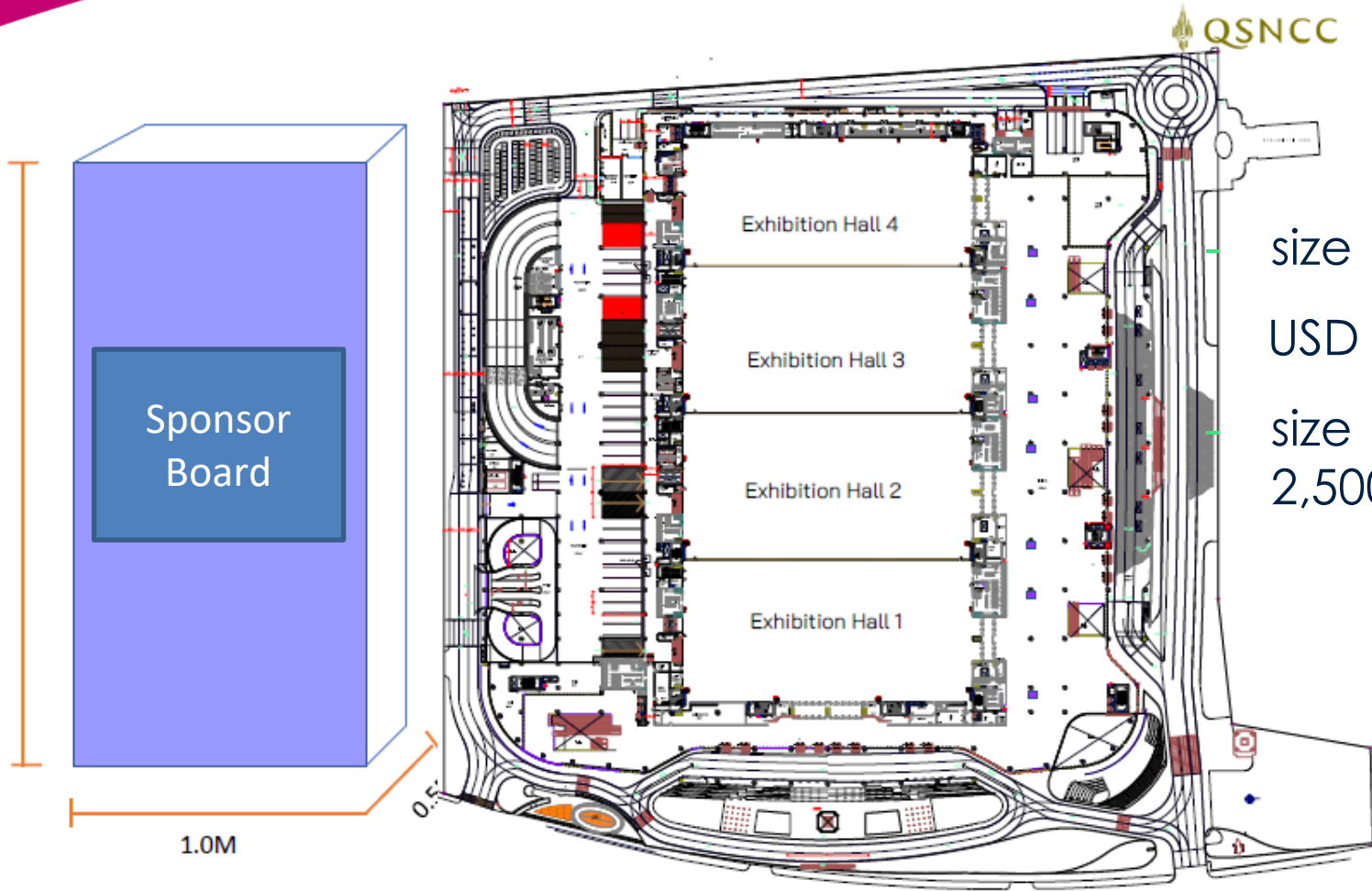


- size 5m. (width) x 3m. (height)  
USD 5,000 for Hall 1 or Hall 2
- size 5m. (width) x 3m. (height)  
USD 9,000 for Hall 1 and Hall 2





## Sponsor Board at foyer

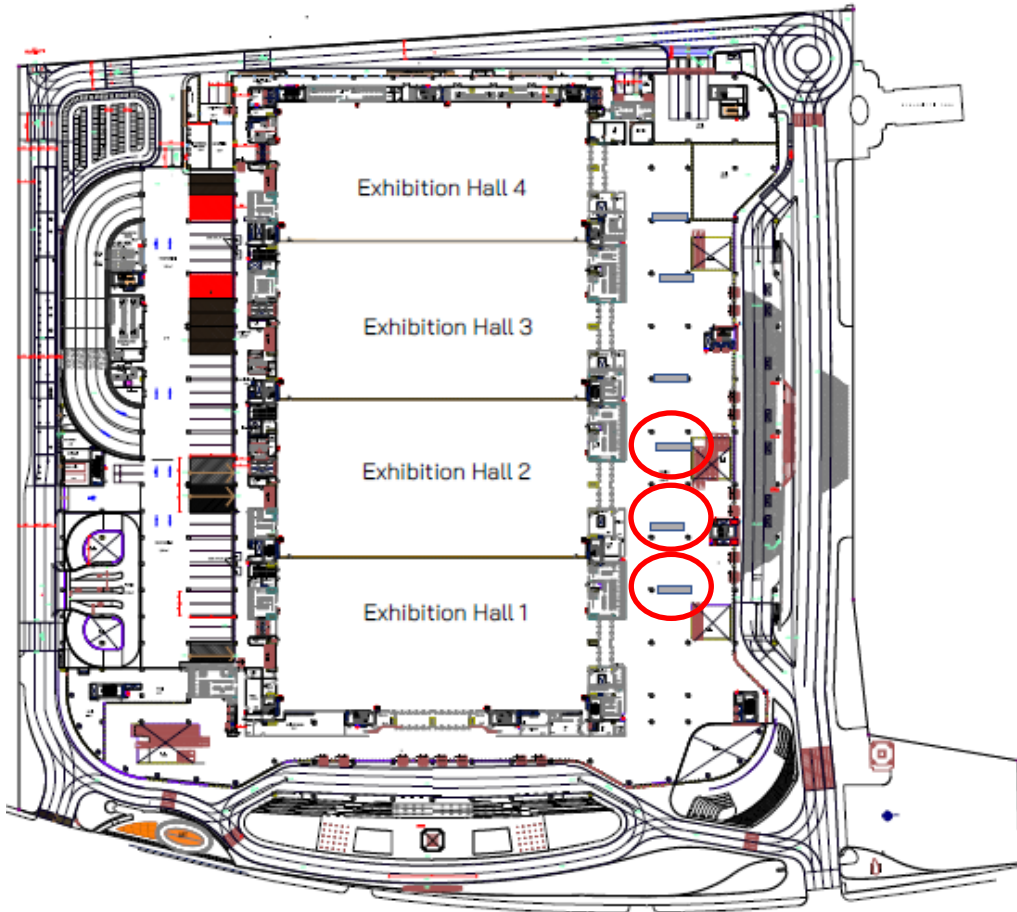


size 1m. (width) x 2.5m. (height)

USD 1,500 per 1 side

size 1m. (width) x 2.5m. (height) : USD 2,500 per 2 sides

## Hanging Banner at foyer



- size 1m. (width) x 5.5m. (height)  
USD 2,000 per 1 side
- size 1m. (width) x 5.5m. (height)  
USD 3,500 per 2 sides



## Branding on Supplier Finder screen



- USD 8000
- 5 sets of supplier finder screens
- logo on supplier finder screen

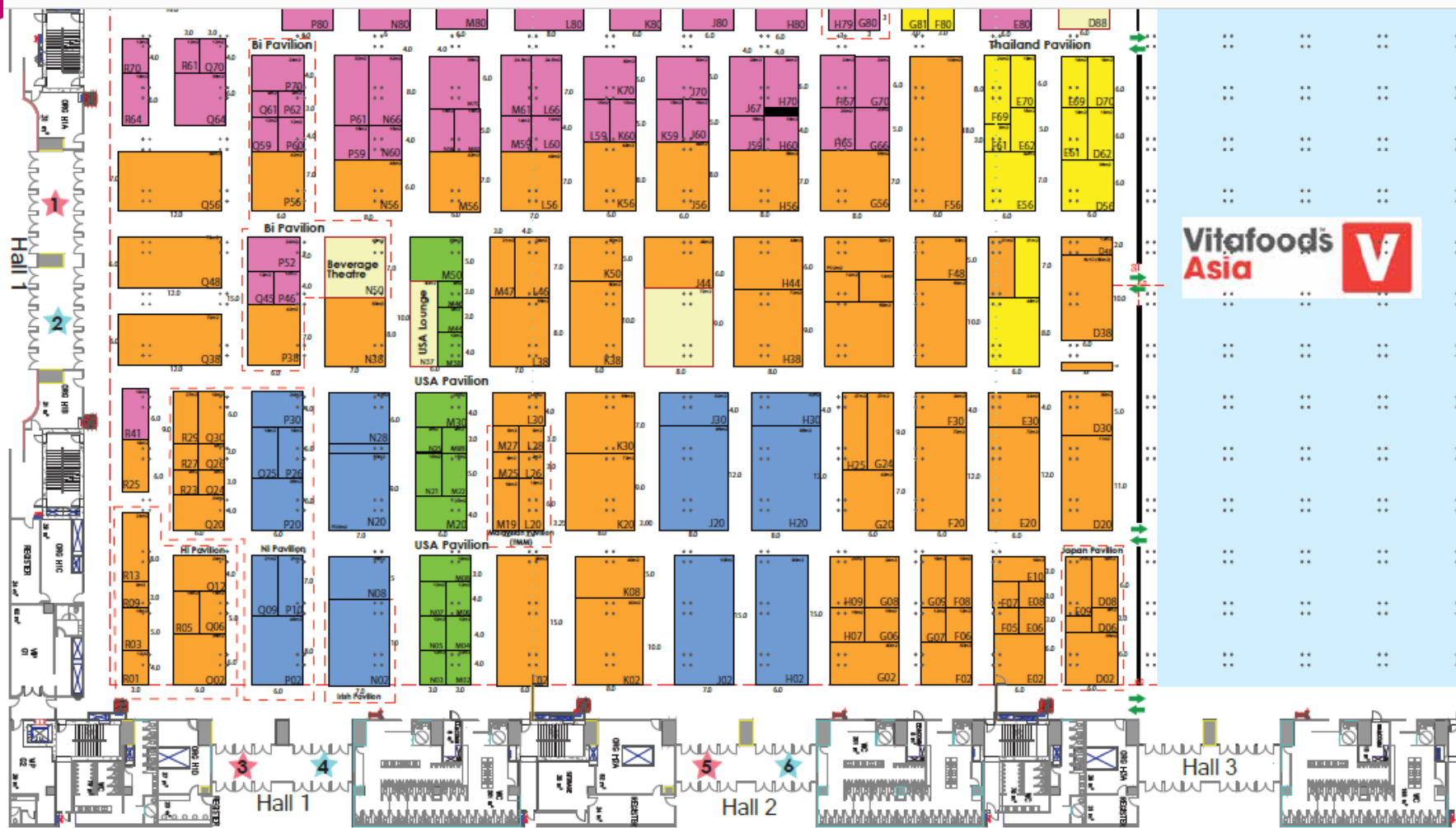
USD 2500

- 1 set of supplier finder screen

USD500

- logo on e-floor plan

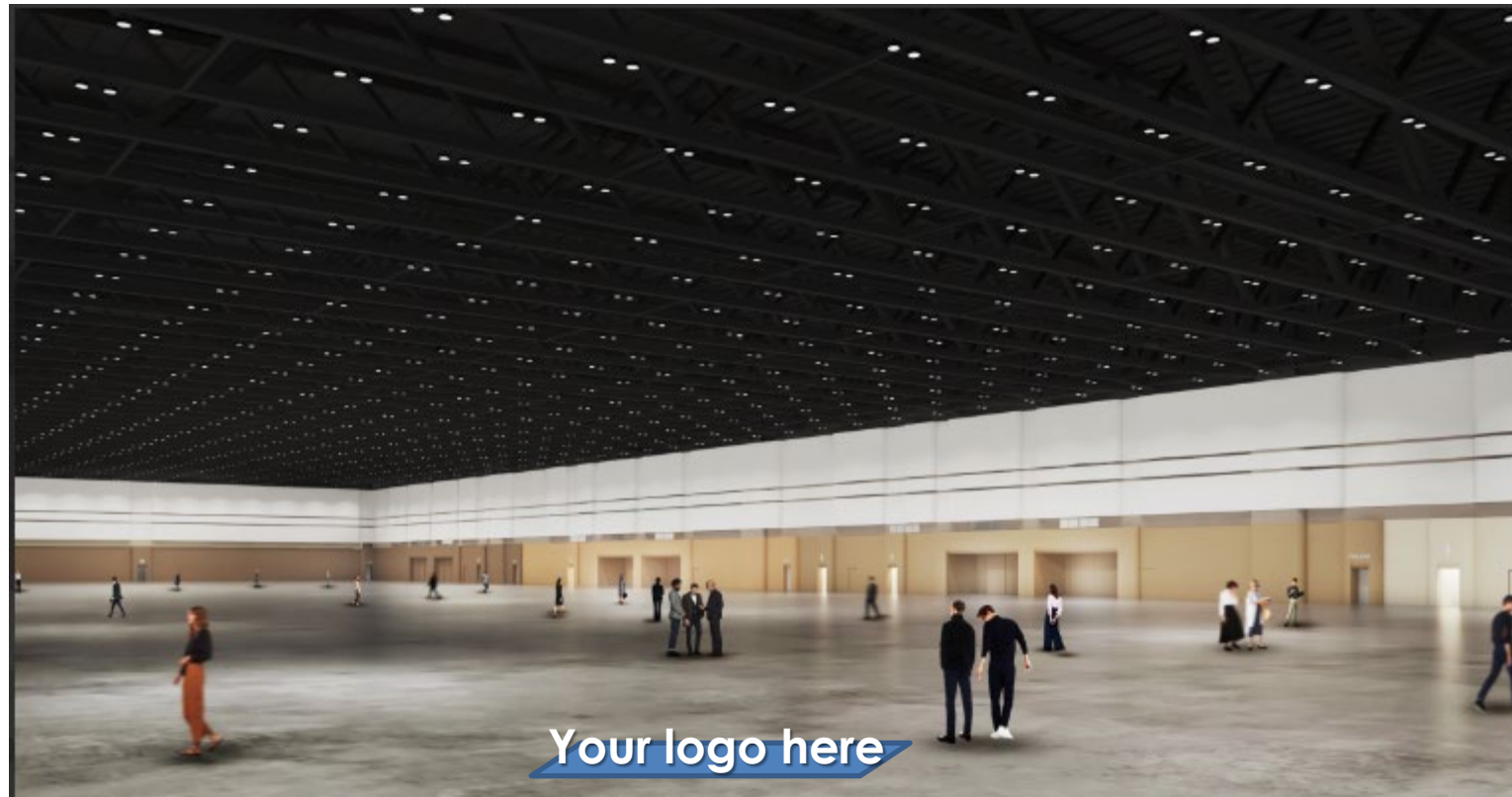
## Floor tile at hall entrance/exit (max 6)



- Size 3m. (width) x 1m. (height)  
USD 3,000/one position
- Size 3m. (width) x 1m. (height) : USD 7,500/3 positions at point 1, 3, 5
- Size 3m. (width) x 1m. (height) :  
USD 7,500/3 positions at point 2, 4, 6

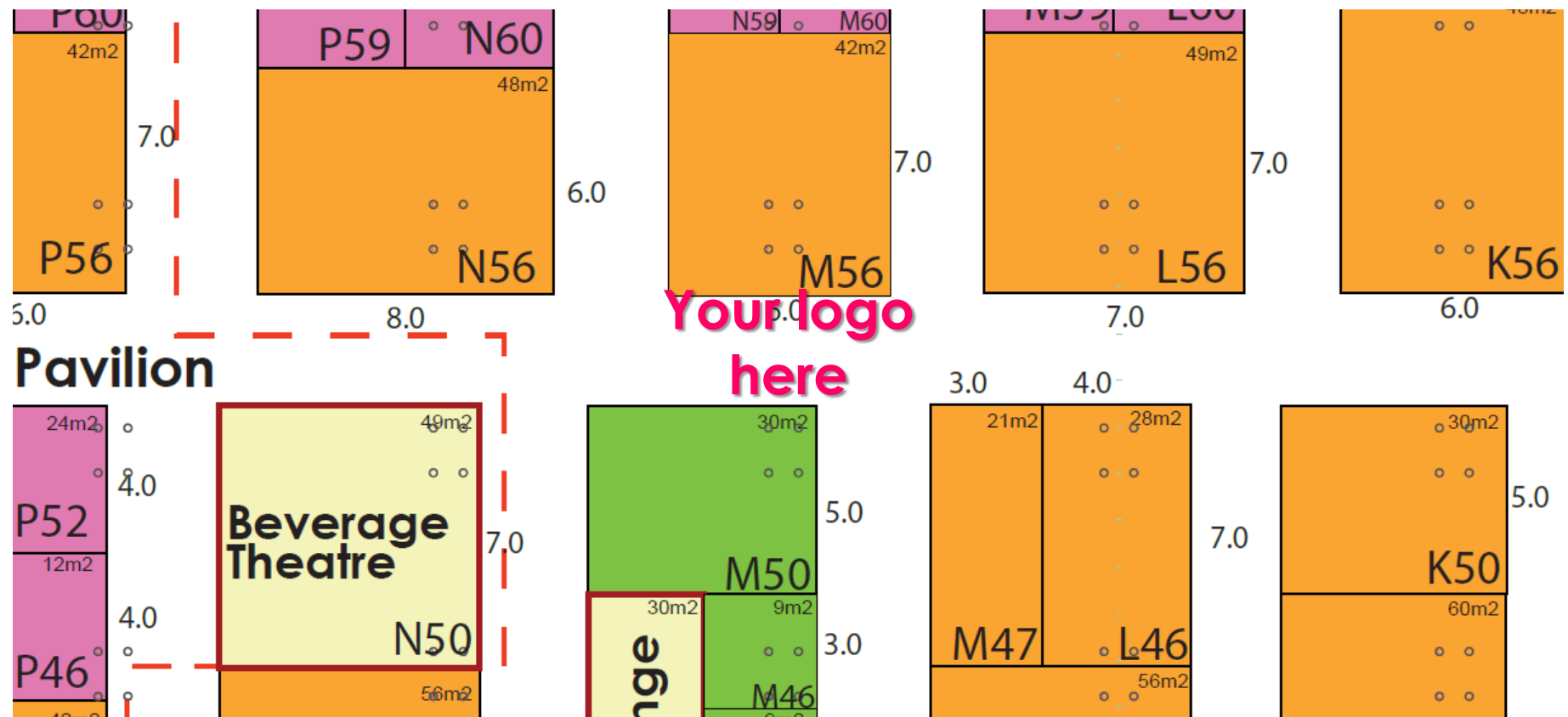
## Floor tile around exhibition

- 10 pieces per set : size 0.5m. (width) x 0.5m. (height) : USD 3,000
- 20 pieces per set : size 0.5m. X 0.5m. (height) : USD 5,000



## Stand extender floor tile : USD 1,500 (max 10)

Size 2m. (width) x 1m. (hieght) in front of your booth



## Aisle Banner in exhibition hall

- size 1m. (width) x 5m. (height) : USD 3,000 for 2 sides



# Thank you