



Asia Thailand

Where the tastemakers
of the world create
a world of taste
in Asia



20-22 September 2023
Hall 1-4 at QSNCC, Bangkok Thailand

Sponsorship

Value creating strategy for your brands

Category Sponsor USD 4,000 (Exclusive)



Asia Thailand

Create your own exclusive title to reflect your brand strength and connect with prospects!

Category : Dairy / Functional Ingredients / Alternative Protein / Flavours & Spices / Sustainability

Pre-Event benefit

- (1) Sponsor logo listed as category sponsor in marketing material, where applicable.
- (2) Sponsor logo on event's promotional EDMs

During Fi Asia 2023 on 20-22 September

- (1) Sponsor logo is listed as category sponsor in hanging banner and signage stand



Registration USD 10,000 (Exclusive)

Ensure maximum brand exposure with multiple touch points at every stage of the registration process. Welcome visitors registering to the event with the most dominant branding opportunity during the event.

Pre-Event benefit

- (1) Sponsor logo will be displayed on pre-registration page
- (2) Sponsor logo will be displayed on confirmation page and email registration confirmation

During Fi Asia 2023 on 20-22 September

- (1) Sponsor's advertisement or video at scanner screen in front of the entrance
- (2) Sponsor logo at the registration information board



Sustainable Cups

USD : 7,000 (Exclusive)

We highly recommend sponsoring a give-away of your product; it is a useful marketing tool and creates greater awareness and interest in your product or company.

- (1) Your logo will be placed on sustainable cups
- (2) 5,000 sustainable cups are provided by the organiser
- (3) Sustainable cups will be distributed at the Beverage ingredients Theatre and Main Stage
- (4) Deadline to confirm : 31 July 2023



Hygiene Give away USD 5,000 (Exclusive)

Bringing your sanitizer or alcohol is essential now a days. People usually take their own spray wherever they go.

This is a good opportunity to visualize your brand to visitors in the show, so they can always remember your company /brand.

- (1) Your logo will be placed on the box and or hand sanitizing station
- (2) 2,000 alcohol spray are provided by the organiser
- (3) Hygiene give away will be distributed
- (4) Deadline to confirm : 31 July 2023



Event bag

USD : 7,500 : Exclusive

No better way than to flaunt your logo on our show bags!

Distributed to pre-registered, VIPs and trade visitors, our show bags are a great Channel for marketing and brand awareness.

- (1) Your logo and booth number will be placed on the hanging stand
- (2) The bag will be distributed at the entrance
- (3) Bags are provided by the exhibitor : Minimum 5,000
- (4) Deadline to confirm : 15 August 2023



E-Photo Backdrop USD 6,000 (Exclusive)

A powerful way to attract attention at an event for both physical and online post.

- (1) Your logo on the photo frame : printed photo
- (2) Attendees LIKED your company's FB page or FOLLOW your company LinkedIn page
- (3) Deadline to confirm : 30 August 2023



Floor tiles at the door of Hall 1-4 USD 6,000 (Exclusive)

Grab attention and a cost effective way to drive traffic to your booth.

- (1) Logo and booth number on floor tile 1m. X 1m.
- (2) Deadline to confirm : 15 August 2023



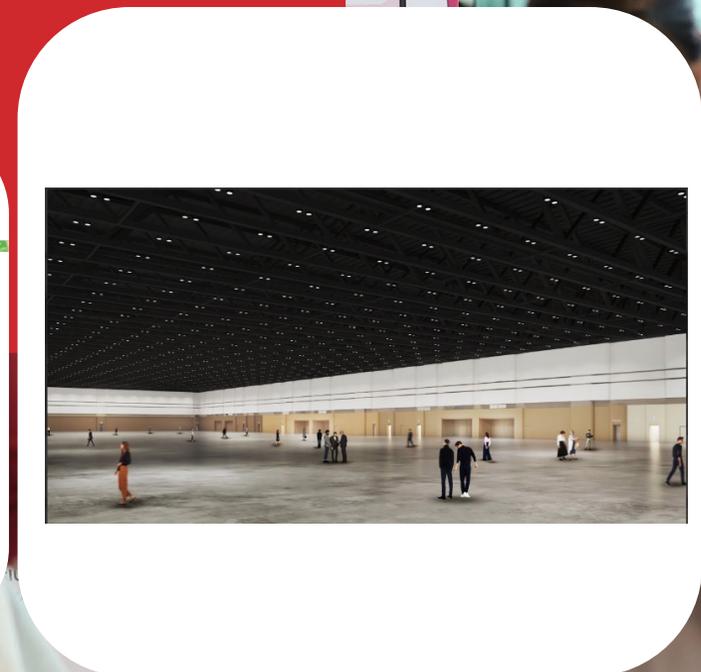
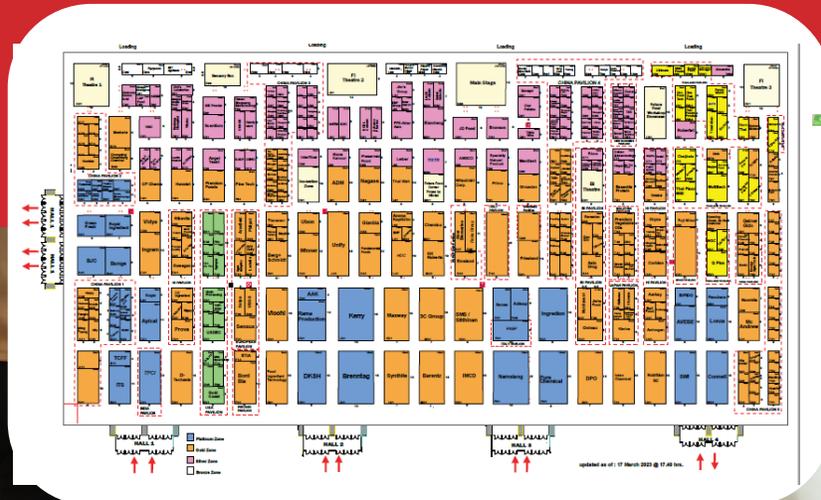
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to our staff to

Floor tiles around exhibition hall USD 3,000/10 pieces

Grab attention and a cost effective way to drive traffic to your booth.

- (1) Logo and booth number on floor tile 0.50m. X 0.50m.
- (2) The location is arranged by First come first serve basis
- (3) Deadline to confirm : 15 August 2023

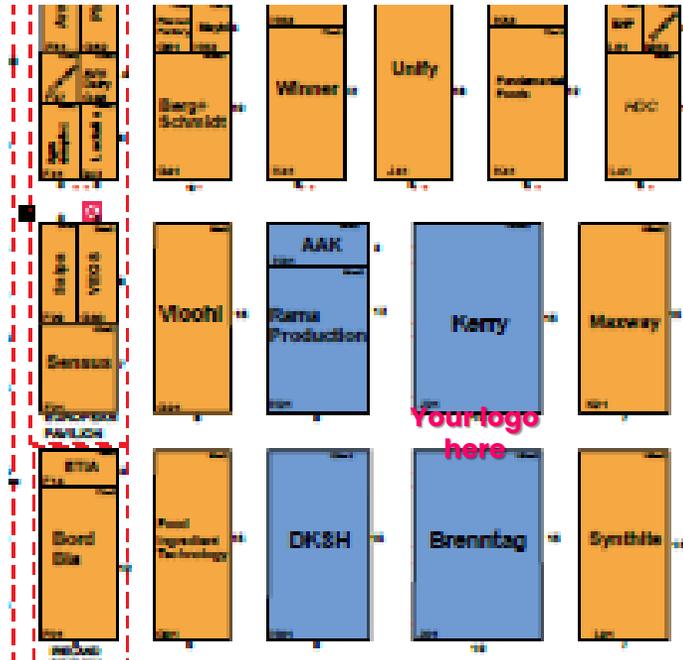


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...the hours

Stand Extended Floor tile USD 1,500

Grab attention and a cost effective way to drive traffic to your booth.

- (1) Logo on floor tile 2m(W) X 1m(H)
- (2) Deadline to confirm : 15 August 2023



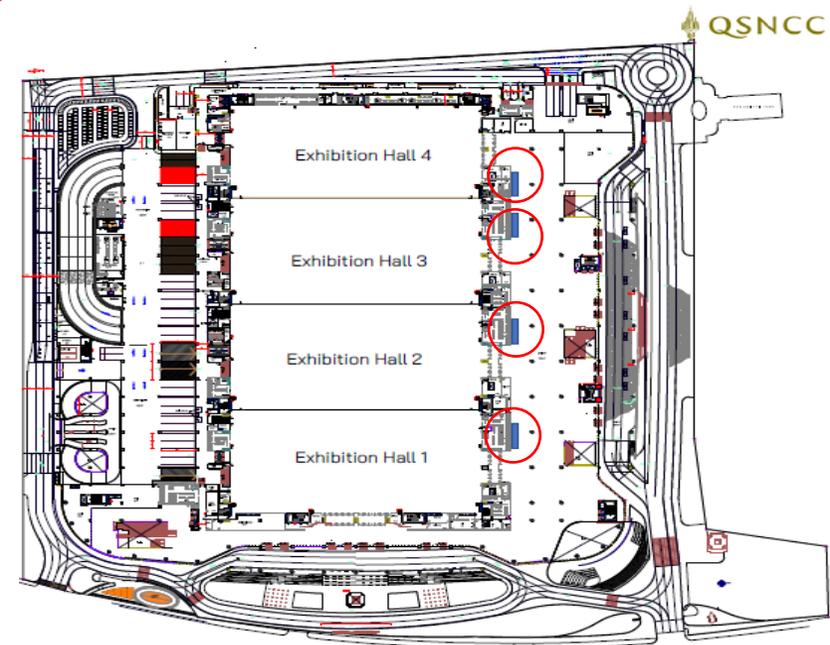
Registration form (ภาษาไทย)
(English)
Completed form & Submit
กรุณาแนบฟอร์มให้ครบ
(และ Submit)
Check your registered e-mail
you will receive
QR code
ท่านจะได้ QR code
เพื่อนำมาทำนามบัตร
Staff to



Hall Foyer Banner USD 5,000/banner

Display your branding including stand number to drive traffic to your booth.

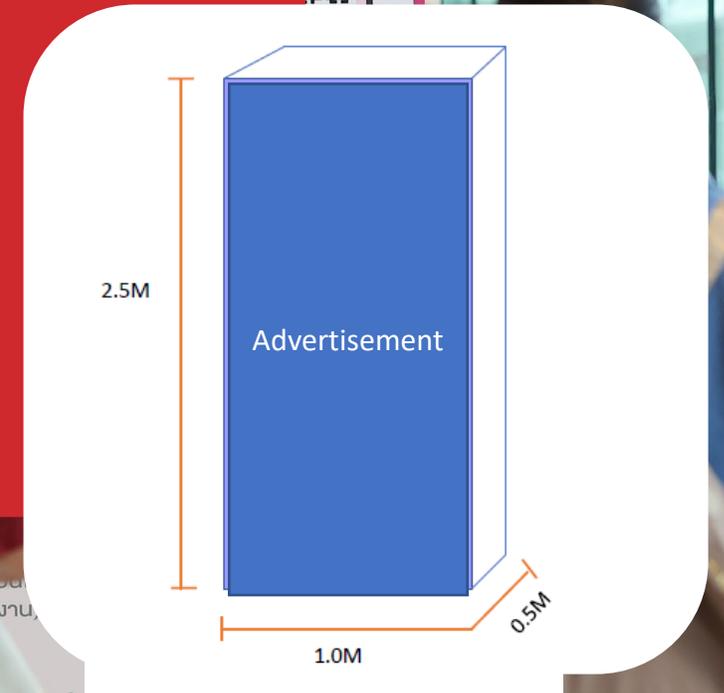
- (1) Advertisement 5m.(w) X 3m.(h) is provided by the exhibitors
- (2) The location is arranged by First come first serve basis
- (3) Deadline to confirm : 15 August 2023



Advertisement Stand
USD 3,000/stand (2sides)
USD 5,000/2 stands (2 sides)

Display your branding including stand number to drive traffic to your booth.

- (1) Advertisement 1m.(w) X 2.5m.(h) is provided by the exhibitors
- (2) The location is arranged by First come first serve basis
- (3) Deadline to confirm : 15 August 2023



Supplier Finder Station USD 5,000 (Exclusive)

Interactive floor plan for trade show, a digital map used by organisers to visualise the layout of an event's space.

- (1) Your advertisement will be placed on the panel size 1m(W)x 1.25m (H)
- (2) Your logo will be shown in the interactive floor plan
- (3) 5 stations
- (4) Deadline to confirm : 15 August 2023



Logo on the floor plan in the Supplier Finder Station USD 800

Interactive floor plan for the trade show, a digital map used by organisers to visualise the layout of an event's space.

- (1) Your logo will be shown at your booth on the interactive floorplan
- (2) 5 stations
- (3) Deadline to confirm : 15 August 2023



to our staff to

Aisle Hanging Banner

USD 1,500/banner (2 sides)
USD 3,500/ 3 banners (2 sides)

The double-sided banner with your company logo, which will be hung from the pavilion ceiling on the catwalk, is a prominent brand display and helps visitors to easily locate your stand in the exhibition halls.

Remarks:

- (1) Your logo will be placed on the banner size is 3m (W) x 0.5m (H)
- (2) The location is arranged by First come first serve basis
- (3) Deadline to confirm : 15 August 2023



Food ingredients
Asia



Future food workshop : USD 2,000

Product placement and presentation slot

The Future of Food sets out some of the key drivers of change and concludes that the global food system is at a tipping point. Addressing some tough questions and outlining predictions for the future of food over the next thirty years. The Future of Food Corner is a meeting place for food and drink manufacturers aspiring to develop the next chapter of the food industry.

- (1) One slot presentation (30 minutes) by theme's
Day 1 : Synthetic Biology Precision / Fermentation & Traditional Fermentation
Day 2 : Alternative Proteins source (Pea soy bean)
Day 3 : Personalized Nutrition including prebiotics probiotics
- (2) Sampling product for tasting during presentation (Minimum Target 50 samples for tasting)



Future Food Showcase Powered by Mintel USD 1,000 (maximum 10)

This is a space to experience innovative solutions firsthand, including alternative proteins – namely those not derived from traditional meat, dairy, and seafood. What do consumers think about these new products, and what is the future of this new category of proteins? A place to collaborate and refine the future of food!

Sponsor Packages includes;

- (1) One pod to show your product sample including logo and booth number
- (2) Your product description will be displayed in online platform under your company



Technical Presentation
USD 450/30 minutes
USD 800/1 hour

Presentation from leading exhibitors focused on the latest ingredients and their practical presentation, market development, trends, issues and opportunities.

Sponsor Packages includes;

- (1) One speaking slot 30 minutes or 1 hour
- (2) Seating capacity = 70 seats
- (3) Promote the topic, speaker and synopsis in Fi Asia marketing material



Beverage Theatre

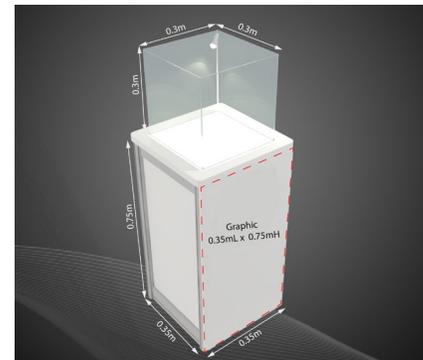
USD 1,100 showcase stand & presentation

USD 250/15minutes presentation

Beverage Theatre will provide with presentations from leading exhibitors and beverage experts; over 10 products will be showcased with various types of finished beverages. Discover which type of beverage consumers are looking for.

Sponsor Packages includes;

- (1) One speaking slot (15minutes)
- (2) Showcases stand with information board
- (3) One EDM target beverage manufacturer



Fi TV USD 1,500

Fi Asia highlights and activities are streamed on all screens via Fi TV at strategic locations to keep everyone connected and up to date with everything happening at the show.

Sponsor Packages include;

- (1) Your company display advert/ logo/ VTR displayer on the screen for 30 seconds throughout the day
- (2) Two-minute scripted interview to introduce your products, services and new innovations to potential customer.
- (3) Video will be available on YouTube
- (4) Posting on Food ingredients Asia Facebook



EDM Lead Generation USD 1,200/time

- (1) Send your branded email to visitors and professional buyers in the hospitality and catering sector of your profile and generate leads.
- (2) Sponsor detail with headline (25 characters with space) and description (250 characters with space)
- (3) Post Campaign Report generate from open rate and total clicks



Fi Food ingredients

Where the tastemakers of the world create a world of taste in Asia

Fi Asia
QSNCC, Bangkok, Thailand
20-22 September 2022

"The continued success story of Fi Asia reflects the positive dynamics of the ASEAN F&B industry and creating a mutually beneficial environment to help to grow and develop our exhibitors' businesses, while providing buyers with practical solutions to their business challenges. Your success is our success.."

Rungphech (Rose) Chitanuwat
Regional Portfolio Director - ASEAN
Informa Markets

Fi Asia - The Figures Speak For Themselves

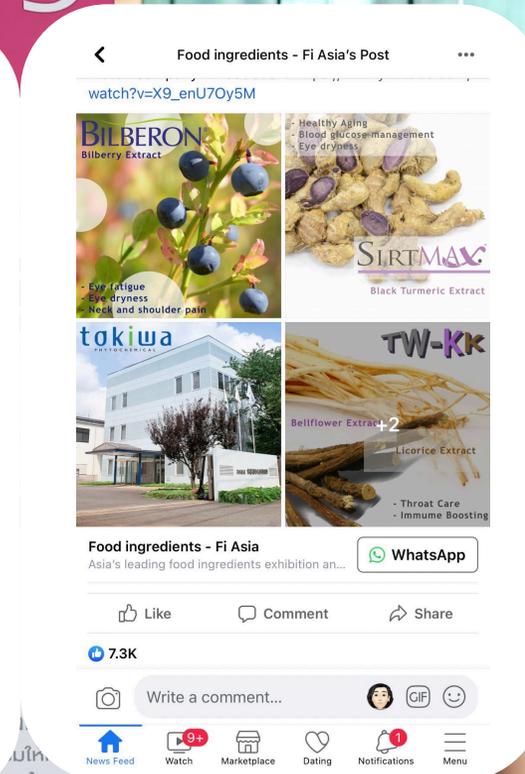
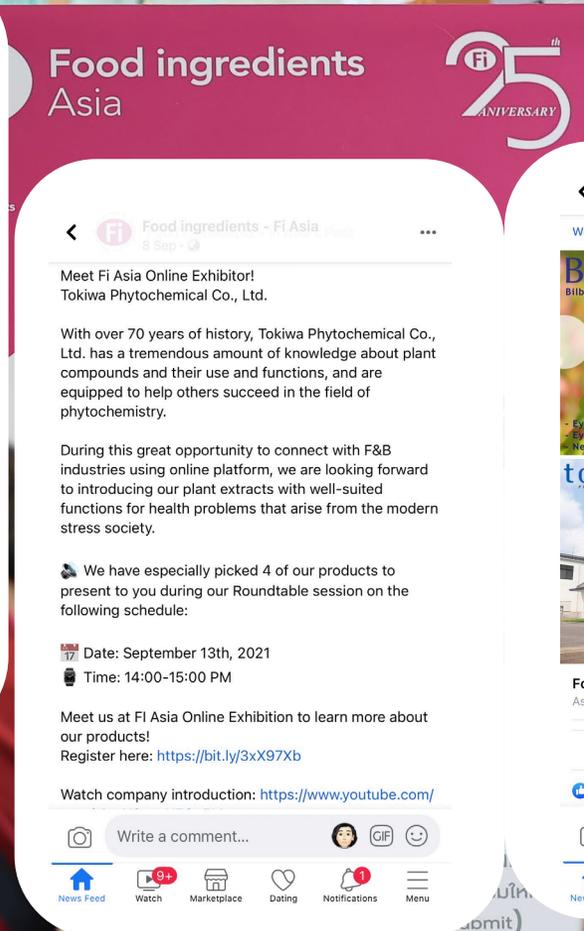
With an impressive 15,995 attendees, the numbers speak for themselves. And shows the confidence and growth in ASEAN's food and beverage industry, and the proven value that Fi Asia offers visitors and exhibitors alike. This show has been phenomenal - it wasn't just about quantity, it was also the quality. Not only were visitor numbers up, but they were there to do business.

Download Fi Asia Thailand 2022 Post Show Report Click!



Social Media Posting USD 1,000/time

- (1) Post in our feed with Hashtags & Images (max.10)
- (2) Post in our Feed with Hashtags & Video (30 sec.)



4

Check your registered e-mail
You will receive
QR code
(ท่านจะได้รับ QR code
ผ่านทางอีเมลที่ท่านลงทะเบียน)

to our staff to

Webinar Series USD 3,000/time

Fi Asia's featured webinars target people around the world with strategic topics to keep everyone connected and up to date with the latest trends from leading associations ahead of the show date.

Sponsor Packages includes;

- (1) Your company advertising will be displayed before the webinar
- (2) The topic will be related to your company profile or products
- (3) One EDM to Fi Asia database to invite the audiences to join the Webinar
- (4) Promoting on Fi Asia social media
- (5) Received a data list of qualified and GDPR

Webinar at
Fi Asia Online

Organized by: Informa Markets | Brought to you by: Fi Food Ingredients Asia | Presented by: BASF

Topic:
An innovative approach of clean label cake formulation

13 October 2022 | 14.00 – 14.20 hrs. (GMT+7) | English

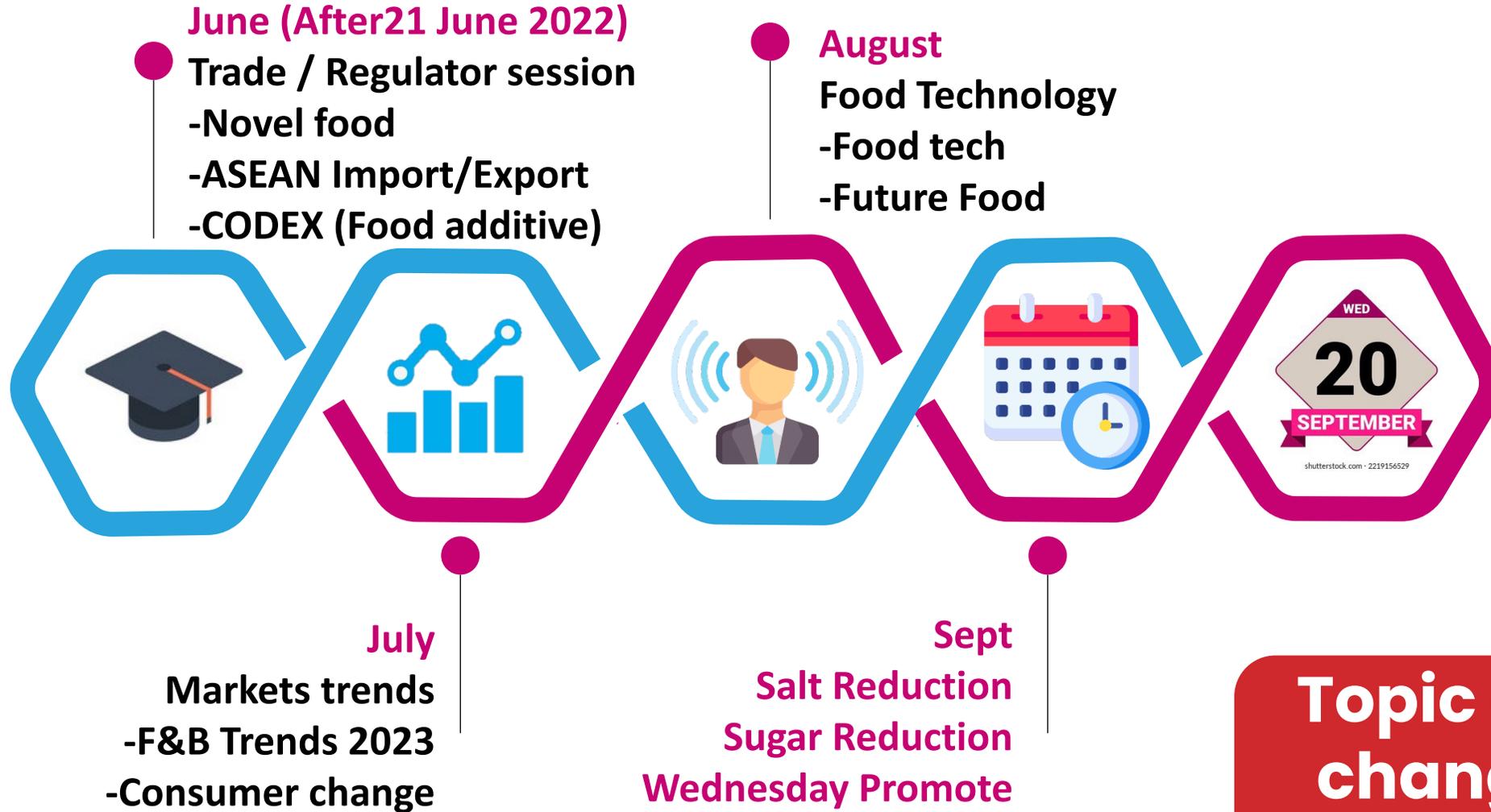
Register here
<https://bit.ly/FIADLINE>

Anna Denhoefer
Head of Product Management & Application,
Food Performance Ingredients

Kathrin Saur
Global Product Manager,
Food Performance Ingredients

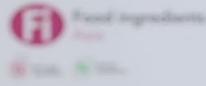
Jochen Kutscher
Manager Application Labs,
Food Performance Ingredients

Webinar Series



**Topic can be
changed to
Title sponsor**

Future Food Showcase |
Future Food Workshop



Sales team

Thailand and Pan Asia

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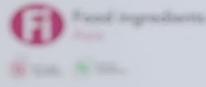
Indonesia

anna@pamerindo.com

Non Pan Asia and USA

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Future Food Showcase |
Future Food Workshop



Food ingredients
Asia



THANK YOU

FOOD
INGREDIENTS
AND
VITAFOODS
ASIA
5TH OCT-7TH OCT

I'VE ALREADY
Registered

3

Complete form
& Submit
(กรอกแบบฟอร์มให้ครบ
และ Submit)

4

Check your
registered e-mail
You will receive
QR code

(ท่านจะได้ QR code
ผ่านทางอีเมลที่ท่าน ลงทะเบียน)

to our staff to