



Asia China



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Sponsorship brochure

Hi Asia China & Fi Asia China

Shanghai International Natural & Health Products Exhibition

International Plant-based Food Expo 2023

19-21 June 2023, NECC, Shanghai, China



Co-located with



Part 1: Online Advertisement Online promotion

01 Promotion of WeChat Official Accounts

The official WeChat account (FIA-China) has 25,000+ effective fans interacting online and more than 1,000 WeChat communities involving in the food and health industry.



WeChat advertorial promotion (Headline Article)

Number of sponsors: 5

Advertising production:

Sponsors are to provide relevant text materials, production, and typesetting

Sponsorship offer:

1,440 USD



WeChat advertorial promotion (Sub Article)

Number of sponsors: unlimited

Advertising production:

Purchaser to provide relevant text materials, production, and typesetting

Sponsorship offer:

1,008 USD



Image advertisement

Number of sponsors: 3 per cycle

Placement time:

1 month (monthly WeChat releases no less than 8 times)

Position: Head of WeChat article

Size: 600 x 250 px

Position: Bottom of WeChat article

Size: 600 x 250 px

Sponsorship offers:

Head: 1,152 USD/piece

Bottom: 720 USD/piece

02 Expo Official Website Promotion

The expo website (www.fia-china.com) is an important window to publicize the exhibition. At present, the annual traffic exceeds 100,000, and the number of professional visitors is also on the rise due to the gradually increasing marketing efforts. Therefore, the expo website will be a brand new way to showcase your products.

Home page advertisement

Number of sponsors: 1/cycle

Position: as shown in the right picture

Placement time: 1 month

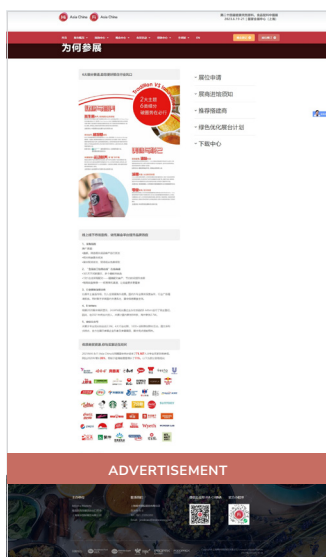
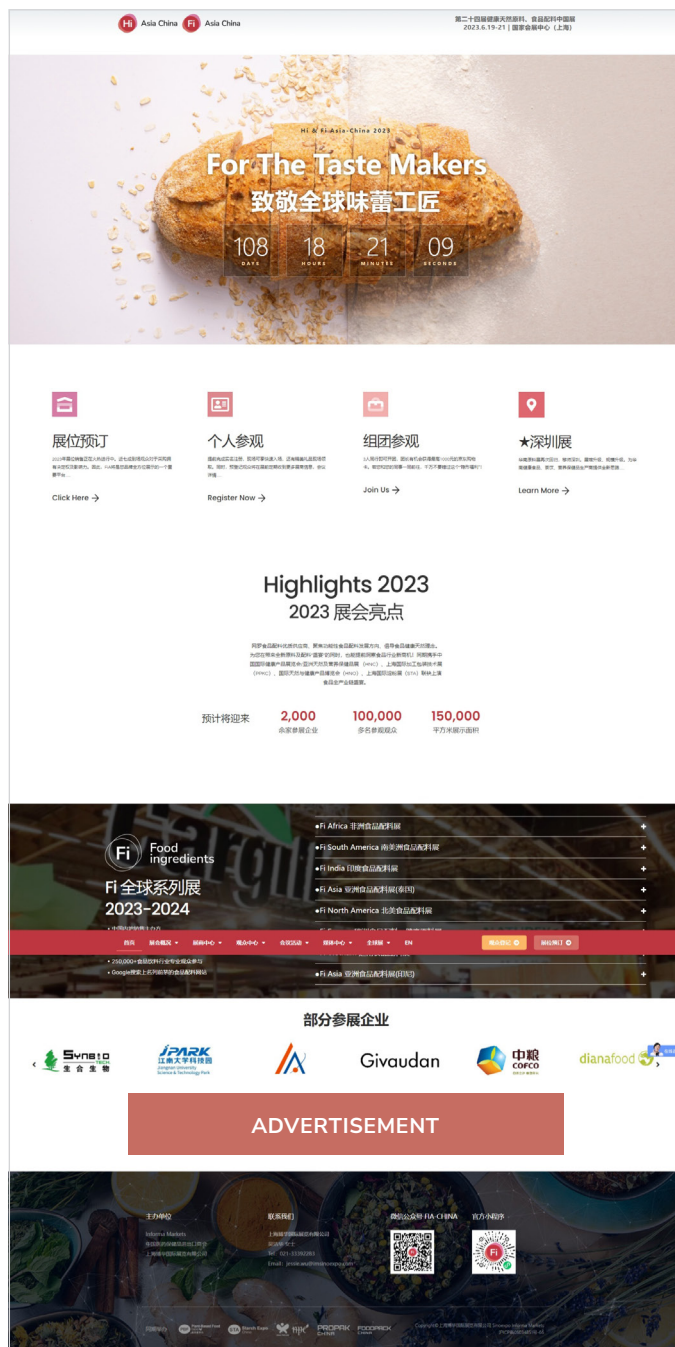
Advertising Production: Provided by the purchaser

Size: 900 x 265 px

Sponsorship offers:

Home page advertisement: 1,440 USD

Secondary page advertisement: 2,160 USD



03 SMS Group Sending

- During non-exhibition period: send targeted product information to target buyers
- During exhibition period: send directly to visitors so that they can visit your booth for the first time

Sponsorship offers:

432 USD/1,000 messages

576 USD/2,000 messages

648 USD/3,000 messages

70 words per message, including signature and unsubscribe section at the end of the message

【博华展览】不止减肥！运动营养？母婴食品？老年健康？左旋肉碱的多应用，多的是你不知道的事~今晚19:30，食品配料展携手瑞士龙沙集团健康营养部门资深开发经理为你深层解读左旋肉碱的新市场机遇，点此预约 <http://r6d.cn/t8Rv> 回T退

04 E-newsletters

The results of previous surveys among trade show visitors show that more and more visitors are willing to sign up via the E-newsletter in their mailbox, which can greatly increase the company's exposure before the show.

Image advertisement (as in example 1 on the right)

Number of sponsors: several

Advertisement form: Image 600(W) x 250(H) px

Sponsorship offer:

576 USD/time



Customize EDM

Number of sponsors: 2

Advertisement form: mixed texts and graphics

Sponsorship offer:

1,008 USD/time

Tips

Ads should be delivered to different audiences based on customer needs.

For example:

Ads can be classified by the business type of audiences

- Food/beverage manufacturers
- Ingredient manufacturers
- Dealers/Distributors
- Import/Export trade

Ads can be classified by the job function of audiences

- Product R&D
- Sales
- Management
- Purchasing
- Marketing

05 Pre-registration Webpage Advertisement

Since the epidemic last year, all visitors are required to register with their own real name through the preregistration system. Presenting your ad on the visitor pre-registration landing page is one way to get the maximum reach of accurate target customers.

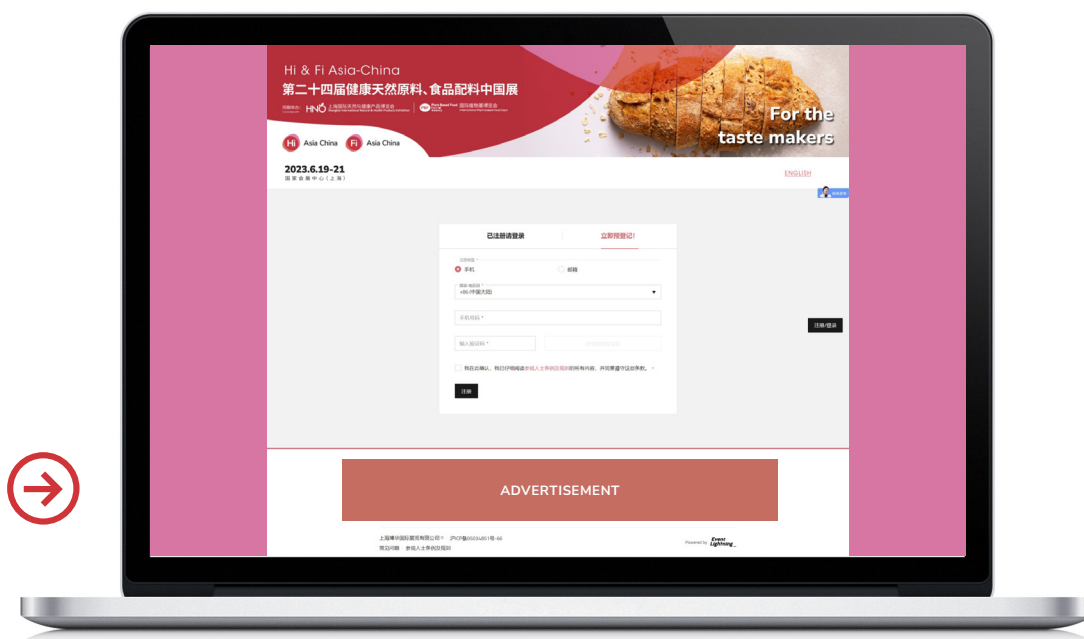
Number of sponsors: 1/month

Size: 1170(W) x 208(H) px

Website link: <https://reg.fia-china.com/zh-cn/user/register>

Sponsorship offer:

4,320 USD/month



06 Wechat Applet Rotating Advertisement

FIA Wechat applet (FIA) is a frequently used gadget for visitors before and during the exhibition and has become an effective new carrier in recent years. The applet will present essential information such as exhibitors' information, forum agenda and visiting tips that are most handy to visitors.

Position:

Rotating advertisement on the first screen of the applet

Number of sponsors: 3/month

Size: 1170(W) x 208(H) px

Sponsorship offer:

432 USD/month

P.S. Can only be displayed as images



07 E-Catalogue

Login page advertisement

Number of sponsors: 1
 Size: 440(W) x 500(H) px
 Sponsorship offer:
4,291 USD



Insert page advertisement

Number of sponsors: 3
 Size: 400(W) x 750(H) px
 Sponsorship offer:
2,851 USD



Spotlight advertisement

Number of sponsors: 2
 Size: 1660(W) x 520(H) px
 Sponsorship offers:
 Home page rotating image: 2,290 USD/each
 Category column rotating image: 1,843 USD/each



Other advertising spaces in the electronic journal

TYPE OF ADVERTISING SPACE	ADVERTISING SPACE	UNIT PRICE (USD)	QUANTITY	SIZE (PIXEL)
End-of-the-page banner	Home page	2,592 USD	1	1260x140
Card advertisement	Home page advertisements below the Business Classification	432 USD	N	280x200
	Category listing page	979 USD	N	250x230
	Store terminal page	144 USD	N	250x230
Search ranking	Search results page	1,440 USD	N	n/a

08 Webinar

As an online live column of SJGLE, "Big Shot Talks" holds various professional online training sessions through the network in the form of webinar, focusing on food ingredients, health ingredients, nutrition and health products, food processing and packaging, etc. It is high-quality platform for enterprises to show, share and interact online with industry insiders.

Who will participate?

- Health food industry enterprises
- Health ingredients manufacturers
- Food ingredients manufacturers
- Industry associations, cooperative media

Exclusive customized price:

3,283 USD/session

大咖直播
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HNC健康营养展·广州寻商会暨2023大健康...

详情见下

大健康 # 寻商会

2023-04-12 09:00-17:30



包装数字化与机械智能新发展

详情见下

直播 # 包装数字化 # 机械智能

2023-02-16 14:00-16:00



后YQ时代的预防应对：欧洲接骨木莓

详情见下

食品原料 # 直播 # 免疫力

2023-01-13 14:00-15:00



益生菌新势力 定向研讨会

详情见下

研讨会 # 益生菌

2023-01-05 15:00-18:00



创新与可持续发展包装

详情见下

加工包装 # 论坛

2022-12-29 14:00-16:00



饮品行业2022年总结及2023年趋势预判

详情见下

饮品 # 趋势

2022-12-15 14:00-16:00



姜黄——来自土壤的黄金战士

详情见下

原料 # 直播

2022-12-05 19:00-20:00



哪些海外新品会引爆未来5年中国市场？

详情见下

营养保健品 # 直播 # 海外新品

2022-12-01 14:00-15:00

PROMOTION STAGE	BENEFITS
Early promotion	<ul style="list-style-type: none"> • Your brand will be shown in the early live invitation EDM (live broadcast will be promoted in the SJGLE database) • Your brand will be shown in the early WeChat promotion • Your brand will be shown in the early focus image promotion • Your brand will be shown in the early banner advertisement promotion • Your brand will be shown in the early community promotion
Live broadcast promotion	<ul style="list-style-type: none"> • Your logo will be shown during the webinar live broadcast • 60 minutes of sharing (including 40 minutes of presentation and 20 minutes of Q&A)
Later Stage Promotion	<ul style="list-style-type: none"> • Live content will be promoted on SJGLE/ Hi& Fi WeChat • Live content will be promoted on SJGLE website • Live MP4 can be used to promote your company's marketing channels • The link to the live broadcast can be presented on the SJGLE website for 1 year

09 Corporate Interviews

As the market gets more competitive these days, more and more companies are paying attention to building their own brands since that is a strong determinant of how successful a company is. That's why SJGLE launched an online business interview service to help companies build brand awareness and establish industry benchmarks by conducting in-depth interviews with business leaders and delving into companies' brand values through dialogues.

BENEFITS	TELEPHONE INTERVIEW 1,296 USD	FACE-TO-FACE INTERVIEW 2,592 USD	INTERVIEW + FACTORY LIVE BROADCAST 5,184 USD
Interview Manuscript	✓	✓	✓
Website information release	✓	✓	✓
Interview video shooting		10-15 minutes	
WeChat advertorial promotion	Sub Article x 1	Headline Article x 1	Headline Article x 2
Focus image on the Website home page Advertising campaign (first frame)		7 days	14 days
Email Marketing Promotion		Advertising space x 1	Exclusive customization x 1
Online Live Interview 20 minutes			✓
Live shooting of the factory 40 minutes			✓
Live replay recording			✓



Specific instruction:

- The interview manuscript is a maximum of 2000 words
- Factory video interviews and live shots are without subtitles and edited no more than 3 times
- Travel expenses for face-to-face interviews at other locations are not included

Part 2: On-site Conference Sponsorship

The FIA is not only an event to highlight healthy, natural ingredients and food ingredients, but also a professional information platform to share industry trends and exchange ideas. Each year, more than a dozen wonderful forums and activities with different themes are held at the exhibition grounds.

01 Enterprise Promotion Meeting

Exhibitors can hold a new product launch, conference, or industry exchange meeting at the exhibition. Company presentations are an opportunity for exhibitors to introduce more customers to their products and companies in addition to booth display.

Conference Event Sponsorship



Conference venue:
Conference room in the exhibition hall

Sponsorship offer:

2,160 USD/hour



Conference venue:
Conference room on the 2nd floor of the exhibition hall

Value-added services:

1 roll-up banner for the agenda, sign-in table with tablecloth

Sponsorship offer:

1,440 USD/hour

02 Forum Sponsorship Speech

In 2024, In 2022, the FIA will continue to organize forums with various industry authorities and associations covering the trends, in the food and drink industry.

Exhibitors will be able to choose forums relevant to their products for sponsorship, and we will work with partners to promote your forums and attract audiences.

Conference Venue:

Varies according to the location of the forum

Length of speech: 15-20 minutes

Value-added services:

Company logo exposure, early link publicity

Sponsorship offer:

2,160 USD/hour



03 Product Sponsorship

There are several functional areas at the FIA, such as a conference room, an innovative "food" conference room, a VIP lounge, a new product exhibition area, etc. Different themes bring different product applications and will attract more targeted visitors on site. Product sampling sponsorship is the best opportunity for visitors to see the products.

The cost of sponsorship depends on the specific products and activities. Please consult the sales personnel.



04 Tasting Area Sponsorship

This is a popular area in the exhibition. The trial experience at different timeslots creates opportunities for companies to showcase their brands and get closer to the market. Sponsoring this area is the best choice for exploring and marketing new products.

Sponsorship offer:

720 USD/hour



Part 3: Facilities advertisement

Outdoor Advertising design document submission > **Deadline: April 15, 2023**

Interior advertising design document submission > **Deadline: May 22, 2023**

01 Subway entrance Landing billboard advertisement (single side)

Advertising position:

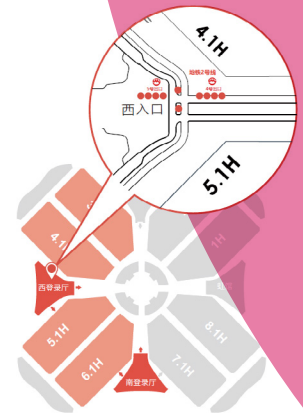
Next to Exit No. 4 / No. 5, Xujing East, Metro Line 2

Ad Size: 6m (W) x 3m (H)

Number of ads: 10

Sponsorship offer:

4,320 USD/each



02 West platform Billboard

Advertising position:

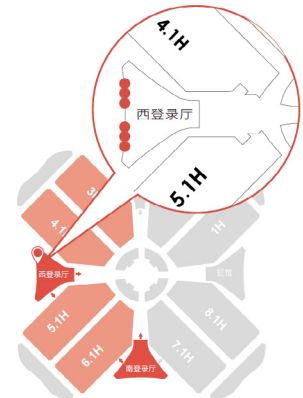
Above escalators (8 meters)

Ad Size: 12m (W) x 4m (H)

Number of ads: 10

Sponsorship offer:

14,400 USD/each



03 Entrance light box advertisement

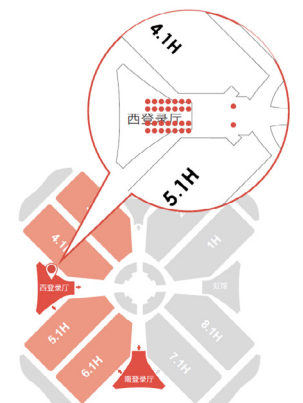
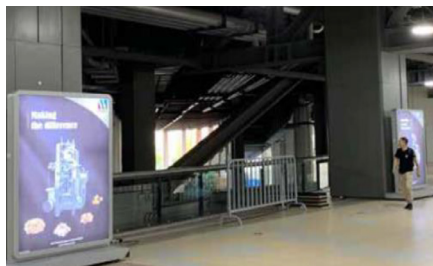
Advertising position: West Access Hall

Ad Size: 1.7m (W) x 2.2 (H)

Number of ads: 30

Sponsorship offer:

720 USD/each



04 Landing entrance billboard advertisement

Ad Size: 6m (W) x 3m (H)

Number of ads: 2

Sponsorship offer:

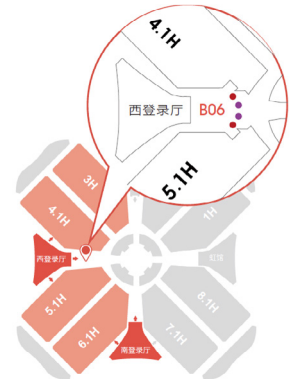
2,448 USD/each

AD Size: 4m (W) x 3m (H)

Number of ads: 2

Sponsorship offer:

1,584 USD/each



05 Driveway wall light box advertising

Advertising position:

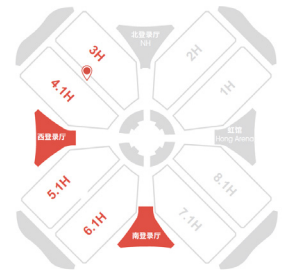
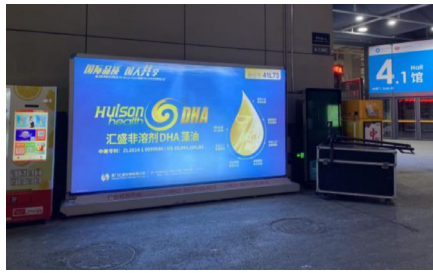
Driveway wall (No. 17-28)

Ad size: 4m (W) x 2.2m (H)

Number of ads: 4

Sponsorship offer:

1,728 USD/each



06 Floor advertising

Advertising position:

Main entrance in the museum

Ad size: 2m (W) x 2m (H)

Sponsorship offer:

720 USD/each



Where the tastemakers of the world create a world of taste



Come and consult with our sales experts who will give you professional advises on the sponsorship package!

Pan Asian

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