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➤ **Online & In-Person**

22 Nov – 2 Dec 2021  
From Anywhere

30 Nov – 2 Dec 2021  
Frankfurt, Germany



Special Exhibitor Webinar

**Fi Europe 2021**  
**Evolved to offer you more!**



Food ingredients  
Europe



Health ingredients  
Europe

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# Welcome Address



**Natasha Berrow**

*Group Brand Director*  
Food ingredients Global





- Welcome Address
- Fi Europe 2021: An Overview & Next Steps
- Who will attend Fi Europe 2021?
- Informa AllSecure: Having a safe in-person event
- Fi Europe Online Event
- Closing and Q&A





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# Fi Europe 2021: An Overview & Next Steps



**Julien Bonvallet**

*Brand Director*  
Fi Europe



# The New Fi Europe 2021

**Evolved to offer you MORE.**  
More ROI. More Opportunities. More Flexibility.





# Fi Europe 2021 Overview



## TOP 10 COUNTRIES\*

136 Countries represented

24.7%	Germany
10.2%	Netherlands
6.3%	France
5.5%	United Kingdom
4.9%	Italy
4.3%	Belgium
4.2%	Spain
2.5%	Poland
2.3%	Switzerland
2.3%	Denmark



23,600 attendees  
(online & In-person)



1,200 Exhibitors



136 countries represented

# Fi Europe Exhibitors



**Barentz.**



# GET MORE - The best of both experiences

## ➤ Online & In-Person



### BENEFITS OF THE ONLINE EVENT



#### EXPAND YOUR NETWORK

Connect online with a wider geographical audience and with attendees who are unable to travel to the in-person event.



#### WARM UP YOUR NEW CONNECTIONS

Nurture your online connection and take the business relationship further at the in-person event.



#### MORE RELEVANCE, MORE ROI

Filter and search options allow you to spend your time connecting with the most relevant participants.



#### PROMOTE YOUR BRAND DIFFERENTLY

Explore the new range of trackable online opportunities to promote your brand, products and share your content.

### BENEFITS OF THE IN-PERSON EVENT



#### MORE SENSORY EXPERIENCES

Give your prospects a taste of your products and win them over with a truly sensory experience that no online event can replace.



#### MORE TIME TO NURTURE

Spend time with your existing clients and strengthen those relationships.



#### SEAL THE DEAL

You have worked hard to build a network prior to the event. The in-person event will help you successfully finalise business deals with a variety of opportunities.



#### IT'S ALL ABOUT BEING THERE!

Showcase your products and innovation alongside a wide range of F&B ingredients companies, right from industry giants to upcoming startups.





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# Who will attend Fi Europe 2021?



**Anne Hickman**

*Senior Marketing Manager*  
Fi Europe



# Fi Europe 2021 attendance in numbers



40 – 60%  
New Attendees



 Online

**6200**  
attendees

In-Person

**17400**  
attendees

65% International



80% European



# Delivering the right audience



**78%**  
of attendees  
have purchasing  
power

**29%**  
of attendees  
have a budget  
over €500k

## Management and C Level

Recommends, evaluates, and authorises purchase.  
Interested in market trends.

## Marketing

Influences purchasing decision within his  
business. Seeks information related to  
industry trends and innovation.

## Quality Control

Influences the purchase and assess risks in  
suppliers. Interested in regulatory updates,  
food safety and certifications.

## R&D and Product Development

Recommends and evaluates ingredients, products,  
services and equipment – and their suppliers.  
Looks for innovative solutions at all level.

## Purchasing and Procurement

Influences and authorises purchase; negotiate  
pricing, terms and contracts with suppliers. Looks  
for new suppliers and better prices.

## Operations

Recommends, evaluates & authorises the  
purchase of Packaging, Services and Processing  
and other equipment – looks for efficiency;  
Recommends ingredients.

**Food & Beverage  
Manufacturers**



# Visitor Marketing Journey

## Awareness

Targeted campaigns to our large database introducing the new format & its benefits + sharing industry relevant content.



**7.5 Million**  
Impressions Generated

**Generate 80%**  
of the FI Europe Web traffic

## Consideration

Messaging is now focusing on event related information.



**150k**  
Unique Visitors to the site

## Registration

Across channels calls to action are pushing warmed up data to register. Using pricing technics and discounts. Clear activation campaign to push registered attendees to attend Online & In-Person.



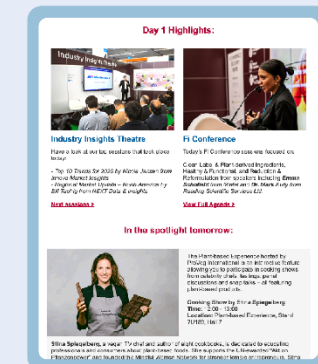
swappcard

## Engagement

Regular email or platform notification to remind attendees of opportunities Online & In-Person.



DE SWAPCARD Now  
**Last two days to reach out to the Barentz Team**  
Looking for an innovative solution that's plant-based? Here from, clean label, GMO free or natural? Our Barentz team is ready to help you!



# Promote Your Presence

## Co-branded collateral:

Email invites, Individual Company Page, Banners - easy for you to share.

## Automatic customisation:

Everything is done based on templates created for you.



## All in one dashboard:

All the collaterals are in one place for easy updating and sharing.





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# Informa AllSecure: Having a safe In-person event



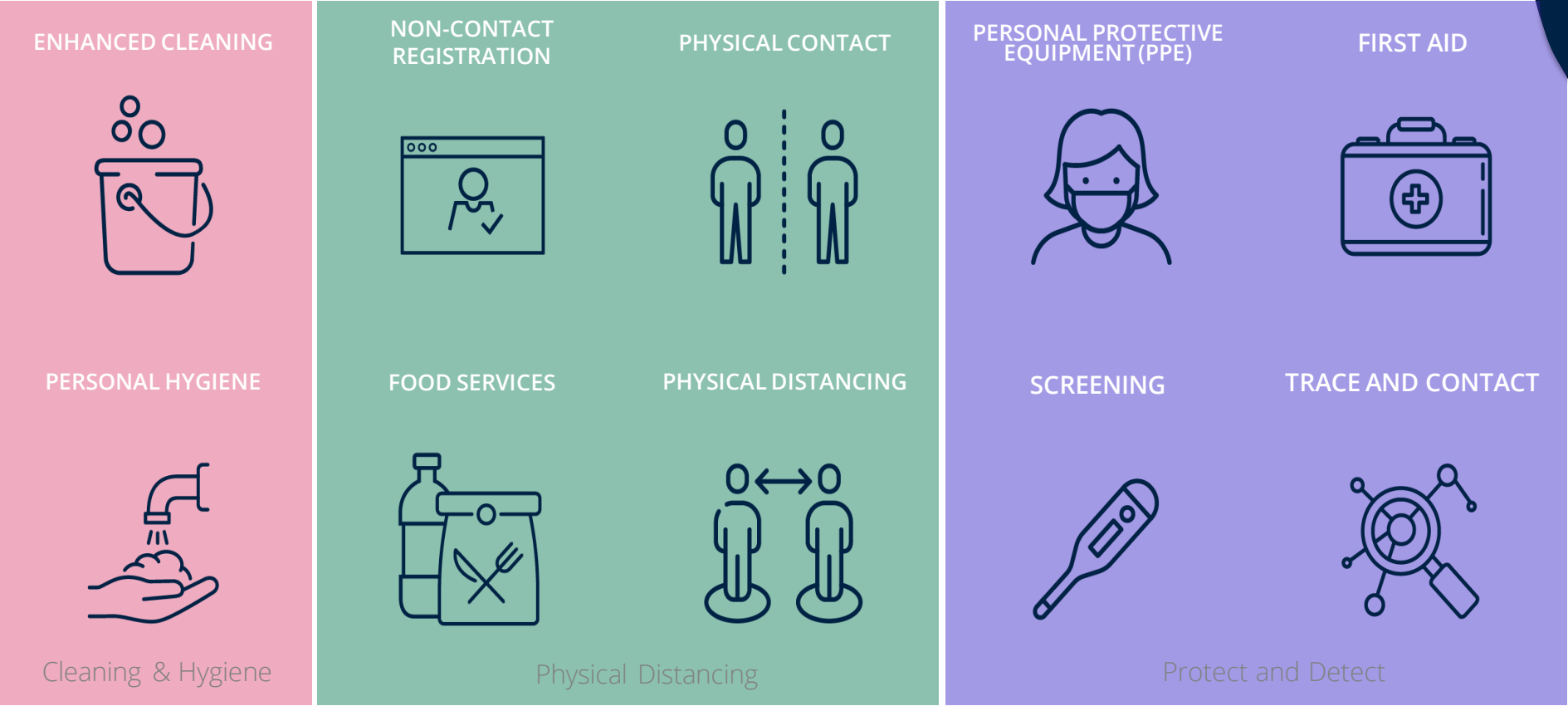
**Gary Buckett**

*Technical Services Director  
Informa PLC*





# Informa Commitment



# AllSecure: Safe In-person Event



- 1 Collaboration with government and authorities
- 2 Consult with venues to understand contingency plans
- 3 Implement appropriate Health and Safety standards
- 4 Communicate measures to our customer groups

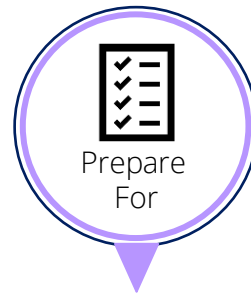


Decision  
Matrix



Assess  
Risk

Returning to Market



Prepare  
For



during COVID-19 Pandemic



Resume  
OPs

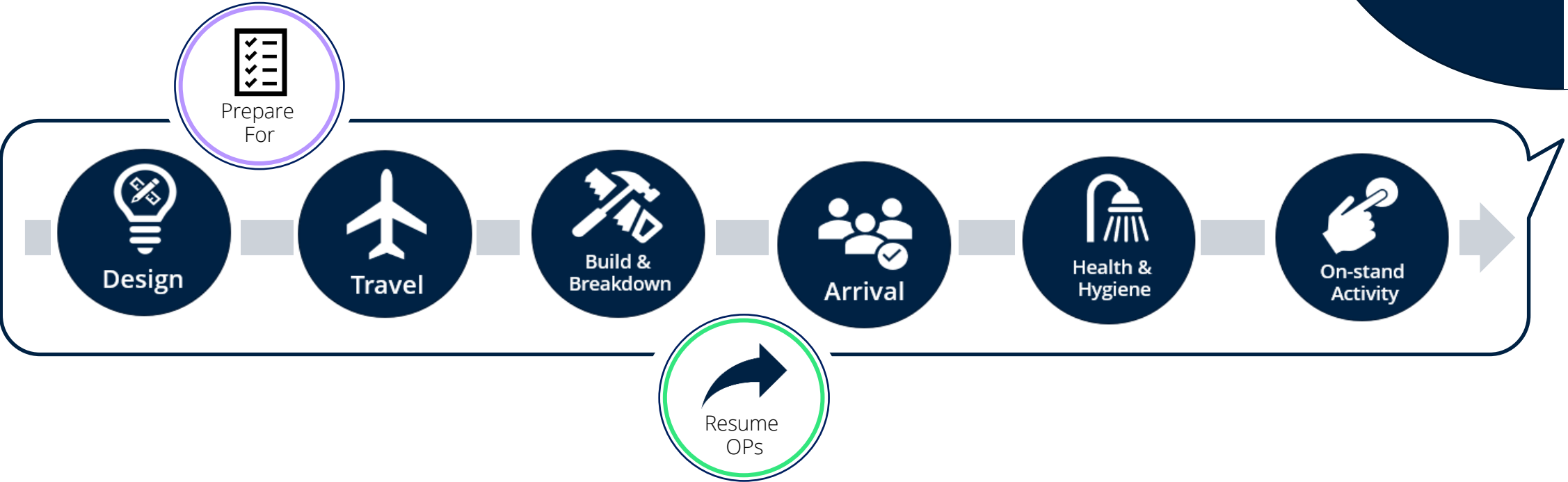


Recover from  
Effects

# Exhibitor Recommendations



AllSecure





# Food Sampling



AllSecure



Individual Portions



Closed Containers



No Buffets



Prepacked Self-service

# Exhibitor Considerations



AllSecure



- The maximum number of people allowed on stand, At Any One Point
- Balance visitors and staff numbers
- Do every reasonably practicable not to supersede these guidelines
- Total number of people in build and breakdown also must not exceed the stand guidance

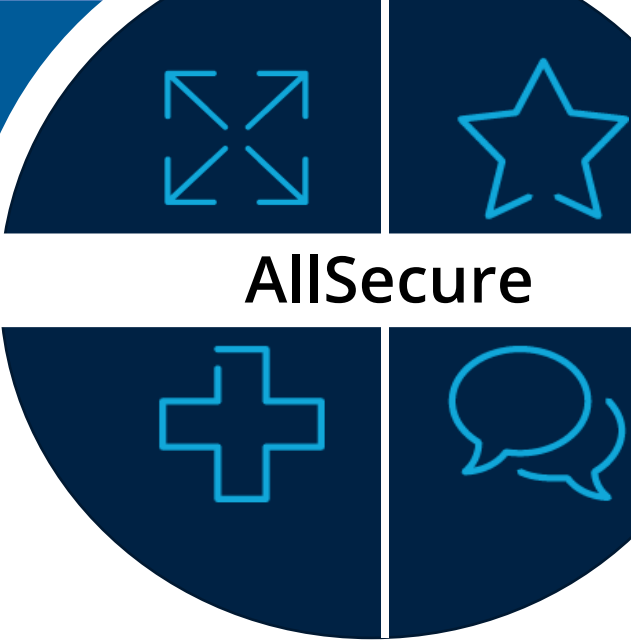
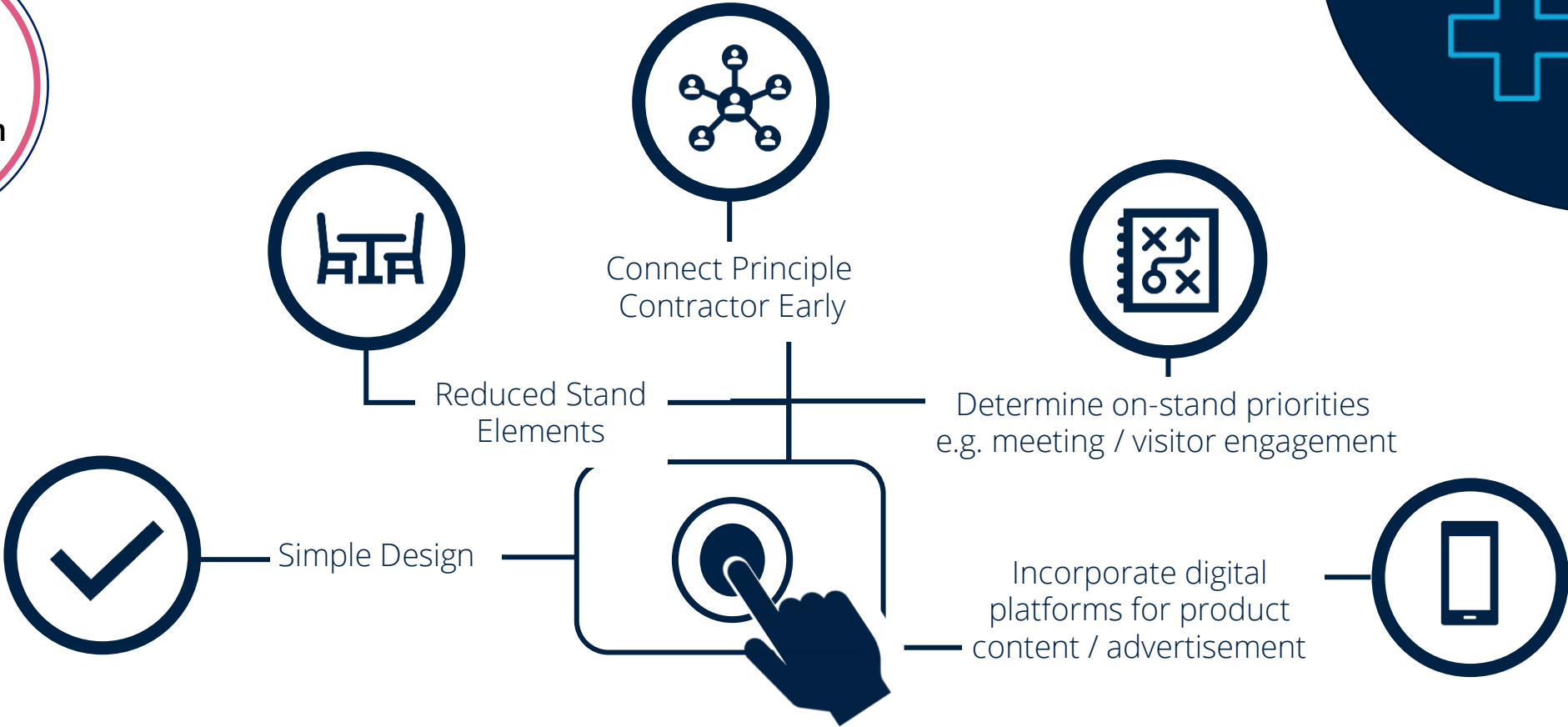
@1.5m	9m <sup>2</sup>	18m <sup>2</sup>	27m <sup>2</sup>	36m <sup>2</sup>	45m <sup>2</sup>	54m <sup>2</sup>	72m <sup>2</sup>	90m <sup>2</sup>	108m <sup>2</sup>	120m <sup>2</sup>	150m <sup>2</sup>	180m <sup>2</sup>	225m <sup>2</sup>	377m <sup>2</sup>	412m <sup>2</sup>	494m <sup>2</sup>	584m <sup>2</sup>
0%	2	5	7	9	11	14	18	23	27	30	38	45	56	94	103	124	146
10%	2	4	6	8	10	12	16	20	24	27	34	41	51	85	93	111	131
20%	2	4	5	7	9	11	14	18	22	24	30	36	45	75	82	99	117
30%	2	3	5	6	8	9	13	16	19	21	26	32	39	66	72	86	102
40%	*2	3	4	5	7	8	11	14	16	18	23	27	34	57	62	74	88
50%	*2	2	3	5	6	7	9	11	14	15	19	23	28	47	52	62	73

\* Increased capacity to enable viable operation – additional controls required



Figures may vary dependant on the current social distancing requirements

# Maximising Opportunities







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# Fi Europe Online Event



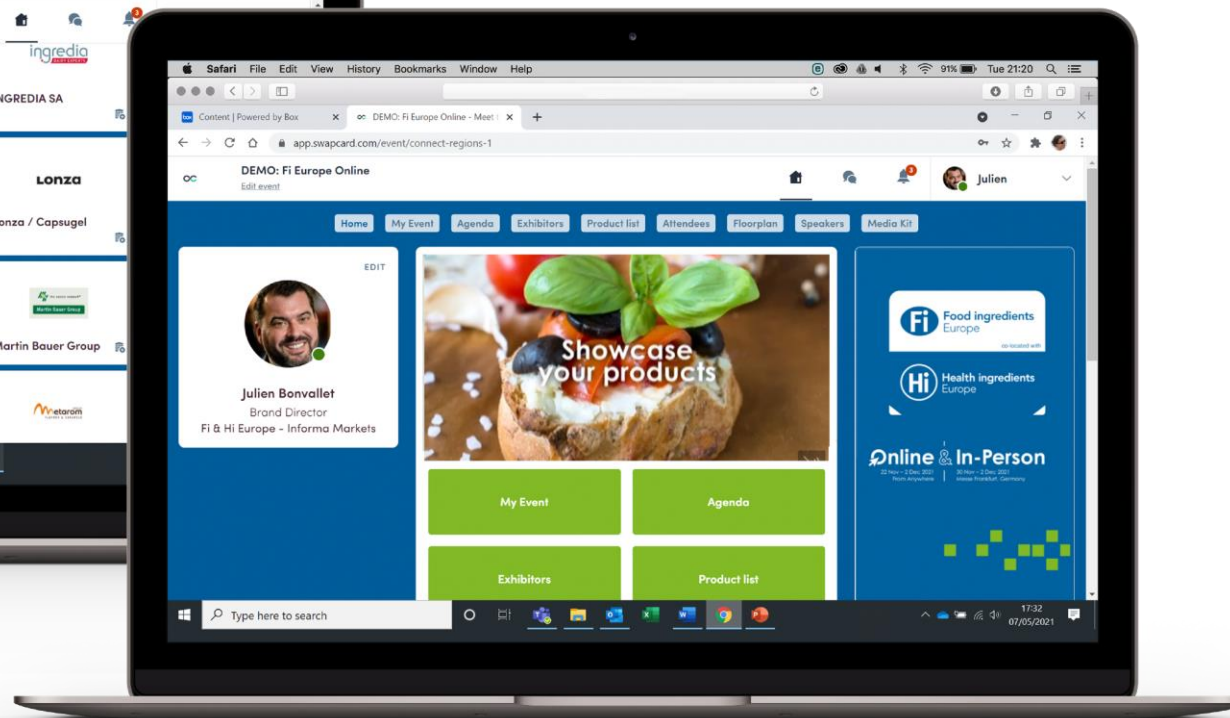
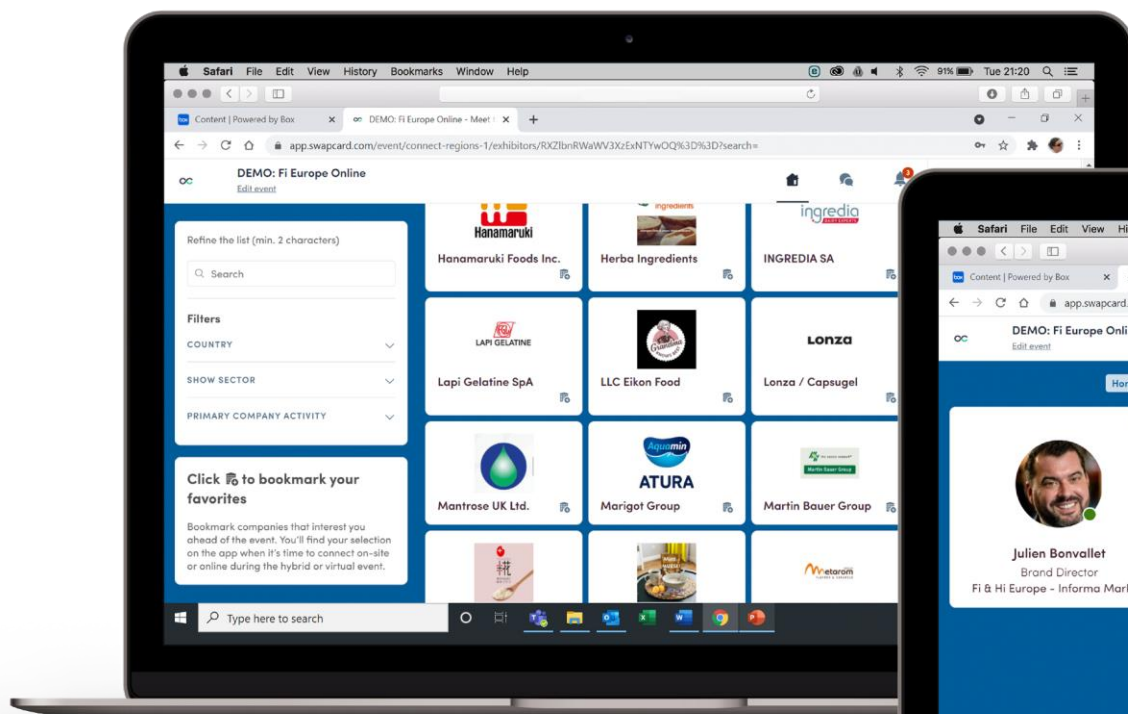
**Alex Heuff**

*Digital & Events Sales Manager*  
Food ingredients



# Fi Europe Online

swapcard



# Online Events Work



**60%**

Sales leads  
generated  
pre-event

**52%**

Attendees  
viewing the  
agenda

**40%**

of leads are  
generated during  
sponsored sessions

**89%**

of attendee time  
spent watching  
speaker sessions

\*source **swapcard**

We reviewed 461 events of minimum 1,000 attendees with 51,843 total exhibitors, 1,608,060 total attendees and over 6,5 million total leads generated to give you the answers.

# Fi Europe Online Packages



Limited  
Availability  
for Basic  
Packages

	Basic	Pro	Premium
Price Online & In-Person Event Exhibitors	€4,950	€7,950	€13,950
Price Online Event Exhibitors	€5,950	€8,950	€14,950



**15,400**  
connections  
made\*



**62,000+**  
chat  
messages\*



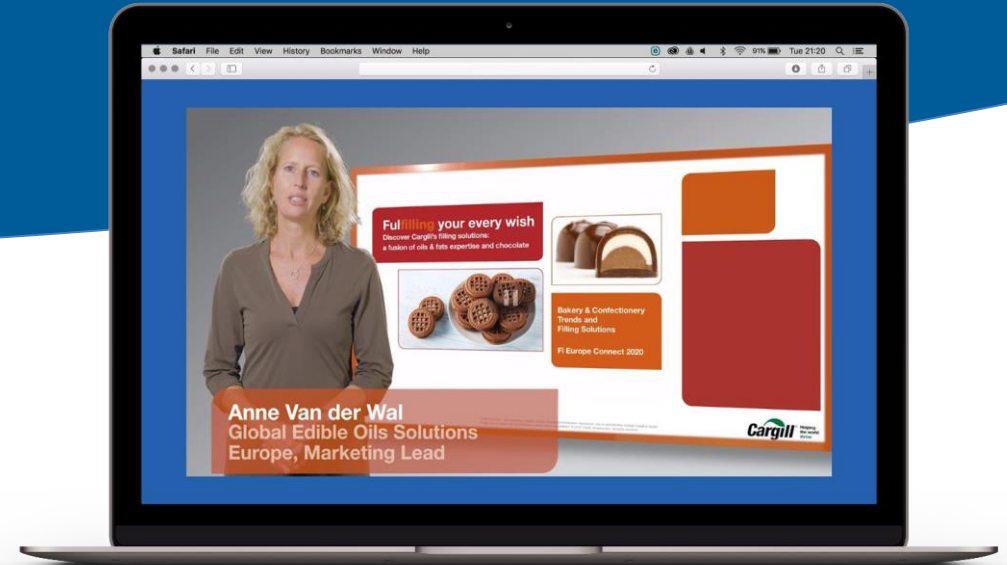
**25,881**  
sessions  
attendees\*

\*stats are from Fi Europe CONNECT



# Visibility Boosters

Exhibitor Showcase Sessions  
increased brand awareness by **52%**



## Exhibitor Showcase

The Exhibitor Showcase sessions provide the perfect platform for exhibitors to showcase their new ingredients, latest research or market insights. Sessions can include sales presentations, product launches, workshops, and demos.

Lite	Basic	Plus	Live
€2,000	€3,500	€5,000	€6,000

## New Product Zone

Showcase your latest innovations, giving new ingredients the introduction they deserve to the market.

Basic	Plus
€950	€2,000

# Visibility Boosters



## Exclusive banner on the Fi Europe website

Publish an exclusive top leaderboard banner on all pages of the official Fi Europe website.

- Your banner will be the only one shown during the time you purchase.
- Available per week, from Monday to Sunday.
- Directed to your company profile on the Fi Europe online platform or to a website of your choice.

## Social Media Partner



### Exclusive

Social media will be used to engage with participants before, during and after the event. This is an excellent opportunity for your business to stand out in the crowd and engage the global food ingredients community.

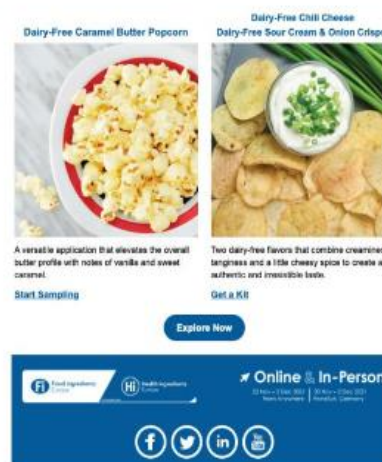
- ✓ Gain exposure across all social media channels.

## Custom HTML Email - targeted

Direct traffic to your company profile or product profile on the Fi Europe online platform or to your in-person stand to generate additional attention before or during the event.

### Select your target audience based on:

- Product interest
- Industry
- Job function
- Job level
- Geographical area



## Online display ads

Direct traffic to your company profile or product profile on the Fi Europe online platform or to a website of your choice to generate additional attention during Fi Europe. Positioned alongside articles on Fi Global Insights and Ingredients Network.



## Welcome Address Sponsor

### Exclusive

The official event welcome address will welcome all attendees to the event and offers an excellent opportunity for brand exposure and lead generation.

- ✓ Gain exclusive exposure in front of our global audience as the event Welcome Address Partner.

# Key Benefits

- Attendee Lists
- Lead generation including contact details
- Scheduling meetings online & in-person
- Pre-qualify leads ahead of the event
- AI recommendations
- Extended reach beyond traditional audiences & non in-person attendees
- The event is online you do not have to travel to any specific location





# Closing and Q&A







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# Contact Us



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Fi Europe

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## Customer Services

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