



Food ingredients  
India



Health ingredients  
India



informa markets

## Fi INDIA & Hi VIRTUAL EXPO 2020

# UNLOCKING THE DIGITAL FUTURE

14-15 October 2020



# WHAT IS Fi INDIA & Hi VIRTUAL EXPO?

Fi India & Hi Virtual Expo 2020 is the next progressive step in our brand's digital evolution.

We aim to bring leading brands, manufacturers, buyers and retailers of the food ingredients and packaging industry together, all under one roof.

**And all of this is just one click away**

## OUR OBJECTIVE IS TO:

- ✓ Facilitate networking
- ✓ Help you explore potential business opportunities
- ✓ Aid in lead generation
- ✓ Provide vital insights about latest trends



# BE FUTURE READY

Fi India & Hi Virtual Expo 2020 is designed to facilitate business growth, for new and existing clients in an age of travel restrictions.



# WHY EXHIBIT WITH US



**REACH OUT TO A  
GLOBAL AUDIENCE**  
and elevate your brand  
beyond geographical  
boundaries



**IMPROVED  
CONVERSION** rate,  
zero set-up and  
running costs



**BOOST YOUR SALES**  
and connect with  
your potential buyers



**FLEXIBILITY**  
Present, chat &  
network from the  
comfort & safety of  
your office



**CONNECT | ENGAGE |  
MAKE AN IMPACT** by  
interacting with buyers  
via chat, audio and  
video tools



**EASY TO MEASURE  
ROI** of your booth and  
receive detailed,  
real-time information  
of your attendees



# YOUR BRAND UNLEASHED

With our proficient in-house branding tools, we will give your brand the exposure it requires as a virtual expo partner



**Targeted email campaigns to our database**



**SMS blasts and Whatsapp promotions**



**Visibility and lead generation through our high traffic web pages**



**Helping you collect e-visitors through personal calls**



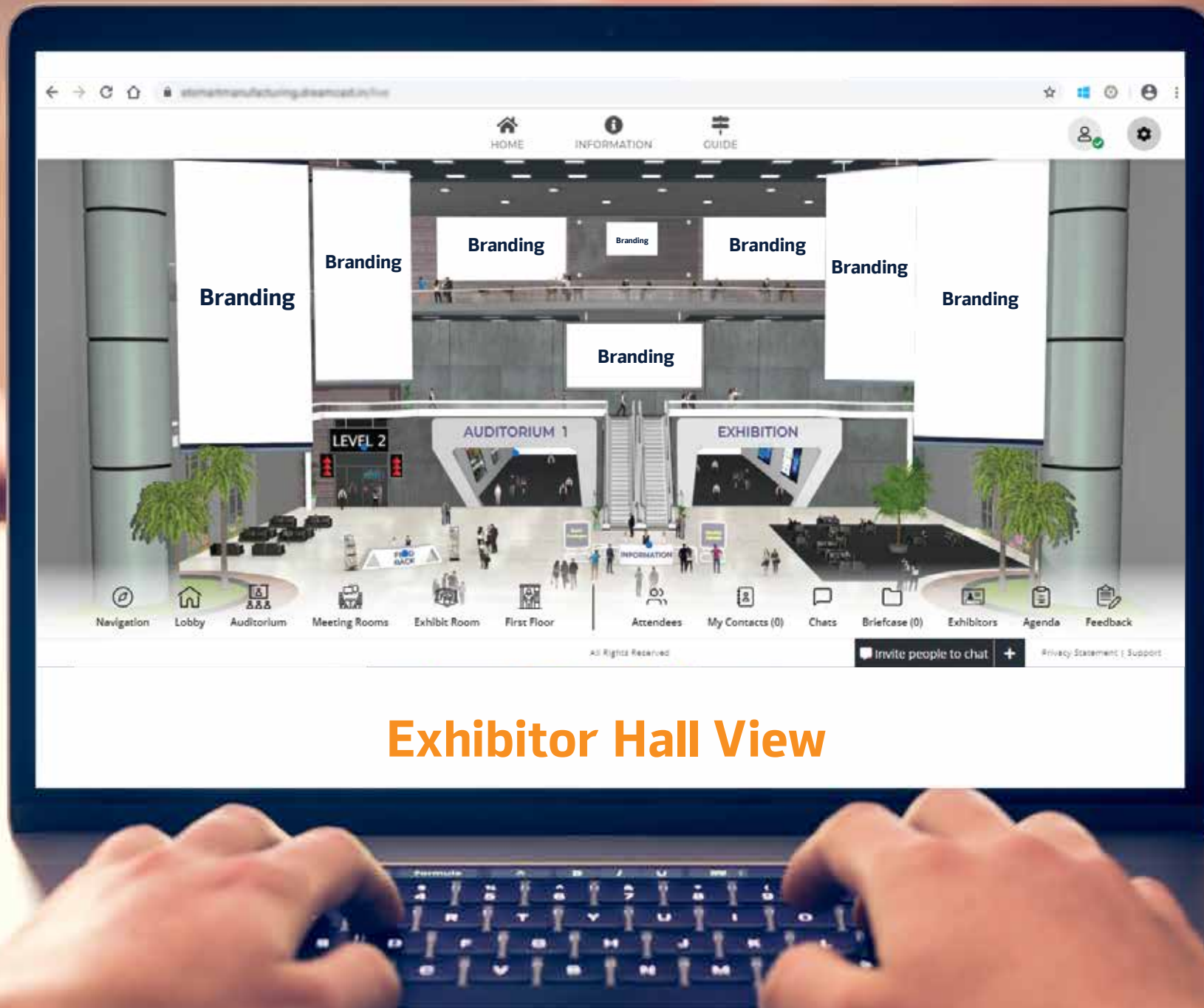
**Promotion through media tie ups**



**High engagement generating content through our social media**



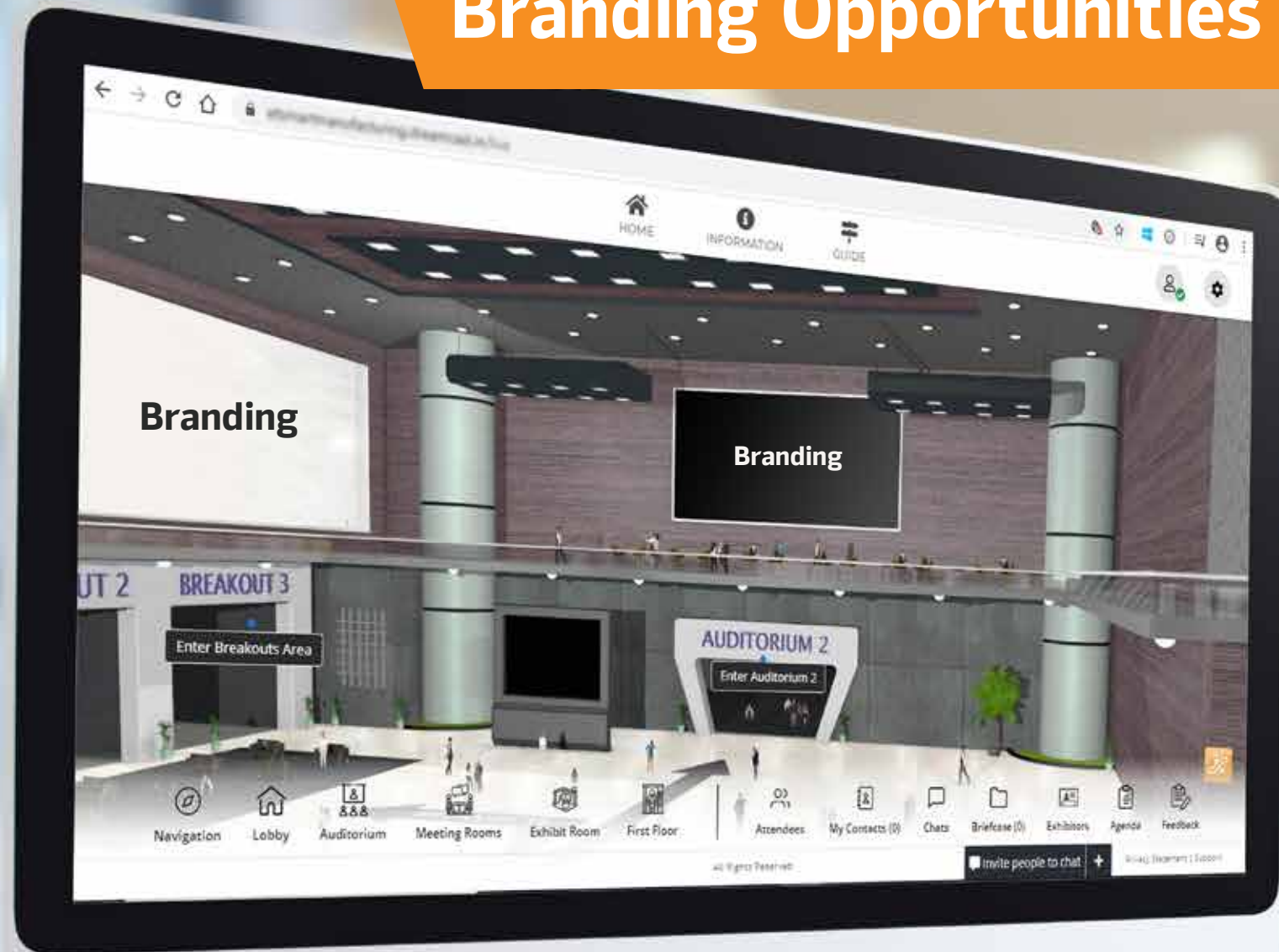
# Branding Opportunities



**Exhibitor Hall View**

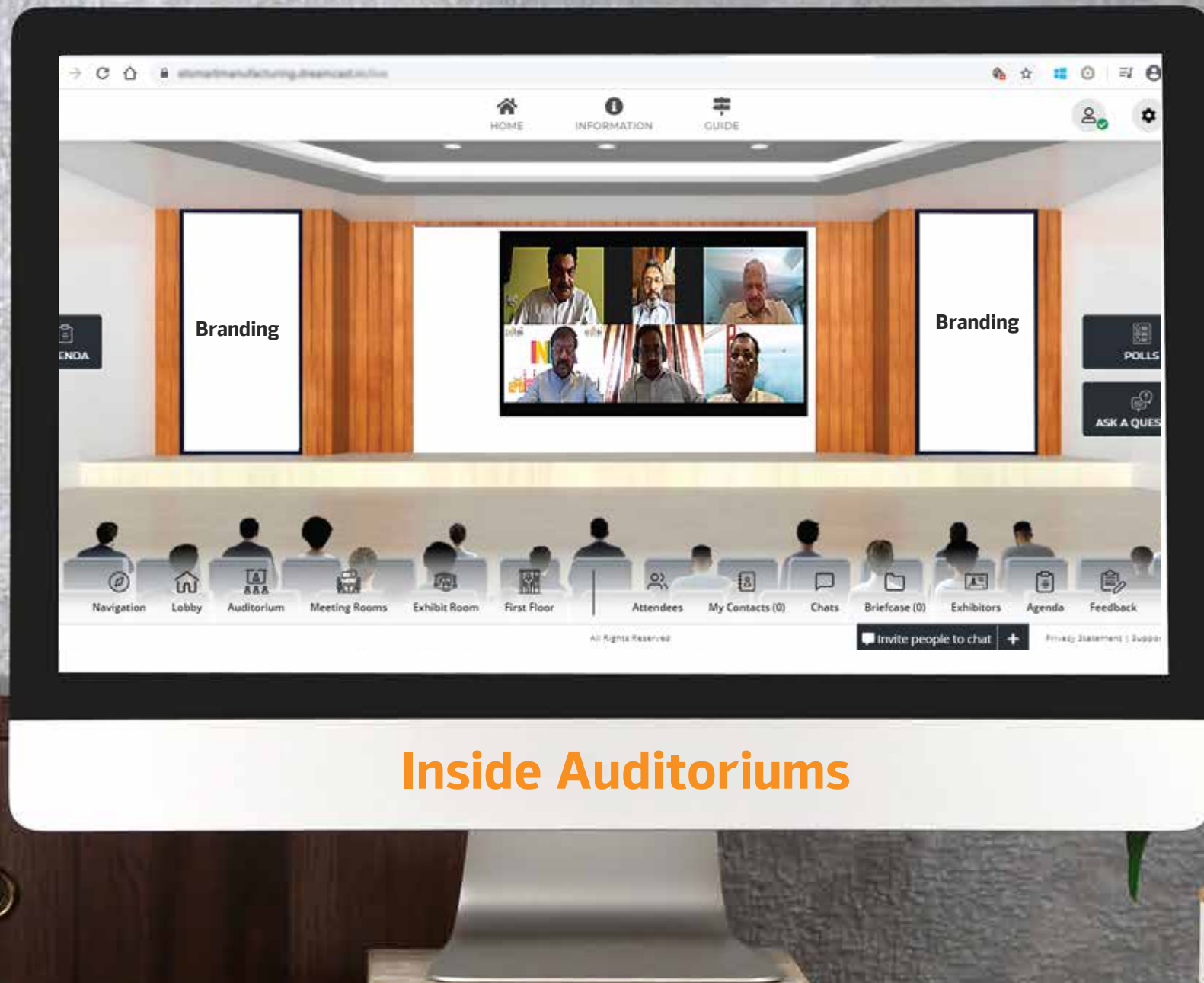


# Branding Opportunities



**Auditoriums**

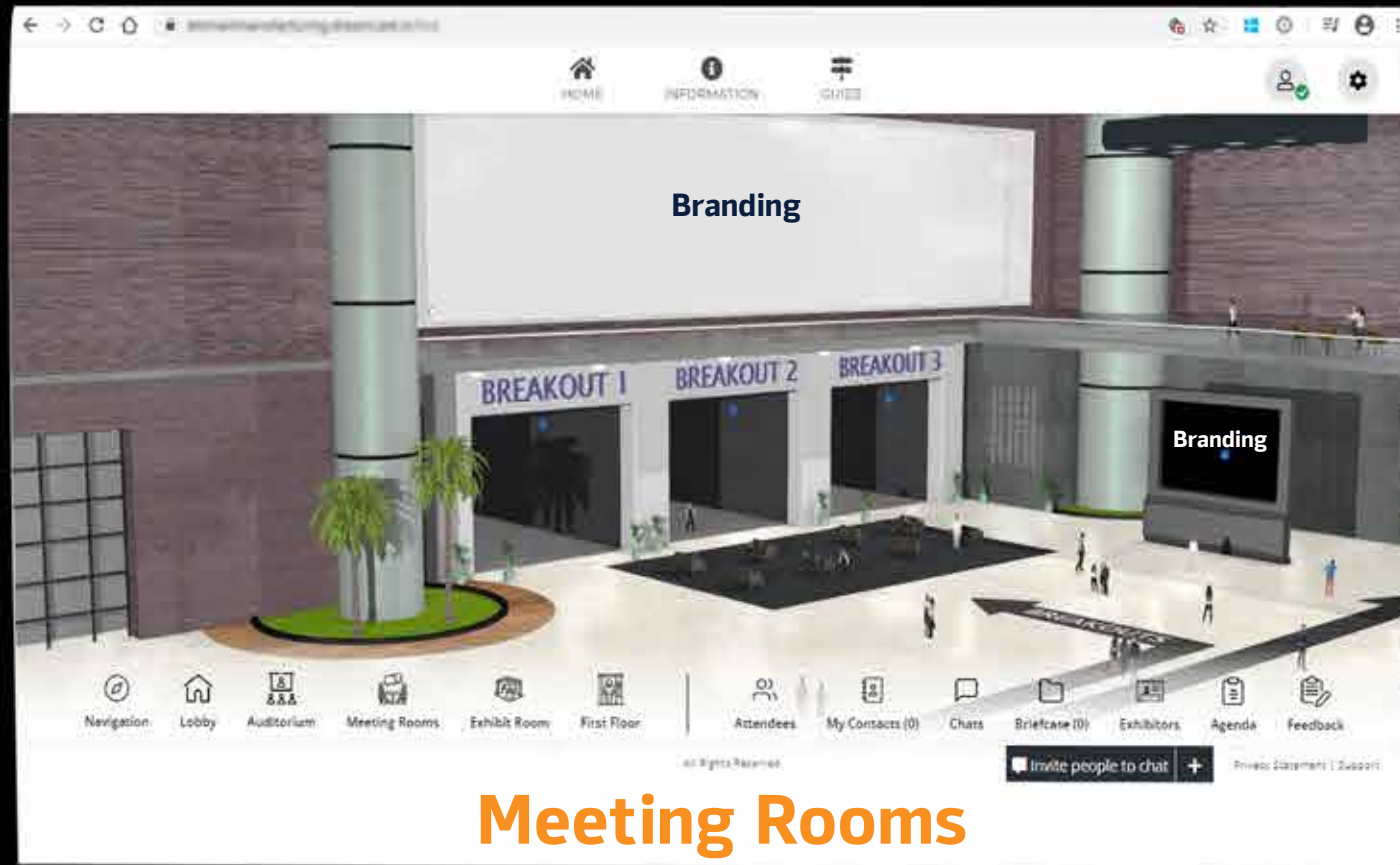
# Branding Opportunities



**Inside Auditoriums**



# Branding Opportunities

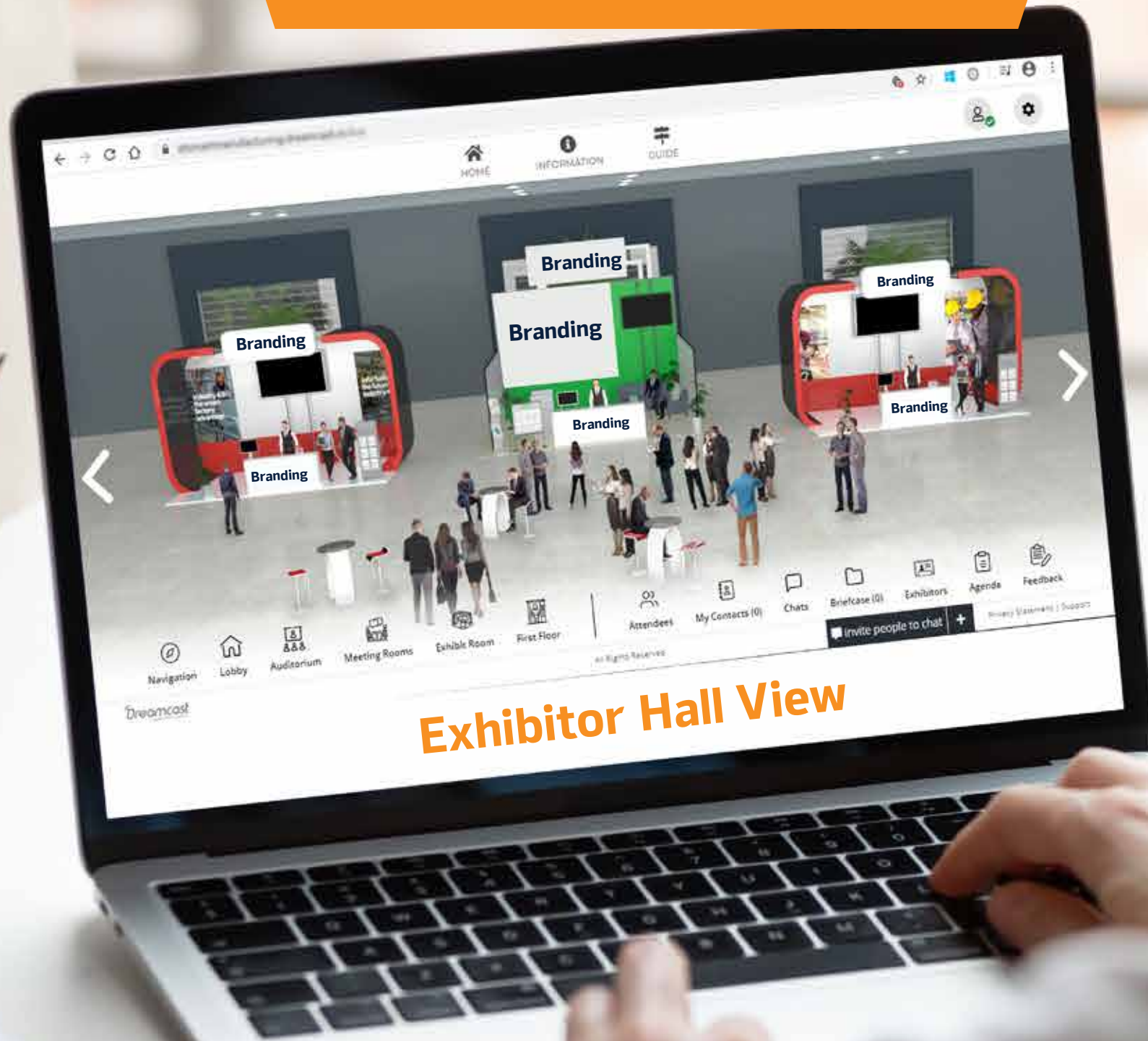


# Branding Opportunities

Inside Meeting Rooms



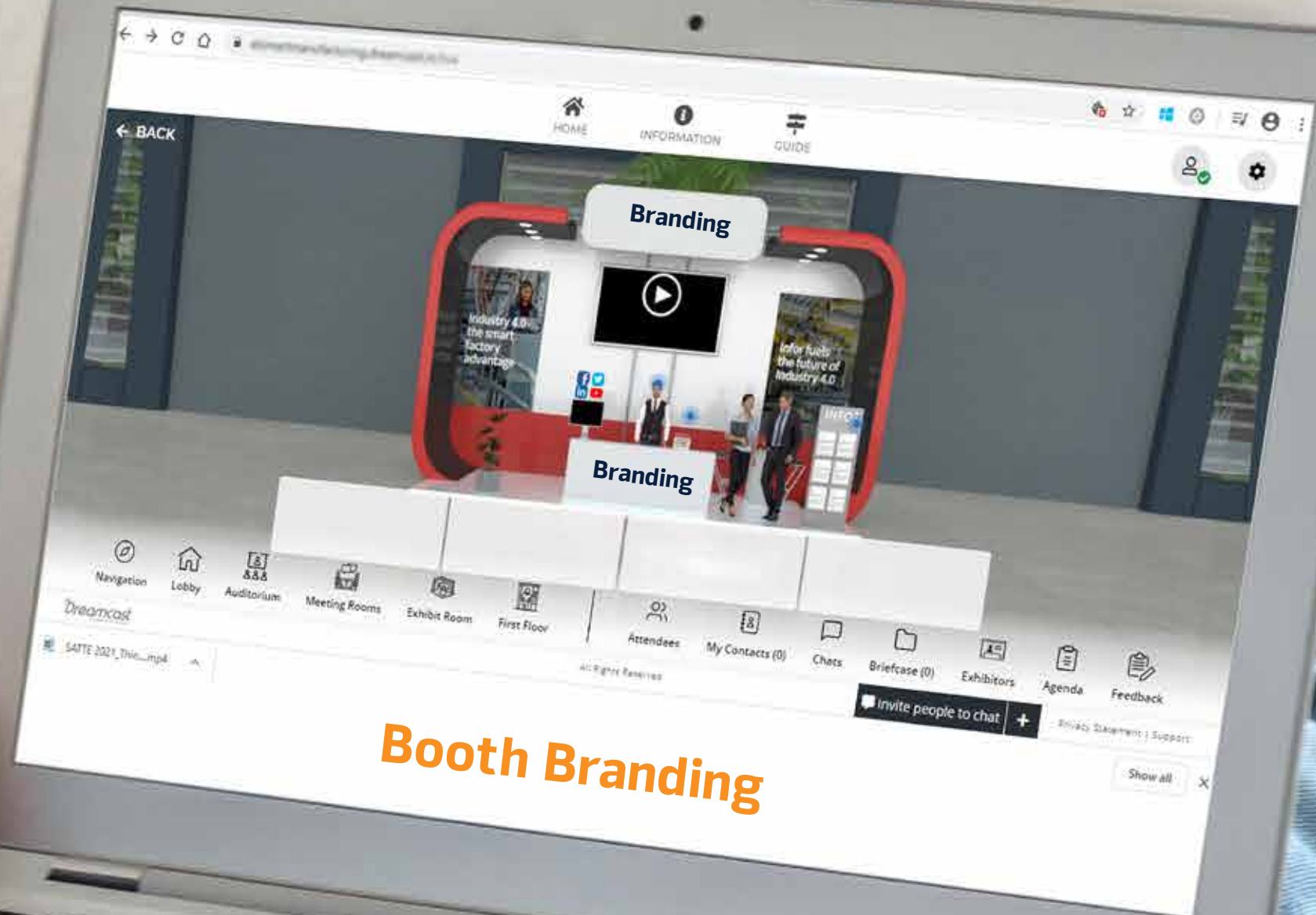
# Branding Opportunities



Exhibitor Hall View



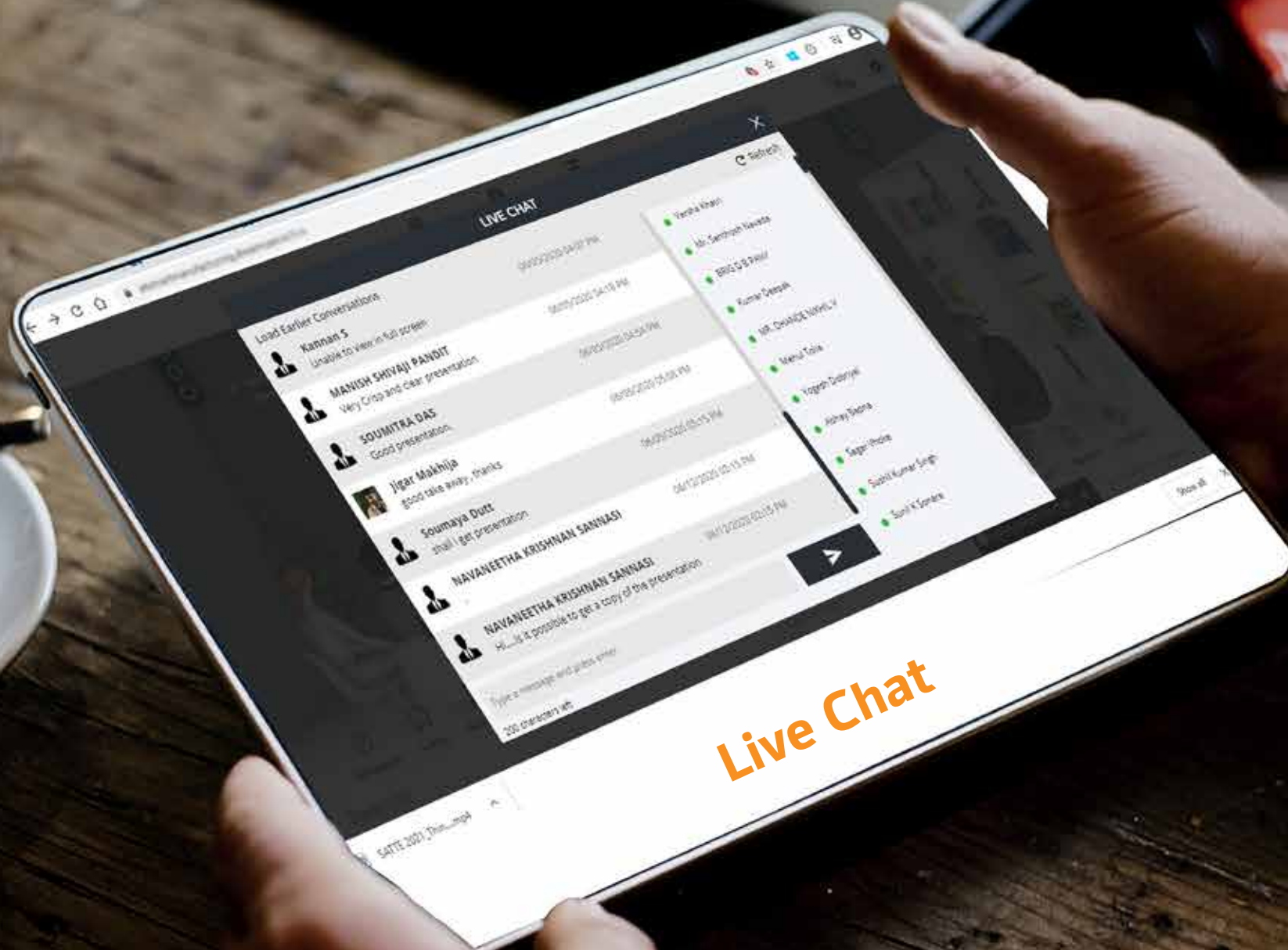
# Branding Opportunities



**Booth Branding**



# Branding Opportunities



Live Chat

# PARTNERSHIP PACKAGES

Particulars	Platinum Partner 4 booths	Gold Partner 6 booths	Silver Partner 12 booth
Exhibit Space	✓	✓	✓
Location	Premium	-	-
<b>Booths</b>	<b>Premium</b>	<b>Premium</b>	<b>Standard</b>
Sales Representatives	10	8	6
Match Making Tool	✓	✓	✓
Welcome promo video	✓	✓	✓
Company Website	✓	✓	✓
Social Media Links	✓	✓	✓
<b>Speaking Slot</b>	<b>Dedicated Slot</b>	<b>Panelist</b>	<b>-</b>
Onsite Branding on Lobby Page	✓	-	-
Sharing of Attendee Database**	✓	✓	✓
Video during session breaks	✓	-	-
Logo on Marketing collaterals	✓	✓	✓
Mention in Event Press Release	✓	✓	✓
<b>Package Cost* (in USD)</b>	<b>5400</b>	<b>4100</b>	<b>2750</b>

\* applicable taxes extra \*\*subject to GDPR approval

# FAQs

## **Virtual booth customisation?**

Virtual Booths can be customized and options can be given to the sponsors from templates that are available with the platform or the Sponsors can create their own designs and submit it to us in the specific sizes. We will create the environment.

## **How many team members are required?**

We can expect 4 to 5 members from each sponsor to manage the booth from backend, 3 to 4 Booth representatives, who will interact with the attendees and 1 member for speaker session (if any).

## **What is the role of the person handling the virtual booth?**

The booth representatives will be interacting with various visitors at the same time. There are chat, audio & video call functions at the virtual booth.

## **How will the marketing be done?**

The virtual expo will be extensively promoted via email marketing, SMS, online ads, social media promotion and trade magazine publications.

## **How will the speakers present the webinar? Do they need to be present physically?**

Speakers can do webinars via Webcast from their offices/workstations. They need to have a good internet connection, noise free environment.

## **Do the attendees have to download webinar software? Is it mobile compatible?**

No software needs to be downloaded; you can join via a link that will be sent post registration. In addition, the virtual platform is mobile compatible, and attendees can join from any device. Try to use the latest version of Chrome browser for best experience. However, you can also use other browsers like Mozilla, Opera. Unfortunately, Internet Explorer doesn't support much. Microsoft IE, Microsoft Edge and Safari on Mac are not recommended.

## **Which tools will be available to connect with virtual visitors?**

We are providing functions like chat, audio & video calls for live interaction with the visitors. Also, there will be interactive brandings, brochures & videos, which will help exhibitors to connect and collaborate with the visitors.



# BOOK YOUR VIRTUAL BOOTH NOW

## About Fi India & Hi

With a legacy of 15 years, Food ingredients India & Health ingredients (Fi India & Hi) is the most comprehensive B2B show in the Indian sub-continent for the food and health ingredients and processing and packaging industry. The show rotates annually between India's two thriving food hubs - Mumbai and New Delhi.

## Food ingredients India

Launched in 2006, Food ingredients India has been known as a driving force to India's processed food sector and has a fundamental role as facilitating the industry's only meeting place. Both regional and global food professionals use this opportunity to learn about the latest industry developments, meet new business prospects and launch products to gain competitor advantage in the fastest growing food marketplace in the world.

By bringing the industry together, Fi India & Hi allows you to display your products to thousands of food professionals at once, and conduct business efficiently and effectively.

## Health Ingredients India

Over the past two decades, the ingredients industry has evolved significantly with consumers seeking functional foods that offer beneficial solutions to whatever health challenges they may face. From antioxidants to anti-allergens and fat reduction to sports nutrition, nutrition and wellness is a growing trend with no end in sight.

To capture this market trend, the leading nutritional ingredients event, Health ingredients (Hi) India created a powerhouse exhibition that provides a complete 360-perspective of the health, nutritional and wellness industry.

## To book your space or find out more about the Virtual Expo:

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**PROPAK**  
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