

# Brand awareness and visibility guide

18 - 20 August 2020

São Paulo - Brazil





## Get to know the main benefits of using our brand awareness tools available for Fi South America:

- ✓ Boost your marketing actions at the event
- ✓ Strengthen your brand strategy
- ✓ Attract a higher number of visitors to your booth
- ✓ Promote your company before, during and after the event
- ✓ Reach a highly qualified audience



A large crowd of people is gathered at a trade show or conference. In the background, several booth backdrops are visible, including one for 'AAK' and another for 'PUREXO'. The image is overlaid with a semi-transparent red filter.

# Event Sponsorship

## Future of Nutrition Summit Sponsorship



**A great investment for the exhibitors and non-exhibitors**

- ✓ Host sponsorship
- ✓ Black
- ✓ Platinum
- ✓ Silver

Make new contacts, increase your market share, and promote your company network through sponsorship of the conferences. Contact us to know more about the packages available!

## Lounge VIP / WIFI Sponsorship



**EXCLUSIVE**

**Specifications:**

- ✓ Your logo with high definition
- ✓ Creation of a webpage to subscribe to and gain access to the WIFI available in a exclusive area at the event

Your company will benefit from visual and online communication at an exclusive area of the event. Take the chance to be noticed by the key players in the industry, as well as the opportunity to create relationships and take advantage of the interactivity with VIP clients and all the exhibitors. Seize this opportunity!

## Fi Awards Sponsorship:



**EXCLUSIVE**

Platinum

Gold

Disclose your brand through the nation's premier innovation award for ingredients industries, supplements, food and beverages.

Contact us to know more about the packages availability!

## NPZ Sponsorship:



**EXCLUSIVE**

The New Product Zone is a fantastic opportunity to promote latest innovation products. Put your brand as a main sponsor of this important space.

Contact us to know more about the packages availability!

**SOLD OUT**

## Supplier Solutions:



The Supplier Solutions sessions provide the perfect platform for exhibitors to showcase their new ingredients, latest research or market insights.

- Gold
- Silver
- Bronz

## Industry Insights:



Industry Insights is a space for free lectures with 30-minute sessions, aimed at marketing professionals, where the main market trends are presented, in addition to cases of companies and studies

- Gold
- Silver
- Bronz

## Tasting Experience:



Area for companies that want to have more visibility of their brands and offer a sensorial experience to visitors, with the tasting of their products.  
The 1st edition was in 2019 with a great success, and having more than 900+ professionals.

### Benefits:

- Visibility as a sponsor with the logo on the project
- Exhibition stand at the Tasting Experience
- Areas for the 3 days of the show
- Logo of the company in printed and online materials
- Logo of the company on the webpage of the event's official website

## Plant-based Experience:



Experience the booming plant-based trend first hand with this live demonstration theatre, 30min each followed by tasting

### Benefits:

- Visibility of the sponsor with the logo on the theatre
- Logo of the company in printed and online materials
- Logo of the company on the webpage on the event's official website



## Matchmaking:



Meet with the buyers exclusively and have more brand exposure

As a complement, a space will be made available onsite, prepared for meetings.

### Benefits:

- Highlight the company name and logo on matchmaking platform
- Access to exclusive meeting lounge for matchmaking participants
- Promotion of the events (technical visit, happy hour, sessions) of your company on matchmaking app, and can be segmented according to your target audience (such as :international/local or nutraceuticals)

## Sensorial Dinner:



Space created to offer guests and selected visitors a sensorial dinner, that is, blindfolded, the participants will taste food with products / ingredients from the sponsor or its partner.

### PRE-EVENT

RSVP action for 40 guests

Logo in RSVP emailings

Dedicated webpage as a feature for FiSA 2020, and banner on the dedicated webpage

Promotion on social networks FiSA: LinkedIn | Instagram | Facebook - 1 post

### DURING EVENT (2nd day - 19/08/2020 from 19h to 22h)

Room on the 1st floor of the venue - 85m<sup>2</sup>

All the setup, furniture and lighting

3 waiters and 1 receptionist with data collector

Signage for event guests

VIP access for all guests

Participant Satisfaction Survey

### POST-EVENT

Survey results

Fi Interview sent to FiSA database



# Online Products

Anastacio

VISITE-NOS - STAND 535

INNOVAPACK



ESTANDE DE VENDAS  
SALES BOOTH



NEW PRODUCTION



SEMINAR SESSIONS



INNOVATION TOUR



## Sponsored article by Facebook and LinkedIn



### Available periods

- Pre | Event | Post

Promote your products and your participation at the event to a qualified audience increasing the interaction with the visitor of the event and an immediate feedback by means of shares.

## Banner on the Fi Newsletter



### Available Periods

- Pre | Event | Post

Reach out to our community of F&B professionals with your banner and divert more traffic to your website which would potentially convert to qualified leads! Fi news is sent out regularly to our database, and tells about the industry news.

## Fi Interview



### Available periods

- Pre | Event | Post

Promote your participation at the event to more than 60.000 professional contacts by telling us about your latest News an launches. The interview will strengthen your brand's awareness in the Market and attract a higher number of visitor to your booth!

## Website Banner



### Available periods

- Pre | Event | Post

Get qualified visitors to your website at the best cost / benefit of the internet. Banners are the most effective way of getting visitors to your website, and having new leads for your company and products,with providing great return on your investment.



# Brand awareness products during the event

## New Product Zone



### Specifications:

- ✓ 30 x 30 x 30cm display show case
- ✓ Leaflet holder
- ✓ Provide the name of the product that will be exhibited, description and website/phone number to the visitors to get in contact with you

Promote the innovations developed by your in an exclusive area of the event! The pedestal allows all the participants of the event to get to know your product, strengthening your participation at the event and it offers your company the opportunity to have direct contact with the visitors and press professionals visiting the event.

## Supplier Solutions



### Specifications:

- ✓ Name, position and photo of the lecture
- ✓ Topic of the lecture
- ✓ Summary of the lecture
- ✓ Schedule reservation

The lectures offer 30 minute sessions and provide easy access to the presentation for the audience, this a place where you can introduce your content in a technical and comprehensive way in addition to being a strategic method to lead the attendees to your booth.

## Floor Sticker



### Specifications:

- ✓ Measuring: 1,4 x 1,4 m

Increase the number of visitor to your booth! Placing the floor sticker in a strategic place (of your choosing) will influence visitor and you boost your brand's awareness at the event.

## Extra-large Floor Sticker



### Specifications:

- ✓ Measuring: 3,0 x 3,0 m

Give your floor sticker an upgrade by using this unique marketing action! The giant floor sticker offers a high-impact on the event as it has great visibility, bringing more visitors to your booth. Take this opportunity!



## Arrows



### Specifications:

- ✓ Art produced by the exhibitor

## Phone Charger Totem



### Specifications:

- ✓ Art produced by the exhibitor

Being connected during the event to register all the news and solutions presented is essential. Be part of this action and make available a phone charger totem with your brand so visitors do not lose track of any time. Contact us to know more!

## Information Desk



### Specifications:

- ✓ Measuring: 0,90 x 0,96 cm

This marketing action offers strategic visibility to validate your participation at the event! The information desk is located at the entrance of the event, which is a “passing through” area for all of the visitors. It enhances the opportunity to promote your company and product(s) in addition to increasing the number of visitors to our booth.

## Hanging Banner



### Specifications:

- ✓ Printing area: 2 x 3 m

Take this opportunity to enhance your brand’s visibility and increase the number of visitors to your booth! The hanging banner increases the brand awareness of your company and/or your products and the number of your booth to the visitors at the event.

## Bags



### Specifications:

- ✓ Art produced by the exhibitor

Take this opportunity! Position your brand as an industry leader in front of the whole F&B industry. The bags will be distributed at the main entrance of the event, and visitors will use these throughout the show days to carry all their event information and promotional items, giving your brand ultimate visibility.

## Corner Display Signs



### Specifications:

- ✓ 100%: 0,80 base x 1,60 height
- ✓ 30%: 0,80 base x 0,400 height

With your brand included on the display stands you gain visibility in strategic areas of the fair, as well as the main sign posting tool for the event's attractions.



## Pocket Map



### Specifications:

- ✓ To be defined with the organiser

Show your brand all over the fair! The pocket Map is the material most demanded by the audience during the event, which allows your brand and product to increase its contact to the audience of the fair. Take advantage of this visibility action and chance your brand awareness at the fair.

# Start your sponsorship campaign



## STEP 1

Please, indicate your interest in the brand awareness action mentioned above and the commercial department will contact you to send the contract/info regarding the respective signatures.



## STEP 2

You will be directed to contact the marketing department, who will give you support with any questions regarding specifications, deadlines and any issues related to the action you signed up for.



## STEP 3

The actions are performed before, during and after the event, guaranteeing the visibility of your company and strengthening your brand in the market.

Contact us for more opportunities and customized solutions and give us the opportunity to support expanding your business.



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