

# Fi Asia 2024 Sponsorship

4-6 September 2024

Hall A1-A3, B1-B3 and C1-C3 at Ji Expo  
Jakarta, Indonesia



# Fi Asia 2024 : Source, learn and connect



400+ exhibitors



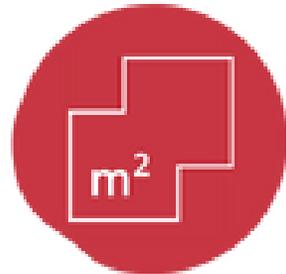
17,000+ attendees



60+ countries

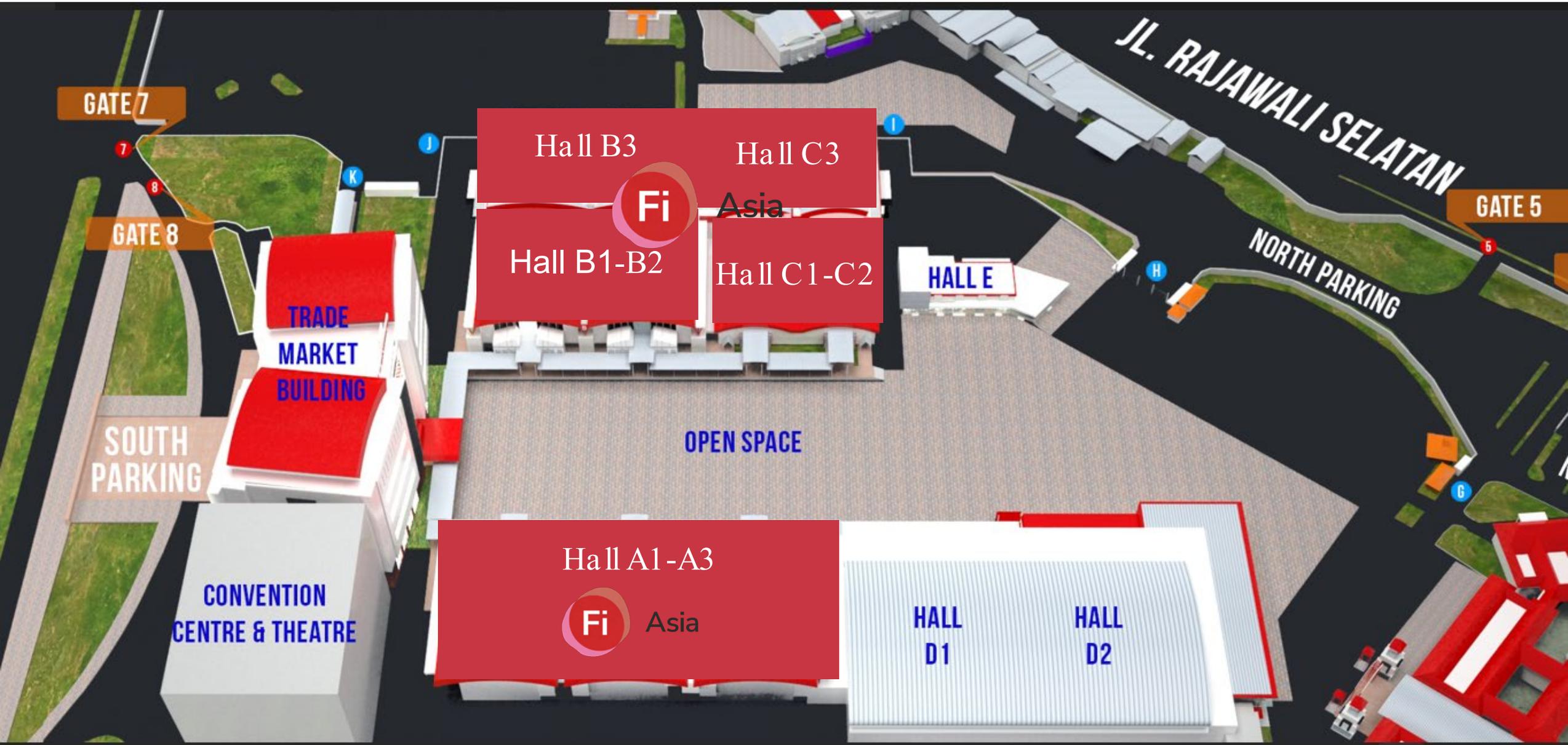


80+ sessions



26,000m<sup>2</sup>





Description	Diamond	Platinum	Gold	Silver	Bronze
Title sponsor	✓				
Distribute souvenir	✓				
Advertisement banner (Trade Mart walkway to Hall B / Trade Mart walkway to Hall A)	✓	✓			
Hanging banner onsite (size 2 x 3m.) In front of Hall A - 1 piece and in front of Hall B - 1 piece	✓	✓			
Floor tile : 12piece	✓	✓	✓		
Advertisement board "Welcome Board" with featuring logo and booth number	✓	✓	✓		
Hanging banner onsite (size 2 x 3m.) : 1 aisle banner (1 side) in Hall A and 1 aisle banner (1 side) in Hall C	✓	✓	✓	✓	
Digital signage	✓	✓	✓	✓	✓
Fi TV	✓	✓	✓	✓	✓
E-newsletter	✓	✓	✓	✓	✓
Social media posting	✓	✓	✓	✓	✓



# Sponsor Package

**Diamond  
Sponsor  
(Exclusive)**

**USD 35,000  
IDR 525,000,000**

**Platinum  
Sponsor  
(Max. 2)**

**USD 23,000  
IDR 345,000,000**

**Gold  
Sponsor  
(Max. 3)**

**USD 15,600  
IDR 234,000,000**

**Silver  
Sponsor  
(Max. 4)**

**USD 8,500  
IDR 127,500,000**

**Bronze  
Sponsor  
(Max. 5)**

**USD 6,200  
IDR 93,000,000**





# Title Sponsor : USD 15,000 / IDR 225,000,000

Dedicated logo as 'Title Sponsor' in all promotional materials (online and offline) after signing the sponsorship confirmation.

Examples:

- Billboard
- Advertisement in magazine
- Seminar Program
- Invitation card
- E-Newsletter
- Social media post
- Backdrop

Please note: Exhibitors will need to provide the logo to be used.

## Supporting organizations



## Title sponsor

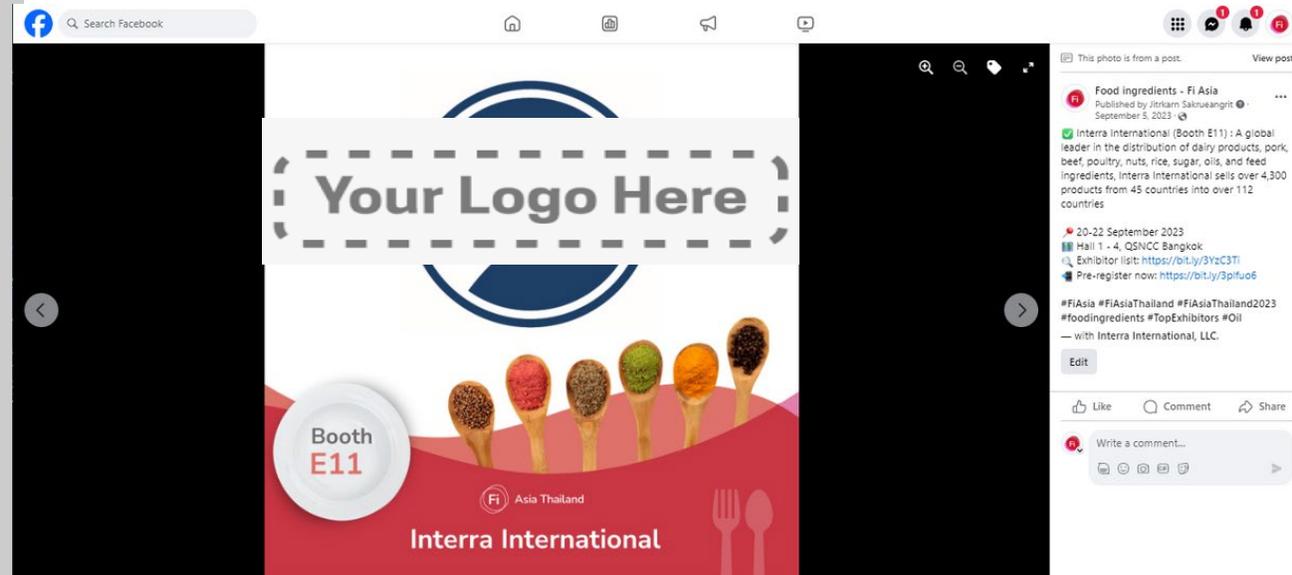


Your logo here

Your logo here

Text

## Media partners





## Distribute souvenirs : USD 5,000 / IDR 75,000,000

Exhibitor to provide ready made souvenir item to distribute at all entrances of the show. (cannot be the bag) to distribute at all entrances of the show.

Informa to provide the distribution box with the exhibitor's logo.

The souvenirs are covered by the exhibitor's production cost.

- The logo is provided by the exhibitors.
- Deadline to confirm: **15 August 2024**



## Advertisement banner : Walkway Banner USD : 7,000 / IDR 105,000,000

Walkway banner hanging 2 pieces. (size to be determined)

- Trade mart building walkway to hall B (1 piece)
- Trade mart building walkway to hall A (1 piece)

(1) The logo is provided by the exhibitors.

(2) Deadline to confirm: **1 August 2024**



## Hanging Banners onsite

Location	Cost/piece	Cost/piece
	(USD)	(IDR)
In front of Hall A1	2,500	37,500,000
In front of Hall A3	2,500	37,500,000
In front of Hall B1	2,500	37,500,000
In front of Hall B2	2,500	37,500,000
In front of Hall B3	2,500	37,500,000
In front of Hall C1	2,500	37,500,000
In front of Hall C3	2,500	37,500,000
Aisle banner (1 side) in Hall A	1,500	22,500,000
Aisle banner (1 side) in Hall B	1,500	22,500,000
Aisle banner (1 side) in Hall C	1,500	22,500,000

(1) The logo is provided by the exhibitors.

(2) Deadline to confirm: **1 August 2024**



**Floor tile (12 pieces)**  
**USD 5,000/ IDR 75,000,000**

Floor tile 12 pieces. No specific location , 2 pieces in each hall

- A1
- A2
- A3
- B1
- B2
- B3
- C1
- C2
- C3

- (1) Your artwork size is 0.5m x 0.5 m
- (2) The artwork is provided by the exhibitors.
- (3) Deadline to confirm: **1 August 2024**

**Advertisement**

## Advertisement Board : Welcome Board USD 4,500 / IDR 67,500,000



“Welcome” Board featuring logo of exhibitor and booth number.  
(board size 3 meters width and 2.5 meters height)

### Locations

- Trade Mart
- Hall B

- (1) The logo is provided by the exhibitors.
- (2) Deadline to confirm: **1 August 2024**

**Your Logo Here**

It can be the video



## Digital Signage : USD 4,500 / IDR 67,500,000

Advertisement flash on our digital signage around the hall.  
We plan to have digital flash in a minimum of 6.

Your company advert or logo is scheduled to be displayed on the screen for 30 seconds at specific times or throughout the day.

- (1) The artwork is provided by the exhibitors.
- (2) Deadline to confirm: **15 August 2024**



# Registration (Exclusive)

USD 10,000 / IDR 150,000,000

Ensure maximum brand exposure with multiple touchpoints at every stage of the registration process.

Welcome visitors registering for the event with the most dominant branding opportunity. Ensure maximum brand exposure with multiple touchpoints at every stage of

### Pre-Event benefit:

- (1) Sponsor logo displayed on the pre-registration page
- (2) Sponsor logo displayed on the confirmation page and email registration confirmation
- (3) Social Media post highlighting company as registration sponsor

### During Fi Asia 2024 on 4 - 6 September 2024:

- (1) Your company display advert/ logo/ VTR displayed on the screen for 30 seconds throughout the day at Fi TV
- (2) Sponsor logo at the registration information board

\*\* Deadline to confirm: 15 July 2024



**Category Sponsor (Exclusive per category)**

**USD 4,500 / IDR 67,500,000**

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

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

**Pre-Event benefit:**

- (1) One social media post announcing Category sponsor
- (2) Sponsor logo on event's promotional EDMs

**During Fi Asia 2024 on 4 - 6 September 2024:**

- (1) Sponsor logo and booth number listed as category sponsor at "Welcome Board Fi Asia 2024"

\*\* Deadline to confirm: **15 July 2024**



## Supplier Finder Station **(Exclusive)**

**USD 5,000 / IDR 75,000,000**

The interactive floor plan is a digital map that visualises the event layout

- (1) Your logo will be shown on the Supplier Finder Station
- (2) Minimum 5 stations

\*\* Deadline to confirm: **15 August 2024**



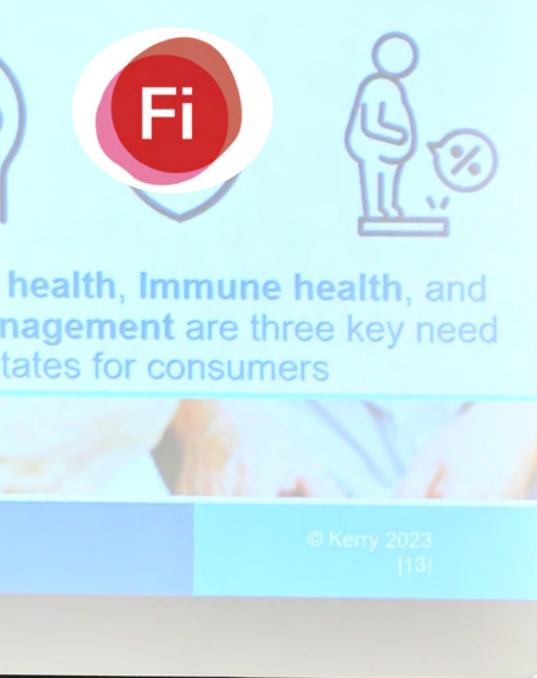
## Logo on the floor plan in Supplier Finder Station

USD 800 / IDR 12,000,000

The interactive floor plan is a digital map that visualises the event layout

- (1) Your logo will be shown at your booth on the interactive floorplan
- (2) Minimum 5 stations

\*\* Deadline to confirm: **15 August 2024**



## Technical Presentation

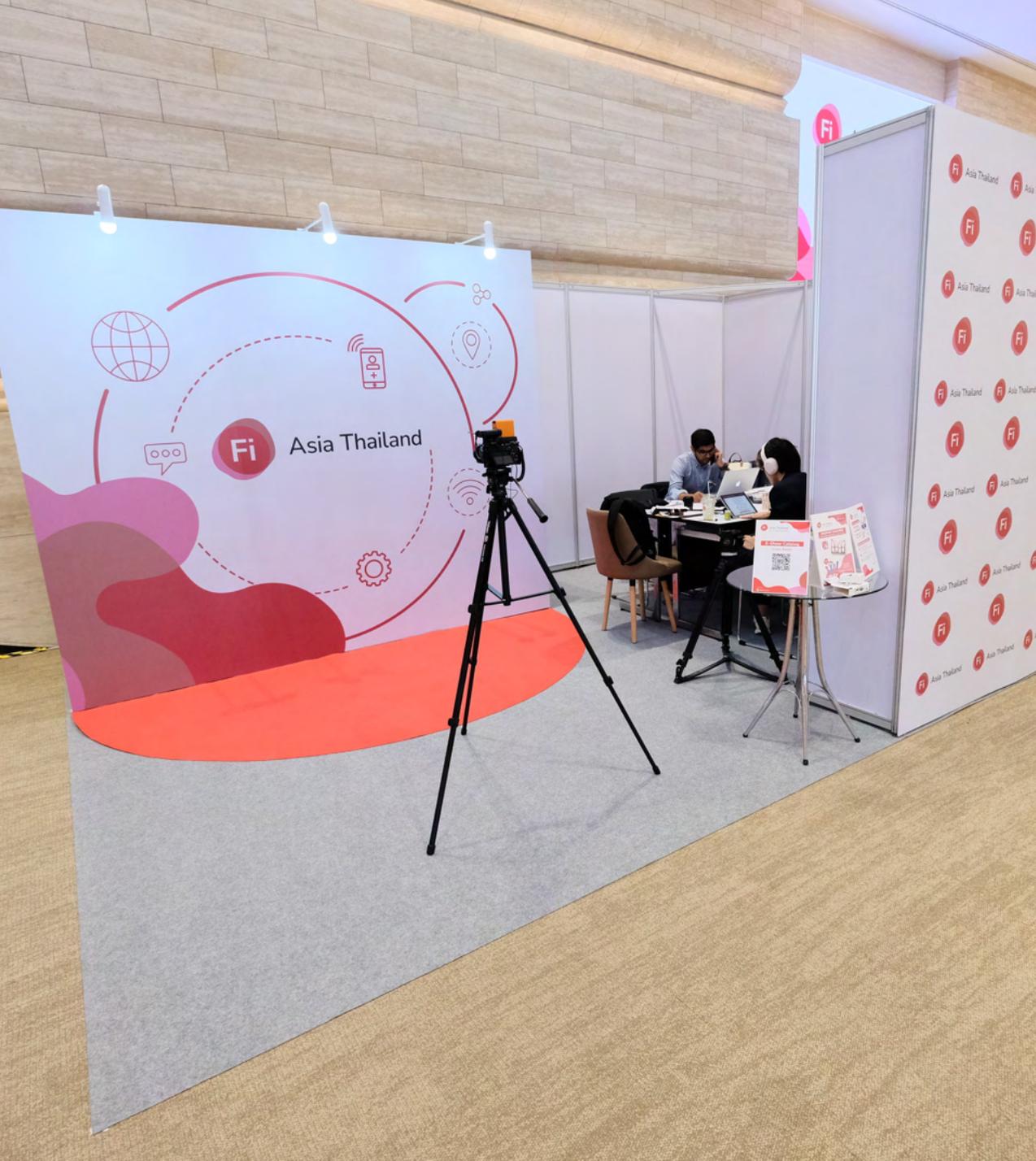
**USD 500 / IDR 7,500,000 / 30 minutes**

**USD 900/ IDR 13,500,000 / 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 on the Fi Asia website and social media



## Fi TV

**USD 1,500 / IDR 22,500,000**

Highlights and activities at Fi Asia are broadcast on several screens through FiTV at strategic locations to keep the audience updated on what's happening across the show.

- Your company display advert/ logo/ VTR displayed on the screen for 30 seconds throughout the day



Above is only an example

## Event bag **(Exclusive)**

**USD: 7,500 / IDR 112,500,000**

Distributed to pre-registered, visitors and VIPs, event bags are a great way to boost brand awareness.

- (1) Your logo and booth number will be placed on the hanging stand
- (2) The bag will be distributed at all entrances
- (3) Bags are provided by the exhibitor: Minimum 5,000

\*\* Deadline to confirm: **30 July 2024**

**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/FIAONLINE) 

 **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 (1 time)

**USD 4,000 / IDR 60,000,000**

Fi Asia webinars offer the latest trends and market insights and are popular among attendees across the globe.

Sponsor Packages includes;

- (1) Your company ad 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) Promotional post on Fi Asia social media
- (5) PDPA qualified data list



Your title here

Your Logo Here

Dear [\*data('firstname')]html\* [\*data('lastname')]html\*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin elementum sem et pulvinar pulvinar. Quisque convallis feugiat sapien. Nunc in ex ut erat finibus molestie vel in neque. Maecenas posuere tristique ex eu pulvinar. In et dolor elit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Mauris rutrum sapien orci.

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Vivamus iaculis, leo sed porttitor commodo, sem massa suscipit lacus, nec posuere elit ex ac ligula. Quisque commodo orci ante, ut sagittis ligula ultricies eget.

Click Here

## E-Newsletter (1 time)

USD 1,200 / IDR 18,000,000

One pre-show newsletter promoting innovation at the exhibitor's booth, with a photo of the company's management team, and a 100-word news piece about the company.

(1) The exhibitor's news is provided by the exhibitors.

\*\* Deadline to confirm: 1 August 2024

Food ingredients - Fi Asia

Posts About Photos Mentions



Meet Fi Asia Online Exhibitor!  
Tokiwa Phytochemical Co., Ltd.

With over 70 years of history, Tokiwa Phytochemical Co., Ltd. has a tremendous amount of knowledge about plant compounds and their use and functions, and are equipped to help others succeed in the field of phytochemistry.

During this great opportunity to connect with F&B industries using online platform, we are looking forward to introducing our plant extracts with well-suited functions for health problems that arise from the modern stress society.

We have especially picked 4 of our products to present to you during our Roundtable session on the following schedule:

- Date: September 13th, 2021
- Time: 14:00-15:00 PM

Meet us at FI Asia Online Exhibition to learn more about our products!  
Register here: <https://bit.ly/3xX97Xb>

Watch company introduction: <https://www.youtube.com/>

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# Social Media Posting (1 time) USD 1,000 / IDR 15,000,000

- (1) Post Feeds with Hashtags & Images (max.10)
- (2) Post Feeds with Hashtags & Video (30 sec.)



# Contact Fi Asia team

## Sales Team : PAN Asia

**China :** vicky.peng@imsinoexpo.com and alan.xi@imsinoexpo.com

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