



Celebrating 40 successful years in the business

24 – 27 April 2018  
Suntec Singapore • Singapore Expo

# Amplify your presence through various Sponsorship and Advertising Opportunities

2 Venues. **1 Mega Show.**



Reach out to **82,000**  
trade attendees at FHA

Achieve **global strategic opportunities** through tailored opportunities

Expose your brand and products to the world through **international media coverage**

[www.foodnhotelasia.com](http://www.foodnhotelasia.com)

Organiser



UBM SES  
Tel : +65 6233 6688  
Email : enquiry@foodnhotelasia.com

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Food&HotelAsia

# Bigger FHA; Greater Opportunities!



82,000  
trade attendees



2 venues of  
opportunities,  
encompassing 119,500 sqm  
of exhibition area



Increase your brand  
awareness to Asia's  
diverse F&B and  
hospitality industry  
verticals



Connect with high  
profile audiences such  
as owners, corporate  
management,  
specifiers, and  
purchasers

Make the most out of your participation at Asia's only business platform of its kind that brings the most international and complete range of Food & Hospitality products, equipment and solutions!

With our impressive range of branding, competition & feature areas and digital opportunities, we can offer you a targeted and strategic way in which you can maximise your company's visibility and connect with the right people for your business. Tell us what you want to achieve and we can provide tailored, innovative and affordable solutions that suit your exact needs and that effectively align with your marketing strategy.

**Take a look at how you can enhance your presence at FHA!**

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Suntec Singapore and  
Singapore Expo

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- Battle for the Lion
- Gourmet Team Challenge
- Individual Challenge
- National Team Challenge
- Sweet High Tea Challenge

### Suntec Singapore

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### Singapore Expo

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- Speciality Coffee & Tea
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  - Latte Art Showdown
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- Street Banner
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- Double-Sided Glass Door Panel Stickers @ Foyer 2 MRT Linkway

**<sup>^</sup>Enjoy 20% discount when you book 2 or more ads in these sections!**

*Note: All costs listed are subject to prevailing GST and are projected estimates which may be subject to change.*

# Sponsorships

## Exhibition

For exhibitors who wish to reach the masses, leverage on FHA2018's exhibition sponsorship opportunities to achieve your marketing objectives.



### Online Pre-Registration

SGD 25,000

Exclusive sponsorship!

This offers great exposure to your brand name months before the show. Reach out to more than 50,000 potential trade visitors who will pre-register online for the exhibition.

Includes:

- One web banner ad<sup>+</sup> with hyperlink to your corporate website in the online pre-registration page.
- Company name/logo<sup>+</sup> to appear on the confirmation email sent to all successfully registered visitors.
- Company name/logo<sup>+</sup> to appear on all printed materials containing information on pre-registration.
- Company/logo<sup>+</sup> to be included in the pre-registration web banner ad for placement where deemed appropriate eg. website, pre-show e-newsletters.



Deadline: 13 December 2017

\*To be supplied by the sponsor.

### Shuttle Bus Sponsorship

Power up your participation at FHA2018 through our 18 exciting themed official shuttle buses! Capture the attention of attendees travelling between Suntec Singapore and Singapore Expo, and passers-by in the city.

Each shuttle bus is a premium coach with a 40-seater capacity that transports only FHA2018 attendees including visitors, competition participants, conference delegates, journalists and exhibitors.

Explore the various opportunities to promote your brand or products, including bus wrap, product samples, brochures/leaflets, advertisements on Electronic Destination Signs and more.



**Exclusive Sponsor**  
SGD 100,000

1 sponsor only!

**Gold Sponsors**  
SGD 30,000

4 sponsors only!

**Silver Sponsors**  
SGD 21,000

6 sponsors only!

**Bronze Sponsors**  
SGD 8,000

9 sponsors only!

Contact us for an in-depth discussion to explore tailored solutions for your brand.

# Sponsorships

## Competitions

Targeted publicity to your key industry users and audience at FHA's bustling show floor of top notch competitions across both exhibition venues, including chefs, pastry chefs, baristas, decision makers, and other influencers and specifiers.

Brand  
Exposure

Product  
Sponsorship

Meet your  
potential clients  
and users

*Customisable packages are available. Contact the Organiser for a discussion and pricing.*



### Suntec Singapore and Singapore Expo

#### FHA Culinary Challenge

- Battle for the Lion
- Gourmet Team Challenge
- Individual Challenge
- National Team Challenge
- Sweet High Tea Challenge

### Suntec Singapore

#### HotelAsia

- SCI Equipment Award
- Available to all exhibitors except HotelAsia2018 exhibitors*

### Singapore Expo

#### Bakery&Pastry

- Asian Gelato Cup

#### SpecialityCoffee&Tea

- Barista Super Duo Challenge
- Latte Art Showdown
- Roast Master Challenge
- Silver Spoon Challenge

# Sponsorships

## Conference

**6 levels** of sponsorship packages are available

FHA2018 International Conference is Asia's prestigious knowledge-exchange platform that showcases the latest innovations and applications for the F&B and hospitality industry where thought leaders, decision makers and innovators converge.



### Gold Sponsor (for 3 days, all tracks)

**SGD 30,000**

#### Pre-Event Branding and Exposure\*:

- Company name/logo to appear in conference brochure\*
- Company name/logo to appear in conference website (includes hyperlink)
- Exclusive speaker interview which will be converted to an e-news and blast to the conference database
- Company name/logo to appear in all conference email broadcasts\* (includes hyperlink)

#### Additional Benefits:

- 20% discount off conference registration fees for additional tickets

#### Conference Branding and Exposure:

- Opportunity to deliver 30min presentation in the morning (specific slots to be determined by the organiser)
- Opportunity to be part of a 40min panel discussion with other industry experts (specific slots to be determined by the organiser)
- Company name/logo to be on the backdrops at the conference ballroom
- Company name/logo to be on easel signage outside the conference ballroom
- Placement of company literature on all ballroom track seats for 3 days
- 8 complimentary Passport tickets to attend all Tracks
- Table top space at the summit networking area (booth/raw space at the exhibition hall is available at a separate cost)

### Track Sponsor (for 3 days)

**SGD 20,000**

#### Pre-Event Branding and Exposure\*:

- Company name/logo to appear in conference brochure\*
- Company name/logo to appear in conference website (includes hyperlink)
- Company description on website
- Company name/logo to appear in all conference email broadcasts\* (includes hyperlink)

#### Additional Benefits:

- 15% discount off conference registration fees for additional tickets

#### Conference Branding and Exposure:

- Opportunity to deliver 30min presentation (specific slots to be determined by the organiser)
- Company name/logo to be on the backdrops at the conference ballroom
- Company name/logo to be on easel signage outside the conference ballroom
- 5 complimentary Passport tickets to attend all Tracks
- Placement of company literature on the specific 3 day tracks ballroom seats
- Table top space at the summit networking area (booth/raw space at the exhibition hall is available at a separate cost)

\* Subject to sponsor meeting organiser's deadlines and procedural requirements.

# Sponsorships

## Conference

### Speaker's Lounge Sponsor *(for 3 days)*

**SGD 8,000**

#### Pre-Event Branding and Exposure\*:

- Company name/logo to appear in conference website (includes hyperlink)
- Company name/logo to appear in all conference email broadcasts\* (includes hyperlink)

#### Additional Benefits:

- 10% discount off conference registration fees for additional tickets

#### Conference Branding and Exposure:

- Company name/logo to appear on the speaker lounge signage
- 1 complimentary Passport ticket to attend all Tracks
- Placement of company literature in the speakers' lounge
- Table top space at the summit networking area (booth/raw space at the exhibition hall is available at a separate cost)

### Networking Break Sponsor *(for 3 days)*

**SGD 12,000**

#### Pre-Event Branding and Exposure\*:

- Company name/logo to appear in conference brochure\*
- Company name/logo to appear in conference website (includes hyperlink)
- Company name/logo to appear in all conference email broadcasts\* (includes hyperlink)
- Company name/logo to appear wherever the conference programme is published\*

#### Additional Benefits:

- 15% discount off conference registration fees for additional tickets

#### Conference Branding and Exposure:

- Opportunity to join in a 40min panel discussion (specific slots to be determined by the organiser)
- Company name/logo to appear on networking breaks signage
- 3 complimentary Passport tickets to attend all Tracks
- Table top space at the summit networking area (booth/raw space at the exhibition hall is available at a separate cost)

### Conference Document Bag Sponsor

**SGD 10,000**

#### Pre-Event Branding and Exposure\*:

- Company name/logo to appear in conference brochure\*
- Company name/logo to appear in conference website (includes hyperlink)
- Company name/logo to appear in all conference email broadcasts\* (includes hyperlink)
- Company name/logo to appear wherever the conference programme is published\*

#### Additional Benefits:

- 10% discount off conference registration fees for additional tickets

#### Conference Branding and Exposure:

- Company name/logo to appear on document bag (up to a maximum of 700 bags, cost of production of additional bags to be borne by sponsor)
- Placement of company literature in document bag
- 2 complimentary Passport tickets to attend the conference

### Other Sponsorships

To design a package that suit your marketing strategies and budget, speak with us to explore customised and exclusive packages.

*\* Subject to sponsor meeting organiser's deadlines and procedural requirements.*

# Online Advertising

Exhibitors who wish to publicise their participation at the show may consider the following advertising opportunities – **Web Banners, E-Newsletters and Mobile App.**

Booking deadline: 31 January 2018

Advertisement spaces are allocated on a first-come, first-served basis.

Material submission deadline: 2 weeks before the commencement of the advertisement.

## Web Banners on FHA Website and Specialised Exhibition Microsites

Widen your company's exposure by advertising on FHA2018 website and its specialised exhibitions microsites. Tap into the high traffic volume of visitors who will log in to obtain information about the event and to pre-register their visit through the website. For added value, the FHA2018 website has established links with industry associations and worldwide exhibition calendars.

*The minimum advertising period is 2 months.*

<b>FHA2018 Homepage</b>	560 pixel x 200 pixel	<b>SGD 3,000</b>
<b>FHA2018 Homepage</b>	560 pixel x 100 pixel	<b>SGD 2,500</b>
<b>FHA2018 Other Pages</b>	265 pixel x 250 pixel	<b>SGD 1,500</b>
<b>FHA2018 Other Pages</b>	265 pixel x 150 pixel	<b>SGD 1,000</b>
<b>FoodAsia2018 Microsite</b>	1150 pixel x 150 pixel	<b>SGD 2,500</b>
<b>HotelAsia2018 Microsite</b>		<b>SGD 2,500</b>
<b>Bakery&amp;Pastry2018 Microsite</b>		<b>SGD 2,500</b>
<b>HospitalityStyleAsia2018 Microsite</b>		<b>SGD 2,500</b>
<b>HospitalityTechnology2018 Microsite</b>		<b>SGD 2,500</b>
<b>SpecialityCoffee&amp;Tea2018 Microsite</b>		<b>SGD 2,500</b>



**FHA2018 Homepage**



**FHA2018 Other Pages**



**Specialised Exhibition Microsite**

# Online Advertising

## Banner Advertisements on FHA E-Newsletters

Introduce your products to potential customers and drive traffic to your corporate website by advertising in the FHA2018 e-newsletters that are sent to industry professionals, decision makers and past attendees of the show. Go for the full package where you will get a 75-word company/product description with a company logo/product picture at a premium position on the e-newsletter; or a banner advertisement with hyperlink to your corporate website.

**FHA2018 e-Newsletter - Full Package**  
**SGD 3,500**

**FHA2018 e-Newsletter - Banner Ad only**  
**SGD 2,900**



## Mobile App

Leverage on publicity opportunities within the Official Event Mobile App, which provides comprehensive and up-to-date information about FHA. Some key features of the app include a complete listing of exhibitors and the types of products they carry, and a scheduling tool for trade buyers to bookmark exhibitors that they want to meet and onsite events that they want to attend.

**App Sponsorship**  
**SGD 6,000**

Sponsor the entire app!  
Have your logo clearly displayed on the home screen, and a banner ad within the app.

Exclusive sponsorship!



**Banner Ad**  
**SGD 3,200**

Advertise your products through static banners of size 800 W x 300 H pixels that are incorporated within the app. Banner advertisements are non-exclusive and will be on a rotational basis.

5 sponsors only!



**Sponsored Agenda**  
**SGD 2,800**

Sponsor individual sessions within the agenda with your logo.



**Sponsorship Push Notification**  
**SGD 2,200**

Send push notifications with messages of up to 60 characters through the app.





# Targeted Onsite Advertising at both exhibition venues

## Suntec Singapore

Booking deadline: 31 January 2018

Submission deadline: A copy of the designed artwork is to be submitted to the Organiser for approval by 26 February 2018 (unless otherwise stated).

Cancellation clause: Full cost shall apply if the order is cancelled after 2 March 2018.

### Poster Site

**SGD 900**

For increased publicity, place a poster site at a prominent location within Suntec Singapore and direct trade buyers to your booth!

Nett advertising area: 94cm (W) x 210cm (H)

*Poster and poster mountings are to be provided by the exhibitors. Only PVC cut-out sticker or poster display using double-sided tape or Velcro tape will be allowed.*

Modular system structure of dimension: 100cm (width) x 244cm (height),

Plant trough height: 30cm

Specifications: Aluminium poles with laminated plywood backing

*Provided by the Organiser*



### Banner / Balloon

**SGD 200** per sqm of surface area

Install banners or balloons above your stand and attract the crowd with the heightened awareness. Banner/balloon design, installation method and location relative to the stand are to be submitted by the exhibitor or their contractors for the Organiser's approval.

Exhibitors and their contractors are to ensure that all safety and technical requirements, as well as work schedule, are strictly adhered to. Price quoted does not include the following which are to be arranged by the exhibitor at their own cost:

1. Production of banner / balloon
2. Installation / dismantling
3. Power supply (if applicable)



### Concourse Facade Banner @ Level 3

**SGD 24,500**

Hanging tall at the refurbished centre; splash your company logo and products on this 857cm (H) X 800cm (W) banner which will surely capture the eyes of all attendees from Level 3 to 6.

*Price is inclusive of printing, installation and dismantling.*



# Targeted Onsite Advertising Suntec Singapore

## V-Wall Banner @ Level 4 & 6

**SGD 11,800**

Gain maximum exposure from the V-Wall banners that are strategically located near the entrances of the exhibition halls. With a size of 380cm (H) X 540cm (W), have your brand prominently displayed to capture the attention of your target audience.

*Price is inclusive of printing, installation and dismantling.*



## Concourse Glass Railing Banner

**SGD 3,000 – 4,000**

Have your brand seen at high traffic areas! Different banner positions are available for you to choose from. Contact us for the location plan.

*Price is inclusive of printing, installation and dismantling.*



## Escalator Banner

Create great awareness and take this opportunity to direct your potential buyers to your stand using the escalator banners from Level 3 to 4 or from Level 4 to 6.

<b>From Level 3 to 4</b>	1,038 (H) x 58 (H) cm	<b>SGD3,000</b> per single side
<b>From Level 4 to 6</b>	2,190 (W) x 58 (H) cm	<b>SGD4,000</b> per single side

*Price is inclusive of printing, installation and dismantling.*



# Targeted Onsite Advertising Singapore Expo

Booking deadline: 31 January 2018

Submission deadline: A copy of the designed artwork is to be submitted to the Organiser for approval by 26 February 2018.

Cancellation clause: Full cost shall apply if the order is cancelled after 2 March 2018.

## Poster Site

**SGD 900**

For increased publicity, place a poster site at a prominent location within Singapore Expo and direct trade buyers to your booth!

Nett advertising area: 94cm (W) x 210cm (H)

Modular system structure of dimension: 100cm (width) x 244cm (height),  
Plant trough height: 30cm

Specifications: Aluminium poles with laminated plywood backing



## Banner / Balloon

**SGD 200** per sqm of surface area

Install banners or balloons above your stand and attract the crowd with the heightened awareness. Banner/balloon design, installation method and location relative to the stand are to be submitted by the exhibitor or their contractors for the Organiser's approval.

Exhibitors and their contractors are to ensure that all safety and technical requirements, as well as work schedule, are strictly adhered to. Price quoted does not include the following which are to be arranged by the exhibitor at their own cost:

1. Production of banner / balloon
2. Installation / dismantling
3. Power supply (if applicable)



## Billboard @ MRT Linkway

**SGD5,900** each

The billboard ad by the Expo MRT Linkway is a great way to attract attention from the crowd taking the MRT to FHA (Singapore Expo). Plywood backing of dimensions 500cm (width) x 300cm (height) with white emulsion paint finish will be provided by the Organiser. Design / production and installation of advertising content to be provided for by the exhibitor's appointed contractor.



# Targeted Onsite Advertising Singapore Expo

## Street Banner

**SGD 1,500** each (Minimum order of 4 banners)

Place double-sided banners of size 100cm (width) x 300cm (height) on lamp posts in the main car parks of Singapore Expo to attract driving into FHA. Both hard and soft copy of the design artwork are to be supplied by the exhibitor no later than 2 February 2018 to the Organiser, for production and license application to the local authorities.



## Driveway Banners

**SGD 5,900**

Get big bang for your buck with double-sided large panel advertisements measuring 600cm (width) x 120cm (height) that are located along the driveway within the Singapore Expo car park. These advertisements will be in full view of oncoming cars to the Expo car park, as well as those who are walking along the foyer.

*Price is inclusive of printing, installation and dismantling.*



## Trumpet Banners

**SGD 1,600** each (Minimum order of 3 banners)

The trumpet banners are readily noticeable at Foyer 2. Measuring 80cm (width) x 200cm (height) and hung perpendicular to the floor, these banner poles stick out from the side walls to hoist banners with bold advertisements calling out messages to visitors who have just entered Foyer 2 via the MRT linkway or by the taxi-stand entrance.

*Price is inclusive of printing, installation and dismantling.*



## MRT Linkway Banners

**SGD 3,900**

The linkway between Singapore Expo and the Expo MRT Station is a high traffic area as many visitors use MRT as the main mode of transport to get to the show. Be one of the first to capture the mindshare of these target audience. The banners are suspended from the shelter of the linkway and the advertisement is printed on both sides to target visitors coming and leaving the venue. The front facing arriving visitors measures 426cm (width) x 122cm (height) and the back facing departing visitors measures 374cm (width) x 122cm (height).

*Price is inclusive of printing, installation and dismantling.*



## Double-Sided Glass Door Panel Stickers @ Foyer 2 MRT Linkway

**SGD 7,000** for 4 panels

These 8 panel glass doors located at Foyer 2 offers advertiser one of the highest traffic as it is the main entrance and exit door between the MRT station and Singapore Expo. At its full size of 60cm (width) x 200cm (height), your advertisement will come directly in eye contact with your target audience when they pass through both sides of the doors.

*Price is inclusive of printing, installation and dismantling.*



# Print Advertisement distributed at both Suntec Singapore and Singapore Expo

## Visitors' Guide

Highly popular among visitors and distributed free of charge, the combined FHA2018 and ProWine Asia 2018 Visitors' Guide is a handy booklet containing information such as exhibitors listing, floorplan, event calendar and general information of the show. Catch the attention of your target buyers by advertising in the Visitors' Guide which will be used by visitors as a key tool for a quick overview of the show and for navigating purposes.

Booking deadline: 31 January 2018

Material submission deadline: 12 February 2018

<b>Inside Front Cover</b>	Exclusive position!	10.5cm x 21cm	<b>SGD 3,600</b>
<b>Outside Back Cover</b>	Exclusive position!	10.5cm x 21cm	<b>SGD 3,800</b>
<b>Front Cover Strip Ad</b>	Exclusive position!	10.5cm x 5cm	<b>SGD 2,800</b>
<b>Floor Plan Cover Strip Ad</b>	Exclusive position!	9cm x 4.5cm	<b>SGD 2,800</b>
<b>Full Page ROP</b>		10.5cm x 21cm	<b>SGD 2,200</b>
<b>Strip Ad ROP</b>		10.5cm x 5cm	<b>SGD 1,000</b>
<b>Booth Highlight Box</b>		-	<b>SGD 1,200</b>

*Above dimensions are in Width x Height (in millimetres).*

## Show Daily Advertising

Produced **on a daily basis** on all 4 days of the exhibition, the Show Daily is a popular Newsletter amongst FHA attendees who are keen on the daily happenings on the show floor. Various advertisement options are available.

Early bird booking deadline: 30 December 2017

Material submission deadline: 30 March 2018

For bookings and more information on early-bird packages, contact Editec International Pte Ltd at Tel: **+65 6282 8456** or Email: **FHAshowdailies@foodbizasia.com**.

## Premium Spots

<b>Front Page Banner</b>	8cm x 25.5cm	<b>SGD 6,800 / USD 5,300</b>
<b>Centre Spread</b>	34.5cm x 54cm	<b>SGD 16,600 / USD 12,800</b>
<b>Outside Back Cover</b>	34.5cm x 25.5cm	<b>SGD 12,800 / USD 9,900</b>

## Regular Positions (R.O.P)

<b>Half Double-Page Spread</b>	16.5cm x 54cm	<b>SGD 10,800 / USD 8,300</b>
<b>Full Page</b>	34.5cm x 25.5cm	<b>SGD 9,600 / USD 7,400</b>
<b>Junior Page</b>	27cm x 19cm	<b>SGD 8,100 / USD 6,300</b>
<b>Half Page (Horizontal)</b>	17cm x 25.5cm	<b>SGD 7,200 / USD 5,600</b>
<b>Quarter Page</b>	17cm x 12.5cm	<b>SGD 5,800 / USD 4,500</b>
<b>Casual Banner</b>	8cm x 25.5cm	<b>SGD 5,000 / USD 3,900</b>

*Above costs are one-time rate for advertisements in all (4) days and issues of the Show Daily.  
Above dimensions are in Width x Height (in millimetres).*