NEW DATE • NEW LOCATION
14-16 September 2022 / SINGAPORE
SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE

The Seafood Marketplace for ASIA

2022 EXHIBITOR MARKETING OPPORTUNITIES

DRIVE BUYERS TO YOUR EXHIBIT

Direct the thousands of visitors on the expo website and walking the expo floor to your stand to create a strong presence and lasting impression in the Asian seafood market.

+ ENSURE buyers know your company and products
+ DRIVE ideal customers to your exhibit
+ INCREASE your return on investment

seafoodexpo.com/asia
How are you going to increase exposure and direct buyers to your exhibit?

**Expo Map & Guide Sponsor**
Prominently display your company and exhibit location on this very popular visitor tool!

- Printed Belly Band Ad (front cover).............. US$2,050
- Back Cover Ad.............................................. US$1,550
- Inside Front Cover Ad................................. US$1,350
- Inside Back Cover Ad................................. US$1,150
- Full-Page Ad: ............................................. US$1,050 each
- Half-Page Ad:.............................................. US$700 each
- Quarter-Page Ad:............................... US$550 each

**Map Call-Out**
Highlight your exhibit, company name, logo and listing in the exposition map—which is featured in the Expo Map & Guide and on welcome signs located at registration locations.

*LIMITED AVAILABILITY*

Cost: US$450

**Expo Sponsored Bags**
Imprint your company’s name and message on the expo bags to be distributed in the registration area during the first two days of the expo. This is a unique opportunity to have a visible presence throughout the event and around the Hong Kong Convention & Exhibition Centre. Quantity: 5,000.

Cost: US$2,000
Sponsor responsible for production and shipping of bags.

Cost: US$4,580
Organizer produces bag (1 color, 2 sides).

**Lanyards (EXCLUSIVE)**
Lanyards are one of the most requested items by visitors. Your sponsored lanyards will be distributed in the registration area.

Cost: US$1,800

**Charging Stations**
Bring power and ease of mind to the attending professionals who rely heavily on rechargeable technologies to do business. Gain mass exposure for your company by providing charging stations in high traffic areas, designed with your branding.

Cost: US$3,000

**Free Standing Panel**
Have entering buyers see your company and products on a captivating, double sided light box at the entrance of the expo hall.

*LIMITED AVAILABILITY*

Cost: US$1,600

**Hanging Banners**
Available on a first-come, first-served basis. Have your company name, logo and message prominently displayed in full color across an expo banner.

Multiple locations available within the exhibit hall.

**Banner Specifications**
2.5mL x 2mH  
Cost: US$2,100

**Floor Tiles**
Come to buyers' minds along the steps they take to find new suppliers! Available on a first-come, first-served basis, 1m x 1m floor tiles will promote your brand and stand number throughout the exposition hall.

Available in single or multi-tile packages.

Cost: from US$600 each

**Key Buyer Refreshments Sponsorship**
Gain valuable exposure in front of high-volume seafood buyers (“Key Buyers”) by providing complimentary coffee, water and snacks in the Key Buyer Lounge. Your company information will be clearly displayed on a 8.5inL x 11inH sign, as well as on the Key Buyer napkins.

Cost: US$1,000

**Registration Package (EXCLUSIVE)**
Make contact with every registered seafood professional by being promoted throughout the registration process. From online to onsite, be one of the most visible and known companies amongst ALL registrants by being featured on:

- (3) Pre-registered visitor emails
- Registration Confirmation emails
- Onsite registration signs
- Onsite welcome sign
- Exposition Map (logo call out)

Cost: US$3,000

**Registration Badge Branding (EXCLUSIVE)**
Present your company, products and stand number to every onsite attendee with this opportunity! On the back of every registration badge, attendees will know who you are and where to find you.

Cost: US$1,400

Questions? Contact sales-asia@seafoodexpo.com
BUSINESS MATCHMAKING PROGRAM

High-volume buyers are looking for products like YOURS. Make sure you’re the company that comes to mind to satisfy their needs.

VIP Matchmaking Concierge
Take the Business Matchmaking Program to the next level and to your stand! With this package, your company will be included as a Promoted Business Match and have all of your buyers escorted to your stand for matchmaking meetings! Take advantage of this opportunity to gain the greatest search exposure, provide VIP service to your potential buyers and host these important meetings where your top products and promotions are just a reach away.

Cost: US$2,000

Promoted Business Matches
Have your company be seen ahead of the competition every time a high volume buyer is searching for a supplier (with products and services like yours) to match, meet and conduct business with in the Business Matchmaking Program. Join other promoted businesses to make sure your company won’t be overlooked in this potentially lucrative program!

Cost: US$300
SPECIAL EVENTS

Take advantage of the high traffic event areas at the expo and get the attention of the most engaged professionals.

Culinary Demo Session
Attract visitors to your stand with a product-focused culinary demonstration session to educate attendees and generate product interest. Your session will be promoted alongside all Demo Theatre programs.

Up to 45 minutes per Culinary Demo Session
Cost: US$900 each

Product Briefing & Cooking Demo
Get your very own product seminar to present your company’s products or services, as well as a live culinary demonstration! Provide eager buyers with the facts on your products or services, the best ways to handle and prepare them, and a hands on sampling opportunity. There is no better opportunity to provide such a comprehensive product marketing experience in front of Asia’s seafood industry.

Cost: US$1,980

Presentation Theatre Sponsor (EXCLUSIVE)
This sponsorship opportunity features your company across all Demo Theatre marketing promotions, onsite signs and behind every theatre chair! During special demonstrations and the Young Chef Challenge, associate your company with industry innovation and excellence across all of the engaged seafood professionals.

Cost: US$4,000

Conference Sponsored Session
This opportunity allows you to create a session specifically on your company, products/services and any other news or information you would like to share! Take this time to educate your engaged audience and give them more reasons to visit your stand. Your session will be promoted alongside other expo events.

Up to 45 minutes per Conference Sponsored Session
Cost: US$2,580

Questions? Contact sales-asia@seafoodexpo.com
Your prospects access the event website to find companies to visit while at the expo. Make sure you become one of their primary destinations!

**Pricing**

**Run of site banner ads** (Size pxL x pxH):
- 728 x 90 Leaderboard .......................................................... US$1,600
- 300 x 250 Medium Rectangle ........................................ US$1,200
- 300 x 100 Small Rectangle ............................................... US$600

**Registration site banner ad** (Size pxL x pxH):
- 600 x 150 ........................................................................ US$1,700

<table>
<thead>
<tr>
<th>Ad Unit Name</th>
<th>Size (pxL x pxH)</th>
<th>File Weight</th>
<th>Animation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (Expo Site)</td>
<td>728 x 90</td>
<td>40k</td>
<td>10 sec max</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>40k</td>
<td>10 sec max</td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>300 x 100</td>
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</tr>
<tr>
<td>Banner (Registration Site)</td>
<td>600 x 150</td>
<td>40k</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Format:** GIF, Animated GIF, TIF, JPG.

All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Internet Explorer, Safari and Firefox. When submitting materials, please include translations for Simplified Chinese.

*Website ads will also run on translated sites.*

**Pavilion Package Upgrade**

Ads must be translated in Simplified Chinese.

Options include listing on pavilion page on Seafood Expo Asia website and advertisements.

**Upgrade 1:**
- Weblink on listing on pavilion page ................................ US$250

**Upgrade 2:**
- Weblink on listing on pavilion page and
- 300pxL x 100pxH ad, run of site ......................................... US$600

**Upgrade 3:**
- Weblink on listing on pavilion page,
- 1/4 page ad on map, 300pxL x 100pxH ad,
- run of site ........................................................................ US$1,000

Questions? Contact sales-asia@seafoodexpo.com
Share your message across the primary communication to expo registrants and key buyers.

**Expo Registration**

**Pre-Registration Emails**
Banner - 468pxL x 60pxH

**Cost:** (3) emails for US$2,500

**Registration Confirmation Emails**
Banner - 468pxL x 60pxH

**Cost:** US$2,000 (Does not include Key Buyers)

**Key Buyer Registration**

Key Buyers are buyers with high volume purchasing responsibility for large multi-unit retail or foodservice establishments.

**Registration Confirmation Emails**
Banner - 468pxL x 60pxH

**Cost:** US$2,500 (Key Buyer specific)

**Custom Packages**

We will work with you to create a sponsorship package designed for maximum exposure, increasing the odds of buyers noticing your company message and product above the rest.

Please contact us at sales-asia@seafoodexpo.com

Questions? Contact sales-asia@seafoodexpo.com