



# SPONSORSHIP PACKAGES

## WHY SPONSOR

There are numerous options when it comes to advertising your brand. Sponsorship is one of the advertising strategies that effectively to get your business to reach the right target audience in turn will get a good return on your marketing investment.

The exposure level of your brand will not get any better than at MIFB 2017, as there will be more than 18,000 people will converge and engage in business networking!

MIFB has marketing options that will cater both your business budget and marketing demographics as it is where the food and beverage fraternity come together over a period of 3 days with one mutual objective.

## HOW TO ENHANCE YOUR PARTICIPATION?

Choose one of the options below or contact us to design a customised package to meet your objectives and needs.

### Badge Lanyard Sponsor



An invaluable marketing item that will be offered to every attendee as they pick up their badge at registration counter! Lanyard is able to capture the attention of countless people as attendees will wear your company brand name around their necks which will be seen throughout the entire event.

### Visitor Badge Sponsor



This is a highly visible tool that will be provided to every individual who attending the show. It captures the attention of thousands of attendees wearing the identification badge with your company logo.

### Business Networking Cocktail Sponsor



The Networking Cocktail session will be held during the evening of Day 1 or Day 2 for exhibitors and visitors. This is a well participated event where exhibitors and visitors are able to relax and mingle with their peers. You will get to display your company logo on the backdrop at the event stage.

Your company name and logo will also be displayed on the networking cocktail invitation. The host is entitled to give an opening speech at the cocktail party.

### Goodie Bag Sponsor

A great opportunity to gain exposure during the show, as well as afterward! Give your attendees a useful souvenir that they will hold on to. Your company logo will be featured prominently on each goodie bag that will be distributed up to 20,000 visitors!



Organiser:



Sphere Exhibits Malaysia

Co-organiser:



Mutiara Sigma (M) Sdn Bhd

T: 603 7989 1133 | F: 603 7988 0136 | E: [mifb@sphereexhibits.com.my](mailto:mifb@sphereexhibits.com.my) | W: [www.mifb.com.my](http://www.mifb.com.my)

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## Event E-mail Newsletter Sponsor



Your company logo and up to 100-word insertion will be sent to MIFB 2017 event prospects and registered attendees, this reaching more than 100,000 qualified prospects. Three newsletters available only!

## Registration Sponsor



The on-site registration sponsorship provides your brand the highest level of visibility to all attendees registering for MIFB.

Claim this exclusive sponsorship and reach potential customers while they register online and on-site (before they enter the exposition hall and conference sessions).

The package includes,

- Logo on web registration page;
- Web banner on registration page;
- Signage and logo at self-registration area and desks; and
- Company name and hyperlink on e-mail confirmation to all pre-registered attendees.

Exhibitor is responsible for supplying other promotional items such as T-shirts, mouse pads and other items that can be used by registration crews.

## Opening Ceremony Sponsor



The opening ceremony will be officiating by an invited Minister. Your brand will have an enthusiastic "captive audience" when you sponsor the opening ceremony. Your company logo will be prominently displayed on the backdrop of the stage and also banners will be placed at significant locations surrounded the opening ceremony areas.

Members of local and international media will be invited. After the opening ceremony, VIPs will be invited to your booth and you can opt to have MOU presentation or any other event for the VIPs to witness.

## Outdoor Advertising Sponsor - Billboard

Advertise your company logo on billboard which will be located strategically around Klang Valley and near the event venue, Putra World Trade Centre (PWTC).



## Show Directory Advertising Sponsor



Choose anyone of the prominent page on the MIFB 2017 Show Directory which will be printed and given to the visitors at the exhibition.

Details:	
Outside Back Cover	RM 6,800.00
Inside Back Cover	RM 5,500.00
Inside Front Cover	RM 6,800.00
Inside ROPS	RM 3,500.00

## Facility Visibility Options Sponsor



Advertise your company logo and product information on banners, pillar wraps or floor throughout the convention hall. This can be ranged from the Escalator at Level 2 Foyer or the Registration Area. Call for sizing and pricing information!

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