

SPONSORSHIP & ADVERTISING OPPORTUNITIES



FHI
FOOD & HOSPITALITY
INDONESIA

CO-LOCATED WITH



23-26 July 2024

Jakarta International Expo (JIEXPO)

The 18th Indonesia International
Leading Hospitality, Food & Beverage Trade Exhibition



Driving Change, **Sustainability** for a Thriving Future Business

www.foodhospitalityindonesia.com

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Sustainable events:





UNLOCK LIMITLESS PROMOTIONAL AND BRANDING OPPORTUNITIES FOR YOUR THRIVING FUTURE BUSINESS WITH FHI

A depth of history spanning over 29 years, Food & Hospitality Indonesia (FHI) 2024 co-located with Hotelex Indonesia and Finefood Indonesia, incorporating Retail Indonesia become an exceptional platform for food, beverage, and hospitality suppliers to showcase your brands and products directly to industry leaders, professionals and buyers while creating unparalleled opportunities for a thriving future business.

Stand out from the crowd is a must while securing your spot at FHI 2024. Our team prepare various of sponsorship and advertising opportunities to elevate your brand and maximize your present to attract and interact with visitors. Contact us for tailoring your marketing needs to fit your budget.

WHAT YOU GAIN FROM SPONSOR AND ADVERTISE AT FHI 2024?

-  • **Increase Brand Visibility**
Elevate your brand's presence and carve a lasting impression in the minds of industry leaders, professionals, and potential buyers within the dynamic of food, beverage, and hospitality industry.
-  • **Forge new business**
Gain direct access to network and engage with industry professionals, potential clients, and partners. By interacting with attendees, collecting contact information, and understanding their needs, you can identify potential markets for expansion.
-  • **The Ideal Launch Pad**
Take advantage of capturing the attention of eager attendees who are keen to discover your innovative new product or service in the food, beverage, and hospitality industry.
-  • **Exposure to targeted market**
Unlock the advantages of our expert team's advice in crafting the perfect advertising and sponsorship plans tailored to your target audience, ensuring you hit your intended reach with precision.
-  • **Drive Traffic**
Attract the spotlight and optimize your chances of engaging with potential partners and buyers at your booth in FHI 2024 by drawing in the visitor flow.

SUSTAINABILITY IS US

Our event is part of Informa Markets and the Informa Group. Sustainability at Informa focuses on the long term impacts we have on customers, colleagues, the communities we work in and the environment. Many of our stakeholders are clearly telling us that sustainability (social, economic and environmental) is something that is no longer a nice to have but a necessary part of any event. We want to make sure we're meeting those expectations and we believe that being sustainable is the right thing to do. We also recognise that it's not just about the way we produce our events and products but recognizing that we have a role to play in providing a space to work in partnership together with our markets to inspire the sustainable development of the industries we serve. This is an ongoing process for us and we're looking for ideas of how we can improve. More information about our work so far can be found on the www.informa.com/sustainability including our latest sustainability reports. Food & Hotel Indonesia in conjunction with Hotelex Indonesia and Finefood Indonesia incorporating Retail Indonesia offers you great opportunities to achieve your promotional and branding goals.

FASTER



FORWARD

FasterForward is Informa's approach to sustainable business.

Our aim is to become an ever more sustainable, positive impact business. Through the FasterForward programme, we are embedding sustainability into everything we do and seizing opportunities from helping our customers and markets do the same.

FasterForward is a structured three-part programme with ambitious commitments and a wide range of activities, covering Informa's business operations, our brands and products and our broader community impact.

When it comes to sustainability, we're moving FasterForward

HOW IS FHI SUSTAINABLE?



Pamerindo's Events are powered by renewable energy making the electricity usage carbon neutral



Working with suppliers to focus on environmental impact



We are carefully designing our feature areas to minimise the level of waste generated



Promote reused items to participants eg. reused bottle, reused bag, reused pallet



We facilitate the discussion and knowledge on sustainability



Catering fresh and locally-sourced food & beverages



We partner with different organization for sustainability business



We encourage visitors to hand in your lanyard for reuse



We upcycle and repurpose exhibition materials into creative interior design by collaborating with a local agency



Digital adoption to reduce paper

GROWING FURTHER, FASTER AND SUSTAINABLY

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Location: Foyer Areas in Hall A, B, C and D

**IDR 12,500,000 -
IDR 40,500,000***

*Prices vary by sizes. The screen sizes are to be confirmed.

Digital Signages

Boost your presence during the exhibition by seizing exclusive digital signage opportunities strategically positioned for maximum visibility. Picture your brand dominating high-traffic areas near entrances/exits and

captivating potential customers right from the foyers into the exhibition center. This is your chance to not only draw attention to your participation but to elevate your company's branding and drive sales success. Act swiftly to secure one of the limited front-and-center sites offered on a first-confirm, first-secure basis. Take control of your sales narrative by crafting compelling banners that resonate with your target audience. Don't just showcase—make a lasting sales impression. Confirm your interest now to ensure your brand stands out and drives sales at the forefront of the exhibition.

Exhibition Centre Main Road Billboard

Reach out to an extended audience during the exhibition period. Create the impact and generate a focal point on your participation right at the main road leading into the exhibition center. Production and installation of the billboard will be at the exhibitors' cost. Billboard design, installation method, and location is 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 schedules, are strictly adhered to.

Location: Main roads leading to the exhibition halls

IDR 45,000,000
(size: 4 m x 6 m per unit)



Exhibition Centre Gate 2 Billboard

Seize the opportunity to showcase your brand and product to a vast and diverse audience during the exhibition period. Ensure maximum visibility and impact to generate a focal point on your participation leading into the exhibition centre. Production and installation of the billboard will be at the exhibitors' cost. Billboard design, installation method, and location are to be submitted by the exhibitor or their contractors for the organizer's approval. Exhibitors and their contractors are to ensure that all safety and technical requirements, as well as work schedules, are strictly adhered to.

Location: Inside Gate 2 to Hall D

IDR 30,000,000

(size: 4 m x 6 m per unit)



Location: Foyer Corridor

IDR 2,500,000

(size: 1 m x 1,5 m per unit)

Ceiling Banner

Draw visitors to your stand through a series of overhead ceiling banners at the foyer corridor. Build on the interest as the visitors make their way to your stand. Production and installation of the banner will be at the exhibitors' cost. Banner design, installation method, and location is to be submitted by the exhibitor or their contractors for the organizer's approval. Exhibitors and their contractors are to ensure that all safety and technical requirements, as well as work schedules, are strictly adhered to.

In-Hall Ceiling Banner

Be noticed from a distance on the exhibition floor with banner suspended above your stand. Production and installation of banner will be at exhibitors' cost. Banner design, installation method and location relative to the stand are to be submitted by the exhibitor or their contractors for the organisers' approval. Exhibitors and their contractors are to ensure that all safety and technical requirements, as well as work schedule, are strictly adhered to. **The location placement of the banner in Hall A1, A2, A3, B1, B2, B3, C3, and D2**

IDR 5,000,000

(size: 5m x 3m per unit)





QR Code Registration Signage

Expose your presence and branding at QR-code registration signage with logo placement. Each registration signage is exclusive to one company only and on a first come first served basis.

IDR 17,000,000
(size: approx. 70cm x 50cm per unit)

T-Shirts

(Exclusive for one company only)

Your company brand/logo alongside the show logo will be printed on the T-Shirts at onsite event.



IDR IDR 52,000,000

Industry Seminar

Benefit from the opportunity to educate your potential clients by giving on-site presentations about your products. Industry seminars will be published in FHI promotional collaterals to our audiences. The seminar room is equipped for 50 attendees and includes 1 unit laptop, screen, and sound system at your disposal.



IDR 4,750,000
for 40 minutes



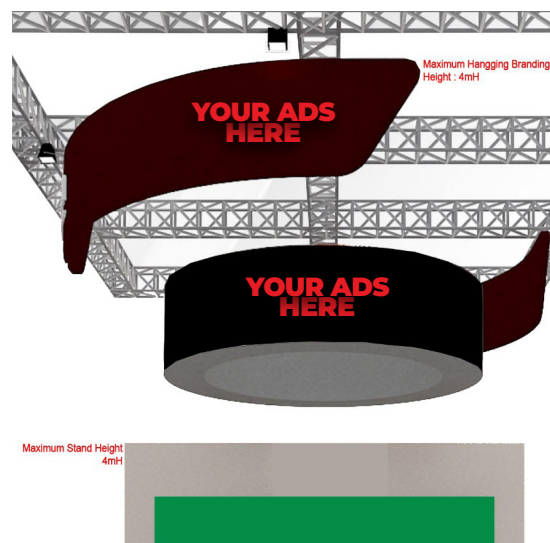
E-Catalogue

Advertise your brands and products in the show catalogue, a veritable “who’s who” of industry suppliers! The catalogue is a reference guide for Hospitality, Food & Beverage market players. The show catalogue is useful for buyers, suppliers & product search and will be distributed to the buyers. It contains valuable show information, including exhibitor company profile, booth numbers, exhibitors’ products, and featured events is often kept for reference after the show.

1. Inside front cover (210mm x 297mm) IDR 25,700,000
2. Inside back cover (210mm x 297mm) IDR 25,700,000
3. Full page – Run of page (210mm x 297mm) IDR 20,300,000
4. Full page (Run of page) – Black & White (210mm x 297mm) IDR 11,500,000
5. Horizontal half page – Black and White (210mm x 148,5 mm) IDR 6,100,000
6. Quarter page – Black and White (105mm x 148 mm) IDR 4,100,000

Rigging Banner

Rigging truss/structure and banners incur air space usage charge if more than 4m from the floor. Production and installation of the banner will be at the exhibitors’ cost. Banner 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 schedules, are strictly adhered to.



IDR 5.000.000 per side*
 (Adjusted to the length and width of the branding side)

**You must submit your booth design to calculate the rigging banner space*



SPONSORSHIP & ADVERTISING PRICE LIST

ITEM	SIZE		PRICE
	W	H	IDR
DIGITAL SIGNAGES	-	-	IDR 12,500,000 - 45,500,000
EXHIBITION CENTRE MAIN ROAD BILLBOARD	4m	6m	IDR 45,000,000/Per Unit
EXHIBITION CENTRE GATE 2 BILLBOARD	4m	6m	IDR 30,000,000/Per Unit
CEILING BANNER	1m	1,5m	IDR 2,500,000/Per Unit
IN HALL CEILING BANNER	5m	3m	IDR 5,000,000/Per Unit
QR CODE REGISTRATION SIGNAGE	70cm	50cm	IDR 17,000,000/Per Unit
T-SHIRTS	-	-	IDR 52,000,000
INDUSTRY SEMINAR	-	-	IDR 4,750,000
E- CATALOGUE	-	-	IDR 4,100,000 - 25,700,000
RIGGING BANNER	-	-	IDR 5,000,000/Per Side

READY TO STAND OUT FROM THE CROWD WITH A UNIQUE SPONSORSHIP PACKAGE?

If you are looking for additional information on any of the sponsorship packages that we offer, please get in touch with us directly. We will provide you with tailored solutions based on your marketing or sales strategy.

For more details on advertising and sponsorship,
please contact:

Wiwiek Roberto
Sales Director
Email: wiwiek@pamerindo.com

Note :

1. All prices are subject to prevailing VAT 11%.
2. For all advertising, production and installation costs will be borne by the exhibitors.