

SPONSORSHIP & ADVERTISING OPPORTUNITIES



FHI
FOOD & HOSPITALITY
INDONESIA

CO-LOCATED WITH:



incorporating:



22 - 25 July 2025

Jakarta International Expo (JIEXPO)

The 19th Indonesia International
Leading Hospitality, Food and Beverage Trade Exhibition



**Cultivating Future in
Sustainable Culinary and Hospitality**

Organised by:



Sustainable Events:



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Food & Hospitality Indonesia

Food & Hospitality Series_ID

EMPOWER YOUR BRAND FOR A SUSTAINABLE FUTURE WITH FHI: UNLEASH PREMIUM PROMOTIONAL AND ADVERTISING OPPORTUNITIES

Step into the spotlight at the 19th edition of Food & Hospitality Indonesia – your ultimate platform to connect with industry leaders, top professionals, and global brands. Securing your spot is just the beginning. Amplify your brand, draw in visitors, and make a lasting impression with our tailored sponsorship and advertising solutions. This brochure presents a range of impactful opportunities to fit every budget. Our team is here to help you find the perfect options to enhance your visibility and influence at the event. Engage with key buyers and influencers, build brand recognition, and unlock growth potential with FHI's sponsorship and advertising options.

BENEFITS OF FHI SPONSORSHIP AND ADVERTISING



ENHANCED BRAND VISIBILITY:

Stand out in a competitive market with prime placement opportunities tailored to maximize exposure.

DIRECT ACCESS TO DECISION MAKERS:

Connect with industry leaders, key buyers, and influencers to build valuable relationships.



INCREASED ENGAGEMENT:

Drive more traffic to your booth and spark meaningful conversations with your target audience.

CUSTOMISED SOLUTIONS FOR EVERY BUDGET:

Flexible sponsorship options designed to align with your brand goals and budget.



SUSTAINABLE BUSINESS GROWTH:

Position your brand at the forefront of the industry, driving long-term partnerships and growth.

SUSTAINABILITY IS PART OF WHO WE ARE

At Informa Markets, we are committed to creating long-term positive impacts for our customers, colleagues, communities, and the environment. Sustainability—social, economic, and environmental—is a core expectation from our stakeholders and a crucial element in our events. We are committed to not only sustainable event production but also to fostering partnerships within our markets to drive sustainable growth across the industries we serve.

Food & Hotel Indonesia (FHI), in collaboration with Hotelex Indonesia, Finefood Indonesia, and Retail Indonesia, provides a platform designed for brands to achieve promotional and branding goals while contributing to a sustainable future. Learn more about our sustainability initiatives and access our latest reports at www.informa.com/sustainability. We welcome your ideas and are excited to evolve together for a better tomorrow.

WHAT IS FASTERFORWARD?



FasterForward is Informa's sustainability initiative aimed at accelerating its commitment to sustainable practices. It focuses on achieving net zero carbon emissions and reducing waste while integrating sustainability into its brands and events. The programme comprises three pillars: **Faster to Zero** (targeting net zero emissions), **Sustainability Inside** (incorporating sustainable practices into experiences), and **Impact Multiplier** (leveraging Informa's reach to drive positive change). Through FasterForward, Informa seeks to lead sustainable development across the industries it serves.

HOW IS FHI SUSTAINABLE?



Our event is 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. Visit our website for more details



Catering fresh and locally-sourced food & beverages



Partner with a different organisation 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

SPONSORSHIP & ADVERTISING OPPORTUNITIES

ONSITE BRANDING

MAIN ROAD BILLBOARD

 In front of Busway Gate 2 Stop

IDR 45,000,000

Size: 4 m x 6 m

The main road billboard for FHI 2025 will be prominently placed in front of the Busway Gate 2 Stop, ensuring high visibility for both pedestrians and vehicles. This strategic location will effectively promote the event and attract potential attendees and exhibitors.

GATE 2 BILLBOARD

 Gate 2 (Near Busway Stop)

IDR 30,000,000

Size: 4 m x 6 m

The Gate 2 billboard for FHI 2025 will be strategically positioned near the Busway Stop at Gate 2, ensuring high visibility for both pedestrians and transit passengers. This prime location will effectively promote the event, attracting potential attendees and exhibitors as they arrive.

**YOUR
AD
HERE**

FLAG BANNER (FULL OR LOGO ONLY)

 Located along the roads within the venue area

IDR 10,000,000

Full Banner
Size: 1 m x 4 m per unit

IDR 5,000,000

Logo Only
Size: 60 cm x 60 cm per unit

Feature your brand on flag banners, available in full design or logo-only options, positioned along the roads throughout the venue. These banners ensure continuous brand exposure as attendees move through the event.

**YOUR
AD
HERE**



**YOUR
AD
HERE**



WELCOME BACKDROP

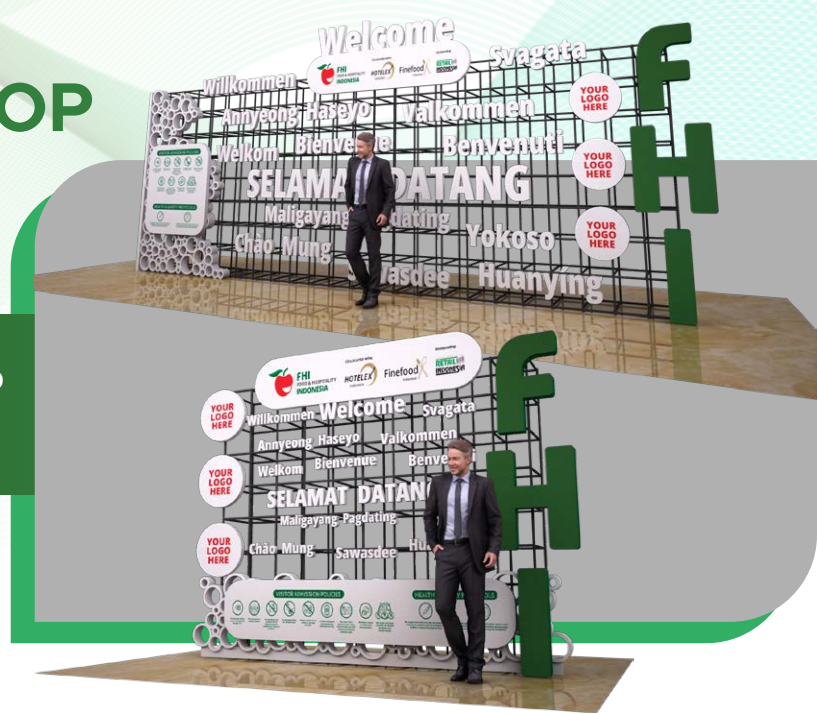
(LOGO ONLY)

📍 Located in designated areas of the venue

IDR 20,000,000 per logo

Size: 50 cm x 50 cm per unit

Your logo will be prominently displayed on the Welcome Backdrop at FHI 2025, positioned in strategic, high-traffic areas throughout the venue. These backdrops will serve as a warm greeting for visitors upon arrival, offering prime brand visibility to all attendees as they enter and navigate the exhibition space.



MAIN ARCH GATE (LOGO ONLY)

📍 Located at the main entrance near the Bung Karno statue of the Trade Mart Building

IDR 30,000,000 per logo

Size: 60 cm x 60 cm per unit

Showcase your logo on the main arch gate, prominently located at the main entrance near the Bung Karno statue of the Trade Mart Building. This prime placement ensures your brand is seen by all visitors as they enter the venue.



HALL ENTRANCE ARCH GATE

(LOGO ONLY)

📍 Located at the entrance doors of each hall

IDR 20,000,000 per logo

Size: 60 cm x 60 cm per unit

Display your logo on the Hall Entrance Arch Gates, positioned at the entrance doors of each hall. This placement ensures your brand is visible to all attendees as they enter the exhibition halls.





CHECK-IN DESK BRANDING (LOGO ONLY)

 Located at the entrance doors of each hall

IDR 35,000,000 per logo
Size: 30 cm x 30 cm per unit

Showcase your logo on the Check-In Desk Branding, positioned at the entrance doors of each hall. This prime location ensures maximum visibility for your brand as attendees arrive and check in.

DIGITAL BRANDING

 Located in designated areas of the venue

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

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

Showcase your brand on our digital screens, located in prime areas throughout the venue. With screen sizes to fit every budget, these digital placements ensure high visibility and dynamic exposure to all event attendees.



SUNSHADE BANNER (FULL OR LOGO ONLY)

 Positioned throughout the foyer areas outside the exhibition halls

IDR 30,000,000 per item
Full - Size: 5 m x 4 m per unit

IDR 15,000,000 per logo
Logo Only - Size: 50 cm x 50 cm per unit



Enhance your visibility with a Sunshade Banner, available for full design or logo placement. For full designs, production costs will be your responsibility, while we will handle production for logo placements. These banners will be strategically positioned throughout the foyer areas outside the exhibition halls, ensuring your brand catches the attention of all attendees.

CEILING BANNER (FULL OR PARTIAL ADS)

 Placed on the ceilings of the foyer areas outside the halls

IDR 2,500,000

Full Ads - Size: 1 m x 1,5 m per unit

IDR 2,500,000

Partial Ads - Size: 1 m x 0,4 m per unit



Enhance your presence with a Ceiling Banner, available for full or partial design. For full designs, production costs will be your responsibility, while we will cover the production for partial designs. These banners will be placed on the ceilings of the foyer areas outside the halls, ensuring maximum visibility for your brand.

IN-HALL CEILING BANNER (FULL OR PARTIAL ADS)

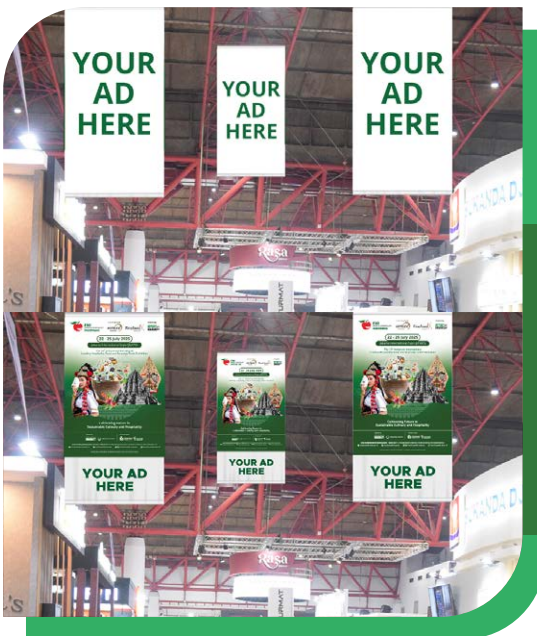
 Placed on the ceilings inside the halls

IDR 5,000,000

Full Ads - Size: 1 m x 1,5 m per unit

IDR 5,000,000

Partial Ads - Size: 1 m x 0,4 m per unit



Promote your brand with an In-Hall Ceiling Banner, available in full or partial design. For full designs, the production cost will be your responsibility, while we will handle the production for partial designs. These banners will be prominently placed on the ceilings inside the halls, ensuring high visibility among all attendees.

RIGGING BANNER

 Placed on the ceiling inside the halls

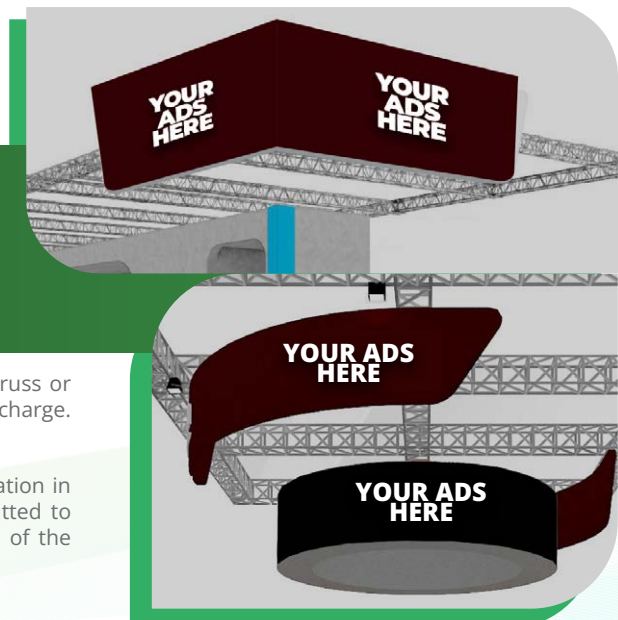
IDR 5.000.000 per side*

Adjusted to the length and width of the branding side

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

Utilise a Rigging Banner for impactful branding overhead. Please note that any rigging truss or structure with banners exceeding 4m from the floor will incur an air space usage charge. Production and installation of the banner will be at the exhibitor's expense.

Exhibitors or their contractors must submit banner design, installation method, and location in relation to their stand for the organiser's approval. Ensure your booth design is submitted to calculate the rigging banner space, adjusted according to the desired length and width of the branding side.



QR CODE REGISTRATION (LOGO PLACEMENT)

📍 Located throughout the exhibition venue - Foyer Area

IDR 17,000,000

Size: 40 cm x 40 cm per unit

Place your logo on our QR Code registration panels, located throughout the exhibition venue's foyer area. These high-visibility spots offer attendees easy access to registration, making your brand one of the first they engage with upon arrival.



PILLAR BOX

📍 Located throughout the exhibition areas

IDR 20,000,000 per side

Size: 0.8 m x 1,8 m per unit

Utilise pillar boxes for event information and directions by placing your ads on one full side. Strategically located throughout the exhibition areas, these pillar boxes offer excellent visibility and engagement opportunities for your brand.



FLOOR STICKER

1 SET (4 PCS)

📍 Located throughout the exhibition venue
- inside the halls and foyer

IDR 15,000,000

Size: 60 cm x 60 cm per unit

Place your logo on a set of 4 floor stickers, strategically located throughout the exhibition venue inside the halls and foyer areas. These eye-catching placements guide attendees through the space, ensuring your brand stands out as they explore the event.



VISITOR GOODIE BAG

(20,000 PCS)

 Distributed to visitors throughout the event as a souvenir

IDR 50,000,000

Size: 30 cm x 40 cm per unit

Feature your brand on 20,000 visitor goodie bags, designed with your custom branding. Distributed to attendees throughout the event as a memorable souvenir, these bags offer lasting exposure for your brand.



T-SHIRT

(LOGO PLACEMENT)

 Worn by organising staff throughout the exhibition

IDR 52,000,000

Size: 10 cm x 10 cm

Feature your logo on T-shirts worn by our organising staff throughout the exhibition. This prominent placement ensures your brand is highly visible to all attendees, enhancing your presence at the event.



ONSITE MARKETING COLLATERALS

ONSITE ONLINE REGISTRATION FORM

(LOGO ONLY)

 Logos will be displayed on the online onsite registration page

IDR 30,000,000 per logo

Size: 250 px x 250 px



Display your logo on the Onsite Online Registration Page, ensuring visibility as attendees complete their registration. This exclusive placement keeps your brand front and centre during the check-in process.

SHOW GUIDE

 Ads will be displayed in the onsite show guide

Advertise in the onsite show guide, where your ads will be prominently displayed as part of the visitor information guide for the venue. This placement ensures that your brand reaches attendees as they navigate the event.



E-CATALOGUE

 Ads will be displayed in the e-catalogue

Place your ads in the e-catalogue, which will be distributed to buyers, Gold Visitors, and sold-for visitors. This digital platform provides excellent exposure for your brand, reaching key stakeholders before and during the event.

- 1. Full Page - Inside front cover (210mm x 297mm) IDR 25,700,000
- 2. Full Page - Inside back cover (210mm x 297mm) IDR 25,700,000
- 3. Full Page - Run of page / subpage (210mm x 297mm) IDR 20,300,000
- 4. Half Page - Run of page / subpage (210mm x 297mm) IDR 11,500,000
- 5. Quarter Page - Run of page / subpage (210mm x 148,5 mm) IDR 6,100,000

CONTENT BRANDING

FHI TV PROGRAMME SESSION

IDR 17,000,000
For 45 minutes

Participate in the FHI TV Programme, where you can educate potential clients through live-streamed presentations about your products. This session will be broadcast on digital screens onsite and on our YouTube channel, providing a unique opportunity to engage with a broader audience and enhance your brand visibility.



INDUSTRY SEMINAR SESSION

IDR 5,000,000
For 45 minutes

Take advantage of the Industry Seminar Session to educate potential clients through on-site presentations about your products. These seminars will be featured in FHI promotional materials, reaching our audience effectively. The seminar room accommodates 50 attendees and is equipped with a laptop, screen, and sound system for your use. Each session lasts 45 minutes, providing ample time to engage and inform.



SPONSORSHIP & ADVERTISING PRICE LIST

ITEM	SIZE		PRICE
	W	H	IDR
ONSITE BRANDING			
MAIN ROAD BILLBOARD	4 m	6 m	IDR 45,000,000
GATE 2 BILLBOARD	4 m	6 m	IDR 30,000,000
FLAG BANNER (FULL)	1 m	4 m	IDR 10,000,000
FLAG BANNER (LOGO ONLY)	60 cm	60 cm	IDR 5,000,000
WELCOME BACKDROP (LOGO ONLY)	50 cm	50 cm	IDR 20,000,000
MAIN ARC GATE (LOGO ONLY)	60 cm	60 cm	IDR 30,000,000
HALL ENTRANCE ARC GATE (LOGO ONLY)	60 cm	60 cm	IDR 20,000,000
CHECK-IN DESK BRANDING (LOGO ONLY)	30 cm	30 cm	IDR 35,000,000
DIGITAL BRANDING	SIZE VARIES		IDR 12,500,000 - 40,500,000
SUNSHADE BANNER (FULL)	5 m	4 m	IDR 30,000,000
SUNSHADE BANNER (LOGO ONLY)	50 cm	50 cm	IDR 15,000,000
CEILING BANNER (FULL)	1 m	1,5 m	IDR 2,500,000
CEILING BANNER (PARTIAL ADS)	1 m	0,4 m	IDR 2,500,000
IN-HALL CEILING BANNER (FULL)	1 m	1,5 m	IDR 5,000,000
IN-HALL CEILING BANNER (PARTIAL ADS)	1 m	0,4 m	IDR 5,000,000
RIGGING BANNER	SIZE VARIES		IDR 5,000,000
QR CODE REGISTRATION (LOGO PLACEMENT)	40 cm	40 cm	IDR 17,000,000
PILLAR BOX	0,8 m	1,8 m	IDR 20,000,000
FLOOR STICKER - 1 SET (4 PCS)	60 cm	60 cm	IDR 15,000,000
VISITOR GOODIE BAG (20,000 PCS)	30 cm	40 cm	IDR 50,000,000
T-SHIRT (LOGO PLACEMENT)	10 cm	10 cm	IDR 52,000,000
ONSITE MARKETING COLLATERALS			
ONSITE ONLINE REGISTRATION FORM (LOGO ONLY)	250 px	250 px	IDR 30,000,000
SHOW GUIDE	SIZE VARIES		IDR 6,100,000 - 25,700,000
E-CATALOGUE	SIZE VARIES		IDR 6,100,000 - 25,700,000
CONTENT BRANDING			
FHI TV PROGRAMME SESSION (45 MINUTES)	-	-	IDR 17,000,000
INDUSTRY SEMINAR SESSION (45 MINUTES)	-	-	IDR 5,000,000

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

For more details on advertising and sponsorship, please contact:

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