

THAIFEX – ANUGA ASIA 2023

DIGITAL SPONSORSHIP PACKAGES

Jointly Organised By:



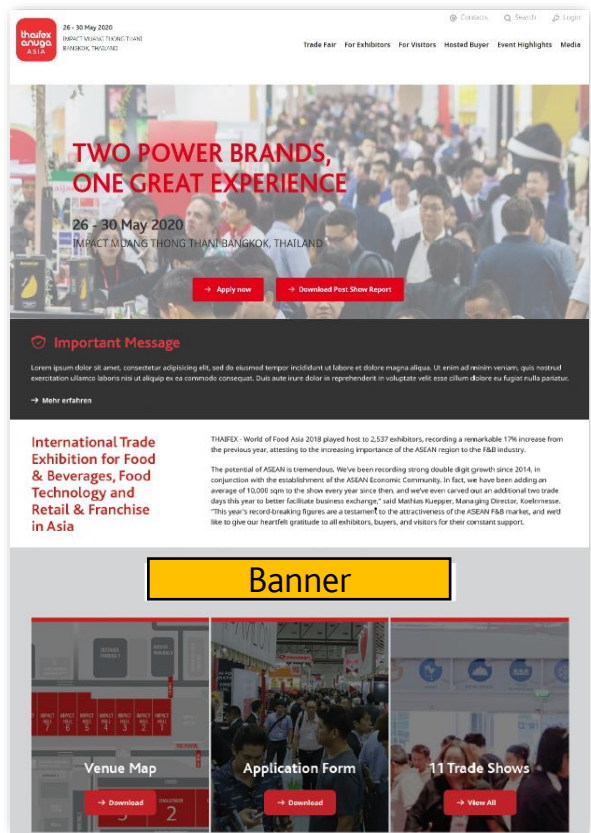
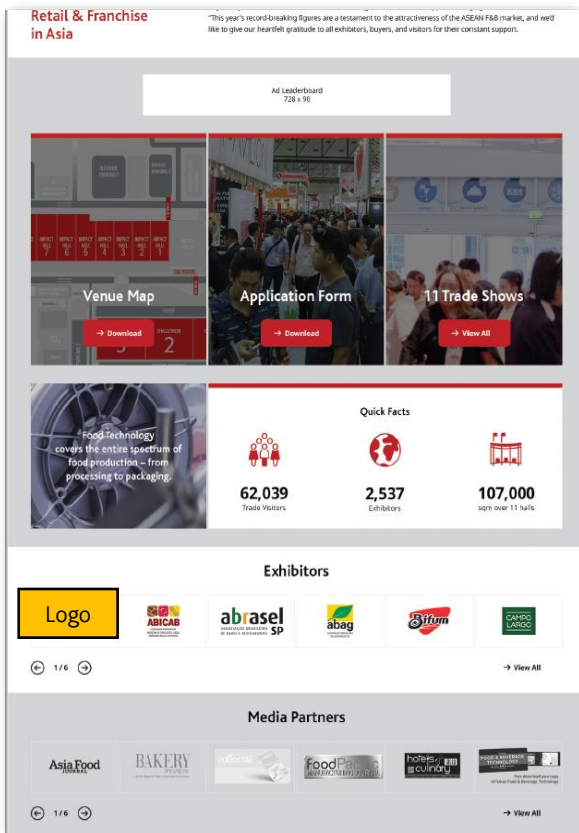
DIGITAL ADVERTISING

THAIFEX - Anuga Asia Website [Homepage]

Heighten your brand exposure with our leaderboard or logo space that will be displayed on the home page for 6 months to generate traffic to your company's website. The website's ½-year traffic is estimated at 150k unique visitors. Each banner/logo will be linked to your company website.

➤ **Exhibitor Logo** **USD \$1,000**
Target Unique Views (Jan-Jun): 150,000+
Logo Size: 200 x 80 px

➤ **Home Page Banner** **USD \$5,000**
Target Unique Views (Jan-Jun): 150,000+
Banner Size: 728 x 90 px



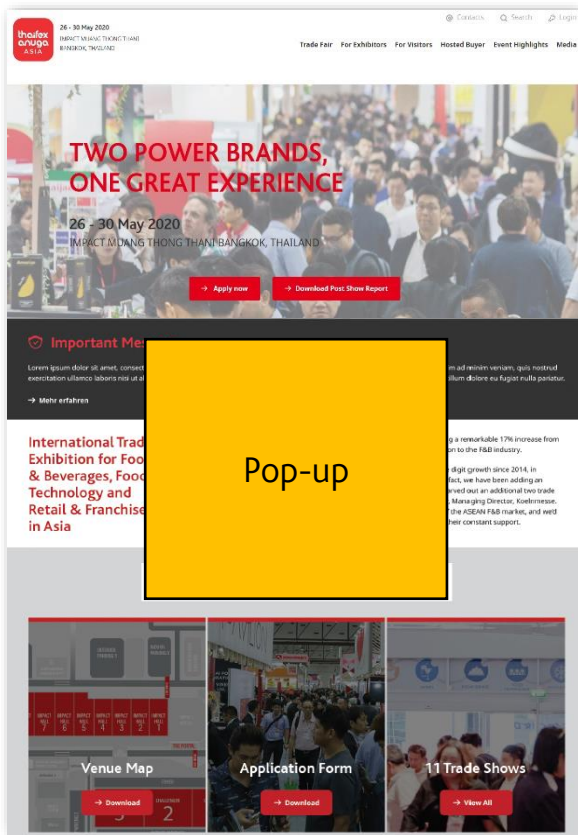
Duration: Jan – June 2023

How to apply?

Fill in and submit the **Advertising & Sponsorship (Marketing Manual) form** on the **Online Exhibitor Portal** before the deadline.

THAIFEX - Anuga Asia Website [Popup]

Heighten your brand exposure with our pop-up option to generate traffic to your company's information on THAIFEX – Anuga Asia's exhibitor listing. With the 100% sure-view display advertising that will get your clicks to your listing. The website's 2-month traffic is estimated at 34k viewers.



➤ Homepage Popup

Target Unique Views (Mar-Apr): 34,000+
Pop-up Size: 450 x 450 px

Mar – Apr 2023 -- USD \$6,000

Duration: Mar – Apr 2023

How to apply?

Fill in and submit the **Advertising & Sponsorship (Marketing Manual) form** on the **Online Exhibitor Portal** before the deadline.

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THAIFEX - Anuga Asia Website (Selected Webpages)

Leaderboard (Horizontal)

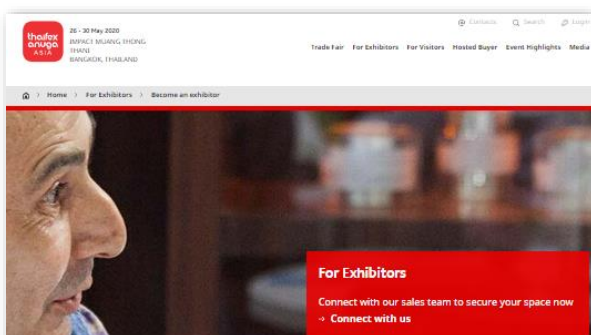
Showcase your company banner on selected Webpages, with targeted viewers including trade buyers and trade visitors. Artwork and Hyperlink will be provided by sponsor.

USD \$2,000

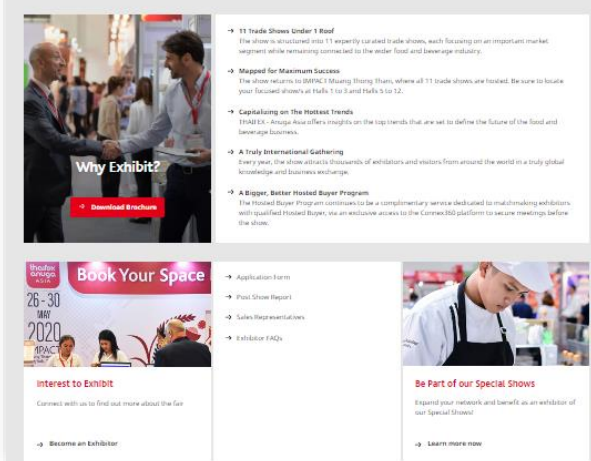
Click to view specific pages:

- [Trade Shows page](#)
- Become a Visitor page

Target Unique Views (Jan-Jun): 7,000+
Banner Size: 728 x 90 px



Banner



USD \$500

Click to view specific pages:

- [Be Part of our Special Shows \(new\)](#)
- [Hosted Buyer Programme](#)

Target Unique Views (Jan-Jun): 1,500+
Banner Size: 728 x 90 px

Duration: Jan – June 2023

How to apply?

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THAIFEX - Anuga Asia e-Newsletter

Our e-Newsletters have an average targeted audience of 30k+, and your banner will appear at the bottom with a hyperlink to your website so individuals can find out more about your business. Artwork and hyperlink to be provided by the sponsor.



➤ Exhibitor Banner

USD \$2,000

Target Distribution: average 30,000 database/emails

Banner Size: 600 x 100 px

Duration: Jan – May 2023

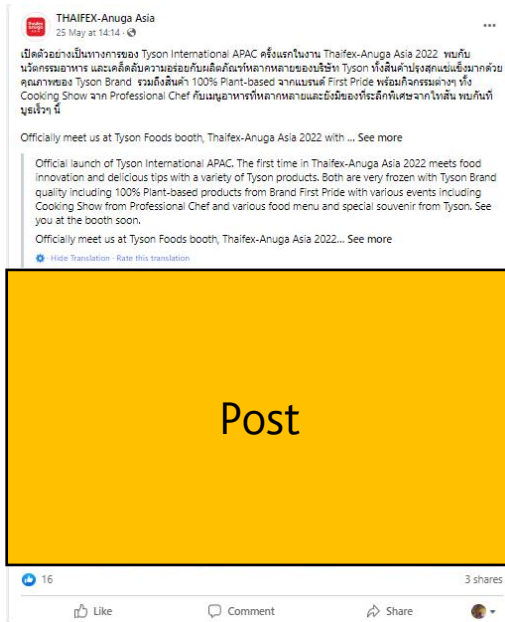
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DIGITAL ADVERTISING

THAIFEX - Anuga Asia Social Media

Showcase your company's products on our various social media platforms, including Facebook, Instagram, LinkedIn and Line, which have a combined following of over 28k. Artwork and hyperlink to be provided by the sponsor.

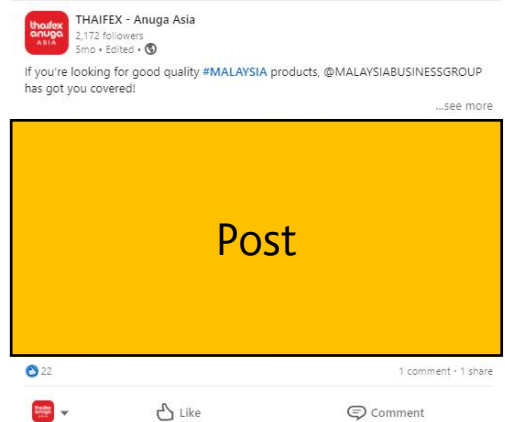


➤ **Exhibitor Post** **USD \$800**

Average Followers

- *Facebook: 23,000*
- *Instagram: 1,700*
- *LinkedIn: 1,900*
- *Line: 1,600*

Post Size: 1080 x 1080 px



Duration: Mar – May 2023

How to apply?

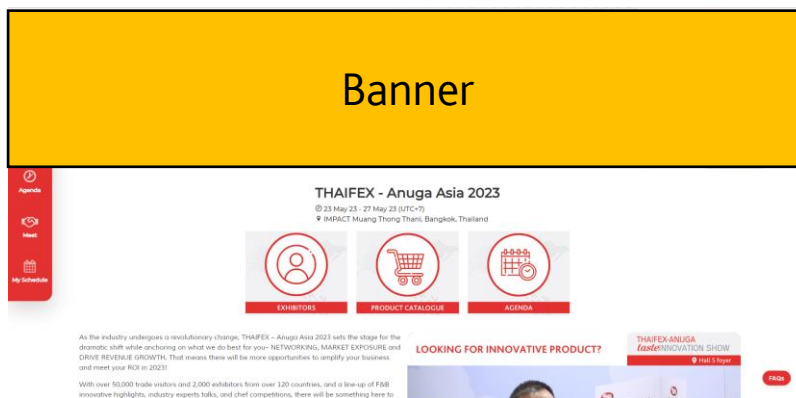
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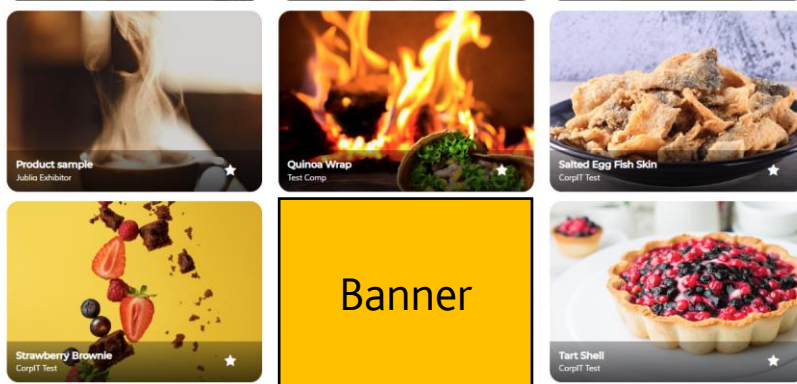
THAIFEX – Anuga Asia Web App

The THAIFEX – Anuga Asia 2023 web app is a one-stop-shop for all event information, including exhibitor listings, schedules and more!



- **Across all pages**
- Rotating Header Banner with clickable link
- **Banner Size: 2000px x 400px, max 1MB**

USD \$5,000



- **Products and People Page**
- In-between Banner with clickable link
- Banner appears after every 10 products, order of appearance based on first-come-first-served
- **Banner Size: 500px x 350px**

USD \$1,000

How to apply?

Duration: March - June 2023

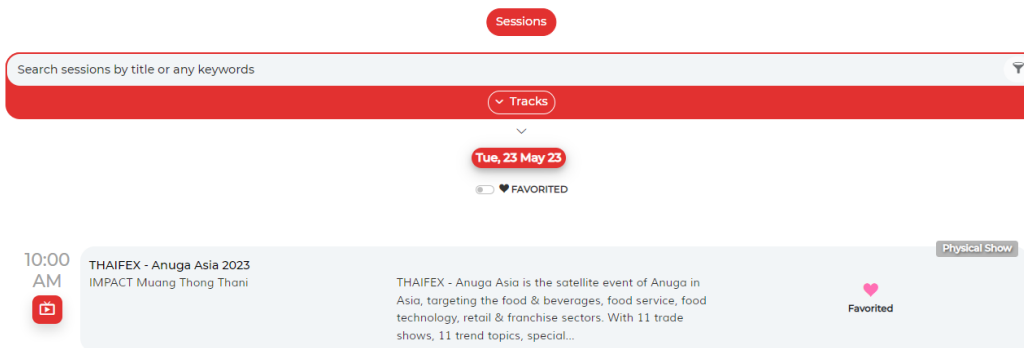
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THAIFEX – Anuga Asia Web App

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➤ **Agenda Page**

- Include your programmes/sessions into our agenda page!

USD \$1,000

➤ **Add-ons**

- Extra exhibitor account (no guaranteed meetings)
- 1 pdf + 5 pdt upload

USD \$1,000

USD \$200

How to apply?

Duration: Until June 2023

Fill in and submit the **Advertising & Sponsorship (Marketing Manual) form** on the **Online Exhibitor Portal** before the deadline.

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Digital Sponsorship Catalogue

Type	Item	Format	Size	Slots Available	Price (USD)
Website	Homepage	Logo	200 x 80 px	12	\$1,000
	Homepage	Banner	728 x 90 px	3	\$5,000
	Homepage	Pop-up	450 x 450 px	1	\$6,000
	Trade Shows page	Leaderboard (Horizontal)	728 x 90 px	1	\$2,000
	Become an Visitor page			1	\$2,000
	Be Part of our Special Shows			1	\$500
	Hosted Buyer Programme			1	\$500
E-Newsletter	Email Banner	Banner	600 x 120px	15	\$2,000
Social Media	Post	Image/Video	1080 x 1080px	30	\$800
Web App	Across all pages	Banner	2000 x 400 px, max 1MB	3	\$5,000
	Products and People Page	In-between Banner	500 x 350 px	5	\$1,000
	Agenda Page	Session	More details will be given after order confirmation	8	\$1,000
	Additional Exhibitor Account				\$1,000
	Additional Upload			1 pdf + 5 product upload	

NEED SOME STATS?

Website	Time Period	Total Page Views	Total Unique Page Views	Average Time on Page
Homepage	Jan - Jun 22	190,989	152,151	2 mins 58 secs
Pop-Up	Mar – Apr 22	42,114	34,212	na
Become a Visitors	Jan - Jun 22	18,214	14,929	2 mins 54 secs
11 Trade Show	Jan - Jun 22	11,369	7,017	1 min 18 secs
Hosted Buyer Programme	Jan - Jun 22	1,744	1,400	2 mins 26 secs

e-Newsletter (eDM)	Time Period	Average Database/eDM	Average Delivery/eDM	Average Open Rate/eDM	Unique Opens/eDM
e-Newsletter	Jan – May 22	31,084	98.97%	25.18%	7,179

Social Media	Time Period	Followers	Total Reach/ Impressions	Engagements
Facebook	Mar – May 22	23,070	Reach: 634,146	44,269
Instagram	Mar – May 22	1,723	Reach: 31,545	693
LinkedIn	Mar – May 22	1,931	Impressions: 11,278	766
Line	Mar – May 22	1,600	Impressions: 2,002	321