

# PROPAK ASIA

12-15 June 2019

BITEC, Bangkok Thailand



## MAXIMISE YOUR PRESENCE

At Asia's Leading Processing And Packaging Show

[www.propakasia.com](http://www.propakasia.com)

## ProPak Asia 2019 LeadEX

A new tool that helps you manage  
and follow up leads

### Get your leads now in ProPak Asia 2019

LeadEX, an easy way to retrieve, analyze and follow up sales leads to maximize your return on investment for exhibiting at ProPak Asia 2019

LeadEX helps you target the high potential sales prospects for immediate face-to-face follow up by your sales team.

Simply scan ProPak Asia visitors badge with your iOS or Android smartphone or tablet and their details are captured. You can also add notes and qualify each lead.



### Download and install the app



### For Exhibitor

1. Scan barcodes from visitor's badge
2. Retrieve visitor data
3. Export leads in excel format



### The LeadEX app works online and offline

When offline, data is safely stored in the app until the device is online again. All your leads will then be uploaded to the server and the app will be synchronized.

### Exhibitor benefits

- ✓ Contact person
- ✓ Company name
- ✓ Company address
- ✓ Country
- ✓ Phone number and fax number
- ✓ Email address
- ✓ Job position
- ✓ Company type of business
- ✓ Visitor will receive your information after scan barcode

\*Note: information is according to visitor's provided information at registration

### ProPak Asia 2019 LeadEX Price

Device	Price (Baht)
1	15,000
2	20,000
3	25,000

\*Price including VAT7%

**CALL US NOW** To explore the opportunities to promote your brand.

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# PROPAK ASIA

## is Asia's No.1 Processing And Packaging Technology Event.

With our impressive range of branding, feature areas and digital opportunities, we can offer you a targeted and strategic way in which you can maximise your company's visibility and connect with the right people for your business.

Our branding and sponsorship opportunities can help you enhance your profile within the industry by:

- Aligning your brand with the processing and packaging industry
- Generating awareness in front of a highly focused and engaged audience
- Raising your profile and positioning your brand as an international market leader
- Achieving your global strategic objectives through tailored opportunities

Based on your strategic goals our team are able to tailor a package to ensure you achieve your specific objectives. Take a look what we have to offer!



## FEEDBACK FROM THE VISITORS

**99%**

of visitors said they  
will return in 2019

**91%**

of visitors were  
satisfied with  
the show

**98%**

of visitors said they  
will recommend the  
show to their friends

**70%**

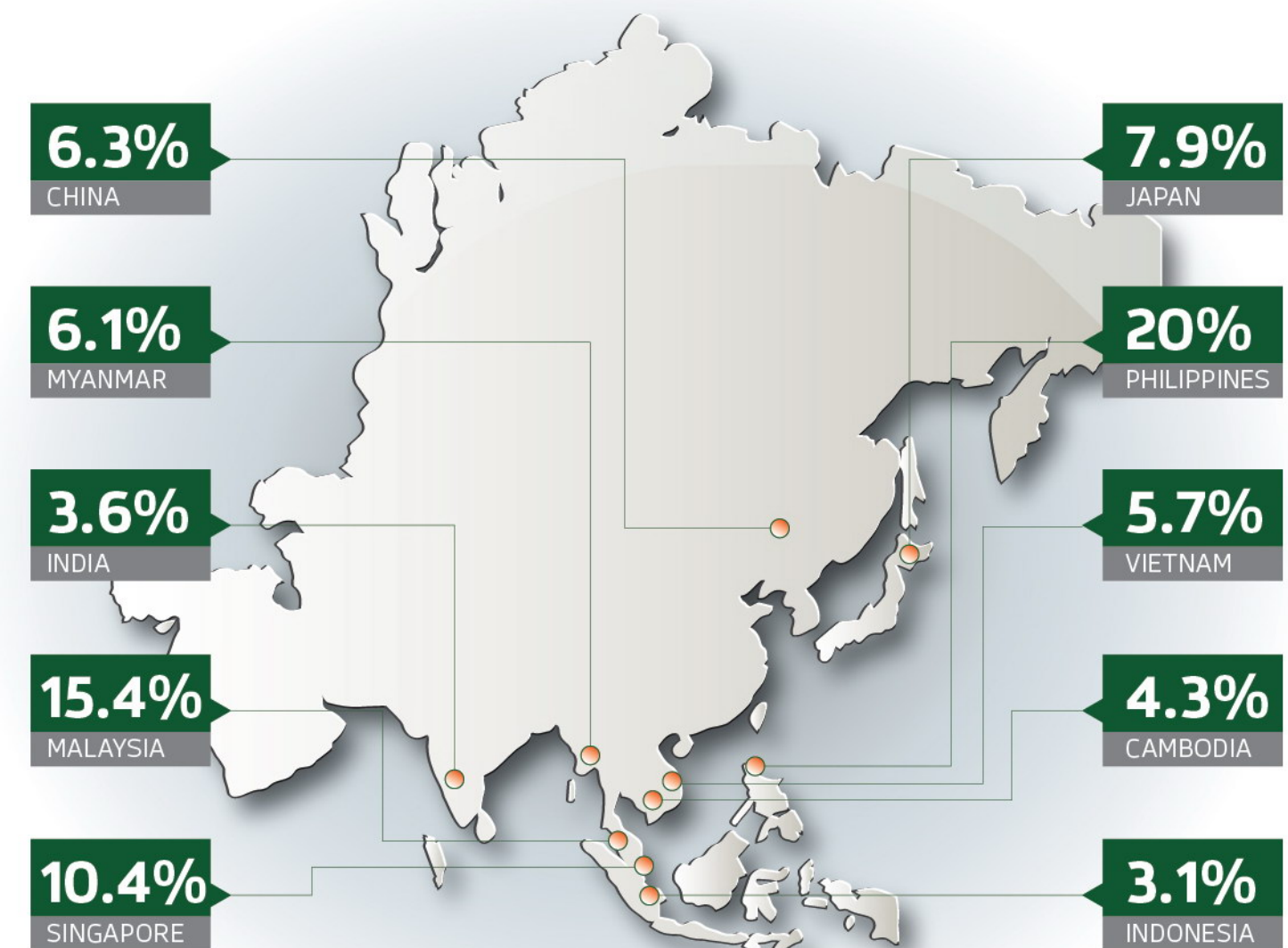
of visitors said they  
made a purchase  
directly at the show

**55%**

of visitors expected  
to increase their  
investment in next  
year's event

*Book Your  
Sponsorship  
Package  
Now!*

## MEET THE TOP 10 INTERNATIONAL VISITORS AT PROPAK ASIA





# SPONSORSHIP PACKAGES

ENTITLEMENTS	PLATINUM ( 2 OPPORTUNITIES)	GOLD ( 4 OPPORTUNITIES)	INDUSTRY ZONE ( 3 OPPORTUNITIES) per zone	WELCOME NETWORKING RECEPTION
1. Logo placement on marketing collaterals and channels, including printed materials, website, e-marketing, apps and social media	✓	✓	✓	✓
2. Mentioning the sponsors in show PR activities and channels, including press conferences, releases and invitations	✓	✓	✓	
3. Logo placement on onsite branding and informational signage and visitor e-zone guide	✓	✓	✓	✓
4. Logo placement in Zone website exhibitor list and product highlights page			✓	
5. Product highlights featured prominently in Zone dedicated email blasts			✓	
6. Dedicated email blast for sponsors to targeted database based on the sponsors company profile	✓			✓
7. Interview opportunity in the show videos and promoted via e-marketing, website and social media campaigns	✓		✓	✓
8. Onsite seminar room to host promotion activity/training	✓	✓		
9. Banners placement in prominent locations at show entrances	✓ (2 column banners)	✓ (1 column banner)		
10. Hanging banner placement (1 x double side) in a prominent location above the show floor	✓ (1 double side banner)			
11. Car park banner placement	✓ (3 banners)			
12. Company literature placement in a prominent location onsite, including registration areas & VIP lounges	✓	✓		✓
13. Full page advertisement in the Show Daily	✓ (on Day one of show)			
PRICE	USD30,000	USD20,000	USD15,000	USD10,000



**Looking for more sponsorship options and details?  
Please contact us!**



# SPONSORSHIP PACKAGES

## ENTITLEMENTS



1. Logo placement on marketing collaterals and channels, including printed materials, website, e-marketing, apps and social media



2. Mentioning the sponsors in show PR activities and channels, including press conferences, releases and invitations



3. Logo placement on onsite branding and informational signage and visitor e-zone guide



4. Logo placement in Zone website exhibitor list and product highlights page



5. Product highlights featured prominently in Zone dedicated email blasts



6. Dedicated email blast for sponsors to targeted database based on the sponsors company profile



7. Interview opportunity in the show videos and promoted via e-marketing, website and social media campaigns



8. Onsite seminar room to host promotion activity/training



9. Banners placement in prominent locations at show entrances



10. Hanging banner placement (1x double side) in a prominent location above the show floor



11. Car park banner placement

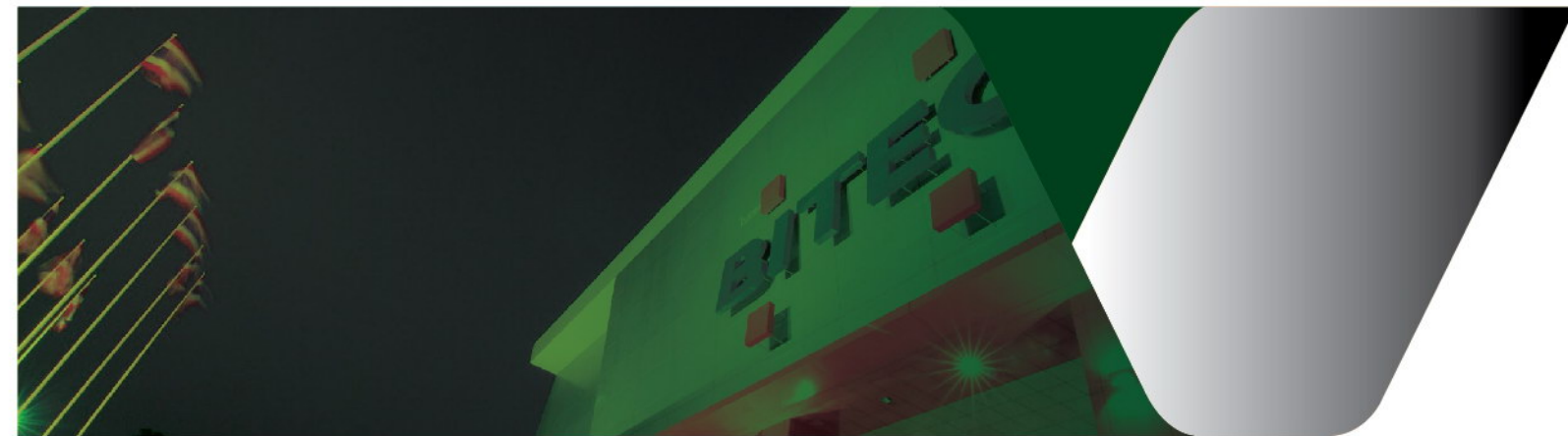


12. Company literature placement in a prominent location onsite, including registration areas & VIP lounges



13. Full page advertisement in the Show Daily

# OTHER ONSITE ADVERTISEMENT OPPORTUNITIES



## Outside the exhibition halls

Align your brand with the industry and generate leads from a highly targeted, highly focused and engaged audience. Raise your profile and position your brand as an international market leader.

A



Car Park Banner

Create simple and an effective message to your target audience

Set A: 32,000 Baht  
Set B: 32,000 Baht  
Set C: 24,000 Baht  
(including 7% VAT)

B



Golf Cart

A highly visible promotional opportunity always on the move around the venue

20,000 Baht per 1 Golf car  
(including 7% VAT)

C



Entrance Banner

The highly visible banner is an unmissable opportunity to create high impact

100,000 Baht  
(including 7% VAT)



# Inside the exhibition hall



## Visitor Premium Bag

A walking billboard in the show

300,000 Baht  
(including 7% VAT)



## Visitor Lanyard

Boost your brand and spread your message around the show

300,000 Baht  
(including 7% VAT)

## Logo Placement on the Directory Board

Stand out from the rest on navigational signage

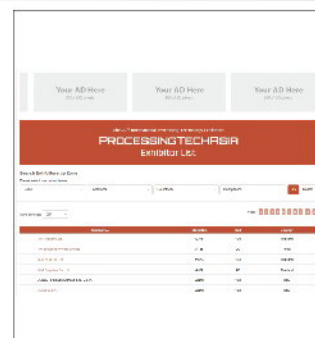
20,000 Baht  
(including 7% VAT)



## Column Banner

Deliver your strategic messages to your target visitors

3 sides: 60,000 Baht  
4 sides: 80,000 Baht  
(including 7% VAT)



## Logo Placement on Visitor E-Zone Guide

Boost your brand and spread your message around the show

20,000 Baht (including 7% VAT)  
\*The invoice will be issued in Thai Baht only



## Hall Foyer Banner (Hall 101 and 102)

Enhance your brand visibility

100,000 Baht  
(including 7% VAT)

## Balustrade Advertisements

Grab your visitors' attention to achieve exceptionally high impact

50,000 Baht  
(including 7% VAT)



## Hanging Banner

Reinforce your brand and create high impact

Set A: 28,000 Baht  
Set B: 40,000 Baht  
(including 7% VAT)



## Helium Balloon

Highly visible balloon to capture everyone's attention

35,000 Baht  
(including 7% VAT)



## Floor Stickers

A great way to be seen around the venue

40,000 Baht  
(including 7% VAT)



# OTHER ADVERTISEMENT OPPORTUNITIES



## E-Directory & Online Exhibitor List

**A. Full page popup**  
50,000 Baht  
(including 7% VAT)

**B. Top Static Banner**  
40,000 Baht  
(including 7% VAT)

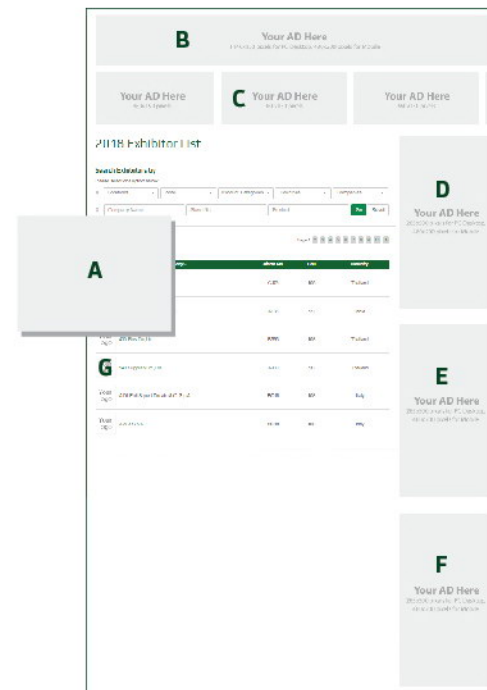
**C. Top Rolling Banner**  
35,000 Baht  
(including 7% VAT)

**D. Side Static Banner**  
30,000 Baht  
(including 7% VAT)

**E. Side Rolling Banner**  
25,000 Baht  
(including 7% VAT)

**F. Side Rolling Banner**  
25,000 Baht  
(including 7% VAT)

**G. Logo with e-Directory Entry & Listing**  
6,000 Baht  
(including 7% VAT)



# PRODUCTION GUIDELINES

OUTSIDE THE EXHIBITION HALL	DIMENSIONS
Car Park Banner A	H400cm x W80cm
Car Park Banner B	H200cm x W60cm
Car Park Banner C	H200cm x W60cm
Logo on Golf Car	-
Main Entrance Banner	H700cm x W400cm

INSIDE THE EXHIBITION HALL	DIMENSIONS
Visitor Premium Bag Sponsor	W40.64cm x H33.02cm
VIP Lanyard Sponsor	W1.5cm
Logos on Visitor E-Zone Guide (Onsite)	-
Column Banner (3 or 4 sides)	Each side: 300cm x 120cm
Logo on Floor Plan at Show Directory board	-
Hall Foyer Banner	H400cm x W500cm
Escalators Event Hall Package	382cm x 56cm
Escalators Business Center Zone Package	525cm x 56cm
Escalators Grand Hall Package	320cm x 62.5cm
Escalators Welcome Hall Package 1	320cm x 62.5cm
Escalators Welcome Hall Package 2	620cm x 62.5cm
Escalators Between Halls 104-105	469cm x 56cm
Hanging Banner A	H200cm x W300cm or H300cm x W200cm
Hanging Banner B	H300cm x W400cm
Helium Ballon	max. 200cm diameter
Floor Stickers	100cm x 100cm

OTHER ADVERTISEMENT OPPORTUNITIES	DIMENSIONS
A. Full page popup	W336 x H280 pixel
B. Top Static Banner for Mobile	W1140 x H150 pixel for PC Desktop, W480 x H200 pixel for Mobile
C. Top Rolling Banner	W360 x H150 pixel
D. Side Static Banner	W265 x H500 pixel for PC Desktop, W480 x H200 pixel for Mobile
E. Side Rolling Banner	W265 x H500 pixel for PC Desktop, W480 x H200 pixel for Mobile
F. Side Rolling Banner	W265 x H500 pixel for PC Desktop, W480 x H200 pixel for Mobile
G. Logo with e-Directory Entry & Listing	W60 x H60 pixel