

4-6 September 2024 / SINGAPORE  
SANDS EXPO AND CONVENTION CENTRE



The Seafood  
Marketplace for

# ASIA

## 2024 EXHIBITOR MARKETING OPPORTUNITIES

### DRIVE BUYERS TO YOUR EXHIBIT

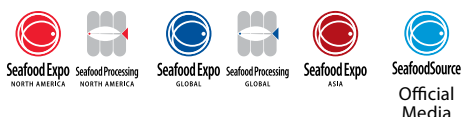
Direct the thousands of visitors on the Expo website and walking the Expo floor to your stand to create a strong presence and lasting impression in the Asian seafood market.

- + **ENSURE** buyers know your company and products
- + **DRIVE** ideal customers to your exhibit
- + **INCREASE** your return on investment



[seafoodexpo.com/asia](https://seafoodexpo.com/asia)

PART OF A GLOBAL SEAFOOD PORTFOLIO



Produced by: **diversified**  
COMMERCIAL  
A Member of: **ufi**



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## ONSITE

Increase exposure at the event and drive buyers to your stand with these onsite sponsorship opportunities!

### Expo Map & Guide Sponsor

Prominently display your company and exhibit location in the ONLY onsite publication at the event!

Printed Belly Band Ad (front cover).....	US\$2,980
Back Cover Ad.....	US\$2,250
Inside Front Cover Ad.....	US\$1,900
Inside Back Cover Ad.....	US\$1,700
Full-Page Ad.....	US\$1,500/each
Half-Page Ad.....	US\$1000/each
Quarter-Page Ad.....	US\$800/each

### Map Call-Out

Highlight your exhibit, company name, logo and listing in the exposition map—which is featured in the Expo Map & Guide as well as on welcome signs located at the entrance area of the exhibit hall.

**LIMITED AVAILABILITY**  
**Cost: US\$850**

### Expo Sponsored Bags

Imprint your company's name and message on the Expo bags to be distributed in the registration area during the first two days of the Expo. This is a unique opportunity to have a visible presence throughout the event and around the venue.

Quantity: 4,000  
**Cost: US\$3,000**

*Sponsor responsible for production and shipping of bags.*

### Lanyards (EXCLUSIVE)

Lanyards are one of the most requested items by visitors. Your sponsored lanyards will be distributed in the registration area.

**Cost: US\$2,650**  
*Sponsor responsible for production and shipping of lanyards.*

### Free Standing Panel

Allow buyers to see your branding and products as they enter the Expo hall.

**LIMITED AVAILABILITY**  
**Cost: US\$2,200**  
*Sponsor to provide artwork*

### Floor Tiles



Put your branding and stand number in front of buyers' eyes as they walk the exhibit hall with these 1m x 1m floor tiles. Available on a first-come, first-served basis, with several available locations throughout the Expo floor.

Tile Size: 1m x 1m  
**Cost: from US\$850/each**  
*Available in single or multi-tile packages.*

### Key Buyer Refreshments Sponsorship



Gain valuable exposure in front of high-volume seafood buyers ("Key Buyers") by providing complimentary coffee, water and snacks

in the Key Buyer Lounge. Your company name, logo and booth number will be clearly displayed on a sign.

**Cost: US\$1,900**



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## SPECIAL EVENTS

Take advantage of the high traffic event areas at the Expo and get the attention of the most engaged buyers.

### Product Briefing & Cooking Demo

Present your company's products or services, along with a live culinary demonstration! Provide eager buyers with the facts on your products or services, the best ways to handle and prepare them, and a hands-on sampling opportunity. There is no better opportunity to provide such a comprehensive product marketing experience in front of Asia's seafood industry.

*Up to 45 minutes per Product Briefing & Cooking Demo Session*

**Cost: US\$2,380**



### Demonstration Theatre Sponsor

**(EXCLUSIVE)**

This sponsorship opportunity features your company across all Demonstration Theatre marketing promotions. The package includes onsite signs and seat covers with your logo behind every theatre chair. A product promotion slide with your own design will be displayed on the LED wall at the Demonstration Theatre with no less than 15 rotations per day during the event hours.

**Cost: US\$4,500**

### Conference Sponsored Session

This opportunity allows you to create an educational session specifically on your company, products/services and any other news or information you would like to share! Take this time to educate your engaged audience and give them more reasons to visit your stand. Your session will be promoted alongside other Expo events.

*Up to 45 minutes per Conference Sponsored Session*

**Cost: US\$2,580**







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## WEB

For the 2023 edition, the event website received more than 56,000 unique visitors with more than 320,000 pageviews.\* Place your branding directly where your buyers go for the answers to all their Expo questions!

\*From 12 October 2022 to 11 October 2023.

### Pricing

Run of site banner ads (Size pxL x pxH):

- 728 x 90 Leaderboard ..... US\$2,200
- 300 x 250 Medium Rectangle ..... US\$1,700
- 300 x 100 Small Rectangle ..... US\$850

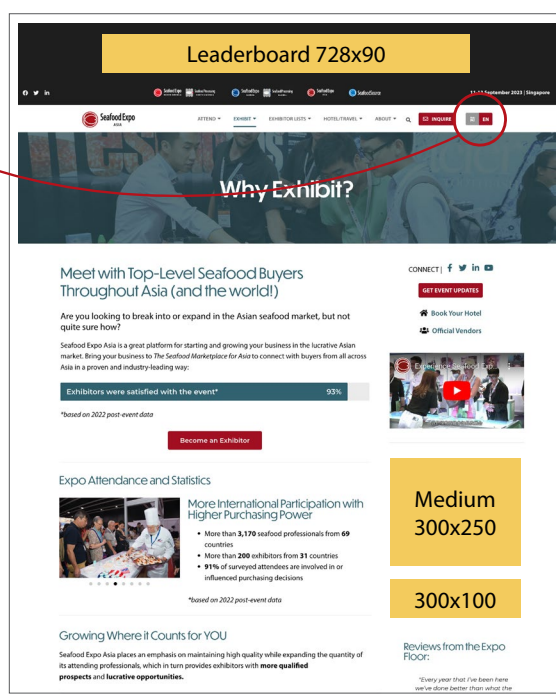
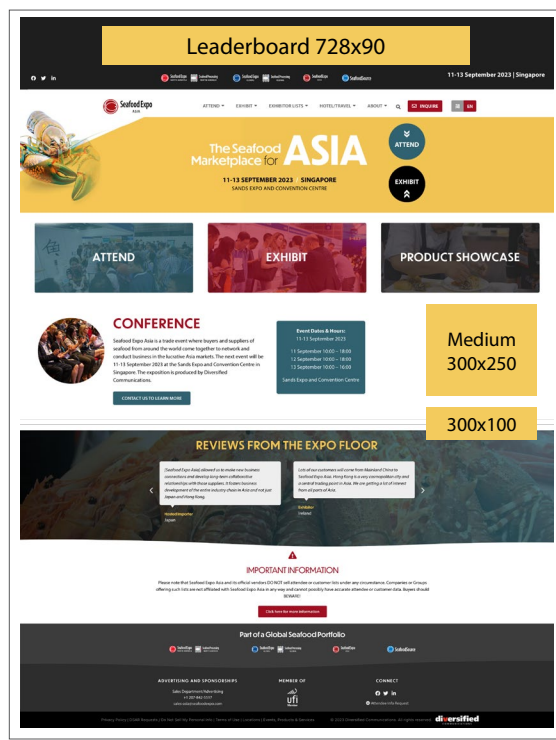
Ad Unit Name	Size (pxL x pxH)	File Weight	Animation
Leaderboard (Expo Site)	728 x 90	40k	10 sec max
Medium Rectangle	300 x 250	40k	10 sec max
Small Rectangle	300 x 100	40k	10 sec max
Banner (Registration Site)	600 x 150	40k	N/A

**Display duration:** Until 4 weeks after the event

**Format:** GIF, Animated GIF, TIF, JPG.

All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Google Chrome, Microsoft Edge, Safari and Firefox. When submitting materials, please include translations for Simplified Chinese.

Website ads will also run on translated sites.





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## REGISTRATION

Share your message across the primary communication to Expo registrants and Key Buyers.

### Expo Registration

#### Pre-Registration Emails

Banner Size: 468pxL x 60pxH

Cost: **US\$3,700** for (3) emails

#### Registration Confirmation Emails

Banner Size: 468pxL x 60pxH

Cost: **US\$2,850** (Does not include Key Buyers)

### Key Buyer Registration



Key Buyers are buyers with high volume purchasing responsibility for large multi-unit retail or foodservice establishments.

#### Registration Confirmation Emails

Banner Size: 468pxL x 60pxH

Cost: **US\$3,200** (Key Buyer specific)

### Registration Package (EXCLUSIVE)

Make contact with every registered seafood professional by being promoted throughout the registration process. From online to onsite, be one of the most visible and known companies amongst ALL registrants by being featured on:

- Banner ad in (3) pre-registered visitor emails
- Banner ad in registration confirmation emails
- Company logo on onsite welcome sign
- Exposition map (logo call out)

Cost: **US\$6,400**

### Registration Badge Branding (EXCLUSIVE)

Present your company, products and stand number to every onsite attendee with this opportunity! On the front of every registration badge, attendees will know who you are and where to find you.


Cost: **US\$2,200**

Sponsor to provide artwork


### Custom Packages

We will work with you to create a custom sponsorship package designed for you to meet your specific goals and needs.

For additional exhibitor marketing and sponsorship ideas, contact us at: [sales-asia@seafoodexpo.com](mailto:sales-asia@seafoodexpo.com)



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SANDS EXPO AND CONVENTION CENTRE



468x60

**The proposal submission deadline for the Seafood Expo Asia conference is approaching.** Don't miss this great opportunity to share your knowledge and expertise with the seafood community in Asia, including seafood importers/exporters, wholesalers/distributors, retailers, foodservice professionals, academic, research, industry institutions and associations.

The conference program will be held on 4-6 September 2024 at Sands Expo and Convention Centre in Singapore during the 12th edition of Seafood Expo Asia. We are looking for insightful proposals covering the most important and timely issues relevant to the current business environment and of educational value.

Priority consideration will be given to the following topics:


- Consumption and product trend
- Aquaculture
- Social responsibility and sustainability best practices

SUBMIT YOUR PROPOSAL

**PROPOSAL DEADLINE:**


Proposals must be received no later than **3 May 2024, 11:59pm ET.**

Contact [conference-asia@seafoodexpo.com](mailto:conference-asia@seafoodexpo.com) if you have any questions before considering a proposal submission.




#SEASIA24

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