

Vitafoods Europe

The global nutraceutical event

22-24 May 2012 | Palexpo | Geneva | Switzerland

Sponsorship

Maximise your participation and exposure.

With individually tailored packages, catering to all budgets and priorities, we have something to suit every size of business.

The benefits of sponsorship include:

- 1 Reach targeted markets and stand out from your competitors
- 2 Brand exposure before, during and post event
- 3 Enhance your company image, brand awareness and visibility
- 4 Influence visitor attitudes
- 5 Have a positive influence on customer relations
- 6 Gain press and media exposure

Platinum Package

- 1 x banner on the Vitafoods Europe 2011/12 website
- 1 x sponsored e-shot to visitors selected from our industry database
- 2 x two day passes for the Vitafoods Europe International Conference (for staff or clients)
- Literature distribution to conference delegates
- Editorial in Vitafoods Europe newsletter
- Product placement in the Press Office (optional)

€5,750
(Limited number available)

Pre-show

Visitor Ticket

- Highly visible
- Approx. 100,000 tickets
- 50 word profile inside the ticket



€6,000

At the Show

Wifi Lounge & Meeting Point

- Your logo on a pre-show e-shot to our industry database
- WiFi Lounge area branding at the show
- Branded WiFi homepage onsite at the event



€4,500

Website

Banners/Panels

A highly visible method of increasing your brand, profile and pushing visitors to your website. Vitafoods Europe website received over 80,000+ unique visitors in 2011.



€2,000 - €9,000

Exclusive opportunity

www.vitafoods.eu.com/sponsorship

Pre-show

Pre-Event Newsletter

Your logo and text featured on a newsletter, various packages available.

- Sent to 25,000 pre registered visitors and our hot list of key industry contacts



Prices range from
€3,500 - €6,500

Visitor Badge Mailing Flyer Insert

Your A5 size flyer will be included in the visitor badge mailing. *This will be the only flyer in the mailing.*



€5,500

Conference

Vitafoods Conference

There are various elements of the conference to sponsor, including:

- Delegate bags
- Refreshment breaks
- Delegate Pens

Excellent value packages that all include a free delegate pass

€2,500 - €7,500



At the Show

Registration Area

- Your logo will be the first thing visitors see as they enter the event
- Your branding on show signage
- Your company literature on the registration desks



€12,000

Vitafoods Discussion Forum

An extremely high profile event, with strong branding opportunities, both pre event & onsite.



€7,000

"You Are Here" Boards

Your logo featured on the hall plan boards around the show floor.



€4,000

Press Office

Promote your company and products to the world's industry press.



€4,000

New Products Zone Guide

A valuable opportunity to advertise in the dedicated New Products Zone Guide.

- 8,000 of these reference guides printed with your logo
- Given away free to all visitors



€2,000 - €4,000

Hall Banners

Your own banner with your logo maximising your stand presence.



€3,000

Website

Website

With over 80,000+ unique visitors to the Vitafoods Europe website, advertising on the web is one of the most effective ways of giving your company additional exposure. The 2011 website received:

- 737,851 page views⁺
- 151,912 visitors⁺
- 80,647 were unique visitors⁺



⁺ figures are based from site launch in August 2010 - June 2011

Prices range from
€2,000 to €9,000

Online Registration Sponsor

Your branding would appear on the main visitor registration form and confirmation page. A branded message can also appear on the post registration pages once the visitor completes the form.



€9,000

Exhibitor List Sponsor

- One of the most frequently visited areas of the Vitafoods website.
- Your banner advertisement will appear at the top of the Exhibitor Listing.
- This received 118,543 views in 2011.



€5,000

Add Dates to Diary

This allows visitors to add exhibition dates to their online calendar (such as Outlook).

€2,500

*Please note costs do not include Swiss VAT @ 8%

Opportunities which have been sold include:

Visitor Badge



Lanyard Sponsor



Seminar Theatre



Home Page Sponsor



New Products Zone



Exhibition Visitor Carrier Bags



All sponsors will benefit from additional brand exposure, visitor and media interest by being featured in Vitafood Euope's many marketing platforms.



These are just a sample of the options available. To find out more or discuss options please contact Daria Smith on +44 (0)20 7017 6482 or daria.smith@informa.com

www.vitafoods.eu.com/sponsorship