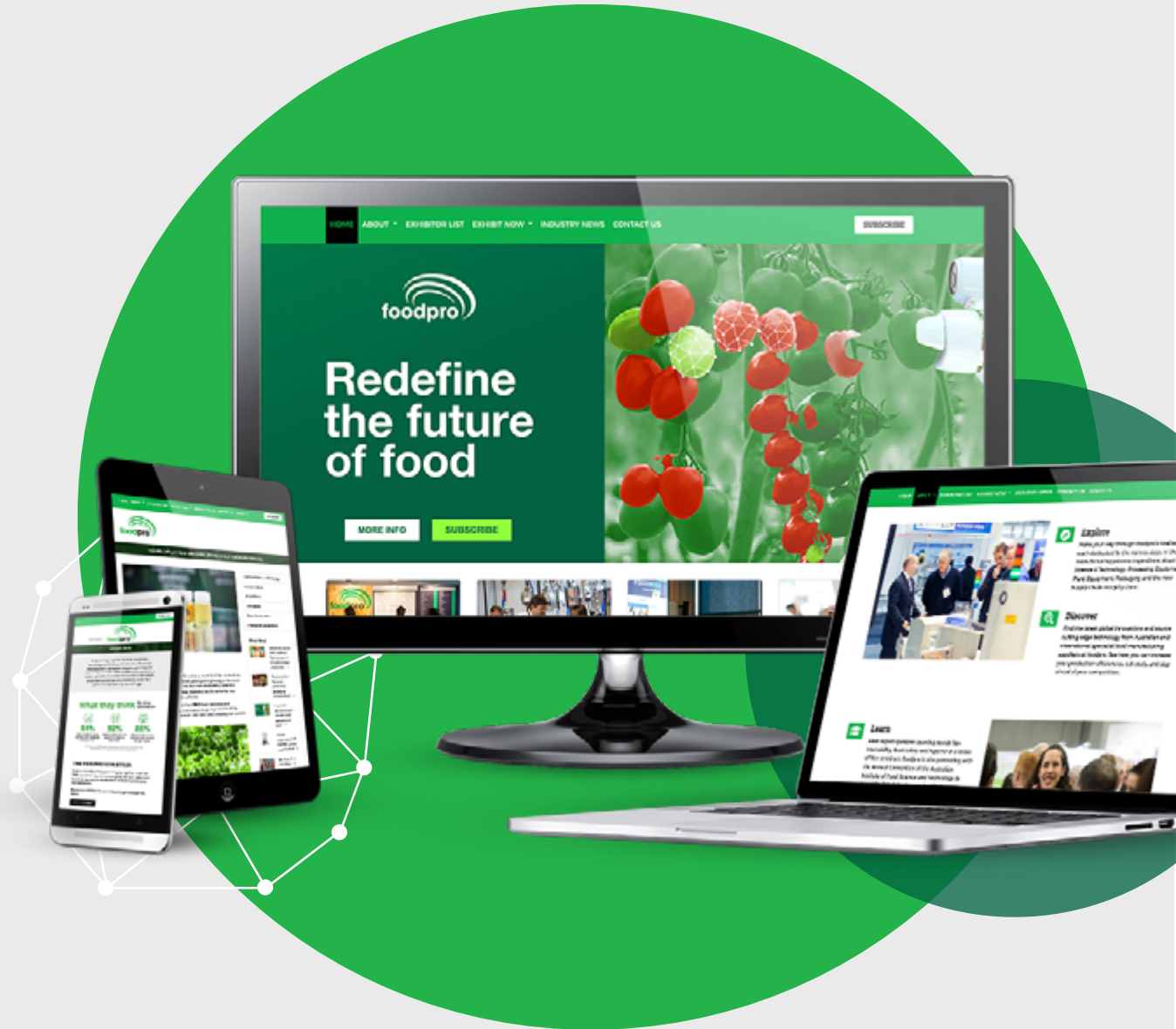




BESPOKE DIGITAL OPPORTUNITIES

FOODPROEXH.COM



MORE

THAN

Digital Opportunities

AN

EVENT

foodpro has an engaged digital audience that interacts with the brand beyond an exhibition.

WHAT?

foodpro is Australia's leading platform dedicated to showcasing the design innovation, new technology and latest solutions in the food processing, packaging and manufacturing space. Beyond an yearly event, foodpro's digital opportunities are a platform for advertisers to create new conversations with a dedicated audience of 45,000+ industry professionals.

WHY?

As the industry and broader population faces rapidly changing processes, foodpro remains a digital nexus for brands to promote the latest in food manufacturing, processing, packaging, technology and ingredients with an engaged online audience. Our digital content reflects the industry trends, innovations and technological advances that demonstrate how the Australian food manufacturing industry remains at the forefront of innovation.

WHO?

Industry professionals consume foodpro's content to source connections, create networking opportunities and product updates. Editorial contributions are sourced from partner publications, freelance writers and exhibiting/sponsoring brands.

Our Audience

Over the history of the event, foodpro has built a qualified audience of key decision-makers from across the Asia Pacific region. foodpro connects this audience to new markets via communications channels including the website and new customised digital opportunities.

From food technologists to production and technical managers, engineers and operations and R&D developers, foodpro is where the food processing and manufacturing industry gathers.

390,000⁺

WEBSITE VIEWS PER YEAR



50,000⁺

WEB USERS PER YEAR



87,000

WEB SESSIONS PER YEAR



Our Audience spans the following sectors:



Meat & Seafood



Bakery



Ingredients



Dairy



Packaged Food



Beverages



Fruit & Vegetables



Confectionery

PRODUCT INTERESTS

- Beverage Equipment & Technology
- Food Handling Storage & Transit
- Food Ingredients & Additives
- Food Packaging & Machinery Supplies
- Food Technology
- Food Plant Equipment & Technology
- Food Testing & Safety





Website Opportunities

BANNER ADVERTISING

foodpro's digital platforms offer year-round engagement. Our website alone receives over 390,000 views each year.

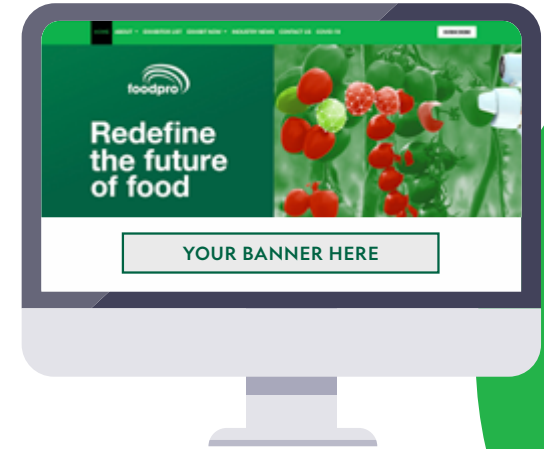
Cut through the noise - take advantage of this premium exposure to your target market while they are online more than ever before.

Premium Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages of the foodpro website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages.

\$1,250 + GST

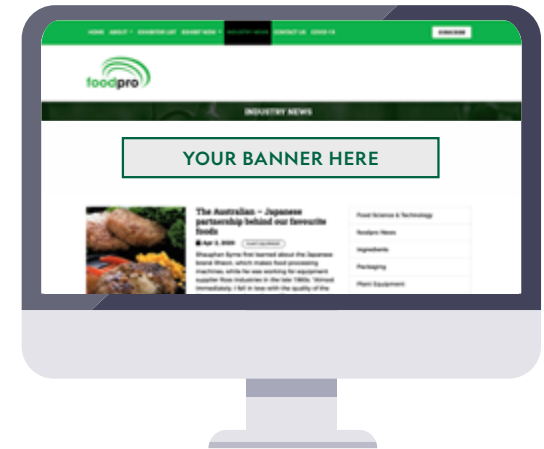


Standard Leaderboard

For prominent exposure, this leaderboard offers branding on the top visited pages of the foodpro website, with the exception of the home page.

Your banner will appear as 1 of up to 3 banners prominently displayed on various inner pages, including the Industry News section.

\$1,000 + GST



All content to be provided by client

Solus eDM

Solus emails are a great way to expand your marketing reach outside your own list and connect with our highly qualified, highly engaged food industry audience.

Send your message without interruption to the foodpro reader database via a solus eDM blast, with your branding included.

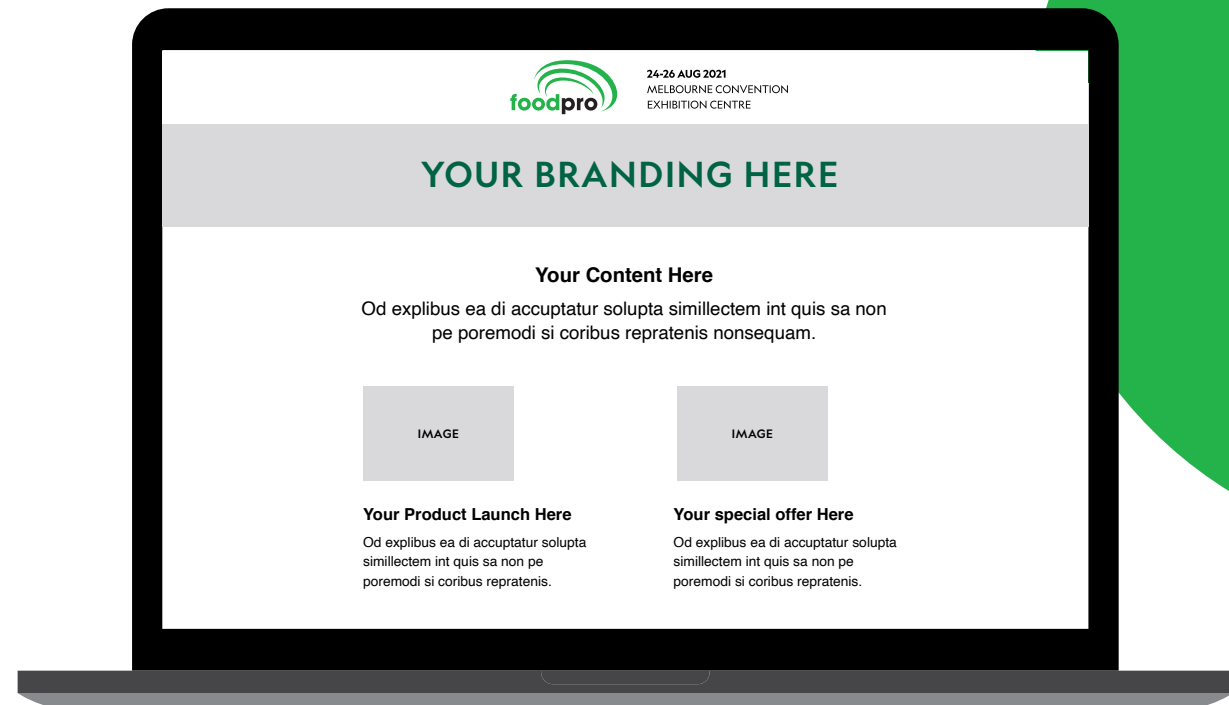
BESPOKE AUDIENCES

This opportunity includes the option to segment and send to specific audiences based on your brand's needs, including specific product verticals, job titles or geographical locations.

Suggested topics to promote via solus eDMs include:

- Product Launches
- Special Deals
- Content Pieces
- Topical Advertorial
- Promote your online event or training

\$5,000 + GST



Tailor a Package

Can't quite find what you are looking for?

Or would like to combine activity to give your brand maximum exposure?

Our team is available to walk you through the options that best fit your business objectives.

GET IN TOUCH TODAY.

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