



# BESPOKE DIGITAL OPPORTUNITIES

FOODPROEXH.COM



MORE

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# Digital Opportunities

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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<sup>+</sup>

WEBSITE VIEWS PER YEAR



50,000<sup>+</sup>

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 received over 390,000 views in the lead up to the previous exhibition in 2017.

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

Three month duration, maximum of three advertisers.

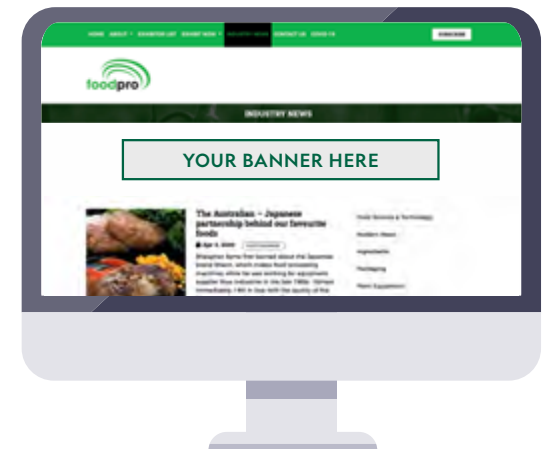
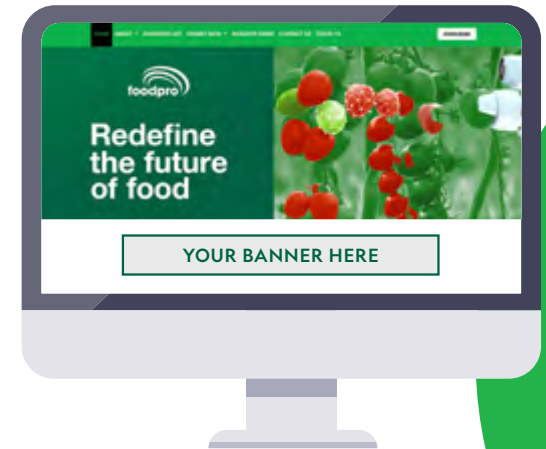
### Standard Leaderboard

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

Three month duration, maximum of three advertisers.



*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.

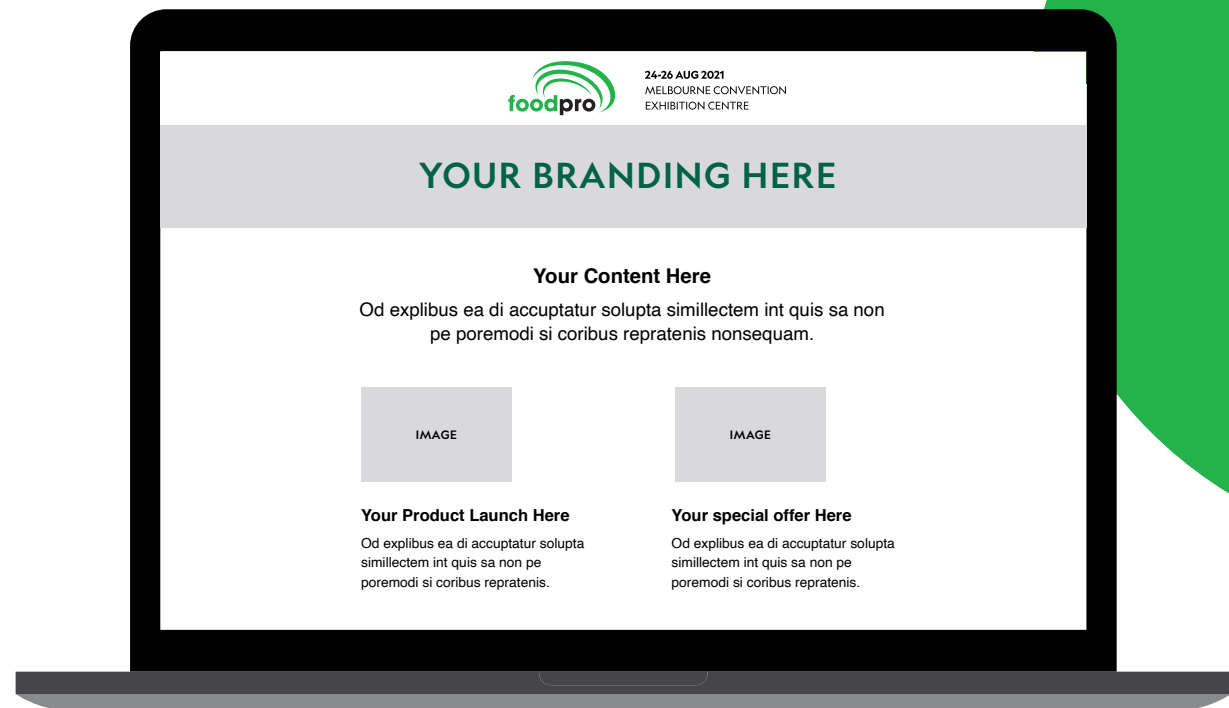
### Suggested topics to promote via solus eDMs include:

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

**\$5,000** + GST

Maximum 4 solus eDMs.

Availability: one scheduled solus eDM is permitted per month, no eDMs will be scheduled 2 weeks prior/post foodpro 2021 event date.





# Exhibition Campaign Advertising

The foodpro marketing campaign includes a range of digital advertising opportunities, allowing you to boost your onsite show experience by reaching visitors before they even walk through the show door.

Stay one step ahead and reach our visitor database by featuring on the exhibition website or in an exhibition dedicated eDM.



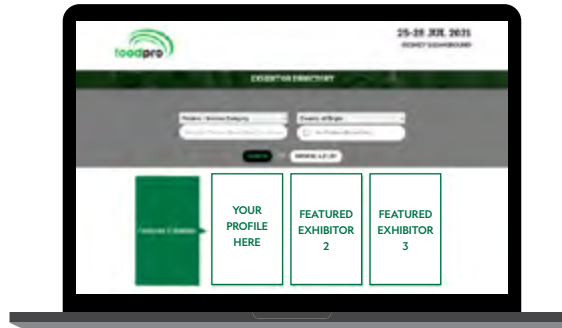
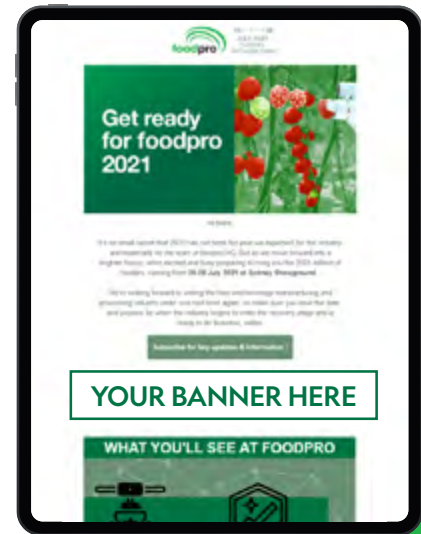
## Campaign eDM Advertising Spot

The foodpro marketing campaign runs a series of eDMs pushing event highlights, registrations and event reminders from May until showtime. Place your banner advert in one of these highly targeted eDMs to get your brand featured pre-show.

Maximum one advertiser per eDM.

Availability: two in May, two in June & two in July.

**\$1,500** + GST per advertisement

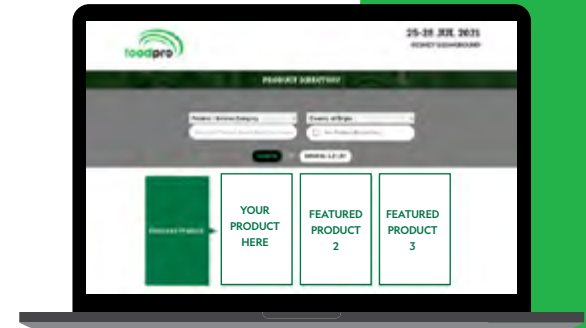


## Featured Exhibitor

Have your exhibitor profile pinned at the top of the exhibitor directory page on our website, ensuring your company is the first visitors see when browsing the page.

Maximum of three

**\$1,000** + GST



## Featured Product

Maximise your exposure by featuring one of the products you will be showcasing at the expo, where it will be pinned and highlighted at the top of the directory page.

Maximum of three

**\$1,000** + 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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