

## Exclusive Partners Sponsorship Package

# FoodAg Expo & Cuisine Show

### *Become the Exclusive Partner of FoodAg Expo & Cuisine Show*

Position your brand as the premier partner of the region's leading platform for agriculture, food innovation, hospitality, and culinary excellence. As the **Exclusive Partner**, your organization will receive unmatched visibility, premium branding, and direct engagement with industry professionals, government representatives, exhibitors, chefs, buyers, and consumers across both the **FoodAg Exhibition** and the **Cuisine Show**.

## Investment

**Exclusive Partners:** 50,000,000

## Exclusive Partner Benefits

### 1. Premier Brand Recognition

- Exclusive designation as the **Official Exclusive Partner** of FoodAg Expo & Cuisine Show.
- Company logo featured with top-tier prominence on all event branding and promotional materials.
- Logo placement on:
  - Event website
  - Registration portal
  - Event backdrop
  - Entrance arch
  - Main stage
  - Digital screens
  - Event program
  - Visitor guide
  - Press releases
  - Social media creative
  - Email marketing campaigns

### 2. Exhibition Benefits

- Premium exhibition space in a prime location.
- Complimentary custom-built exhibition stand (subject to agreed specifications).
- Priority stand location selection.
- Opportunity to launch new products and services during the exhibition.
- Complimentary exhibitor registrations and badges.
- VIP meeting area within the exhibition.

### **3. Cuisine Show Benefits**

- Exclusive branding throughout the Cuisine Show arena.
- Recognition as the Presenting Partner of the Cuisine Show.
- Opportunity to display products used by participating chefs.
- Product placement during live cooking demonstrations (where applicable).
- Opportunity to provide ingredients, equipment, or branded merchandise.
- On-stage acknowledgment before every cooking session.
- Opportunity for a company executive to deliver welcome remarks during the opening session.

### **4. Marketing & Media Exposure**

- Featured in all pre-event, during-event, and post-event marketing campaigns.
- Dedicated sponsor spotlight on social media.
- Featured article/interview in event newsletter.
- Inclusion in media briefings and press conferences.
- Branding in official event videos and highlight reels.
- Opportunity to distribute promotional materials in visitor bags.

### **5. Digital Visibility**

- Premium logo placement on the event website homepage.
- Dedicated partner profile page with company description and links.
- Featured in event mobile app (if available).
- Recognition in email newsletters sent to attendees and exhibitors.

### **6. Speaking & Leadership Opportunities**

- Speaking opportunity during the opening ceremony.
- Participation in panel discussions or industry forums.
- Opportunity to present case studies, innovations, or success stories.
- VIP seating for company executives.

### **7. Hospitality & VIP Privileges**

- VIP invitations for senior executives.
- Access to VIP Lounge throughout the event.
- Reserved seating during the opening ceremony and key sessions.
- Invitations to networking receptions and official dinners.

## 8. Networking Opportunities

- Exclusive introductions to key buyers and exhibitors.
- Participation in B2B matchmaking sessions.
- Access to the attendee database (subject to privacy regulations).
- Opportunity to host private networking meetings during the event.

## 9. Brand Activation Opportunities

- Interactive product demonstrations.
- Consumer engagement activities.
- Sampling and tasting sessions.
- Product giveaways and promotional campaigns.
- Custom activation area within the exhibition.

## 10. Recognition during the Event

- Recognition in opening and closing ceremonies.
- Regular sponsor acknowledgments by event emcees.
- Logo displayed on stage screens throughout the event.
- Recognition in all official announcements.

## Complimentary Entitlements

- Premium exhibition booth.
- VIP parking passes.
- Staff accreditation passes.
- Complimentary conference registrations.
- Invitation to all official networking functions.
- Access to media interview opportunities.

## Why Partner with FoodAg Expo & Cuisine Show?

As the **Exclusive Partner**, your organization will enjoy:

- Maximum brand visibility before, during, and after the event.
- Direct access to key decision-makers across the agriculture, food, hospitality, and retail sectors.
- Premium exposure to thousands of visitors and buyers.
- Enhanced corporate reputation through association with a flagship industry event.
- Unique opportunities to showcase products, innovations, and thought leadership across both the exhibition and the Cuisine Show.

## Exclusivity

Only **one or maximum two Exclusive Partners** will be appointed, ensuring your brand receives unmatched visibility and category exclusivity throughout the FoodAg Expo & Cuisine Show.

This package can also be expanded into a professionally designed **3-page sponsorship prospectus** with tiered branding visuals, sponsorship icons, and a benefits matrix comparing the Exclusive Partner package against Gold, Silver, and Bronze sponsorship levels.