



OFFICIAL EVENT GUIDE

Promote your brand and generate more business

Vitafoods Europe is the meeting place for everyone interested in nutraceuticals, functional foods and the functional drinks industries.

The co-located **Finished Products Expo** is a focused exhibition for manufacturers and suppliers of dietary supplements, cosmeceuticals, and functional foods and drinks.

The 2011 events combined attracted the largest audience yet of 10,350 attendees from 92 countries meeting more than 500 suppliers.



Pages from the 2011 Event Guide

The official **Vitafoods Europe and Finished Products Expo Event Guide** is given away free to every visitor who comes through the doors of the fair.

Containing all the essential information about the show and the exhibitors, the Event Guide is a vital reference tool and sourcing guide used extensively by buyers at the event.

The Event Guide is *also* kept by visitors and their colleagues for months and years afterwards and used as an industry directory to all the leading suppliers in the nutraceuticals and dietary supplements industry.



The official Event Guide is the only publication at the event that includes:

- ✓ Full details of the conference and supplier seminar theatre programmes
- ✓ A-Z listings of exhibitors
- ✓ Exhibitor profiles
- ✓ Exhibition floor plans
- ✓ Exhibitors listed by country
- ✓ Products & Services Guides
- ✓ Essential visitor information





OFFICIAL EVENT GUIDE

8 ways the official Event Guide can help your business...

1 Maximise stand visitors – All visitors use the Event Guide to navigate their way around the exhibition. By creating an eye-catching advertisement in the guide, you will increase awareness of your company or brand and attract more visitors to your stand.

2 Raise your industry profile – By becoming an advertiser in the Event Guide, your profile and standing within the industry is enhanced, helping you to position your business at a higher level.

3 Increase sales – A higher profile, more awareness and more visitors coming to your stand improves your opportunity to speak to your customers, and make more quality contacts after the event, which in turn increases your sales.

4 Promote your brand – Standing out from the market place and your competitors is crucial to breaking through the clutter. The Event Guide gives you the perfect opportunity to elevate the prominence of your brand.

5 Promote your products and services – The Event Guide is the perfect place to draw your customers' attention to the key products or services you are promoting or launching at Vitafoods Europe and Finished Products Expo 2012.

“ The readership of the Show Guide is far greater than just the visitors who attended the event ”



Continued...



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“ Standing out from the market place and your competitors is crucial ”

6 Long lasting benefits – The Event Guide is a ‘must keep’ publication that plays a key marketing role for your brand, products and services long after the doors are closed. It is retained as a definitive reference tool and buyer’s guide by attendees who take the guide back to their workplace where they and their colleagues will use it time and again for many years afterwards.

7 Maintains marketing momentum – Advertising in the Event Guide strengthens and supports other marketing activity to provide an integrated campaign.

Research shows you are much more likely to convert prospects into sales if you repeat your key message to your target audience over a period of time.

A prominent advertising promotion in the Event Guide is the *perfect* way to support your presence at the event. **First** your core message will be read by all your customers at the show itself. **Then** it will be seen again and again after the event **each time** your customers use the publication as a reference tool.

8 Targeted readership – Within organisations, Event Guides are used as sourcing guides and research tools by many other decision makers and influencers who did not attend the exhibition.

Thus the readership of the Vitafoods Europe and Finished Products Expo Event Guide – and therefore the response you receive from your promotion within it – is far greater than just the visitors who attended the event, and very targeted.

The 2012 official Event Guide is printed in a convenient ‘stretched A5’ format.

Maximise your presence at the exhibition and increase your sales with one of our advertising and promotional packages that are exclusively available to companies that have secured a presence at this outstandingly successful business-to-business event.



OFFICIAL EVENT GUIDE

Advertising and promotional opportunities

Sponsorship of the official Show Guide

The most impressive and prominent branding opportunity

Take maximum 'ownership' of the Event Guide as sponsor of the entire publication with this premium package.

- 1 Logo branding on front cover and sponsor accreditation
- 2 Full page advertisement positioned early within the guide
- 3 Exhibitor entry enhanced with bold text and your logo

£5225

Bookmark sponsorship

Mark this spot!

Make your company or brand the central reference point for the entire exhibition!

As the Vitafoods Asia bookmark sponsor in the Event Guide, your advertising message can be exclusively promoted on both sides of your bookmark attached by ribbon to an inside page of the Event Guide.

Get maximum value from this special promotion by also attaching the ribbon from your bookmark to your own full-page display advertisement.

Bookmark plus advertisement (bookmark attached to advertisement)

£4870



For more information call **Caroline Warrick** today on +44 (0)20 7841 5962 or email c.warwick@publishingevents.com



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Sponsorship of floorplan and A-Z listing / Exclusive floor plan promotion

Navigate visitors directly to your stand!

£4220



- 1** Full colour logo branding on exhibition floor plan
Directional trail shows way from hall entrance to your stand
Your stand is branded and highlighted
A “visit us at stand number x” exclusively published below your logo

- 2** Full page full-colour advertisement opposite floor plan
- 3** Exhibitor entry enhanced with bold text and your logo

Sponsorship of exhibitor profile pages

Supporting editorial

£4990

Gain maximum impact in front of your target audience by repeating your company’s core message and branding in sponsorship panels across the bottom of every exhibitor profile page in the Event Guide.

Each sponsorship strip will be 1cm deep and extend across the width of the editorial text above it.

NB: You can vary the text and images used on each editorial page. For example, build a visual theme, or tell your customers a ‘story’ as they browse through the Event Guide.



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OFFICIAL EVENT GUIDE

Three-in-one package: Full page display advertisement + enhanced editorial profile + product category sponsorship

Move your business to a higher level

Generate new business leads with this powerful 'three-in-one' package within the Event Guide that includes:

£2595

- 1 Full page full colour advertisement
- 2 Exhibitor entry enhanced with bolded text and your logo
- 3 Sponsorship of a product category

Products and Services Guide sponsorship

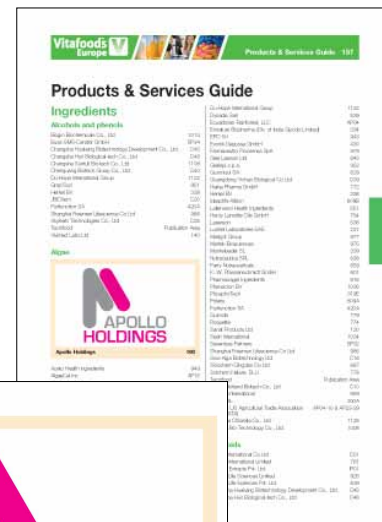
In a category of your own

Stand out from your direct competitors by sponsoring all the product categories in the Event Guide for either Vitafoods Europe or Finished Products Expo that are most relevant to your business. As product category sponsor you will have:

- A prominent advertising display panels promoting your company or brand directly beneath all the product/service category headings of your choice, plus
- Your exhibitor name highlighted in bold in the A-Z list of companies for each category you are sponsoring.

*Your advertising panel will measure 60mm wide by up to 40mm deep.

Single category sponsorship	£270
Three-category sponsorship package	£640
Extra categories	£220 each



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Special positions – display advertising

Exclusive opportunities

Raise your industry profile and generate new business leads with a full colour full-page advertisement in a special position within the official Event Guide.

Outside back cover – full page	Under offer
Inside front cover – full page	Under offer
Inside back cover – full page	Under offer
Early double page spread – 2 full pages	£3470
First right hand page*	£2295
Second right hand page*	£2195
First left hand page*	£2295
Second left hand page*	£2195

*After contents page



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OFFICIAL EVENT GUIDE

Run of paper display advertising and enhanced exhibitor entries

Stand out from your competitors

Increase your company's sales with a run of paper display advertisement or enhanced exhibitor entry.

Full page display advertisement – run of paper	£1995
Half page display advertisement – run of paper	£1410
Enhanced exhibitor entry. Includes logo next to your exhibitor profile plus text in bold (see illustration below)	£340
Logo next to exhibitor entry	£305

Apollo Holdings 100

JM111, Building 9, Starlight Plaza,
East Road, Shanghai 206654, China
Tel: +86 21 3456 7894
Fax: +86 21 3456 7895
Email: sales@apollo-holdings.cn
Website: www.apollo-holdings.cn

APOLLO HOLDINGS

Apollo Holdings supplies a huge range of high quality pharmaceutical products including functional foods and beverages, beauty care and nutraceuticals. We have kosher, GMP, ISO 9001 and HACCP international accreditations.

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DEADLINE FOR ALL ADVERTISING ARTWORK: WEDNESDAY 4 APRIL 2012

The Vitafoods Europe and Finished Products Expo Event Guide is produced and published on behalf of the event organiser Informa Exhibitions by Publishing Events Ltd. Address: 2nd Floor, Chapel House, 18 Hatton Place, London EC1N 8RU. Tel: +44 (0)20 7841 5960.