

# Sponsorship & Advertising Opportunities



**FHTB**  
FOOD, HOTEL & TOURISM  
BALI

incorporating

**RETAIL**  
INDONESIA



**6 – 8 MARCH 2024**

**BALI NUSA DUA CONVENTION CENTER (BNDCC)**

**THE 13<sup>TH</sup> INDONESIA INTERNATIONAL  
HOSPITALITY, FOOD & BEVERAGE TRADE EXHIBITION  
IN EASTERN INDONESIA**



**ENHANCE OPPORTUNITIES TO LEAD  
SUSTAINABLE FUTURE BUSINESSES**

Organised by:



Sustainable Events



## DISCOVER ENDLESS POSSIBILITIES WITH FHTB, YOUR GATEWAY TO EXCITING PROMOTIONAL AND BRANDING OPPORTUNITIES

Step into the spotlight at the 13th edition of Food, Hotel & Tourism Bali – the perfect stage to showcase your business to industry leaders, professionals, buyers, and global companies. Booking your spot is just the beginning. Elevate your brand, attract visitors, and stand out from the crowd. Our sponsorship and advertising options are your solutions to achieve these goals. This brochure outlines various sponsorship and advertising opportunities to fit your budget. Let our team help you find the right fit to maximize your presence and impact at the event. Interact with your buyers and key influencers, establish brand recognition, and cultivate business opportunities through FHTB's sponsorship and advertising solutions.



### ***Our Objectives :***

Providing marketing solutions tailored to your needs.

## WHY SPONSOR AND ADVERTISE AT FOOD, HOTEL & TOURISM BALI?

Elevate your brand and expand your reach by sponsoring or placing ads at Food, Hotel & Tourism Bali. Here's why you should seize this opportunity:

**PRIME EXPOSURE:** Gain unparalleled visibility in the vibrant food, hotel, and tourism landscape of Bali. Connect with a diverse audience of industry leaders, professionals, and potential buyers.

**TARGETED REACH:** Tap into a captive audience that's actively seeking innovative solutions and experiences within the hospitality and tourism sector. Showcase your offerings to a receptive crowd.

**NETWORKING HUB:** Position your brand at the heart of networking opportunities. Forge connections with local and international companies, fostering valuable relationships that can drive growth.

**STRENGTHEN BRAND IDENTITY:** Stand out amidst a dynamic array of exhibitors. Enhance your brand's reputation and recall, setting the stage for long-term recognition and success.

**AMPLIFY AWARENESS:** Place your brand in the spotlight, driving awareness and engagement. Capitalize on the event's buzz to create lasting impressions.

**DRIVE TRAFFIC:** Attract a steady flow of visitors to your booth or advertisement. Maximize your chances of engaging with potential clients and partners.

**TAILORED SOLUTIONS:** Choose from a range of sponsorship and advertising options, each designed to fit your budget and goals. Craft a strategy that aligns with your brand's unique identity.

**EXPERT SUPPORT:** Benefit from our experienced team's guidance in selecting the perfect sponsorship or advertising avenue. Tailor your approach to achieve maximum impact.

**INDUSTRY AUTHORITY:** Position yourself as an industry leader, showcasing your expertise and solutions to a receptive audience. Elevate your status and credibility within the sector.

**MEASURABLE IMPACT:** Gauge your success through quantifiable metrics. Monitor the impact of your sponsorship or ads, ensuring a solid return on investment.

# SUSTAINABILITY IN INFORMA MARKETS

## *Delivering sustainability, now and into the future.*

It's our ongoing mission to embed sustainability into everything we do and help our customers and specialist markets do the same. From our operations and business practices to the knowledge and information we provide to our customers and communities, we're committed to making a positive impact.

Pamerindo Indonesia is part of the Informa Markets and the Informa Group. Our event takes part in creating big sustainability movements in the events industry, which means we care about the impact we have on our customers, colleagues, communities, and the environment.

Nowadays, being sustainable isn't just a nice idea – it's a must. Our partners and supporters have made it clear that sustainability is socially expected from us. We're committed to not only meeting but exceeding those expectations. We believe in doing what's right, not just for now, but for the long run. But our mission goes further. We also want to team up with the industries we serve and work together for a more sustainable future.

To see what we've been up to and learn more about our sustainability journey, visit [www.informa.com/sustainability](http://www.informa.com/sustainability). You'll find our latest sustainability reports there too. Let's make a positive difference together!

## HOW IS FHTB SUSTAINABLE?



Pamerindo's Events are powered by renewable energy making the electricity usage carbon neutral



Working with suppliers to focus on environmental impact



We are carefully designing our feature areas to minimise the level of waste generated



Promote reused items to participants eg. reused bottle, reused bag, reused pallet



We facilitate the discussion and knowledge on sustainability



Catering fresh and locally-sourced food & beverages



We partner with different organization for sustainability business



We encourage visitors to hand in your lanyard for reuse



We upcycle and repurpose exhibition materials into creative interior design by collaborating with a local agency



Digital adoption to reduce paper



PAMERINDO INDONESIA  
SUSTAINABLE EVENTS



This event is powered by  
**Renewable  
Electricity**

# Sponsorship & Advertising Opportunities

## BACKDROP

Be the inaugural brand(s) to greet exhibition center visitors. Our backdrops guarantee strong brand presence and lasting impact throughout the event. Find them at two prime locations in BNDCC: Uluwatu Function Hall and Taman Jepun areas.

**IDR 25,000,000**



## SIGNAGE QR-CODE REGISTRATION

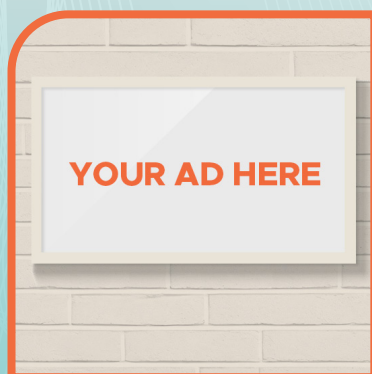
Boost your brand's visibility with Signage QR Code Registration. Logo placement ensures prime exposure. The signages are limited to 2 company per area. Limited availability, so secure your spot now!

**IDR 17,000,000 per area**

## FLOOR STICKER - 1 set (4 stickers)

Elevate your brand visibility at FHTB 2024! With the freedom to design and customize your own set, our Floor Stickers will strategically position your brand throughout the venue to captivate attendees and enhance your exhibition presence.

**IDR 15,000,000 (size 60cm x 60cm)**



## DIGITAL SIGNAGE

Leverage our 32-inch digital signage TV screens positioned at the Nusa Dua hall entrances. Your ads will loop continuously throughout the exhibition days, ensuring continuous visibility. Limited to only 5 companies.

**IDR 12,000,000 for 30 seconds per ads  
(size 40cm x 70cm)**

## BANNER

Elevate your brand's outdoor presence at FHTB 2024! Utilize our customizable pennants strategically placed around the venue's exterior to capture attendees' attention and amplify brand promotion during the exhibition.

**IDR 7,500,000 per banner**



## GOODIE BAG FOR VISITORS

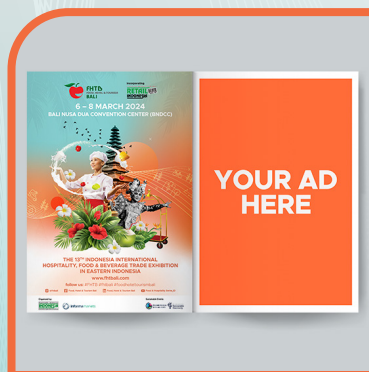
Stand out at the exhibition! With your brand/logo prominently printed on select goodie bags, you'll maximize exposure and event association for those who will receive them. Make an impact on attendees' memories. This is exclusively for one company only.

**IDR 50,000,000**

## INDUSTRY SEMINAR SESSION

Seize a unique opportunity with our Seminar Industry Session. Showcase your products through impactful on-site presentations, gaining broad exposure in event invitations and the comprehensive catalogue. We'll globally promote your message, reaching diverse pre-registered visitors. Maximize engagement in intimate seminar rooms for up to 30 attendees, establishing meaningful connections.

**IDR 4,750,000 (60 minutes, including preparation time)**



## E-CATALOGUE

Make a memorable impression—stand out and advertise in the show catalogue, the industry's 'who's who' reference guide. It's a must-have for food & beverage market players, buyers, and product searches, distributed to all show visitors and retained for valuable post-show reference.

<b>Inside front cover</b> (size 210mm x 297mm)	<b>IDR 25,700,000</b>
<b>Inside back cover</b> (size 210mm x 297mm)	<b>IDR 25,700,000</b>
<b>Full page - Run of page</b> (size 210mm x 297mm)	<b>IDR 20,300,000</b>
<b>Horizontal half page - Run of page</b> (size 210mm x 148,5 mm)	<b>IDR 11,500,000</b>
<b>Quarter page - Run of page</b> (size 210mm x 75 mm)	<b>IDR 6,100,000</b>

# Sponsorship & Advertisement Price List

ITEM	SIZE		PRICE	
	W	H	IDR	USD
BACKDROP	-	-	IDR 25,000,000	\$ 1,698
SIGNAGE QR CODE REGISTRATION	-	-	IDR 17,000,000	\$ 1,155
FLOOR STICKER - 1 SET (4 STICKERS)	60cm	60cm	IDR 15,000,000	\$ 1,019
DIGITAL SIGNAGE	40cm	70cm	IDR 12,000,000	\$ 815
BANNER	-	-	IDR 7,500,000	\$ 509
GOODIE BAG FOR VISITORS	35cm	40cm	IDR 50,000,000	\$ 3,396
INDUSTRY SEMINAR SESSION	-	-	IDR 4,750,000	\$ 323
E-CATALOGUE: Inside front cover	210mm	297mm	IDR 25,700,000	\$ 1,745
E-CATALOGUE: Inside back cover	210mm	297mm	IDR 25,700,000	\$ 1,745
E-CATALOGUE: Full page run of page	210mm	297mm	IDR 20,300,000	\$ 1,379
HORIZONTAL HALF PAGE - Run of page	148.5mm	210mm	IDR 11,500,000	\$ 781
QUARTER PAGE - Run of page	75mm	210mm	IDR 6,100,000	\$ 414

## NOTE :

- All prices in IDR are subject to prevailing VAT 11%
- The fixed exchange rate for USD to IDR is set at USD 1 = IDR 14,724, ensuring a consistent value for one US dollar in Indonesian Rupiah.
- For all advertisement production installation costs will be borne by the exhibitor.

## PREPARED TO MAKE A LASTING IMPRESSION WITH A DISTINCTIVE ADVERTISING PACKAGE ?

If you seek more details about any of our advertising packages, feel free to reach out to us directly. We're here to offer customized solutions aligned with your marketing or sales objectives.

**For more information  
on our advertisement and  
sponsorship packages, please contact:**

### INDONESIA

#### Wiwiek Roberto

Menara Jamsostek Menara Utara  
Lantai 12, unit TA-12-04  
Jl. Jendral Gatot Subroto No. 38  
Jakarta 12710, Indonesia  
T: +62 21 2525 320  
T: +62 21 2525 032 / 018  
E: wiwiek@pamerindo.com  
www.pamerindo.com

### WORLDWIDE

#### Fiona Murray

240 Blackfriars Road,  
London SE1 8BF  
United Kingdom  
T: +44 (0) 20 7560 4309  
E: fiona.murray@informa.com  
www.informamarkets.com

### ASIA

#### Jeffrey Au

103 Penang Rd, #04-01, Visioncrest  
Commercial  
Singapore 238467  
T: +65 6989 6543  
E: jeffreyau@informa.com

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