

Malaysia's Official Food & Hotel Show

The Perfect Brand Enhancement Packages for your Business



1. VISITOR LANYARDS

MYR 65,000 ▶

Quantity Produced 20,000 pieces

Be one of the first brand names to be seen by placing your company's name prominently on all Lanyards issued to FHM visitors & VIPs when they register.



2. EVENT GUIDE

MYR 18,000 ▶

Quantity Produced 15,000 pieces

Besides producing the standard show directory for FHM, we will also be supplying all visitors and exhibitors with a handy Event Guide on the on-goings throughout the 4-day event, including an easy reference floor plan. Sponsorship of this popular guide plan will include your company's logo and acknowledgment on the front cover, along with your company's booth location and name displayed prominently inside the guide.



3. OPENING CEREMONY SPONSOR

MYR 50,000 ▶

One of the main highlights of FHM will be its Opening Ceremony. A relevant Cabinet Minister will be invited to be the Guest-of-Honour. A host of VIPs will also be invited, not forgetting members of the local and international media. As an exclusive sponsor, you will be entitled to:

- Branding in prominent locations within the Opening Ceremony location;
- Your company's logo will be featured on the Opening Ceremony Backdrop;
- A nominated top Official would be seated in the VIP area with the Guest-of-Honour and also in the holding room for refreshments prior to the start of the ceremony;
- Press kits to be made available to all attendees of the Opening Ceremony;
- During the Guest-of-Honour's tour, the Minister will be invited to attend a press friendly event at the sponsor's booth which should coincide with the tour.

(This can be a MOU presentation or anything else that the Minister would witness with a photo opportunity).



4. DIRECTIONAL SIGNAGE

MYR 15,000 ▶

These Directional Signages will be placed throughout Kuala Lumpur Convention Centre (KLCC) to assist the visitors to the right locations. Sponsor's logo and booth number will be printed on the signages.



5. "YOU ARE HERE" FLOOR PLANS

MYR 12,000 ▶

Strategically located at key points in the Kuala Lumpur Convention Centre (KLCC), these much used reference points offer an excellent opportunity to highlight your company's presence and exact location every time visitors refer to this guide. Your company's logo and booth location will be highlighted on these plans with an acknowledgment prominently displayed.



6. OUTDOOR BILLBOARDS

MYR 20,000 ▶
(PER BILLBOARD)

Outdoor Billboards promoting FHM 2013 will be placed at strategic locations in Kuala Lumpur and close to the Kuala Lumpur Convention Centre (KLCC) vicinity prior to the show. Sponsors' logo will be featured prominently on the Billboards.



7. ONLINE PRE-REGISTRATION

MYR 20,000 ▶

The pre-registration page is one of the most frequently visited pages of the FHM website. With 11,000 industry professionals expected to pre-register for the show, placing your logo here will offer high profile exposure to potential FHM 2015 visitors.

Sponsorship of the Online Pre-Registration includes:

- One banner ad and hyperlink to your website;
- Your company's name and logo to appear on the confirmation email sent to all successfully pre-registered visitors;
- Your company's name and logo to appear on all printed materials of Pre-Registration information.



8. VIP LOUNGE

MYR 25,000 ▶
(PER UNIT)

The VIP Lounge will be dedicated to high profile FHM VIP visitors and will be designed to act as an oasis of calm (with refreshments supplied) within the bustling activity of the FHM show floor.

Exclusive sponsorship of the VIP Lounge guarantees your company's profile to be exposed to the top tier visitors at FHM. Your company's logo will be prominently displayed within the Lounge in addition to the following benefits:

- Corporate materials of your choice displayed all around the Lounge;
- Unlimited access for you and your clients;
- A short looped video/corporate presentation on your company to be broadcast within the Lounge.



9. VIP / VISITOR BADGES

MYR 25,000 ▶

All visitors at FHM will be registered and supplied with a badge for easy identification. Get your brand exposed to EVERY visitor at FHM by sponsoring this highly visible item. Your logo will be featured prominently on the badge.



10. VISITOR REGISTRATION

MYR 40,000 ▶
(PER UNIT)

With multi-registration points all around FHM 2015 venue, this is a perfect opportunity to raise your company's profile amongst the 20,000 visiting industry professionals.

Sponsorship will include your company's name and logo featured prominently on the panel above the Visitor's Registration area and also at the form filling counters.



11. E-NEWSLETTERS

MYR 5,000 ▶
(PER NEWSLETTER)

A vital part of the FHM marketing plan is our regular e-newsletters that will be sent to our 60,000 FHM visitors and exhibitors database.

Sponsoring one of these key information channels will include:

- A 50-word write-up at a premium position within the newsletter;
- Banner ad placement on the newsletter with hyperlink to your web site.



12. HANGING BANNERS

MYR 7,000 ▶
(ONWARDS)

Hanging Banners at prominent locations within FHM is available for highly visible and effective branding opportunities. Prices range from MYR 7,000 onwards, depending on locations.



13. LCD TV SCREENS @ KLCC

MYR 15,000 ▶
(PER LCD SCREEN)

You may choose to feature your company's video clip or promotional clips through the LCD TV Screens located around Kuala Lumpur Convention Centre (KLCC). These TV screens facing the foyer and mainly located near the registration counters will definitely garner the maximum exposure for your company.



14. ENTRANCE ARCH BRAND OWNERSHIP

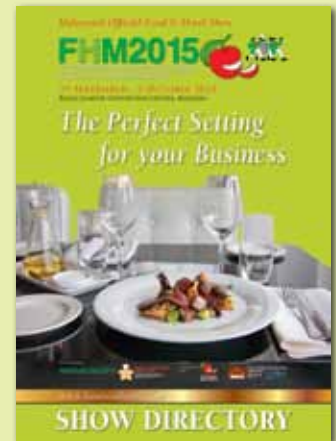
MYR 10,500 ▶
(PER ARCH)

Entrance Arches at prominent locations are available throughout Kuala Lumpur Convention Centre (KLCC) for FHM 2015. You can choose to feature your company on these Arches.



15. SHOW DIRECTORY BRAND ENHANCEMENT

Feature your brand in the FHM 2015 Show Directory and achieve maximum visibility. The total Circulation of the Directories would be approximately 6,000 copies to all pre-registered visitors, exhibitors and VIPs. *Please email sonia@mesallworld.com. The rate card will be emailed to you if you choose to advertise in this directory.*



16. BRAND ENHANCEMENT THROUGH CASUAL WORKERS' UNIFORM

MYR 30,000 ▶

Approximately 150 personnel will be working at FHM 2015. You may provide uniforms carrying your brand for them to use throughout FHM 2015.



**All the prices above are subjected to 6% of Goods and Services Tax (GST).*

**Please note that all company's materials, logos, brochures, etc. in any of the above sponsorship opportunities must be supplied by the sponsoring company.*

Please contact : **MR ALUN JONES**

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