## PROPAK PHILIPPINES

**FEATURING:** 

PLASPAK **PHILIPPINES** 

# DIGITAL ACCELERATION PROGRAM

Organised by





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## WHAT WE CURRENTLY OFFER?











# WHAT DOES PROPAK PHILIPPINES OFFER NOW?

#### **Event Website Advertising**

Opportunity for exhibitors to boost exposure on the main portal of event attracting thousands of traffic annually.

Accelerating digital products for ProPak Philippines 2021 primarily through the following effective solutions:

**ProPak Philippines Website Views** 

171,167

136,609

ProPak Philippines' website average monthly unique views

11,384

ProPak Philippines' website average monthly page visit

14,264

#### PRICING FOR PACKAGE

EVENT WEBSITE ADVERTISING PACKAGE	PROPAK PHILIPPINES COST (USD)	PROPAK PHILIPPINES COST (PHP)
Package 1: Top banner at home page and banner at inner page	\$750	P 39,230
Package 2: Top banner at homepage and featured article at home page	\$500	P 26,150

\*Subject to 12% VAT

#### **PRICING FOR ITEM**

EVENT WEBSITE ADVERTISING PR PER ITEM PER 1 MONTH	OPAK PHILIPPINES COST (USD)	PROPAK PHILIPPINES COS (PHP)	Т
A. Pop-Up banner at home page (1 company/month) (840 x 500)	\$450	P 23,540	
B. Sliding banner at home page (max 5 companies/month) 1140x400 px for PC desktop, 840 x 450 px for mobile	\$400	P 20,920	
C. Top banner at home page (1 company/month) 1140x150 px for PC desktop, 480 x200 px for mobile	\$350	P 18,310	
D. Sliding side banner at home page (max 5 companies/month) 360x150 pixels	\$300	P 15,690	
E. Featured article at home page (max 5 companies/month) 210x65 pixels	\$200	P 10,460	
F. Bottom banner at home page (1 company/month) 1140x150 px for PC desktop, 480 x 200 px for mobile	\$150	P 7,850	
G. Banner at inner page (Show Facts/Exhibitor/Visitor/Conferenc Press/Venue & Travel/Contact Us/Supporting Organisation)	<sup>e/</sup> \$250	P 13,080	



The 3<sup>rd</sup> International Processing & Packaging Exhibition for the Philippines

27-29 January 2021

World Trade Centre Metro Manila, Pasay City, Philippines



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D. FESTON

Home Show Flocks For Exhibitors For Visitors Conferences Press Center Winus & Travell Contact this Supporting Organisations

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THROUGH prints for PC Printing, 72 (400) plants for Avadra

**B. SLIDING BANNER AT HOME PAGE** 

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C. TOP BANNER AT HOME PAGE

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**D. SLIDING SIDE BANNER AT HOME PAGE** 



Proflex Philippines is the leading international proceeding and packaging trade event for the Philippines, it is the perfect platform for maket month investments and industry networking through product exchange and a variety of conferences, semenas, and technical workshops offering suits radial solutions for the country's enterprises.

The event provides serious industries with access to the latest development in packaging and processing machines and technology from leading companies across the grobe. The exhibition distincts a belland industry-focular event connecting international supplies to local and regional buyers in food, drink and pharmacoutical manufacturing industries.

With supportive governance, the Philippines has forecasted strong and dynamic growth across its industries with the backetop of rising incomes, expending 8 changing consumer demands, and increasing expert potential.

#### Powered by PROPAK The Brand You Can Trust

The Profilek formula of Integrated Processing & Reckeging trisde indivations with associated Housety conferences, seminars and events is a witning combination and busine pastorm for your business.

Over the list 17 months our portfolio of events obering Asia and China, and held in indenedia, hyanmar, Thaliand and Merham have corrected over \$,000 embitions to more than 103,000 buyers and specifiers from across the region.

ProBak events are synonymous with quality professionalism, senice and tradiness. Global connections together with local expertise gives us 6 even unacestanding of industry and nariata. All events are undersed and recognised by Social political and regional traditions and applical traditions and government locales and promoted by our experienced and dedicated Populas, seams thereby ensafing the highest quality and quantities of teads professional degenerations.











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**E. FEATURED ARTICLE** AT HOME PAGE

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F. BOTTOM BANNER **AT HOME PAGE** 

#### **Event Pre-registration Sponsorship**

Exclusive opportunity for exhibitor to boost exposure to quality B2B professionals on the pre-registration page. 90% of the pre-registrants are the show's target audience.



EVENT PRE-REGISTRATION SPONSORSHIP FOR E-MARKETPLACE	PROPAK PHILIPPINES COST (USD)	PROPAK PHILIPPINES UNIT COST (PHP)
Banner ad on online registration page	\$250	P13,080
Logo on landing page	\$150	P 7,850
Banner ad to appear on the related confirmation email	\$250	P 13,080
Special package for all item	\$500	P 26, 150

\*Subject to 12% VAT

#### eDM Lead Generation

A sponsored eDM campaign which enables customer to push targeted message to B2B professionals by selecting targets from event database.

#### How is it done?

It depends on the type of eDM, whether it's a single sponsored eDM (exclusively for one exhibitor) or running as a themed campaign with multiple sponsors.

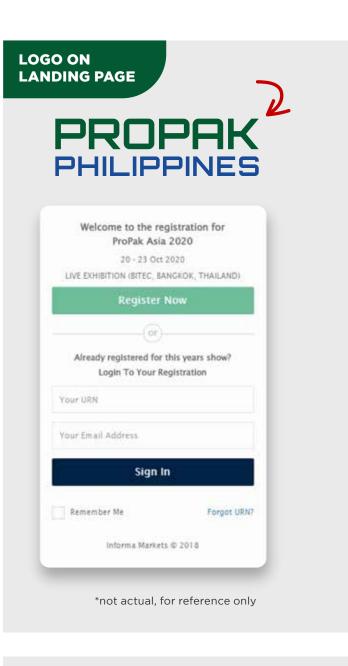
#### PRICING FOR SINGLE SPONSORED EDM

EDM LEAD GENERATION	PROPAK PHILIPPINES COST (USD)	PROPAK PHILIPPINES UNIT COST (PHP)
Package value per issue 1 Email blast Selected profile of data maximum 5,000 data	\$750	P 39,230
Additional HTML creation service	\$50	P 2,620
Additional database	\$1	P 50
Additional video content	\$100	P 5,230

#### PRICING FOR THEMED CAMPAIGN

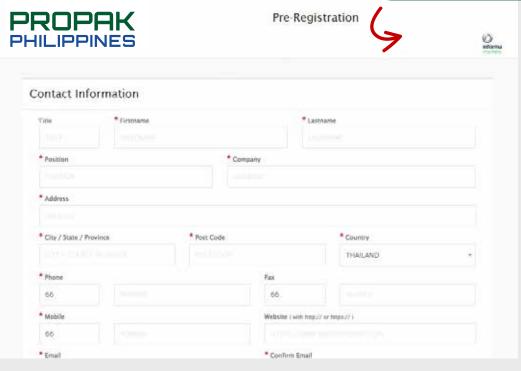
\*Subject to 12% VAT

EDM LEAD GENERATION	PROPAK PHILIPPINES UNIT COST (USD)	PROPAK PHILIPPINES UNIT COST (PHP)
Package value total per issue	\$550	P 28,770
3 x Product Highlights 1 Email blast (only selected database by categories)	\$250	P 13,080
Banner and add hyperlink to exhibitor website	\$250	P 13, 080





#### BANNER AD ON ONLINE REGISTRATION PAGE



### WEBINAR LEAD GENERATION

An online webinar platform that lasts 40 - 90 minutes which exhibitors can come in an industry expert and by which they can use to speak with prospects on a specific topic or provide solutions for the industry.

Webinar will be hosted/moderated by Informa Markets and delivered by customers.

Limited to three (3) presenters per webinar, which means the package can be open to maximum 3 sponsors for multiple sponsorships.

#### How is it done?

40-90 minutes live webinar with rehearsal and facilitation - typically ending up with 15 minutes live Q & A.

Can be a single webinar or series of webinar

#### PRICING FOR EXCLUSIVE SPONSORSHIP OF SINGLE & SERIES WEBINAR

WEBINAR LEAD GENERATION	PROPAK PHILIPPINES COST (USD)	PROPAK PHILIPPINES UNIT COST (PHP)
Special package value	\$2,000	P 104,620
1 2 eDMs promoting the webinar to the targeted audience. (1 eDM 2 weeks before the webinar, 1 eDM 5 days before the webinar) expected recipients: 5,000 - 10,000	included	included
2 Live webinar	included	included
3 1 logo sponsor on backdrop	included	included
Additional logo sponsor on backdrop	\$100	P 5,230
Additional on featured articles on event website	\$100	P 5,230
Additional moderator	\$150	P 7,850

\*Subject to 12% VAT

#### PRICING FOR MULTIPLE SPONSORSHIPS OF SINGLE & SERIES WEBINAR

	WEBINAR LEAD GENERATION	PROPAK PHILIPPINES COST (USD)	PROPAK PHILIPPINES UNIT COST (PHP)
	Package value	\$1,500	P 78,460
1	2 eDMs promoting the webinar to the targeted audience. (1 eDM 2 weeks before the webinar, 1 eDM 5 days before the webinar)	included	included
2	Price per sponsor (maximum of 3)	\$500	P 26,150
3	Live webinar	included	included
4	1 logo sponsor on backdrop	included	included
5	Additional logo sponsor	\$100	P 5,230
6	Additional on featured articles on event website homepage	\$100	P 5,230
7	Additional moderator per sponsor	\$150	P 7,850

#### PRICING FOR BRANDING SPONSORSHIPS

WEBINAR LEAD GENERATION	PROPAK PHILIPPINES UNIT COST (USD)	PROPAK PHILIPPINES UNIT COST (PHP)
Package value 1 - 5	\$1,300	P 68,000
1 Advertisement flip and time advertisement will be seen during waiting time for 5 seconds / maximum of 3 pages	\$300	P 15,690
2 Video advertisement maximum of 30 seconds	\$300	P 15,690
3 Logo on backdrop	\$400	P 20,920
4 2x lead generation e-newsletter	\$300	P 15,690
5 Logo on e-poster to promote on social media	\$200	P 10,460

\*Subject to 12% VAT



Industry specific online marketplace or event's digital showroom which helps professional buyers find the right suppliers & products, and reach out for information and quotes.

#### PRICING PER ITEM

E-DIRECTORY	PROPAK PHILIPPINES UNIT COST (USD)	PROPAK PHILIPPINES UNIT COST (PHP)
A. Full page pop-up (336x280 pixels)	\$900	P 47,080
B. Top static banner (1140x150 pixels for PC desktop, 480x200 pixels for mobile)	\$650	P 34,000
C. Top rolling banner (360x150 pixels)	\$600	P 31,380
D. Side static banner (265x500 pixels for PC desktop, 480x200 pixels for mobile)	\$500	P 26,150
E. Side rolling banner (265x500 pixels for PC desktop, 480x200 pixel for mobile)	\$450	23,540
F. Logo on e-directory & online exhibitor list (60x60 pixels)	\$150	P 7,850

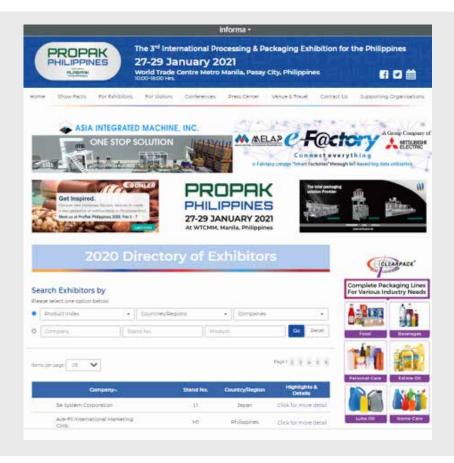
\*Subject to 12% VAT



#### **WEBINAR SAMPLE**



With the support of RPF



200m organised by: (informamarkets

E-DIRECTORY SAMPLE

ALAFOP

## PROPAK PHILIPPINES



### To know more details about ProPak Philippines 2021 digital products, please contact our team:

#### **Philippines**

**Informa Markets Philippines** 

Unit 1, Mezzanine Floor, Fly Ace Corporate Center, 13 Coral Way, Central Business Park, 1308 Pasay City, Metro Manila, Philippines

Contact: Ms. Lyn Aquino Tel: +63 2 8551 7718 / 8551 7564

Email: lyn.aquino@informa.com

#### **Asia**

**Informa Markets International** Sales Office - Asia

10 Kallang Avenue, #09-16 Aperia Tower 2, Singapore 339510

> Contact: Mr. Jeffrey Au Tel: +65 6233 6688

Email: Jeffrey.au@informa.com

#### Rest of the world

**Informa Markets International** Sales Office

2240 Blackfriars Road London, SE1 8BF, United Kingdom

Contact: Mr. Marek Szandrowski Tel: +44 (0) 20 7560 4321

Email: marek.szandrowski@informa.com

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