

# YOUR JOURNEY TO A SUCCESSFUL EVENT

[www.vitafoodsasia.com](http://www.vitafoodsasia.com)



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## 2. Share your news on Social Media

Maximise engagement amongst our extended international community by using #VFA18 on Twitter (@VitafoodsAsia), our LinkedIn groups, Instagram (Vitafoods.Global) and WeChat Official Account Platform (ID: Vitafoods)



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## 1. Your Profile on the Vitafoods Asia website.

The Vitafoods Asia website has over 250,000+ views so ensure that your profile is up to date. Login to the Exhibitor Manual: upload your company logo, your company description, select your product categories and add your social media links.



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## 3. Personalised Banners

Add them onto your websites, include in your email marketing campaigns and on your email signatures. Contact [lisa.tan@informa.com](mailto:lisa.tan@informa.com)

**4. Order Printed Invitations** - these will be personalised with your stand number and a unique registration quote and posted to you to send to your clients and prospects. Login to the Exhibitor Manual

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**5. Press Releases** - Upload your press releases on the Exhibitor Manual to appear on the Vitafoods Asia website – include news, stories, special offers and launches.

**6. Launch, Showcase & Demonstrate your Ingredients & Finished Products** at Vitafoods Asia 2018! submit your products in the New Products Zone, Tasting Centre or Omega-3 Showcases via the Sponsorship Shop on the Exhibitor Manual

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## 8. Sponsorship Shop 2018

Unlock your full business potential by investing in a tailored campaign engaging directly with your target audience. Our sponsorship packages can span across the entire event cycle, highlighting your brand before, during and after the event, placing you at the forefront of the industry.

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**7. Connect with Vitafoods Insights** team and share press releases about new ingredients, products, or company news from 2018 for a chance to be featured on the What's Hot at Vitafoods Asia 2018 Digital Magazine. Contact [jade.sterling@informa.com](mailto:jade.sterling@informa.com)

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## 9. Your Stand Design

Whether you are building your own stand or you have a shell scheme, talk to Milton, our official contractor, about the options they offer to help you meet your show objectives and communicate your key messages to our audience through stand design and graphics. Contact [vitafoods@milton-sg.com](mailto:vitafoods@milton-sg.com)

