

**THE LEADING SHOWCASE OF ARTISAN
FOOD, BEVERAGE & CAFÉ PRODUCTS**

IN COLLABORATION WITH MALAYSIA SPECIALTY COFFEE ASSOCIATION

SPONSORSHIP & ADVERTISING OPPORTUNITIES

SUPPORTING PARTNERS



MEDIA PARTNERS



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Official Registration Kiosk Sponsor

MYR 15,000

Establish your brand at our Registration Kiosk which will be accessed by all VIPs, buyers, visitors and media partners before they enter the show hall. Receive maximum exposure with an allocated area for product display.

Entitlements:

- Branding opportunity on the Onsite Registration Kiosk (*sponsor to provide artwork*)
- Branding opportunity at product display area (*sponsor to provide products*)
- Sponsor mention in 1 x visitor eDM
- Logo acknowledgement onsite, on official event website and show guide
- Listing as 'sponsor' on the relevant sponsor section
- 1x social media shout-out
- 20x VIP invitation cards



Official Online Registration Portal Sponsor

MYR 10,000

Be one of the first brand attendees see when they register for our show on the ICBS Online Registration Portal.

Entitlements:

- Branding opportunity on the Online Registration Portal (*sponsor to provide artwork*)
- Sponsor mention in 1 x visitor eDM
- Logo acknowledgement onsite, on official event website and show guide
- Listing as 'sponsor' on the relevant sponsor section
- 2 x social media shout-out
- 20 x VIP invitation cards



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Official VIP Lounge Sponsor

MYR 10,000

Exclusively accessible by ICBS VIPs and hosted buyers! Have your brand be seen by key decision makers.

Entitlements:

- 3m wall branding opportunity at side wall (*sponsor to provide artwork*)
- Sponsor mention in 1 x visitor eDM and in areas where VIP Lounge is mentioned, including hanging banner
- Logo acknowledgement onsite, on official event website and show guide
- Listing as 'sponsor' on the relevant sponsor section
- Sponsor can place 1 x pull-up banner at VIP Lounge
- 20 x VIP invitation cards



Event Programme Board

MYR 5,000

Strategically located at ICBS show entrance, this opportunity offers high visibility as one a one-stop point for attendees to find key information.

Entitlements:

- Branding opportunity on the Event Programme Board (*sponsor to provide artwork*)
- Sponsor mention in 1 x visitor eDM
- Logo acknowledgement onsite, on official event website and show guide
- Listing as 'sponsor' on the relevant sponsor section
- 1 x social media shout-out
- 10 x VIP invitation cards



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Official Show Bag Sponsor

MYR 5,000

(excluding production costs to be borne by sponsor)

4,000 pieces of the event show bags will be given to ICBS VIPs, buyers, visitors and media. Let your brand be seen all around the show and even after the event!

Entitlements:

- 4,000 pieces of Show Bags inclusive of Sponsor's logo will be handed out to VIPs, buyers, visitors and media *(sponsor to cover production of show bag, show logo must be included)*
- Sponsor mention in 1 x visitor eDM
- Logo acknowledgement onsite, on official event website and show guide
- Listing as 'sponsor' on the relevant sponsor section
- 1 x social media shout-out
- 10 x VIP invitation cards



Entrance Arch

MYR 5,000

This package offers high visibility at ICBS show entrance with allocated areas for product display. A great investment where your company branding will not go unnoticed!

Entitlements:

- Branding opportunity on the Entrance Arch *(sponsor to provide artwork)*
- Sponsor mention in 1 x visitor eDM
- Logo acknowledgement onsite, on official event website and show guide
- Listing as 'sponsor' on the relevant sponsor section
- 1 x social media shout-out
- 10 x VIP invitation cards



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Official Visitor Lanyard Sponsor

Have your company logo borne around the neck of every visitor at ICBS. Lanyards will be worn by all VIPs, visitors and media partners throughout all three show days. You can be sure to experience high visibility throughout the show! Your company's branding will not be missed on this essential item.

MYR 20,000

(including production costs)

MYR 12,000

(excluding production costs and to be borne by sponsor)

Entitlements:

- Branding opportunity on Visitor Lanyard (*sponsor to provide artwork, show logo must be included*)
- Sponsor mention in 1 x visitor eDM
- Logo acknowledgement onsite, on official event website and show guide
- Listing as 'sponsor' on the relevant sponsor section
- 1 x social media shout-out
- 30 x VIP invitation cards



Official Visitor Badge Sponsor

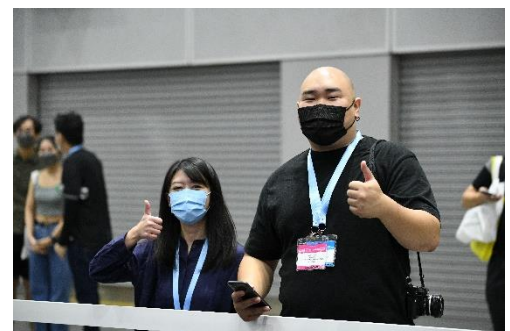
MYR 8,000

(including production costs)

Have your company logo be seen on ICBS show badges which will be printed on all VIPs, visitors and media badges. Your company's branding will not be missed by them on this essential item.

Entitlements:

- Branding opportunity on Visitor Badges (*sponsor to provide artwork*)
- Sponsor mention in 1 x visitor eDM
- Logo acknowledgement onsite, on official event website and show guide
- Listing as 'sponsor' on the relevant sponsor section
- 1 x social media shout-out
- 15x VIP invitation cards



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Official ICBS Mobile App Sponsor

MYR 10,000

Establish your company's presence at ICBS on our Mobile App! A key platform that will be used by all attendees particularly to organise business matching meetings, access floorplan, view show programme and more!

Entitlements:

- Branding opportunity on Mobile App/Event Guide (*sponsor to provide artwork*)
- Logo acknowledgement onsite and on official event website
- Listing as 'sponsor' on the relevant sponsor section
- 1 x social media shout-out
- 20 x VIP invitation cards



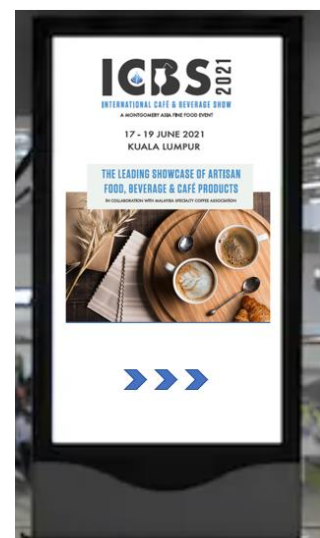
Directional Signages

MYR 5,000

Raise brand awareness among visitors with your branding on ICBS Directional Signages which will be placed at prominent locations of Kuala Lumpur Convention Centre to lead attendees to the show hall!

Entitlements:

- Branding Opportunity on Directional Signages (*advertiser to provide artwork*)



SPONSORSHIP & ADVERTISING OPPORTUNITIES

Hanging Banners

MYR 2,000
per banner

Rise above the crowd and lead buyers and visitors to your booth with these hanging banners which are placed prominently on the concourse of the venue to direct visitors to your booth.

Entitlement:

- 1 x hanging banner, 4m x 2m in dimension (*advertiser to provide artwork*)



ICBS Website Leaderboard Banner

MYR 1,500

Raise your brand awareness among visitors on ICBS official website! Bundle pricing available.

Entitlements:

- 1 x web banner on ICBS website (homepage)
- Banner will be in place 3 months prior to the show
- Advertiser to provide artwork based on given dimensions



SPONSORSHIP & ADVERTISING OPPORTUNITIES

ICBS e-Newsletters

MYR 1,500
per issue

Be a part of our marketing campaigns by reaching our audience through ICBS e-Newsletters where key show highlights are shared with our database of over 6,000 F&B contacts.

Entitlements:

- 1 x feature in our email campaign
 - 50 words text box & click-through function
- Advertiser to provide artwork based on given dimensions



CONTACT US TODAY!

Customisation of sponsorship packages are also available, contact us to find out more!

EXHIBITING & SPONSORSHIP ENQUIRIES

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