

# MAXIMISE YOUR PRESENCE

The 6<sup>th</sup> International Processing & Packaging Exhibition for Myanmar

# PROPAK MYANMAR

12 - 14 September 2019 | Yangon



Myanmar Expo (ME), Yangon, Myanmar

The Premier  
Processing & Packaging  
Event for Myanmar

Organised by



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

    @ OES\_ProPak

## Sponsorship Opportunities

**ProPak Myanmar is No. 1 premier processing & packaging event for Myanmar, taking place 12 – 14 September 2019**

With our impressive range of branding, feature areas and digital opportunities, we can offer you a targeted and strategic way in which you can maximize your company's visibility and connect with the right people for your business

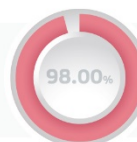
Our branding and sponsorship opportunities can help you enhance your profile within the industry by:

- Aligning your brand with the processing and packaging industry
- Generation awareness in front of highly focused and engaged audience
- Raising your profile and positioning your brand as an international opportunities
- Achieving your global strategic objectives through tailored opportunities

Base on your strategic goals our team are able to tailor a package to ensure you achieve your specific objective. Take a look what we have to offer!

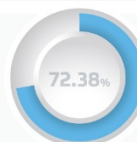


### Key Visitor Facts\*



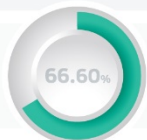
**98.00%** of visitors said they will return in 2019.

**96.00%** of visitors described the event as being useful or very useful for their business growth.



**72.38%** of visitors expected to increase their investment over the next twelve months, with **22.65%** continuing with the same level of investment.

**66.60%** of visitors indicated they were visiting the show to buy product and **70.60%** to find new supplier.



\*These facts are based on a survey of visitors conducted over 3 show days

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## Sponsorship Packages

Entitlements	Platinum	Gold	Silver
	2 Opportunities	4 Opportunities	6 Opportunities
Logo placement on marketing collaterals and channels, including printed materials, website, e-marketing and social media	✓	✓	✓
The company's management person can share about the products and services to Media & Channel at pre-press conference before the show (at max: 20 min)	✓		
Ribbon cutting alongside the VVIPs by Platinum Sponsor's CEO/MD at the opening ceremony	✓		
Address the welcome speech by Platinum Sponsor's CEO/MD at Opening Ceremony (at max: 5 min)	✓		
Invite VIP customer who attend Opening Ceremony to your booth	✓		
Logo placement on onsite branding and informational signage	✓	✓	✓
Product highlights feature prominently in email blast	✓	✓	✓
Dedicated email blast for sponsor to targeted database on the sponsors company profile (Sponsor to provide 1 image + 1 logo & short content not over 40 wordings)	✓		
Light box in front of the hall (1 point)	✓		
Onsite seminar room to host promotion activities with related association (1 session per sponsor)	✓	✓	
Hanging banner placement (1 x double side) in a prominent location above the show floor	✓	✓	✓
Company literature placement in a prominent location onsite, including registration areas & VIP lounges	✓		
	USD 15,000	USD 8,000	USD 5,000

**\* \* \* Look for more sponsorship details please contact us! \* \* \***

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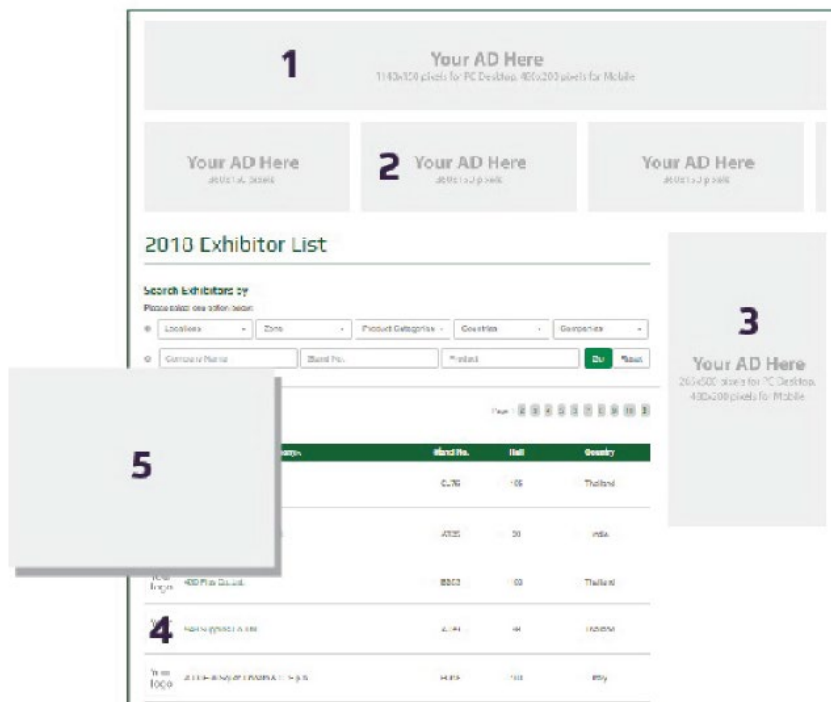


## Others Promotion Opportunities

### Before the show until the show end

Advertising at ProPak Myanmar e-directory ([www.propakmyanmar.com](http://www.propakmyanmar.com))

**\*\* Banner, Company logo and Pop-up advertising included hyperlink to company website \*\***



Number	Topic	Size	Amount	Price (USD)
1	Top banner	1140 x 150 Pixels for PC 480 x 220 Pixels for Mobile	3	1,400
2	Sub Banner	360 x 150 Pixels	20	1,150
3	Side Banner	265 x 500 Pixels for PC 480 x 220 Pixels for Mobile	3	1,250
4	Company logo	60 x 60 Pixels	N/A	950
5	Pop-Up Advertising	336 x 280 Pixels	1	1,500

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**Exhibition Period**

**1) Lanyard Sponsor**

- Exclusive Sponsor for VIP Lanyard.
- Your company’s logo will be on one side of lanyard.
- Spec: Fabric, 1 color screen.
- Size: Width 15 mm.
- Lanyard production is included.



Visitor	Pieces	Amount (USD)
1. Lanyard for VIP visitor	700	1,350
2. Lanyard for VIP and pre- register visitor	1,300	2,350
3. Lanyard for VIP, pre- register and walk-in visitor	5,000	4,000

**2) Calico Bag – 5,000 Pieces**

- Price: USD 4,500  
 Non-base cloth bag  
 Size: 12 "x 15"  
 Spun-bonded 75 gram  
 Strap: Nylon Size: 1"  
 Screen logo 2 colors, 1 side (Silkscreen)



**3) Light boxes around the venue compound**

Type A: Light box around Hall Compound

- Price: USD 1,600  
 Location: Surrounding Hall  
 Dimension: 1.8m (w) x 2.0m (h)  
 Side: Double Sided Rotating  
 Amount: 8



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Type B: Light box facing main road

Price: USD 2,400  
Location: Facing Main Road  
Dimension: 2.7m (w) x 3.0m (h)  
Side: Double Sided Non Rotating  
Amount: 4



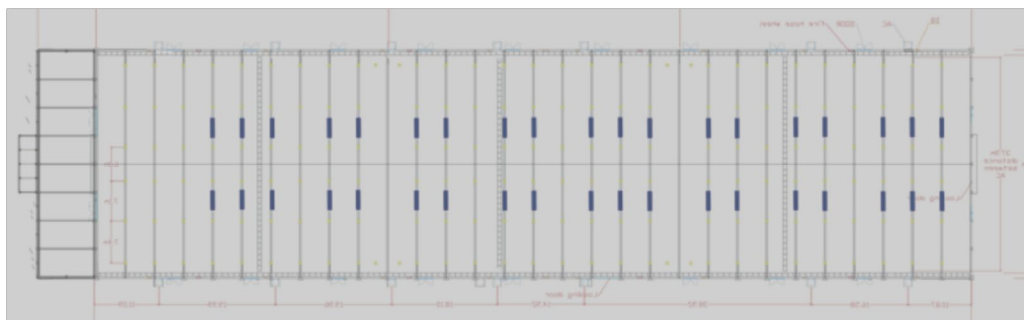
Type C: Light box in front of the hall

Price: USD 1,600  
Location: Surrounding Hall  
Dimension: 1.8m (w) x 2.0m (h)  
Side: Double Sided Rotating  
Amount: 4



**4) Banner hanging in the hall**

Price: USD 400 Per Piece  
Location: Refer to attached reference  
Dimension: 3.0m (w) x 1.0m (h)  
Side: Double Sided  
\*Including production\*



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## Seminar in ProPak Myanmar2019

### 1) Food Science and Technology Association of Myanmar (FoSTAM) Conference

The conference will present and discuss latest SME industry developments, trends and techniques in research and innovation for the food science and technology industry. The conference will provide opportunities to meet, learn, share and network among both government and private sector, and local and international speakers and delegates.

<b>Premier Sponsor</b> <b>USD 2,500/MMK 3,500,000 (x5 available)</b>	<b>Participating Sponsor</b> <b>USD 1,500/MMK 2,500,000</b>
<ol style="list-style-type: none"> <li>1. Conference Premier Sponsor status on ProPak Myanmar 2019 website</li> <li>2. Prominent company branding on all printed and emailed materials produced for the conference including: <ul style="list-style-type: none"> <li>• E-Invitation sent to over 20,000 database.</li> <li>• Signage in the conference room.</li> <li>• Holding presentation slides</li> <li>• Request of speaking slot to FoSTAM</li> </ul> </li> <li>3. Acknowledgement as premier conference sponsor in all media relations activities</li> <li>4. Acknowledgement as premier conference sponsor in opening comments and closing remarks</li> <li>5. Tabletop display area in front of conference to promote company products or profile.</li> </ol>	<ol style="list-style-type: none"> <li>1. Conference Participating Sponsor status on ProPak Myanmar 2019 website</li> <li>2. Prominent company branding on all printed and emailed materials produced for the conference including: <ul style="list-style-type: none"> <li>• E-Invitation sent to over 20,000 database.</li> <li>• Signage in the conference room.</li> </ul> </li> <li>3. Acknowledgement as participating conference sponsor in all media relations activities</li> <li>4. Acknowledgement as participating conference sponsor in opening comments and closing remarks</li> </ol>

### 2.) Create own work shop or seminar for presenting the success case at show

<u>Price:</u>	USD 800 per session (2 hours per session)
<u>Location:</u>	Seminar room
<u>Amount:</u>	5 sessions available
<u>Inclusions:</u>	Promote at ProPak Myanmar website, Backdrop (1 logo + 3 text lines) Tables & chairs, Microphone sound system, 1 Projector (2000-3000 ANSI lumen) or 1 Projector screen, 1 Laptop PC (Windows & Microsoft Office installed)
<u>Exclusions:</u>	Refreshments/coffee breaks -- please contact Organiser for more details.
<u>Cancellation:</u>	Exhibitor will be liable for full cost of rental for cancellation after deadline.

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## Reply form

Company:	
Contact person name:	
Address:	
Contact person name:	
Phone:	
Fax:	
Email:	
Sponsor Type:	

For more information, please contact

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# Call us now

To explore opportunities to promote your brand

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