

The International Processing and Packaging
Trade Event for the Philippines

PROPAK PHILIPPINES



SPONSORSHIP OPPORTUNITIES

AT PHILIPPINES' LEADING INTERNATIONAL
PROCESSING AND PACKAGING TRADE EVENT

PROPAK PHILIPPINES

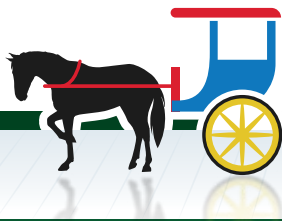
is powered by ProPak, the region's no. 1 trade event for the processing and packaging industries.

ProPak Philippines 2019 was the debut international processing and packaging trade event for the Philippines, and the perfect platform to access a robust and expanding industry and market growing at high GDP growth rates with strong increase and further potential to expand throughout its food, drink and pharmaceutical industries.

ProPak Philippines 2024 will be the 4th edition of its kind, delivering an industry-focused event connecting international suppliers to local and regional buyers.

Philippines is witnessing a strong and dynamic growth across its industries with a backdrop of rising incomes, expanding and changing consumer demands, increasing export potential and strong, supportive governance.

Don't miss the opportunity to be part of ProPak Philippines 2024!



SUPPORTED BY



INTERNATIONAL PARTNERS



SUSTAINABILITY PARTNER

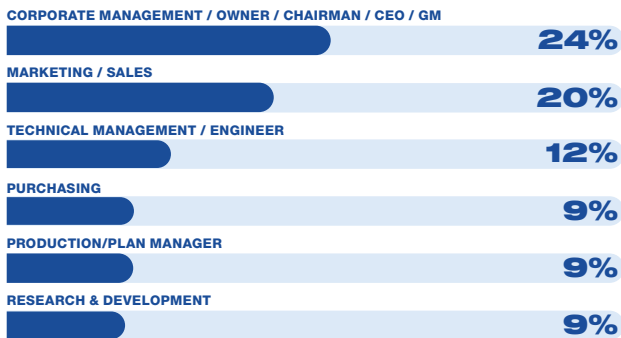


POWERED BY



ATTENDEES REPORT

6 TOP JOB POSITIONS OF ATTENDEES



TOP 10 INTERNATIONAL VISITOR COUNTRIES



VISITOR SATISFACTION RATING*



*visitor satisfaction rating is based on the visitors who answered our survey during the 3-day event

PHILIPPINE INDUSTRY FOR PROPAK PHILIPPINES 2024

- The Philippine plastics market is projected to register a CAGR of over 5% during the forecast period (2022-2027).
- Flexible packaging was the most consumed pack material in the Philippine packaging industry, accounting for a market share of 35.4% in 2020. It is expected to reach 37.1% by 2025. Flexible packaging and rigid plastics were popular packing materials.
- The food industry characterized the most use of packaging in the Philippines, accounting for a 39.5% market share. It was followed by non-alcoholic beverages and 'other industries', with shares of 37.5% and 11.4%, respectively.
- In the Food market, volume is expected to amount to 55.57bn kg by 2027. The Food market is expected to show a volume growth of 5.7% in 2024.
- Revenue in the Processed Meat segment amounts to US\$3.75bn in 2023. The market is expected to grow annually by 3.95% (CAGR 2023-2027).



MEDIA PARTNERS



SPONSORSHIP PACKAGES

	PLATINUM 2 COMPANIES	GOLD 3 COMPANIES
Logo placement on marketing collaterals and channels, including printed materials, website, newsletters, and social media	✓	✓
Mentioning the sponsors in the PR activities for the show, including press conferences, press releases and invitations	✓	✓
Logo placement on onsite branding and informational signage	✓	✓
Logo placement on website exhibitor list	✓	✓
Dedicated email campaign for sponsors to their targeted database based on the sponsors company profile	✓	
Interview opportunity in the show videos and promotion through newsletters, website and social media campaigns	✓	
Onsite seminar room to host training, seminar, and/or promotion activity	✓	✓
Roll-up banner placement in a prominent location at the exhibition hall entrances	✓	
Hanging banner placement (1 pc. back to back) in a prominent area above the exhibition floor	✓ <small>DOUBLE SIDE BANNER</small>	
Company brochures and marketing materials placement in a prominent area onsite, including registration areas and VIP lounge	✓	✓
Advertisement in Show Directory	✓	✓
PRICE	USD 8,000	USD 5,000



**LOOKING FOR A CUSTOMISED SPONSORSHIP?
CALL US AND WE WILL HEAR YOU OUT!**

INSIDE THE EXHIBITION HALL



VISITOR SUSTAINABLE BAG
QUANTITY: 5,000 PIECES
USD 5,000

*DEADLINE FOR SPONSORSHIP: 15 NOVEMBER 2023

A HALL FOYER BANNER
1 SIDE BANNER (W1 X H2.5M)

USD 750

B COLUMN BANNER
4 SIDES (W1 X H2.5M) PER SIDE

USD 1,500



VISITOR LANYARD
QUANTITY: 5,000 PIECES
USD 5,000

*DEADLINE FOR SPONSORSHIP: 25 NOVEMBER 2023

HANGING BANNER
(W3 X H2M)

USD 1,000



FLOOR STICKER
(W1 X H1M)

USD 1,000

E-DIRECTORY & ONLINE EXHIBITOR LIST

The wireframe shows the layout of an exhibitor list page. At the top, there is a large banner area labeled 'B' with the text 'Your AD Here' and 'Exhibitor List Page Main Banner W1140 x H250 pixels'. Below this, there are three smaller banner areas labeled 'C' with the text 'Your AD Here'. The first 'C' banner is on the left, the second is in the middle with the text 'Your AD Here Exhibitor List Top Banner W300 x H300 pixels', and the third is on the right. Below the banners, the page title 'Exhibitor List' is followed by a search bar labeled 'Search Exhibitors' with five input fields. Below the search bar is a thick green horizontal bar. The main content area consists of four large, empty rectangular boxes stacked vertically, representing the exhibitor list entries.

**A. HOME PAGE MAIN BANNER
W1140 X H250 PIXELS
USD 650**

**B. EXHIBITOR LIST PAGE
MAIN BANNER
W1140 X H250 PIXELS
USD 650**

**C. EXHIBITOR LIST TOP BANNER
W300 X H300 PIXELS
USD 600**

**For 3 months*

**First come, first served*

PRODUCTION GUIDELINES

INSIDE THE EXHIBITION	DIMENSIONS
Visitor Sustainable Bag	W 40.64cm x H 33.02cm
Visitor Lanyard	W 1.5cm
Hanging Banner	W 300cm x H 400cm
Logo Placement on the Directory Board	-
Floor Sticker	W 100cm x H 100cm

OTHER ADVERTISEMENT OPPORTUNITIES	DIMENSIONS
A Home Page Main Banner	W1140 x H250 pixels
B Exhibitor List Page Main Banner	W1140 x H250 pixels
C Exhibitor List Top Banner	W300 x H300 pixels





ProPak Philippines Website Advertising

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

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

**Subject to 12% VAT*



Your AD Here
1140 x 400 pixels for PC Desktop, 720x380 pixels for Mobile

B. SLIDING BANNER AT HOME PAGE

2023 E-Directory | 2023 List of Participants | 2023 Conferences & Seminars

Your AD Here
1140 x 150 pixels for PC Desktop, 480x200 pixels for Mobile

C. TOP BANNER AT HOME PAGE

Your AD Here 360x150 pixels | **Your AD Here** 360x150 pixels | **Your AD Here** 360x150 pixels

D. SLIDING SIDE BANNER AT HOME PAGE

What is ProPak Philippines?



ProPak Philippines is the leading international processing and packaging trade event for the Philippines. It is the perfect platform for market trends, investments and industry networking through product exchange and a variety of conferences, seminars and technical workshops offering sustainable solutions for the country's enterprises.

The event provides various industries with access to the latest development in packaging and processing machines and technology from leading companies across the globe. The exhibition delivers a brilliant industry-focused event connecting international suppliers to local and regional buyers in food, drink and pharmaceutical manufacturing industries.

With supportive governance, the Philippines has forecasted strong and dynamic growth across its industries with the backdrop of rising incomes, expanding & changing consumer demands, and increasing export potential.

Powered by PROPAK The Brand You Can Trust

The ProPak formula of integrated Processing & Packaging trade exhibitions with associated industry conferences, seminars and events is a winning combination and trusted platform for your business.

Over the last 12 months our portfolio of events covering Asia and China, and held in Indonesia, Myanmar, Thailand and Vietnam have connected over 3,000 exhibitors to more than 100,000 buyers and specifiers from across the region.

ProPak events are synonymous with quality, professionalism, service and business. Global connections together with local expertise gives us a deep understanding of industry and markets. All events are endorsed and recognised by local, national and regional trade associations and government bodies and promoted by our experienced and dedicated ProPak teams thereby ensuring the highest quality and quantities of trade professional buyers and specifiers attend.



Glimpse of ProPak Philippines Previous Editions



Your AD Here 210x65 pixels for PC Desktop and Mobile | **Your AD Here** 210x65 pixels for PC Desktop and Mobile | **Your AD Here** 210x65 pixels for PC Desktop and Mobile | **Your AD Here** 210x65 pixels for PC Desktop and Mobile | **Your AD Here** 210x65 pixels for PC Desktop and Mobile

E. FEATURED ARTICLE AT HOME PAGE

Your AD Here
1140 x 150 pixels for PC Desktop, 480x200 pixels for Mobile

F. BOTTOM BANNER AT HOME PAGE



ProPak Philippines 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.

PRICING FOR ITEM & PACKAGE

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 items	\$500	P 26, 150

**Subject to 12% VAT*

LOGO ON LANDING PAGE

**PROPAK
PHILIPPINES**

**not actual, for reference only*

BANNER AD ON ONLINE REGISTRATION PAGE

**Sample online pre-registration layout
Not actual, for reference only



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

**Subject to 12% VAT*

EDM LEAD GENERATION	PROPAK PHILIPPINES COST (USD)	PROPAK PHILIPPINES UNIT COST (PHP)
Package value per issue 1 Email blast Selected profile of data maximum 3,000 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

EDM SAMPLE

PROPAK PHILIPPINES British Chamber of Commerce
Philippines Sustainable Packaging Webinar

**Revolutionizing the Packaging Industry:
Philippines' Road Towards Sustainability**

Revolutionizing the Packaging Industry,
PHILIPPINES' ROAD TOWARDS SUSTAINABILITY

25 November 2021 | 4:00 PM PST | 8:00 AM UKT | via ZOOM

FEATURED SPEAKERS

As Propak Philippines and British Chamber of Commerce Philippines have been supporting each other, we are pleased to invite everyone in the industry to join British Chamber of Commerce

Webinar Details
Date: 25 November 2021, Thursday
Time: 4:00 PM
Time Zone: GMT +8 (PH time)



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: 3000	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

*Subject to 12% VAT



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*

WEBINAR SAMPLE

PROPAK PHILIPPINES

2021 EP3 WEBINAR
IMPORTANCE OF BARCODES, LABELLING AND MARKING IN BUSINESSES

24 JUNE 2021 2:00PM (GMT +8 PH TIME)
 LANGUAGE: ENGLISH

SPEAKERS

- ENGR. AVELINO MOLINA JR.**
 SENIOR TRADE - INDUSTRY DEVELOPMENT SPECIALIST
 DEPARTMENT OF TRADE AND INDUSTRY - BUREAU OF PHILIPPINE STANDARDS
- ENGR. VON VILLARUEL**
 TRADE AND INDUSTRY DEVELOPMENT SPECIALIST
 BUREAU OF STANDARDS, METROLOGY AND QUALITY CONTROL DIVISION
 DEPARTMENT OF TRADE AND INDUSTRY - BUREAU OF PHILIPPINE STANDARDS
- ENGR. MERVIN FONSECA**
 SENIOR TECHNICAL OFFICER
 DTI - PHILIPPINES

PRODUCED BY: **PROPAK connect**

SUPPORTED BY: dti, DTI, DTI, DTI

ORGANISED BY: Informa markets

PROPAK PHILIPPINES

EP 4 WEBINAR
PACKAGING OF FRESH PRODUCED FOOD: MEAT, FRUITS & VEGETABLES

26 October 2020 02:00PM - 03:30PM
 (GMT+8 PH time)

SPEAKERS

- Dr. Paffro Mameeste**
 SENIOR SENIOR RESEARCH COORDINATOR
- Mr. Wilfried Stroebel**
 SENIOR RESEARCHER
- Dr. Ma. Leonora B. Francisco**
 SENIOR RESEARCHER

MODERATOR

Dr. Ma. Leonora B. Francisco
 SENIOR RESEARCHER

PROPAK PHILIPPINES

EP 2 WEBINAR
Philippines' Packaging Trends: "The Essentials of Safe and Sustainable Packaging"

16 September 2020, 10:00AM - 12:00NN
 (GMT+8 PH time)

SPEAKERS

- Ms. Norida Kellon, MAIP**
 Executive Director
 PHILIPPINE INSTITUTE OF PACKAGING
 MAIP Board Member
 PHILIPPINE PACKAGING ORGANIZATION
- Mr. Ralph Mayle, FAIP, CPP**
 Education Coordinator
 AMERICAN INSTITUTE OF PACKAGING
- Mr. Cristian N. Lao**
 Packaging President
 PROGRAMS MANAGER
 PHILIPPINE PACKAGING ORGANIZATION

MODERATOR

Ms. Clarissa S. Narbas
 SENIOR SENIOR RESEARCHER
 PHILIPPINE PACKAGING ORGANIZATION



CONTACT OUR TEAM TO KNOW MORE ABOUT PROPAK PHILIPPINES SPONSORSHIP OPPORTUNITIES



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