



Vietnam International
Agriculture Expo



VIETNAM INTERNATIONAL AGRICULTURE EXPO - VIAE

DIGITAL SPONSORSHIP PACKAGE



VIAE Website

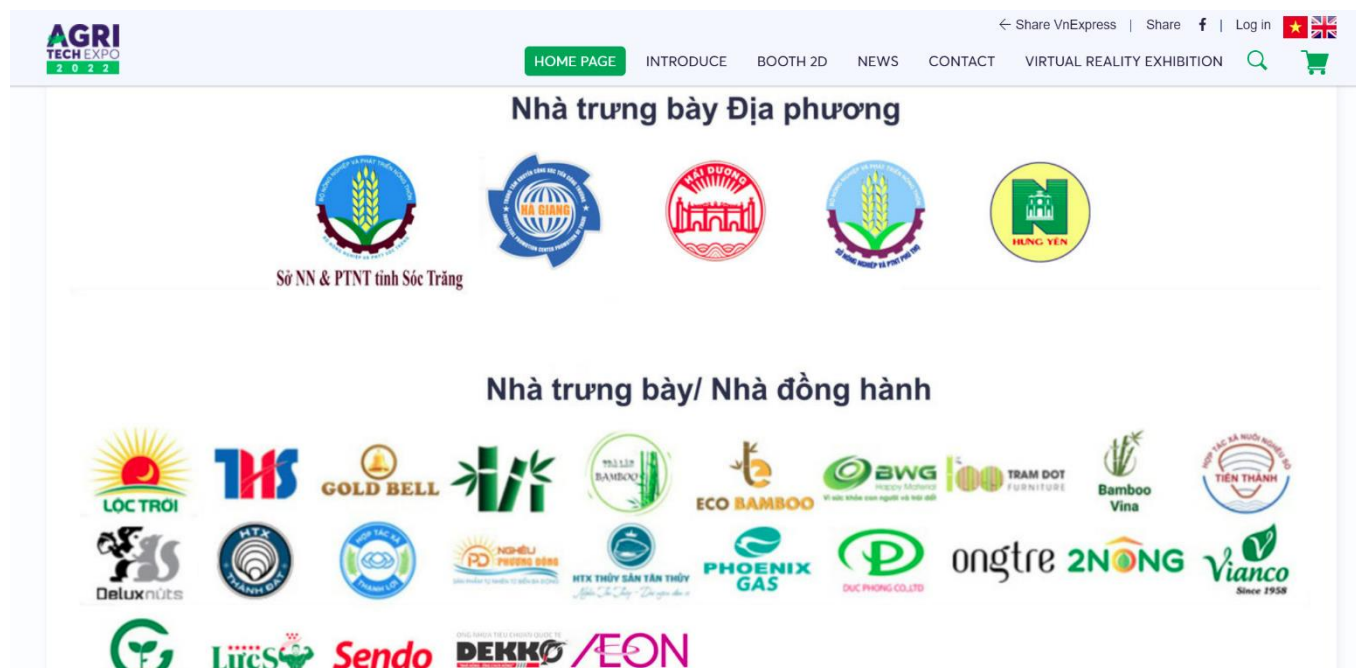
Heighten your brand exposure with our leaderboard or Logo space that will be displayed on the **Home Page**.

Each banner/logo can be linked to your company website.

➤ Home Page Sponsor Logo

Logo Size: 200 x 80 px

To provide up to 500 x 200 px.



Duration: Sep – Dec 2022

How to apply?

Please e-mail to trangth23@fpt.com.vn for more detail information.

Contact directly to our sales representation for the **customized package**.

IFPPS Website (Selected Webpages)

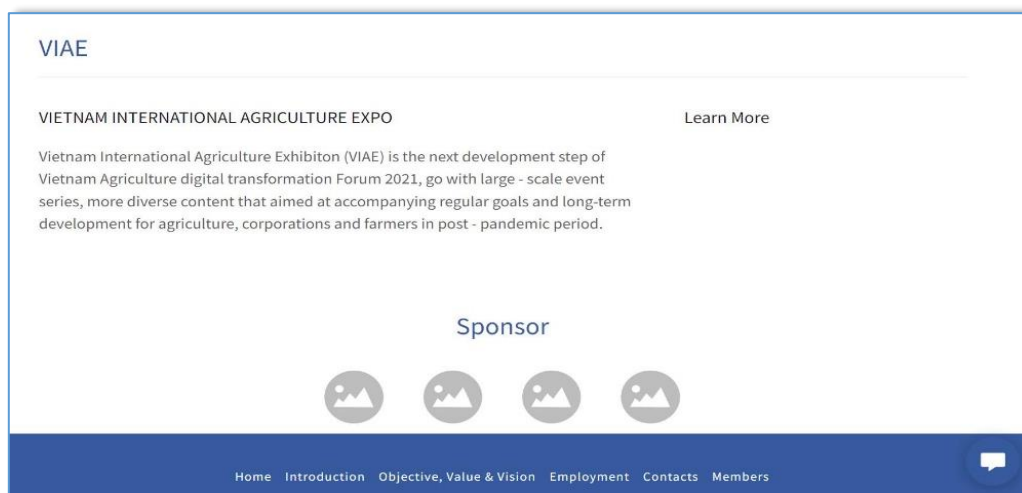
The INTERNATIONAL FEDERATION OF PUBLIC PROCUREMENT SOCIETIES (IFPPS) is the strategic partner of VIAE. Through network of procurement network of each association member's governments and commercial, IFPPS has well established connection to **2000⁺** firms underlying its associations member group in **20⁺ countries** in Asia, Oceanic, South America, Europe and Mid East. In particular, IFPPS maintains good relations with the Chinese government.

Click to view:

➤ [IFPPS.org](https://www.ifpps.org) Website

Logo Size: 200 x 80 px

To provide up to 500 x 200 px.



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PR Campaign-Article

Increase your brand exposure with promotional articles on VIAE and IFPPS websites.

No	Session	Details	Location
1	Information box	Info box with sponsor's logo at the end of the articles with main PR activities of the event (started at the beginning)	VnExpress.net
2	General article	General PR article for the event mentioning the name of the sponsor's brand/product	VnExpress.net
3	Separate article	Separate PR article about the sponsor's product/service for the event	VnExpress.net
4	Social Media	General PR article for the event mentioning name and put in hashtag of the sponsor	Fan page VnExpress.net
5	Social Media	Separate PR article about the sponsor's product/service for the event with hashtags for the sponsor's brand	Fan page VnExpress.net

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Live-streaming with Sponsorship

Are you looking to elevate your brands and products onsite at VIAE beyond the halls? Grab one of our exclusive live-streaming packages to showcase your company and booth offerings!

Location	Livestream of the opening ceremony
Two Rights	15-second sponsor's TVC appears in the livestream
	Sponsor's rotating logo appears in the livestream
	Appearance of sponsor's logo on multimedia channels (Digital, national television,...)
Recording of Video	√

Our exhibition in 2021 successfully reached out to more than 175,000 business viewers on Social Media and VnExpress.

Let our dedicated videography team help you to showcase your best and brightest, to reach out to your target audience, both regional and international.

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Talkshow

Get ahead of the crowd and start promoting your brand before the trade show!
We provide **customizable Talk show packages** to maximize your brand exposure and help you achieve your business goals.



The Media Services Package for Talk Show - VIAE

NUM.	SESSION	DETAILS	UNIT	TYPES OF SERVICES PACKAGE		
				150M	100M	80M
1	The representative	The representative of the brand participates in the sharing at Talkshow online or offline with experts (can choose the form of recording)	Representative	1	1	0
2		The representative of the brand participated in the sharing at Talkshow with experts	Representative	0	0	1
3	Article	Articles about the brand's representative according to the topic of the Livestream, posted on VnExpress.net in an appropriate location	Article	1	1	1
4		Information of the representative of the brand is mentioned in the articles related to the Livestream, posted on VnExpress.net in the appropriate position.		2	1	0
5	Livestream	Brand information will appear in the form of a rotating logo or text in the Live Talk with a participating of brand's representative	Time	2	1	0
6		The brand's TVC 15 - 30 seconds appeared in the talk show's livestream with the brand's representative participating	Time	2	0	0
7	Share video	Share video of talkshow on Fanpage of VnExpress. Video length less than 15'.	Post	0	0	1
8	Social	Media post introducing the event with mention of brand information/brand Hashtag	Post	1	1	1
Total value of the media service package				\$11,540.93	\$6,197.91	\$4,274.42
PACKAGE COST (not including 8% VAT)				\$6,411.63	\$4,274.42	\$3,419.53

How to apply?

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Advisory Services

We will provide **TWO hours** of professional consulting services for sponsors to help you examine innovative business opportunities. Take a close look at the upcoming projects and bids in the target region, and make your brand's presence at the event speaking for itself. Sponsors will have chances to network with government officials, lawmakers, business executives, industry, think tanks, suppliers, and buyers. Our **expert team** comes from famous management consulting, global financial firms, and pioneering internet platform corp.

We hope to achieve the following two objectives:

- Reduce the cost of entering the new market
- Improve efficiency on gaining the selling volume



Digital Sponsorship Catalogue

Seession	Sponsor' rights for branding throughout event				
	Diamond	Gold	Silver	Bronze	Co-sponsor
VIAE Website	1	1	1	1	1
IFPPS Website	1	1	1	1	1
Information box	20	18	15	5	2
General article	6	4	3	1	1
Separate article	3	2	1	0	0
Social Media	6	4	0	0	0
Appearance of sponsor's logo on multimedia channels	2	1	0	0	0
15-second sponsor's TVC appears in the livestream	5	3	2	1	1
Sponsor's rotating logo appears in the livestream	5	4	2	1	0
	\$85,500	\$64,100	\$42,700	\$21,380	\$12,800