



F & B
Networking Hub

by SIAL Middle East
E-Summit & Meetings



Inspire food business

Abu Dhabi



23rd NOVEMBER 2020

SIALME.COM #SIALME



An Event By

SIAL
INSPIRE FOOD BUSINESS

Organised By

CAPITAL
EVENTS
للأحداث



COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

F&B Networking Hub By SIAL Middle East

Part of World's No. 1 Food Innovation Network

THE LEADING SOURCE OF INSPIRATION FOR THE WORLD FOOD MARKET

- Providing you with a better understanding of the rules of a changing game
- Helping you develop strategies adapted to the new options available for consumers
- Delivering a better approach to the socio-demographic, environmental and technological changes that will impact the needs of tomorrow
- Optimizing the food of today and inventing the food of tomorrow Inspiring you and accompanying you to anticipate the changes that impact the ecosystem...

As a leading global brand, SIAL is not only a show and a platform for business and networking, it also takes a deeper look into a growing 1.5 billion dollar industry.

INSPIRING FOOD BUSINESS, THE LARGEST SHOWCASE WORLDWIDE FOR BUSINESS OPPORTUNITIES

With an international presence, more than 50 years' experience, and combining its global knowledge with the local approach of its markets, the SIAL Network has become a world benchmark for food industry.

Through its worldwide offices and teams, SIAL offers comprehensive local knowledge and access to a large database providing quality contacts and a guaranteed return on investment (ROI).



9 leading
B2B events



17,000
exhibitors from **119 countries**



700,000+
professionals from **200 countries**

BE PART OF THE VIRTUAL EVENT FOCUSED ON THE F&B INDUSTRY



This year SIAL Network brings an innovative, thought provoking programme bringing food & drink suppliers from across the globe together with top industry buyers from retail, catering and foodservice, food manufacturing, wholesale and distribution to discuss solutions and the future of the food and beverage industry in Abu Dhabi and the UAE.

The F&B Networking Hub by SIAL ME organized by ADNEC in collaboration with Comexposium will host an exciting line-up of talks discussing the latest trends in the food, drink, tourism and hospitality industries for 2021 and beyond.

Our unique virtual event will enable you to attend live summit sessions, explore virtual solutions – explore trends and network with top industry related speakers, leaders and buyers.



FACTS AND FIGURES ABOUT THE EVENT



500+
Conference
Attendees



60+
Buyers



20+
Top F&B
Inspirational
Speakers



900+
Virtual Meetings



70+
Sellers

WHAT TO EXPECT AT F&B NETWORKING HUB BY SIAL ME



A VIRTUAL INTERACTIVE NETWORKING EVENT

Custom designed virtual-networking event providing the opportunity for your teams and senior executives to meet decision makers at your own virtual hub and arrange 1 to 1 meetings using live videos. SIAL ME is committed to supporting industry partners, promote their products and services in a variety of ways to reach their target audience.

1 DAY OF NETWORKING AND LIVE CONTENT

A full networking day where top industry buyers can meet suppliers offering a range of products and services in the F&B industry, as well as live sessions accessible to all attendees.

MATCHMAKING

Our unique appointment system allows participants to make the very best of their time by allowing delegates and suppliers to pre-select who they would like to meet virtually. Our appointment system matches delegate and supplier selections in priority order to produce a personalised itinerary tailored to individual requirements.

TOP INDUSTRY SPEAKERS

A selected list of top international, regional and local industry speakers and experts will address key issues and provide insights into practical solutions in the F&B sector to rise to the challenges and move forward together.

VIRTUAL SUMMIT

Industry leading content that will see top industry speakers from across the world take to the virtual stage to give their insights on the key challenges that are facing the F&B sector, the future of food and the UAE food tourism strategy.



KEY REASONS OF PARTICIPATING AT F&B NETWORKING HUB BY SIAL ME



Show your latest innovations to the right market players



Learn from top experts, speakers and peers in the Food & Beverage industry on how to move forward after COVID-19



Schedule meetings and network with the right people at the right place



Meet with key decision makers with purchasing power to roll your product out across the region



Your ideal platform to meet, network and interact with key professionals in the F&B industry



This virtual networking event will give you the opportunity to successfully promote your brand virtually

CONNECT WITH TOP INDUSTRY BUYERS



F&B Networking Hub by SIAL ME gives you the opportunity to meet leading dealers, distributors, wholesalers, airlines, HoReCa and F&B companies.

WHO SHOULD PARTICIPATE AT F&B NETWORKING HUB BY SIAL ME

If you offer any of the following categories of products and/or services for the exhibitions and events industry, reserve your space today!

-  Confectionery, biscuits and pastry
-  Cured & salted meat
-  Dairy Products
-  Delicatessen and ready meals
-  Equipment, technologies and services
-  Fish, Molluscs and shellfish
-  Fruits, vegetables and dried fruits
-  Grocery and dried products
-  Horticulture
-  Meat and tripe
-  Non-alcoholic beverages
-  Halal Food
-  Free from/ Wellness/ Organic
-  Baby Food
-  Pet foods
-  Poultry and Eggs
-  Food Security
-  Coffee, chocolate and Dates

BRANDING AND MEDIA POSITIONING

A bespoke branding & visibility strategy has been designed to create momentum. We'll use the best traditional and digital communication channels to boost the event exposure in the world. Including brand positioning strategists, PR, Media relations and social media experts, our team of specialists will launch integrated campaigns to reach target audiences and key influencers.



12

weeks PR campaign



200,000

Social media
impressions



30,000+

Email campaigns to
top F&B contacts



230,000

Impressions of digital
marketing campaign



20

Trade magazines and
online portals as media
partners reaching to
250,000 subscribers



SPONSORSHIP OPTIONS

HEADLINE SPONSOR (\$ 5,000) 1 opportunity

Pre Event:

- 2x web banner re-targeting campaigns on event website (15 days each)
- 2x Dedicated email campaign to F&B Networking Hub by SIAL ME regional F&B database of 30,000+ contacts
- 2x dedicated posts on social media channels with a combined reach of 10,000 followers on social media pages including Instagram, Facebook, LinkedIn and Twitter
- Pop up banner for the sponsor on the main dashboard of the platform (Primary featured rotational banner)
- Landing page on the platform with a banner and a video of the sponsor
- 250 word about the sponsor displayed on the virtual platform
- Logo on the registration page of attendees and buyers
- Logo on pre event email campaigns
- Logo on the event website
- Logo on all visitor email campaigns

At Event:

- Exclusive seller package
- 1 speaking slot at the Live Summit
- 1 session introducing your product before, during or before the sessions.
- Video of the sponsor displayed on the live streaming before session starts
- 10x 1 to1 meeting with buyers (pre-set meetings)

Post Event:

- Logo on post show report
- Logo on thank you email to all attendees



DIAMOND SPONSOR (\$ 3,000)

2 opportunities

Pre Event:

- 1x web banner retargeting campaigns on event website (15 days)
- 1x Dedicated email campaign to F&B Networking Hub by SIAL ME regional F&B database of 30,000+ contacts
- 1x dedicated posts on social media channels with a combined reach of 10,000 followers on social media pages including Instagram, Facebook, LinkedIn and Twitter
- Pop up banner for the sponsor on the sponsor slider on the dashboard of the platform
- 200 word about the sponsor on the virtual platform
- Logo on the registration page of attendees and buyers
- Logo on pre event email campaigns
- Logo on the event website
- Logo on all visitor email campaigns

At Event:

- Exclusive seller package
- 5x 1 to1 meeting with buyers (Pre-set meetings)

Post Event:

- Logo on post show report
- Logo on thank you email to all attendees



GOLD SPONSOR (\$ 2,000) **2 opportunities**

Pre Event:

- 1x Dedicated email campaign to F&B Networking Hub by SIAL ME regional F&B database of 30,000+ contacts
- 1x dedicated posts on social media channels with a combined reach of 10,000 followers on social media pages including Instagram, Facebook, LinkedIn and Twitter
- Pop up banner for the sponsor on the Sponsor slider on the dashboard of the platform
- 200 word about the sponsor on the virtual platform
- Logo on the registration page of attendees and buyers
- Logo on pre event email campaigns
- Logo on the event website
- Logo on all visitor email campaigns

At Event:

- All in one seller package
- 3x 1 to1 meeting with buyers (Pre-set Meetings)

Post Event:

- Logo on post show report
- Logo on thank you email to all attendees

EXHIBITOR PACKAGES

ALL IN ONE SELLER PACKAGE – VIRTUAL PLATFORM (\$ 1,000)

- Dedicated profile on the virtual platform (the profile can include team members, videos, images, branding, text and products)
- 5 x videos uploads about the company in the platform (videos should be shared as a link)
- 30 x Product uploads in the platform (5 of those products will be “Featured products” displayed in the marketplace)
- Receive emails about recommended buyers to connect with them (Buyer leads)
- Live chat with buyers in bilingual languages (English and Arabic)
- Unlimited number of video calls with buyers during event timings
- AI – Matchmaking - Products will show case in front of the buyers interested in your sector.
- Receive quote requests from buyers and use the messaging system to engage with them.
- Email suggestions of recommended buyers
- The ability to scheduled meetings

EXCLUSIVE SELLER PACKAGE – VIRTUAL PLATFORM (\$ 1,500)

- Listed under featured suppliers that is displayed for the buyers
- 50 x Product uploads (5 of those products will be “Featured products” displayed in the marketplace)
- Dedicated profile on the virtual platform (the profile can include team members, videos, images, branding, text and products)
- 5 x videos uploads about the company in the platform (videos should be shared as a link)
- Receive emails about recommended buyers to connect with them (Buyer leads)
- Live chat with buyers in bilingual languages (English and Arabic)
- Unlimited number of video calls with buyers during event timings
- AI – Matchmaking - Products will show case in front of the buyers interested in your sector.
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SPONSORSHIP OPPORTUNITY

Get your message across and promote your company, or product through a tailored sponsorship package to meet your needs and get the highest exposure.

*The sponsorship opportunities are offered on a first come first served basis.

MEDIA PARTNER

Become one of the event media partners and gain the advantage of having a high-value exposure for a wide range of industry key players and influencers. Gain high recognition on all relevant marketing channels.

JOIN F&B NETWORKING HUB BY SIAL ME

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