



POULTRY AFRICA 2022

KIGALI, RWANDA

5-6 OCTOBER

POWERED BY VIV

CUSTOMIZED MARKETING OPPORTUNITIES

WWW.POULTRYAFRICAEVENT.COM



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WWW.VIV.NET

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2. Onsite Promotion



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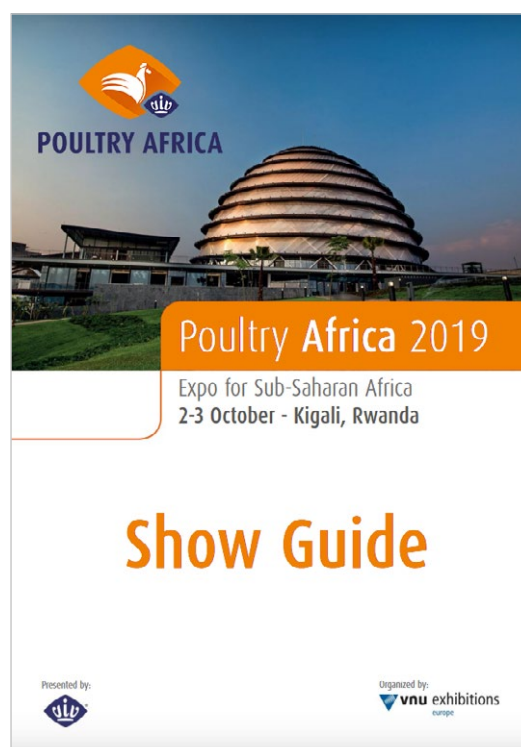
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Get Noticed! Bring your company to the attention of all visitors at Poultry Africa 2022. Poultry Africa offers you different opportunities to do so.

Show guide

Show guide, including information on exhibitors, floorplan and content program, will be distributed to all the visitors during their registration. Reach more than 2.000 industry professionals.

- **Logo on floorplan** € 195
- **Company information package (Logo, 50 words)...** € 195
- **Advertisement ½ page (horizontal or vertical)** € 295
- **Advertisement 1/1 page** € 395
- **Special location (inside front cover) 1/1 page.....** € 495
- **Special location (inside back cover) 1/1 page** € 495
- **Special location (back cover) 1/1 page** € 595



Welcome Banner

Show your brand at the entrance of the venue where all the visitors pass by.

- **(1 available) First-come First-served.....€ 1.995**

2. Onsite Promotion



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Entrance Teardrop Flag

Be the first thing the visitors see when they arrive at KCC.

4 available€ 695 (price for 2)



Hanging Banner

Always in sight? In the foyer with a hanging banner!

4 available€ 995 (price for 2)



Pillar Wrapping

Eye-catching promotional tool.
Show your brand in the lobby area.

4 available€ 1.495



Visitor Lanyard

Branding to the max! Each visitor will be handed a visitor lanyard at the Entrance during the 2 days.

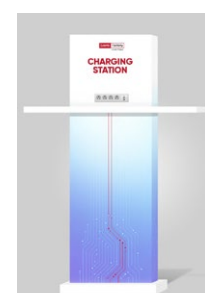
4 available € 1.295



Charging Station

A usefull and remarkable items, branded with your company's logo.

4 available € 995



2. Onsite Promotion



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Other High-Visibility Premium Service

Be the first thing the visitors see when they arrive at KCC.

• **Right-To-Hand-Out promotion items**..... € 1.595

Walk around the exhibitions to hand out flyers, bags or an other promotional item. 1 available

• **Technical best practices seminars**..... € 495

Seminars and workshops are excellent opportunities for knowledge sharing, marketing and product branding. subject to availability

• **Industry leaders welcoming dinner** € 1.995

Want to create extra exposure from the Industry leaders? 1 available

Welcoming dinner **Tuesday 4 October 18.00 – 20.00** at a nearby restaurant.

Max 50 Industry Leaders.

Please contact Nienke van Soest to discuss the wishes and needs – nienke@vnueurope.com or +31 (0) 65134 0255

• **Exclusive sponsor network cocktail** **On request**

Create extra exposure with the other Poultry Africa exhibitors, Industry Leaders, stakeholders, associations, embassies and all other Poultry Africa Visitors! 1 available

Wednesday 5 October 17.00 – 19.00 at KCC.

• **Industry Leaders lunch (day 1)** € 1.595

Want to create extra exposure form the Industry Leaders? 1 available

Lunch on Wednesday 5 October 12.00 - 13.00 at the Fillini restaurant at KCC.

Max 50 Industry Leaders



3. Post-Show Promotion



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Follow-up and stand out from competition! Promote your brand post show and stay on top of your target audience's mind.

Digital Show Review

The digital Show Review will contain facts and figures, articles on the events during Poultry Africa 2022 and photo impressions. The Show Review will be published on the website and will be included in the post-show e-mail newsletter and social media. The digital Show Review reaches over 10.000+ industry professionals after the show.

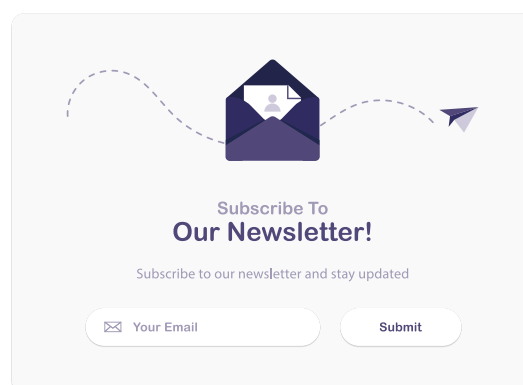
- **Advertisement 1/1 page** € 495
- **Advertisement 1/2 page** € 295
- **Advertorial (50 words, image and link to website)** € 195



Digital

We always follow up to our visitors after the event with latest news and useful feedback from the event via e-Newsletters.
Place your company logo or introduction on one or more editions of our newsletter and reach out to high-quality contacts.

- **Advertorial in post-show newsletter**..... € 395
(50 words, image and link to website)
- **Banner in Newsletter**..... € 195



4. Promotion Packages



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Choose your best package! Select the perfect bundle strategy to expose your company and your core message to your target audience.

Packages

An hassle-free and highly optimized experience.

| | GOLD | SILVER | BRONZE |
|--|---------------------|-----------------------------|----------------------------|
| PRE SHOW | | | |
| Advertorial in our newsletter | X | X | X |
| ONSITE | | | |
| Logo on floorplan | X | X | X |
| Showguide | Back cover 1/1 page | Inside front cover 1/1 page | Inside back cover 1/1 page |
| Visitor lanyards | X | | |
| Hanging banner | | X | |
| Entrance teardrop flag | | | X |
| POST-SHOW | | | |
| Advertisement page digital show review | 1/1 page | 1/2 page | |
| Advertorial in our newsletter | X | | |
| Banner in Newsletter | | X | |
| Advertorial Digital show review | | | X |
| PACKAGE PRICE | 3.370 € | 2.570 € | 1.975 € |
| | 2.695 € | 2.050 € | 1.550 € |

-20%
Package discount

-20%
Package discount

-20%
Package discount

Order form & specifications



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Company

Contact person

Address

Zip & City

Telephone

Please select

| ITEM | SPECIFICATIONS | PRICE | DEADLINE |
|------|----------------|-------|----------|
|------|----------------|-------|----------|

Pre-show exposure

| | | | | |
|--------------------------|--------------------------------|---|-------|-------------|
| <input type="checkbox"/> | Advertorial in show newsletter | Picture: jpg format, 600 px W* 350 px H, Title: 20 characters (including spacing), Text: maximum 100 EN words | € 395 | 9 September |
| <input type="checkbox"/> | Banner in show newsletter | Size: 728x90 | € 195 | 9 September |

Onsite promotion

| | | | | |
|--------------------------|---|--|-------|-----------|
| <input type="checkbox"/> | Logo on floorplan | PDF file or JPG high resolution | € 195 | 26 August |
| <input type="checkbox"/> | Company information package | Logo, 50 words | € 195 | 26 August |
| <input type="checkbox"/> | Advertisement ½ page (show guide) | HALF PAGE horizontal: Trim Size: 148mm W x 105mm H; Bleed Size: 154mm W x 108mm H; Type (Live) Area: 128mm W x 92mm H | € 295 | 26 August |
| <input type="checkbox"/> | Advertisement 1/1 page (show guide) | FULL PAGE: Trim Size: 148mm W x 210mm H; Bleed Size: 154mm W x 216mm H; Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi | € 395 | 26 August |
| <input type="checkbox"/> | Special location (inside front cover) 1/1 page (show guide) | FULL PAGE: Trim Size: 148mm W ≥ 210mm H; Bleed Size: 154mm W ≥ 216mm H; Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi | € 495 | 26 August |
| <input type="checkbox"/> | Special location (inside back cover) 1/1 page (show guide) | FULL PAGE: Trim Size: 148mm W x 210mm H; Bleed Size: 154mm W x 216mm H; Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi | € 495 | 26 August |

Order form & specifications



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| | | | | |
|--------------------------|---|---|------------------------|-----------|
| <input type="checkbox"/> | Special location (back cover) 1/1 page (show guide) | FULL PAGE: Trim Size: 148mm W x 210mm H; Bleed Size: 154mm W x 216mm H; Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi | € 595 | 26 August |
| <input type="checkbox"/> | Welcome Banner | Size: w246cm / h300cm X 6Pcs. | € 1,995 | 31 August |
| <input type="checkbox"/> | Entrance Teardrop Flag | Size: w350 / h70cm | € 695 (price for 2) | 31 August |
| <input type="checkbox"/> | Hanging Banner | Size: w100cm /h200cm. 2 available | € 995 (price for 2) | 31 August |
| <input type="checkbox"/> | Pillar Wrapping | Size: w260cm / h400cm (4 sides printed). | € 1,495 | 31 August |
| <input type="checkbox"/> | Visitor Lanyard | | € 1,295 | 15 August |
| <input type="checkbox"/> | Charging Station | Size: w30 / h40cm. | € 995 | 31 August |

Other high-visibility premium service

| | | | | |
|--------------------------|---------------------------------------|--|------------|--------------|
| <input type="checkbox"/> | Right-To-Hand-Out promotion items | | € 1,595 | 23 September |
| <input type="checkbox"/> | Technical best practices seminars | | € 495 | 2 September |
| <input type="checkbox"/> | Exclusive sponsor network cocktail | | On request | 2 September |
| <input type="checkbox"/> | VIV industry leaders welcoming dinner | | € 1995 | 2 September |
| <input type="checkbox"/> | VIV Industry Leaders lunch (day 1) | | € 1,595 | 2 September |



Post-show promotion

| | | | | |
|--------------------------|---|--|-------|---|
| <input type="checkbox"/> | Advertisement 1/1 page (Digital Show Review) | FULL PAGE: Trim Size: 148mm W x 210mm H; Bleed Size: 154mm W x 216mm H; Type (Live) Area: 128mm W x 190 mm H; Format: Ai or PDF; Resolution: 300 dpi | € 495 | 30 September |
| <input type="checkbox"/> | Advertisement ½ page (Digital Show Review) | HALF PAGE horizontal: Trim Size: 148mm W x 105mm H; Bleed Size: 154mm W x 108mm H; Type (Live) Area: 128mm W x 92mm H | € 295 | 30 September |
| <input type="checkbox"/> | Advertorial (Digital Show Review) | Picture: jpg, 600 x (w) * 350px (h), tit- le: 20 characters (incl. spacing), text: max. 100 EN words and link | € 195 | 30 September |
| <input type="checkbox"/> | Advertorial in post-show newsletter | Picture: jpg, 600 x (w) * 350px (h), tit- le: 20 characters (incl. spacing), text: max. 100 EN words and link | € 395 | 1 week before send out/ publication |
| <input type="checkbox"/> | Banner in Newsletter | 728x90 | € 195 | 1 week before send out/ publication |



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VNU Exhibitions Europe

Utrecht - The Netherlands

+31 (0) 30 295 2700

info@vnuexhibitions.com

