

The Seafood Marketplace for ASIA



Seafood Expo
ASIA

10-12 SEPTEMBER 2025 / SINGAPORE
SANDS EXPO AND CONVENTION CENTRE



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2025 EXHIBITOR MARKETING OPPORTUNITIES

Drive Buyers To Your Exhibit

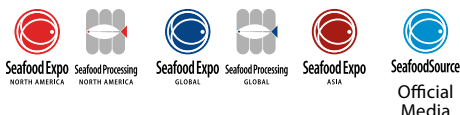
Direct the thousands of visitors on the Expo website and walking the Expo floor to your stand to create a strong presence and lasting impression in the Asian seafood market.

- + **ENSURE** buyers know your company and products
- + **DRIVE** ideal customers to your exhibit
- + **INCREASE** your return on investment




seafoodexpo.com/asia

PART OF A GLOBAL SEAFOOD PORTFOLIO



Produced by: **diversified**

A Member of: 

Increase exposure at the event and drive buyers to your stand with these onsite sponsorship opportunities!

EXPO MAP & GUIDE SPONSOR

Prominently display your company and exhibit location in the ONLY onsite publication at the event!

Printed Belly Band Ad (front cover) - US\$3,050

Back Cover Ad - US\$2,300

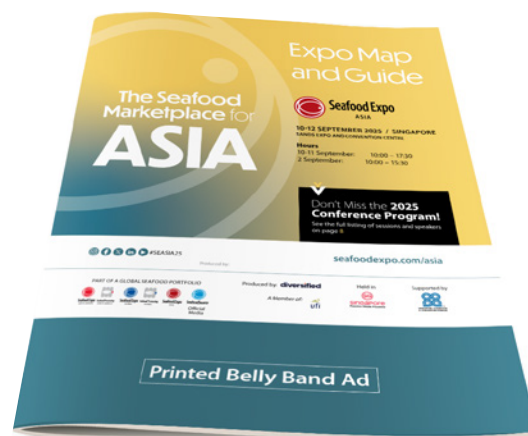
Inside Front Cover Ad - US\$1,950

Inside Back Cover Ad - US\$1,740

Full-Page Ad - US\$1,540/each

Half-Page Ad - US\$1,020/each

Quarter-Page Ad - US\$820/each



LIMITED AVAILABILITY

MAP CALL-OUT US\$900

Highlight your exhibit, company name, logo and listing in the onsite welcome backdrop - which is featured in the onsite registration area located at the entrance area of the exhibit hall.

EXPO SPONSORED BAGS US\$3,100

Imprint your company's name and message on the Expo bags to be distributed in the registration area during the first two days of the Expo. This is a unique opportunity to have a visible presence throughout the event and around the venue.

Quantity: 2,000

Sponsor responsible for production and shipping of bags.

LIMITED AVAILABILITY

FREE STANDING PANEL US\$2,260

Allow buyers to see your branding and products as they enter the Expo hall.

Sponsor to provide artwork

FLOOR TILES

FROM US\$850/EACH

Put your branding and stand number in front of buyers' eyes as they walk the exhibit hall with these 1m x 1m floor tiles. Available on a first-come, first-served basis, with several available locations throughout the Expo floor.

Available in single or multi-tile packages.



KEY BUYER REFRESHMENTS SPONSORSHIP US\$1,950

Gain valuable exposure in front of high-volume seafood buyers ("Key Buyers") by providing complimentary coffee, water and snacks in the Key Buyer Lounge. Your company name, logo and booth number will be clearly displayed on a sign.

SPECIAL EVENTS

Take advantage of the high traffic event areas at the Expo and get the attention of the most engaged buyers.

PRODUCT BRIEFING & COOKING DEMO US\$2,450

Present your company's products or services, along with a live culinary demonstration! Provide eager buyers with the facts on your products or services, the best ways to handle and prepare them, and a hands-on sampling opportunity. There is no better opportunity to provide such a comprehensive product marketing experience in front of Asia's seafood industry.

Up to 45 minutes per Product Briefing & Cooking Demo Session



EXCLUSIVE

DEMONSTRATION THEATRE SPONSOR US\$4,600

This sponsorship opportunity features your company across all Demonstration Theatre marketing promotions. The package includes onsite signs and seat covers with your logo behind every theatre chair. A product promotion slide with your own design will be displayed on the LED wall at the Demonstration Theatre with no less than 15 rotations per day during the event hours.



CONFERENCE SPONSORED SESSION US\$2,650

This opportunity allows you to create an educational session specifically on your company, products/services and any other news or information you would like to share! Take this time to educate your engaged audience and give them more reasons to visit your stand. Your session will be promoted alongside other Expo events.

Up to 45 minutes per Conference Sponsored Session



The 2024 edition, the event website attracted over 161,000 active visitors and garnered with more than 470,000 pageviews.* Place your branding directly where your buyers go for the answers to all their Expo questions!

** From 1 January 2024 to 31 December 2024*

PRICING

Run of site banner ads (Size pxW x pxH):

728 x 90 Leaderboard - US\$2,260

300 x 250 Medium Rectangle - US\$1,740

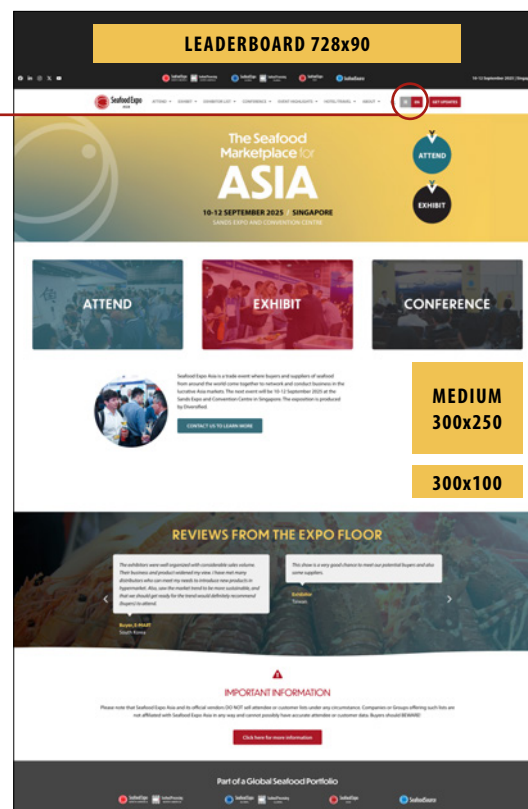
300 x 100 Small Rectangle - US\$870

Display duration: Until 4 weeks after the event

Format: GIF, Animated GIF, TIF, JPG.

All creative must function uniformly on both Mac and PC platforms as well as multiple versions of Google Chrome, Microsoft Edge, Safari and Firefox. When submitting materials, please include translations for Simplified Chinese.

Website ads will also run on translated sites.



| Ad Placement | Price | Size (pxW x pxH) | File Weight | Animation |
|-----------------------------------|-----------|------------------|-------------|----------------|
| LEADERBOARD (EXPO SITE) | US\$2,260 | 728 x 90 | 40k | 10 sec maximum |
| MEDIUM RECTANGLE | US\$1,740 | 300 x 250 | 40k | 10 sec maximum |
| SMALL RECTANGLE | US\$870 | 300 x 100 | 40k | 10 sec maximum |
| BANNER (REGISTRATION SITE) | US\$2,800 | 600 x 150 | 40k | N/A |

REGISTRATION

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Share your message across the primary communication to Expo registrants and Key Buyers.

EXPO REGISTRATION US\$2,900

(Does not include Key Buyers)

Pre-Registration Emails

Banner Size: 468pxL x 60pxH

Cost: US\$3,800 for (3) emails

Registration Confirmation Emails

Banner Size: 600pxW x 75pxH



KEY BUYER REGISTRATION US\$3,300

(Key Buyer specific)

Key Buyers are buyers with high volume purchasing responsibility for large multi-unit retail or foodservice establishments.

Registration Confirmation Emails

Banner Size: 600pxW x 75pxH

EXCLUSIVE

REGISTRATION PACKAGE US\$6,550

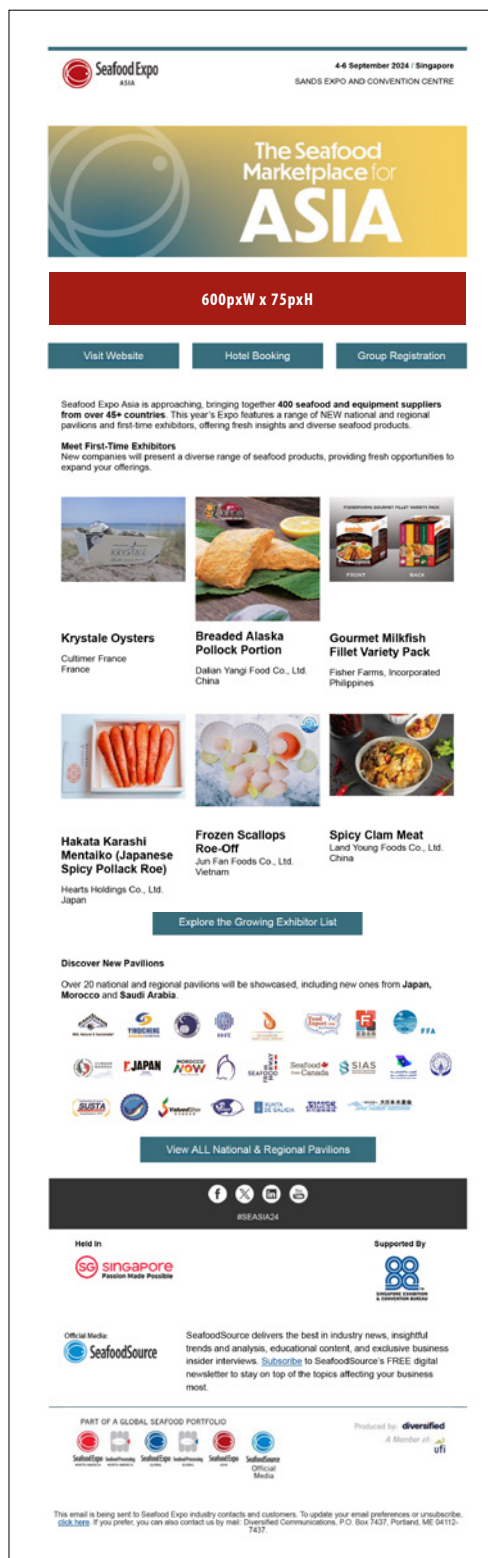
Make contact with every registered seafood professional by being promoted throughout the registration process. From online to onsite, be one of the most visible and known companies amongst ALL registrants by being featured on:

- Banner ad in (3) pre-registered visitor emails
- Banner ad in registration confirmation emails
- Company logo on onsite welcome sign
- Exposition map (logo call out)

Custom Packages

We will work with you to create a custom sponsorship package designed for you to meet your specific goals and needs.

For additional exhibitor marketing and sponsorship ideas, contact us at: sales-asia@seafoodexpo.com



The screenshot shows the Seafood Expo Asia website registration page. At the top, it says "Seafood Expo ASIA" and "4-6 September 2024 / Singapore SANDS EXPO AND CONVENTION CENTRE". The main banner reads "The Seafood Marketplace for ASIA" with dimensions "600pxW x 75pxH". Below the banner are buttons for "Visit Website", "Hotel Booking", and "Group Registration". The page features a section titled "Meet First-Time Exhibitors" with a list of exhibitors and their products, including Krystale Oysters, Breaded Alaska Pollock Portion, Gourmet Milkfish Fillet Variety Pack, Hakata Karashi Mentalko (Japanese Spicy Pollack Roe), Frozen Scallops Roe-Off, and Spicy Clam Meat. There is also a section for "Discover New Pavilions" with logos of various national and regional pavilions. The page is held in Singapore and is supported by the Singapore Government. The footer includes the SeafoodSource logo and contact information.