



Anuga 2009 – TASTE THE FUTURE

Sponsoring opportunities  
within the framework of Anuga 2009  
MAKE THE MOST OF IT!



## Sponsoring \_you have excellent opportunities!

Maximize your presence before and during the fair

- Put your company in the foreground
- Use all of the possibilities to reach the highly qualified target group of the industry

Enhance your profile

- Demonstrate your leading market position
- Increase awareness of your company

Address new customers

- Increase the quality of your contacts
- Find new partners and develop new relationships



## Anuga 2009 \_TASTE THE FUTURE

- The No.1 food trade fair in the world from October 10 to 14, 2009 in Cologne
- Over 6,000 exhibitors
- 160,000 specialist visitors from around the world
- The most important presentation – The global food industry forum
- Leading international trade fair for industry, retail and gastronomy in the food and beverage sector
- Only specialist visitors and therefore:
- A meeting place for top-level decision makers and opinion leaders
- A moving force and trend forum for tomorrow's food economy



## Anuga 2009 \_TASTE THE FUTURE

10 specialist trade fairs under one roof:

- Anuga Fine Foods
- Anuga Drinks
- Anuga Chilled Food
- Anuga Meat
- Anuga Frozen Food
- Anuga Dairy
- Anuga Bread & Bakery, Hot Beverages
- Anuga Organic
- Anuga Catering Tec
- Anuga Retail Tec



Sponsoring  
\_a wide array of individual offers and 4 exclusive packages!

The choice is yours:

#### Individual offers

- Select from a broad spectrum of individual offers

#### 4 exclusive sponsoring packages

- Bundled presence and widespread promotion
  - From the variety of all advertising options at Anuga
  - Networked communication to develop the highest level of awareness for brands and products
  - Become an Anuga Platin Sponsor or Anuga Gold, Silver or Bronze Sponsor
  - Make your reservation early: the number of exclusive packages is limited



## Individual offers

### Sponsoring the Anuga Buyers Lounge

- » Meeting point and place to retreat for discussions and negotiations; only for people with special invitations
- » Top-notch forum for showing presence and competence

- |    |   |          |
|----|---|----------|
| 1. | Anuga Buyers Lounge Branding            | 5,000 €* |
| 2. | Supplier [1 supplier per product group] | 3,500 €* |



### Sponsoring the Anuga Press Center

- » Contact with 2,500 journalists from 60 countries

- |    |  |          |
|----|--|----------|
| 1. | Branding [only available to non-food sponsors] | 5,000 €* |
| 2. | Supplier [1 supplier per product group]        | 3,500 €* |



### Ticket Sponsoring

**sold**

- » Integration of the Sponsor logo in b&w on each ticket
- » Unique in that it offers approx. 160,000 advertising contacts



### Brochure Sponsoring

1,500 € – 65,000 € \*

- » 9 specialist fair brochures – 1 brochure for each specialist fair
- » 7 trend topic brochures – 1 brochure for each trend topic
- » 1 food service guide
- » 150,000 copies total circulation
- » 100.000 E-Mail contacts



\*All prices are without value added tax, some offers are limited.



### Taste\_09 Sponsoring

5,000 € – 7,000 €\*

Taste\_09:

» Trend show and catalogue of distinguished products

Taste\_09 Sponsoring:

» Each Sponsor will be provided with a full-page ad

» Special Sponsor presence within the special exhibit



### Advertisement in the Anuga trade fair catalogue

» Free ad [1/1, 4-color] for Platinum and Gold Sponsors



### Sponsoring on Anuga home page [only available as part of a package]

» Image-intensive logo presence [4-color]



### Advertisement in the Anuga Newsletters

» Global advertising media for exhibitors only

» Informations in the brochure or under

<http://www.anuga.com/exhibitors/newsletter-advertisement>

## Sponsoring Packages

### Sponsoring Packages

27,000 € – 150,000 € \*

» 4 exclusive packages comprising a variety of advertising options at Anuga

» Networked communication to develop the highest level of awareness for brands and products

Become an "Official Partner" – Anuga Partner Country Sponsor or "Supplier" – Anuga Gold, Silver or Bronze Sponsor

» Make your reservation early: there is only a limited number of exclusive packages

\*All prices are without value added tax, some offers are limited.



## Premium Partners – Anuga Buyers Lounge \_be where decisions are made!

### What is the Buyers Lounge?

- A meeting point and a place to retreat for discussions and negotiations during Anuga.
- Only for selected invited people [approx. 5,000 top-level decision makers from the retail sector, associations and industry]

### The partnership – your advertising opportunity

- Anuga Buyers Lounge, Sponsored By Sponsor:
  - Anuga Buyers Lounge Branding
  - Discreet logo positioning in the Buyers Lounge, on the VIP passes and invitations as well as in the menus
- Anuga Buyers Lounge Supplier [1 Supplier per product group]:
  - Presentation of the Sponsor by providing the sponsors products for tasting

### Value of the offer

- Branding
  - € 5,000 [excl. VAT]
- Supplier
  - € 3,500 [excl. VAT]



## News Sponsor – Anuga Press Center \_be where the news is!

### The press center

- Open on all 5 fair days
- Contact with 2,500 journalists from 60 countries.

### Sponsoring – your advertising opportunity

- Anuga Press Center, Sponsored By Sponsor [only available to non-food sponsors]:
  - Anuga Press Center Branding
- Anuga Press Center Supplier [1 Supplier per product group]:
  - Presentation of the Sponsor by providing the sponsors products for tasting

### Value of the offer

- Branding
  - € 5.000 [excl. VAT]
- Supplier
  - € 3,500 [excl. VAT]



## Ticket Sponsoring \_extend your welcome to each and every visitor!

The Ticket – the Anuga admission ticket

- About 160,000 tickets

Ticket Sponsoring – the efficient advertising opportunity

- Unique in that it offers approx. 160,000 advertising contacts!
- Only available to one exclusive Sponsor
- Integration of the Sponsor's logo on each admission ticket

Value of the offer

**sold**



## Brochure Sponsoring \_17 ways to directly address your target groups!

### The 17 brochures

- 9 specialist fair brochures [1 brochure for each specialist fair]
- 7 trend topic brochures [1 brochure for each trend topic]
- 1 food service guide
- Advertisement which directly addresses specific target groups:
- 150,000 copies total circulation
- 100,000 E-Mail contacts
- 10,000 – 24,000 copies per specialist fair or trend topic
- Format 100 x 200 mm [specialist fair brochures],
- 200 x 200 mm [food service guide]
- Approx. 24 pages content
- Sale by koelnmesse:
  - Used to acquire customers prior to the fair
  - Display at exposed places at the fair

### Sponsoring – your advertising opportunity

- Cover advertisements (U2 + U4, 4-color)  
[U2 front inside cover, U4 back cover]
- Inside advertisements, 4-color



## Brochure Sponsoring \_17 ways to directly address your target groups!

### Value of the offer

- Inside
  - € 1,500 unit price for each brochure [excl. VAT]
  - € 20,000 special price for reserving all 17 brochures [excl. VAT]
- U2 - front inside cover
  - € 3,000 unit price for each brochure [excl. VAT]
  - € 45,000 special price for reserving all 17 brochures [excl. VAT]
- U4 - back cover
  - € 4,000 unit price for each brochure [excl. VAT]
  - € 65,000 special price for reserving all 17 brochures [excl. VAT]



# TASTE 09



## Taste\_09 Sponsoring – The Anuga Innovations Competition \_be right up front!

### The Taste\_09 Special

- Image-intensive presentation of the approximately 200 of the top innovations in the food industry
- A panel of experts will select from more than 1,000 applicants.
- 15,000 copies circulation
- Approx. 100 pages content
- DIN A5 format
- Price € 5 per copy
- Communication is carried out using print advertisements, Internet and press releases from koelnmesse
- Trend show of distinguished products in a special section of the main fair passageway including informational texts

### Sponsoring – your advertising opportunity

- 3 Sponsors maximum.
- Only the sponsors will be provided with advertising space in the special edition as:
- Logo on the title page and
- each Sponsor will have a full-page advertisement [U3 – back inside cover, U4 – back cover]
- Special Sponsor presence within the framework of the special exhibit

### Value of the offer

- € 5,000 inside or U3 [excl. VAT]
- € 7,000 for U4 [excl. VAT]



## Additional sponsoring offers

### Advertisement in the Anuga trade fair catalogue

- Free advertisement [1/1, 4-color] for Platinum and Gold Sponsors

### Sponsoring logo on the Anuga home page

- Image-intensive logo presence [4-color]

### Anuga lanyard sponsoring

**sold**

- Integration of the Sponsor's logo on the lanyard
- Approx. 150,000 pieces



## Additional sponsoring offers

### Newsletter Sponsoring

- The Anuga e-Newsletter is the main information outlet used in the run-up to the trade fair.
- The ten issues of the newsletter are sent to Anuga exhibitors and visitors.
- That means 100,000 very interested contacts from around the world. This global form of advertising enables you to reach 100 % of the fair's trade visitors before it even begins. Losses due to spreading are virtually impossible.
- The target group:  
more than 100,000 contacts worldwide
- The media data:  
Frequency: 10 E-Newsletters  
Period: June – October 2009
- 1.700 Euro – 3.000 Euro

(Detailed Informations in the special offer or under  
<http://www.anuga.com/exhibitors/newsletter-advertisement> )



## Exclusive Sponsoring Packages

	Sponsoring Packages			
	Platin	Gold	Silver	Bronze
Status	Official Partner	Supplier	Supplier	Supplier
Tickets+Lanyards	●			
Branding Anuga Buyers Lounge	●			
Supplier Anuga Buyers Lounge	●	●	●	●
Branding Anuga Press Center	●			
Supplier Anuga Press Center	●	●	●	●
Logo Home Page and Newsletter	● 10 x Banner Full	● 5 x Banner Full	● 2 x Banner Full	
Fair Catalogue	● 1/1 4c	● 1/1 4c		
Taste_09	● 1/1 4c-U4	● 1/1 4c-U3	● 1/1 4c-U2	
Specialist Brochures	● 17x1/1 4c-U4	● 17x1/1 4c-U2	● 17x1/1 4c	● 17x1/1 4c
Total Value of the Offers	150,000 €	57,000 €	32,000 €	27,000 €
Package offer	70,000 €	50.000 €	25.000 €	22.000 €
Discount	80,000 €	7,000 €	7,000 €	5,000 €

**Sold!**

\*All prices are without value added tax