

PROPAK ASIA

D Webinar Lead Generation

NEW NORMAL provides the opportunity for businesses to stay connected using online tools to stay ahead of the industries. Whether hosting own dedicated webinar, product presentation, or as a knowledge base.



Main objectives

- ✓ Maintain business continuity
- ✓ Update industry trends, technologies & products
- ✓ Stay in touch with your peers & experts
- ✓ Take advantage of branding, product placement & exposure
- ✓ Keep track of new regulations (local, regional, and global)
- ✓ Explore online presentations & sales

Top attendee industries*



- Food and Beverage manufacturer
- Food and Beverage packaging
- Food and Beverage distributor/importer & exporter
- Food and Beverage processing
- Service provider
- Food and Beverage ingredients manufacturer
- Technology provider
- Consultancy/R&D/ Education & Training
- OEM / Contract manufacturer
- Government/Standards Authority
- Restaurant
- Hotel, and others

Consideration to host webinar with us or sponsor our sessions.



+400
LIVE ATTENDEE
average per session*



+700 VIEWS
average per session*

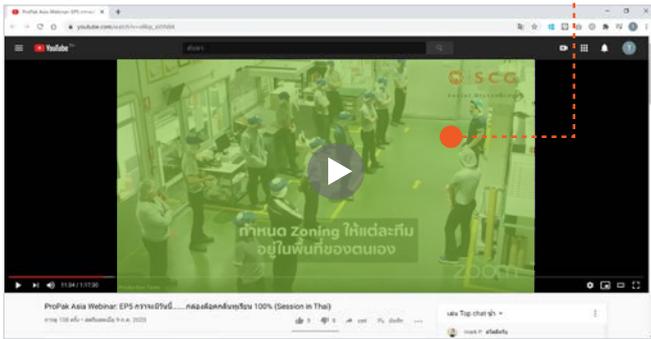


+400,000
ENGAGEMENT
with the industries*

*above statistics from four past sessions. Target attendees can be expanded and/or tailored according to topics. Please contact your salesperson for more details.

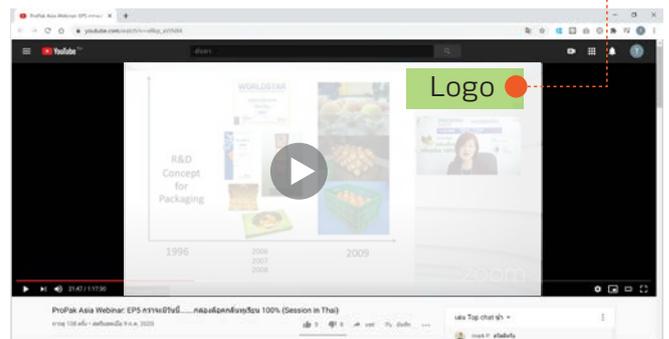
Webinar Lead Generation

1. VDO Branding (30sec)



▶ \$ 600 per item ▶ THB 18,000 per item

2. Logo display on backdrop



▶ \$ 850 per item ▶ THB 25,500 per item

3. Banner in EDM

Advertisement

▶ \$ 950 per item ▶ THB 28,500 per item

4. Logo on social media publishing

(facebook & partner's LINEs)  



▶ \$ 800 per item ▶ THB 24,000 per item

How to get involved?

A. Attend future or view past webinars sessions.

View the upcoming line-up on the last page or visit our webinar page:
<https://www.propakasia.com/ppka/2021/en/webinar.asp>

B. Host your own webinar with us

Boost your brand exposure, marketing & sales by hosting dedicated webinar session, tailored to your target audience with ProPak Asia power to support your business.

C. Sponsor ProPak Asia webinars

Brand exposure & product positioning with one or more of our industry focused topics. ProPak Asia hosts series of industry focused webinars and hybrid sessions to bring industry leading associations, government entity, and experts on our webinar platform. Please see on last page for upcoming webinars.

Opportunities for Regular Episodes

Webinar Package	Host your webinar with us (60-120 min)	Speaking slot (20 min)	Branding Package
Item/Price	\$ 4,000 / THB 120,000	\$ 2,000 / THB 60,000	\$ 2,000 / THB 60,000
1. Video at the beginning of session max 30 seconds	✓		✓
2. Logo display on webinar backdrop	✓	✓	✓
3. Company banner on e-newsletter (EDM), 2 times			✓
4. Logo on session details social media promotion	✓	✓	✓
5. EDM promoting the webinar to the targeted audiences	✓	✓	
6. Live webinar (all logistics included)	✓	✓	
7. Live on Virtual Exhibition			
Additional			
A1. Sponsor logo on backdrop	\$ 150 / THB 4,500		
A2. Moderator	\$ 200 / THB 6,000		