



SPONSOR PROSPECTUS

August 17, 2016

Shanghai World Expo Exhibition and
Convention Center
Shanghai, China

PetfoodForumEvents.com

Presented by

PetfoodIndustry



Petfood Forum China will return to the World Expo Exhibition and Convention Center in Shanghai this year during Pet Fair Asia, scheduled for August 18-21, 2016. Pet Fair Asia will add a third exhibit hall as it continues to grow along with the Chinese petfood and pet care markets.

In this conference, leading pet food industry experts will provide in-depth information on pet food and treat product trends to provide a framework for the types of products that pet owners in China are seeking. Additionally, these experts will help companies like yours identify under developed market niches for new products.

Euromonitor International reported that petfood sales in China are increasing from 5% to 12% a year, depending on the category. The firm projects the same level of growth through at least 2019, with wet petfood sales starting to catch up to dry food and premium petfood sales rising 10% to 13%. Petfood Forum China was developed to assist in bringing information to this region in order to accelerate the growth process with valuable tools. Past participating companies have enjoyed increased visibility throughout this region for additional business development opportunities.

Sampling of Attending Manufacturers

Agrico Eesti	Isconanjing Trade Co Td
Ampro Pet Nutrition	Pawfam Ltd
Baduki	Petfocus
Betagro	PT Surabaya Grain
BPEA	Reniv M Sdn Bhd
Cara Group	Rongxi Pet Food
Enova	Takamby Consult Ltd
FW Co	Thai Union Feedmill Co Ltd
Hanul Pet Food Tech	TSP Korea
Hunter Food And Agriculture Services	Tunistic Sdn Bhd
Innovations R Us Pty Ltd	

Sampling of Attending Suppliers

AFB International
 Alltech Inc
 Biorigin
 DSM Nutritional Products
 Extrutech
 Kemin Industries Thailand Ltd
 Mac Process
 Schenck Process
 SPF China
 Wenger Mfg

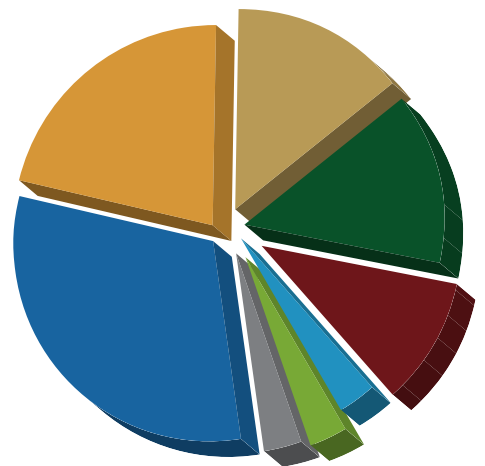


www.petfoodforumevents.com

Attendees by job function

Marketing/Sales	31%
Corporate/Mgmt	21%
Consultant	14%
Other	14%
R&D	10%
Production Mgmt	3%
Nutrition	3%
Quality/Food Safety	3%

* includes Production Management and Nutritionists
(statistics from 2014 event)



Attendees by country



Petfood Forum China 2016 • August 17, 2016

Shanghai World Expo Exhibition and Convention Center • Shanghai, China

Petfood Forum China 2016 Sponsorship Opportunities

Petfood Forum China gives your company the advantage of being in front of the drivers in the Chinese pet food manufacturing industry. A very exclusive opportunity to be on the leading edge of a growth market. Petfood Forum 2016 delivers value before, during and after the event .

Sponsor Deliverables include:

- Company logo on event signage
- Company logo on email promos leading up to event
- Company logo on website
- Company logo on Petfood Industry magazine display ads
- Company logo on show program distributed to all conference attendees

All Sponsorship Opportunities are on a first-come, first-served basis. Talk to your Petfood Industry Sales Manager for pricing and details (see contact information on page 4). Current sponsors include, Alltech, DSM, Extru-Tech, Inc., Schenck Process, and Wenger.

Sponsor Opportunities:

- **Table Top Exhibits** – Be available during the breaks and lunch to speak with attendees in person right at the conference. A four-foot skirted table is provided for you to display your information. ~~Only Six (6) Tables available!~~ Only one (1) left!
- **Petfood Forum China Show Program** – Your company message and ad in the show program given to all the attendees. ~~One (1) Opportunity available.~~ **SOLD**
- **Coffee Break Sponsor** – Your company name attached to the relaxing part of the show. ~~Four (4) Sponsor Opportunities available.~~ Three (3) sponsor opportunities available.
- **Lunch Sponsor** – Your Company can sponsor the networking lunch opportunity at the conference. ~~One (1) Opportunity available.~~ **SOLD**
- **Lanyards** – Your company logo and name on the badge holders that each attendee receives. ~~One (1) Opportunity available.~~ **SOLD**
- **Attendee Bags** – Your company logo on the show bag that all the attendees receive upon check in at the registration desk. ~~One (1) Opportunity available.~~ **SOLD**
- **Pens** – Have your company logo along side the show logo on the official pen placed in the attendee bags. One (1) Sponsor Opportunity available.
- **USB/Flash Drive** – Sponsorship of the proceedings flash drive. Your company logo placed on the flash drive and placed in the Attendees bags handed out at the show. ~~One (1) Opportunity available.~~ **SOLD**
- **Check-in Desk** – Your company information front and center as the attendees check in to this one of a kind event, welcoming them to Petfood Forum China. One (1) Sponsor Opportunity available.
- **Special Booth in the Pet Food Suppliers Row at Pet Fair Asia** – Your company can be an exhibitor in the specially located pet food suppliers row on the show floor at Pet Fair Asia. Six (6) Sponsor Opportunity available.
- **Simultaneous language translation services** – Audio service from English to Mandarin, benefits attendees speaking Mandarin as a first language who get to hear English speaking presenters in host country's primary language. Sponsor Logo on signage at the language interpreter's box. One (1) Sponsorship available.

Contact your *Petfood Industry* sales professional for more information:

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