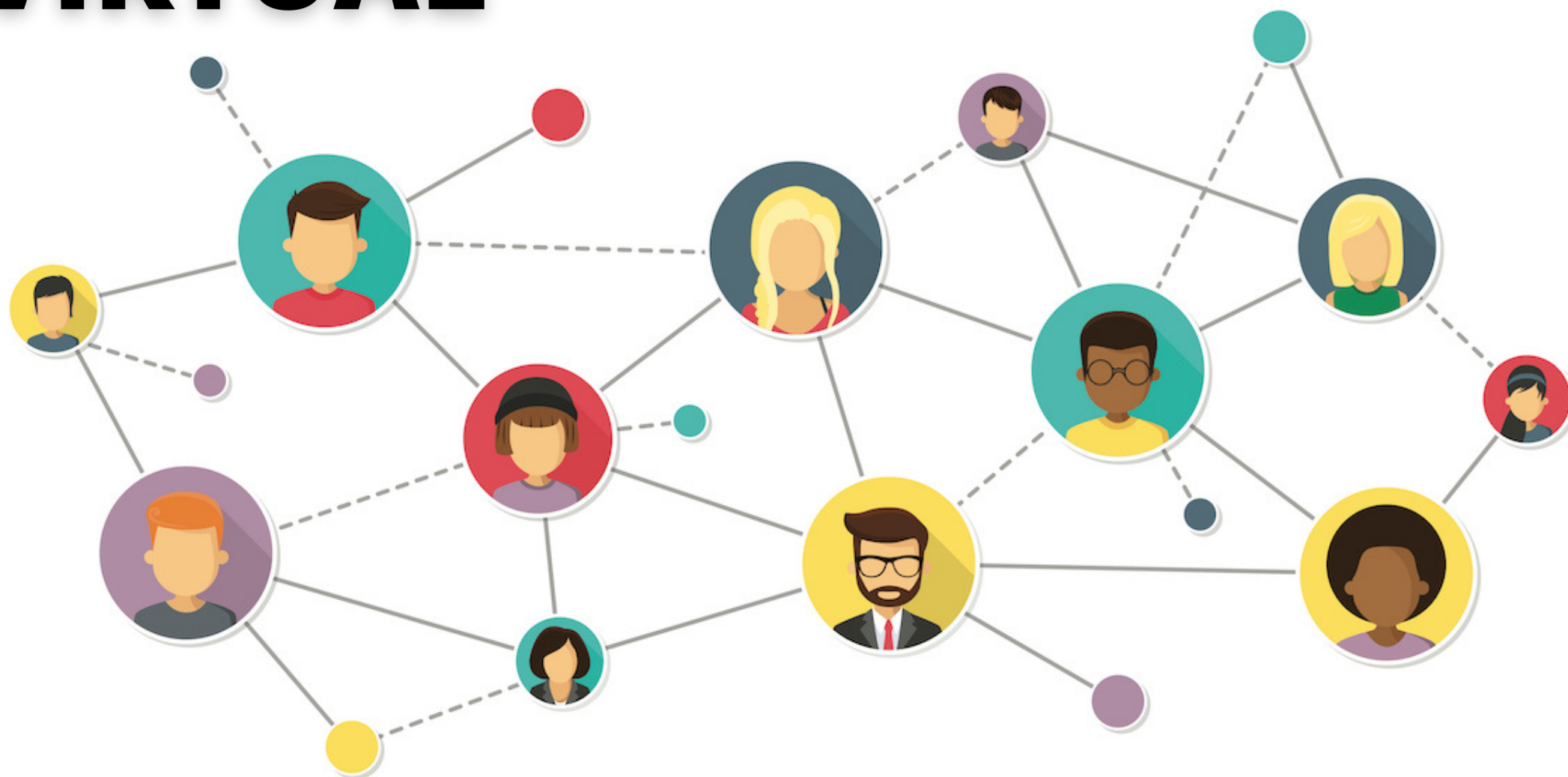


VIRTUAL



BENISON MEDIA PRESENTS

6th edition

Feed Tech Expo

The digital edition

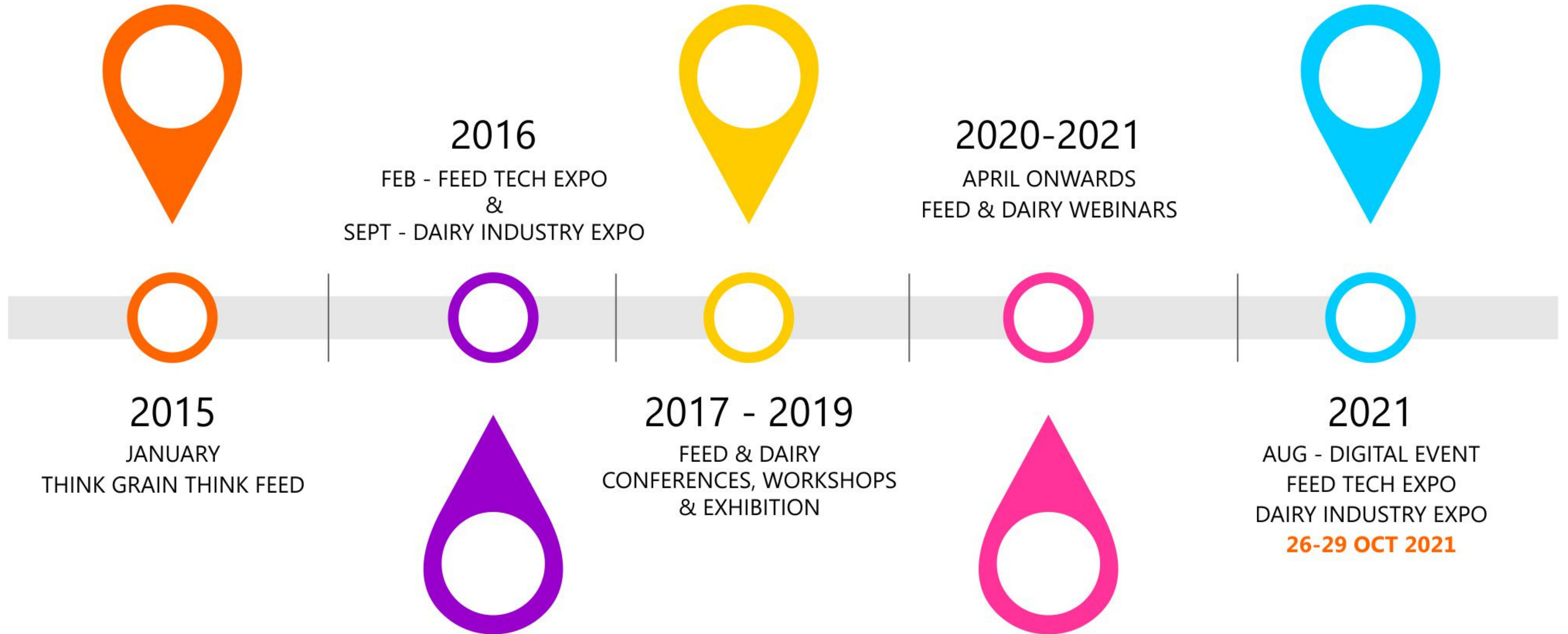

FeedTech
Animal Feed Technology **Expo 2021**

26-29 October 2021

Host



JOURNEY OF BENISON MEDIA



"Organised the very first Indian webinar on Impact of COVID on Indian Livestock Industry in April 2020"

SINCE

2015 IN NUMBERS

PHYSICAL

387
EXHIBITORS



104
SPEAKERS



16
WEBINARS



3700+
ATTENDEES

DIGITAL

FEATURES



WEBINARS



DISCUSSION
FORUMS



WORKSHOPS



VIRTUAL
BOOTHS



BUSINESS
NETWORKING



VISITOR DATA
ANALYTICS



CUSTOMER
MEETINGS -
TEXT, VOICE & VIDEO



EMAIL
NOTIFICATIONS

PACKAGE INCLUSION

PARTICULARS	EVENT SPONSOR	ASSOCIATE SPONSOR	VIRTUAL BOOTH
• Welcome video	Y	N	N
• Pre-recorded video in webinar	3 webinars	1 webinar	N
• Announcements per day in event	6 times per day	3 times per day	1 time per day
• Hyperlink Banner - lobby area	Y	N	N
• Logo - lobby area	N	Y	N
• Banner on official website	Y	Y	logo
• Logo - promotional material pre & post event	Y	Y	Y
• Speaker slot in webinar	3 webinars	1 webinar	N
• Hyperlink logo to booth in workshop	3 workshops	1 workshop	N
• Pre-fix meeting with clients	Y	Y	N
• Bulk email marketing	Y	Y	limited
• Distribution of literature to all event attendees	Y	N	N
• Logo presence on e-certificate	Y	Y	N
• Customized marketing on social media	Y	Y	Y
• Attendees data sharing (as per package)	Y	Y	N
• 20% discount on card rate of next physical exhibition	Y	Y	N

EVENT PROMOTION STRATEGY

These times demand us to pay more attention to our online operations. Everyone deserves ease and convenience, which is why we need to look closely at our online presence and see where we can be better.

1

PERSONALIZED INVITATION

Virtual Meetings, Telecalling

2

ONLINE PROMOTIONS

Social Media, Bulk e-mailer, Industry Web portals, Website Promotions, Online Barters, Whatsapp groups

3

ASSOCIATION SUPPORT

Association meetings and webinars, Invitation to association members

4

MEDIA PARTNERSHIP

Industry Magazines, Newspapers

5

INTERVIEWS

Industry experts interview

Our Team



Leena Chauhan



Gaurav Chander



Shakti Thakur



Prince Arora



Prachi Arora Kataria



Ashwani Verma

*For any further query, please feel free to
connect...*

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