

Powerful Marketing Plan

- Major Newspaper • Trade Magazine • Radio • Website • Billboards
- Street Directionals • Coupons • Direct Mail Invitations • Press Editorials
- Personalized Invitations

Cost of Participation

STANDARD BOOTH
3m x 3m

• RM 3,700 only

Inclusive of:

- laminating paneling
- carpeted flooring
- fascia with company name
- 13 amp power-point
- one table and two chairs
- fluorescent lighting
- one waste paper basket



ENTREPRENEUR'S KIOSK
2m x 2m

• RM 2,600 only

Inclusive of:

- Same with the standard booth package as above.



Various Sponsorship Packages are also available. Please contact our sales team for more details.



MALAYSIA'S LARGEST CONSUMER FOOD EXHIBITION

3-5 June 2011

Penang International Sports Arena (PISA)



For further information, please contact:

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Organised by :



Supported by :



Endorsed by :





Heading into its 12th edition in Penang, iFOODex 2011 promises to exceed its expectation as the largest and most established international food and beverage exhibition in the Northern Region. Since its founding in 1999, the iFOODex has been visited by more than 1/2 million visitors and is expected to draw in more than 90,000 visitors for the 2011 edition. As the premier permissive face to face marketing media for the food and beverage industry in this region, iFOODex has been utilized by local and international brands as a platform for brand building, conducting new product research, launch new products, generate immediate on the spot sales and develop long term sales growth.

Organizer



Intrenasionale has been passionately involved with tradeshows and consumer-show management since 1989. With an 12 year track record, iFOODex is guaranteed to deliver results for our participating exhibitors. Our dedicated team of professionals will ensure perfect exhibitor mix and strong visitorship to maximize brand exposure and on-the-spot sales.

Exhibition Highlights for iFOODex 2011!!

Penang International Chocolate Fair

A new addition to the iFOODex 2011 would be the hosting of the Penang International Chocolate Fair. The PICF will be a 20-booth mini-exhibit for chocolate lovers, and will feature chocolates from all over the world. We believe this new addition will surely be a hit among visitors to the iFOODex.

Battle of the Chefs

The Battle of the Chefs, one of the largest and most prestigious culinary competitions in South East Asia, will again be co-located with the iFOODex 2011. The Battle of the Chefs is expected to attract more than 500 local and international competition chefs as well as another 2000 trade buyers.



Exhibition WORKS!

“Why Exhibitors Keep Coming Back?”

- iFOODex provides cost effective face to face marketing opportunities.
- iFOODex is a leading permissive marketing tools for F&B related organizations.
- iFOODex attracts more than 60,000 local and international visitors annually.
- iFOODex is the only marketing medium that allow visitors to experience your products with all their senses.
- iFOODex allows for two-way communication in marketing your products.
- Cost less than RM 0.06 per visitors!

Since this is the number one consumer food exhibition in terms of total visitors in Malaysia, many companies have successfully utilized this event to:

- **GET** their products into the hands of potential customers
- **GET** on-the-spot feedback of their products from their customers
- **BUILD BRAND**
- **OBTAIN** brisk on-the-spot **SALES**
- **SUPPORT** their retailers by developing a more desired brand

