



Africa

PROPAK
MENA

Sponsorship Opportunities

2-4 June 2025

Egypt International Exhibition Center, Cairo



figlobal.com/africa | propakmena.com

Organized by



informamarkets



Unrivalled sponsorship opportunities at Fi Africa & ProPak MENA



**Increase
brand
visibility**



**Boost
sales**



**Establish
thought
leadership**

640K+

Website visits

40M+

Reach

4M+

Engagement

75K+

Social media followers

180K+

Network of F&B and
manufacturing professionals

400+

Exhibitors

16K+

Visitors

25+

Exhibiting countries

A variety of solutions Fi Africa & ProPak MENA has to offer

Online	Onsite
Website Display Ads	Conference
Email Newsletter	Matchmaking Zone
Event App & Platform	Arab StarPack Ceremony
Visitors registrations confirmation email	Fi Africa Awards
Visitors registrations confirmation page	Women in Food
Social Media Shoutouts	Networking Event
Wider Africa Outreach	Round Table
Show highlights	Food Experience Area
	Venue Branding



Pre-defined Sponsorship Packages:

Fi Africa & ProPak MENA offers pre-defined sponsorship packages with exclusive benefits divided over 4 tiers:



PLATINUM



GOLD



SILVER



BRONZE

Our pre-defined packages offer a limited number of clients an exclusive mix of online & onsite with venue branding options designed to distinguish their brands throughout their entire participation journey. Get in touch with us today to find out more about pre-defined exclusive packages' availability.

Benefits

	PLATINUM	GOLD	SILVER	BRONZE
Logo on Fi Africa Website	✓	✓	✓	✓
Logo on Registration Badge	✓	✓	✓	✓
Logo on email campaigns	✓	✓	✓	—
Social media shout-out	✓	✓	—	—
Logo on external banners	✓	✓	—	—

	PLATINUM	GOLD	SILVER	BRONZE
Featured listing on exhibitor's directory first page	✓	✓	—	—
Lightbox double face	2	1	—	—
External flag	2	1	—	—
Keynote speaking opportunity at the conference	✓	—	—	—
Participation announcement email	✓	—	—	—

Price	\$36750	\$26250	\$15750	\$10500
-------	---------	---------	---------	---------



Keynote talk to be approved by the conference producer



Sponsor to provide artwork in accordance with specified specs and deadlines



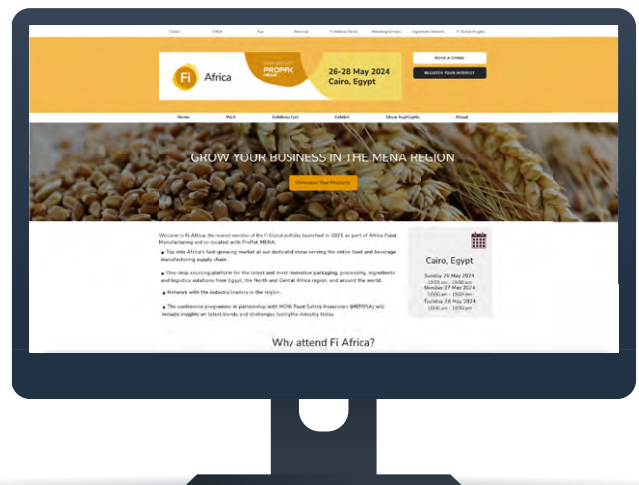
Keynote speaking slot

Online Sponsorship Activities



Website Display Ads

Increase your brand awareness through display advertising and leverage Fi Africa & ProPak MENA 640K website visits and 350K unique visitors of F&B manufacturing professionals from Egypt, Saudi Arabia, UAE, Sudan, Turkey, Nigeria, Jordan, India, Algeria, and Kenya to boost your digital campaign impact within the industry.



3 Slots Available

Price: \$2100 Monthly tenancy, rotating.

Available



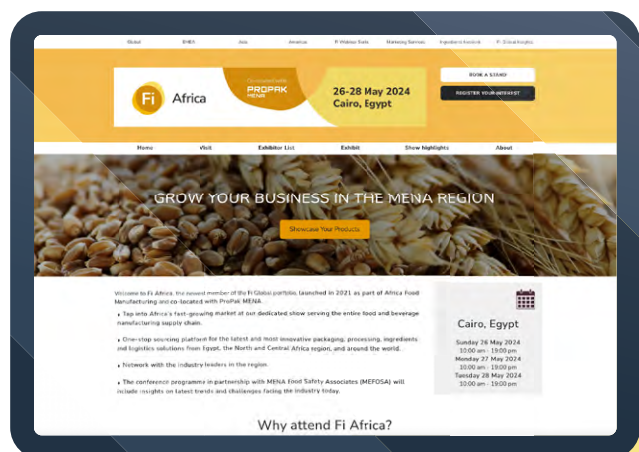
Sold Out



Email Newsletter

Share your company's updates and new product launches via email with a targeted audience of 180k+ from Egypt, Saudi Arabia, UAE, Sudan, Turkey, Nigeria, Jordan, India, Algeria, and Kenya.

All through Fi Africa & ProPak MENA email newsletter to gain exposure and benefit from driving traffic to your website.



2 slots available

Price: \$3150 Monthly tenancy, rotating.

Available



Sold Out



Event App & Platform

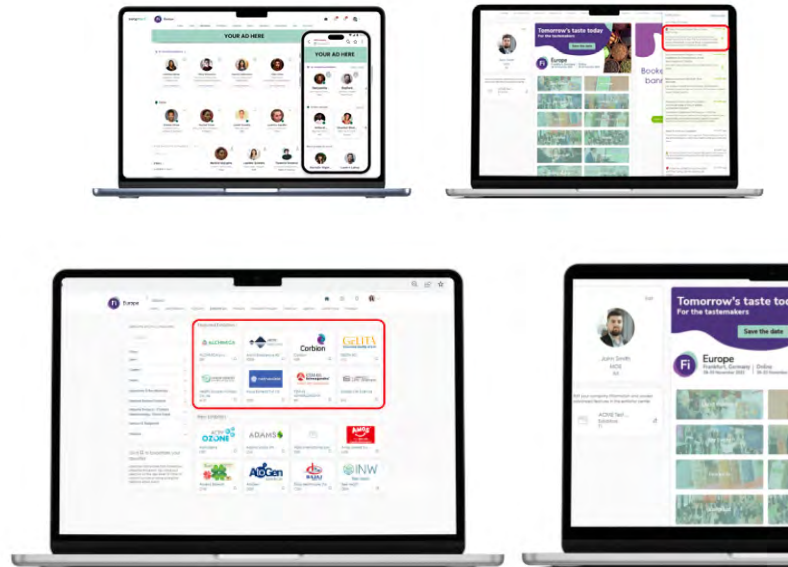
Reach a global network of attendees with our highly effective online promotional tools; specifically designed to boost your visibility, generate leads and promote your products - with measurable results.

Price: **\$650**

Available



Sold Out



Banner Ads

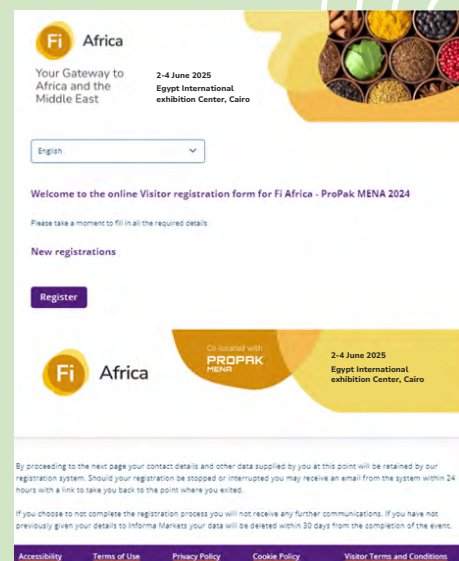
Display your banner on the registration confirmation email sent to attendees ahead of the event, including a hyperlink back to the webpage of your choice.

1 slot available - Price: **\$3000**

Available



Sold Out



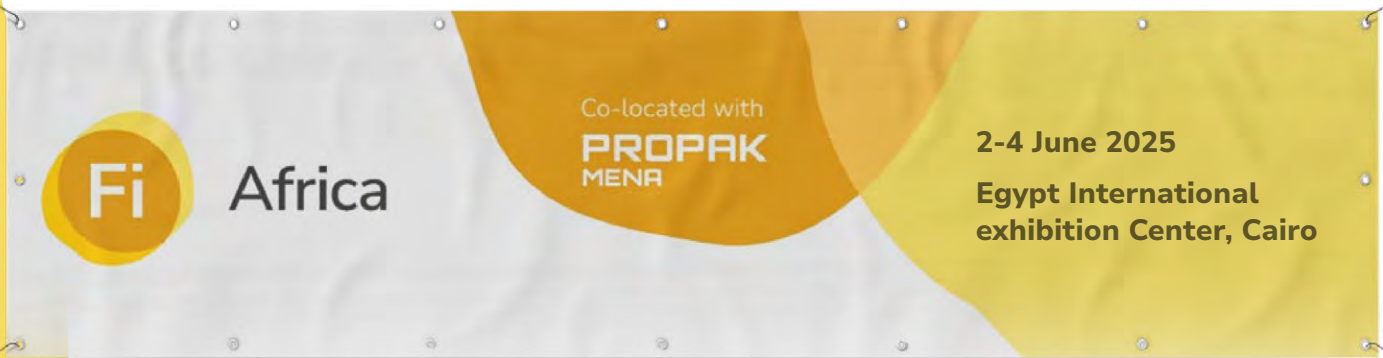
Banner Ads

Visitor registration confirmation page banner

Display your banner on the registration confirmation page, the banner will be displayed once attendees have registered for Fi Africa & ProPak MENA, including a hyperlink back to the webpage of your choice.

1 slot available - Price: \$8000

Available ☐ Sold Out ☐

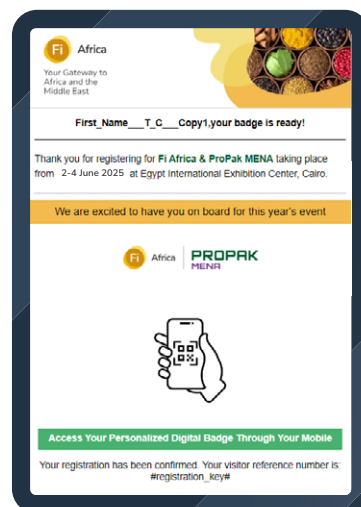


Banner Ads – (Show Highlight)

Banner on the daily highlight emails sent to the Fi Africa & ProPak MENA universe during the show days.

2 slot available - Price: \$2000

Available ☐ Sold Out ☐



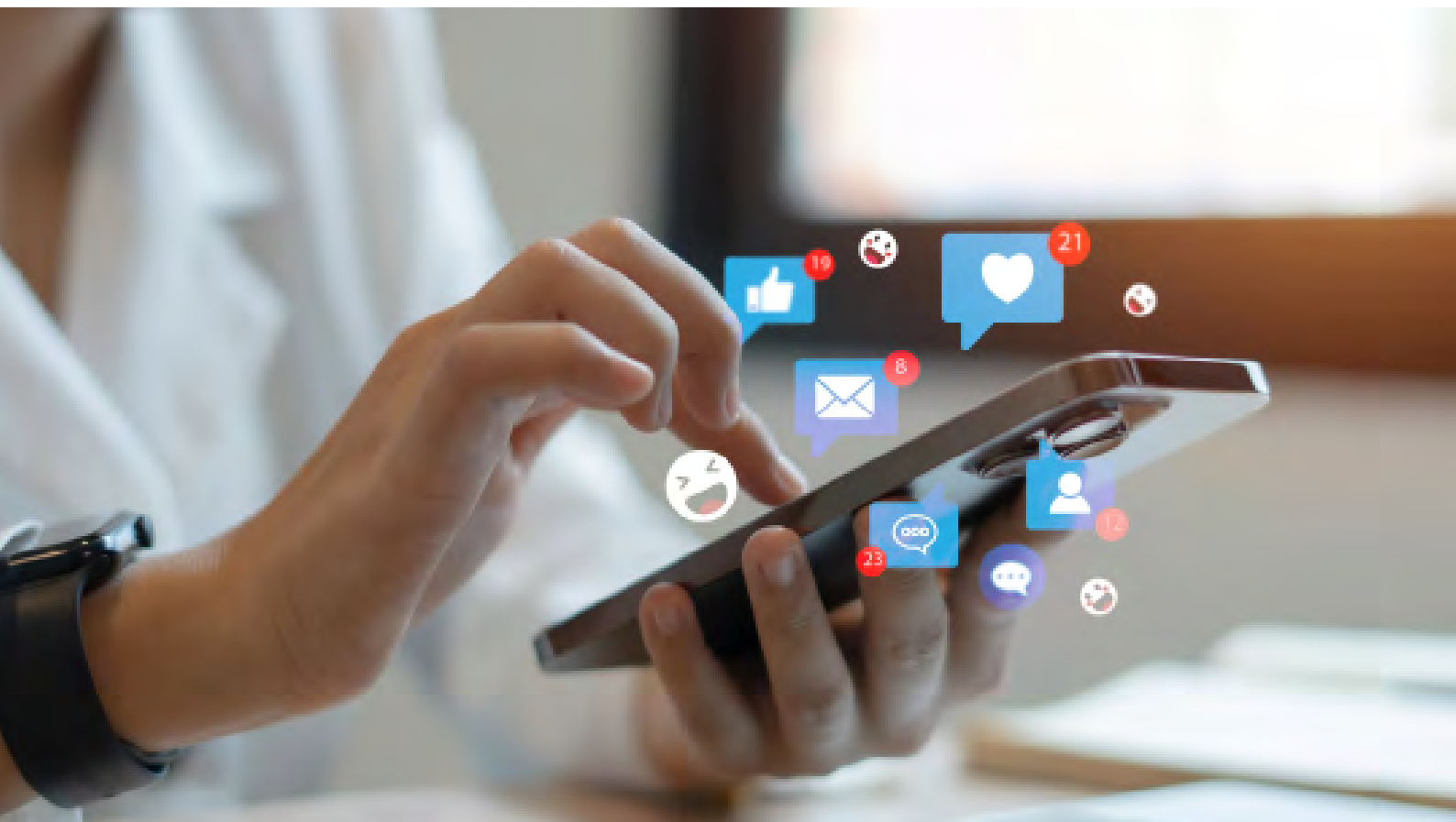
Social Media Shoutouts

Gain exposure through Fi Africa & ProPak MENA social media with a massive overall yearly reach of **40M+ and 4M** engagement to make the best out of your digital marketing budget and reach the right audience.

Social media sponsorship benefits:

- An activation engaging with Fi Africa & ProPak MENA community.
- Social post dedicated to your company / product.
- Exhibition participation announcement.
- Video dedicated to your company.
- Stories dedicated to your company.

Price: **\$3150**



Wider Africa Outreach

Take advantage of our content solutions to establish your thought leadership beyond the event and place your product/ brand in front of the biggest network of F&B and manufacturing professionals in Africa.

Featured Articles

Gives you the opportunity to provide the industry with your research or showcase your product & service on our different channels to reach & access 204K+ professionals from the industry.

Benefits

- Lead generation through article downloads
- Exposure & positioning for your company as an industry influencer providing the industry with the latest innovations.
- Serve the industry with valuable insights & content.





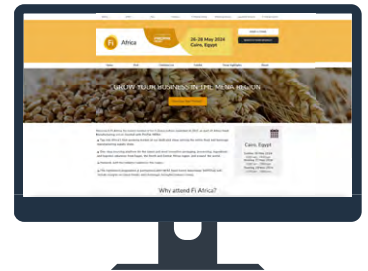
Webinars

Webinars allow you to present compelling, engaging content at any time, so you can generate leads and connect with buyers. It provides interactive information for a modern audience, making it the ideal platform for two-way communication between the presenter and the participants

Benefits

- 45 - 60 minutes interactive webinar allowing you to address the audience through presentation, polls, surveys, and live Q&A.
- Customer branding (business logo/name) will be used in webinar marketing campaigns (email shots, social media platform posts, dedicated webinar page on the website with registration Providing reach to 204K professionals from the industry.
- Generate leads from webinar attendees.
- Customer access to the webinar recording for a full year.

Price: \$3000



figlobal.com/africa
propakmena.com

Market Trends Report

Market Trends Report Sponsor industry research about the ongoing market trends, needs and consumer behavior. Reports are available to download on the website.

Research is tailored editorial content produced by our market research partner. The report will be promoted to the F&B and manufacturing communities in the region with the opportunity to reach & access 204K+ professionals from the industry

Benefits

- Company logo on front cover and all marketing materials.
- 1x dedicated email shot to 2,000 F&B and manufacturing from 5 countries of your choice.
- 1x social media post for Facebook & LinkedIn.
- Generate leads from reports download.
- Print and distribution rights sit with the client and Fi Africa & ProPak MENA exhibitions.

Price: \$5250



Onsite Sponsorship Activities



Fi Africa & ProPak MENA Features Conference

Packing everything, even ideas.



Conference Sponsorship benefits:



90+
SPEAKERS



1900+
DELEGATES

Conference Sponsor

- 30 mins promotional talk
Logo on social media and email campaign.
- Logo visibility on the conference backdrop

\$5250

Track Sponsor

- Logo on the conference agenda web page.
- Logo on social media and email shot promoting the track.
- 30 mins promotional talk

\$3500

Sponsored talk

- 1 post promoting the talk on social media.
- Logo visibility on social media, website and application.

Price: \$3500

\$2100



Africa

PROPAK
MENA

Fi Africa & ProPak MENA Features



Fi and Arab StarPack Awards

The Fi and Arab StarPack Awards have been established to acknowledge and honor remarkable accomplishments, promoting innovation and supporting sustainability in the field of packaging in the Arab region. Arab StarPack Pro is tailored exclusively for professional enterprises, with a participant count of 166 across eight Arab nations.

Benefits

- Display the sponsor's logo on all event materials, such as invitations, programs, and banners.
- Recognize the sponsor during the opening or closing remarks of the event.
- Provide the sponsor with a branded table sign or centrepiece.
- Promote the sponsor on the event's social media channels with dedicated posts and mentions.
- Include the sponsor's logo and a brief description on the event website.
- Offer complimentary gala dinner tickets to the sponsor's representatives.

The Arab StarPack sponsorship opportunity is exclusive to one company.

Exclusive \$7000

Available ☐ Sold Out ☐



3rd Annual Gathering for Women in Food

The Women's Networking Breakfast, a gathering that celebrates the strength of women coming together to empower, inspire, and forge meaningful connections. This event is a testament to our commitment to fostering gender diversity and supporting women in their personal and professional journeys.

Benefits

- Your company's logo is displayed on the event material, demonstrating the company's support & empowerment of Women in the industry.
- Acknowledgement during the event, highlighting your commitment to gender diversity. Connect with influential women and professionals in a relaxed and empowering environment.
- speaking opportunity to share your company's message or values, positioning yourself as a thought leader.

Price \$7000

Available ☐ Sold Out ☐



Roundtable discussion

A closed roundtable on Accelerating Food and Beverage Packaging in the Arab-Africa Region

The roundtable brings together industry leaders, innovators, and stakeholders for an in-depth conversation on the exciting prospects and challenges facing this dynamic sector.

- The roundtable will be attended by chairmen and presidents of chambers and institutes in the industry from several countries in the region.

The roundtable hosts 20+ attendees from 10+ countries, all collaborating to implement solutions to develop the F&B manufacturing and packaging industries in Africa & the Middle East as well as create intra-country trading channels.

- Supported by empowering global bodies such as UNIDO & WPO

The roundtable board meets monthly to share updates and track the progress of initiatives taken yearly.

Benefits

- Display the sponsor's logo on all event materials, such as invitations, programs, and banners.
- Recognize the sponsor during the opening or closing remarks of the event.
- Promote the sponsor on the event's social media channels with dedicated posts and mentions.
- Include the sponsor's logo and a brief description on the event wrap up.

Price \$7000

Available



Sold Out



Food Experience Area

Gelato Training and Live Cooking

This hot spot in the exhibition is where the magic happens! With tasting and trial experiences available at various timeslots, businesses can seize the chance to spotlight their brands and connect with the market in style.

Sponsoring this area gives an opportunity for tastemakers to showcase their latest innovations in different areas of food & beverage preparation.

Benefits

- Display the sponsor's logo on all event materials, such as invitations, programs, and banners.
- Recognize the sponsor during the opening or closing remarks of the event.
- Showcase your latest innovations live in the testing area with a selective chief from your side.
- Get the chance to let our Visitors taste and see your products.

Gelato Training \$6000

Live Cooking \$6000

Available



Sold Out



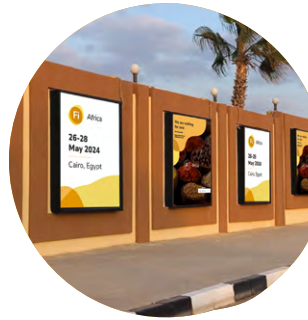
Venue Branding



Price \$4200



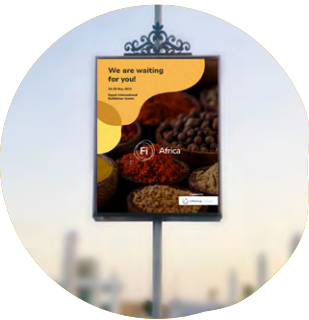
Price \$3150



Price \$2100



Price \$300



Price \$4200



Price \$4250



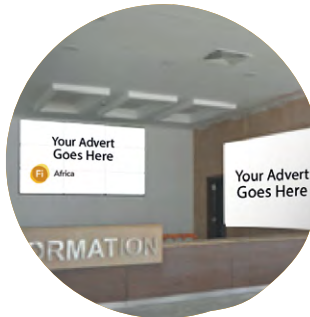
Price \$6300



Price \$8400



Price \$5250



Price \$5250



Price \$1575



Price \$2000

Venue Branding

May I help you
" staff sponsor "



Price \$5000

Available ☐ Sold Out ☐

Badge assistance
desk



Price \$7000

Available ☐ Sold Out ☐

QR code badge
sponsor



Price for visitors
QR codes

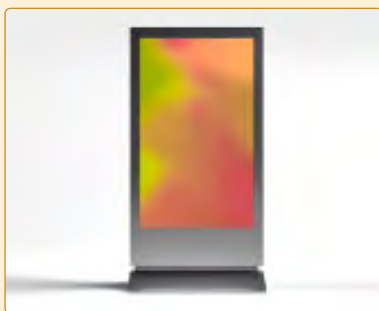
Exclusive - all attendees

Price \$3000

For exhibitors

Price \$2250

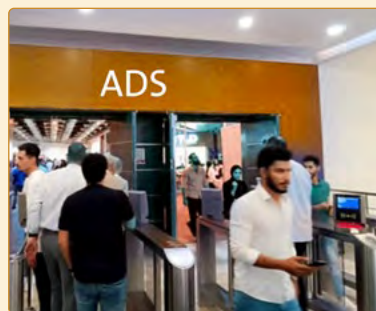
Show Map
Screen Sponsor



Price \$5000

Available ☐ Sold Out ☐

Plaza Entrance
Screen



Price \$7000

Available ☐ Sold Out ☐



Contact our team today for more information about your exhibiting and sponsorship opportunities at Fi Africa & ProPak MENA 2025 in Cairo-Egypt.

Mohamed Abdelhamid

Exhibition Director

mohamed.abdelhamid@informa.com

+2010 28888 671

Maggie Fayez

Senior Sales Manager

maggie.fayez@informa.com

+2010 00 4745 3

International Sales Fi Africa

Menna Siam

Account Manager

menna.siam@informa.com

+31 6435 63794

International Sales ProPak MENA

Andrea Boccellini

andrea.boccellini@informa.com

Conference and event features

Adham Ibrahim

Contact Manager

Adham.ibrahim@informa.com

Nadine Elmesseery

Conference Producer

nadine.elmesery@informa.com

VIP and networking programmes

Gina Nassif

VIP Programme Specialist

gina.nassif@informa.com



Africa

PROPAK
MENA

We are waiting for you!

2-4 June 2025

Egypt International Exhibition Center, Cairo



figlobal.com/africa | propakmena.com

Organized by



informamarkets

