

**10<sup>th</sup> anniversary: International Food & Beverage & Hospitality Trade Show**  
**May, 19 to 21, 2010**  
**Shanghai New International Exhibition Center**

**SIAL China 2009 in figures:**

- 40,250 sq.m. exhibition space
- 28,528 professional visitors
- 1,057 exhibitors
- 50 exhibitors & 85 visitors countries and regions
- Many dedicated events, competitions & conferences

In 2009, **302 journalists** from all over the world came to Shanghai to cover the China's largest international Food & Beverage & Hospitality exhibition:

*Alibaba.com.cn, Asian Hotel Catering Times, China daily, China food News paper, Eat Japan, Euromonitor, Fine Food Network, Food Review, FoodNews, Grupo Penin, Insis, NewsMag F&B, Shanghai Daily, ...*

**Why be present at SIAL China 2010?**

- Present your communication support to more than 1,100 exhibitors and 29,000 professional visitors
- Increase your international notoriety
- Develop your customer membership
- Write exclusive articles about the ultimate Food & Beverage & Hospitality show in China
- Enjoy the international platform of the SIAL Group to be present in Paris, Montreal, Shanghai and in Buenos Aires

**SIAL China offer to the media partners different ways to promote their magazine to the exhibitors and visitors:**

▪ **Package "Booth"**

Situated in the Hall E4, in the heart of the events with the Cooking Trends Area, the Wine Tasting Room, the Chinese Tea and Coffee sector and the international pavilions, take the opportunity to be part of the show with a media booth.

▪ **Package "Kiosk Press"**

SIAL China gives you the chance to present your magazine in the Kiosk Press during 3 days. This space, located at the entrance of the show, is the first meeting point with the professionals. Create a link by presenting your catalogue and indicate your booth number.



- **Package “Your magazine inside the Exhibitor’s Kit”**

SIAL China provides a complete bag to each exhibitor with the main information: Show directory, visit guide, brochures, gift...

Reach directly the international and national exhibitors by offering your magazine inside this kit.

**SIAL China offers you also:**

- The distribution of your magazines on the Kiosk Press
- Your logo on the Kiosk Press
- A private media room to write your articles and make your interviews
- An advertisement in the SIAL China Show Directory
- Your logo on the communication supports (Invitation, Visit Guide, Show Directory ...)
- Your logo and link on the website [www.sialchina.com](http://www.sialchina.com)
- 1 banner on the website [www.sialchina.com](http://www.sialchina.com)
- Articles on the e-news
- ...

- **In exchange:**

Promote SIAL China 2010 through your communication support:

- Advertisements
- Articles
- Banner
- Web link
- Calendar
- ...

**Come to interview the Food & Beverage & Hospitality World...**

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