



VIV MEA 2023

ABU DHABI, U.A.E.

NOVEMBER 20-22

# CUSTOMIZED MARKETING OPPORTUNITIES

[WWW.VIVMEA.NL](http://WWW.VIVMEA.NL)



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# VIV MEA 2023



VIV MEA is the leading animal husbandry show in the Middle East. In a relatively short period of time it has proven to be a successful event, being able to gather local as well as international industry leaders and professionals. The next edition of VIV MEA will be organized from 20-22 November 2023 with the aim to exceed the success of the previous edition.

The 2021 edition witnessed around 500 exhibiting companies from more than 40 countries, 17,500 sqm gross and 6,671 visitors. Consequently, VIV MEA 2021 had expanded into an extra hall at the Abu Dhabi National Exhibition Center. After a second edition that already exceeded expectations, the third edition marked its presence in the industry that was halted due to the pandemic.

The show had an enriched conference program covering dairy, fish, poultry, eggs, cattle, calves, goat, and camels. Strongly driven by business, this Middle East show offers more products and trade opportunities to the MENA region professionals.

## FEED TO FOOD CONCEPT

Feed to Food brings together supply and demand within the complete animal protein chain. This chain is driven by two factors - animal feed and animal health - that are vital for meat quality and safety. VIV MEA focusses on bringing together supplier and buyers from Feed to Food under one roof.

## TARGET GROUPS

At VIV MEA, suppliers and buyers from all the segments of the Feed to food chain are represented. This includes feed (ingredients) and animal health, animal husbandry, equipment for breeding, farming, slaughtering, processing and much more.

## VIV WORLDWIDE

VIV MEA is part of VIV worldwide - the business network linking professionals from Feed to Food. The combination of VIV trade shows, VIV online 24/7 and VIV trade summits shapes a unique platform that offers boundless opportunities to the animal protein supply chain players.



500 exhibitors  
from 51 countries



8000 visitors from  
the whole region



17,500 gross sqm  
exhibition space



90 visiting  
countries







# LET'S GET DIGITAL

VIV offers you attractive ways to join our visitor campaign for VIV MEA. Set up your own online campaign with us.



## Email Direct Marketing Newsletter

Our visitor promotion campaign is targeted at dedicated groups of animal industry professionals. As of July until the trade show opening, we regularly update visitors on the latest news via EDM Newsletters. Place your company logo or introduction on one or more editions of our newsletter and reach out to high-quality contacts.



**BANNER IN EDM NEWSLETTER**  
€ 554



**ADVERTORIAL IN EDM NEWSLETTER**  
€ 890

**€ 1.444**



## Webvertising

The website has been completely rebranded, is made responsive on all mobile devices and is SEO improved. Your promotion benefits from its exposure on the new website.



**LOGO ON WEBSITE** € 554



**FEATURED NEWS ITEM ON HOMEPAGE** € 1.115

**€ 1.669**



**VIV MEA 2023**  
ABU DHABI, U.A.E.  
20-22 NOVEMBER

INTERNATIONAL TRADE SHOW FROM FEED TO FOOD  
FOR THE MIDDLE EAST AND AFRICA



**VIV MEA 2023**  
The 4th edition of VIV MEA will take place in Abu Dhabi from 20 to 22 November. VIV MEA 2023 will offer more products and trade opportunities to the MENA region professionals.  
[Read more](#)



**VIV MEA 2023**  
See you there!  
We will see you there!  
We will see you there!

**WHY ABU DHABI?**



Abu Dhabi is a business & leisure destination and has gradually emerged as a favourite amongst visitors. It is a safe, affordable and relaxed destination to travel to. Abu Dhabi serves as the gateway to the wider Middle East and African region.  
[Read more](#)

**VISIT ABU DHABI**



Plan your trip ahead! Abu Dhabi International Airport is served by all major international carriers. Passengers who fly to Dubai with Emirates Airline can use their ticket to take the free 60-minute shuttle to Abu Dhabi.  
[Read more](#)

### PARTNERS



# LET'S GET DIGITAL



## Digital Show Review

The Digital Show Review contains facts and figures, articles on several events during VIV MEA, interviews and photo impressions. The Show Review is published on the website and is included in the post-show e-mail newsletter and social media.



**SHOW REVIEW AD -  
1/2 PAGE** € 1.338



**SHOW REVIEW LOGO  
ON 'THANK YOU FOR  
VISITING' PAGE** € 750



## WIFI Sponsorship

There are two special VIV MEA WIFI options.



**BANNER WIFI  
SPONSORSHIP** € 6.715



**LOGO WIFI  
SPONSORSHIP** € 4.475



Welcome to  
VIV MEA

Thank you for joining us at the first edition of VIV MEA in the ADNEC Exhibition Center, Abu Dhabi. This show is dedicated to serving animal protein providers from the Middle East and Africa.

**VNU** EUROPE

### Login

Please enter your username and password.

Username:

Password:

Login



# ONSITE PROMOTION

Bring your company to the attention of all visitors at the VIV MEA! VIV offers you different opportunities to do so.



**VIV MEA 2021**

ABU DHABI, U.A.E.  
23-25 NOVEMBER

**3RD  
EDITION**

INTERNATIONAL TRADE SHOW  
FROM FEED TO FOOD  
FOR THE MIDDLE EAST AND AFRICA

**SHOWGUIDE**

[WWW.VIV.NET](http://WWW.VIV.NET)



## VIV MEA Showguide

The Showguide gives a complete overview of the VIV MEA show. The Showguide is published on the website and is included in the pre-show e-mail newsletter and social media.



**AD - INSIDE FRONT  
COVER - 1/1 PAGE**

€ 1.675



**AD - INSIDE BACK  
COVER - 1/1 PAGE**

€ 1.395



**AD - A5 PRINTED -  
1/1 PAGE**

€ 1.115



**AD - A5 PRINTED -  
1/2 PAGE**

€ 667



**LOGO ON SHOW GUIDE  
EXHIBITOR LIST**

€ 554



**LOGO ON SHOW GUIDE  
FLOORPLAN**

€ 554



## Blow up floor plan at entrance

Make sure to have extra exposure on the floor plan by displaying your logo and highlighting your booth.



**LOGO ON BLOW UP  
EXHIBITOR LIST**

€ 554



**LOGO ON BLOW UP  
FLOORPLAN**

€ 554



## Lanyards



Each visitor will be handed a lanyard at the entrance. Your logo will be on full exposure to 8,000 visitors during 3 exhibition days.\*

€ 3.915



## Floor stickers inside halls

Guide visitors to your booth with attractive floor stickers.

### SMALL STICKER (1X1M)

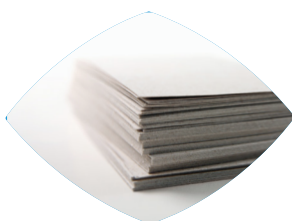
€ 890

### LARGE STICKER (1,5X1,5M)

€ 1400



## Flyers



The right to distribute flyers with your company information.\*

€ 5.035



## Bags



The right to distribute bags with your design.\*

€ 3.915



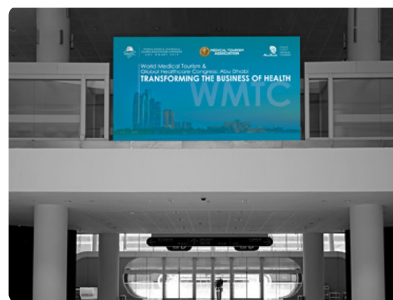


## Digital / LED Screens

The 35 digital media screens are strategically positioned in public and VIP circuits to ensure that your message reaches your target market.

- Placed around the entire ADNEC internal complex
- Options for static or video branding
- Limited advertisers maximise screen time

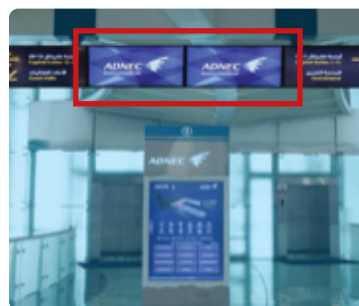
Your message of 30 seconds or 2 times 15 seconds will be shown on all screens once every five minutes.



## Car Park B Walkway

## Car Park B Entrance

## Concourse Elevator



€ 2975





## Single door capsule

Graphics on single door capsule

€ 5.035



Before



After

## Double door capsule

Graphics on double door capsule

€ 9.515



Before



After

# ONSITE PROMOTION



## Sliding doors

Graphics on sliding doors 2 sides 2 doors

€ 4.475



Before

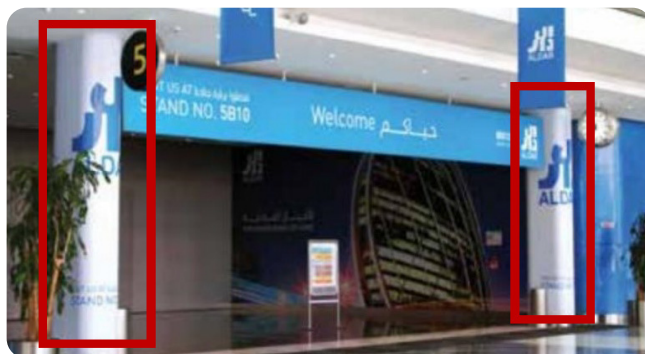


After



## Hall Columns

Graphics on hall column (price for one column)



### Small hall column

Halls 7 & 10

€ 2.907

### Big hall column

Halls 8 & 9

€ 3.500



## Concourse glass advertising

Graphics on concourse glass advertising

€ 1.015



Before



After

## Floor graphics



Floor graphics large

€ 2.570



Floor graphics small

€ 1.563

## Aisle signage in the exhibition halls

Company logo on aisle signage (2 sides)

€ 1.395



## Escalator banners

Graphics on escalator



€ 9.515





# SEMINAR & WORKSHOPS

Seminars and workshops are excellent opportunities for knowledge sharing, marketing and product branding.

## Seminar slot

Standard equipment (microphone, screen, beamer, chairs) is included. Catering and additional AV equipment should be ordered separately.

Timeslot for a presentation (per hour)

€ 1.115







## SOCIAL MEDIA

VIV MEA will be widely promoted on social media through the VIV worldwide channels! Gain attention and stay social on our VIV social community before and after the show.

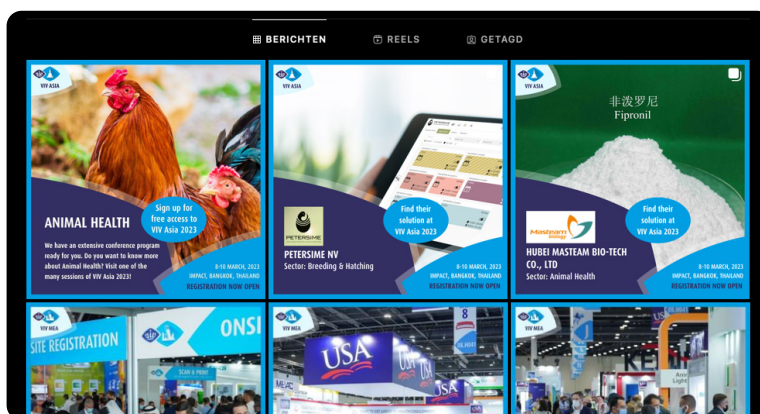
Reach out not only to VIV MEA followers, but to VIV worldwide Socials followers! Your story is our story and we like to let the industry know.

### Video social media campaign

Video of 60 sec about:

- your product
- your project
- your newest innovation

€ 3.130



On Facebook we will display the video during the campaign period.



VIV will support your video campaign through the VIV worldwide twitter channel.



Your video will be included on our LinkedIn page.



Your video will be published through the VIV worldwide WeChat account.



## VIV CONNECT

V-Connect MEA Edition is the Event App that supports the onsite audience of VIV MEA 2023. Focused on learning, deal making and networking within the Feed to Food sector.

### Royal Branding Package

COMPANY HIGHLIGHT IN EXHIBITOR LIST (10 MAXIMUM)

ONE HIGHLIGHTED ARTICLE IN VIV CONNECT (PLACES ARE LIMITED)

ONE ADDITIONAL HIGHLIGHTED PRODUCT IN VIV CONNECT (LIMITED)

€ 1.049

### Royal Leads Package

COLLECT LEADS BY SCANNING VISITOR BADGES UNLIMITED DEVICES

LEAD DATA OF FOLLOWERS ONLINE PROFILE (ONLINE LEADS)

€ 849

VIV Connect is the digital adaptation of our in-person B2B networking events into an online or hybrid format to suit the current business landscape. It offers an interactive platform as we continue to adapt and prosper in the current global climate.

3,126 people signed up for V-Connect MEA during last edition. 960 of these were exhibitors and 2,166 visitors. 796 connection requests were sent among active users. All together the exhibitor profiles available on the platform were viewed 14,171 times.

COLLECT LEADS BY SCANNING VISITOR BADGES THREE DEVICES € 349

COLLECT LEADS BY SCANNING VISITOR BADGES UNLIMITED DEVICES € 649

LEAD DATA OF FOLLOWERS ONLINE PROFILE (ONLINE LEADS) € 299

ONE ADDITIONAL HIGHLIGHTED PRODUCT IN VIV CONNECT (PLACES ARE LIMITED) € 249

## Order form & specifications VIV MEA 2023 Sponsoring

COMPANY:

CONTACT PERSON:

ADDRESS:

ZIP & CITY:

TELEPHONE:



Please select

	ITEMS	SPECIFICATIONS	PRICE	DEADLINE
<b>LET'S GET DIGITAL</b>				
<input type="checkbox"/>	<b>LOGO ON WEBSITE</b>	Available for every exhibitor price for 1 month	€ 554	16-10-2023
<input type="checkbox"/>	<b>FEATURED NEWS ITEM ON HOMEPAGE</b>	Available for every exhibitor price for 1 month	€ 1.115	16-10-2023
<input type="checkbox"/>	<b>BANNER IN EDM NEWSLETTER</b>	Available for 12 companies price for 1 banner in 1 edition	€ 554	10-11-2023
<input type="checkbox"/>	<b>ADVERTORIAL IN EDM NEWSLETTER</b>	Available for 12 companies price for 1 advertorial in 1 edition	€ 890	10-11-2023
<input type="checkbox"/>	<b>SHOW REVIEW ADVERTISMENT - 1/2 PAGE</b>	Available for 8 companies send to 1,000 VIV relations	€ 1.338	22-11-2023
<input type="checkbox"/>	<b>SHOW REVIEW LOGO ON 'THANK YOU FOR VISITING' PAGE</b>	Available for 3 companies send to 1,000 VIV relations	€ 750	22-11-2023
<input type="checkbox"/>	<b>LOGO WIFI SPONSORSHIP</b>	Available for 1 company	€ 4.475	30-10-2023
<input type="checkbox"/>	<b>BANNER WIFI SPONSORSHIP</b>	Available for 1 company	€ 6.715	30-10-2023



Please select

	ITEMS	SPECIFICATIONS	PRICE	DEADLINE
<b>ONSITE PROMOTION (8,000 VISITORS/3DAYS)</b>				
<input type="checkbox"/>	<b>SHOWGUIDE AD - INSIDE FRONT COVER - 1/1 PAGE</b>	Size of show guide: A5/5,000 copies. Available for 1 company	€ 1.675	09-10-2023
<input type="checkbox"/>	<b>SHOWGUIDE AD - INSIDE BACK COVER - 1/1 PAGE</b>	Size of show guide: A5/5,000 copies. Available for 1 company	€ 1.395	09-10-2023
<input type="checkbox"/>	<b>SHOWGUIDE AD - A5 PRINTED - 1/1 PAGE</b>	Size of show guide: A5/5,000 copies	€ 1.115	09-10-2023
<input type="checkbox"/>	<b>SHOWGUIDE AD - A5 PRINTED - 1/2 PAGE</b>	Size of show guide: A5/5,000 copies	€ 667	09-10-2023
<input type="checkbox"/>	<b>LOGO ON SHOW GUIDE EXHIBITOR LIST</b>	Size of show guide: A5/5,000 copies	€ 554	09-10-2023
<input type="checkbox"/>	<b>LOGO ON SHOW GUIDE FLOORPLAN</b>	Size of show guide: A5/5,000 copies	€ 554	09-10-2023
<input type="checkbox"/>	<b>LOGO ON BLOW UP EXHIBITOR LIST</b>	4 blow-up floorplans/exhibitor lists of 2m x 2m Available for every exhibitor	€ 554	23-10-2023
<input type="checkbox"/>	<b>LOGO ON BLOW UP FLOORPLAN</b>	4 blow-up floorplans/exhibitor lists of 2m x 2m Available for every exhibitor	€ 554	23-10-2023
<input type="checkbox"/>	<b>LANYARDS</b>	Available for 4 companies from different sector	€ 3.915	14-09-2023
<input type="checkbox"/>	<b>FLYERS</b>	Available for 6 companies from different sectors	€ 5.035	13-11-2023
<input type="checkbox"/>	<b>BAGS</b>	Available for 6 companies from different sectors	€ 3.915	13-11-2023
<input type="checkbox"/>	<b>FLOOR STICKERS INSIDE HALLS (SMALL)</b>	Size: 1m x 1m Available for 6 companies from different sectors, each company 2 stickers	€ 890	30-10-2023
<input type="checkbox"/>	<b>FLOOR STICKERS INSIDE HALLS (LARGE)</b>	Size large: 1,5 x 1,5m Available for 6 companies from different sectors, each company 2 stickers	€ 1.400	30-10-2023





Please select

	ITEMS	SPECIFICATIONS	PRICE	DEADLINE
<b>ONSITE PROMOTION (8,000 VISITORS/3DAYS)</b>				
<input type="checkbox"/>	<b>DIGITAL SCREENS</b>	A timeslot of 30 seconds in a total loop of 5 minutes, displayed on 35 digital/LED screens within ADNEC. One static image or a video of 30 sec., or two images/videos of 15 sec. Sizes upon request.	€ 2.975	01-11-2023
All 35 digital/LED screens are connected				
<input type="checkbox"/>	<b>SINGLE DOOR CAPSULE</b>	Size: upon request Available for 4 companies	€ 5.035	03-11-2023
<input type="checkbox"/>	<b>DOUBLE DOOR CAPSULE</b>	Size: upon request Available for 2 companies	€ 9.515	03-11-2023
<input type="checkbox"/>	<b>SLIDING DOORS</b>	Size: W 2,62m x H 2,42m (2 doors) Available for 4 companies Price for 2 doors, 2 sides	€ 4.475	03-11-2023
<input type="checkbox"/>	<b>CONCOURSE GLASS ADVERTISING</b>	Size: W 6,08m x H 1.1m Available for 7 companies	€ 1.015	03-11-2023
<input type="checkbox"/>	<b>HALLS COLUMNS SMALL</b> HALLS 7,10	Size: W 2,75m x H 4,21M Available for 2 companies per hall. Price for one column	€ 2.907	03-11-2023
<input type="checkbox"/>	<b>HALLS COLUMNS LARGE</b> HALLS 8 & 9	Size: W 4m x H 4,21M Available for 2 companies per hall. Price for one column	€ 3.500	03-11-2023
<input type="checkbox"/>	<b>ESCALATOR BANNERS</b>	Size: upon request Available for 3 companies from different sectors	€ 9.515	03-11-2023
<input type="checkbox"/>	<b>FLOOR GRAPHICS SMALL</b>	Size: 1,5m x 1,5m Various booking availabilities	€ 1.563	03-11-2023
<input type="checkbox"/>	<b>FLOOR GRAPHICS LARGE</b>	Size: 3,6m x 3,6m Various booking availabilities	€ 2.570	03-11-2023
<input type="checkbox"/>	<b> AISLE SIGNAGE INSIDE THE EXHIBITION HALLS</b>	Company design of 1m x 1m on aisle signage of W 1m x H 3m Available for 18 companies price per sign, 2 sides	€ 1.395	13-10-2023



Please select

	ITEMS	SPECIFICATIONS	PRICE	DEADLINE
<b>SEMINAR &amp; WORKSHOPS</b>				
<input type="checkbox"/>	<b>SEMINAR SLOT, PER HOUR</b>	Available for every exhibitor 20 timeslots available price per hour	€ 1.115	09-10-2023
<b>SOCIAL MEDIA</b>				
<input type="checkbox"/>	<b>SOCIAL MEDIA VIDEO</b>	Max. 60 sec	€ 3.130	13-10-2023
<b>VIV CONNECT</b>				
<input type="checkbox"/>	<b>COLLECT LEADS BY SCANNING VISITOR BADGES THREE DEVICES</b>		€ 349	13-11-2023
<input type="checkbox"/>	<b>COLLECT LEADS BY SCANNING VISITOR BADGES UNLIMITED DEVICES</b>		€ 649	13-11-2023
<input type="checkbox"/>	<b>LEAD DATA OF FOLLOWERS ONLINE PROFILE (ONLINE LEADS)</b>		€ 299	13-11-2023
<input type="checkbox"/>	<b>ONE ADDITIONAL HIGHLIGHTED PRODUCT IN VIV CONNECT</b>		€ 249	13-11-2023
<input type="checkbox"/>	<b>ROYAL LEADS PACKAGE</b>	- Collect leads by scanning visitor badges unlimited devices - Lead data of followers online profile (online leads)	€ 849	13-11-2023
<input type="checkbox"/>	<b>ROYAL BRANDING PACKAGE</b>	- Company highlight in exhibitor list (max. 10) - One highlighted article in VIV Connect - One additional highlighted product in VIV Connect	€ 1.049	13-11-2023

If the material deadline is exceeded and / or the material does not meet the specifications VNU Exhibitions Europe can void the claim. If the material does not meet the specifications, VNU Exhibitions Europe is empowered to update the material. The costs will be borne by the client.

The undersigned participates in VIV MEA 2023 for which the participation Terms and Conditions are applicable. The Terms and Conditions can be found on [www.viv.net](http://www.viv.net) and filed with the Chamber of Commerce in Utrecht under number 30149544.

Agreed: This is a binding reservation. By returning this signed booking form by email scan the booking is final. Canceled reservations are charged according to the Terms and Conditions.

NAME (IN CAPITALS):

SIGNATURE:

COMPANY STAMP: