

# 6 REASONS WHY THE HYBRID EVENT WORKS.

Looking to promote your products, network with global ingredients buyers and share your latest content?

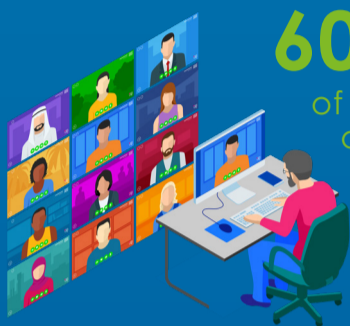
The new Online & In-person format of Fi Europe will guarantee you **MORE** success this year!



## ➔ Online & In-Person

### 1 MORE AUDIENCE

Meet loyal Fi Europe attendees onsite, while also connecting online with those who are unable to travel.



**60%** of 2020 online attendees were participating for the first time.

### 2 MORE EFFICIENCY

Make the best use of your time. Browse the full attendee list online & connect in just a few clicks.

Plan a meeting in Frankfurt with the hottest leads and seal the deal over a coffee!



on average **70 connections** were made online at Fi Europe last year.

### 3 MORE LEADS

**New format = New opportunities to capture leads.**



Get contact details of attendees who bookmark your products and attend your sessions.



Onsite at your stand use the lead scanner and your unlimited QR codes to capture more data.

Easily download and follow-up with all your leads post-event. No missed opportunities anymore!

**2.1x** more bookmarks on sponsor's online booths.

**3.1x** more leads generated by online sponsors.

### 4 MORE RELEVANCE

Intelligent, **data-driven matchmaking** with extensive search & filter options.

Connect with the most relevant attendees online, schedule meetings and **convert leads onsite.**



### 5 MORE OPPORTUNITIES

**Looking to stand out and increase your brand and product awareness?** Choose from one of our sponsorship packages designed to deliver the best ROI.

**40%**

of leads are generated during sponsored sessions.

**52%**

increase in brand awareness through sponsoring the Exhibitor Showcase

**55%**

Average brand uplift as a result of sponsoring Fi Europe 2019.

### 6 MORE TOUCHPOINTS

**More ways for your prospects & clients to experience your product and brand.**



Online through the product listings, innovation launches or content sessions.



Onsite by creating sensory experiences with product tasting and sampling.

**89%**

of attendee's time online spent watching sessions.



**WHICH MEANS... MORE ROI FOR YOUR BUSINESS THAT CAN BE EASILY TRACKED.**

What are you waiting for? Maximise your ROI with Fi Europe Online & In-person!