



12-14 October 2020 - virtual

SPONSORSHIP OPPORTUNITIES 2020

**Align your brand with the global
agri-tech community**

The world is changing, and so are we. Food Tech Matters is going virtual to connect your brand with the brightest minds in the global agri-tech community, from corporate leaders to innovative startups and investors. Featuring over 50 foodtech experts and startups, cutting edge content and a dedicated virtual 1-2-1 networking and meetings programme, we can help position your brand at the heart of our curated digital experience that reaches a truly global agri-foodtech audience.

Let us do the work for you and discover how our digital sponsorship opportunities can help your brand gain invaluable recognition as a leader in your field.

Benefits of sponsoring the Food Tech Matters virtual event include:

Get in front of an audience that matters in our virtual 1-2-1 meetings

Our virtual event connects a wide audience of agri-tech professionals from all over the world. Without the need for transport or overnight stays, our audience come from far and wide to make important connections in our virtual 1-2-1 meetings.



Be part of investor pitches

Align your brand with the most innovative UK and international startups as they compete for the opportunity to pitch to a panel of leading investors.

Align your brand with unrivalled content

Showcase your brand alongside outstanding content, expert speakers and innovative new ideas delivered as part of our interactive webcasts.

A snapshot of the 2019 audience

Over 300 UK and international delegates attended the Food Tech Matters event in London including:

- Disruptive international startups
- Technology, branding, R&D and industry experts
- Ingredients and F&B manufacturers
- Food service and retail corporations
- Venture capital investment companies
- Agri-food companies

By going virtual and thereby removing the need for transport and overnight stays, Food Tech Matters is able to attract a wider audience of European and international delegates.

Organisations included:

Nestle - Unilever - Danone - Sainsbury's - Kraft Heinz - PepsiCo - Arla Foods - Future Food Network - Anterra - Capital Barclays - Virgin Management - Twinings

Startups included:

Wasteless - Too Good To Go - The Meatless Farm - Winnow Solutions - WYND - This.Co - Protifarm - Innovopro - GoKart - E-Fresh.gr - Karakuri - X-Farm

Sponsorship Opportunities

Food Tech Matters offers a wide range of sponsorship packages to maximise your company's visibility and ensure maximum impact from the virtual event. Sponsorship packages include pre-event, during the virtual event, and post-event branding reaching our digital community of over 100,000 industry professionals from the world of food and drink.

Category Leader Official Partner £7,500+VAT

Be seen as a leader in your field by sponsoring a category of your choice (category exclusivity). Categories include: personalised nutrition, alternative protein, food tech trends, retail tech, sustainable supply chain, and gut health.

This sponsorship package includes:

- Branding on the Food Tech Matters website as Official Category Partner to include a website banner advert for 2 months running up to the event
- 1 x thought leadership speaking slot in a live webcast
- Article and branding in the digital Food Tech Matters 2020 event guide, to be distributed to all registered participants
- Recorded audio interview or participation in a partner podcast during Food Tech Matters, distributed to over 100,000 relevant professionals working within the food & drink sector via the Food Matters digital channels, including: the weekly newsletter Table Talk, and via a relevant FM Digest on Food Tech insights and trends to be broadcast post Food Tech Matters 2020
- Marketing via our social media platforms & relevant media partners
- 5 x VIP passes giving you free access to the virtual event

Meeting Platform Partner £8,000+VAT (exclusivity) / £3,750+VAT (co-sponsor)

This sponsorship package includes:

- Your branding in header of the screen during every single 1-2-1 virtual meeting
- Your branding on the Food Tech Matters website
- Your branding on the Food Tech Matters meeting portal as sponsor
- Your branding in the screen header during every 1-2-1 virtual meeting
- Article and branding in the digital Food Tech Matters 2020 event guide, to be distributed to all registered participants
- Recorded audio interview or participation in partner podcast during Food Tech Matters, distributed to over 100,000 relevant professionals working within the food & drink sector via the Food Matters digital channels, including: the weekly newsletter Table Talk, and via a relevant FM Digest on Food Tech insights and trends to be broadcast post Food Tech Matters 2020
- Marketing via our social media platforms & relevant media partners
- 5 x VIP passes for lead sponsor, 2 x VIP passes for co-sponsor, giving you free access to the virtual event

Your branding here



How do the digital meetings work?

- One-click online meetings take place in user's browser – no installation needed
- Meeting partners are able to enter meeting from 3-minutes before start time
- Notification and countdown to meeting partners 2 minutes before meeting is closed
- Runs on desktop, tablet or mobile device
- Video, audio, screen share and chat capabilities available

Rountable Partner £3,500+VAT

This sponsorship package includes:

- Opportunity to host a private roundtable for up to 12 people of your choice - with with video, audio, screen-share and chat
- Your branding in the programme on the Food Tech Matters website
- Your branding in the digital event guide distributed to all registered participants



Tech in Focus Session Partner £3,000+VAT

Align your branding with a highly curated Tech in Focus webcast, covering topics including: next-gen alternative proteins, feeding the world with big AI and data, harnessing foodtech to fight loss and waste, is regenerative agriculture the future of farming?, fostering agriculture innovation for the smart farmer, can agriculture save the planet?

These webcasts, which can each host up to 50 attendees, will feature live Q&As with video, audio and chat capabilities available. To reach an even wider audience and amplify your branding, the webcasts will be recorded and available on demand for a month after the event.

This sponsorship package includes:

- Your branding on the Food Tech Matters website next to your sponsored Tech in Focus session in the agenda
- Your branding next to your sponsored Tech in Focus session on the Food Tech Matters meeting portal
- 1 x speaker slot in your sponsored Tech in Focus session (live)
- Your branding in the digital event guide against your Tech in Focus session

Digital Event Guide Partner £2,000+VAT

The digital event guide will be available in a pdf and e-book format. As our digital event guide partner your branding will be printed on the first page of the guide, and will be one of the first things that delegates see as they scroll through the guide.

Digital Event Guide Advertising

Full page advert: £1,500+VAT

1/2 page advert: £1,000+VAT

Quarter page advert: £650+VAT

Promote your key messages as part of the Digital Event Guide. The advert can link through to your website, driving traffic and leads to your key products and services.



Ready to discuss our sponsorship opportunities?

Please contact:

Jonathan Bunday

E: jonathan.bunday@foodmatters.co.uk | M: +44 (0) 07811 153054