



12TH IAOM SOUTHEAST ASIA REGION CONFERENCE & EXPO

2023 exhibitor prospectus

October 1, 2023 | Pre-conference Workshop

October 2-3, 2023 | Conference & Expo

Exhibitor Set-up from 6 to 11 a.m. on October 2

New World Saigon Hotel | Ho Chi Minh City, Vietnam



An invitation to **SHOWCASE** your knowledge, products and services at the 12th Annual IAOM Southeast Asia Region Conference & Expo

IAOM Profile

The International Association of Operative Millers (IAOM) has been the leading provider of educational resources and training for the grain milling industry since its foundation in 1896. Through conferences, workshops, correspondence courses, short courses and publications, IAOM has played an integral role in the continued education and training of the professionals in this industry for over 120 years. IAOM is an individual-based member organization with a 1,800-strong membership representing over 100 countries worldwide. With 15 districts and regions around the world, IAOM provides an international forum for networking; the exchange of ideas; technical and educational opportunities; and the discovery of new products and services.

Why Exhibit at the IAOM Expo?

IAOM's trade shows are always well attended and viewed as the industry's premier event in the targeted region. But, if that's not enough...

- It is a profitable investment. Your representatives can squeeze months of sales calls into just two productive days – gaining valuable direct exposure with the decision makers, and forming strong bonds and connections.
- Industry professionals count on the IAOM Expo to stay abreast of the latest trends. Showcase your new products and services by introducing a company innovation to an entire audience of prospective customers and gaining instant feedback.
- You will reinforce your company image in the minds and practices of industry professionals. As an IAOM exhibitor you will benefit from excellent name recognition among the top milling companies in the world.
- At the 12th annual conference, your company will get the chance to explore a new market and meet potential clients within the familiar surroundings of an IAOM Conference & Expo.

Traffic Generating Features

Exceptional exhibit hall attractions to increase traffic to your booth have been scheduled.

Refreshment Breaks in Exhibition Area

Refreshment Breaks on Monday and Tuesday.

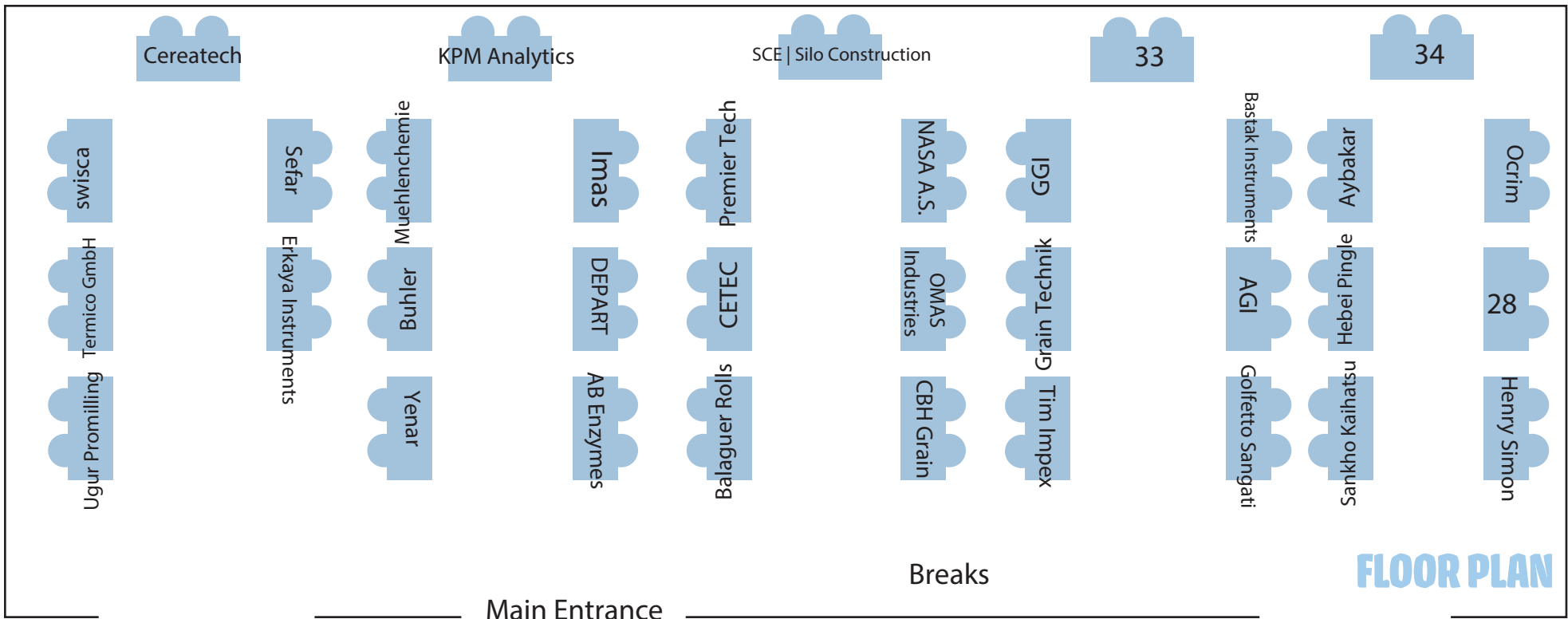
Raffles and Giveaways

Let IAOM know if you will be conducting any product raffles and/or giveaways. All exhibitors offering giveaways or raffles will be featured in a flyer distributed to all conference attendees. At 11 am on Tuesday, a representative from each participating exhibitor booth will be invited to the microphone on the exhibit floor to announce their raffle prize winner.

Exhibit Hall Information

- Over 4 hours of unopposed exhibition time
- Unequaled visibility with key decision makers
- Access to educational sessions
- Acknowledgement of conference exhibitors in conference promotional materials





Registration

EXPO TABLE RENTAL RATES

Table Top Display Rental*

\$2,000 USD for non-Sponsor tables

Tables 6, 11, 12, 17 are reserved for Platinum Sponsors

*Any product displayed must fit on the table provided.

Exhibit Fees Include

- 180 cm x 75 cm table with a front drape
- Company name in official conference program
- Company name listed on IAOM website
- Special discounted advertising rates in IAOM publications
- 2 complimentary conference registrations
- Opportunity to introduce new product/service during What's New session
- Free conference registration for 2 of your milling customers
- **Exhibitor Set-up will take place from 6 to 11 a.m. on October 2**

The Association reserves the right to determine the location of table assignments. Consideration will be given to applicant's participation in prior expositions and the date of receipt of the application in the IAOM office. Companies should be aware that prime space is typically assigned to companies that have a longer exhibit history. The floor plan has been designed to maximize the amount of exhibit space in conjunction with the Association's own needs on the exhibit floor. IAOM reserves the right to modify the exhibit hall floor plan, as necessary, to meet the needs of exhibitors, IAOM and the expo. **Only registered attendees with an official conference badge will be admitted to Educational Sessions and the Expo. There will be no Expo-only passes or conference access for local distributors of exhibiting companies.**

APPLICATION PROCEDURES AND SPACE REASSIGNMENTS

Application for exhibit space must be made in writing and include a completed contract and deposit of 50% of total due. Review the floor plan and indicate on the contract three (3) preferred locations for your exhibit. Table selection and exhibitor registration are also available at www.iaom.org/southeastasia

*The position of your table may shift depending on the number of tables sold. * The position of the doorways in this diagram is approximate. * For additional equipment, please contact IAOM at dme@iaom.org.

EXHIBITOR CONTRACT

The undersigned exhibitor/sponsor agrees to rent and occupy _____ table top display(s) as shown on the official floor plan from IAOM during the 2023 SEA Expo. The undersigned further agrees to abide by the Rules and Regulations stated on this contract and to pay a rental fee in US dollars of \$ _____ when the contract is submitted. Rental must be paid in full by September 1, 2023. If the invoice isn't paid in full by September 1, 2023, the selected booth will be released and the company will be contacted in priority-point order to reselect a booth space.

ACCEPTANCE AS BINDING CONTRACT:

Company Name _____ Primary Contact _____

E-mail _____ Address _____

City _____ State/Province _____ Zip _____ Country _____ Phone _____

Website Address _____

Signature by Authorized Representative _____

Date _____

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named Exhibitor/Sponsor.

COMPANY PROFILE: Please attach company profile (50-word limit) as it will appear in the official conference program (if received prior to September 1, 2023) to DME@iaom.org

NAME OF COMPANY EMPLOYEE WHO IS AN IAOM MEMBER IN GOOD STANDING : _____

EXHIBITOR SET UP WILL TAKE PLACE FROM 6-11 AM ON MONDAY, OCTOBER 2

TABLE TOP RENTAL FEES: IAOM MEMBER RATES: Each Table: \$2,000 USD (included in sponsorships see below for package options)

NONMEMBER RATES: Those exhibitors that do not have an employee who is an IAOM member in good standing will be charged an additional \$100 per table.

Please list the company(s) you would NOT want to be near : _____

Please indicate your first three table choices here

Billing Contact (if different from above): Name _____

1 _____ 2 _____ 3 _____

Phone _____ E-mail _____

The rental fee paid includes back and side drape, and a uniform identification sign.

Address _____ City _____ State/Province _____ Zip _____

METHOD OF PAYMENT:

Check enclosed (Payable to IAOM, US funds only) Charge to following credit card: VISA MC Discover American Express

Card No. _____ Expiration Date ____/____/____ CVV _____ Cardholder Name _____

Cardholder Signature _____ Date Signed _____ Total \$ _____

Wire Transfer

Contact IAOM for bank details.

Please mail all checks and a copy of signed contract to:

IAOM

Attn: Whitney Fox

12351 W. 96th Terrace, Suite 100

Lenexa, KS 66215

Fax: 913-338-3553

Email: dme@iaom.org

SPONSORSHIP PACKAGE (includes exhibition table)

Please indicate your sponsorship package:

Platinum - \$5,000

Silver - \$3,000

Gold - \$4,000

Bronze - \$2,500

SPONSORSHIP OPPORTUNITIES

Enhance your company's presence at IAOM's 12th Annual Southeast Asia Region Conference & Expo by taking advantage of IAOM's high-impact sponsorship opportunities, which will give your company the competitive edge to stand out in the crowd. This premier educational event for grain milling and seed processing professionals presents the ideal setting for showcasing your company's products and services.

As an IAOM Sponsor, your company earns very tangible special benefits. Four different sponsorship levels are available:

BENEFITS

	PLATINUM (limit 4)	GOLD	SILVER	BRONZE
Exhibition Table	X	X	X	X
Additional complimentary registrations for exhibiting sponsors	1	0	0	0
Sponsor ribbon for all registered staff of sponsoring company	X	X	X	X
Sponsor acknowledgment on the official conference website	X	X	X	X
Listing in conference program	X	X	X	X
Special IAOM Certificate of Appreciation	X	X	X	X
Listing in conference program with logo*	X	X	X	
Hyperlink from official conference website to Sponsor's URL	X	X		
Identified as Reception sponsor	X	X		
Company PowerPoint slides (up to 10) displayed during breaks	X			
Exhibition table in prime location	X			
Free conference access for 2 of your milling customers (4 total)	X			
Acknowledgement of sponsorship on social media	X			

BUILD and reinforce name recognition for your company and your products with more than 200 international milling industry professionals.

ENHANCE your visibility beyond the exhibit hall to achieve maximum exposure at the meeting.

DEMONSTRATE your support for the milling industry and commitment to education.

PROMOTE the latest in technological advances and research.

PROFICIENCY | FELLOWSHIP | COOPERATION



NETWORKING