



19 - 22 SEPTEMBER 2023
KUALA LUMPUR CONVENTION CENTRE,
MALAYSIA
www.foodandhotel.com

EXHIBITORS & PARTNERS



CRAFTED @ FHM 2023

The NEW Wine, Spirits & Beer showcase!

Organized By
The Craftsmen Sdn Bhd

Supported By
Informa Markets

www.crafted.asia



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WHAT IS CRAFTED?

This year **Crafted** is partnering with **Food & Hotel Malaysia (FHM)** to bring you a showcase of wines, spirits and beers available (and not yet available) in Malaysia.

The 4-day show which opens from 12:00 noon to 9:00 pm everyday from **19-22 September 2023** will tap into more than **25,000** professional and trade visitors from more than 20 countries and regions.

Crafted will feature 2-full days of masterclasses and activities on a variety of topics including exclusive previews of new-to-market brands that haven't yet made it to Malaysian shores!

Visitors will also be able to purchase tickets to the **Crafted Tasting Room** where they will be able to sample and purchase wines directly from local retailers, distributors and importers.





HOW DO I PARTICIPATE

Crafted was developed because we know first hand how challenging this industry can be. At **Crafted** you are our priority and we want to create an environment for you to engage and transact in comfort.

become an exhibitor (take a booth)

Join us as an **exhibitor** by taking a booth (or two) at our **Crafted Tasting Room** and participate in our *Exhibitor Rebate Program* which has been designed to minimize your costs and increase your brand exposure.

brand activation program

Unable to join us but still want your **brand to be represented** in Malaysia? Our customized brand activation program will help you introduce your brands to both trade visitors and consumers without you needing to be physically present at the show.

become a sponsor / partner

Become a **Crafted Sponsor / Partner** by joining one of our **sponsorship / partnership plans** - have new ideas of what you want to do at the show? Talk to us about what you want to achieve and together, we'll find a way to make your ideas come to life!



BECOME AN EXHIBITOR

what you can do as an exhibitor

- Exhibitors are required to provide tasting samples in exchange of **Crafted Drink Tokens** to visitors.
- Exhibitors are allowed to **sell** directly to visitors who visit the **Crafted Tasting Room** (transaction facilities are at Exhibitor's own arrangements).
- Participate in our **Crafted Exhibitor Rebate Program**.

We estimate that exhibitors will have to prepare approximately 37 bottles of wines for sampling valued between RM 70-100 per bottle and 8 bottles valued at RM 100 and above daily

what you get as an exhibitor

- 3m (L) X 2m (W) carpeted booth area
- 3m (L) X 2.5m (H) timber frame system backdrop
- 1 piece inkjet printed graphic tarpaulin mounted to backdrop (image supplied by exhibitor)
- 2ft X 5ft table with table cloth and soft plastic overlay
- 3 x units LED arm spotlights
- 1 x unit 13 amp power point
- ice and drinking water
- Your company logo featured on key **Crafted** marketing collaterals
- Company and product details listed in the official **Crafted** show guide (up to a maximum of 20 showcase products)
- Special advertorial rates with **thirstmag.com** in conjunction with **Crafted**

RM 2,200.00 (RM 1,700 early bird*)

** Early bird rates applicable for paid registrations by 30 June 2023*



EXHIBITOR REBATE PROGRAM

We know first-hand how challenging this business can be. So with that in mind, we've developed the **Crafted Exhibitor Rebate Program** to help ease the burden of doing business at the show.

booth rebate

We're targeting a modest 2,000 visitors to the **Crafted Tasting Room** and we need your help to do it! Help us spread the word to your customers and the more visitors we clock the bigger your booth rebate will be:

- 800 visitors = RM 300 rebate
- 1,000 visitors = RM 500 rebate
- 1,500 visitors or more = RM 1,000 rebate

token redemption

Visitors to the **Crafted Tasting Room** are required to exchange tokens for wine, spirits or beer samples. For every token you collect and redeem we'll give you cash as follows:

- Standard token = RM 2.50
- Premium token = RM 5.00

IMPORTANT NOTE: Facilities will be made available to you during the show to record token redemptions. Cash redeemed through token exchange and booth rebates will be credited directly to your nominated company account not more than 7-days after the show ends.

BOOTH CONFIGURATION

We're keeping things nice and simple (but tasteful) at **Crafted**. This is an artist's impression of what your basic booth backdrop will look like!

If you require additional fixtures, power points or other facilities our official contractors **Innogen** will be on hand to assist (all other costs at Exhibitor's own expense).





BRAND ACTIVATION

Our brand activation program is ideal for brands who are keen to engage both trade visitors and/or consumers without having to be at the show in person.

Showcase your products at the **Crafted VIP Trade Lounge** where our team of sommeliers and wine educators will conduct Masterclasses and tastings to an audience of qualified industry and trade professionals. You can also place your products with us at the **Crafted Tasting Room** to get your product directly in front of the consumer.

program package benefits

- Showcase up to 5 products (additional products will incur an additional RM 500.00 per product)
- Professionally hosted tasting sessions at the **Crafted VIP Trade Lounge**
- Product sampling at the **Crafted Tasting Room** (optional)
- Product feedback data, expression of interest and trade contact list*
- Company and product details listed in the official **Crafted** show guide (every product being showcased)
- Assistance with product registration, shipping, customs clearance, last mile storage and delivery (additional cost) via our import and logistics partner

*Product feedback data will be collected throughout the show which will be shared with brand activation partners. Trade contact details will also be made available to all partners at the end of the show. Data relating to individual brand activation partner products will be kept private and confidential.

RM 3,500.00 per package

Product details need to be submitted by 16 June 2023 for customs product registration.



PARTNERSHIPS

If it's greater brand visibility you're looking for or more intimate engagement with consumers consider becoming one of our sponsors.

We've got a few sponsorship packages to choose from but, more importantly, we want to know what you want to achieve for your brand – contact us and let us know what exciting ideas you have in mind!

country / regional partner

Designed specifically to highlight products from a specific region or country.

- 1 x standard booth at the **Crafted Tasting Room** worth RM 2,200.00
- Logo and partner acknowledgement on all collaterals in print, online and at backdrops at both **Crafted Tasting Room** and **Crafted VIP Trade Lounge**
- Logo featured on **Crafted Show Bag**
- Advertorial package in **thirstmag.com** worth RM 4,000.00
- Feature article (2-page) in the official **Crafted** daily show guide
- Option to include giveaways/brochures in show bag
- Option of a 1-hour presentation slot in the **Crafted VIP Trade Lounge**
- Partnership mention in pre-show press-release and speaking slot in pre-show press conference

Note: Participation in our partnership programs are subject to our discretion and The Craftsmen Sdn Bhd reserves full and final rights on any decision pertaining to our Partnership program.

RM 25,000.00

*This package is limited to only **ONE** country/regional partner per show*



PARTNERSHIPS

corporate partner

Designed specifically for businesses who have high-value products and services

- 1 x standard booth at the **Crafted Tasting Room** worth RM 2,200.00
- Logo and partner acknowledgement on all collaterals in print, online and at backdrops at both **Crafted Tasting Room** and **Crafted VIP Trade Lounge**
- Feature advertorial in the official **Crafted** daily / show guide
- Option to include giveaways/brochures in show bag

Note: Participation in our partnership programs are subject to our discretion and The Craftsmen Sdn Bhd reserves full and final rights on any decision pertaining to our Partnership program.

RM 15,000.00

*This package is limited to only **ONE** corporate partner per show*



PARTNERSHIPS

supporting partner

For those who wish to have a small but significant presence at the show!

- Logo and partner acknowledgement on all collaterals in print, online and at backdrops at both **Crafted Tasting Room** and **Crafted VIP Trade Lounge**
- Option to include giveaways/brochures in show bag

Note: Participation in our partnership programs are subject to our discretion and The Craftsmen Sdn Bhd reserves full and final rights on any decision pertaining to our Partnership program.

RM 5,000.00

Suitable for F&B outlets, product branding and other related services.

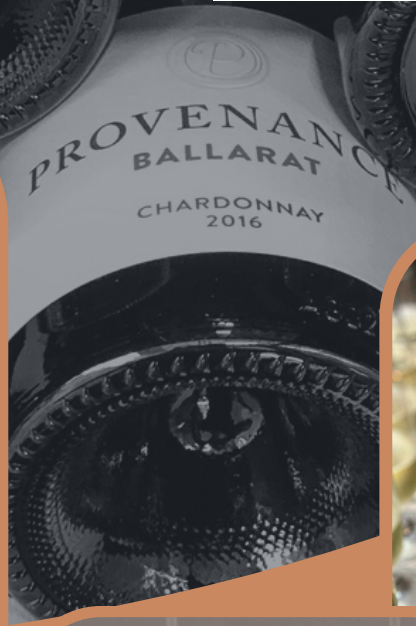


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