

LaunchPad Guidelines

The New Products Zone is the perfect first-stop for all visitors looking to discover the latest innovations and market successes in ingredients and finished products!

Benefits of participating in the New Products Zone:

- The most effective way to launch new products to the industry
- High-level exposure to all visitors looking specifically for new ingredients or finished products
- Drive even more visitor traffic to your stand

The deadline for registrations is Monday 8th July 2019

Total cost per New Products Zone entry: US \$2,500 per product and a maximum of 2 products per exhibitor

[Click here to register today!](#)

How will my product be promoted?

- **Pre & post event:** Your product will be featured on the Vitafoods Asia and will also be considered for inclusion within pre-event promotional materials as well as circulated in press releases to the industry's international media.
- **At event:** Your product display card will include your company logo, name of product, product description and stand number that will be placed next to the product.

How is my product going to be displayed?

- Products will be allocated in the showcases based on time of registration.
- Please ensure that your product is **not bigger than 20cm x 20cm x 20cm**
- Displays will be locked at all times after 9:00 on Wednesday 25th September, until 17:00 on Thursday 26th September. If you need to replace products, please visit the Organizers' Office, where somebody may be able to help you. Please note, alterations to product displays will not be possible during show open hours.
- Products will be displayed as per the description of layout provided on the online form. If this is not supplied, the no alterations can be made once positioned before the show opens.

How many product samples should I ship/bring?

Please deliver one sample per product

Please note: The Organisers will not be responsible for the return of samples. Any remaining samples should be collected by Thursday 26th September between 16:30 – 17:00 from The New Products Zone or they will be disposed of by the Organisers.

Where should I bring/deliver my sample?

Samples MUST be delivered on Tuesday 24th September between 11:00 and 16:00 to the New Products Zone, clearly labelled (with the label provided below – please fill out the relevant fields and print & stick this label to all boxes containing your samples) – if delivered earlier, the Organisers are not responsible for the receipt of them and additional costs may apply.

Company Name:
Stand Number:
Product Name:
Product Area:

If you can not deliver it during these hours, please email Stephanie.Campos@informa.com as soon as possible to arrange an alternative delivery option.

If you are unable to deliver you samples in person please contact EFL logistics, the official freight forwarder who can assist with arranging delivery and liaising with customs. Contact vitafoods@efilogistics.com for more information

Please note we do not recommend transporting the items to the show in your suitcase.