

# FOOD VISION

THE LEADERSHIP FORUM FOR THE FOOD AND NUTRITION INDUSTRY



Partnership opportunities that put you  
at the centre of the food and nutrition world

BROUGHT TO YOU BY



# Food Vision: The leadership forum for the food and nutrition industry

Food Vision was launched to universal acclaim in 2013, since then it has attracted a worldwide audience of close to 1000 food industry leaders from more than 30 countries.

Whether you partner for a single Food Vision event or the whole series, you'll benefit from everything that makes Food Vision unique.

## 1. Active partnerships

We work with our partners to create tailored packages – for a single event or a global campaign – that match their commercial objectives and market ambitions. As a partner you're our co-host and actively involved in the agenda.

## 2. Compelling content

We deliver thought provoking content in a format that fosters debate. As a primary news provider to the global nutrition, food and drink industry, we can secure real business shapers rarely seen on the conference circuit. With debates, discussions and interactive sessions, we involve them and our audience in conversations that raise challenges, ask questions and allow fresh thinking to emerge.

## 3. Senior delegates

Your contribution as a partner allows us to fund VIP invitations for the industry players you most want to meet; leaders in innovation, product development, marketing and business strategy from prestigious businesses and brands.

## 4. Exclusive community

Our comprehensive programme of social and business networking starts with business breakfasts, continues through the day with networking lunches and roundtables, extends into the evening with social events, then closes with nightcap discussions. Your opportunities to engage with our audience will be limited only by your stamina!



Our editorial teams, from industry leading titles FoodNavigator and NutraIngredients, work closely with us to bring you a programme that provides unequalled insights into the issues confronting the food and nutrition industry. Senior Editor, Stephen Daniells is Editorial Consultant to the Food Vision event series.



*“At Food Vision, industry leaders are provoked, inspired and motivated by presentations and speakers you won’t find elsewhere on the conference circuit. We tackle the issues that need to be tackled, ask the questions that need to be asked, and provide the insights to make informed business decisions.”* **Stephen Daniells**

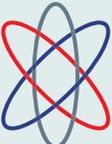


*Three events  
– a world of opportunity*

FOOD  VISION

*Since its launch in 2013, the global Food Vision event has provided an annual forum for food, beverage and nutrition industry leaders to debate the key issues confronting a worldwide and increasingly interconnected industry.*

**[www.foodvisionevent.com](http://www.foodvisionevent.com)**

FOOD  VISION <sup>USA</sup>

*Food Vision USA focuses on the dynamics of the world’s biggest nutrition market. It shines a spotlight on companies that are doing most to champion change and explores the frontiers of innovation in America’s diverse industry.*

**[www.foodvisionusa.com](http://www.foodvisionusa.com)**

FOOD  VISION <sup>ASIA</sup>

*Food Vision Asia takes a close look at this high growth region. Attractive to both Asian businesses and non-Asian companies eager to leverage new opportunities, it is collocated with Food Industry Asia’s (FIA) Council Meeting and AGM and the Asia Roundtable on Food Innovation for Improved Nutrition (ARoFIIN).*

**[www.foodvisionasia.com](http://www.foodvisionasia.com)**

# HIGH RETURN ON TIME INVESTED

## Agenda

### Day 1

- |           |  |
|-----------|--|
| Afternoon | <ul style="list-style-type: none"> <li>• Arrivals</li> </ul>   |
| <hr/>     |  |
| Evening   | <ul style="list-style-type: none"> <li>• Opening event and drinks reception</li> <li>• Nightcap session</li> </ul> |

### Day 2

- |           |   |
|-----------|---|
| Morning   | <ul style="list-style-type: none"> <li>• Breakfast briefing</li> <li>• Plenary sessions</li> <li>• Extended networking session</li> </ul> |
| <hr/>     |   |
| Afternoon | <ul style="list-style-type: none"> <li>• Lunch with roundtable discussions</li> <li>• Plenary sessions</li> </ul>                         |
| <hr/>     |   |
| Evening   | <ul style="list-style-type: none"> <li>• Food Vision drinks reception and dinner</li> </ul>   |

### Day 3

- |           |  |
|-----------|--|
| Morning   | <ul style="list-style-type: none"> <li>• Breakfast briefing</li> <li>• Plenary sessions</li> </ul> |
| <hr/>     |  |
| Afternoon | <ul style="list-style-type: none"> <li>• Networking lunch</li> </ul>                               |
| <hr/>     |  |
|           | <ul style="list-style-type: none"> <li>• Departures</li> </ul>                                     |



## Time well spent

All our events follow a highly efficient format with an action packed agenda that maximises engagement opportunities and minimises time out of the office.

- Only 3 days out with travel!
- 12 hours of interactive sessions and content
- 10 hours of supported face-to-face networking

## Trust our track record

When you partner with Food Vision you'll associate your brand with an event series that's recognised as setting the gold standard.

Since 2013 Food Vision events have attracted close to 1000 industry leaders from more than 30 countries. Our latest post-event surveys show that...

- 80% recognise Food Vision has unique qualities that set it apart from other industry events
- 96% rate their Food Vision experience as 'excellent' or 'good'
- 91% left Food Vision confident that their objectives for learning, networking and, importantly, sourcing suppliers had been met
- 96% are satisfied with the return on time invested at Food Vision

## Applause from Partners

*"Food Vision events stand out for the quality of their content, speakers and delegates. We've strengthened old relationships and built new ones thanks to our continued partnership."*

James Baully, **DSM**

*"Food Vision a great event and perfect for us"*

Fuling Li, **Welsh Government**

*"We'll definitely be back. We continue to be charmed and surprised by Food Vision's high value content."*

Carmen Malnero-Fernandez, **Cosucra**

## Recognition from delegates

*"Food Vision is thought provoking and challenging."*

Philip Parsons, Senior Director Global R&D, **Coca Cola**

*"Food Vision was an excellent opportunity. I have made some wonderful connections which are already proving fruitful!"*

Damien Kennedy, Co-founder, **Wheyhey**

*"...a real eye opener..."*

Yvonne Vissers, Research Scientist, **Nestlé**

*"Food Vision is facilitating free thinking around new ideas"*

Tim Finnigan, Director of Research & Development, **Quorn Foods**

*"Food Vision is interesting, inspiring and valuable for my work."*

Marko Schreiber, Global Applied Science Manager, **Mars**

*"A fantastic conference!"*

Kevin Klock, CEO, **Talking Rain**

*"The entire conference has more than met my expectation. I can't wait for the next event!"*

Helen Ann Dillon, VP – Sales & Marketing, **Canadian Prairie Garden Purees**

# Become a Food Vision Partner

Your partnership benefits are rich and varied. You'll be joint host to our delegate community and have every opportunity to interact, network and engage. Our pre-event marketing programme will bring you to our delegates' attention even before they arrive. Our on-going editorial programme will make sure your voice resonates with them long after they go home.



## 1. Choose your events

Partner for a single Food Vision event, two or the whole series.

Our global event attracts a worldwide audience and is the starting point for most partners. Food Vision USA will appeal if you're interested in or engaged with the world's biggest food market. Food Vision Asia should be in your sights if you're active – or wish to be – in this high growth region.

Whether you sponsor one event or more, we'll work hard to leverage your investment, highlighting opportunities for added value and sharing best practice among your regional business teams.

## 2. Become a host

Invite your guests.

As a Food Vision partner you're already our co-host. Extend your commitment to Partnership Plus and our VIP programme will include your own most valued business contacts. They will attend Food Vision free of charge, at your invitation and as your special guests.

Your VIPs are also our VIPs and we will support you with bespoke invitations and a highly personalised follow-up ensuring the warmest welcome and support for your guests.

What better way to impress those whose good opinion matters most to your business?



### 3. Get on the agenda

Tailored opportunities to raise your profile.

Alongside our plenary sessions we've created event opportunities you can host, lead or take part in to raise your profile and engage your audience.

**Breakfast briefings:** Demonstrate your thought leadership by hosting a private breakfast briefing.

**Panel debates:** Take part in one of several debates in our plenary programme. We'll identify the best match for your business interests.

**Roundtable discussions:** Showcase your expertise by hosting a lunchtime discussion on your chosen theme.

**Extended networking:** Make contact, identify mutual interests and agree next steps across social networking opportunities.



### 4. Engage and entertain

Non-stop networking by day and night.

Profile your business in a display area located at the very heart of Food Vision. Just provide us with your graphics and we'll create your impactful branded environment for you.

Host your VIP guests, entertain them at your own table at the Food Vision dinner and work the crowd across our extensive programme of social networking events.



### 5. Get noticed

An assertive event marketing campaign.

Your association with Food Vision will be assertively promoted in the months leading up to each of the events you commit to. Your partnership and brand will be highlighted across Food Vision's online presence and social networks, as well as those of our leading industry titles, FoodNavigator and NutraIngredients. At the event it will appear across our exclusive venues, for maximum visibility and recognition.

Partner across the Food Vision event series and we'll work with you to create a year-long promotional programme that allows you to target your messaging for each market, while building your overall profile.

# Changing the face of business-to-business networking

Food Vision events are brought to you by an international events team that has specialist knowledge of each market plus the skills and resources to deliver in each. As innovators we're developing new event formats and approaches that maximise value for commercial partners while delivering content that wins applause and loyalty from even the most demanding audiences.

## Our credentials

The Food Vision series is delivered by William Reed Business Media. As a global publisher and multi-national events business we:

- Regularly engage with over 2.8 million nutrition professionals the world over
- Publish industry-leading titles including FoodNavigator and NutraIngredients
- Stage events that attract over 40,000 delegates on every continent
- Lead global award programmes, including the International Wine Challenge and World 50 Best Restaurants, that set global standards

## Get in touch now

- Get a detailed profile of every event in the Food Vision series
- Discuss the partnership options available to you
- Create a partnership package that meets your needs across one event or the series

Contact: **Tim Evans**, International Sales Director

**Tim.Evans@wrbm.com** or call **+44 (0) 1293 610353**

 @FoodVisionEvent #foodvision 

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