



VIV QINGDAO 2021
亚洲国际集约化畜牧展览会（青岛）

LIVE STREAMING ONLINE PLATFORM

NEW LAUNCH IN 2021

www.vivchina.nl

VNU | 万耀企龙 **VNU** | EUROPE

1-to-1 Customized Service

The new VIV Qingdao Live Streaming Platform will present a wide range of activities. There are many ways for **your brand to benefit** from the exposure that the Live Streaming Platform will generate:

host your own program session; **join or sponsor** third party programs; **advertise**, and more.

The platform will host new product releases, technology sharing sessions, brand interviews, factory visits, among others. VIV Qingdao will arrange a 1 to 1 communication team that customizes the live broadcast program for you, including rehearsals & training before the event.

Throughout the process, we will assist you with professional services & technical support.



Distributors'
Conference



New Product
Releases



Factory Visits
& Online Interviews



Other Customized
Live Programs

Live Broadcast in China

Price: RMB 30,000/session

International Live Broadcast

Price: RMB 40,000/session

- ** Photography & translation fees are not included in the quote
- ** No more than 3hs/session

VIV QINGDAO LIVE STREAMING PLATFORM



Advertising Promotion

VIV Qingdao provides companies with advertising exposure in the live broadcasting channel.

Recordings of each session are available online for a long period of time, thus extending the opportunities to promote your company and brand.

- 1 Headline Video Advertising (Video size: 100M or lower)
- 3 Non-Headline Images Advertising

Ad. position

Ad. position

Leads Generation

The event registrations can be customized to host a selection of Sponsors.

Sponsoring companies will get information on the attending audience after the broadcasting.



优良畜禽的安全高效饲养

Feeding Today' High Performing Animals Safe and Sound

直播日程Agenda:

15:00 – 15:10 主持人开场致辞/嘉宾介绍 Opening remarks by MC

主持人：荷兰农业协会亚洲总监；荷兰农业中心总裁 安英娜

Multi-Channel Promotion



The VIV Qingdao official platform provides you with maximum exposure:

- Your latest news will be shared on the VIV Qingdao official WeChat account and will be published by the industry media all over China.
- Your advertisement with direct link to your company website, will be part of the official VIV Qingdao e-newsletter.
- Your company news will be published on the official show website.

During the live streaming, we will send out reminders to subscribers & will invite more industry audience to attend.

After the live streaming, we will send out a report through WeChat and highlight the important moments of the session.



Enjoy our
Extensive
Promotion
Benefits

NEW WAY TO CONNECT WITH YOUR TARGET AUDIENCE, 365!

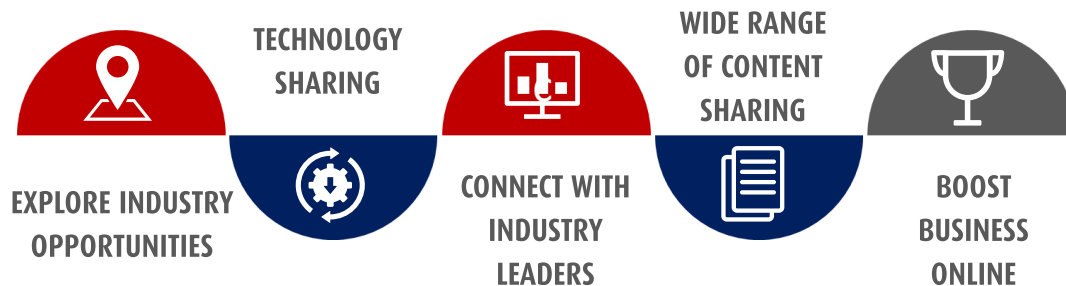


VIV QINGDAO LIVE

VIV Qingdao has been the leading international “feed to food” concept event in China for over 20 years. Attracting the Chinese and a diversity of neighboring markets, VIV Qingdao continues to add more value to the industry since it developed into a yearly show.

In 2020, VIV Qingdao stood out from other exhibitions by building on its long experience and actively implementing new industry networking models, thus contributing to the future development of animal husbandry in the difficult pandemic outbreak period. With over 160,000 online views, the webinars heading to the September show dates were highly praised throughout the industry.

VIV Qingdao 2021 continues its drive forward by launching its digital experience: a 365 online platform for the global animal husbandry. The platform includes webinars, online business match-making, online recommendations, and live broadcasting. It provides the industry with a series of comprehensive services such as year-long business support, brand promotion, information, communication and training.





7 Pre-show Webinars in 2020

Total views **160,275**

Average views **22,897**

Average view/ person **33mins**



Live Online for 3-day show

Total views **55,402**

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THANK YOU



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