

360 DIGITAL PROMO PACKAGES

ICCA Offering	Gold	Platinum
Pre - Event		
Chef-Led Content Creation - Recipe Videos	✓ 1 (High-quality video/ reel)	✓ 2 (high-quality video/ reel)
Chef-Led Content Creation - Ingredient Storytelling / Kitchen-Tech Spotlight)	✗	✓ 1 (High-quality video/ reel)
Competition Product Integration Masterclasses (Competition class sponsors)	✓	✓ (media: 1-2 minute video, pictures for professional use, social media stories)
Brand-led podcast discussions with social media shoutouts (reels, stories, and posts	✓ (1 session)	✓ (1 session)
PDP Session for Young Chefs (Non-competition brands)	✓ (1 session)	✓ (media: 1-2 minute video, pictures for professional use, social media stories)
Content Posted on ICCA + Foodverse + EISC	✓	✓
At Event		
Same-Day Reels showcasing brand engagement	✓ (1 reel)	✓ (Daily reels)
Highlight Video / Reel (full event)	✗	✓
Post Event		
Lifetime Usage Rights for ICCA Content	✓	✓
Analytics & Engagement Insights	✓	✓
	AED 25,000	AED 35,000

FOODVERSE SUBSCRIPTION

(COMPLIMENTARY FOR ALL PARTICIPATING COMPANIES)

Pre Event

- Foodverse Brand Page
- Content Sharing & Product Posting
- Private Community Group
- Featured Ad Placement on Foodverse
- Pre-Event Push Notifications on App

At Event

- Digital Stall (MyStall Page)
- Push Notifications for important events.
- Live Polls & Q&A
- QR-Based Digital Networking
- FV Live Coverage
- Real-Time Event Analytics

Post Event

- Active Brand Page for year-round engagement
 - Analytics Report
 - Year-Round Boosted Distribution (ICCA + FV)
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