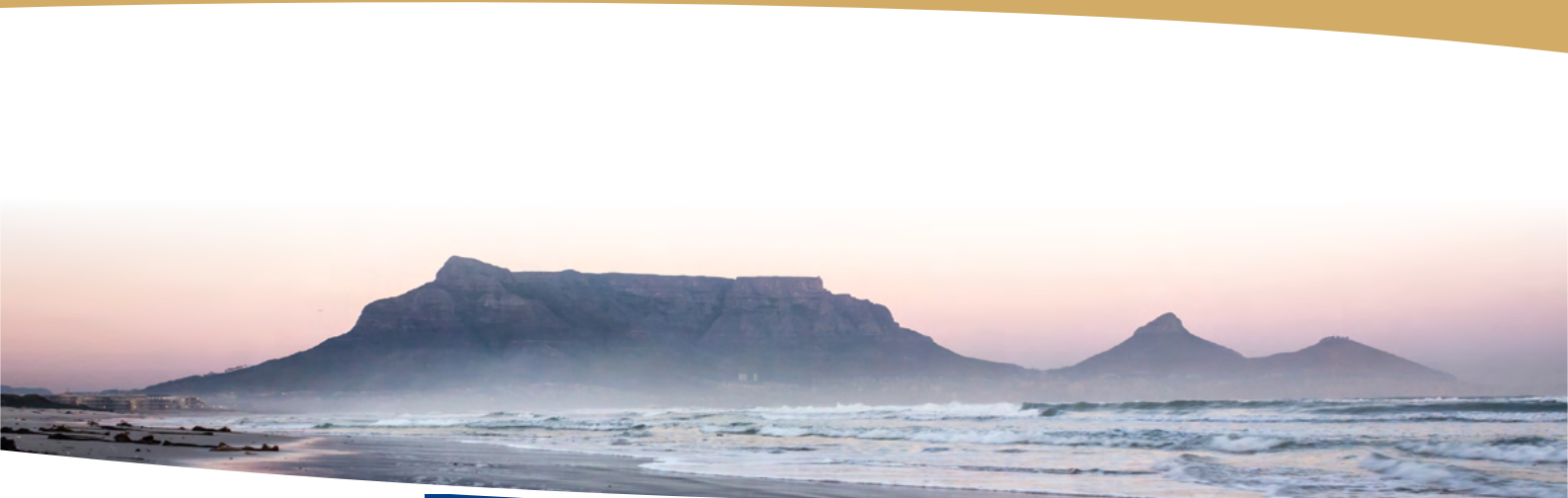


SPONSORSHIP PROSPECTUS

22nd Biennial International Congress & Exhibition

3-6 September 2017
Century City Convention Centre
Cape Town



22nd Biennial International
Congress & Exhibition
3 – 6 September 2017



A hunger for change: innovations, solutions & emerging technologies

www.saafofost2017.org.za

MESSAGE FROM THE CHAIR

The South African Association for Food Science & Technology (SAAFoST) will be holding its 22nd Biennial International Congress and Exhibition from 3-6 September 2017 at the state of the art Century City Convention Centre, Cape Town.

The theme of the congress “A hunger for change: innovations, solutions and emerging technologies” will form a framework to explore solutions to the many challenges that food professionals face in the mission to provide a sustainable supply of safe, satisfying and healthy food.

The programme is designed to cover topical and important issues affecting our profession and will provide a platform for young and established researchers to present their work. In addition to plenary sessions, themed parallel sessions will ensure a broad programme that will appeal to marketing and technical personnel. Speakers will include captains of industry and distinguished invited international food scientists.

The congress aims to attract over 600 delegates – not only from SAAFoST membership but also from the wider food industry locally, regionally and internationally. A trade show will run concurrently.

We invite you to participate in this, the most significant food event of 2017. Your contribution will assist us to keep the registration fees affordable which, in turn, will encourage attendance from the maximum possible number of delegates. Also, as students are the lifeblood of our industry, their registration fees will be heavily subsidised.

In return we offer you a dynamic platform to showcase your brand and expose your products to a highly significant audience. You will be recognised as a sponsor and supporter of the development of food science and technology in Africa.

Sponsorship opportunities set out in this prospectus are not exhaustive and we would be delighted to discuss alternative ideas that will make the 22nd Biennial the benchmark for future congresses.

In addition to being a showcase for sponsorship partners, there is no doubt that this congress will provide a unique opportunity to promote interaction and cement the relationships between industry, academic think-tanks and professionals. SAAFoST relies on your participation and we look forward to working with you to make a real difference to our industry.

Rosie Maguire

Chair: SAAFoST 2017 Congress Organising Committee

SPONSORSHIP PACKAGES

The 22nd SAAFoST Biennial International Congress and Exhibition is committed to the principles that:

- Sponsorship activities should be executed and acknowledged in such a way that the congress is not perceived as a commercial endeavour
- The aim of the congress is to be a vehicle to enhance the dissemination and exchange of scientific information

The following sponsorship packages are available on a first come, first serve basis:

All sponsorship will fall into one of the following categories, for which the appropriate recognition will be given. All sponsorship amounts are exclusive of VAT. The 14% VAT rate should be added to the sponsored amount, and can be recovered from the Receiver of Revenue.

Platinum Sponsor: ≥ R200 000

Companies or organisations seeking a pre-eminent profile at this congress should consider Platinum Sponsorship. Your investment will entitle you to the following benefits:

- Recognition as a Platinum Sponsor by inclusion of logo in official programme booklet
- Inclusion of your company name, link to home site and logo on the website
- 3 free registrations to the congress
- 3 congress banquet tickets
- Recognition on the sponsors' banner and other display materials during the congress
- Leaflet insertion in the delegate bag (subject to approval) to be supplied by the sponsor 14 days before congress date

Gold Sponsor: ≥ R145 000

Your investment will secure participation as a Gold Sponsor. This package represents particularly good value for organisations wishing to have a strong presence at the congress.

- Recognition as a Gold Sponsor by inclusion of logo in official programme booklet
- Inclusion of your company name, link to home site and logo on the website
- 2 free registrations to the congress
- 2 congress banquet tickets
- Recognition on the sponsors' banner and other display materials during the congress
- Leaflet insertion in the delegate bag (subject to approval) to be supplied by the sponsor 14 days before congress date

Silver Sponsor: ≥ R100 000

- Recognition as a Silver Sponsor by inclusion of logo in official programme booklet
- Inclusion of your company name, link to home site and logo on the website
- 1 free registration to the congress
- 1 congress banquet ticket
- Recognition on the sponsors' banner and other display materials during the congress

Congress Sponsor: > R25 000

- Recognition as a congress sponsor by inclusion of logo in official programme booklet
- Inclusion of your company name, link to home site and logo on the website

SPONSORSHIP OPPORTUNITIES

All sponsors will be recognised in the final programme and on the official website. Platinum, Gold and Silver Sponsors will also be recognised on the on-site sponsor's banner.

Congress Banquet: R210 000

Tuesday, 5 September 2017

The banquet is a branded event. Opportunities exist to sponsor the entire function. The banquet is the highlight of the congress which allows those attending to network with local and international peers and speakers in a relaxed atmosphere.

- Sponsor recognition includes a public address at the venue
- Naming rights (excluding décor and entertainment)
- Sponsors will be able to display their brand material

Opening Cocktail Event: R135 000

Sunday, 3 September 2017

The opening cocktail evening is a focus of the congress which “kick starts” the event and allows those attending to network with local and international peers and speakers in a relaxed atmosphere. This will be a welcoming function for all delegates and exhibitors.

- Naming rights (contribution to the overall cost of the cocktail function)
- Sponsors will be able to display their brand material

Main Auditorium: R150 000 Sold

A sponsor will have the exclusive opportunity to brand the main auditorium (halls A & B) for the duration of the congress. The sponsor will have naming rights for the main auditorium. The auditorium will be referred to as the “Company” Auditorium in the programme and on signage

Auditorium 2: R75 000 Sold

A sponsor will have the opportunity to brand the auditorium (hall C) for the duration of the congress. The sponsor will have naming rights for the auditorium. The auditorium will be referred to as the “Company” Auditorium in the programme and on signage.

Signage in Foyer: R35 000 Sold

There is the opportunity to brand the four, highly viable, electronic screens in the foyer. These will be used to display programme information. The sponsor's name and logo will appear on the screen. Design subject to committee approval.

Registration Desk: R25 000 Sold

The registration desk is the hub of the congress and also serves as an information area for the duration of the event. The sponsor will have the opportunity to display brand material and brand the desk with company name and logo (sponsor's expense).

SPONSORSHIP OPPORTUNITIES

Poster Area: R10 000 Sold

Opportunities exist to sponsor the poster area. This area has a high visibility in the main foyer and exhibition area and has a strong focus on Food Science and Technology Research and Innovation. Subject to committee approval.

- Poster boards to be branded with company name and logo (sponsor's expense)

USB Sticks: R50 000

Abstracts of presentations and posters will be distributed to every delegate on a USB stick. A sponsor will have the opportunity to brand the flash drive. USB sticks to be supplied by the sponsor.

Wi-Fi Password: R50 000 Sold

Included in the delegate package is 500MB data per delegate per day. The password for internet access during the congress will be selected by the sponsor and will be published in the programme and on signage.

Lanyards: R45 000

A sponsor will have an exclusive opportunity to brand their company logo on the highly visible lanyards that clip onto the delegate name badge. Subject to committee approval

- Company name / logo and SAAFoST logo will appear on the lanyard (supplied by the sponsor)

Name Badges: R35 000 Sold

A sponsor will have the exclusive opportunity to brand the highly visible name badge. Subject to committee approval.

- Company name / logo and SAAFoST logos to appear on the badge

Congress Bags: R130 000 Sold

Exclusive sponsorship of the congress bags has some of the highest exposure possible. Bag design is subject to committee approval.

R130 000 naming rights, including bag and logo costs, excluding artwork.

- Company name / logo and SAAFoST logo will appear on the bag

Stationery: R17 500 – R35 000

Folders, writing pads & pens can be branded (sponsor to supply).

R17 500 Naming rights of the writing pad and pens **Sold**

R35 000 Naming rights of the folders

Advertising in Congress Programme

The final programme will include delegate information, the congress timetable, corporate and product information related to participating exhibitors. Delegates use this booklet extensively throughout the congress to plan their day. All of the below are full colour.

R25 000 Back Cover **Sold**

R20 000 Inside Front / Back Cover

R12 000 Full Page (excluding centre pages)

R7 000 Half Page

SPONSORSHIP OPPORTUNITIES

Bookmark: R15 000 SOLD **Sold**

An opportunity exists for a single company to sponsor a bookmark which will be attached to the final programme book. Bookmark design is subject to committee approval.

- Company name / logo on one side and SAAFoST logos and congress details on the other
- Sponsor would provide and print the bookmark. Bookmark design is subject to committee approval

Literature & Product Inserts: R3 000 – R5 500

A number of different sponsorship options exist, depending on the type of material the sponsor wishes to make available. Costs are exclusive of design, production and shipping of the inserts.

All inserts are to reach the organisers at least 14 days prior to the event to ensure insertion into conference bags. All insert sizes will be subject to committee approval.

R3 000 for paper/literature (1 X A4) insert

R5 500 for product samples

Branded Session: From R20 000

Opportunities exist to sponsor section/s of the formal scientific programme. Sponsors will be able to display their brand material in the venue. (Breakout Room 10 or 11)

- Recognition in programme and on signage

Speaker Sponsorship

Opportunities exist to sponsor invited congress speakers. Sponsorship may include travel, conference fees and accommodation. The sponsor company will be credited with assisting the participation of a speaker

Lunches: R30 000 per Day

Individual sponsorships are available for each of the 3 days, namely, Monday, 4 September – Wednesday, 6 September 2017.

- Sponsors will be able to display their brand material in the catering venue and may supply branded napkins or table banners
- Recognition in programme

Tea & Coffee: R5 500 per Session 4th AM, 5th AM/PM & 6th AM Sept sold

Individual sponsorships are available for each of the tea and coffee breaks Monday, 4 September – Wednesday, 6 September 2017.

- Sponsors may display their brand material in the catering venue.

DEVELOPMENT GRANTS & DONATIONS

Opportunities exist for the following grants and donations, which will be formally recognised by the congress:

Travel Grants for African Scientists:

- Travel grants subject to discussion
- These grants may include return air travel, local travel, accommodation, subsistence and congress fees, including social events
- Awardees must be presenting a paper or poster at the congress

Educational Grants for Student Delegates:

- Travel grants subject to discussion
- These grants may include local travel, conference fees and accommodation
- Preference will be given to students who are presenting a paper or poster at the congress

CONTACT INFORMATION

Congress and Exhibition Organisers

Catherine Taylor
Turners Conferences & Conventions (Pty) Ltd
PO Box 1935
Durban, 4000
South Africa

Telephone: +27 (0) 31 368 8000
Fax: +27 (0) 31 368 6623
Email: catherinet@turnerconferences.co.za

SAAFoST Coordinators

Sponsorship

Paul Vet
Email: paul.vet@barentz.co.za

Executive Director

Owen Frisby
Email: frisby@icon.co.za

Congress Chair

Rosie Maguire
Email: rosie@inessence.co.za

Congress Website

The official website will be updated on a continuous basis with details of the programme, registration and social events.

www.saafost2017.org.za