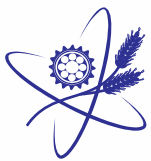


EXHIBITION & SPONSORSHIP

# PROSPECTUS



**SAAFoST**  
SOUTH AFRICAN ASSOCIATION for  
FOOD SCIENCE & TECHNOLOGY

# CONGRESS 2019

FOOD SCIENCE & TECHNOLOGY FOR THE 21<sup>ST</sup> CENTURY  
1 - 4 SEPTEMBER 2019



WELCOME TO SAAFoST's 23<sup>RD</sup> BIENNIAL

INTERNATIONAL CONGRESS & EXHIBITION

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Birchwood Hotel and OR Tambo Conference Venue, Gauteng

[www.saafost2019.org.za](http://www.saafost2019.org.za)

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# INVITATION TO EXHIBIT & SPONSOR

The South African Association for Food Science & Technology (SAAFoST) will be holding its 23<sup>rd</sup> Biennial International Congress and Exhibition from 1 - 4 September 2019 at the conveniently located Birchwood Hotel and OR Tambo Conference Venue, Gauteng.

The theme of the congress **"Food Science and Technology for the 21st Century"** will set the scene to explore evolving solutions to the many issues food professionals face to provide a sustainable supply of healthy food that is safe, affordable and delicious.

The programme is designed to cover current and futuristic issues affecting our profession and will provide a space in which young and established researchers will present their work. In addition to plenary sessions, themed parallel sessions and a product theatre will ensure a broad programme that will appeal to both marketing and technical personnel. Speakers will include pioneers of industry and recognized invited international food scientists.

The congress aims to attract over 500 delegates, not only from SAAFoST membership but also from the wider food industry locally, regionally and internationally. A trade exhibition will run concurrently.

We invite you to participate in this, the most significant food event of 2019. 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 subsidized.

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 champion 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 23<sup>rd</sup> Biennial an even greater success.

In addition to being a showcase for sponsorship partners, there is no doubt that this Congress will provide a unique opportunity to promote interaction 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.

**David Watson**

Chair: SAAFoST 2019 Congress Organising Committee

# SPONSORSHIP PACKAGES

The 23<sup>rd</sup> 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 15% VAT rate should be added to the sponsored amount and can be recovered from the Receiver of Revenue.

## **PLATINUM SPONSOR:      ≥R150 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 final programme
- Inclusion of your company name, link to home site and logo on the website
- 3 free registrations to the congress
- 3 congress banquet tickets
- Free entry for your invited customers to the Exhibition area after 16:00
- Recognition on the sponsors' banner and other display materials during the congress
- Leaflet / Product insert in the delegate bag (subject to approval) to be supplied by the sponsor 14 days before congress date

## **GOLD SPONSOR:              ≥R75 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 final programme
- Inclusion of your company name, link to home site and logo on the website
- 2 free registrations to the congress
- 2 congress banquet tickets
- Free entry for your invited customers to the Exhibition area after 16:00
- Recognition on the sponsors' banner and other display materials during the congress
- Leaflet / Product insert in the delegate bag (subject to approval) to be supplied by the sponsor 14 days before congress date

## **SILVER SPONSOR:          ≥R50 000**

- Recognition as a Silver Sponsor by inclusion of logo in official final programme
- 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 during the congress

## **CONGRESS SPONSOR:      ≥R30000**

- Recognition as a congress sponsor by inclusion of logo in official final programme
- 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.

## ADVERTISING

### Advertising in the Final 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.

Back Cover	<b>SOLD</b>	<b>R25 000</b>
Inside Front /Back Cover	<b>SOLD</b>	<b>R20 000</b>
Full Page (excluding centre pages)		<b>R12 000</b>
Half Page		<b>R7 000</b>

## SOCIAL EVENTS

<b>Congress Banquet</b>	<b>SOLD</b>	<b>R175 000</b>
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Date: Tuesday 3 September 2019

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

<b>Opening Cocktail Event</b>	<b>R100 000</b>	<del><b>R150 000</b></del>
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Date: Sunday 1 September 2019

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

<b>Young Scientists/Student Event</b>	<b>SOLD</b>	<b>R75 000</b>
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Date: Monday 2 September 2019

The young scientist evening allows young scientists/students attending to network with local and international peers in a relaxed atmosphere.

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

# SPONSORSHIP OPPORTUNITIES

## VENUE BRANDING

### **Main Auditorium** **R150 000**

A sponsor will have the exclusive opportunity to brand the plenary venue (OR Tambo 2) 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.

### **Second Auditorium** **R75 000**

A sponsor will have the opportunity to brand the dual session auditorium 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.

### **Smaller Auditoriums for Parallel Sessions** **R30 000**

At certain times each day there will be 4 parallel sessions. At these times, there are 2 additional smaller lecture rooms in use. The sponsor will have naming rights for the room, together with space for erecting banners or signage.

### **Business Lounge SOLD** **R50 000**

There is an extensive business lounge in the venue that will allow delegates to network and relax in an area where refreshments are served throughout the day.

- The sponsor will have the opportunity to brand the area
- Recognition on signage

### **Signage in Foyer, Poster Area & Registration Desk** **R75 000**

There is the opportunity to brand the three, highly visible, 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. 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 and poster area with company name and logo (sponsor's expense).

## OTHER

### **Congress Bags SOLD** **R175 000**

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

- Naming rights, including bag and logo costs, excluding artwork
- Company name / logo and SAAFoST logo will appear on the bag

# SPONSORSHIP OPPORTUNITIES

## Product Theatre (Ingredient /Product Showcase)

	Exhibitor	Non Exhibitor
<b>30 minutes</b>	<b>R3 500</b>	<b>R7 000</b>
<b>45 minutes</b>	<b>R5 000</b>	<b>R8 000</b>
<b>1 hour</b>	<b>R7 000</b>	<b>R10 000</b>

Monday 2 September 2019      13h30 - 14h00  
 14h00 - 14h30 **SOLD** 30 minute / 1 hour slots

Tuesday 3 September 2019      10h30 - 11h00 **SOLD**  
 11h05 - 11h35 **SOLD**  
 11h40 - 12h10 **SOLD** 30 minute / 1 hour slots  
 13h30 - 14h00 **SOLD**  
 14h05 - 14h35 **SOLD**  
 14h45 - 15h30 **SOLD** 45 minute slot

Wednesday 4 September 2019      10h40 - 11h10 **SOLD** 30 minute slot  
 11h15 - 12h00 **SOLD** 45 minute slot

- Opportunities exist for sponsor's to advertise or showcase their new or novel product or ingredients in a workshop. The session is aimed at informing delegates about the sponsors' products. Subject to approval by the programme committee.
- Sponsors will be able to display their product and company banner during this time slot

## Keynote & International Speaker Gifts **R10 000**

Opportunities exist to sponsor gifts for invited congress key note and international speakers.

## Lanyards & Pouches **SOLD** **R50 000**

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

- Company name / logo will appear on the lanyard

## Literature & Product Inserts **R3 000 - R5 000**

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 need to be approved by the congress committee.

R3 000 for paper/literature (1 X A4) insert  
 R5 000 for product samples

## Name Badges **SOLD** **R50 000**

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

- Company's name / logo to appear on the badge

# SPONSORSHIP OPPORTUNITIES

## **Speaker Sponsorship** **R30 000**

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.

## **Stationery (sponsor to supply) SOLD** **R10 000**

Naming rights of Folders with writing paper / pads

- Company name / logo will appear on the stationery

## **Pens (sponsor to supply)** **R8 000**

- Company name / logo will appear on the pens. Standard Bic pens are supplied by the venue, so these will be additional.

## **USB Stick with congress content SOLD** **R50 000**

A sponsor will have the exclusive opportunity to brand the USB stick on which the congress programme and abstracts will be. The sponsor will be visible long after the congress.

- Company's name / logo to appear on the USB stick

## **Wi-Fi Password SOLD** **R50 000**

A sponsor will have an exclusive opportunity to brand the Wi-Fi password with their company name which will be on everybody's mind as they seek connection.

## **CATERING**

### **Lunches (per day)** **R30 000**

Individual sponsorships are available for each of the 3 days, namely, Monday 2 - Wednesday 4 September 2019.

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

### **Tea & Coffee (per session) SOLD** **R10 000**

Individual sponsorships are available for each of the tea and coffee breaks Monday 2 - Wednesday 4 September 2019

- Sponsors will be able to display their brand material in the catering venue
- A total of 5x sponsorships. (no afternoon tea on third day)

### **Cash Bar (per day)** **R20 000**

Congress Exhibition area will be open to exhibitors' customers from after afternoon tea. A cash bar will be available which individual sponsors can brand each of the 2 days, namely, Monday 2 or Tuesday 3 September 2019.

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



# 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.



# EXHIBITION

## Venue

A trade exhibition and poster display will be held in OR Tambo 1 and the foyer.

## Exposure

To maximise delegate exposure to the exhibition:

- All lunches/ teas/coffees will be served at various points in the exhibition area
- The opening cocktail party for delegates and exhibitors will be held in the exhibition area
- Exhibitors will be permitted to invite their customers, who will not attend the Congress, to view the exhibition free of charge on the Monday 2nd and Tuesday 3rd September after the afternoon tea break.

## Exhibition Stand

- The cost of the stands is R21 000 (exclusive of VAT)
- The cost of stand 8 and 8A is R31 000 (exclusive of VAT)
- The stand price includes:
  - 2m x 2m shell scheme
  - Fascia with company name and stand number
  - 1x table and 2 x chairs
  - 2x spotlights behind fascia board
  - 1x plug point
  - General exhibition hall security service
  - Daily cleaning of the public areas
  - Two exhibitor registrations per 4 square metre stand
  - Tea, coffee and a light lunch daily

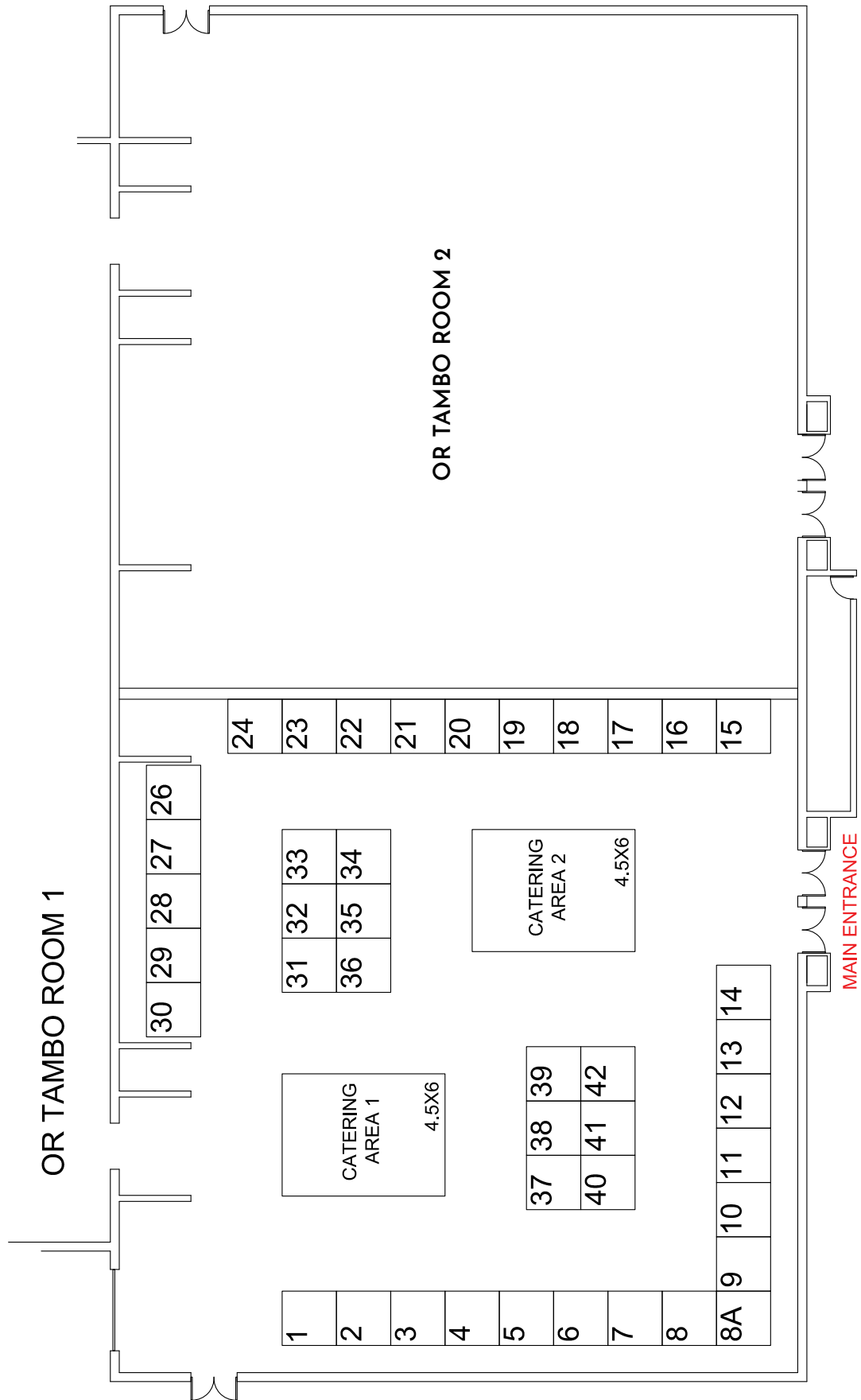


\* There is no discount on the stand cost if the exhibitor does not use the shell scheme

## Exhibition Dates

Sunday	1 September	Build Up Opening Cocktail	10h00 - 17h00 18h00 - onwards
Monday	2 September	Conference	08h00 - 17h00
Tuesday	3 September	Conference	08h00 - 17h00
Wednesday	4 September	Conference Break Down	08h00 - 15h30 16h00 - onwards

# FLOORPLAN



# CONTACTS

## CONGRESS AND EXHIBITION ORGANISERS

### Professional Conference Organiser

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

Catherine Taylor

Telephone: +27 (0) 31 368 8000  
Fax: +27 (0) 31 368 6623  
Email: [catherinet@turnersconferences.co.za](mailto:catherinet@turnersconferences.co.za)

## SAAFoST COORDINATORS

### Sponsorship

Nicola Brook [info@foodpath.co.za](mailto:info@foodpath.co.za)  
Lorraine Geel [lorraine@consumersinfocus.co.za](mailto:lorraine@consumersinfocus.co.za)

### Exhibition Coordinator

Deon Gallus [deon.gallus@Deltamune.co.za](mailto:deon.gallus@Deltamune.co.za)

### Congress Chair

David Watson [david.watson@sunspray.co.za](mailto:david.watson@sunspray.co.za)

## CONGRESS WEBSITE

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

[www.saafofst2019.org.za](http://www.saafofst2019.org.za)

# TERMS & CONDITIONS

## Exhibition and Sponsorship Policy

- Exhibition stands / sponsorship will only be confirmed once the exhibitor's online form has been completed and payment has been received in full.
- Exhibition stand / sponsorship is allocated on a first come first serve basis.
- All exhibitors will be given a shell scheme stand. If you wish to build a custom stand, you are requested to notify the organisers.
- All custom stand builders are required to submit stand designs and plans for sign off by the organisers and safety officer.

## Terms of Payment

- 50% deposit invoice will be issued on receipt of booking
- Final balance invoice will be issued on 1 June 2019
- All invoices must be settled within 30 days, nonreceipt of payments may result in release of reserved items

## Cancellation Policy

All cancellations must be made in writing to the Congress Organiser and the following cancellation policy will be enforced:

- 10% of the contract price if cancellation is received up until 4 months before the start of the Congress
- 50% of the contract price if cancellation is received up until 3 months before the start of the Congress
- 100% of the contract price if cancellation is received less than 2 months before the start of the Congress

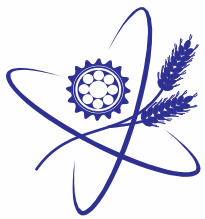
## Exhibition Layout

The Organisers reserve the right to change the exhibition floor layout if necessary. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the exhibition and/or stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organisers.

## Liability

The Organisers accept no responsibility for any damages if the sponsored event is not performed because of any obstacle or hindrance outside the control of the Organisers, which the Organisers could not reasonably have foreseen when signing this contract and which the Organiser could not have avoided at a reasonable effort or cost.

Such obstacles and hindrances include, but are not limited to, the outbreak of war, civil riots, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.



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