

# SPONSORSHIP AND EXHIBITOR PROSPECTUS

15 - 17 July 2020 | Sun City

agbiz

BUILDING RESILIENT AND  
SUSTAINABLE AGRI-FOOD  
ECOSYSTEMS

# CONGRESS



# WELCOME

**It is our pleasure to inform you that the Agbiz Congress 2020 will be held at Sun City in North West from 15 to 17 July 2020.**

The congress theme is “Building resilient and sustainable agri-food ecosystems”. Agri-food ecosystems constitute the simultaneous social, economic, political, cultural and technology-enabled interaction between consumers, producers, agribusinesses, NGOs and governments. Complexity of relationships and interdependencies between system elements, as well as environmental dynamics, makes understanding ecosystems, let alone governance, extremely challenging.

Significant political and economic changes, social instability, climate change and extreme weather phenomena call for resilient agri-food value chains and market relationships. New practices, methods and technologies are required to build robust and inclusive value chains, and thus sustainable agri-food networks and food security.

The congress will provide the key forum for identifying the critical developments needed over the coming decades to ensure agri-food value chains are managed sustainably for the benefit of current and future generations.

On behalf of the Congress Organising Committee, I welcome you to be part of this exciting opportunity to engage in these critical discussions, and showcase and promote your business on the agribusiness stage.

Dr John Purchase

Chair: Agbiz Congress 2020 Organising Committee

## CONTACT US

For all sponsorship and exhibition enquiries, or any other congress matters, please contact Charné Millet-Clay at Scatterlings Conference & Events: [charne@soafrica.com](mailto:charne@soafrica.com) or +27 11 463 5085, or Karen Grobler at Agbiz: [karen@agbiz.co.za](mailto:karen@agbiz.co.za) or +27 12 807 6686.



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See separate attachment for the Sponsor/exhibitor commitment form and terms and conditions



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## ABOUT THE CONGRESS

Held every second year, the Agbiz Congress 2020 is one of the major events on the food, feed, fibre and wine sectors' agenda in South Africa.

We anticipate attracting more than 400 delegates to the 2020 congress, which will feature presentations and discussion panels from local and international speakers, as well as a student case competition and various networking opportunities.

As an exciting service to the agri-food industry, the Agbiz Congress 2020 will also provide agribusinesses and their input suppliers an opportunity to showcase their latest products and services as exhibitors in the trade exhibition.



# WHY SPONSOR AND EXHIBIT

The Agbiz Congress 2020 will bring together more than 400 stakeholders – including CEOs, senior management and board members, as well as key delegates from government, producer organisations, processors, academia and various other major role players in the southern African agriculture and agri-food industry.

The congress offers you the opportunity to connect with, and showcase your company to this large and diverse audience.

Participating as a sponsor or exhibitor will provide you with the opportunity to deliver your message directly to your key stakeholders and demonstrate your support and products to the agri-food industry.

## THE CONGRESS CAN PROVIDE YOUR ORGANISATION WITH:



**Maximum exposure** at the premier congress in the food, feed, fibre and wine industries.



The opportunity to **demonstrate** your company's commitment to the industry.



An opportunity to build and reinforce **strategic relationships**.



Time to **network** with industry colleagues and key decision-makers.



A **cost-effective** way to reinforce your organisation's brand and build brand awareness amongst a relevant audience.



**Access** to a broad network of industry partners from the public and private sectors.



Opportunity to present your **latest innovations** and new products or services to a pertinent audience.



**Showcase your expertise** and capabilities, and educate the industry.



Increased **marketing opportunities** including visibility on the congress website and associated materials.



The chance to **affiliate your brand** with a unique and dynamic congress package.

# OUR COMMITMENT TO YOU

**Commitment to our sponsors and exhibitors will begin from the time you confirm.**

- Maximising the exposure of your sponsorship by ensuring that your logos appear promptly on the congress website and promotional material as per your package.
- Ongoing point of contact with our congress organiser with support from dedicated members of the Congress Organising Committee.
- Prompt response to your queries.
- Clear and timely information with regard to your sponsorship and exhibition package, and the logistics of putting the benefits into action.

## CONGRESS VENUE

The Agbiz Congress 2020 will kick-off on 15 July 2020 with a golf day at the Lost City Country Club. This masterpiece was sculpted out of the surrounding hills and rocky terrain by none other than Gary Player himself.

The high-tech Sun Central Convention Centre at Sun City, and its new venues will play host to this year's plenary and breakaway sessions, and it will also house the exciting trade exhibition held for the first time.

The recent refurbishments have seen Sun City emerge as one of South Africa's most flexible and technologically advanced convention centres. With all-new, sophisticated design and décor that begins at the front door, the visitor experiences the very latest in world-class conferencing throughout the many new rooms and amenities that enhance the revamped venue.

Sun City offers a wide range of accommodation options and each of Sun City's four hotels has its own unique style, character and attractions.

# CONGRESS PROGRAMME OVERVIEW

The congress will promote a dynamic and contemporary programme that will include a mixture of international and local speakers, dedicated sessions, and lively discussions and debate on the challenges that impact global agricultural value chains.

The exhibition hall will be a focal meeting point for the congress; providing a place for delegates to meet and sponsors and exhibitors to showcase their business.

The welcome reception, daily lunch, and morning and afternoon tea breaks will be held in the exhibition area, allowing exhibitors a generous amount of time over the two days of the congress to network. The golf day and gala dinner will provide more opportunities to network with various stakeholders.

Please visit [www.agbiz.co.za](http://www.agbiz.co.za) for updated information about the congress programme and events.

# CONGRESS SPONSORSHIP PACKAGES

\*Based on 400 delegates (should number of delegates increase, the cost will increase)

	Event partner [1 sponsorship] <b>R350 000*</b>	Platinum [2 sponsorships] <b>R150 000*</b>	Gold [2 sponsorships] <b>R100 000*</b>	Silver [3 sponsorships] <b>R80 000*</b>	Bronze [4 sponsorships] <b>R 50 000*</b>
PRE-CONGRESS EXPOSURE					
Logo on Agbiz congress website with URL link and company description	Max 75 words	Max 75 words	Max 75 words	Logo	Logo
Listing on conference mobile app	Max 75 words	Max 75 words	Max 75 words	Logo	Logo
Social media exposure	1 FB post/week 4 Twitter mentions/week from Apr 2020	1 FB post every second week 3 Twitter mentions/week from Apr 2020	1 FB post every 2nd week 2 Twitter mentions/week from Apr 2020	1 FB post per month 1 Twitter mention /week from Apr 2020	1 FB post every 6 weeks 1 Twitter mention/week from Apr 2020
Online advert on www.agbiz.co.za	✓				
Logo included in all correspondence and press releases sent by Agbiz re congress	✓				



	Event partner [1 sponsorship] <b>R350 000*</b>	Platinum [2 sponsorships] <b>R150 000*</b>	Gold [2 sponsorships] <b>R100 000*</b>	Silver [3 sponsorships] <b>R80 000*</b>	Bronze [4 sponsorships] <b>R50 000*</b>
AT CONGRESS EXPOSURE					
Exhibition stand	6 m x 6 m	3 m x 3 m	3 m x 3 m		
Complimentary delegate passes	4	3	2	2	1
Advertisement on screens in congress venue hallway	✓	✓	✓	✓	
Logo in list of sponsors on mobile app	✓	✓	✓	✓	
Company free-standing pull-up banner (max 2 000 mm high x 950 wide - sponsor to supply)	4 x main congress hall next to stage Wall banner in registration area	2 x main congress hall on sides	2 x in hallways outside congress hall	1 x in hallway outside congress hall	
Logo on conference signage and banners	✓				
Logo displayed on name badges	✓				
Acknowledgement as sponsor during opening of congress	✓	✓	✓		
Logo on looped presentation	✓	✓	✓	✓	✓

	Event partner [1 sponsorship] <b>R350 000*</b>	Platinum [2 sponsorships] <b>R150 000*</b>	Gold [2 sponsorships] <b>R100 000*</b>	Silver [3 sponsorships] <b>R80 000*</b>	Bronze [4 sponsorships] <b>R50 000*</b>
AT CONGRESS EXPOSURE (CONTINUED)					
Opportunity to address delegates for 10 minutes during the congress opening session	✓				
Complimentary promotional insert in delegate bags (supplied by sponsor)	Print or gift	Print or gift	Print or gift	Print or gift	
Social media exposure	1 FB post/day 3 Twitter mentions/day	1 FB post/day 2 Twitter mentions/day	1 FB post/day 1 Twitter mention/day		
POST-CONGRESS EXPOSURE					
E-mail to attendee database with sponsorship/exhibitor acknowledgement	✓	✓	✓		
Post-conference exposure on website for two years	✓	✓	✓	✓	✓

# INDIVIDUAL CONGRESS SPONSORSHIPS

\*Based on a number of 400 delegates [should delegate number increase, cost will increase]

CONGRESS COLLATERAL	*AMOUNT (INCL VAT)	BENEFITS
Branded congress bags	R60 000	Logo on congress bags (co-branded with Agbiz) Opportunity to influence choice of congress bags Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue 1 x complimentary delegate
Branded congress gift	R55 000	Logo on congress gift (co-branded with Agbiz) Opportunity to influence choice of gifts Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue 1 x complimentary delegate
Branded notebook	R25 000	Logo on notebook (co-branded with Agbiz) Opportunity to influence choice of notebook Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue
Branded pens	R15 000	Logo on pens (co-branded with Agbiz) Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue

Mini agenda	R15 000	Logo on mini agenda (co-branded with Agbiz and event sponsor) Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue
Congress bag inserts	R2 500	1 x insert in delegate bag – print or giveaway (supplied by sponsor) Logo in list of sponsors on mobile app
Congress app	R45 000	Branding on mobile app – splash banner while app loads, strip banner at the bottom of each page on the mobile app Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue Logo on flyers/banners with mobile app links /QR codes 1 x complimentary delegate
Wi-fi	R30 000	Branding of login screen Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue 1 x complimentary delegate
Mint tins	R10 000/day	Logo on mint tins to be handed to delegates in congress session Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue
Branded bottled water	R10 000/day	Logo on bottled water to be handed to delegates in congress session Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue

REGISTRATION		
OPTION 1		
Registration desks	R80 000	Sponsor's logo on registration desks with congress branding Opportunity to display brochures in the registration area 1 x insert in delegate bag (supplied by sponsor) 1 x complimentary delegate Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue
Delegate lanyards & name badges	R40 000	Logo on lanyards Logo on name badges (co-branded with Agbiz and event sponsor) Logo on congress website Logo in list of sponsors on mobile app Logo included in looped presentation in plenary venue
OPTION 2		
Registration desks, lanyards & name badges	R135 000	Sponsor's logo on registration desks with congress branding Acknowledgement during the plenary session Opportunity to display brochures in the registration area Logo on lanyards Logo on name badges (co-branded with Agbiz and event sponsor) Logo on congress website 1 x insert in delegate bag (supplied by sponsor) 2 x complimentary delegates Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue



## CATERING & EVENTS

Hospitality sponsor for tea breaks and lunches	R30 000/day	<ul style="list-style-type: none"> <li>Opportunity to address delegates for 5 minutes before lunch</li> <li>Branded serviettes on tables during breaks and lunch</li> <li>Opportunity to provide marketing material or giveaways during lunch</li> <li>Logo on congress website</li> <li>Logo in list of sponsors on mobile app</li> <li>Logo in looped presentation in plenary venue</li> </ul>
Welcome function	R200 000	<ul style="list-style-type: none"> <li>6 x banners prominently displayed at welcome function</li> <li>Acknowledgement during the congress</li> <li>Opportunity to address guests for 10 minutes during welcome function</li> <li>Logo on welcome function programme</li> <li>3 m x 3 m exhibition stand</li> <li>1 x insert in delegate bag (supplied by sponsor)</li> <li>2 x complimentary delegates</li> <li>2 x free accompanying persons to social functions</li> <li>Logo and 75-word company description on congress website</li> <li>Logo in list of sponsors on mobile app</li> <li>Logo in looped presentation in plenary venue</li> </ul>
Gala dinner	R300 000	<ul style="list-style-type: none"> <li>6 x banners prominently displayed at gala dinner</li> <li>Acknowledgement during the congress</li> <li>Opportunity to address guests for 10 min during the gala dinner</li> <li>Logo on gala dinner programme/menu</li> <li>3 m x 3 m exhibition stand</li> <li>1 x insert in delegate bag (supplied by sponsor)</li> <li>5 x complimentary delegates</li> <li>5 x free accompanying persons to gala dinner</li> <li>Logo and 75-word company description on congress website</li> <li>Logo in list of sponsors on mobile app</li> <li>Logo in looped presentation in plenary venue</li> </ul>

STUDENTS		
Student competition	R16 000/student	Student will be named along with his/her sponsoring company on all relevant promotional material Logo on congress website Logo in list of sponsors on mobile app Each sponsor will be announced with presentation of the students at the welcome function Logo in looped presentation in plenary venue Acknowledgement at students' presentations
SPEAKERS		
International speaker	R55 000/speaker	Identification as sponsor of speaker Opportunity to welcome and announce speaker 1 x complimentary delegate Logo on congress website Logo in list of sponsors on mobile app Logo displayed on PowerPoint slide at the start of the speaker's session Logo in looped presentation in plenary venue
Speakers' gifts	R15 000	Opportunity to influence choice of gift Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue Acknowledgement when gifts are presented
ADVERTISING		
Electronic advert	R10 000	Electronic advert in congress venue hallway 1 x Facebook and Twitter mention before congress 1 x Facebook and Twitter mention after congress

GOLF DAY – 100 players		
OPTION 1		
Golf day event sponsor	R130 000	Acknowledgement at start of golf day Mention at prize-giving during welcome function 4 x pull-up banners at golf day registration desk Logo on conference website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue 2 x complimentary delegates
OPTION 2		
Golf shirts	R45 000	100 x golf shirts (Cutter & Buck or equivalent) Mention at prize-giving during welcome function Congress logo embroidered (tone on tone) Sponsor logo embroidered on sleeve (tone on tone) Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue
Golf caps	R25 000	100 x golf caps Mention at prize-giving during welcome function Sponsor and congress logo embroidered (tone on tone) Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue
Golf day branded gift	R30 000	Logo on sponsored gifts Mention at prize-giving during welcome function Logo on conference website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue

Golf day prizes	R15 000	Mention at prize-giving during welcome function Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue
Golf drinks stations	R15 000	2 x drinks stations Mention at prize-giving during welcome function Logo on congress website Logo in list of sponsors on mobile app Logo in looped presentation in plenary venue

## CONGRESS EXHIBITOR PACKAGES

The Agbiz Congress 2020 programme has been specifically designed to maximise the opportunity for delegates to visit the exhibition area as well as being the venue for the welcome function and all refreshment breaks.

Member	R25 000 incl. VAT	3 x 3 m shell scheme 2 x complimentary delegates
Non-member	R30 000 incl. VAT	3 x 3 m shell scheme 2 x complimentary delegates

### EXHIBITION DATES:

Wednesday, 15 July 2020	07:00 - 17:00	Exhibition set-up
Wednesday, 15 July 2020	19:00 till late	Welcome function
Thursday, 16 July 2020	08:00 - 17:00	Exhibition
Friday, 17 July 2020	08:00 - 13:00	Exhibition
Friday, 17 July 2020	13:00	Exhibition breakdown

### EXHIBITOR PACKAGE INCLUDES:

Shell scheme walling with fascia and 1 x company name  
1 x plug point (15A) with part DB board  
2 x spotlights (15S)  
1 x trestle table, 2 chairs, 1 x table cloth  
2 x complimentary exhibitor passes to man the stand for the duration of the conference, including access to the conference sessions and access to the welcome function and gala dinner.

AGBIZ CONGRESS 2020 HOSTED BY:

Agricultural Business Chamber (Agbiz)

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