



agbiz CONGRESS 2018
UNCERTAINTY CREATES OPPORTUNITY

7-8 June 2018 | Port Elizabeth | Eastern Cape

Sponsorship prospectus

Invitation

It is our pleasure to inform you that the 2018 Agbiz Congress will be held on 7-8 June 2018 at the Boardwalk International Convention Centre in Port Elizabeth, Eastern Cape.

The Agbiz Congress is held every two years and is one of the major events on the food, feed, fibre and wine sectors' agenda in South Africa. We anticipate attracting 400 delegates to the 2018 congress, which will feature presentations and discussion panels from local and international speakers, as well as a student case competition and networking opportunities.

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 agro-food industry are expected to attend the congress.

By becoming a valued sponsor, you will be making a significant contribution towards the overall success of the 2018 Agbiz Congress. Agbiz has created a wide range of sponsorship opportunities to suit all budgets and that will give your business and brand great exposure in a number of different ways.

The sooner you finalise your sponsorship with us the sooner we can start acknowledging your business' support for the 2018 Agbiz Congress. Sponsorship bookings will be handled on a first-come first-served basis.

If you do not see an opportunity that appeals to you, send us an e-mail and we will tailor-make a marketing opportunity that meets your needs.



The sponsorship and advertising opportunities are all exclusive of VAT. All wishing to apply for any of the sponsorships in this prospectus are required to complete and submit the enclosed booking form to Agbiz. Bookings are handled on a first-come first-served basis.

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Sponsorships on offer

Diamond sponsorship

Value: R300 000

(Main congress sponsor)

The diamond sponsor will be acknowledged as the premium supporter of the Agbiz congress, enjoying maximum exposure before, during and after the congress.

Included in package:

- Exclusivity – Only one diamond sponsor
- Four complementary full congress registrations
- Banners prominently displayed in main congress hall
- Prominent branding on all congress marketing material, including website
- Logo displayed on name badges
- Acknowledgement as diamond sponsor in all press releases
- Acknowledgement during the opening of the congress
- Opportunity to address delegates for 10 minutes during the congress opening session
- One wall banner display in networking area
- One full-page advertisement in congress journal and post congress magazine
- One full-page article in congress journal
- Complementary inclusion of one promotional insert in congress bags (supplied by sponsor)
- Logo on screen during breaks as diamond sponsor

Platinum sponsorship

Value: R240 000

(Congress gala dinner)

The gala dinner will take place on Thursday, 7 June 2018. One of the aims of the dinner is to foster networking and table discussions in a relaxed atmosphere.

Included in package:

- Banners prominently displayed at gala dinner
- Three complementary full congress registrations
- Logo on all congress marketing material, including website
- Acknowledgement during the congress
- Logo in list of sponsors in congress journal and post congress magazine
- Logo on screen during breaks as platinum sponsor
- Logo on gala dinner programme / menu
- One reserved table at the gala dinner
- Opportunity to address guests for 10 minutes during the gala dinner
- Opportunity to provide corporate gifts for place settings at gala dinner (supplied by sponsor)
- Complementary inclusion of one promotional insert in congress bags (supplied by sponsor)

Gold sponsorship

Value: R160 000

(Congress welcome function)

The welcome function will take place on Wednesday 6 June 2018. One of the aims of the function is to foster networking and discussions in a relaxed atmosphere.

Included in package:

- Banners prominently displayed at the welcome function
- Two complementary full congress registrations
- Logo on all congress marketing material, including website
- Acknowledgement during the congress
- Logo in list of sponsors in congress journal and post congress magazine
- Complementary inclusion of one promotional insert in congress bags (supplied by sponsor)
- Logo on screen during breaks as gold sponsor
- Logo on welcome function programme / menu
- Opportunity to address guests for 10 minutes during the welcome function

Silver sponsorship

Value: R50 000

(Daily lunch and refreshment breaks)

Daily lunch and refreshment breaks will be held in the congress foyer providing significant marketing and networking opportunities for the sponsor.

Included in package:

- Opportunity to address delegates for 5 minutes before lunch on first day of congress
- Sponsor logo on table tent cards during networking breaks and lunch
- Opportunity to provide marketing material or giveaways during lunch
- Logo in list of sponsors in congress journal and post congress magazine
- Logo on screen during breaks as sponsor of lunch and refreshment breaks
- Complementary inclusion of one promotional insert in congress bags

**Sponsor is responsible for printed material/giveaways and any shipping costs incurred.*

International speakers

Value: R55 000 each

(Two international speaker sponsorships)

Support the congress by sponsoring one or both of our international speakers.

Included in package:

- Identification as the sponsor of the speaker
- Opportunity to welcome and announce speaker
- One complementary full congress registration
- Logo on all congress marketing material, including website as sponsor of international speaker
- Logo displayed on PowerPoint slide at the commencement of the speaker's session
- Acknowledgement during the opening of the congress
- Logo in list of sponsors in congress journal and post congress magazine
- Logo on screen during breaks as sponsor of international speaker

Congress bags

Value: R55 000

Delegates will receive congress bags containing congress information and inserts provided by sponsors. These bags will be carried by attendees throughout the event and are also used by many afterwards.

Included in package:

- Logo on congress bags (co-branded with Agbiz)
- Opportunity to influence choice of congress bags
- Logo on all congress marketing material, including website
- Logo in list of sponsors in congress journal and post congress magazine
- Logo on screen during breaks
- Acknowledgement during the opening of the congress

Congress gifts

Value: R50 000

Delegates will be provided a congress gift as part of their attendance. This is a perfect branding opportunity for your organisation.

Included in package:

- Opportunity to influence choice of congress gifts (co-branding with Agbiz)
- Logo on all congress marketing material, including website
- Logo in list of sponsors in congress journal and post congress magazine
- Logo on screen during breaks
- Acknowledgement during the opening of the congress

Congress stationery

Value: R35 000

This is an opportunity to provide delegates with folders, writing pads and pens.

Included in package:

- Logo one colour print on folders, writing pads and pens, alongside the Agbiz logo
- Opportunity to influence choice of stationery
- Logo on all congress marketing material, including website
- Logo in list of sponsors in congress journal and post congress magazine
- Logo on screen during breaks
- Acknowledgement during the opening of the congress

Lanyards

Value: R20 000

Hang your name around every delegate's neck with the sponsorship of the congress lanyards.

Included in package:

- Logo on lanyards (co-branded with Agbiz)
- Logo on all congress marketing material, including website
- Logo in list of sponsors in congress journal and post congress magazine
- Acknowledgement during the opening of the congress

Speaker gifts

Value: R12 000

Supporting the congress speakers is a perfect opportunity to demonstrate your commitment to the congress programme.

Included in package:

- Opportunity to influence the choice of gift.
- Logo on all congress marketing material, including website
- Logo in list of sponsors in congress journal and post congress magazine
- Logo on screen during breaks
- Acknowledgement when gifts are presented

Advertising

Value: R11 000

(Advertise in congress journal and post congress magazine)

The A4 congress journal containing the congress programme and relevant articles will be inserted in the congress bags of all congress attendees and will be used by Agbiz as promotional material after the congress. A post congress magazine containing articles and photos of the congress and networking events will be published after the congress. Advertising, thus, ensures a high level of exposure during and after the event.

Included in package:

- Advertisement appears in two publications (congress journal and post congress magazine)
- Lifetime of these publications and your advert is beyond the duration of congress
- Logo on all congress marketing material, including website
- Name of business listed on contents page of both publications
- Logo on screen during breaks

*Full page, full colour advertisement to be supplied by sponsor latest 10 March 2018. Specifications: trim size 210 x 297 mm (A4); PDF/X-1A format; Four colour process CMYK; Bleed 3 mm all round trim size; Type safe area 10 mm all round within trim size.

Banner display in congress foyer area

Value: R6 000 per space

Display your brand in the foyer of the congress hall with high traffic flow during morning registration, networking breaks and lunch. Only FOUR banner display spaces available (3m wide).

Included in package:

- Unique opportunity for brand exposure
- 3m wall banner or stand-alone banners
- Logo on all congress marketing material, including website
- Logo in list of sponsors in congress journal and post congress magazine
- Logo on screen during breaks
- Acknowledgement during the opening of the congress

**Promotional material is the responsibility of the sponsor, including printing, delivery, and assembling and dismantling of on-site signage.*

Congress bag inserts

Value: R1 500 per insert

Promoting your product through adding an insert in the congress bags is an extremely cost effective medium. You may choose to provide either a giveaway or print material.

Included in package:

- One insert of marketing material in congress bags. Print or giveaways (supplied by sponsor)
- Logo in list of sponsors in congress journal and post congress magazine

**Promotional material is the responsibility of the sponsor, including printing and shipping to the venue. Details covering quantities required, the delivery date, and address will be provided by Agbiz.*

Student promotion programme and case competition

In its fourth year, the Agbiz Student Case Competition has become a major event at the Agbiz Congress, offering students the opportunity to demonstrate their analytical and problem-solving skills before a panel of senior management judges. The competition will begin on Wednesday, 7 June 2018. Four teams, composed of four students, will be given a “real world” case to analyse the problem, formulate a solution and develop a presentation. Each team will deliver an oral presentation to the judges in a preliminary round. The best two teams will be selected to advance to the final phase of competition in which they will present to delegates during the congress on Thursday, 8 June 2018. Delegates will vote the best team, and winners will be announced during the gala dinner on 8 June 2018.

Sponsor a student

Value: R12 000 per student

(Only 16 student sponsorships available)

The sponsorship includes:

- The student will be named along with his/her sponsoring company on all relevant promotional material
- Logo on all congress marketing material, including website
- Logo in list of sponsors in congress journal and post congress magazine
- Each sponsor will be announced with the presentation of the students at the welcoming event of the congress
- Logo on screen during breaks
- Acknowledgement during the opening of the congress

Prizes for students

Agbiz members are provided the opportunity to discuss possible prizes for case study participants with the communications officer of Agbiz. Only Agbiz pre-approved prizes will be presented to participants during the gala dinner event. Agbiz must be acknowledged by sponsor in all communication and branding with regard to the students before and after the congress.

Other ideas



The above packages are not cast in stone and are not exhaustive. If your organisation would like to contribute in any other way to the congress, please feel free to discuss this with us. We will do all we can to make it possible.

Sponsorship enquiries

Jennifer Roets

Agbiz communications officer

jennifer@agbiz.co.za

012 807 6686

Sponsorship and advertisement booking form

Bookings open on 9 October 2017 at 12:00. To book a sponsorship and/or advertisement, please complete the form below and e-mail it to jennifer@agbiz.co.za. Alternatively, complete and submit the booking form online at <https://agbiz.co.za/2018-congress/sponsorship-booking-2>. No bookings will be accepted before 12:00 on 9 October 2017.

Details

Company name (for invoicing):	
VAT number:	Purchase order number:
Postal address:	
City:	Postal code:
Website:	Telephone:
Contact person for sponsorship/advertisement:	
Name:	E-mail address:
Landline:	Mobile number:
Person responsible for payment:	
Name:	E-mail address:
Landline:	Mobile number:

Please tick the sponsorship/s you would like to take up:

Excl.VAT

<input type="checkbox"/>	Diamond: Main congress sponsor – Exclusive	R300 000
<input type="checkbox"/>	Platinum: Congress gala dinner	R240 000
<input type="checkbox"/>	Gold: Congress welcome function	R160 000
<input type="checkbox"/>	Silver: Congress networking breaks and lunch	R50 000
<input type="checkbox"/>	International speakers (2 sponsors)	R55 000
<input type="checkbox"/>	Congress bags (1 sponsor)	R55 000
<input type="checkbox"/>	Congress gifts (1 sponsor)	R50 000
<input type="checkbox"/>	Lanyard sponsor (1 sponsor)	R20 000
<input type="checkbox"/>	Congress stationery (1 sponsor)	R35 000
<input type="checkbox"/>	Speaker gifts (1 sponsor)	R12 000
<input type="checkbox"/>	Advertising space in congress journal and post congress magazine (A4) (14 full-page advertisements)	R11 000
<input type="checkbox"/>	Banner display (4 spaces available)	R6 000
<input type="checkbox"/>	Promotional inserts for congress bags	R1 500
<input type="checkbox"/>	Student promotion project / student case competition (16 sponsors)	R12 000

Contract

Signature:	Name:
Designation:	Date signed:

Bookings open on 9 October 2017 at 12:00 and are handled on a first-come first-served basis. To confirm sponsorship, payment is required within 30 days of receipt of invoice. The balance is due and payable by 10 March 2018. Applications received after 10 March 2018 must include full payment. Please note that all artwork, logos or informational pieces must be provided by the sponsor.

Please email the completed form to jennifer@agbiz.co.za