



SPONSORSHIP AND EXHIBITION PROSPECTUS

20th SAAFoST Biennial International Congress and Exhibition 2013

**Out of Africa: Global Food Science and
Technology**

**Congress and Exhibition 7-9 October 2013
ICMSF Microbiological Sampling Workshop 10
October 2013**

CSIR International Convention Centre, Pretoria

www.saafost2013.org.za





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Invitation

Dear Food Science Professional

The South African Association for Food Science & Technology (SAAFoST) will be holding its 20th Biennial International Congress and Exhibition from 7-9 October 2013 at the CSIR International Convention Centre in Pretoria.

The Congress aims to draw 700 delegates from the SAAFoST Membership and from the wider food industry locally, regionally and internationally.

We are particularly excited that this, our first event since the outstanding IUFoST Congress in 2010, will be addressing the theme "Out of Africa - Global Food Science and Technology", giving us the opportunity to showcase local achievements and emphasise the important role and impact that Africa, in general, and South Africa, in particular, have in the food science and technology world today. The congress will be followed by a post-congress International Commission on Microbiological Specifications for Foods (ICMSF) microbiological sampling workshop.

The Congress will consist of a series of workshops (including international speakers), a trade exhibition and advanced/progressive plenary sessions and lectures featuring the best of South Africa's as well as Africa's food scientists and technologists in addition to contributions from distinguished invited international food scientists.

We invite you to participate in this, the most significant food event of 2013 and support us in our endeavours to make this the best Congress yet. Your contribution will allow us to keep the registration fees affordable which in turn will encourage attendance from the maximum possible number of food scientists and technologists as well as students who, as you know are the future of our industry.

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 true partner and supporter of the development of food science and technology in South Africa and in Africa.

Unparalleled opportunities for sponsorship and exhibition are set out in this Prospectus and we would be delighted to discuss these with you.

SAAFoST relies on your participation and we look forward to working with you to make a real difference to our country and continent.

AMANDA MINNAAR

Chair: SAAFoST 2013 Congress Organising Committee



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Important Congress Dates

Congress dates:	7th – 9th October 2013
Post Congress microbiological sampling workshop (International Commission on Microbiological Specifications for Foods):	10th October 2013
Deadline for submission of abstracts:	28th February 2013
Early Registration Deadline:	28th June 2013
Standard Registration Deadline:	27th September 2013

Congress Website

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

www.saafost2013.org.za





Sponsorship Packages

20th SAAFoST Biennial International Congress and Exhibition 2013 is committed to the principles that:

- Sponsorship activities should be executed and acknowledged in such a way that the congress and ICMSF post-congress workshop is not perceived as a commercial endeavour
- The aim of the congress and the ICMSF post-congress workshop 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: > R150 000

Companies or organisations seeking a preeminent 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: R100 000 – R149 999

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: R50 000 – R99 999

- 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: R10 000 - R50 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: R150 000

Tuesday 8 October 2013

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

Wine and Corkage @ Banquet: R30 000

Tuesday 8 October 2013

Opportunities exist to sponsor the wine and corkage at the Banquet. 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. Sponsors will be able to brand the wine sponsored subject to Banquet sponsor's approval.

- Naming rights and corkage

Cocktail Evening: R125 000

Monday 7 October 2013

Opportunities exist to sponsor the entire function. The cocktail evening is a focus of the Congress which 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

Name badges: R30 000

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

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

Congress Bags: R60 000 - R120 000

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

R120 000 Naming rights including bag and logo costs, excluding artwork

R60 000 Naming rights excluding bag and logo costs

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

Lanyards: R40 000

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

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

Stationery: R15 000 – R30 000

Folders, Writing Pads & Pens can be branded.

R15 000 Naming rights of the writing pad and pens (sponsor to supply)

R30 000 Naming rights of the folders (sponsor to supply)



Advertising in Congress Programme Booklet:

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

R20 000	Page 1
R20 000	Inside back cover
R20 000	Back cover
R8 000	Full page (excluding centre pages)
R6 000	Half page

Bookmark: R10 000

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's name and 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.

ICMSF Microbiological Sampling Workshop:

Various opportunities exist to sponsor the entire workshop or elements of it. To be customised to suit sponsors requirements in line with the criteria laid down by the ICMSF.

- Sponsors will be able to display their brand material

Information Wall: R30 000

The programme and other information related to the Congress will be placed on the wall for delegates to view. The wall will be placed centrally in the venue for maximum exposure.

- Company logo will appear on the information wall

Literature & Product Inserts: R5 000 – R15 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.

R5000	for paper/literature (1 X A4) insert
R15000	for product samples

Closing Ceremony & Cocktails: R10 000

Wednesday 9 October 2013

Opportunities exist to sponsor the entire function or to sponsor the food and beverages. The closing ceremony is a casual function allowing those attending to network with local and international peers and speakers in a relaxed atmosphere. This will be a closing function for all delegates and exhibitors.

- Contribution to the overall cost of the closing ceremony
- Sponsors will be able to display their brand material

Branded Session: R20 000

To be customised to suit sponsors requirements in line with the criteria laid down by the programme committee. Opportunities exist to sponsor section/s of the formal scientific programme and is aimed at informing delegates about the sponsors' products.

- Sponsors will be able to display their brand material
- Recognition in programme



Ingredient/product showcase: R15 000

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
- Sponsors will be able to do a 30minute presentation to delegates

Congress Transport:

Opportunities exist to sponsor transport to the Congress and various social events. Transport will be provided to delegates staying in the official Congress accommodation.

- Company logo will be prominently positioned on the vehicle (supplied by sponsor)
- Sponsors will be able to display their brand material

Lunches: R65 000

Individual sponsorships are available for each of the 3 days, namely, Monday 7 – Wednesday 9 October 2013.

- Sponsors will be able to display their brand material in the catering venue

Poster Area: R15 000 – R50 000

Opportunities exist to sponsor the entire poster area or sections thereof. This area has a high visibility and has a strong focus on Food Science and Technology Research and Innovation. Subject to committee approval.

R15 000 To sponsor a section of the poster area

R50 000 To sponsor the entire poster area

- Poster boards to be branded with company name and logo (sponsors expense)

Electronic poster presentations: R40 000

The AV & IT equipment is the heart of the poster presentations component of the Congress. Posters will be displayed electronically throughout the Congress in addition to the actual posters. The equipment is highly visible as it is located in the immediate exhibition area where all teas and coffees and the cocktail evening will be held.

- Equipment can be co-branded with the sponsor's name/logo (in line with the criteria laid down by the programme committee)
- Sponsors will be able to display their brand material
- Any equipment purchased for the Congress will be donated to a worthy cause afterwards

Teas & Coffees: R5 000 - R25 000

Individual sponsorships available for each of the 6 breaks or morning coffee or a combination of breaks:

Monday 7th October – Wednesday 9th October 2013: 3 per day.

R25 000 To sponsor a whole day's tea and coffee breaks

R10 000 To sponsor an individual midmorning or afternoon tea and coffee break during the day

R5000 To sponsor a morning tea and coffee

- Sponsors will be able to display their brand material in the catering venue

Volunteer T-Shirts: R15 000

We will make use of predominantly student volunteers to assist in the smooth running of the event. Subject to committee approval.

- Sponsors logo to appear on T-shirt alongside the SAAFoST logo
- Sponsor to supply 10 X T-Shirts

Speaker Sponsorship:

Opportunities exist to sponsor invited Congress speakers. Sponsorship may include travel, conference fees and accommodation



Development Grants and 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. Awardees must be presenting a paper or poster at the Congress



SAAFoST 2013 Trade Exhibition

CSIR International Convention Centre, Pretoria, 7- 9 October 2013

A Trade Exhibition and Poster Display will be held in conjunction with the **20th SAAFoST Biennial International Congress and Exhibition** from 7 – 9 October 2013. The Exhibition Hall at the CSIR International Convention Centre covers 645m² of floor space with easy access. The Exhibition Hall is situated adjacent to the main auditorium.

Exposure:

Delegate exposure to the three full day exhibition is maximised due to the fact that:

- All teas/coffees will be served at various points in the Exhibitors Hall
- The Posters will be located in the immediate exhibition area
- The opening cocktail party for delegates and exhibitors will be held in the Exhibition Hall
- Exhibitors and delegates will be permitted to invite their customers, who will not attend the Congress, to view the exhibition free of charge on Wednesday 9th October 2013 from 14:00 – 16:30. However, registration of these guests will be mandatory.

Reasons to exhibit – an opportunity to:

- Access a target market of prominent international and local Food Scientists and Technologists - a rare event which happens once every two years;
- Promoting your company's image and ensuring interaction on a national and international level;
- Achieving broad exposure over an extended period of time;
- Targeting new clients and launching new products and/or services;
- Reviving contact with old acquaintances;
- Increasing customer and business opportunities.

Exhibition stand: Floor space

All stands are 3m x 3m, consist of a shell scheme and cost R18,000.00 Excl VAT.



The stand price includes:

- Fascia with company name and stand number;
- 1x table and 2 x chairs;
- 1 x Fluorescent light;
- 1 x Plug point;
- General Exhibit Hall security service;
- Daily cleaning of the public areas;
- Tea, coffee and a light lunch daily for two exhibitors (registration required);
- Attendance of the Cocktail Party on Monday 7 October 2013



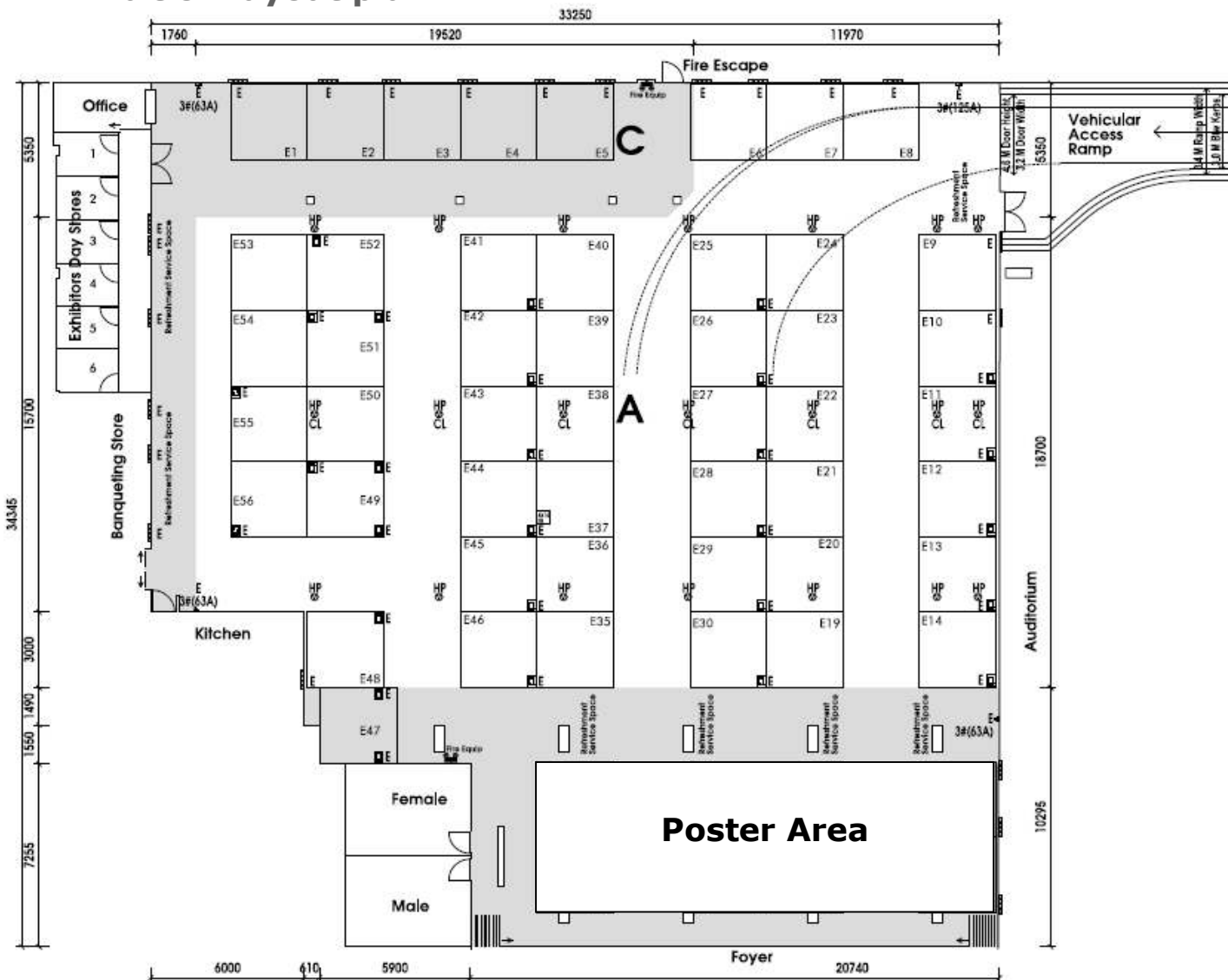
Exhibition dates

Build up	6 th October 2013	14h00 – 16h00
Exhibition times	7, 8 th & 9 th October 2013	08h30 – 17h00
Exhibition open to the public	9 th October 2013	14h00-16h30
Breakdown	9 th October 2013	> 17h00

Exhibitor information

The Congress programme booklet will contain corporate and product information related to participating Exhibitors. The final programme will also include delegate information, the congress timetable, and abstracts of all papers and posters. Delegates use this booklet extensively throughout the Congress to plan their day

Exhibition layout plan





SPONSOR AND EXHIBITOR APPLICATION FORM

Please complete and return to: Turners Conferences: Attention Catherine Taylor:
Tel: +27 31 3688000: Fax: +27 31 3686623: Email: Catherinet@turnergroup.co.za

COMPANY DETAILS

COMPANY:			
Contact Person:		Position:	
VAT Number:			
Address:			Zip code:
City:	State:	Country:	
Cell Number:		Office Telephone:	
Email:			

Sponsorship Levels

Platinum Sponsor:	Gold Sponsor:	Silver Sponsor:
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Exhibit Space

Booth Number/s	1st Choice	2nd Choice	3rd Choice
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Sponsorship of Events

Cocktail function:	Congress Banquet:	Wine Corkage:	Closing Ceremony:
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Sponsorship Opportunities

Electronic Poster Presentation:	Bookmark:	Branded Sessions:	Congress Bags:
Congress Transport:	ICMSF Workshop:	Information Wall:	Lanyards:
Literature / Sample Insert:	Lunch- 7th, 8th or 9th October :	Name Badges:	Poster Display Area:
Stationery:	Tea/ Coffee:	Volunteer T-Shirts:	Ingredient/ Product Showcase:
Other (specify):			

Advertisements in Final Programme

Back Cover:	Inside Back Cover:	Page 1:	Half or Full Page:
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ORDER SECTION

Sponsor Value	R	Exhibitor Value:	R	Advertising Value:	R
Sub Total	R	Add 14% VAT:	R	Grand Total:	R

I/we am aware of the financial and administrative conditions for Sponsors and Exhibitors and I/we agree to abide by those conditions.

Signature:	
Name:	Date:

Bank Transfers to: Turners Conferences- xxxxx, First National Bank Durban Branch, Branch Code 221426, Account No. xxxxxxxx. Bank details TBA

Payment of 25% of the total Sponsor/ Exhibitor value selected must accompany this form to secure the booking. An additional 25% is due by 30 April 2013. The remaining 50% by 31 August 2013. Requested deviations from this plan can be discussed.