

# SAAFoST

SOUTH AFRICAN ASSOCIATION for  
FOOD SCIENCE & TECHNOLOGY



## **21st SAAFoST BIENNIAL INTERNATIONAL CONGRESS & EXHIBITION 2015**



**Growing Food Science and Technology**

**Southern Sun Elangeni & Maharani, Durban – South Africa  
Congress & Exhibition: 7 – 9 September 2015**

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# Invitation

Dear Food Science Professional,

The South African Association for Food Science & Technology (SAAFoST) will be holding its 21st Biennial International Congress and Exhibition from 6-9 September 2015 at the Southern Sun Elangeni & Maharani Beachfront Hotels in Durban, KZN

The Theme – “Growing Food Science & Technology for a Sustainable Future” – is pertinent in today’s global food industry environment, wherein the industry is facing challenges around health, obesity & resource sustainability. The venue - the subtropical paradise of Durban, with beautiful beaches and numerous sport & food attractions, should provide an excellent backdrop to informative seminars, lively debate and excellent network opportunities, as well as not forgetting to meet up with good friends.

The Congress aims to draw over 500 delegates and will consist of a series of sessions - highlighting local, regional and invited international speakers. It is combined with a trade exhibition, plenary sessions, interactive poster displays and followed with a 1-day post congress workshop on Food Science & Nutrition, in collaboration with ILSI.

We recognise your contribution to the development of food science in South Africa, and invite you to participate in Congress 2015, as your participation and support will ensure an enjoyable and informative experience.

Opportunities for sponsorship, exhibition and invaluable brand exposure, is set out in the prospectus, and we will be delighted to discuss these with you.

**JAMES MCLEAN**

Chair: SAAFoST 2015 Congress Organising Committee

# Contact

## 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@turnergroup.co.za

## SAAFoST Coordinators

### Sponsorship

James McLean  
james.mclean@hilltopfoods.co.za

### Exhibition

Storm Shanley  
storm.shanley@tateandlyle.com

### Executive Director: SAAFoST

Owen Frisby  
frisby@icon.co.za

## Important Congress Dates

Congress Dates	7 – 9 September 2015
Standard Registration Deadline	31 May 2015
Late Registration Deadline	31 July 2015

## Congress Website

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

[www.saafofst2015.org.za](http://www.saafofst2015.org.za)

# Sponsor Packages

21st SAAFoST Biennial International Congress and Exhibition 2015 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.

## **Package 1: Platinum Sponsor** **> R185 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

## **Package 2: Gold Sponsor** **R120 000 – R184 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

## **Package 3: Silver Sponsor** **R55 000 – R119 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

## **Package 4: Congress Sponsor** **R10 000 – R54 999**

- 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, with Platinum, Gold and Silver Sponsors recognised on the on-site sponsor's banner as well.

## **Congress Banquet: R200 000**

Tuesday 8 September 2015

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 September 2015

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 September 2015

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

## **Closing Ceremony & Cocktails: R50 000**

Wednesday 9 September 2015

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

## **Name Badges: R45 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: R70 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

**R70 000** Naming rights excluding bag and logo costs

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

## **Lanyards: R45 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)

# Sponsorship Opportunities

## Stationery: R17 500 – R35 000

Folders, Writing Pads & Pens can be branded.

**R17 500** Naming rights of the writing pad and pens (sponsor to supply)

**R35 000** Naming rights of the folders (sponsor to supply)

## Advertising in Programme Booklet

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:

**R20 000** Inside Front Cover

**R20 000** Inside Back Cover

**R20 000** Back Cover

**R8 000** Full Page (not centre pages)

**R6 000** Half page

## Bookmark: R12 500

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.

## Information Wall: R10 000 per day

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

## Product Inserts: R2 500 – 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.

**R2 500** for paper/literature (1x A4) insert  
**R5 000** for product samples

## Branded Session: R24 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: R20 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 30 minutes presentation to delegates

# Sponsorship Opportunities

## Congress Transport: R20 000

Opportunities exist to sponsor transport to the Banquet. Transport will be provided to delegates staying at the Southern Sun Elangeni and Maharani.

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

## Lunches: R70 000

Individual sponsorships are available for each of the 3 days, namely, Monday 7 September to Wednesday 9 September 2015.

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

## Poster Area: R10 000

Opportunities exist to sponsor the poster area. This area has a high visibility 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 (sponsors expense)

## Electronic Poster Presentations

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 outside the exhibition area.

- The computer's wall paper will be branded with the sponsor's name/logo (in line with the criteria laid down by the programme committee)

**R17 000** for 5 computers per day

**R50 000** for 5 computers for 3 days

**R34 000** for 10 computers per day

**R100 000** for 10 computers for 3 days

## Teas & Coffees: R5 000

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

Monday 7 September to Wednesday 9 September 2015: 3 per day.

**R5000** for 3 teas per day

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

## Volunteer T-Shirts: R20 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 & 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 2015 Trade Exhibition

**Southern Sun Elangeni & Maharani, 7- 9 September 2015**

A Trade Exhibition and Poster Display will be held in conjunction with the 21st SAAFoST Biennial International Congress and Exhibition from 7 – 9 September 2015. The Exhibition Hall is situated adjacent to the Registration area.

## 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 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 8th September 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

All stands are 2m x 2m, consist of a shell scheme and cost R14,000.00 Inclusive of VAT.

The stand price includes:

Fascia with company name and stand number

1x table and 2 x chairs

2 x spotlights behind fascia board

1 x Plug point

General Exhibition 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 September 2015



# SAAFoST 2015 Trade Exhibition

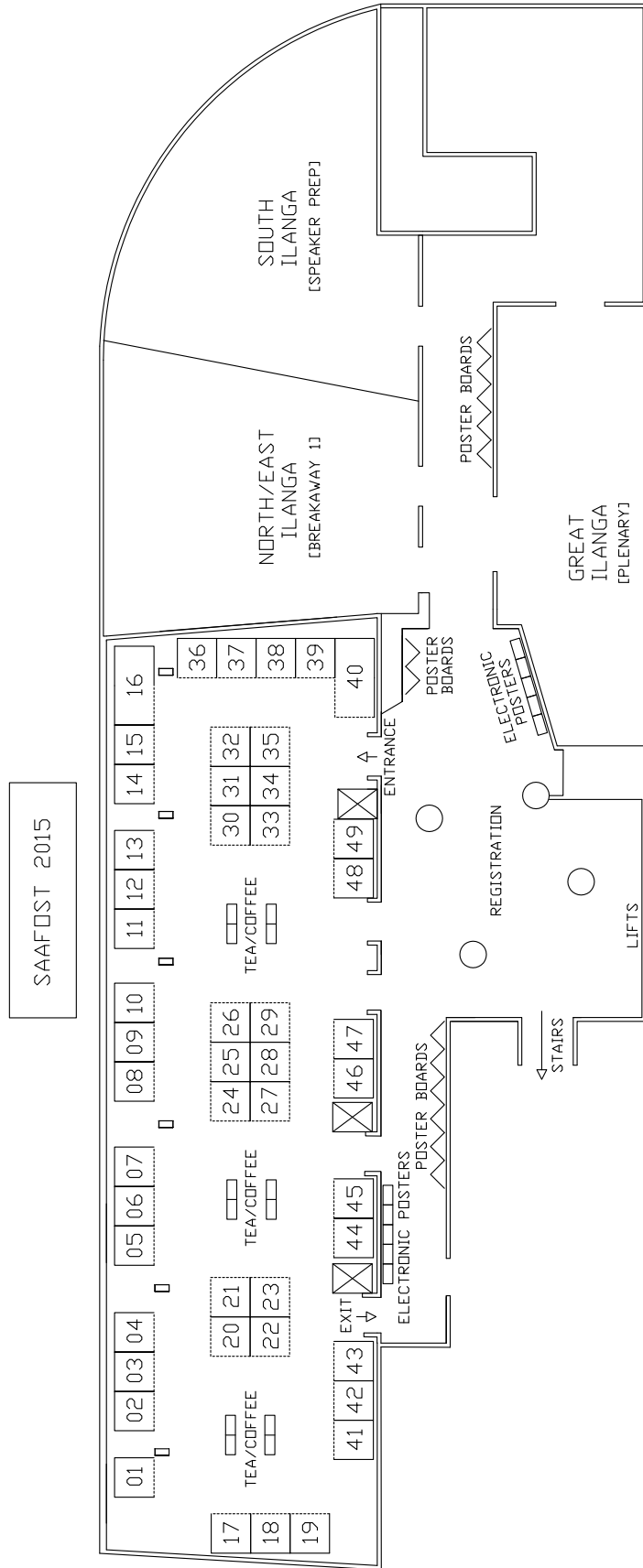
## Exhibition Dates

Build Up	6 September 2015	14h00 – 20h00
Exhibition Times	7 & 8 September 2015 9 September 2015	08h30 – 17h00 08h30 – 16h00
Exhibition open to the public	8 September 2015	14h00 – 16h30
Breakdown	9 September 2015	> 16h30

## Exhibitor Information

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

# Exhibition Floor Plan



# Application Form

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

Company Details					
Company Name					
Contact Person			Position		
VAT Number					
Address				Zip Code	
City		State		Country	
Cell Number			Office Telephone		
Email					
Sponsorship Levels					
Platinum Sponsor		Gold Sponsor		Silver Sponsor	
Exhibit Space					
Booth Number/s	1 <sup>st</sup> Choice		2 <sup>nd</sup> Choice		3 <sup>rd</sup> Choice
Sponsorship of Events					
Cocktail Function	Congress Banquet		Wine Corkage		Closing Ceremony
Sponsorship Opportunities					
Electronic Poster Presentation	Bookmark		Branded Sessions		Congress Bags
Congress Transport	Stationery		Information Wall		Lanyards
Literature / Sample Insert	Lunch- 7 <sup>th</sup> , 8 <sup>th</sup> or 9 <sup>th</sup> 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:
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 and Convention Pty Ltd-SAAFoST 2013, First National Bank Durban Branch, Branch Code 221426, Account No. 6237 432 2809					
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 2015. The remaining 50% by 31 July 2015. Requested deviations from this plan can be discussed.					

