

# CONGRESS 2021

## PROSPECTUS



# PARADIGM SHIFTS

FOOD IN THE 21ST CENTURY

Welcome to SAAFoST's 24th Biennial  
International Virtual Congress

20 - 22 September 2021

[www.saafo2021.org.za](http://www.saafo2021.org.za)



## WELCOME MESSAGE

Dear Valued Congress Supporters,

The Prospectus, “Potential Unlimited”, is very different from the past offerings. Using the stunning and creative virtual platform, allows for a bold new approach to sponsorship and exhibition stands set-up. Banners within the “building” will highlight your logo’s, showcase your support and direct attendees to your exhibition booth (included in the Platinum, Gold and Silver packages).

The exhibition stands can be individualized. Company branding, information sharing with videos and pamphlets, on-line calls with sales staff and attendees, together with access to a networking lounge for formal/informal gatherings and meetings. All attendees have “briefcases” for adding your materials, contact and company details.

Under the guidance of Catherine Taylor from Turners Conferences & the organizing committee, we are willing to showcase the potential of this platform, and guide you through the set-up process.

**Please contact:**

CatherineT@turnersconferences.co.za

Madeleine.jansen@kerry.com or

James.mclean@hilltopfoods.co.za

for all your enquiries.

Looking forward to hearing from you.

**James McLean**

President

**Contact:** Catherine Taylor

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# SPONSORSHIP PACKAGES

All prices include VAT.

## 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 your logo, on the sponsor screen in the Resource Centre
- Inclusion of your logo and link to home site on the website
- Inclusion of your logo on the rotating banner on the header and your logo on the footer of the Welcome Page
- Inclusion of your logo in the Lobby (central hub)
- 1 exhibition stand (including 2 exhibitor (rep) registrations)
- 4 delegate registrations to the Congress

## GOLD SPONSOR: ≥R100,000

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 your logo, on the sponsor screen in the Resource Centre
- Inclusion of your logo and link to home site on the website
- Inclusion of your logo on a rotating banner on the header on the Welcome Page
- 1 exhibition stand (including 2 exhibitor (rep) registrations)
- 2 delegate registrations to the Congress

## SILVER SPONSOR: ≥R70,000

- Recognition as a Silver sponsor by inclusion of your logo, on the sponsor screen in the Resource Centre
- Inclusion of your logo and link to home site on the website
- 1 exhibition stand (including 2 exhibitor (rep) registrations)
- 1 delegate registrations to the Congress

## CONGRESS SPONSOR: ≥R30,000

- Recognition as a Congress sponsor by inclusion of logo in the Resource Centre
- Inclusion of your logo and link to home site on the website





## SPONSORSHIP PACKAGES

Entitlements	Platinum	Gold	Silver	Congress
Logo on the sponsor screen in the Resource Centre	✓	✓	✓	✓
Logo and link to home site on the website	✓	✓	✓	✓
Logo on a rotating banner on the header of the Welcome Page on the platform	✓	✓		
Logo in the Lobby (central hub)	✓			
Exhibition stand (including 2 exhibitor rep registrations)	✓	✓	✓	
Delegate registrations	4	2	1	
Logo on the footer of the Welcome Page on the platform	✓			

## SPONSORSHIP ITEMS

All prices include VAT.

GOODIE BAG & INSERTS	PRICES
<b>Goodie Bag (Congress to Supply)</b> Exclusive sponsorship of the goodie bags (shopper or box). Bag design is subject to committee approval. The sponsor's logo and SAAFoST logo will appear on the bag. The goodie bags will be sent to selected cities for the delegates to collect.	<b>R75,000.00</b>
<b>Goodie Bag Literature Insert</b> All inserts are to reach the organisers at least 14 days prior to the event to ensure insertion into goodie bags. Maximum size is an A4.	<b>R3,000.00</b>
<b>Goodie Bag Product Sample Insert</b> All inserts are to reach the organisers at least 14 days prior to the event to ensure insertion into goodie bags. The weight of the product is subject to committee approval.	<b>R5,000.00</b>
<b>Congress Pads (Sponsor to Supply)</b>	<b>R10,000.00</b>
<b>Congress Pens (Sponsor to Supply)</b>	<b>R8,000.00</b>



## SPONSORSHIP ITEMS (continued)

All prices include VAT.

ROOMS & PRODUCT THEATRES	PRICES
<p><b>Auditorium (only 1 opportunity available)</b>            A sponsor will have the exclusive opportunity to brand the plenary venue 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 the virtual signage in the Lobby. Example of the Auditorium on page 8 (subject to change).</p>	<b>R57,500.00</b>
<p><b>E-Poster Room (only 1 opportunity available)</b>            The E-Poster room will accommodate PDF posters and a short video. At certain times each day, there will be poster discussions. The sponsors logo will be placed on the virtual signage in the room.</p>	<b>R40,250.00</b>
<p><b>Help Desk (only 1 opportunity available)</b>            Delegates can ask for assistance via live chats at the help desk situated in the exhibition hall. The sponsors logo will be placed on the virtual signage on the desk. The desk will be manned by the organisers. Examples of the Help Desk on page 8 (subject to change).</p>	<b>R34,500.00</b>
<p><b>Leaderboard (only 1 opportunity available)</b>            The Leaderboard drives activities and engagements. The Leaderboard can be found at the top of the screen no matter what room the delegate is in. The sponsor’s logo will be displayed on the Leaderboard.</p>	<b>R40,250.00</b>
<p><b>Lounge / Networking Centre (only 1 opportunity available)</b>            There is a lounge on the virtual platform that will allow delegates to network (public chat) and relax. The sponsors logo will be placed on the virtual signage in the room. Examples of the Lounge on page 8 (subject to change).</p>	<b>R40,250.00</b>
<p><b>Meeting Rooms (only 2 opportunities available)</b>            At certain times each day (as per the programme), there will be 4 parallel sessions. Two sessions will be held in the Meeting Rooms. The meeting rooms will be referred to as the “Company” Meeting Room in the programme and on the virtual signage in the lobby. Examples of the Meeting room on page 8 (subject to change).</p>	<b>R40,250.00</b>
<p><b>Product Theatres</b>            Exhibitor - 30 minutes            Non-exhibitor - 30 minutes            Opportunities exist for sponsors 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 logo during this time slot. Example of the Product Theatres on page 8 (subject to change).</p>	<b>R3,500.00</b> <b>R7,000.00</b>
<p><b>Virtual Conference Navigation Email (only 1 opportunity available)</b></p>	<b>R5,000.00</b>

# SPONSORSHIP ITEMS (continued)

All prices include VAT.

SPEAKER, STUDENT SPONSORSHIP AND EDUCATIONAL GRANTS	
<p><b>Keynote Sponsor</b> There are eight opportunities that exist to sponsor the keynote speakers. The keynote speakers will present in the auditorium in a plenary session. The sponsor will be acknowledged in the final programme next to the speaker's name and on the virtual platform.</p>	<b>R18,000.00</b>
<p><b>Speaker Sponsorship</b> Opportunities exist to sponsor invited congress speakers. The sponsor will be acknowledged in the final programme next to the speaker's name and on the virtual platform.</p>	<b>R11,500.00</b>
<p><b>Student Sponsorship</b> Opportunities exist to sponsor a student. The sponsor will be acknowledged on the virtual platform.</p>	<b>R2,000.00</b>
<p><b>Educational Grants</b> Prizes for best poster / oral presentation Merit bursaries for delegates for poster/oral presentation acceptance</p>	<p><b>R5,750.00</b> <b>R5,750.00</b></p>

**BOOK HERE**





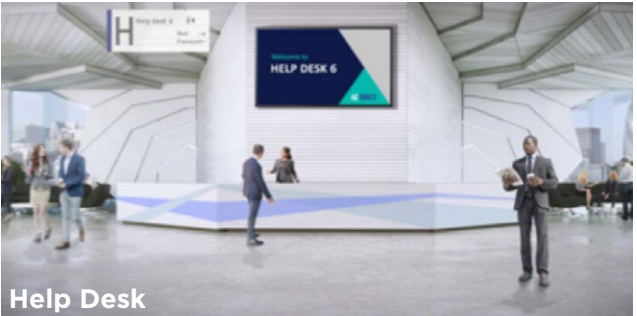


# VIRTUAL SPACE IMAGES

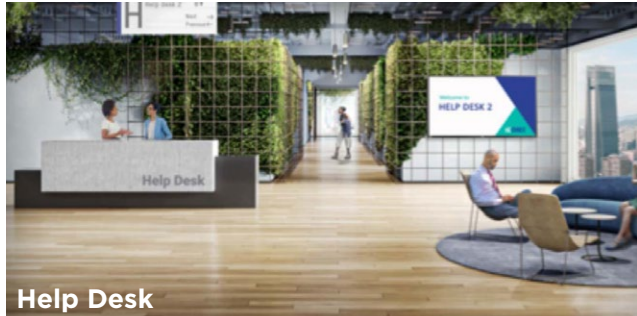
(Subject to change)



Auditorium



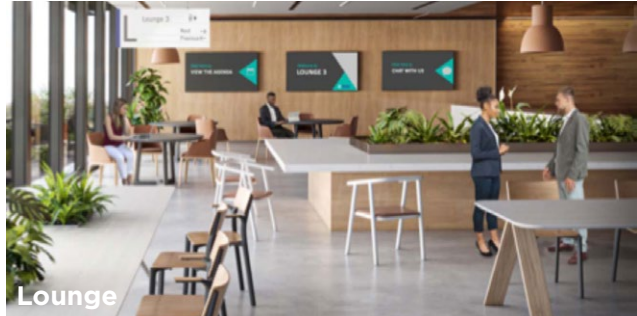
Help Desk



Help Desk



Lounge



Lounge



Meeting Rooms



Meeting Rooms



Product Theatre



# EXHIBITION

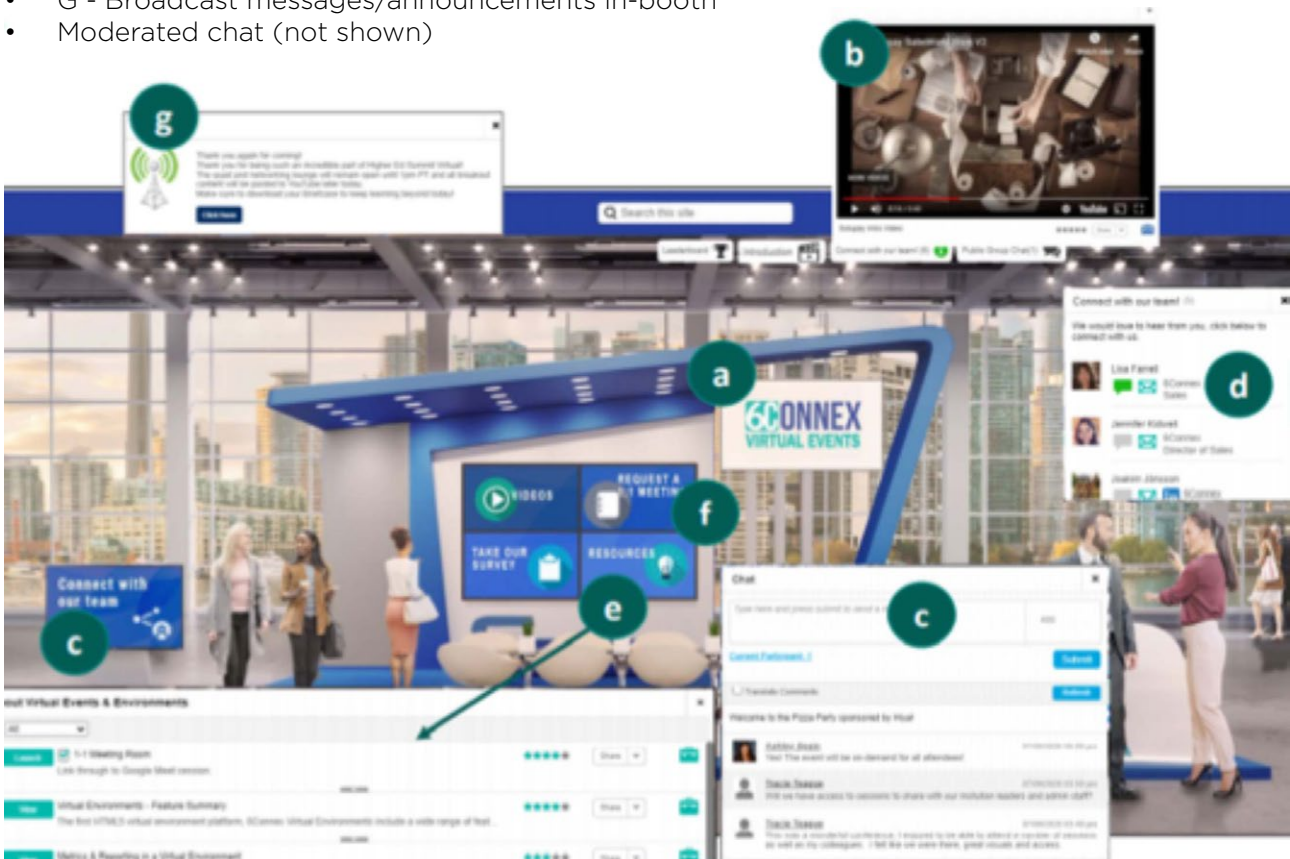
**R23,000.00** (Inclusive of VAT)

## The virtual stands include the following:

- 2 exhibitor/delegate registrations
- Exhibitors can choose a standard stand from the platform library or customise their own stand (for the exhibitors account)

## Please see below picture below:

- A - Logo/branding
- B - Welcome video
- C - Chat (1:1 private or group/public)
- D - Rep list with social, chat, email
- E - Unlimited content from hot spots
- Documents
- Videos
- Links to external web pages
- Links to Webinars
- F - Call-to-action: prize giveaway, contact me, newsletter sign-up, demo request etc.
- G - Broadcast messages/announcements in-booth
- Moderated chat (not shown)



**BOOK HERE**





# TERMS & CONDITIONS

- Exhibition stands and sponsorship will only be confirmed once the exhibitor's application form has been completed and payment has been received in full.
- Exhibition space is allocated on a first come first serve basis.

## Terms of Payment:

- 50% deposit invoice will be issued on receipt of Application Form and Contract
- Final balance invoice will be issued 15th July 2021
- All invoices must be settled within 30 days, non-receipt of payments may result in release of reserved items

## Cancellation Policy:

All cancellations must be made in writing to the Congress Secretariat 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 i.e. natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.

