



The Southern Africa Conference

INTERNATIONAL
FRESH PRODUCE ASSOCIATION

5 - 6 AUGUST 2024
CAPE TOWN,
SOUTH AFRICA



SPONSORSHIP
& EXHIBITION
PROSPECTUS



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Welcome

Welcome to the 3rd International Fresh Produce Association's Southern Africa Conference, taking place from 5-6 August 2024!

Mark your calendars, as this event is an important date on the fresh produce industry calendar in Southern Africa. It serves as a vibrant gathering point for a diverse community of fresh produce industry stakeholders.

Join us for a conference filled with learning, networking, inspiration and fun! Gain valuable insights from leading experts, engage in insightful discussions, and explore the latest trends and innovations shaping the future of the fresh produce industry.

This conference offers an amazing platform to refresh old connections and forge new ones. Whether you are a seasoned industry professional or a newcomer there is something here for everyone who is passionate about fresh produce.

We extend a warm invitation to sponsors and exhibitors to be part of this exciting event. Your involvement will not only provide valuable exposure for your company but also present opportunities for meaningful engagement and fruitful collaborations.

We are confident that your participation will be rewarding, both professionally and personally. Together, let us make this conference a resounding success and pave the way for a brighter future in the fresh produce industry!

Warm regards

Jane Strijdom

IFPA Country Manager, Southern Africa



Provisional Programme

MONDAY, 5 AUGUST 2024

09:30 – 16:00 Exhibitors to dress stand

4:30PM – 7:00PM
Conference Registration Open

5:00PM – 7:00PM
GRAND OPENING & WELCOME RECEPTION WITH EXHIBITORS

TUESDAY, 6 AUGUST 2024

6:30AM – 5:00PM
Conference Registration Open

9:00AM - 9:30AM
Welcome Tea & Networking

9:40AM – 10:25AM
Women's Fresh Perspectives Breakfast (additional fee required)

9:30AM – 5:00PM
Southern African Conference and Exhibit Hall

5:30PM – 00:00AM
Exhibition breakdown

*Subject to change

Tiered Sponsorship Benefits Grid

EVENT PARTNER	PLATINUM x 2	GOLD x 3	SILVER x 4
R230,000	R195,000	R130,000	R65,000

PRE-CONFERENCE EXPOSURE

Listing on Conference mobile app	Max 150 words	Max 75 words	Max 75 words	Max 50 words
Social Media exposure	FB post and Twitter mention on sign up and 1 LinkedIn, FB and Instagram post / week, 4 Twitter mentions / week from 6 June 2024	FB post and Twitter mention on sign up and 1 LinkedIn, FB and Instagram post every second week, 3 Twitter mentions / week from 6 June 2024	FB post and Twitter mention on sign up and 1 LinkedIn, FB and Instagram post every second week, 2 Twitter mentions / week from 6 June 2024	FB post and Twitter mention on sign up and 1 LinkedIn, FB and Instagram post / month, 1 Twitter mentions / week from 6 June 2024
Logo included in all correspondence and press releases sent by IFPA re Conference	•	•	•	

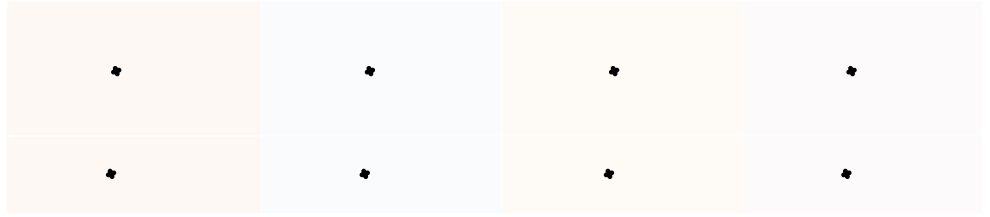
DURING CONFERENCE EXPOSURE

Exhibition stand	6m x 3m (stand only)	3m x 3m (stand only)	3m x 3m (stand only)	35% discount on 3m x 3m stand only
Complimentary delegate passes	5	3	2	2
Listing on Conference mobile app under sponsors	Max 150 words	Max 75 words	Max 75 words	
Brochure on Conference mobile app under sponsors	•	•	•	
Company banners on display (sponsor to supply)	Branding of 1 pillar – 2 sides in exhibition area, 2x free-standing pull-up banners in plenary	1x wall banner in plenary foyer / exhibition area, 2x free-standing pull-up banners	2x free-standing pull-up banners in exhibition area	1x free-standing pull-up banner in exhibition area
Logo on Conference Welcome signage and banners	•	•		
Logo on 'Thank You to our Sponsors' banner	•	•	•	•
Acknowledgement as sponsor during opening of Conference	•	•	•	•
Logo on looped presentation	•	•	•	•
Opportunity to address delegates during the Conference	30-sec video message before a keynote at conference (subject to IFPA approval)	30-sec video message before a keynote at conference (subject to IFPA approval)		
Opportunity to provide paperless promotional item in delegate bag (supplied by sponsor)	•	•		

POST CONFERENCE EXPOSURE

E-mail to attendee database with sponsor/exhibitor acknowledgement (where permission granted)

Thank you E-mail acknowledging sponsors



Additional Sponsorship Packages

Branded Conference Bags R 100 000 **SOLD**

- Logo on Conference bags (co-branded with IFPA)
- Company write-up (max 75-words), Logo and URL link on mobile app under sponsor's page
- Opportunity to provide paperless promotional item to attendees in delegate bag (to be supplied by sponsor)
- 2x Complimentary delegate passes
- Brochure on Conference mobile app under sponsors
- Logo in looped presentation in plenary venue

Mini Agenda R 18 000

- Logo on mini agenda (co-branded with IFPA)
- Logo on mobile app under sponsor's page
- Logo in looped presentation in plenary venue

Branded Water Bottles R35 000 **SOLD**

- Logo on reusable water bottles for water for the conference attendees (co-branded with IFPA)
- Logo on mobile app under sponsor's page
- Logo in looped presentation in plenary venue

Registration Desks R 75 000

- Logo added to Registration form as registration sponsor
- Logo on registration counter and back wall, co-branded with IFPA
- Opportunity to provide branded t-shirts for registration staff, must include co-branding with IFPA and IFPA approval of design (sponsor to provide)
- 2x free standing pull up banner in the registration foyer (sponsor to provide – max 2,000mm high x 950mm wide)
- Opportunity to provide paperless promotional item to attendees in delegate bag (to be supplied by sponsor)
- 1x Complimentary delegate
- Company write-up (max 50-words), Logo and URL link on mobile app, under sponsors page
- Logo in looped presentation in plenary venue

Delegate Lanyards R 65 000 **SOLD**

- Logo on lanyards (co-branded with IFPA)
- Company Logo and URL link on mobile app, under sponsors page
- Logo in looped presentation in plenary venue
- 1x Complimentary delegate pass

Delegate Name badges R 70 500 **SOLD**

- Logo on printed name badges (Co-branded with IFPA)
- Company Logo and URL link on mobile app, under sponsors page
- Logo in looped presentation in plenary venue
- 1x Complimentary delegate pass

Professional Lounge Sponsorship R 83 000 **SOLD**

- 6m x 3m exhibition designated stand to use as lounge area
- Logo recognition in lounge area
- Logo in looped presentation in plenary venue
- Opportunity to provide paperless promotional item to attendees in delegate bag (supplied by sponsor)
- Opportunity to hand out promotional material from lounge area
- Company write-up (max 75 words), Logo on mobile app under sponsor's page
- Brochure on Conference mobile app under sponsors
- 1x Complimentary delegate pass
- Professional headshots in the professional lounge during one of the breaks
- Personalised wall banner displayed in the professional lounge

Friends of IFPA
R 30 000

- Logo in looped presentation in plenary venue
- Opportunity to provide paperless promotional item to attendees in delegate bag (supplied by sponsor)
- Logo on mobile app under sponsor's page
- 1x Complimentary delegate pass

Conference Bag Promotional Giveaway
R 8 000

- Opportunity to provide paperless promotional item to attendees in delegate bag (supplied by sponsor)
- Logo on mobile app under sponsor's page

*Paperless promotional item, non-perishable items

Educational Session Sponsor
(Limited sessions available)

R 20 000

1x SOLD

- 30-sec video message during Education Session at conference (subject to IFPA approval)
- 2x pull up banners displayed during session, sponsor to provide (max 2,000mm height x 950mm wide)
- Opportunity to provide paperless promotional item to attendees in delegate bag (sponsor to provide)
- Company Logo and URL link on mobile app, under sponsors page
- Logo on screen, with IFPA Branding, at opening of session
- Logo on looped presentation in plenary venue

*Please note: session topic and speakers will be determined by IFPA

Welcome Reception
R 124 500

SOLD

- 1x wall banner and 4x pull-up banners prominently displayed at the Welcome Function (to be provided by sponsor)
- Opportunity to brand the welcome reception bar counters (branding to be supplied by sponsor)
- Acknowledgement during the Conference
- Opportunity to provide paperless promotional item to attendees during the welcome cocktail
- 3m x 3m exhibition stand (stand only)
- 2x complimentary delegate passes
- Company write-up (max 75 words), Logo and URL link Logo on mobile app, under sponsors page
- Logo on looped presentation in plenary venue
- Brochure on Conference mobile app under sponsors

Hospitality Sponsor for tea breaks and lunches

R 60 000

- Logo on lunch and coffee/tea break signage
- Opportunity to provide paperless promotional item to attendees in delegate bag.
- Opportunity to brand tea and lunch area with décor e.g. branded serviettes (décor will be for sponsor's cost)
- 1x wall banner and 3x pull-up banners to be displayed in the tea/lunch venue (sponsor to provide)
- Company write-up (max 40 words), Logo and URL link Logo on mobile app, under sponsors page
- Logo on looped presentation in plenary venue

Conference Mobile App
R 52 000

SOLD

- Co-branding with IFPA on mobile app – splash banner while app loads, strip banner at the bottom of each page on the mobile app (co-branded with IFPA)
- Electronic brochure on mobile app
- Company Logo on mobile app, under sponsors page
- Logo on looped presentation in plenary venue
- Logo on flyers/banners/mailers with mobile app links and QR codes

Charging Station
R 25 000

- Logo on charging stations (co-branded with IFPA)
- 3 charging stations located in the exhibition hall
- Company Logo on mobile app, under sponsors page
- Logo on looped presentation in plenary venue
- Electronic brochure on mobile app

Lounge Pocket Sponsor
R 10 000



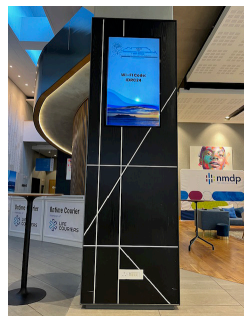
- Designated lounge pocket area
- Logo on looped presentation in plenary venue
- 6x cocktail tables and 6x chairs
- Opportunity to hand out promotional material from lounge area
- 2x pull up banners in the area
- Company write-up (max 25 words), Logo and URL link
- Logo on mobile app, under sponsors page

Sweet Truck
R 10 000



- Logo on looped presentation in plenary venue
- Opportunity to hand out promotional material from lounge area
- 2x pull up banners next to the Sweet Truck
- Company write-up (max 25 words), Logo and URL link
- Logo on mobile app, under sponsors page

Pillar Screen
R 3 000



- Electronic advert placed on pillar plasma in foyer – advert routes with other adverts / logos

Supporting Partners
R 1 500



- Logo on a wall banner
- Logo and URL link on mobile app under sponsors page

Women's Fresh Perspectives Breakfast Sponsor

R 52 000 **SOLD**

- 30-sec video message during breakfast opening remarks (subject to IFPA approval)
- 1x Complimentary table at breakfast
- Logo on social media and e-mail communications about the breakfast
- Logo and URL link Logo on mobile app, under sponsors page
- Logo on looped presentation in breakfast and plenary venue
- 1 wall banner in breakfast registration area
- 2x pull-up banners in breakfast venue, sponsor to provide
- Opportunity to provide paperless promotional item to attendees, placed at each seat
- Acknowledgement of sponsorship during the welcome remarks
- 1x Complimentary conference delegate pass

Women's Fresh Perspectives Breakfast Centerpiece Sponsor

R 30 000

- Company logo to be displayed alongside or inside the centerpiece (e.g. via a sign or card)
- Logo on social media and e-mail communications about the breakfast
- Logo and URL link Logo on mobile app, under sponsors page
- Logo on looped presentation in breakfast and plenary venue
- 1x pull-up banner in breakfast venue
- Opportunity to provide paperless promotional item to attendees, placed at each seat
- Acknowledgement of sponsorship during the welcome remarks

Women's Fresh Perspectives Breakfast Table Sponsorship

R 8 500 per table

- 1x Table of 10
- Logo on social media about the breakfast
- Logo and URL link Logo on mobile app, under sponsors page
- Logo on looped presentation in breakfast venue
- Acknowledgement of sponsorship during the welcome remarks

Women's Fresh Perspective Breakfast Snack Sponsor

R 28 000

- Opportunity for sponsor to provide whole and/or packaged edible non refrigerated snack to be placed at each seat
- Logo on social media about breakfast
- Logo and URL link on mobile app, under sponsors page
- Logo on looped presentation in breakfast venue
- Acknowledgement of sponsorship during the welcome remarks

Gain insights into
global trends and
what it means for
your business.

5 - 7 AUGUST 2024
CAPE TOWN, SOUTH AFRICA



Exhibition

Members

R 19 950 Exhibition Stand, 3m x 3m

R 17 450 Floor Space, 3m x 3m

Member Exhibitors receive
1x complimentary exhibitor
ticket to the IFPA Global Show

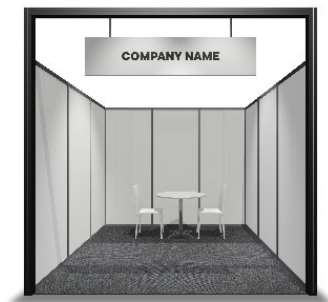
Non-Members

R 25 500 Exhibition Stand, 3m x 3m

R 20 000 Floor Space, 3m x 3m

Exhibition Stand

- Shell scheme 3m x 3m stand
- Fascia with your company name only (logo would be an additional cost)
- 1x Plug point
- 2x Spotlights
- 2x Chairs
- 1x Table
- 2x Exhibitor passes



Floor Space

- 3m x 3m Floor space only
- 1x plug point
- 2x Exhibitor passes

Build up on Monday 5 August from 09:30, to be show ready at 16:00

Terms of Sponsorship

1. Terms

"IFPA" as used herein shall mean International Fresh Produce Association, its officers, committees, agents, and/or employees acting for them, in the management of the event. "Sponsor" as used herein shall mean the company, its officers, committees, agents, or employees acting for them, sponsoring a function or item, event, and/or product.

2. Eligible Sponsors

IFPA reserves the right to determine the eligibility of any company as a sponsor.

3. Financial Responsibility

The sponsor agrees to pay sponsorship fee in full 30 days from receiving the invoice. If the invoice is dated less than 30 days prior to the start of the event, the sponsor agrees that the invoice is payable upon receipt of the invoice. Any sponsorship fee not paid in full will result in a lack of recognition for that sponsorship during the event. IFPA reserves the right to re-sell any sponsorship not paid in full according to these terms of sponsorship.

4. Sponsorship Recognition

Sponsoring companies may be identified in any IFPA online or printed listing with their own company name and/or one affiliated brand. For purposes of recognition, the sponsor agrees to provide one corporate logo per sponsored event. Sponsors who wish to include a logo for their company as well as their brand on any IFPA listing must submit logos in one file. All logos will be provided in a high resolution .PDF or Vector. It must be received by IFPA as soon as this Agreement is received by the sponsor. If the logo is not provided by the sponsor in a timely manner, the logo may not be printed in event materials. In such case, the sponsor will not hold IFPA responsible for this lack of recognition.

5. All monies received to IFPA by 30 September 2023, will be applicable toward Priority Points and

booth selection for The Global Produce and Floral Show in 2024. All monies received after 30 September 2023 will be applicable toward Priority Points system for The Global Produce and Floral Show in 2025. For more information about Priority Points, please visit <https://www.freshproduce.com/events/the-global-produce-and-floral-show/exhibit-sponsor/booth-application-process/#howprioritypointswork>.

6 Amendment to Terms

Any and all matters or questions not specifically covered by these terms of sponsorship shall be subject solely to the decision of the IFPA. All amendments to these terms shall be made in writing and signed by all parties.

7. Cancellation

- Any company submitting written notice of cancellation of sponsorship 90 days prior to the event will receive a full refund (less a R2 700 processing fee).
- Cancellation notices received after that date will receive no refund.
- All benefits related/affiliated with the cancelled sponsorship will be forfeited.

Contact Us

For more information and enquiries, please contact the Congress Secretariat



SCATTERLINGS

VIRTUAL | CONFERENCES | HYBRID

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