

CAPE TOWN, SOUTH AFRICA
1-3 AUGUST 2023



The Southern Africa Conference

INTERNATIONAL
FRESH PRODUCE ASSOCIATION



2023 Sponsorship & Exhibition Prospectus



Table of contents

- 4.** Welcome
- 5.** Draft Programme
- 6.** Sponsorship Opportunities
- 13.** Exhibition
- 14.** Floor Plan
- 15.** Terms of Sponsorship
- 16.** How to book
- 16.** Contact Us



Welcome

The International Fresh Produce Association, Southern Africa, will host its second annual conference at Century City Conference Centre, Cape Town, South Africa from 1—3 August 2023.

This highly anticipated event will provide a platform for vibrant discussions, insightful presentations, and fruitful networking opportunities centred around the bountiful world of fresh produce.

The conference aims to bring together a diverse community of producers, distributors, input and service providers, wholesalers, retailers, importers/exporters, processors, manufacturers and anyone passionate about fresh produce. Together, we will explore the latest trends, innovations, and challenges facing the industry, fostering a collaborative environment for knowledge sharing and mutual growth.

The IFPA Southern Africa Conference offers an opportunity to all participants in the value chain to expand knowledge, broaden networks, and gain valuable insights from leading experts and industry pioneers. We strive to offer an enriching experience that will leave delegates inspired, informed, and motivated to make a positive impact in the world of fresh produce.

As such, the Southern Africa Conference is a unique and prestigious marketing opportunity. We are confident that your involvement as a sponsor and/or exhibitor at this event will provide your company with excellent exposure and business rewards.

Sincerely,

Stephanie van der Walt
IFPA County Manager, Southern Africa Region





Draft Programme

Tuesday, 1 August 2023

19:00 - 21:00	VIP Members-Only Reception 360°, Bloemendal Wine Estate
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Wednesday, 2 August 2023

10:00 - 10:15	Welcome and Introduction
10:15 - 11:00	State of the Industry – Southern Africa Hear from IFPA on the latest global information, research, and what it means to IFPA members in Southern Africa. Speaker: Cathy Burns - CEO, International Fresh Produce Association
11:00 - 11:30	Coffee & Networking Break
11:30 - 12:30	Finding Solutions – Logistics Infrastructure In this session we will look at Global solutions and work together to determine action we can take to solve local challenges.
12:30 - 14:30	Lunch & Networking
14:30 - 15:30	Market Needs This panel of local industry members will discuss key issues including sustainability, logistics and how they have worked to solve them.
16:00 - 18:00	Welcome Reception

Thursday, 3 August 2023

07:30 - 09:30	Women's Fresh Perspectives Breakfast (<i>Tickets to be purchased</i>)
09:00 - 09:30	Breakfast & Networking
09:30 - 10:15	Demand Creation
10:15 - 10:45	Coffee & Networking Break
10:45 - 11:30	Top 10 Global Consumer Trends for 2023 One of Euromonitor's most highly rated annual publications, <i>The Top 10 Global Consumer Trends</i> for 2023 explains how you can use consumer trends analysis to stay competitive and grow sales in the year ahead and beyond. By exploring these trends, you will be able to determine which specific trends are having the biggest impact on your categories, understand what is happening, and get inspired by seeing how businesses/brands are responding. Speaker: Rubab Abdoolla, Euromonitor
11:30 - 11:45	Conference Closing



Sponsorship Opportunities

Platinum Package

Exclusive Sponsorship: R 245 000

Package includes:

- Opportunity to make a five-minute presentation during conference.
- Acknowledgement by the Master of Ceremonies.
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Display of four (4) pull-up, free-standing banners in the foyer of the conference venue.
- Opportunity to include promotional material in conference bag.
- Five (5) complimentary conference registrations.
- One (1) complimentary Expo stand.
- Electronic Brochure on the mobile app

Diamond Package

Two (2) Co-sponsorships: R195 000

2

Package includes:

- Acknowledgement by the Master of Ceremonies.
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Display of one (1) pull-up free-standing banners in the foyer of the conference venue.
- Opportunity to include promotional material in conference bag.
- Three (3) complimentary conference registrations.
- One (1) complimentary Expo stand.
- Electronic Brochure on the mobile app



Gold Package

Five (5) Co-sponsorships: R130 000

SOLD

(Limited Availability – Reserve Now)

3

Package includes:

- Acknowledgement by the Master of Ceremonies
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Opportunity to include promotional material in conference bag
- Two (2) complimentary conference registrations.
- One (1) complimentary Expo stand.
- Electronic Brochure on the mobile app

Silver Package

Ten (10) Co-sponsorships: R65 000

SOLD

(Limited Availability – Reserve Now)

4

Package includes:

- Acknowledgement by the Master of Ceremonies
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Opportunity to include promotional material in conference bag
- Two (2) complimentary conference registrations.

VIP Members Only Networking Reception Event Sponsor

Two (2) Co-sponsorships: R97 500

Package includes:

- Acknowledgement by the Master of Ceremonies.
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Display of one (1) free-standing banner in the foyer of the conference venue
- Opportunity to give out gift/promo item during the reception
- Twenty (10) complimentary tickets for the reception
- Electronic Brochure on the mobile app



Welcome Reception

Exclusive sponsorship: R124 500 **SOLD**

6

Benefits include:

- Acknowledgement by the Master of Ceremonies.
- Exclusive sponsor branding at evening reception, on reception stands and bar within expo
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Display of four (4) free-standing banners at the Welcome Reception during the event.
- Opportunity to hand out gift/promo item at the reception
- Two (2) complimentary conference registrations.
- One (1) complimentary Expo stand.
- Electronic Brochure on the mobile app

Conference Bag **SOLD**

Exclusive Sponsorship: R100 000

7

Benefits include:

- Acknowledgement by the Master of Ceremonies
- Company logo displayed on bag with IFPA branding
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The Sponsor Banner
 - Holding slide in plenary venue
 - The mobile app
- Opportunity to include promotional material in conference bag
- Two (2) complimentary conference registrations
- Electronic Brochure on the mobile app

Lanyard (Registration) **SOLD**

Exclusive Sponsorship: R65 000

8

Benefits include:

- Display of logo alongside IFPA logo printed on the lanyard of each registrant.
- Acknowledgement by the Master of Ceremonies
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- One (1) complimentary conference registration



Professional Lounge

Exclusive Sponsorship: R83 000 **SOLD**

9

Benefits include:

- Acknowledgement by the Master of Ceremonies
- Logo recognition lounge area
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Opportunity to hand out promotional material from the lounge area.
- One (1) complimentary conference registration

Badge (Registration) **SOLD**

Exclusive Sponsorship: R70 500

10

Benefits include:

- Logo printed on the badge of each registrant.
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Opportunity to include promotional material in conference bag.
- Two (2) complimentary conference registrations

Water Bottles

Exclusive Sponsorship: R58 500

11

Benefits include:

- Display of company logo on reusable bottles for water for the conference attendees
- Acknowledgement by the Master of Ceremonies
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- One (1) complimentary conference registration



Education Session Sponsors

Limited Co-sponsorships: R20 000

Benefits include:

- Logo recognition on signage in each session
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Opportunity to give out gift/promo item during education session

12

Executive Leadership Summit Sponsor

Exclusive Sponsorship: R20 000

Benefits include:

- Logo recognition on signage in the ELS event
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
 - The mobile app
- Opportunity to give out gift/promo item during the ELS event

13

Mobile App

Exclusive Sponsorship: R58 500

Benefits include:

- Logo on splash banner when the app loads
- Logo on each page of the mobile app
- Electronic Brochure on the mobile app
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the event
 - The sponsor banner
 - Holding slide in plenary venue
- One (1) complimentary conference registration

14



Women's Fresh Perspectives Breakfast

Two (2) Co-sponsorships: R49 500

SOLD

(Limited Availability – Reserve Now)

15

Benefits include:

- Eight (8) complimentary tickets to the breakfast (1 x table)
- Opportunity to introduce and thank the speaker
- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the breakfast
 - The sponsor banner, logo included on holding slide in the breakfast venue and the printed menu/programme
- Two (2) x pull up banners in the breakfast venue
- Opportunity to provide a gift to delegates, placed on the tables
- Acknowledgement of sponsorship during the welcome remarks to program
- One (1) complimentary conference registration

Women's Fresh Perspectives Breakfast

Exclusive Centrepiece Sponsor: R 31 000

SOLD

16

Benefits include:

- Logo recognition on:
 - The IFPA website, IFPA social media & email communications about the Women's breakfast
 - Logo included on holding slide in breakfast venue
 - Recognition of company logo to be displayed alongside or inside the centrepieces (e.g., via sign, stick, or card) located on the tables
- Opportunity to provide a gift to delegates, placed on the tables







Exhibition

Members

Exhibition stand 3mx3m	R25 500
Floor space 3mx3m	R23 000
Display table	R14 500

Non-Members

Exhibition stand 3mx3m	R31 500
Floor space 3mx3m	R29 000
Display table	R18 000

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

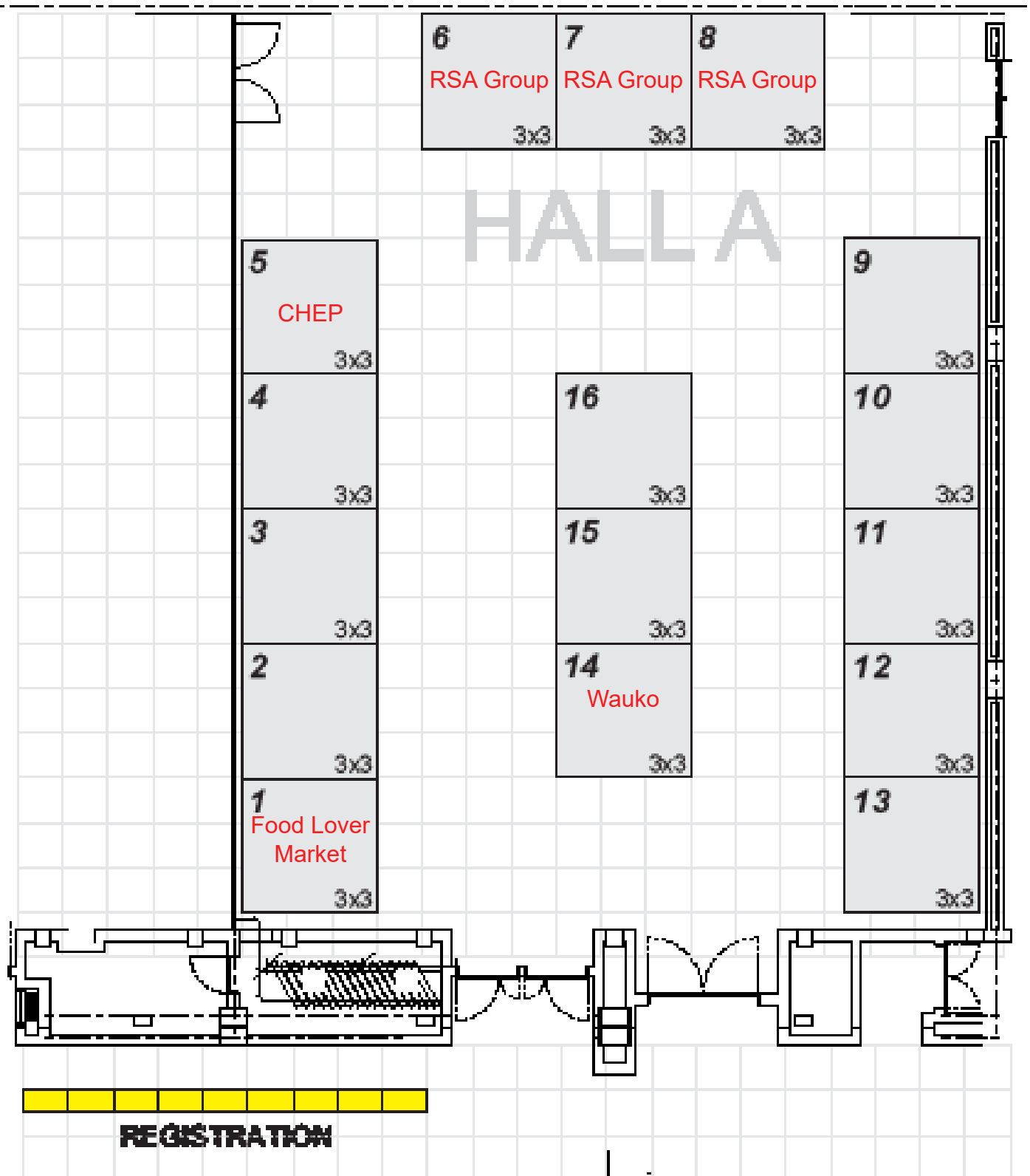


Floor Space

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



Floor Plan





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 December 31, 2023, will be applicable toward the Exhibitor Priority Points system for the selection of your company booth for The Global Produce and Floral Show in 2023. All monies received after this date will be applicable toward the Exhibitor Priority Points system for the selection of your company booth for The Global Produce and Floral Show in 2024.

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.



How to book

Booking link: <https://scatterlings.eventsair.com/ifpa-southern-africa-conference2023/ifpa-2023-sponsorship-booking-portal>



Scan QR Code

1



Click on Create New Account

2



Click on Sponsorship Opportunities
Click on Create
Primary Contact, complete
details

3



Select Sponsorship
Package
Accept Terms and
Conditions

4



Submit the booking form

5



An email with the
booking confirmation
and invoice will be sent
to you.

6



Sign the contract
and pay the
deposit

Contact Us

For more information and enquiries, please contact the Congress Secretariat

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