

# EXHIBITOR PROSPECTUS 2019

AGRI BUSINESS TO BUSINESS TRADE SHOW  
& NATIONAL BEEF PERFORMERS AWARDS



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# 01

## ABOUT THE EVENT

### WHAT IS THE ARC AGRI INDABA

The ARC Agri Indaba is a new two-day, agricultural business-to-business trade show. It is an industry focused and market related event which will focus on all things agriculture, from commercial exhibitors to agricultural elements and implements on display.

Event highlights will include a gala conference where the ARC National Beef Performers Award will be awarded, a farmers' workshop hosted by Farmer's Weekly, and an exhibition by agricultural input and services suppliers. ARC Agri Indaba is where new and up-coming farmers as well as industry professionals and leaders can come together to discuss, exhibit and enjoy a two-day agricultural event in the heart of Gauteng.

The ARC Agri Indaba will be held on 29 and 30 August at the ARC Animal Production Campus, Irene, Pretoria. This two-day event is hosted by the Agricultural Research Council (ARC) and organised by Jukwaa Events Agency.

Farmer's Weekly will be the main media partner for the event. This two-day conference and exhibition will be open to the public, anyone with an interest in the industry is welcome to attend



# 02

## ABOUT THE EVENT

### WHAT IS THE ARC NATIONAL BEEF PERFORMERS AWARD?

The primary aim of the annual ARC National Beef Performers Awards is to acknowledge and showcase South Africa's most outstanding achievers in the breeding of genetically superior beef cattle, using performance recording as a tool.

The event has long been a highlight on the local agricultural calendar and is attended every year by a large number of the country's top performers in beef cattle breeding. The awards reaffirm the importance of collaboration between the ARC and all role players in the beef cattle industry with regard to the application of technologies aimed at addressing the needs of the beef production industry.

Winners in the different categories will be announced at the gala event that will be held this year in August at the ARC Agri Indaba in Irene, Pretoria. Participating breed societies have also been invited to have cattle at display at the event that represent the best of what each particular breed has to offer the South African beef industry.

The gala event will be limited to invitation only, but cattle on display will be accessible to all visitors.



# GETTING INVOLVED

# 03

Industry involvement is one of the key elements in the success of the ARC Agri Indaba.

Your presence and contributions enhance the overall value of this event.

ARC Agri Indaba 2019 offers you the opportunity to become a sponsor of the event, enabling you to raise the recognition of your company while promoting your endeavors.

On the following page, exhibition options are listed, from which you may select.

If you are interested in taking up one or more of these amazing marketing opportunities or should you require more information, then please contact us. Don't see anything that fits your company's brand & marketing objectives, contact us and let us tailor a solution just for you.

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# OUTDOOR EXHIBITION SPACE

# 04

This is your chance to own an exclusive space at the ARC Agri Indaba brought to you by Farmer's Weekly. This package is for those clients that want their own customized stand. The stand will be a free standing space and allow for you to have your own creation.

Size 5m x 5m (open outdoor space)

Space Only Package includes the following:

- Exclusive use of your networking area for the duration of the event
- Exhibitor logo on event website and event communication
- Acknowledgement in final programme
- 2 x Registration (exhibition personnel)
- Exhibitor logo on conference screens
- 1 x Delegate bag flier insert
- 1 x Single Phase Distribution Board

Costing:

- R5,000.00 excl. Vat per package.

