



agribusiness
africa
conference

2019
SPONSORSHIP
OPTIONS



10 JULY 2019

PREMIER HOTEL O.R. TAMBO
KEMPTON PARK

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farmer's weekly



CONFERENCE OVERVIEW

MARKET ACCESS: FROM FARM GATE TO NEW FRONTIERS

Improved access to domestic, regional and global markets is critical for agriculture to become an important driver of job creation and economic growth. Thus, the 2019 Agribusiness Africa Conference, hosted by *Farmer's Weekly*, will bring together top speakers and a range of stakeholders from across the agriculture, agribusiness and trade platforms to delve into the dynamics of trade between farm gate and domestic, regional and international markets.

The conference has been streamlined, and in its new one-day format will present four sessions, each focussing on the challenges and opportunities presented by these three market spheres. The first session will set the scene, while the second session will explore some of the barriers that hamper efficiency and access to markets. During this session, speakers will also address how these barriers can be overcome to improve access to rural and domestic markets. The third session will focus on regional African markets, and provide an update on the progress made to establish the African Continental Free Trade Area. The fourth session will focus on global markets, with speakers providing an analysis of how South Africa and other sub-Saharan African countries are performing compared with their competitors in the Southern Hemisphere in terms of trade agreements and product development.

THE 2018 CONFERENCE IN FIGURES:

**270 PEOPLE ATTENDED THE CONFERENCE
OVER THE 2-DAY PERIOD.**

COUNTRIES REPRESENTED:

ARGENTINA, BOTSWANA, FINLAND, FRANCE, GERMANY, INDIA, ISRAEL, ITALY, KENYA, LESOTHO, MOZAMBIQUE, NAMIBIA, NIGERIA, SOUTH AFRICA, SUDAN, SWAZILAND, TANZANIA, THE NETHERLANDS, US, UGANDA, ZAMBIA, AND ZIMBABWE.



**300 TWEETS OVER THE TWO DAYS
#FWAGBIZAFRICA**

**REACHED 4TH ON THE NEW TREND ALERT
ON TRENDWIKI SOUTH AFRICA**

**INTERNATIONAL AND LOCAL COVERAGE VIA
FACEBOOK, TWITTER, WHATSAPP AND LINKEDIN.**

**191 802 UNIQUE VISITORS VISITED THE WEBSITE IN
JULY, 105 724 WERE FROM SOUTHERN AFRICA.**



2019 CONFERENCE SPONSORSHIP OPTIONS

Available on a first come, first served basis.

1. SESSION 1

SETTING THE SCENE

As improved access to domestic, regional and global markets is critical for agriculture to become an important driver of job creation and economic growth, keynote speakers will contextualise and set the scene for the discussions that follow during this session.

1.1 INTERNATIONAL SPEAKER (VIP)

SPONSORSHIP VALUE: R35 000

Company exposure will include:

- Two company banners on display in the conference venue;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- A full page (A4) advert in the programme;
- Company brochures displayed on the table next to the conference folders;
- Company representative to introduce the sponsored speaker.

1.2 KEYNOTE SPEAKER

SPONSORSHIP VALUE: R25 000

Company exposure will include:

- Two company banners on display in the conference venue;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- Company brochures on display on the table next to the conference folders;
- Full page (A4) advert in the programme.

1.3 SESSION SPONSOR

SPONSORSHIP VALUE: R45 000

Company will receive the naming rights for the sponsored session.

- Two company banners on display in the conference venue;
- Complimentary registration for three delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- Company brochures on the table next to the conference folders;
- Full page (A4) advert in the programme;
- Company representative given 10 minutes to introduce the speakers in the session.



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2. SESSION 2

BARRIERS TO MORE EFFICIENT RURAL & DOMESTIC MARKETS

This session will focus on local market access. The themes discussed will include accessing local informal markets, as well as accessing the South African produce markets and retail sector. The session will also explore the barriers to establishing more efficient rural and domestic markets such as insecure property rights, weak financial services and poor infrastructure.

2.1 SPEAKER SPONSOR

(SPEAKER FROM OUTSIDE SOUTH AFRICAN BORDERS)

SPONSORSHIP VALUE: R17 000

Company exposure will include:

- Two company banners on display in the conference venue;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- A half page (145mm x 210mm) advert in the programme.

2.2 SESSION SPONSOR

SPONSORSHIP VALUE: R50 000

Company exposure will include:

- Company representative to act as speaker, panellist or panel moderator. (This is at the discretion of the conference organiser);
- Session naming rights;
- Two company banners on display in the conference venue;
- One wall banner on display in the foyer;
- Complimentary registration for four delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- Company brochures on the conference tables;
- Full page (A4) advert in the programme;
- Permission to issue each registered delegate (around 250 people) with company-branded gifts.

3. NETWORKING LUNCH

3.1 LUNCH SPONSOR

SPONSORSHIP VALUE: R35 000

Company exposure will include:

- Company representative will invite delegates to the lunch;
- Company naming rights for the lunch;
- Two company banners on display in the conference and lunch venues;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the conference venue;
- Company name and logo in the printed programme;
- A full page (A4) advert in the programme;
- Company brochures on the table next to the conference folders;
- Permission for company-branded gifts to be placed on the tables in the lunch venue.



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4. SESSION 3

BUILDING REGIONAL NETWORKS FOR IMPROVED MARKET ACCESS

There is still excellent growth potential in the food staples sector in many African countries. Not only can the area under production be increased, but the use of new technology and improved farming inputs and production practices can also help improve crop yields. However, productivity gains mean little without expanded access to markets. According to the African Development Bank, if local production and market access are not improved, food imports into Africa are expected to grow from US\$35 billion (about R489 billion) per year in 2015, to over US\$110 billion (R1,5 trillion) by 2025. This session thus focuses on solutions to strengthen value chain linkages and intra-African trade. The session will also provide an expert update on the progress made to implement the African Continental Free Trade Area.

4.1 SPEAKER SPONSOR (OUTSIDE SOUTH AFRICAN BORDERS): SPONSORSHIP VALUE: R17 000

Company exposure will include:

- Two company banners on display in the conference venue;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- A half page (145mm x 210mm) advert in the programme.

4.2 SESSION SPONSOR SPONSORSHIP VALUE: R50 000

Company exposure will include:

- Company representative to act as speaker, panellist or panel moderator. (This is at the discretion of the conference organiser);
- Session name rights;
- Two company banners on display in the conference venue;
- One wall banner on display in the foyer;
- Complimentary registration for four delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- Company brochures on the conference tables;
- Full page (A4) advert in the conference programme;
- Permission to issue each registered delegate (around 250 people) with company-branded gifts.

5. SESSION 4

GETTING A BETTER DEAL FOR AFRICA IN INTERNATIONAL TRADE

This session will provide an analysis on how South Africa and other countries in sub-Saharan Africa are performing compared with their competitors in the Southern Hemisphere in terms of implementing trade agreements for agricultural produce, as well as in terms of product development with regard to changing consumer preferences. Speakers will provide insight into the dynamics that have delivered a sometimes-unequal playing field for African countries within the international agricultural trade environment.

5.1 SPEAKER SPONSOR SPONSORSHIP VALUE: R17 000

Company exposure will include:

- Two company banners on display in the conference venue;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- A half page (145mm x 210mm) advert in the programme.

5.2 SESSION SPONSOR SPONSORSHIP VALUE: R50 000

Company exposure will include:

- Company representative to act as speaker, panellist or panel moderator. (This is at the discretion of the conference organiser);
- Session naming rights;
- Two company banners in the conference venue;
- Wall banner in the foyer of the venue;
- Complimentary registrations for four delegates;
- Company logo on the screens in the venue;
- Company name and logo in the printed programme;
- Company brochures on the conference tables;
- A full page (A4) advert in the printed programme;
- Permission to issue each registered delegate (around 250 people) with company-branded gifts.



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6. NETWORKING COCKTAIL & AWARDS CEREMONY

SPONSORSHIP VALUE: R55 000 – SOLE SPONSORSHIP (INCLUDES A BAR TAB OF R5 000)

Company exposure will include:

- Company representative to act as speaker, panellist or panel moderator. (This is at the discretion of the conference organiser);
- Naming rights for the cocktail event;
- Company representative to speak at the function for 10 minutes;
- Company delegates invited to attend the function;
- Two company banners in the conference venue;
- Wall banner and four banners allowed in the cocktail venue;
- Complimentary registrations for four delegates;
- Company logo will appear on the screens in the venue;
- Company name and logo in the printed programme;
- Double-page spread (two A4 pages) advert in the programme;
- Permission to issue each registered delegate (around 250 people) with company-branded gifts.

7. LANYARDS & POCKETS (X 250)

SPONSORSHIP VALUE: R8 000

Company exposure will include:

- Two company banners on display in the conference venue;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- Company logo printed on lanyard.

8. CONFERENCE PROGRAMME

SPONSORSHIP VALUE: R15 000

Company exposure will include:

- Two company banners on display in the conference venue;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- Company brochures allowed on the conference tables;
- Half page (145mm x 210mm) advert in the programme.

9. CONFERENCE FOLDER

SPONSORSHIP VALUE: R25 000

Company exposure will include:

- Two company banners on display in the conference venue;
- Complimentary registration for two delegates;
- Company logo displayed on the screens in the venue;
- Company name and logo in the printed programme;
- Company brochures on the conference tables;
- Full page (A4) advert in the programme.

ADDITIONAL EXPOSURE

- Sponsors are permitted the additional opportunity to increase their exposure by taking up one of the exhibitor tables (valued at R5 000).
- Individual companies will be offered the opportunity to attend the conference and display their services and products.

10. EXHIBITOR'S TABLE

SPONSORSHIP VALUE: R5 000

Exhibitors' tables will be set up in the registration and outside-venue display areas. Here, companies can display their promotional material and brochures.

Company exposure will include:

- Complimentary registration for two delegates;
- Two company banners next to display table;
- One table with tablecloth and two chairs;
- Printed company name signage on the table;
- Promotional gifts are permitted on the exhibitor's table.



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NOTE TO ALL SPONSORS:

Please complete the attached CONTRACT AGREEMENT between Caxton Magazines and your company to secure your sponsorship.

- To ensure a valid agreement, the signatures of both party representatives are required.
- A deposit date for the full instalment or first instalment, as per the agreement, will be required.
- Payment options will be available (VAT included) for contracts signed before 20 March 2019.
- Company logos will appear on all promotional platforms only after the signed contract has been received, and both parties have clearly agreed on the payment date.

**CONTACT MARIANNA DU PLESSIS
BEFORE 2 MARCH 2019 TO DISCUSS SPONSORSHIP AND
PAYMENT OPTIONS TO RECEIVE THE FULL MARKETING
VALUE FOR YOUR COMPANY.**

**AFRICA@CAXTON.CO.ZA
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