

SASTA 2017 90th CONGRESS



The 90th Congress of the South African
Sugar Technologists' Association

International Convention Centre
Durban, South Africa

www.sastacongress.org.za

15 - 17 August 2017



SPONSORSHIP & EXHIBITION PROSPECTUS

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INVITATION / WELCOME MESSAGE

Dear Exhibitors and Sponsors

The 90th annual SASTA Congress will be held in the familiar setting of the ICC. This premier event continues to receive high accolades from Sugar Technologists' around the globe and this was again reflected in the international delegate demographic for the 2016 Congress. The SASTA Congress continues to receive consistent support from the industry which was evident by the high delegate attendance numbers in spite of the drought.

As we celebrate this significant milestone of hosting the 90th Congress; we ask you to share in this celebration. The SASTA Council strives to host a Congress of a high standard that both delegates and sponsors/exhibitors are proud to be associated with. Support for the SASTA Congress, through sponsorship and/or the purchase of an Exhibition stand, has a direct impact on the quality of the Congress. The income received through sponsorship and exhibition sales also allows SASTA to keep its Congress Registration Fees as low as is possible. This enables more delegates to attend Congress which, in turn, provides you, the sponsors and exhibitors, more exposure and networking opportunities. There is no doubt that the exhibitors and sponsors at Congress make a significant contribution towards the overall success of the event.

SASTA Council values the support received by its exhibitors and sponsors through the many years. As SASTA hosts its 90th Congress we take this opportunity to acknowledge and thank each and every exhibitor and sponsor for their continued support. Please join us at the 2017 SASTA Congress as we celebrate 90 years of excellence.



Sumita Ramgareeb
Chair: 2017 Congress Organising Committee

Dear Exhibitors and Sponsors

The SASTA Congress is once again upon us. As has become customary, the event will be held at the ICC, and in the same exhibition area as the past two years.

We cannot emphasise enough how important the Trade Exhibition is to the success of the Congress, as it allows us to not only reduce delegate registration costs through the sponsorship and exhibition income, but the event itself serves to attract both visitors and delegates to the Congress.

For the exhibitor there are also attractions;

- The Exhibition allows for the promotion of the participating companies' products to current and potential clients.
- It provides the opportunity to network with clients as well as other influential people within Industry.

As has become customary, the exhibition floor plan is designed to allow for the maximum exposure of our exhibitors and their products to the delegates attending the Congress. Food tables, tea/coffee and the bar serving areas have been strategically placed to encourage the movement of visitors past the exhibitions.

The SASTA Congress is regarded internationally as one of the best Sugar Industry events of this type, and there is no doubt that our Exhibition contributes to this view.

Our sincere thanks and appreciation to all our Exhibitors and Sponsors- your support makes a huge difference to the Congress!



Paul Schorn
Exhibition Co-ordinator



CONTACT

Congress and Exhibition Organisers

Catherine Taylor
Turners Conferences & Conventions (Pty) Ltd
PO Box 1935, Durban, 4000

Telephone: +27 (0) 31 368 8000
Fax +27 (0) 31 368 6623
Email catherinet@turnerconferences.co.za

SASTA Coordinator

Paul Schorn
Email Paul.Schorn@tonga.com

Warren Lawlor
Email Warren.Lawlor@rclfoods.com

Stand Builders

Exhibition Stands & Events
David Naidoo

Telephone +27 (0) 31 368 7580
Email david@estands.co.za

Important Congress Dates

| | |
|--------------------------------|---------------------|
| Congress Dates | 15 – 17 August 2017 |
| Early Registration Deadline | 4 May 2017 |
| Standard Registration Deadline | 6 July 2017 |
| Late Registration Deadline | 14 August 2017 |
| Onsite Registration Deadline | 15 August 2017 |

Congress Website

The official website will be updated on a continuous basis with details of the programme, registration and social events.

www.sastacongress.org.za



SPONSORSHIP OPPORTUNITIES

All costs are inclusive of VAT. All items below to be approved by the committee.

Advertisements in Congress Booklet (Full Colour)

- Inside Front Cover R6 000
 - Inside Back Cover R5 000
 - Outside Back Cover R6 000
 - Inside Full Page R3 000
 - Inside Half Page R1 500
- * Item design and content subject to approval of the Committee.

Authors Dinner

R32 000

The Congress Dinner will take place on 16 August 2017.

120 Authors / Speakers and invited guests will attend this event.

- Sponsor may display 3 pop-up banners inside the venue
All banners are subject to approval of the committee and the venue
- Complimentary admission for 6 guests or sponsoring company's representatives
- Sponsor's logo will appear on the holding slides in the session venues and on the website
- Sponsor's logo will be printed on the menus
- Sponsoring company may insert a flyer into the congress bag (sponsor to supply)
- Sponsor may also supply a gift for each place setting bearing the company logo

Bookmark in the Final Programme (Sponsor to supply)

R3 000

- Sponsor's name and logo on one side and Congress logos and details on the other
* Design is subject to approval of the Committee
- Sponsor's logo will appear on the website

Catering Breaks per day (15, 16 & 17 August 2017) in the Exhibition Hall

R2 500

- Sponsor to provide 2 pop-up / table banners to brand area
- Sponsor can supply napkins etc.
- Sponsor's logo will appear on the website

Congress Bag Literature and Product Insert

R3 200

- Opportunities exist for Companies to print and supply one A4 sized double-sided, single page advertisement or document to be placed in the Congress bag

Congress Lanyard (Congress to supply)

R21 000

- Sponsor's name / logo and SASTA Congress logo will appear on the lanyard and on the website

Congress Pens (Sponsor to supply)

R1 500

- Sponsor's logo will appear on the website

Congress Pads (Sponsor to supply)

R2 000

- Sponsor's logo will appear on the website



SPONSORSHIP OPPORTUNITIES

Gobos Wall Projections (per day)

R7 950

Gobos can be arranged for the exhibition area. The Congress will project image for one full day in a location to be discussed with the sponsor.

- Sponsor's logo will appear on the website

Information Wall

R4 000

- Sponsor's name / logo will appear on the wall
- Sponsor's logo will appear on the website

Internet Café

R16 200

Sponsors have an opportunity to sponsor the Internet Café.

- Sponsors logo will appear on the screen saver of the computers
- Sponsors may supply mouse pads
- Sponsors logo to appear on the website

Keynote Speaker

R10 000

- The Sponsor may contribute to the travel, accommodation and subsistence costs of our Keynote Speakers, subject to approval of the Committee and the Speaker
- Sponsor will be acknowledged after the appropriate Keynote Lecture, on the website and in the Congress Booklet in a space relative to the notice of the respective speaker

Plenary Branding Rights

R21 000

- Sponsor's logo will appear on the holding slide before and after the plenary session
- Sponsor may insert a flyer into the congress bag (sponsor to supply)
- Sponsor's logo together with the SASTA logo will appear on banners which will be placed in the venue (sponsor to supply banner)
- Sponsor's logo will appear on the website

Pocket Programme

R10 500

- Sponsor's logo will be printed on the pocket programme and distributed with the congress badge
- Sponsor's logo will appear on the website

Poster Area Branding

R10 500

- Sponsor can place 2 pop-up banners in the poster area
- Sponsor's logo will appear on the website

Pre Congress Instructions

R2 000

- Distributed electronically before congress
- Sponsor's logo will be prominently displayed on instructions

Registration Desk Branding

R10 500

- Sponsor's logo and the SASTA logo will appear on the registration counters
- Sponsor's logo will appear on the website



SPONSORSHIP OPPORTUNITIES

Session Branding (per Session)

R2 500

- Sponsors may choose to support the breakaway session taking place during the Congress
 - * Content relevant to your area of expertise
- Sponsor's logo will appear on the holding slide before and after the presentation
- Sponsor's logo will appear on the website

Speaker Prep Room (presenters review room)

R7 400

- Sponsor's logo will be displayed on the screensavers and on the signage at the entrance of the room
- Sponsor's logo will appear on the website

Take One Table

R2 000

- Sponsor to supply product or leaflet which will be placed on a table in the Exhibition Hall
- Sponsor's logo will appear on the website

Welcome Reception - 15 August 2017

R21 000

- Sponsor may display 6 pop-up banners inside the venue
- Sponsor's logo will appear on the Congress website relative to the notice of the Welcome Reception
- Sponsor may also provide cups, napkins and other items bearing your company or product logo for use at the event



SASTA 2017 TRADE EXHIBITION

ICC DURBAN

15 – 17 AUGUST 2017

A Trade Exhibition and Poster Display will be held in conjunction with the **SASTA Congress** from 15 – 17 August 2017. The Exhibition Hall is situated adjacent to the Registration area.

Exhibition Stand: Floor Space

All stands are 3m x 3m and include a shell scheme package.

| | |
|--------|---------|
| Gold | R36 400 |
| Silver | R32 000 |
| Blue | R28 100 |
| Red | R24 200 |



The stand price includes:

- Shell Scheme (Octanorm)
- Fascia with company name (20 letters);
- 1x table and 2x chairs;
- 2x spotlights behind fascia board
- 1x Plug point;
- Company listing in the Congress Booklet (40 words)
- 2x delegate registrations
- Carpeting
- General Exhibit Hall security service;
- Daily cleaning of the public areas;
- Tea, coffee and lunch daily for two exhibitors

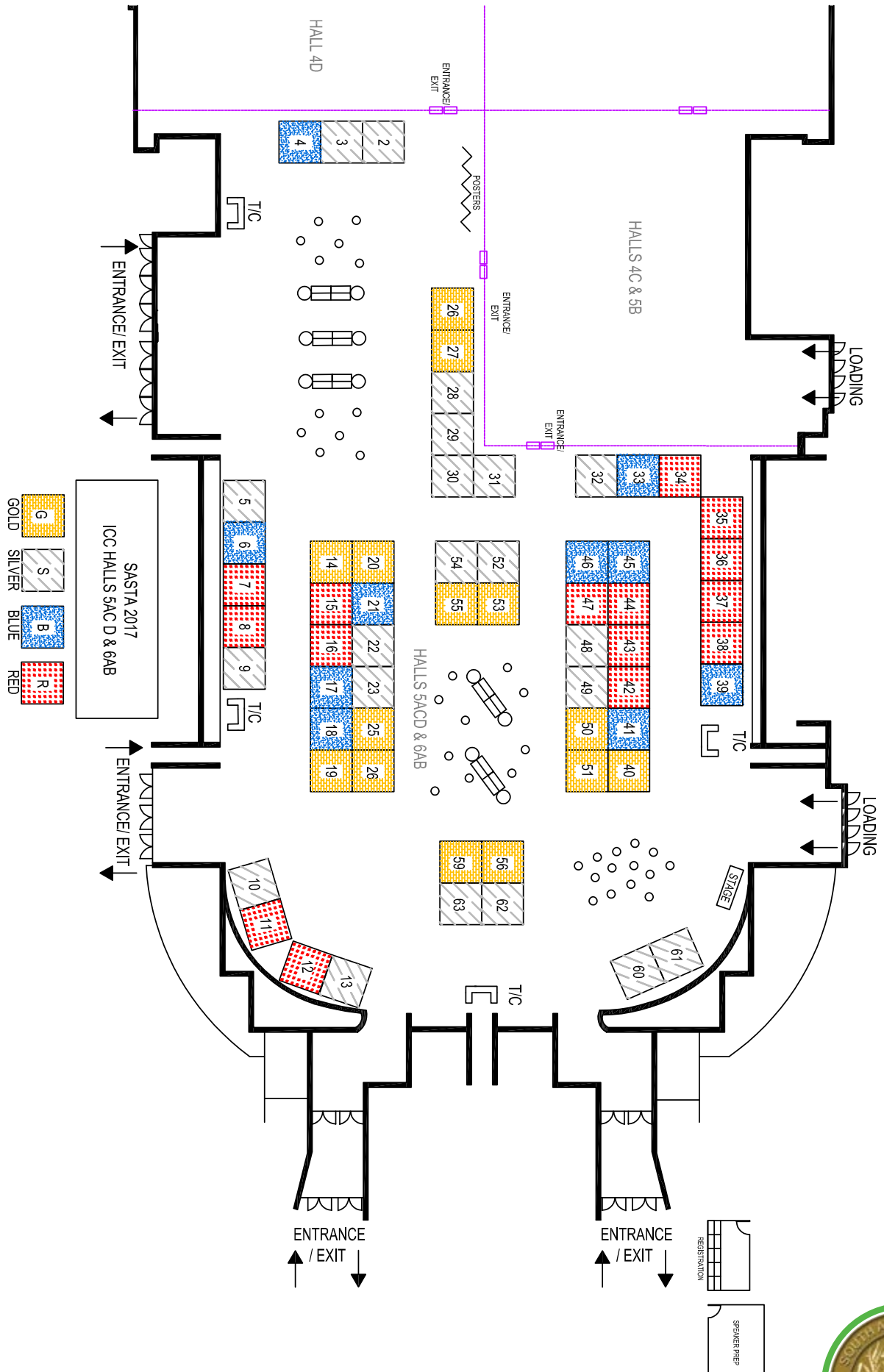
Exhibition Dates

| | | |
|------------------|---------------------|---------------|
| Build Up | 14 August 2017 | 14h00 – 20h00 |
| Exhibition Times | 15 – 16 August 2017 | 08h30 – 17h00 |
| | 17 August 2017 | 08h30 – 16h00 |
| Breakdown | 17 August 2017 | 16h30 |

EXHIBITION stands & events



EXHIBITION LAYOUT PLAN



APPLICATION FORM

Please complete and return to Turners Conferences, attention Catherine Taylor
Tel: +27 31 3688000, Fax: +27 31 3686623, Email: catherinet@turnersconferences.co.za

| COMPANY DETAILS | | | | | | | | | | | |
|---|--|-------------------------|--|------------------|---------------------------------|-----------------|------------------------------|------------------------|--|---|--|
| COMPANY | | | | | | | | | | | |
| Contact Person | | | | | Position | | | | | | |
| VAT No. | | | | | | | | | | | |
| Address | | | | | | | Zip Code | | | | |
| City | | | | State | | Country | | | | | |
| Cell No. | | | | Office Telephone | | | | | | | |
| Email | | | | | | | | | | | |
| Fascia Name | | | | | | | | | | | |
| | | | | | | | | | | | |
| Exhibit Space | | | | | | | | | | | |
| Booth Number/s | | 1 st Choice | | | 2 nd Choice | | | 3 rd Choice | | | |
| Sponsorship of Events and Catering | | | | | | | | | | | |
| Welcome Reception | | Author's Dinner | | | Catering Breaks 15, 16 & 17 Aug | | | | | | |
| Sponsorship Opportunities | | | | | | | | | | | |
| Bookmark in Final Programme | | Information Wall | | | Pre Congress Instructions | | Advertising in Congress Book | | | | |
| Congress Bag Insert | | Internet Café | | | Registration Desk Branding | | Inside Front Cover | | | | |
| Congress Lanyard | | Keynote Speaker | | | Session Branding | | Inside Back Cover | | | | |
| Congress Pens | | Plenary Branding Rights | | | Speaker Prep Room | | Outside Back Cover | | | | |
| Congress Pads | | Pocket Programme | | | Take One Table | | Inside Full Page | | | | |
| Gobo | | Poster Area Branding | | | | | Inside Half Page | | | | |
| ORDER SECTION | | | | | | | | | | | |
| Sponsor Value | | | | R | | Exhibitor Value | | | | R | |
| Sub Total | | R | | Add 14% VAT | | R | | Grand Total | | R | |
| I am aware of the financial and administrative conditions for Sponsors and Exhibitors and I agree to abide by those conditions. | | | | | | | | | | | |
| Signature | | | | | | | | | | | |
| Name | | | | | | Date | | | | | |

Bank Transfers to: Turners Conferences and Conventions (Pty) Ltd - SASTA
First National Bank, Durban Branch, Branch Code: 221426, Account No. 62520426380

Payment of 50% of the total Sponsor/ Exhibitor value selected must accompany this form to secure the booking.
The remaining 50% by 1 June 2017. Requested deviations from this plan can be discussed.



TERMS AND CONDITIONS

Terms and Conditions of Application and Contract

Exhibition Policy

- Exhibition space 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.
- All exhibitors will be given a shell scheme stand. If you wish to build a custom stand, you are requested to notify the organisers.
- All custom stand builders are required to submit stand designs and plans for sign off by the organisers and safety officer.

Terms of Payment

- 50% deposit invoice will be issued on receipt of Application Form and Contract
- Final balance invoice will be issued on 1 June 2017
- 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 for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.





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90th CONGRESS**

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