

The 91st Congress of the South African
sugar Technologists' Association

14 - 16 August 2018
International Convention Centre
Durban, South Africa
www.sastacongress.org.za

Sponsorship & Exhibition Prospectus



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INVITATION / WELCOME MESSAGE

Dear Exhibitors and Sponsors

The SASTA Congress continues to be a premier event on the Sugar Industry calendar. The success of such an event is attributed to the presentation of significant scientific and technological advancements to key role players in the Industry.

Another factor for a successful congress is the opportunity for meaningful engagement and exchange during the congress exhibition.

The SASTA congress exhibition has become an integral part of the event and delegates look forward to the exhibition each year. Many positive and complimentary comments were received for the 2017 SASTA Congress Exhibition.

Delegate numbers have been steadily increasing over the past 10 years and 2017 heralded the highest number on record. SASTA is able to keep the cost of attending congress at an affordable rate and this encourages higher delegate numbers. SASTA is able to keep delegates costs low thanks to the generous and loyal support of many exhibitors and sponsors.

SASTA thanks all exhibitors and sponsors for their continued support for congress.

We look forward to an extended partnership and many more years of successful congresses.



Sumita Ramgareeb
Chair: 2018 Congress Organising Committee

Dear Exhibitors and Sponsors

The SASTA Trade Exhibition forms an important part of the Annual Congress, and has in itself over the years turned into an attraction to the Congress of its own.

The Congress will again be held at the ICC, and we have retained the same area as in the past three years.

The floor plan, locations of tea/coffee areas and stage have evolved over the years and we believe that the current floor plan allows maximum interface between the exhibitors and delegates.

It has also become clear that a number of exhibitors prefer to retain the stands they held previously and therefore remaining with the well tried and tested floor plan makes even more sense.

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 significantly contributes to this view.

Sponsorship of the various opportunities is also a very important source of revenue for the Congress, and assists us with keeping the costs to the delegates down

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
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PO Box 1935, Durban, 4000

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

SASTA Exhibition and Sponsorship Co-ordinators

Paul Schorn
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Warren Lawlor
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Stand Builders

Exhibition Stands & Events
David Naidoo

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

Important Congress Dates

Congress Dates	14 – 16 August 2018
Early Registration Deadline	10 May 2018
Standard Registration Deadline	19 July 2018
Late Registration Deadline	13 August 2018
Onsite Registration Deadline	16 August 2018

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 300
 - Inside Back Cover R5 200
 - Outside Back Cover R6 300
 - Inside Full Page R3 100
 - Inside Half Page R1 600
- * Item design and content subject to approval of the Committee.

Authors Dinner R32 000

The Congress Dinner will take place on 15 August 2018.

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 (14, 15 & 16 August 2018) in the Exhibition Hall R2 600

- 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 400

- 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) R22 000

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

Congress Pens (Sponsor to supply) R1 600

- Sponsor's logo will appear on the website

Congress Pads (Sponsor to supply) R2 100

- Sponsor's logo will appear on the website



SPONSORSHIP OPPORTUNITIES

Gobos Wall Projections (per day) Gobos can be arranged for the exhibition area. The Congress will project black and white for one full day in a location to be discussed with the sponsor. <ul style="list-style-type: none">• Sponsor's logo will appear on the website	R7 950
Information Wall <ul style="list-style-type: none">• Sponsor's name / logo will appear on the wall• Sponsor's logo will appear on the website	R4 200
Keynote Speaker <ul style="list-style-type: none">• 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	R10 000
Meeting Room <ul style="list-style-type: none">• Sponsor may display banners outside the room or brand the outside walls (sponsor's expense)• Sponsor's Logo will appear on the website	R7 800
Plenary Branding Rights <ul style="list-style-type: none">• 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	R22 000
Pocket Programme <ul style="list-style-type: none">• Sponsor's logo will be printed on the pocket programme and distributed with the congress badge• Sponsor's logo will appear on the website	R11 000
Poster Area Branding <ul style="list-style-type: none">• Sponsor can place 2 pop-up banners in the poster area• Sponsor's logo will appear on the website	R11 000
Pre Congress Instructions <ul style="list-style-type: none">• Distributed electronically before congress• Sponsor's logo will be prominently displayed on instructions	R2 100
Recharge Zone <ul style="list-style-type: none">• Sponsor may display banners outside the room or brand the walls (sponsor's expense)• Sponsor's Logo will appear on the website	R15 000



SPONSORSHIP OPPORTUNITIES

Registration Desk Branding

R11 000

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

Session Branding (per Session)

R2 600

- 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 800

- Sponsor's logo will be displayed on the screensavers
- Sponsor's logo will appear on the website

Take One Table

R2 100

- 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 - 14 August 2018

R22 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 2018 TRADE EXHIBITION

ICC DURBAN

14 – 16 AUGUST 2018

A Trade Exhibition and Poster Display will be held in conjunction with the **SASTA Congress** from 14 – 16 August 2018. 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	R38 200
Silver	R33 900
Blue	R29 600
Red	R25 400



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

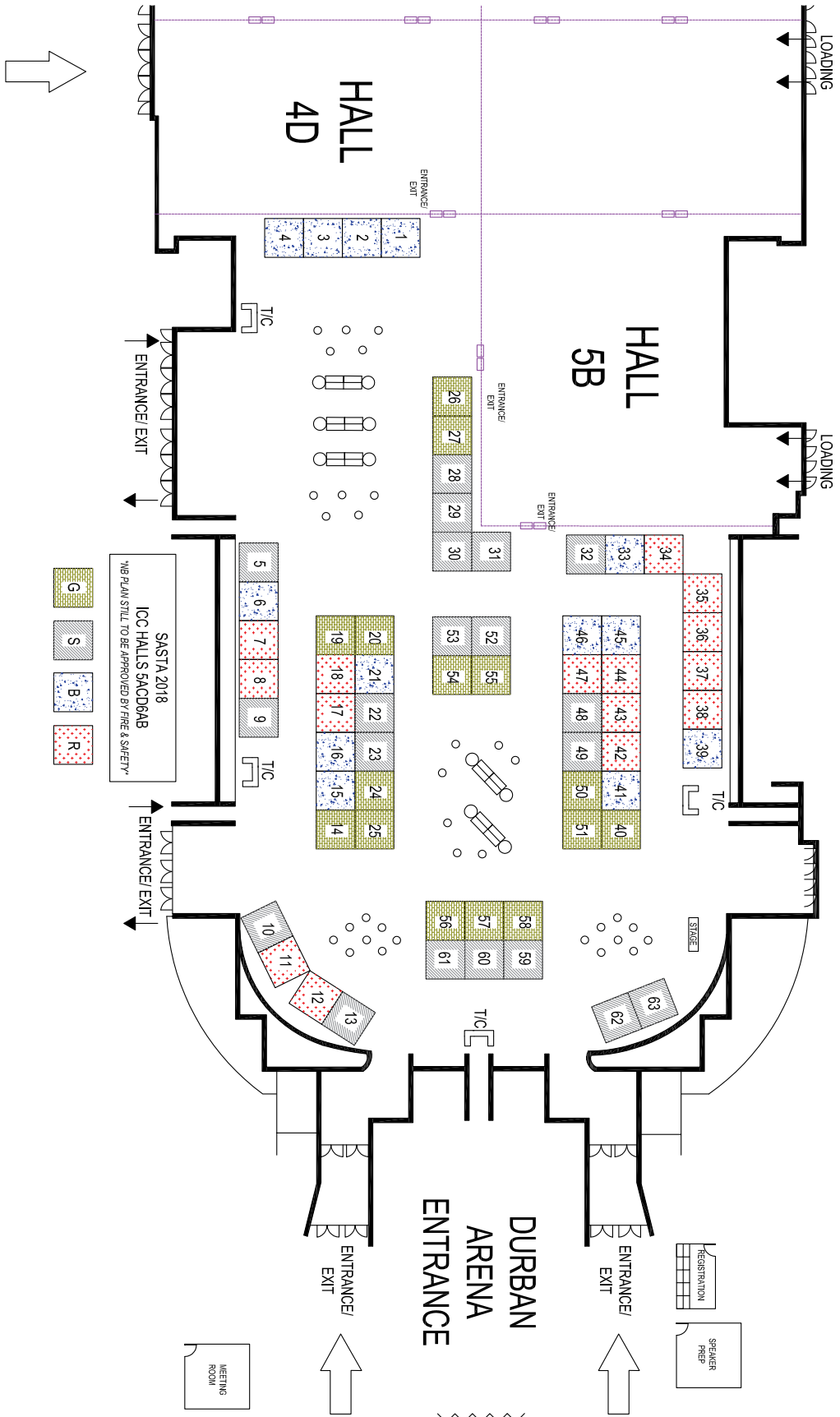
Exhibition Dates

Build Up	13 August 2018	14h00 – 20h00
Exhibition Times	14 – 15 August 2018	08h30 – 17h00
	16 August 2018	08h30 – 16h00
Breakdown	16 August 2018	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 14, 15 & 16 Aug						
Sponsorship Opportunities											
Bookmark in Final Programme		Information Wall			Pre Congress Instructions		Advertising in Congress Book				
Congress Bag Insert		Keynote Speaker			Recharge Zone		Inside Front Cover				
Congress Lanyard		Meeting Room			Registration Desk Branding		Inside Back Cover				
Congress Pens		Plenary Branding Rights			Session Branding		Outside Back Cover				
Congress Pads		Pocket Programme			Speaker Prep Room		Inside Full Page				
Gobo		Poster Area Branding			Take One Table		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 2018. 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 2018
- 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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