



6 - 9 SEPTEMBER 2027 | CAPE TOWN | SOUTH AFRICA



**SPONSORSHIP & EXHIBITION OPPORTUNITIES**

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# INTRODUCTION

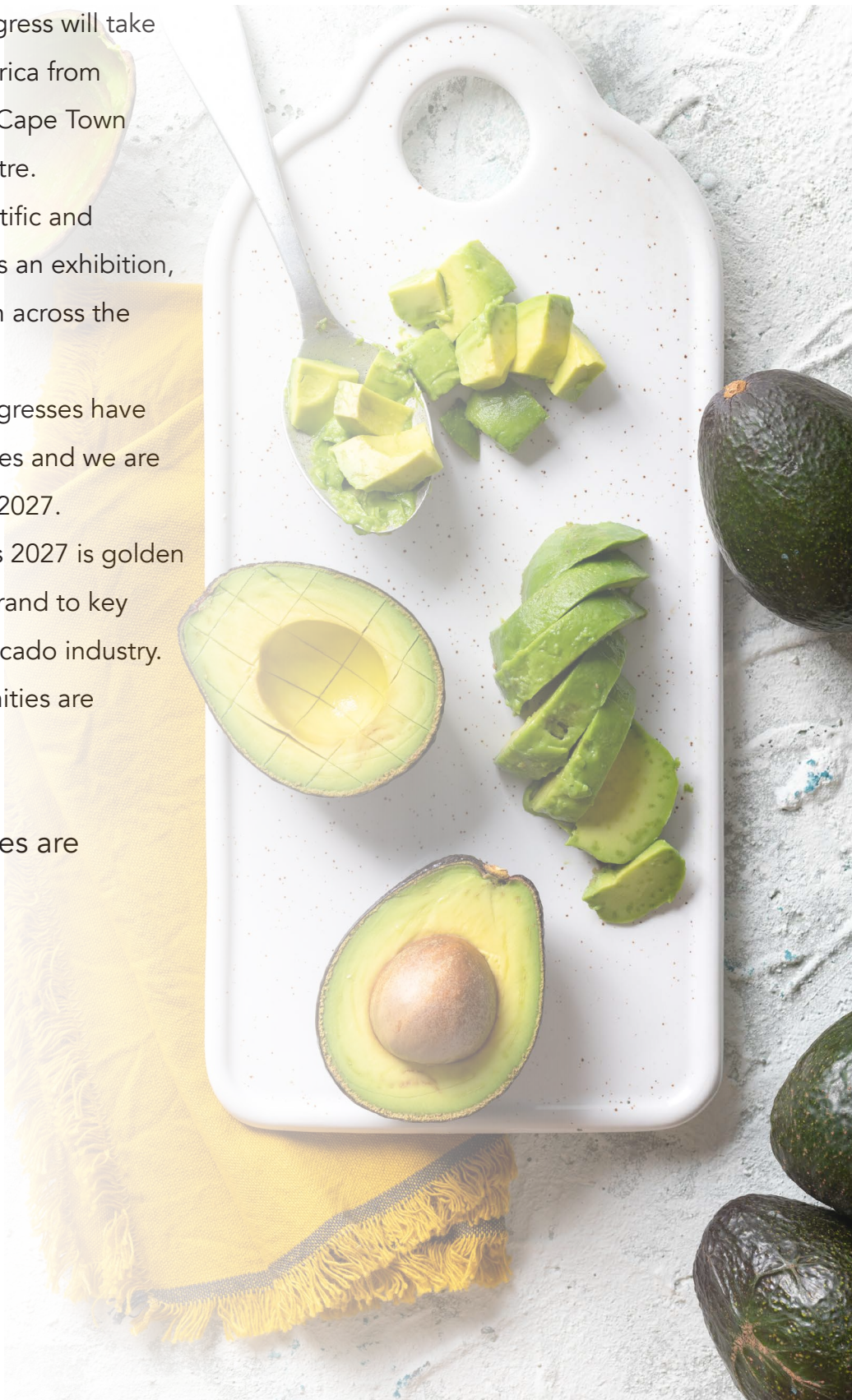
The 11<sup>th</sup> World Avocado Congress will take place in Cape Town, South Africa from 6 – 9 September 2027 at the Cape Town International Convention Centre.

The event will consist of scientific and commercial sessions as well as an exhibition, thus attracting delegates from across the avocado value chain.

Previous World Avocado Congresses have attracted up to 2 000 delegates and we are expecting similar numbers in 2027.

The World Avocado Congress 2027 is golden opportunity to expose your brand to key people in then the global avocado industry. Several sponsorship opportunities are available.

**Don't delay.** Opportunities are limited!



# SPONSORSHIP OPTIONS & BENEFITS

**SOLD**

DESCRIPTION	EVENT PARTNER	PLATINUM	GOLD	SILVER	BRONZE
<b>Amount (excluding 15% VAT)</b>	<b>USD 125,000</b>	<b>USD 100,000</b>	<b>USD 75,000</b>	<b>USD 50,000</b>	<b>USD 30,000</b>
<b>Number Available</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PRE-CONGRESS EXPOSURE</b>					
Logo to appear on marketing mailers prior to the Congress	Yes In a prominent position	Yes In a prominent position	Yes	Yes	Yes
Logo on Congress website with URL link and company description	Yes (200 words)	Yes (150 words)	Yes (100 words)	Yes (80 words)	Yes (50 words)
Social Media	4x Posts on Facebook, LinkedIn	3x Posts on Facebook, LinkedIn	2x Posts on Facebook, LinkedIn	—	—
Alerts on Congress mobile app	3	2	1	1	—
<b>AT CONGRESS EXPOSURE</b>					
Listing on the congress mobile app (logo, company write up, URL Link)	Yes (200 words)	Yes (150 words)	Yes (100 words)	Yes (80 words)	Yes (50 words)
Social media exposure (content to be provided by sponsors)	3 x mentions	2 x mentions	1 x mention	—	—
Exhibition Stand	6m x 6m Island (36m <sup>2</sup> ) *36m <sup>2</sup> will be a combination of 3mx3m stands	9m x 3m (27m <sup>2</sup> ) *27m <sup>2</sup> will be a combination of 3mx3m stands	6m x 3m (18m <sup>2</sup> ) *18m <sup>2</sup> will be a combination of 3mx3m stands	3m x 3m (9m <sup>2</sup> )	3m x 2m (6m <sup>2</sup> )
Complimentary delegates (includes congress sessions access, excludes social events)	30	20	10	8	5
Acknowledgement in Plenary Session (logo on looped presentation in plenary session)	Yes	Yes	Yes	Yes	Yes
Speaker Opportunity	Plenary session on day 1	Plenary session on day 2	Plenary session on day 3	Introduce a session on day 4	—
Logo on Congress signage and banners	Yes – prominent position	Yes – prominent position	Yes	Yes	Yes
Inserts to be included in delegate packs (sponsor to provide)	3	2	1	1	—
PDF advert on Congress mobile app	Yes	Yes	Yes	Yes	Yes
Alerts on Congress mobile app	4	3	2	1	—
Private room to host event	Max 80 pax, 2 hours	Max 40 pax, 2 hours	Max 25 pax, 2 hours	—	—
Video at congress (video to be supplied by sponsor)	2 min on day 1	1 min on day 2	30 sec on day 3	—	—
Registration desk co-branding	Yes	—	—	—	—
Name Badge and Lanyards co-branding	Yes	—	—	—	—
<b>POST CONGRESS EXPOSURE</b>					
E-Mail to attendee database with sponsorship/exhibitor acknowledgement	Yes	Yes	Yes	Yes	Yes
Post Congress exposure on AC 2027 website	Yes	Yes	Yes	Yes	Yes

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



\*Collateral sponsorship cost is based on 1,100 delegates. Should the delegate numbers increase, the cost of the sponsorship item may also increase

DELEGATE PACK ITEMS	COST, EXCL VAT	DETAIL
Congress Bags	<b>USD 16,200</b>	<ul style="list-style-type: none"> <li>Co-branding on the Congress bag</li> <li>1x Insert into Congress bag</li> <li>Logo and URL link on Congress website and mobile app</li> <li>1x Complimentary delegate (includes Congress sessions excl social events)</li> </ul>
Delegate Gifts Trinket Gifts – in delegate bags	<b>USD 8,500</b>	<ul style="list-style-type: none"> <li>Logo on delegate gift (sourced by the committee in consultation with the sponsor)</li> <li>Sponsor opportunity to supply branded packaging for gifts</li> <li>Logo and URL link on Congress website and mobile app</li> </ul>
Mini Programme	<b>USD 5,000</b>	<ul style="list-style-type: none"> <li>Sponsor logo on the front of the mini programme (to be inserted into each delegates badge)</li> <li>Logo and URL link on Congress website and mobile app</li> </ul>
Congress Notebooks	<b>USD 4,500</b>	<ul style="list-style-type: none"> <li>Co-branding on Congress notebook (A5)</li> <li>Logo and URL link on Congress website and mobile app</li> </ul>
Water Bottles	<b>SOLD</b> <b>USD 4,500</b>	<ul style="list-style-type: none"> <li>Co-branding on water bottle</li> <li>Logo and URL link on Congress website and mobile app</li> </ul>
Congress Pens	<b>USD 3,300</b>	<ul style="list-style-type: none"> <li>Co-branding on Congress pen</li> <li>Logo and URL link on Congress website and mobile app</li> </ul>
Delegate Pack Inserts	<b>USD 450</b>	<ul style="list-style-type: none"> <li>Insert into delegate bag</li> <li>Sponsor to supply 1,100 copies of the insert, A4</li> </ul>



# ADDITIONAL SPONSORSHIP OPPORTUNITIES - continued

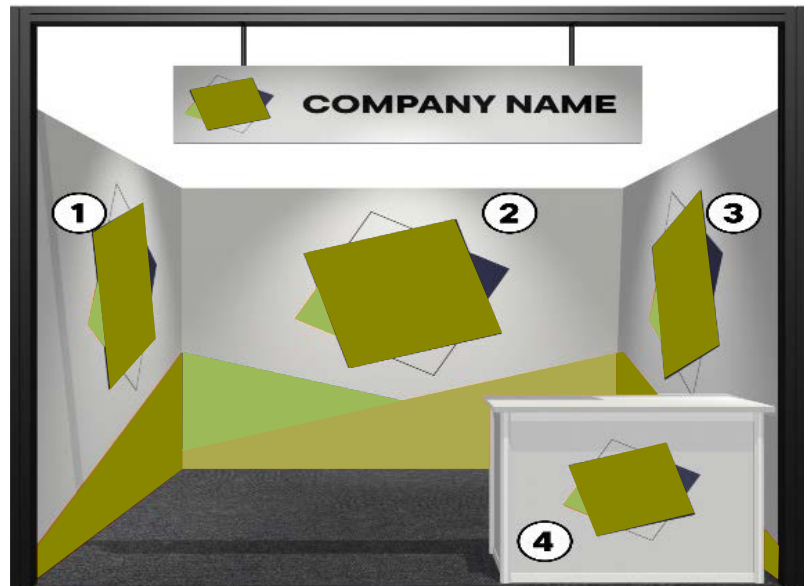
CATERING & EVENTS	COST, EXCL VAT	DETAIL
Gala Dinner Sponsor	<b>USD 50,000</b>	<ul style="list-style-type: none"> <li>• Opportunity to address delegates for 10 min during the gala dinner</li> <li>• 6x pull-up banners prominently displayed at the gala dinner (to be provided by sponsor)</li> <li>• Wall banner in pre-drinks area for photo opportunity (sponsor to provide)</li> <li>• Logo on gala dinner programme/menu</li> <li>• Opportunity to provide gift for the tables (sponsor to provide)</li> <li>• Complimentary 3m x 3m stand</li> <li>• 5x Complimentary delegate (includes congress sessions and access to gala dinner excl other social events)</li> <li>• 5x Complimentary guest tickets (includes access to gala dinner only)</li> <li>• 70-word company description, logo and URL link on Congress website and mobile app</li> </ul>
Lunch Sponsor	<b>USD 20,000</b>	<ul style="list-style-type: none"> <li>• Logo on lunch signage</li> <li>• Opportunity to provide marketing materials or giveaways during lunch</li> <li>• 6x pull up banners to be displayed in the lunch area with décor e.g. branded serviettes (décor will be for sponsors account)</li> <li>• 1x Complimentary delegate (includes congress sessions, excl social events)</li> <li>• Logo and URL link on Congress website and mobile app</li> </ul>
Drinks Sponsor – end of day except gala dinner	<b>USD 9,000</b>	<ul style="list-style-type: none"> <li>• Logo on signage at social function</li> <li>• Opportunity to provide marketing materials or giveaways during event</li> <li>• 6x pull up banners to be displayed in the drinks area with décor e.g. branded serviettes (décor will be for sponsors account)</li> <li>• Logo and URL link on Congress website and mobile app</li> </ul>
Morning or Afternoon Refreshments	<b>USD 10,000</b>	<ul style="list-style-type: none"> <li>• Logo on Refreshment Break signage</li> <li>• Opportunity to provide marketing materials or giveaways during refreshment breaks</li> <li>• 6x pull up banners to be displayed in the break area with décor e.g. branded serviettes (décor will be for sponsors account)</li> <li>• Logo and URL link on Congress website and mobile app</li> </ul>
Coffee Bar for Three Days	<b>USD 12,000</b>	<ul style="list-style-type: none"> <li>• Co-Branding on coffee bar</li> <li>• Branded apron for Barista</li> <li>• Opportunity to hand out gifts or product samples from the bar</li> <li>• 2x Free standing pull up banners next to coffee bar (sponsor to provide)</li> <li>• Logo and URL link on Congress website and mobile app</li> </ul>

Speakers	Cost, excl VAT	Detail
Speaker Sponsor	<b>USD 15,000 – 25,000</b>	
Keynote Speakers Gift	<b>TBC</b>	<ul style="list-style-type: none"> <li>• Branding of speaker gifts</li> <li>• Acknowledgement upon handing over speaker gift</li> <li>• Logo and URL link on Congress website and mobile app</li> </ul>
Other Opportunities	Cost, excl VAT	Detail
Mobile App	<b>USD 15, 000</b>	<ul style="list-style-type: none"> <li>• Branding on mobile app (all pages) – co-branding with congress branding</li> <li>• Pre-Congress exposure on mobile app – launched at least 2 months prior to the Congress</li> <li>• 1x Insert into delegate bag</li> <li>• Logo and URL link on Congress website</li> <li>• Branding on banners with mobile app information</li> <li>• Branding on all marketing material relating to the mobile app</li> </ul>
Field Trip Demonstration	<b>USD 5,000</b>	<ul style="list-style-type: none"> <li>• Logo on all communication related to Field Trip</li> <li>• Opportunity to provide a gift to participants of field trip e.g. caps</li> <li>• Logo on packaging for lunch packs</li> <li>• Logo and URL link on Congress website and mobile app under filed trips and confirmed sponsor</li> </ul>



# EXHIBITION

	Size	Cost (excl VAT)
Premium Exhibition Booth	3m x 3m	<b>USD 6,250</b>
Floor Space Only	3m x 3m	<b>USD 3,250</b>



## Included in each Premium Exhibition Booth;

- Shell scheme with maxima – 2,500 mm high
- Fascia board with your company name printed, logo will be an additional cost
- Booth graphics, plasma screen, branded counter, wastepaper basket
- Carpets
- 1x 16 amp plug point
- 1x Table, 2x chairs
- 2x Spotlights
- 2x Congress registrants (excl. social events) – Premium and Deluxe booth

## Included in each Floor Space;

- Carpets
- 1x 16 amp plug point
- 2x Congress registrants (excl. social events)

## TERMS OF PAYMENT

- 25% deposit required on signing of contract
- Further 25% deposit payment required by 30 September 2026
- Balance payable 30 April 2027

## TERMS AND CONDITIONS

- An invoice and sponsorship contract will be sent to you within 72 hours of receipt of Commitment Form.
- Selection of sponsorship is on a first-come first-served basis.
- The Commitment Form does not constitute a legal and / or contractual engagement. It only serves as an indication of intent to proceed with the chosen commitment.
- Sponsorship however, is only confirmed on receipt of a signed contract and payment of a 25% deposit or receipt of a purchase order. Benefits will be effected once this has been received.
- Failure to comply with the payment schedule could result in the forfeiture of your deposit, and any refund due will be at the discretion of the Congress Organising Committee.
- All sponsorship contracts are final. Any cancellations will be subject to the Cancellation Policy.
- The Congress Organising Committee reserves the right to decline sponsorship bookings.
- The law of South Africa governs sponsorship contracts.
- The Congress Organising Committee reserves the right to amend the rules and regulations governing sponsorship at its discretion.
- Logos must be provided in jpeg format and emailed to [charne@soafrica.com](mailto:charne@soafrica.com) within 24 hours of payment of deposit and signed contract to ensure that we are able to offer maximum exposure.
- Cancellation policy:
  - All cancellations must be received by the Congress Secretariat in writing – emailed to [charne@soafrica.com](mailto:charne@soafrica.com)
  - Cancellations received prior to 1 September 2025 will be charged a 10% cancellation fee
  - Cancellations received between 1 September 2025 to 30 March 2027 will forfeit the 25% deposit paid.
  - Cancellations received from 1 April 2027 will be liable for the full value committed.

# HOW TO BOOK SPONSORSHIPS AND EXHIBITION SPACE

1

- Click on Create New Account



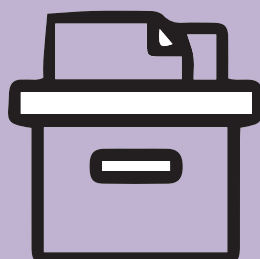
2

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



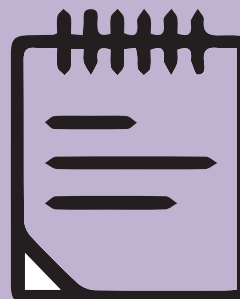
3

- Select Sponsorship Package
- Accept terms and conditions



4

- Submit booking form



5

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



6

- Sign the contract and pay the deposit



If you have any queries or require further information, please email Janine Koeries:  
[janine@soafrica.com](mailto:janine@soafrica.com)

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