



**The  
Southern Africa  
Conference**

INTERNATIONAL  
**FRESH PRODUCE ASSOCIATION**

# **SPONSORSHIP PROSPECTUS**



**23-24 JULY 2025  
CAPITAL MENLYN MAINE  
PRETORIA, SOUTH AFRICA**

# WELCOME

We are excited to invite you to join us as a sponsor for the upcoming IFPA Southern Africa Conference, taking place on **24 July 2025**, with a Welcome Reception on **23 July** which will be held in **Pretoria**. This prestigious event will bring together industry experts, thought leaders, and key decision-makers from across the fresh produce sector in Southern Africa.

As a sponsor, you will gain exposure to a highly targeted audience, showcasing your brand and demonstrating your company's leadership and support for the fresh produce industry. Here are just a few reasons to become a sponsor:

**Targeted Exposure:** The IFPA Southern Africa Conference attracts influential professionals, including growers, exporters, retailers, wholesalers, market agents, and suppliers. It provides a unique opportunity to showcase your products and services to decision-makers in the industry.

**Industry Leadership:** Position your company as a key supporter and leader in the fresh produce industry by sharing your expertise with attendees, and demonstrating your commitment to advancing the sector's growth and innovation.

**Show Your Support:** By sponsoring this event, you demonstrate your dedication to the future of the fresh produce industry in Southern Africa. It's not just an investment in your brand, but in the industry's growth and sustainability.

We believe your participation will make a lasting impact, and I would be happy to discuss the various sponsorship opportunities available. Please let me know how you would like to get involved, and we can provide you with all the necessary details to ensure your company's maximum visibility and engagement.

We look forward to partnering with you to make this event a resounding success!

Kind regards  
Jane Strijdom  
Country Manager for IFPA Southern Africa  
072 619 6611

## PROVISIONAL PROGRAMME

**MONDAY, 23 JULY 2025**  
**Welcome Reception**

**TUESDAY, 24 JULY 2025**  
**Full day Conference**





# SPONSORSHIP OPPORTUNITIES

DESCRIPTION	GOLD EVENT PARTNER X 2	SILVER EVENT PARTNER X 2 (One left)
Value (excl. VAT)	R80,000	R65,000
<b>PRE-CONFERENCE EXPOSURE</b>		
Sponsor logo event website	•	•
Sponsor logo on all correspondence and press releases regarding the conference	•	•
Sponsor logo on social media regarding the conference where applicable		
<b>AT CONFERENCE EXPOSURE</b>		
Company write-up (max 50 words), logo and URL link on mobile app under sponsor's page	•	•
Acknowledgement as a sponsor during the opening of the conference	•	•
Opportunity to provide a 60-second video message to be shown before a keynote (subject to IFPA approval)	•	
Complimentary registrations	Three (3)	Two (2)
Sponsor logo on looped presentation	•	•
Sponsor logo on conference app	•	•
Sponsor logo on site as the Gold/Silver Event Partner	•	•
<b>POST CONFERENCE EXPOSURE</b>		
Sponsor logo on post conference correspondence and emails	•	•



# ADDITIONAL SPONSORSHIP PACKAGES

## Branded Conference Bags

**R100,000**

- Exclusive Sponsorship
- Company logo featured:
  - On the conference bags with IFPA branding
  - On event website
  - On looped presentation
  - On conference app
  - Company write-up (max 75-words), logo and URL link on mobile app under sponsor's page
- Opportunity to provide paperless promotional item to attendees in delegate bag (to be supplied by sponsor)
- Three (3) complimentary registrations

## Branded Pen Sponsor

**R20,000**

- Exclusive Sponsorship
- Company logo featured:
  - On the conference pens with IFPA branding
  - On event website
  - On looped presentation
  - On conference app

## Branded Water Bottle Sponsor

**R40,000**

- Exclusive Sponsorship
- Company logo featured:
  - On the reusable water bottles given to attendees with IFPA branding
  - On event website
  - On looped presentation
  - On conference app

## Registration Desk Sponsor

**R55,000  
each**

- Two (2) Co-sponsorships
- Company logo featured:
  - On registration form as a sponsor
  - On the registration desk design with IFPA branding
  - On event website
  - On looped presentation
  - On conference app
- Opportunity to bring up to two (2) free-standing pop-up banners
- One (1) complimentary registration

## Lanyard Sponsor

**R70,000**

- Exclusive Sponsorship
- Company logo featured:
  - On lanyards given to attendees with IFPA branding
  - On event website
  - On looped presentation
  - On conference app
- Company write-up (max 50-words), logo and URL link on mobile app under sponsor's page
- Two (2) complimentary registrations

# ADDITIONAL SPONSORSHIP PACKAGES

## Name Badge Sponsor

**R70,000**

- Exclusive Sponsorship
- Company logo featured:
  - On name badges given to attendees with IFPA branding
  - On event website
  - On looped presentation
  - On conference app
- Company write-up (max 50-words), logo and URL link on mobile app under sponsor's page
- Two (2) complimentary registrations

## Conference Gift/Snack Sponsor

**R15,000 each**

- Unlimited Co-sponsorship
- Opportunity to provide a nonperishable, paperless promotional gift to be put in the conference bags given to attendees (supplied by sponsor)

## Educational Session Sponsor

**R30,000 each**

- Four (4) Co-sponsorships
- Company logo featured:
  - On-site signage with IFPA branding
  - On event website
  - On looped presentation
  - On conference app
- Opportunity to bring up to two (2) free-standing pop-up banners for the session
- Opportunity to provide a 30-second video message to be shown before your session (subject to IFPA approval)

## Welcome Reception Sponsor

**R130,000 each**

- Two (2) Co-sponsorships
- Company logo featured:
  - On-site signage with IFPA branding
  - On event website
  - On looped presentation
  - On conference app
  - Drink cups served
- Company write-up (max 75 words), logo and URL link on mobile app under sponsor's page
- Opportunity to bring up to four (4) free-standing pop-up banners and one (1) wall banner for the reception
- Opportunity to brand the Welcome Reception bar counters (provided by sponsor)
- Opportunity to provide nonperishable, paperless promotional item to be given out at the reception
- Three (3) complimentary registrations

## Happy Hour Sponsor

**R60,000**

- Exclusive Sponsorship
- Sponsor logo on signage located at Happy Hour
- Opportunity to provide a paperless promotional item to Happy Hour attendees
- Item is subject to IFPA approval

# ADDITIONAL SPONSORSHIP PACKAGES

## Welcome Reception Photo Booth Sponsor

**R30,000**

- Exclusive Sponsorship
- Company logo featured:
  - On-site signage with IFPA branding
  - On event website
  - On looped presentation
  - On conference app
- Opportunity to bring one (1) free-standing pop-up banner to be placed near the photo booth

## Meal and Break Sponsor

**R65,000 each**

- Two (2) Co-sponsorships
- Company logo featured:
  - On-site signage with IFPA branding
  - On signage during all meals/breaks
  - On event website
  - On looped presentation
  - On conference app
- Company write-up (max 50-words), logo and URL link on mobile app under sponsor's page
- Opportunity to provide a 30-second video message to be shown before first meal (subject to IFPA approval)
- Opportunity to bring up to two (2) free-standing pop-up banners to be placed in the meal/break areas
- Opportunity to provide nonperishable, paperless promotional item to be given out at the breaks
- One (1) complimentary registration

## Charging Lounge Sponsor

**R50,000**

- Exclusive Sponsorship
- Company logo featured:
  - On-site signage with IFPA branding
  - On event website
  - On looped presentation
  - On conference app
- Opportunity to bring up to two (2) free-standing pop-up banners to be placed in the lounge area
- Opportunity to provide nonperishable, paperless promotional item to be given out in lounge area
- One (1) complimentary registration

## Mobile App Sponsor

**R52,000 each**

- Two (2) Co-sponsorships
- Company logo featured:
  - On-site signage with IFPA branding
  - On event website
  - On looped presentation
  - On splash banner while app loads
  - On bottom banner on each page
  - On flyers, banners and mailers with mobile app link and QR-codes
- One (1) complimentary registration



**More information**

Jane Strijdom, IFPA Southern Africa Country Manager

Mobile: 072 619 6611

E-mail: [jstridom@freshproduce.com](mailto:jstridom@freshproduce.com)

[www.freshproduce.com](http://www.freshproduce.com)



**23-24 JULY 2025**  
**CAPITAL MENLYN MAINE**  
**PRETORIA, SOUTH AFRICA**

