

Prospectus



Sorghum in the 21st Century

Cape Town, South Africa

9 – 12 April 2018

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INVITATION / WELCOME MESSAGE

Sorghum in the 21st Century: Food, Feed and Fuel for a Rapidly Changing World (www.21centurysorghum.com)

is an unparalleled global conference aimed at connecting and leveraging sorghum science, industry, and development to meet the many diverse needs of an advancing world and growing population. It will be held at the beautiful Century City Conference Centre in Cape Town, South Africa from April 9-12, 2018, with expected participation from every major sorghum producing region in the world.

Led by the Feed the Future Innovation Lab for Collaborative Research on Sorghum and Millet (www.k-state.edu/smil), this conference will draw together worldwide competencies on genetics and genomics, breeding, production systems management, post-harvest systems, added-value product development, marketing and entrepreneurship. The conference will have key points of interest for both private and public sector researchers as well as agribusinesses and rural development specialists from around the world.

All elements of this conference will point in a common direction; specifically, the strategic advancement of sorghum for the 21st century across borders, uses and needs. The conference will also provide the opportunity for more in-depth exploration of the following areas:

- The most cutting-edge research in sorghum genetics, genomics and phenomics;
- Opportunities for sorghum breeding in an information and data rich environment;
- Strategies for reducing loss during production, harvest, handling and processing;
- Identification of innovative seed systems to reach new markets and enhance value to existing markets;
- Opportunities to create new value along the value chain that exploits sorghum's biological and nutritional advantage;
- Visibility of sorghum in the global innovation environment, particularly return on investment in sorghum research including associated human welfare impacts;
- Leveraging public research capacities with private sector and field level realities and needs to orient strategic investment into sorghum research.

Sorghum in the 21st Century will present a global opportunity to enhance collaborations, establish new partnerships and accelerate sorghum value chain development in a time when it is needed the most. With attendance anticipated at between 500-750 of the world's key sorghum actors, it is an opportunity not to be missed. The conference's success will be the success of producers and consumers around the world, and the benefits will be widespread throughout the industry.

The execution of a conference of this magnitude is highly dependent on the funds identified to support it. Additional information and details in regards to Sponsorship Opportunities, Participant Scholarship Support, and Research & Industry Exhibition Opportunities is provided in the following pages.

For more information about the conference and confirmation of your specific sponsorship interests, please contact Nat Bascom (Chair) or Catherine Taylor below.

Sincerely,

The Sponsorship Committee

Nat Bascom, Chair – Assistant Director
Feed the Future Innovation Lab for Collaborative Research in Sorghum and Millet, nbascom@ksu.edu

Dr. John Taylor – Professor
University of Pretoria, john.taylor@up.ac.za

Sarah Sexton-Bowser – Managing Director
Center for Sorghum Improvement (Kansas State University), sarahann@ksu.edu

Dr. Justin Weinheimer – Crop Improvement Director
United Sorghum Checkoff Program, justinw@sorghumcheckoff.com

Catherine Taylor – Exhibition/Sponsorship Project Manager
Turners Conferences, catherinet@turnersconferences.co.za

SPONSORSHIP OPPORTUNITIES

The Sorghum in the 21st Century global conference is offering a limited number of sponsorship opportunities available on a first-come, first-serve basis. Specific package details can be further discussed by contacting the sponsorship committee chair, Nat Bascom, at nbascom@ksu.edu.

TITLE SPONSOR (\$75,000 - ONE AVAILABLE / EXCLUSIVE)

- Title listing on all conference publicity including website, signage, publications, and welcome presentation
- Front cover logo (priority placement) and inside front cover full-page ad (provided by sponsor) in printed programs
- Sponsor representative invited to provide keynote presentation on Day 3 plenary
- Sponsor representative invited to participate in Day 3 roundtable on donor/funder priorities
- Title booth space (18 square meters) at the Research & Industry Exhibition – first choice on placement
- Sponsor logo incorporated into conference bag artwork
- Promotional materials in conference bags
- Auditorium 1 and Gala dinner branding
- Six complimentary conference registrations
- Additional Information: the Sponsor can choose a maximum of 2 items from the sponsorship items not exceeding the sponsorship amount

PREMIER SPONSOR (\$50,000 - TWO AVAILABLE)

- Premier listing on all conference publicity including website, signage, publications, and welcome presentation
- Front cover logo and internally placed full page ad (provided by sponsor) in printed programs
- Premium booth space (18 square meters) at the Research & Industry Exhibition - second choice on placement
- Promotional materials in conference bags
- Welcome reception co-branding
- Four complimentary conference registrations
- Additional Information: the Sponsor can choose a maximum of 2 items from the sponsorship items not exceeding the sponsorship amount

SELECT SPONSOR (\$25,000 - THREE AVAILABLE)

- Secondary listing on all conference publicity including website, signage, and welcome presentation
- Internally placed 1/2-page ad (provided by sponsor) in printed programs
- Premium booth space (9 square meters) at the Research & Industry Exhibition
- Promotional materials in conference bags
- Two complimentary conference registrations
- Additional Information: the Sponsor can choose a maximum of 1 item from the sponsorship items not exceeding the sponsorship amount

CORE SPONSOR (\$10,000 - FIVE AVAILABLE)

- Third-tier listing on conference publicity including website, signage, and welcome presentation
- Internally placed logo in printed programs
- Booth space (9 square meters) at the Research & Industry Exhibition Opportunity
- Promotional materials in conference bags
- One complimentary conference registration
- Additional Information: the Sponsor can choose a maximum of 1 item from the sponsorship items not exceeding the sponsorship amount

SPONSORSHIP ITEMS AND ADDITIONAL ADVERTISING

Items below are inclusive of VAT (Value-Added Tax)

Payment in Rands is only for companies/organisations in South Africa.

| | |
|---|--------------------------|
| <p>Auditorium I (Main)</p> <p>The sponsor will have the exclusive opportunity to brand the main auditorium (halls A & B) for the duration of the conference.</p> <ul style="list-style-type: none"> • Logo will appear in the Final Programme next to the venue | Title Sponsor |
| <p>Gala Dinner</p> <p>The gala dinner will be held on the final evening and is the highlight of the conference. It will take place at the Square (opposite the conference centre) on the 12th April 2018 and will be themed to showcase the rich and colorful South African culture.</p> <ul style="list-style-type: none"> • Sponsor recognition includes a public address at the venue • Naming rights (excluding décor and entertainment) • Sponsors will be able to display their brand material. | Title Sponsor |
| <p>Welcome Reception</p> <p>The reception will take place in the exhibition areas on the 9th April 2018 to welcome all the delegates.</p> | Premier Sponsors |
| <p>Registration Desk</p> <p>The registration desk is the hub of the congress and also serves as an information area for the duration of the event.</p> <ul style="list-style-type: none"> • The sponsor will have the opportunity to display brand material (pop up banners) and brand the counters with company name and logo (sponsor's expense). | \$5 500 / R70 000 |
| <p>Business Lounge</p> <p>There is a recharge lounge in the venue that will allow delegates to network and relax in an area where refreshments are served throughout the day. There are also work stations with connection points in this space.</p> <ul style="list-style-type: none"> • The sponsor will have the opportunity to brand the area | \$4 000 / R50 000 |
| <p>Lanyards</p> <p>A sponsor will have an exclusive opportunity to brand the lanyards with their logo. Subject to committee approval.</p> <ul style="list-style-type: none"> • Company name / logo and conference logo will appear on the lanyard (supplied by the sponsor) | \$4 000 / R50 000 |
| <p>Pocket Programme</p> <p>This programme is distributed with the registration packs and fits into the badge pouch.</p> <ul style="list-style-type: none"> • Sponsors' logo will be printed on the pocket programme | \$4 000 / R50 000 |
| <p>Poster Session Hall</p> <p>An estimated 200 research poster boards will be on display in a designated hall throughout the four conference days.</p> <ul style="list-style-type: none"> • The sponsor will provide the overall branding of the poster display areas | \$4 000 / R50 000 |

SPONSORSHIP ITEMS AND ADDITIONAL ADVERTISING

Items below are inclusive of VAT (Value-Added Tax)

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| | |
|--|---|
| <p>USB for Abstracts</p> <p>Abstracts of presentations and posters will be distributed to every delegate on a USB stick (supplied by sponsor).</p> <ul style="list-style-type: none"> • Sponsor's logo will appear on the USB stick | <p>\$4 000 / R50 000</p> |
| <p>Wi-Fi Password</p> <p>The password for internet access during the congress will be selected by the sponsor and will be published in the programme.</p> | <p>\$4 000 / R50 000</p> |
| <p>Advertising in Final Programme (full colour)</p> <ul style="list-style-type: none"> • Inside front cover • Inside back cover • Inside full page • Inside half page | <p>\$2 000 / R25 000</p> <p>\$1 600 / R20 000</p> <p>\$ 950 / R12 000</p> <p>\$ 550 / R 7 000</p> |
| <p>Speaker Preparation Room</p> <p>This room is where the presenters review their presentations.</p> <ul style="list-style-type: none"> • Sponsor's logo will be displayed on the screensavers and on the signage at the entrance of the room | <p>\$1 600 / R20 000</p> |
| <p>Session Room (per day)</p> <p>A sponsor will have the opportunity to brand the session room for the day.</p> <ul style="list-style-type: none"> • The sponsor will have the opportunity to brand the room • Recognition in the programme book | <p>\$1 600 / R20 000</p> |
| <p>Stationery</p> <p>Folders, writing pads and pens included in the conference bags will be branded by the sponsor.</p> <ul style="list-style-type: none"> • Naming rights of the writing pad and pens (sponsor to supply) • Naming rights of the folders (sponsor to supply) | <p>\$1 500 / R18 000</p> <p>\$1 500 / R18 000</p> |
| <p>Catering (tea/coffee & lunch) per day</p> <ul style="list-style-type: none"> • Sponsor to provide pop up / table banners to brand area • Sponsor can supply napkins etc. • Logo will appear in the Final Programme next to section relating to catering | <p>\$800 / R10 000</p> |
| <p>Information Wall (per wall)</p> <p>These walls will display conference information and will be placed in the foyer</p> <ul style="list-style-type: none"> • Sponsor's name / logo will appear on the wall | <p>\$800 / R10 000</p> |
| <p>Promotional Material Insert</p> <p>Promotional material to be inserted into the conference bags.</p> | <p>\$300 /R4 000</p> |

PARTICIPANT SCHOLARSHIP SUPPORT

Industry and organizational support of young professionals provides the opportunity of making a lasting impact well into the future. Participant scholarships are key to ensuring the future success of the next generation of sorghum researchers, product developers and industry leaders. These scholarships will help provide for a wide range of attendees from around the world to take part in this unprecedented global sorghum conference. Scholarships of \$4 000 per participant will support international travel, accommodation/food, and registration fee for attendees.

PARTICIPANT SCHOLARSHIP SUPPORTER (MINIMUM OF \$4 000, UNLIMITED AVAILABLE)

- Supporter name included in the list of participant scholarship supporters in the printed conference program
- Supporter name included in the list of participant scholarship supporters displayed on day one of the conference as part of a welcome slide show
- Supporter name included on the website in the list of participant scholarship supporters



RESEARCH AND INDUSTRY EXHIBITION OPPORTUNITIES

A Research and Industry Exhibition will be held in conjunction with the conference as an opportunity for private companies, public research programs and everything in between to showcase their work in sorghum technology development. The Exhibition area will be situated in the Foyer and in Hall D and will run from April 9 through April 11. Setup will take place on April 8 and break down on April 11.

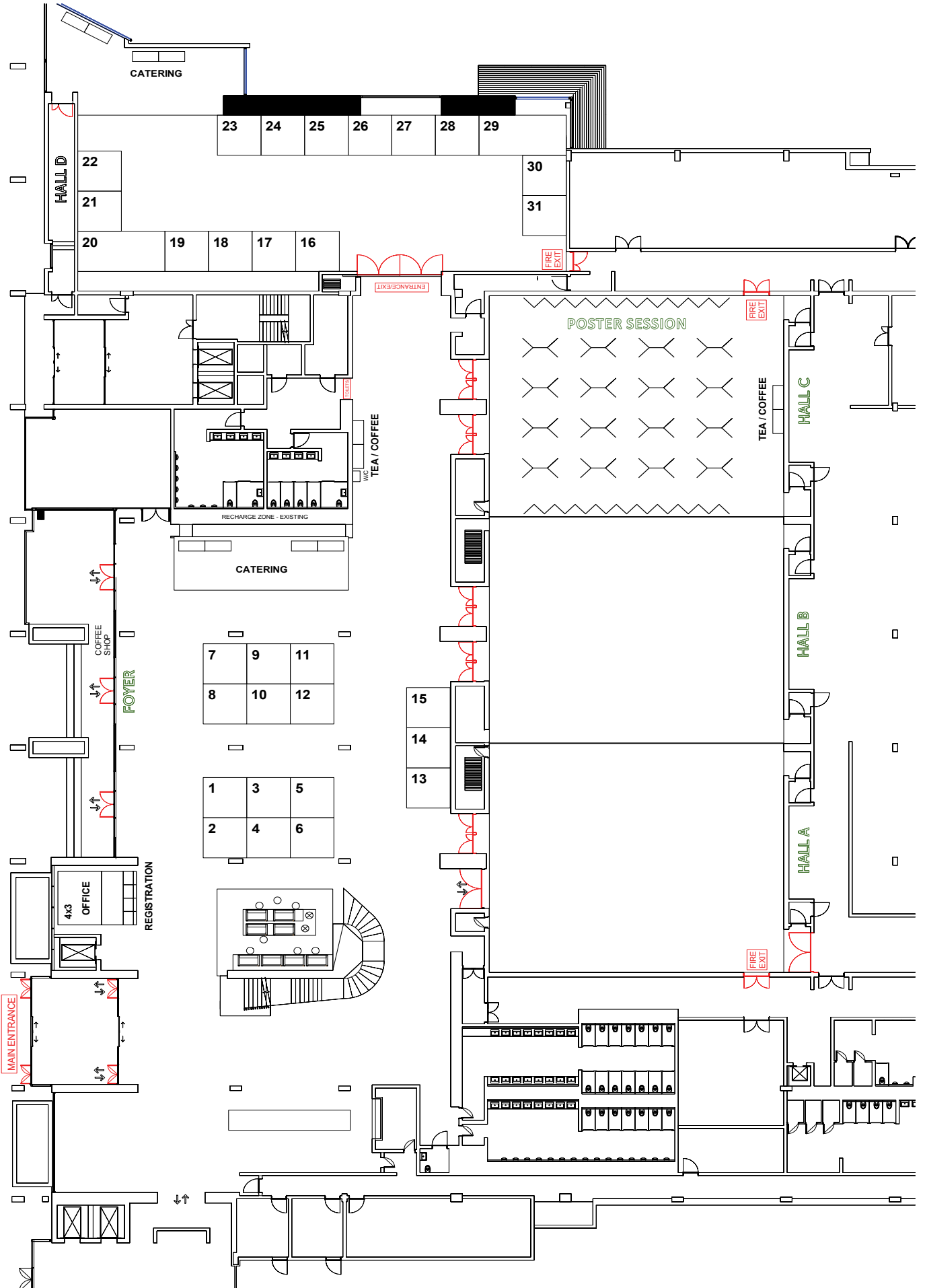
EXHIBITION STAND \$2 500 / R34 200
Stands 20 & 29 \$3 250 / R42 000

THE STAND PRICE INCLUDES:

- 9sqm Shell Scheme (Octanorm)
- Fascia with company name (20 letters)
- 1 x table and 2 x chairs
- 2 x spotlights behind fascia board
- 1 x plug point
- 2 exhibitor registrations
- Carpeting
- General Exhibit Hall security service
- Daily cleaning of the public areas
- Tea, coffee and a light lunch daily for two exhibitors
- Company listing in the Conference programme (40 words)



EXHIBITION FLOORPLAN



SPONSOR AND EXHIBITION APPLICATION FORM

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

| Company Details | | | | | | | |
|---|--|-----------------------------|------------------|------------------------|----------|------------------------|--|
| Company Name | | | | | | | |
| Contact Person | | | Position | | | | |
| VAT Number | | | | | | | |
| Address | | | | | Zip Code | | |
| City | | State | | | | Country | |
| Cell Number | | | Office Telephone | | | | |
| Email | | | | | | | |
| Sponsorship Levels | | | | | | | |
| Title Sponsor | | Premier Sponsor | | Select Sponsor | | Core Sponsor | |
| Sponsorship Items | | | | | | | |
| Business Lounge | | Pocket Programme | | Speaker Prep | | USB for Abstracts | |
| Catering (tea/coffee & lunch) per day | | Poster Areas | | Stationery Pads | | Wi-Fi Password | |
| Information Wall | | Promotional Material insert | | Stationery Pens | | Other (specify) | |
| Lanyards | | Session Room | | Registration Desk | | | |
| Advertisements in Final Programme | | | | | | | |
| Inside Front Cover | | Inside Back Cover | | Inside Full Page | | Inside Half Page | |
| Participant Scholarships | | | | | | | |
| Amount per Participant | | No. of Participants | | Total Amount | | | |
| Exhibition Space | | | | | | | |
| Stand Number/s | | 1 st Choice | | 2 nd Choice | | 3 rd Choice | |
| Order Section | | | | | | | |
| Sponsor Value | | Exhibitor Value | | Advertising Value | | | |
| Sub Total | | Add 14% VAT | | Grand Total | | | |
| I/we am aware of the financial and administrative conditions for Sponsors and Exhibitors and I/we agree to abide by those conditions. | | | | | | | |
| Signature | | | | | | | |
| Name | | | Date | | | | |
| Bank Transfers to: Turners Conferences and Convention Pty Ltd ABSA Bank Durban Branch Account No. 4660124050. Payment of 50% of the total Sponsor/ Exhibitor value selected must accompany this form to secure the booking. The remaining 50% by 25 th January 2018. Requested deviations from this plan can be discussed. | | | | | | | |

TERMS & 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 of the invoice will be issued on receipt of Application Form and Contract.
- The balance of 50% to be paid on or before 25th January 2018.
- All invoices must be settled within 30 days of the dates above, non-receipt of payments may result in release of reserved items.

Cancellation Policy:

- All cancellations must be made in writing to the Congress Secretariat, Turners Conferences, 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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