



INTERNATIONAL CONFERENCE ON  
**CONTRACT FARMING**

# Sponsorship and Exhibitor Opportunities

## ICCF 2024, NAIROBI

12th & 13th November  
The Edge International Conventions Centre  
Nairobi Kenya

Strategic Partner



# INTRODUCTION

Welcome to the **International Conference on Contract Farming – ICCF 2024**. This is a two-day Conference and Exhibition set for the 12th and 13th of November 2024 in Nairobi, Kenya.

The conference and exhibition aims to bring together key players in the Agricultural sector and other collaborators in the industry such as the financial, insurance and manufacturing sectors across the globe to discuss contract farming and how to make the practice more effective and successful.

Themed , "Revitalizing African Agriculture :Time for bold action!" , The International Conference on Contract Farming in Africa will provide a platform for thought industry leaders, policymakers, researchers, practitioners and stakeholders to engage in meaningful dialogue, exchange innovative ideas, and collaborate on strategies to enhance the efficiency and inclusivity of contract farming initiatives in Africa.The conference will also offer a strategic opportunity to deliberate on international contract Farming as an important tool for promoting FDI in Africa

The two day conference brings together a global audience with a series of expert presentations from our excellent speaker line up , panel discussions , Oxford style debates , town-hall sessions with audience participation , access to exhibits and networking opportunities .





## Visitor profile

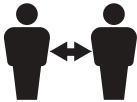
- Agribusiness Firms
- Buyers
- Brokers/middle men
- Civil society
- Companies that process agricultural products
- Cooperatives and associations reps
- Farmers/Growers - small, medium and large scale
- Government agencies
- Input suppliers
- Irrigation companies
- International organisations
- Food processing companies Modern powered equipment manufacturers and suppliers
- NGOs
- Potential farmers
- Private Voluntary Organisations
- Primary Processing firms
- Producer Organisations
- Secondary processing firms
- Traders
- Value addition firm
- Financial institutions

# SPONSORSHIP & EXHIBITION OPPORTUNITIES

Sponsoring this event not only gives your brand recognition but also helps you to interact with other event attendees and potential business leads as well as close new business opportunities.

## WHY SPONSOR ICCF?

ICCF 2024 is an ideal platform to showcase your brand and offers your businesses excellent exposure in different customized packages including speaking opportunities. Introduce your company to other sponsors and professionals in attendance giving you opportunities for collaboration in the future



- ▶ Drive traffic from the event and increase your engagement.



- ▶ Foster a positive reputation by supporting the Agricultural space.



- ▶ Boost brand visibility in a highly captive and engaged audience.



- ▶ Engage with prospective customers by providing demos or branded merchandise.



- ▶ Position your brand as a leader in the Agricultural space for products or services offered



- ▶ Interact with our media partners who reach farmers and agribusiness leaders and decision-makers

# WHO SHOULD SPONSOR/EXHIBIT?



▶ Buying Firms



▶ Agricultural Processors



▶ Food Processors



▶ Equipment Suppliers



▶ Financial Institutions



▶ Input Suppliers



▶ Non Profits



▶ Irrigation Companies



▶ Insurance providers



▶ Agritech companies

## **Key Sponsors/Partners will have access to the Publicity & Visibility Package which has the following benefits:**

- Sponsors/Partners will be featured in the promotional videos before the event. These short videos will be shared on social media platforms , on the event website and on select media partners outlets
- Sponsors' logos will appear on the conference Television Commercial (TVC) and newspaper adverts publicizing the conference.
- Social media campaign - Sponsors and partners will be acknowledged and tagged in conference posts .The posters shared on social media will have sponsors'/partners' logos.
- Key sponsors will get a chance to be interviewed for a TV news feature on contract farming.
- key sponsors and partners will have the opportunity to participate in studio interviews on both local and international TV stations.
- Experts/Speakers from ICCF 2024 partners and sponsors will be invited to discuss issues affecting contract farming.
- There will be on-ground media coverage during the conference. Sponsors and partners representatives will be interviewed onsite and covered in prime time news coverage on the conference

Sponsorship positions your company as a leader in your sector. So when you think about investing in face-to-face interaction at ICCF 2024 , consider the impact that a sponsorship package will make on key customers and prospects. Build your brand; increase sales and market share through exhibits and Sponsorship!

Sponsorship opportunities details are available **here:**

<https://contractfarmingexpo.com/register/>

# 1

## BASIC CORPORATE EXHIBITOR

**Early Bird USD 2,000**

**Full rate USD 3,500**

**EAST AFRICAN SME RATE: USD 770**

The Corporate Exhibitor's Package allows your company to participate at this event and meet prospective clients in a very cost-effective way.

- Exhibition space of 3 by 3m
- Your Company's logo will be featured (within productions schedule) on:
  - The conference website
  - Pre-conference e-brochure which will be emailed to the industry database
  - Select marketing materials
- 2 complimentary delegate passes to the Conference
- Half page in the official conference booklet, for the inclusion of your corporate profile.

**N.B. (Branding And Custom Build Booths Are At Own Cost)**

## 2. PLATINUM SPONSOR

### USD 45,000

The **Platinum Sponsorship Package** is an exclusive sponsorship opportunity . This package is available only to one company and comes with the advantage of also having the opportunity to host a session of choice .This presents your company with a visible and high impact opportunity to participate as the leading sponsor. Your company will receive the following business benefits:

- Opportunity to host a session of choice
- Bespoke match making - ICCF organisers will set up to 5 pre-determined meetings on the margins of the conference.
- Recognition by the conference moderator as the platinum sponsor.
- Host a 45 minute session with the option of entirely hosting a breakout session or have a senior executive participate in the session of choice
- Speaking role slot in a fitting session
- Your company's name and logo will be featured (within productions schedule) on:
  - The conference website
  - Pre - conference e-brochure which will be emailed to the industry database
  - Marketing materials such as : Media partners website ,TV , print media , online platforms and event listing pages
  - Conference backdrop
  - Conference PR pieces sent out
  - Weekly email shots sent to the industry database and to our media partners databases'
  - Post event highlights video
- An announcement mailer sent to our database of over 30,000 names announcing your participation in the conference
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the platinum sponsor
- Sole hosting & high impact branding during sponsored session
- 12 complimentary delegate places at the Conference
- Opportunity to place a promotional material on the conference attendee tables
- A copy of the attendee list for post-event follow-up
- Branding featuring your logo on the registration desk and on the welcome signage/banner.



- Executive Exhibitor package, featuring a 6m x 3m space only in the Exhibition Hall or bigger if needed - max 9\*6 - priority given to pick a spot on the exhibition floor plan (Option to customize your booth)
- Two page spread page in the official conference magazine , for the inclusion of your corporate profile .The conference booklet is given to all attendees including the attending press.
- Comprehensive media coverage including organized/exclusive interviews , video & photos where applicable.
- Primary signage ( provided by sponsor) with your name & logo displayed throughout the Conference/ exhibition Hall on conference/Expo days.
- Option to have personal show assistants to distribute your samples,coupons, or brochures to attendees during the event.
- Virtual Booth On Brella Networking & Match-Making App
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 200 word company description on ICCF conference website sponsors page.

3.

## GOLD SPONSORSHIP

**USD 35,000**

The **Gold Sponsorship Package** is an exclusive premier corporate sponsorship package. This package come with the advantage of also being the gala dinner host .The dinner is traditionally held on the first evening of the conference and, as such, presents your company with a visible and high impact opportunity to participate as the leading sponsor. Your company will receive the following business benefits:

- Exclusive Gala Dinner host position
- Recognition by the conference moderator as the gold sponsor
- Bespoke Match Making - ICCF organisers will Set Up To 3 Pre-Determined Meetings On The Margins Of The conference
- A 8-10 min speech to open the Gala Dinner as well as present your company's profile
- Speaking role for your most senior executive in the appropriate session at the conference

- Your company's name and logo will be featured (within production schedule) on:
  - The conference website
  - Pre - conference e-brochure which will be emailed to the industry database
  - Conference backdrop
  - Marketing materials such as : Media partners website , print media , online platforms and event listing pages
  - Conference PR pieces sent out
  - Post event highlights video
- Weekly email shots sent to the industry database and to our media partners databases'
- An announcement mailer sent to our database of over 30,000 names announcing your participation
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the Gold sponsor and Gala Dinner host
- Sole hosting & high impact branding at the gala dinner area.
- 10 complimentary delegate places at the Conference
- Sole placement of corporate promotional material in the giveaway bag
- A copy of the attendee list for post-event follow-up
- Branding featuring your logo on the registration desk and on the welcome signage
- The opportunity to distribute your company's brochure and a gift/giveaway at the Gala Dinner
- Executive Exhibitor package, featuring a 6m x 3m space only in the Exhibition Hall (Option to customize your booth)
- 1 full page in the official conference booklet, for the inclusion of your corporate profile .The conference booklet is given to all attendees including the attending press.
- Comprehensive media coverage including exclusive interviews , video & photos where applicable.
- Virtual Booth On Brella Networking & Match-Making App
- Primary signage ( provided by sponsor) with your name & logo displayed throughout the Conference/ exhibition Hall on conference/Expo days.
- Option to have personal show assistants to distribute your samples,coupons, or brochures to attendees during the event.
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 150 word company description on ICCF conference website sponsors page.

## 4. SILVER SPONSORSHIP

4 SLOTS AVAILABLE

**USD 25,000**

The **Silver Sponsorship Package** is a premium sponsorship option that presents your company with a visible and high impact opportunity to participate as a leading sponsor. Your company will receive the following business benefits:

- Recognition by the conference moderator as a Silver sponsor
- Speaking role slot in a fitting session
- Your company's name and logo will be featured (within productions schedule) on:
  - The conference website
  - Pre - conference e-brochure which will be emailed to the industry database
  - Marketing materials such as : Media partners website ,TV , print media , online platforms and event listing pages
  - Conference PR pieces sent out
  - Weekly email shots sent to the industry database and to our media partners databases'
  - Post event highlights videos
- An announcement mailer sent to our database of over 30,000 names announcing your participation in the conference
- High profile branding on the Conference brochures and all marketing materials featuring your logo as a silver sponsor
- 8 complimentary delegate places at the Conference
- A copy of the attendee list for post-event follow-up
- Branding featuring your logo on the registration desk and on the welcome signage/banner
- Executive Exhibitor package, featuring a 4m x 3m space only in the Exhibition Hall (Option to customize your booth)
- Full colour page in the official conference magazine , for the inclusion of your corporate profile .The conference booklet is given to all attendees including the attending press.
- Comprehensive media coverage including video & photos where applicable.
- Option to have personal show assistants to distribute your samples,coupons, or brochures to attendees during the event.
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 100 word company description on ICCF conference website sponsors page.

5.

## BRONZE SPONSORSHIP

**USD 15,000**

The **Bronze Sponsorship Package** is a premium sponsorship option that presents your company with a visible and high impact opportunity to participate as a leading sponsor. Your company will receive the following business benefits:

- Recognition by the conference moderator as a Silver sponsor
- Speaking role slot in a fitting session
- Your company's name and logo will be featured (within productions schedule) on:
  - The conference website
  - Pre - conference e-brochure which will be emailed to the industry database
  - Marketing materials such as : Media partners website ,TV , print media , online platforms and event listing pages
  - Conference PR pieces sent out
  - Weekly email shots sent to the industry database and to our media partners databases'
  - Post event highlights videos
- An announcement mailer sent to our database of over 30,000 names announcing your participation in the conference
- High profile branding on the Conference brochures and all marketing materials featuring your logo as a silver sponsor
- 5 complimentary delegate places at the Conference
- A copy of the attendee list for post-event follow-up
- Branding featuring your logo on the registration desk and on the welcome signage/banner
- Executive Exhibitor package, featuring a 4m x 3m space only in the Exhibition Hall (Option to customize your booth)
- Full colour page in the official conference magazine , for the inclusion of your corporate profile .The conference booklet is given to all attendees including the attending press.
- Comprehensive media coverage including video & photos where applicable.
- Option to have personal show assistants to distribute your samples,coupons, or brochures to attendees during the event.
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 100 word company description on ICCF conference website sponsors page.

## 6. OPENING RECEPTION HOST

**USD 8,000**

The Opening Reception Host Sponsorship Package is a premier corporate sponsorship package. Traditionally this is held on the 2nd evening of the conference and, as such, presents your company with a visible and high impact opportunity to participate as a leader sponsor. Your company would receive the following business benefits

- Exclusive opening reception host position
- A 8-10 min speech to open the reception as well as present your company's profile.
- Speaking role for your most senior executive in the appropriate session at the conference
- As the opening reception host, your company's name and logo will be featured (within productions schedule) on:
  - The conference website
  - Pre - conference e-brochure which will be emailed to the industry database
  - Marketing materials such as : Media partners website ,TV , print media , online platforms and event listing pages
  - Conference PR pieces sent out
  - Weekly email shots sent to the industry database and to our media partners databases'
  - Post event highlights videos.
- Weekly email shots sent to the industry database and to our media partners databases'
- An announcement mailer sent to our database of over 30,000 names announcing your participation
- Sole hosting & high impact branding at the reception area.
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the opening reception host
- Limited complimentary delegate places at the Conference
- Sole placement of corporate promotional material on opening reception host tables branding items to be provided by the organizer
- A copy of the attendee list for post-event follow-up
- Branding and signage featuring your logo on table clothes at the registration desk and on the welcome signage
- The opportunity to distribute your company's brochure and a gift/giveaway at the opening reception.
- Executive Exhibitor package, featuring a 3 x 3m space only in the Exhibition Hall. (Option to customize your booth)

## LANYARD SPONSOR

**USD 5,000**

Sole corporate branding on the Official Conference Delegate Lanyard will ensure a distinctive exposure amongst the Conference participants. As the sponsor of the Official Conference Delegate Lanyards, your company would receive the following business benefits:

- Exhibitors Package
- Company name/logo to be printed prominently printed on the lanyard that will hold the participant' badges.
- Full page color advertisement in the Official Conference Booklet
- 4 complimentary delegate places at the conference
- Additional delegate places available at the special discount rate
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 50 word company description on ICCF conference website sponsors page.

## ADVERT PLACEMENT IN THE CONFERENCE MAGAZINE

- Two page spread.....**USD 1000**
- Front or back Inside Cover.....**USD 750**
- Full page.....**USD 500**
- Half page.....**USD 250**

### Other Strategic Titles at USD 8000 include:

- AgriEquipment partner
- AgriTech partner.
- AgriFinance partner.
- Agri-insurance partner.
- Legal Partner

## REFRESHMENT HOST

**USD 6,000**

Key business development benefits include:

- 20 min speaking slot
- Branding and signage featuring your corporate logo as Refreshment Host
- Acknowledgement as well as sole hosting & high impact branding at the refreshment area
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the Refreshment Host
- 4 complimentary delegate places at the Conference
- A Corporate Exhibition package for a 3 x 3 m space only
- Sole placement of corporate promotional material on Refreshment tables- branding items to be provided by organizer
- A copy of the attendee list for post-event follow-up
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 50 word company description on ICCF conference website sponsors page.

## DELEGATE BAG SPONSOR

**USD 5,000**

Sole corporate branding on the Official Forum Delegate bag will ensure a distinctive exposure amongst the Forum participants. As the sponsor of the Official Forum Delegate Bag Sponsor, your company will receive the following business benefits:

- Exhibition package
- Your corporate logo and branding on the delegate bag,
- 4 delegate passes to the conference
- Full page corporate profile with logo in the official Forum Booklet
- Opportunities to place your promotional materials or catalogue in the bag
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 50 word company description on ICCF conference website sponsors page.

# SPONSORSHIP OPPORTUNITIES

## OTHER BENEFITS

- Your company's name and logo will be featured (within productions schedule) on:
- 1 print brochure mailed to the industry database
  - The conference website
  - Pre - conference e-brochure which will be emailed to the industry database
  - Marketing materials such as : Media partners website ,TV , print media , online platforms and event listing pages
  - Conference PR pieces sent out
  - Weekly email shots sent to the industry database and to our media partners databases'
- An announcement mailer sent to our database of over 30,000 names announcing participation
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the session host
- 5 complimentary delegate places at the Conference inclusive of the speaking slots
- Sole hosting & high impact branding during session - branding items to be provided by the organizer
- Branding and signage featuring your logo on table clothes at the registration desk and on the welcome signage
- Executive Exhibitor package, featuring a 3m x 3m space only in the Exhibition Hall (Option to customize your booth)
- Full page in the official conference booklet, for the inclusion of your corporate profile and photographs of two senior executive
- A copy of the attendee list for post-event for follow-up
- Comprehensive media coverage including video & photos where applicable
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 50 word company description on ICCF conference website sponsors page.





- 1 full page in the official conference booklet, for the inclusion of your corporate profile .The conference booklet is given to all attendees including the attending press.
- Comprehensive media coverage including video & photos where applicable
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 100 word company description on ICCF conference website sponsors page.

## SESSION HOST SPONSOR

**USD 6,500**

### SESSION HOST OPTIONS

- A. The session is run as a side or parallel session (1.30 hour max) in a different room from the main conference. This is only advisable if the topic is specific to a certain group/sector in the industry and may therefore be irrelevant to the larger audience. In this case the session host invites their own panel of speakers and may invite their clients to attend for free that session only.
- B. The other option is hosting a specific session within the main conference where the session is appropriate to the larger audience. This is the option proposed in this package. As a host company in the this option, the moderator dedicates an agreed number of minutes to the company i.e., he acknowledges the company as sponsor and gives a brief summary of their products, where their booth is at the exhibition hall, who is representing the company at the event and other items that we can agree on- i.e. items that you want mentioned. We provide branding in the room featuring the sponsor's logo during this session. We propose other speakers to join the host in the panel unless the session host is able to have speakers that will provide enough views to cover the issues we want covered in that session.

## Benefits of being a named strategic partner:

- Exclusive to one sponsor per category
- 4m x3m booth space - choice location on first come basis
- Company name and logo featured on:
  - The conference website
  - Pre - conference e-brochure which will be emailed to the industry database
  - Marketing materials such as : Media partners website ,TV , print media , online platforms and event listing pages
  - Conference PR pieces sent out
  - Weekly email shots sent to the industry database and to our media partners databases'
- Company logo on ICCF conference website ,sponsor/exhibitors/delegates list page with a link.
- 100 word company description on ICCF conference website sponsors page.

Upon receipt of the confirmation of a package above, we will send you an official agreement and invoice.



### For general enquiries:

✉ [Info@contractfarmingexpo.com](mailto:Info@contractfarmingexpo.com)

### Email us to Attend as a:

- **Sponsorship and exhibition:**  
[sponsorships@contractfarmingexpo.com](mailto:sponsorships@contractfarmingexpo.com)
- **Media partnerships:**  
[media@contractfarmingexpo.com](mailto:media@contractfarmingexpo.com)
- **Speaker:**  
[speakers@contractfarmingexpo.com](mailto:speakers@contractfarmingexpo.com)
- **Delegate:**  
[delegates@contractfarmingexpo.com](mailto:delegates@contractfarmingexpo.com)

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