

IUFOST 2010 - 15TH WORLD CONGRESS
UPDATE

In every issue of Food Review from now until UIFoST 2010 there will be an article updating all interested parties on the progress being made in organising the Congress. Each article will focus on a specific aspect of the planning and this one will look at Congress Sponsorship Opportunities.

The organising committee intends making the Congress a world class event in terms of scientific content, venue and administration while ensuring that registration fees are set at sufficiently affordable levels to ensure attendance by both local and international scientists. With these objectives in mind we are appealing to potential sponsors to support the Congress. If you represent a company or organisation and you have not already been approached for sponsorship, someone will be knocking on your door in the near future!

A wide variety of sponsorship options are available and members of the organising committee will be happy to discuss these and, if necessary, customise them to suit your needs. Two types of sponsorship are available, namely specific and development sponsorships.

There are numerous specific sponsorships available offering sponsors marketing and advertising opportunities. Starting with social events, sponsors will be able to display brand material and will receive recognition at the event and in the congress literature. The main social events are as follows: The Welcome Reception, the Congress Banquet, SAAFoST 50th Birthday Celebration function, three other social evening events, and the Closing Ceremony Cocktail Party.

During the Congress itself we are looking for sponsors of the three lunches and seven tea/coffee breaks. In addition to these, there are branding opportunities relating to the internet café and the speakers preparation centre. As far as handouts are concerned, there are many potential advertising items such as bookmarks, Congress bags, name tags, lanyards, stationery and volunteers' T-shirts and caps.

Other promotional and advertising opportunities relate to the programme itself. These include Congress announcements (sent out in both electronic and hard copy formats), the Congress programme booklet, the abstract booklet which includes abstracts of all papers and posters that are delivered at the Congress, memory sticks of the Congress presentations, and branded sessions in the programme itself. In addition to all this, the costs of bringing out key international speakers have to be covered and can be turned into sponsorship opportunities.

We have further ideas on marketing opportunities for companies but are also open to new ideas and suggestions. Some of the sponsorships have already been taken up so interested parties need to start taking positive steps to get on the bandwagon.

The development sponsorships referred to earlier is a special category designed to give financial assistance to suitable delegates, who otherwise would not have been able to attend the Congress. This specifically, although not exclusively, includes Food Scientists and Technologists as well as students from the African Continent. For local companies, sponsorship of this nature should also contribute towards their BEE scorecards.

Full details of the Congress Sponsorship Opportunities can be found on the IUFOST website: www.iufost2010.org.za. Alternatively if you would like to discuss any of the above with a member of the organizing committee, please contact the Chairman, Nigel Sunley, either telephonically on 082 453 3125 or by e-mail at Nigel@sunleyconsulting.co.za. We look forward to your support.