



SAMAC

Macadamias South Africa NPC

MACADAMIA DAY & AGM 2022

INGWENYAMA CONFERENCE AND SPORTS RESORT,
MPUMALANGA

11 – 12 OCTOBER 2022

SAMAC GOLF DAY

WHITE RIVER COUNTRY CLUB

10 OCTOBER 2022



SPONSORSHIP & EXHIBITION OPPORTUNITIES



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Welcome

We are excited to announce that this year's Macadamia Industry Day will be hosted at Ingwenyama Conference and Sports Resort in White River on 11 and 12 October 2022.

We are thrilled to be able to meet again in person and we hope that you will be able to join us. The Macadamia Industry Day is the official meeting place of the entire macadamia supply chain in South Africa and will bring together producers, processors, exporters and importers, traders, nurseries, distributors, input and service providers, wholesalers, manufacturers and other stakeholders. It is the perfect platform for stakeholders in the macadamia supply chain to connect and to gain first-hand insights into the latest research, local and global information, trends and opportunities.

The programme boasts top international and local keynote speakers and panellists. Above all else, the SAMAC Macadamia Day provides a wonderful opportunity to network with colleagues and friends in the macadamia industry.

This Industry event is a unique and prestigious marketing opportunity, and we are confident that your involvement as a sponsor and/or exhibitor will provide your company with excellent exposure and business rewards.

We look forward to your support to ensure that this SAMAC Macadamia Day is an enormous success

Lizel Pretorius

Chief Executive Officer: Macadamias South Africa (SAMAC)



Draft Programme Outline

11 – 12 October 2022

10 October 2022	
08:00 - 16:00	Golf Day - <i>White River Country Club</i>
11 October 2022	
08:00 – 09:30	Registration, view exhibitions and coffee and tea
	Master of Ceremonies - <i>Derek Watts</i>
09:30 – 09:40	Opening and welcome - <i>Pierrie Cronje</i>
09:40 – 10:10	Keynote address - <i>To be confirmed</i>
Session 1 Macadamia crop protection: winning the war with a soft touch	
10:10 – 10:40	Progress on pest and pathogen research at FABI - <i>Dr Gerda Fourie and students</i>
10:40 – 11:05	Our first look at the viruses in macadamias - <i>Dr Ronel Roberts</i>
11:05 – 11:30	Combatting the Phytophthoras and other oomycetes in orchards and nurseries - <i>Prof Adele McLeod</i>
11:30 – 11:55	Getting the basics right: optimizing spray deposition in macadamia orchards - <i>Dr Gideon van Zyl</i>
11:55 – 12:20	The thermal tolerance of stink bugs - <i>Ms Mulalo Muluvhahotho</i>
12:20 – 12:50	Panel discussion on IPM in macadamias - <i>Dr Gerda Fourie, Prof Adele McLeod, Dr Elsje Joubert, Dr Schalk Schoeman and innovative growers</i>
12:50 – 14:40	Lunch and view exhibitions
13:40 – 14:40	Annual General Meeting (only voting members) - <i>Pierrie Cronje</i>
Session 2 Trends and dynamics in the global macadamia industry	
14:40 – 14:50	Introduction and setting the scene - <i>Mr Myles Osborn</i>
14:50 – 16:00	Panel discussion - <i>Mr Jolyon Burnett (Australia), Ms Jillian Laing (CEO World Macadamia Organisation), Mr Pieter van der Westhuizen and Mr Alex Whyte</i>
16:00 – 16:25	SAMAC's transformation initiatives - <i>Mr Kobus Pieters/ Mrs Lizel Pretorius</i>
16:25 – 16:50	The power of data in your operations - <i>Mr Juan Winter</i>
16:50 – 17:00	Closure - <i>Mrs Lizel Pretorius</i>
17:00 – 18:30	View exhibitions
18:30 – 22:00	Evening function

12 October 2022

Session 3

Towards production best practice

08:30 – 08:40	Opening and welcome - <i>Lizel Pretorius</i>
08:40 – 09:05	Getting South Africa's macadamia orchards on the map - <i>Craig Shephard</i>
09:05 – 09:30	The buzz around macadamia cross-pollination - <i>Mike Allsopp</i>
09:30 – 09:55	Maximising the value of macadamia husks - <i>Dr Romeo Murovhi</i>
09:55 – 10:20	Crop removal values, carbohydrate reserves and root flushes for the South African industry - <i>Dr Aleysia Kleinert</i>
10:20 – 10:45	Integrator - <i>Dr Elsje Joubert</i>
10:45 – 11:15	Macadamia Production 2.0: Panel discussion on orchard rejuvenation: pruning, soil health and nutrition - <i>Andrew Sheard, Alwyn du Preez, Stephan Schoeman and innovative growers</i>
11:15 – 11:40	Building a sustainable macadamia industry: carbon footprints, the Green Deal and the Farm-2-Fork strategy - <i>Chantelle Smit</i>
11:40 – 12:05	The healthiest oil on the block - <i>Jayne Bullen</i>
12:05 – 12:10	Closure - <i>Lizel Pretorius</i>
12:10 – 13:30	Lunch and view exhibition
13:30 – 17:00	Farm visits

Who Will Be Attending The Conference?

- Handlers
- Nurseries
- Growers
- Associates
- Government Departments

Why Participate as a Sponsor?

- Increase your pre-SAMAC Macadamia Day exposure through marketing coverage (website / social media / mailers)
- Raise your profile above your competitors
- Increase recognition and drive traffic to your exhibition stand and website
- Marketing exposure through branding and acknowledgement
- Contribute to and be actively involved in the development and growth of the industry.
- Deliver a greater ROI. Sponsoring an event can often be cheaper and have a higher return on investment than a tv commercial or other advertising methods
- Contribute to the upliftment of medical practice and research
- Increase your company's perceived image
- Gain the respect and creditability of your target audience
- Post SAMAC Macadamia Day exposure for the duration of the on demand viewing on the virtual SAMAC Macadamia Day platform for 1 month after the SAMAC Macadamia Day has ended

Why participate as an Exhibitor?

- Face to Face physical exhibition stand as well as a virtual stand
- Interactive video chats with virtual delegates
- Pre-book one-on-one meetings with virtual delegates
- Launch new products
- Strengthen current product popularity
- Generate sales leads
- Reach new specific markets
- Meet with sector specific audience
- Be recognised
- Brand trust: if you exhibit then you are more likely to be considered a serious business player
- Visibility: you might have a strong online presence, but to strengthen and grow, there also needs to be a real visibility. People buy from people.
- Market intelligence – get to know your competitors and their products
- Keep up on industry trends and products that compliment your business

Sponsorship Benefits

	Event Partner	Gold	Silver	Bronze
Value (Incl. Vat)	R270,000	R150,000	R80,000	R55,000
Number Available	1	2	3	4
PRE-SAMAC MACADAMIA DAY EXPOSURE				
Logo to appear on marketing mailers prior to the SAMAC Macadamia Day.	Yes – In A Prominent Position	Yes	Yes	Yes
Listing on SAMAC Macadamia Day website.	200 Words	100 Words	80 Words	50 Words
Banner advert on SAMAC Macadamia Day website.	Sponsors page			
Listing on the SAMAC Macadamia Day mobile app under sponsors.	200 Words	100 Words	80 Words	50 Words
Social media exposure (content to be provided by sponsors).	3 x mentions	1 x mention		
DURING SAMAC MACADAMIA DAY EXPOSURE				
Exhibition Stand.	6m x 3m	3m x 3m	3m x 3m	
Complimentary promotional insert in delegate bags.	Yes	Yes	Yes	Yes
Feature in Welcome video to be played at the SAMAC Macadamia Day while delegates wait for the session to start.	Yes			
Opportunity to have a speaker in the SAMAC Macadamia Day programme.	Yes (15 mins)	Yes (5 mins)		
Mobile App sponsor.	Yes			
Listing on mobile app on sponsor page.	Yes	Yes	Yes	Yes
Acknowledgement of sponsorship during plenary session, with other sponsors.	Yes	Yes	Yes	Yes
Banner on the mobile app (artwork to be supplied by sponsor).	Yes			
Virtual exhibition space in the "Trade Corner" with 1 complimentary exhibitor attendee.	Yes	Yes	Yes	Yes
Complimentary SAMAC Macadamia Day attendee tickets.	4	2	1	1
Opportunity to host a survey on the mobile app and virtual SAMAC Macadamia Day platform.	Yes			
Dedicated alert distributed on the mobile app during the SAMAC Macadamia Day (content to be supplied by sponsor).	1 x alert			

**Sponsors to provide word write ups, logos and url links

POST SAMAC MACADAMIA DAY EXPOSURE

Exposure on virtual SAMAC Macadamia Day platform for 1 month after the SAMAC Macadamia Day.

Yes

Yes

Yes

Yes

Listing on SAMAC Macadamia Day website for 1 month after the SAMAC Macadamia Day.

200 Words

100 Words

80 Words

50 Words

Logo to appear on post-SAMAC Macadamia Day mailer to all attendees.

Yes – in a prominent position

Yes

Yes

**Sponsors to provide word write ups, logos and url links



Other Packages

SAMAC Macadamia Day Delegate Bags

Company logo displayed on the bag alongside the SAMAC SAMAC Macadamia Day branding – SAMAC Macadamia Day bag will be selected by the organizing committee.

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 80-word company write-up.

SAMAC Macadamia Day Notebooks

(A5 hard cover journal style)

Logo on the front cover of the notebook alongside the SAMAC SAMAC Macadamia Day branding – Journal to be selected by the organizing committee.

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up.

SAMAC Macadamia Day Pens

Logo on the pen – Pen to be selected by the organizing committee.

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up.

Registration Sponsor R65,000

Logo on registration desk, lanyard and name badge alongside SAMAC Macadamia Day branding.

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up.

Branded Bottles of Water

Water bottle with logo to be handed to delegates on registration.

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up.

Mac Day Caps

Logo on the cap. Cap to be selected by the organizing committee.

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up.

Mini Programme – R18,500

Logo on mini programme, alongside SAMAC branding

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up.

Wine Sponsor (SAMAC Macadamia Day Dinner)

Acknowledgment of contribution in the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up

Acknowledgment of sponsorship during the dinner

5x banners in the dinner venue (sponsor to provide)

Sponsor to brand their own bottles accordingly

MAC Lounge – R28,000

Delegates can take a break from the hustle and bustle of the SAMAC Macadamia Day in the chill out lounge. This space will be furnished with some lounges for relaxing and tables for quick meetings.

Identification as the sponsor of the Chill Out Lounge
Opportunity to provide branding/signage at the entrance to the space – depending upon final layout/location (additional cost to sponsor).

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up.

Dinner Happy Hour Contribution R10,000 (3 packages available)

Acknowledgment of contribution in the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up

Acknowledgment of sponsorship during the dinner

4x banners in the dinner venue (sponsor to provide)

Speciality Coffee Bar Sponsor

R35 000 per bar

Opportunity to display branding at coffee bar in the exhibition area:

- Branded bar
- Branded cup sleeves

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 50-word company write-up.

Virtual platform Sponsor

R50,000

- Logo on the landing page of the virtual platform
- Logo in 'lobby' of the virtual platform
- Branding on all marketing material related to the mobile app
- Virtual exhibition stand
- 2x complimentary passes to the virtual SAMAC Macadamia Day
- Logo features in a 'Thank You to our Sponsors' digital advert which will be displayed on the virtual platform
- Analytics – list of everyone who viewed the virtual platform (where permission granted)

Acknowledgement of contribution on the SAMAC Macadamia Day website (sponsor page), mobile app and virtual SAMAC Macadamia Day platform, including company logo, url link and 80-word company write-up.

Exhibition Stands

Exhibition Stand package:

- Shell scheme walling with fascia and 1 x company name
- 1 x plug point (15A) with part DB board
- 2 x spotlights (15S)
- 1 x trestle table, 2 chairs, 1 x tablecloth
- 2 x complimentary exhibitor passes to man the stand for the duration of the SAMAC Macadamia Day, including access to the SAMAC Macadamia Day sessions and access to the welcome function and dinner.

Exhibitors who have not ordered the stand package will have bare floor space, so will need to order services accordingly. Only one plug point will be provided.

3m x 3m stand
Non-Members – R15,000
SAMAC Members – R10,000

3m x 3m Floor space
Non-Members – R12,000
SAMAC Members – R7,500

Display Table
Non-Members – R7,500
SAMAC Members – R5,000

Floor Space
Non-Members – R400 per SQM
SAMAC Members – R350 per SQM

LARGE EXHIBITS (Equipment, vehicles)

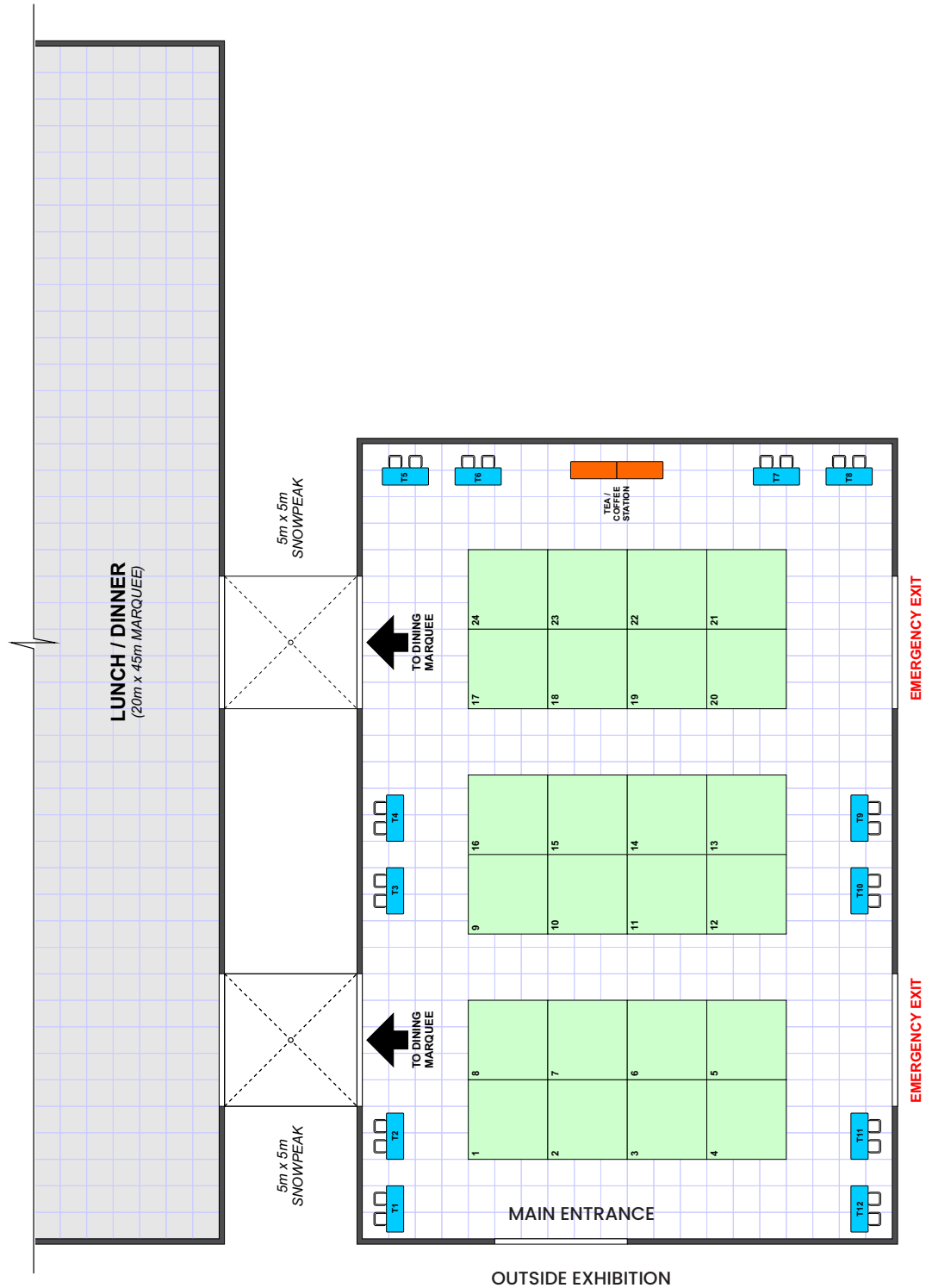
Placed on the grassed area outside of the main exhibition hall – exhibits will be clearly visible on the pathway from the main conference venue to the lunch area.

Floor space, starting from R350,00 per SQM

Exceeds 6m x 6m – 36 SQM minimum

- Floor Space only
- 1 x plug point (15A) with part DB board
- 2 x complimentary exhibitor passes to man the stand for the duration of the SAMAC Macadamia Day, including access to the SAMAC Macadamia Day sessions and access to the welcome function and dinner.

Floorplan



Our commitment to you

Commitment to our sponsors and exhibitors will begin from the time you confirm.



Maximising the exposure of your sponsorship by ensuring that your logos appear promptly on the SAMAC Macadamia Day website and promotional material as per your package

An ongoing point of contact with our Macadamia Day organiser with support from dedicated members of the SAMAC Macadamia Day Organising Committee



Prompt response to your queries

Clear and timely information about your sponsorship and exhibition package and the logistics of putting the benefits into action.



Terms of payment

50% Deposit required on signing of contract

Balance payable by
31 August 2022

Terms and Conditions

1. An invoice and sponsorship contract will be sent to you within 72 hours of receipt of Commitment Form.
2. Selection of sponsorship is on a first-come first-served basis.
3. 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.
4. Sponsorship however, is only confirmed on receipt of a signed contract and payment of a 50% deposit or receipt of a purchase order. ROI will be effected once this has been received.
5. Failure to comply with the payment schedule could result in the forfeiture of your commitment, and any refund due will be at the discretion of the SAMAC Macadamia Day Organising Committee.
6. All sponsorship contracts are final and cannot be retracted.
7. The SAMAC Macadamia Day Organising Committee reserves the right to decline sponsorship bookings.
8. The law of South Africa governs this contract.
9. The SAMAC Macadamia Day Organising Committee reserves the right to amend the rules and regulations governing sponsorship at its discretion.
10. Logos must be provided in jpeg format and emailed to charne@soafrica.com within 24 hours of payment of deposit and signed contract to ensure that we are able to offer maximum exposure.
11. Cancellation policy:
 - a. All cancellations must be received by the SAMAC Macadamia Day Secretariat in writing
– to janine@soafrica.com
 - b. Cancellations received prior to 1 July 2022 will forfeit a 10% cancellation fee
 - c. Cancellations received between 1 July 2022 and 31 August 2022 will forfeit the 50% deposit paid.
 - d. Cancellations received from 1 September 2022 will be liable for the full value committed.

Contact Us

For more information and enquiries, please contact the SAMAC Macadamia Day Secretariat
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