The International Federation of Freight Forwarders’ Associations (FIATA) is the recognised global organisation representing the interests of the freight and logistics industry worldwide. FIATA, a non-governmental organisation, represents today an industry covering approximately 40,000 forwarding and logistics firms, employing approximately 10 million people in 150 countries.

Hosted locally by the South African Association of Freight Forwarders (SAAFF) the FIATA World Congress 2019 will provide a unique business, networking and learning platform. Cape Town is an internationally preferred destination, which promises to be the perfect environment for an unprecedented and memorable Congress for an expected 1,200 participants from around the globe.

FIATA and SAAFF are pleased to invite you to participate in FIATA 2019 and to leverage the Congress as a forum in which to meet industry stakeholders, the decision makers, influencers and interact with likeminded organisations in a positive, professional and productive environment.

The World Congress is the ideal promotional, marketing, sales and relationship building opportunity for service providers to the freight forwarding, logistics and supply chain management industry. It is designed to facilitate conversation and interaction between key industry stakeholders and FIATA members, working groups, institutes and other bodies. Sponsorship opportunities have been designed to help you creatively and effectively market and promote your brand, services, offerings and products to this engaged and focused audience.
WHO WILL ATTEND?

All stakeholders in the international freight forwarding, logistics, and customs clearing industry.

- Presidents and Vice Presidents
- General Managers
- Senior Managers: Technical, Operational, Strategic
- Chief Executive Officers
- Managing Directors
- Division and Sector Directors
- Young Freight Forwarders
- Managers: Business Development, Finance, Fleet Operations, Logistics Planning and Execution, Marketing, Supply Chain
- Entrepreneurs and industry suppliers
- Industry Suppliers
- Stakeholders within the international freight forwarding, logistics, and customs clearing industry

FROM WHICH SECTORS

- Border control
- Cargo handling
- Customs
- Financial services
- Government and parastatals
- Health and safety
- Information and communication technology (ICT)
- Insurance
- Logistics
- Marine
- Parastatals
- Payment suppliers
- Ports
- Road legislation
- Security: terminals and airports
- Supply-chain management
- Transport
- Vehicle and cargo tracking systems
- Warehousing

PROGRAMME TOPICS

A comprehensive programme with sessions and content delivered by renowned industry thought leaders will present innovative, interesting, relevant and at times controversial discussion on topics including:

- Management of transport
- Customs clearing documentation
- 3rd party payments and international supply chain
- The role of the freight and logistics industry in international trade
- Port health: Marine, land, and aviation
- Regulations and permit systems
- Border legislation
- Vocational training of staff across the spectrum of industry operations and international recognition of qualifications
- And more…

WHY SPONSOR?

The Congress will offer a format tailored to provide the most suitable platform for sponsors to:

- Explore new business opportunities: Generate leads, establish new relationships, and set up strategic partnerships
- Relationship management: Nurture new business relationships and reconnect with existing contacts
- Promote your brand, products, and services to an influential target audience
- Network with industry contemporaries in an informal environment
- Gain access to knowledge, latest best practice, research, and innovation
- Invite participants to actively engage with your company/organisation

Several comprehensive packages have been designed to suit your business and marketing objectives as well as your budget. Additional components can be selected and packaged as a bolt on to create a tailor-made option. We invite you to challenge us to create a package that ensures you leverage the FIATA World Congress 2019 to meet your organisation’s goals.
PREMIUM SPONSORSHIP OPPORTUNITIES

(All prices exclude VAT)

All amounts are quoted in South African Rand (ZAR). The indicative United States Dollar (USD) amounts shown are indicators only and may be adjusted based on prevailing currency rates of exchange. All credit card payments will be processed in ZAR.

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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</thead>
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<tr>
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<td>ZAR 750 000</td>
<td>ZAR 500 000</td>
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<td>USD 65 250</td>
<td>USD 43 500</td>
<td>USD 21 750</td>
<td>USD 8 700</td>
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</tbody>
</table>

Complimentary full Congress registrations
- PLATINUM: 6
- GOLD: 4
- SILVER: 3
- BRONZE: 2

Premium exhibition space of 9 square meters (9 sq m)
- PLATINUM: 4 x 9sq m
- GOLD: 3 x 9sq m
- SILVER: 2 x 9sq m
- BRONZE: 1 x 9sq m

Complimentary exhibition passes
- PLATINUM: 6
- GOLD: 4
- SILVER: 3
- BRONZE: 2

BRAND RECOGNITION

Official designation as a sponsor of FIATA 2019 including rights to the FIATA 2019 logo for your organisation’s promotional activities (subject to committee approval)
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Your logo included on the rolling slide for the opening session
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Recognition on the sponsor banner and at the opening and closing sessions
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Sponsor profile with link to your website on the Congress website
- PLATINUM: 300 words
- GOLD: 250 words
- SILVER: 200 words
- BRONZE: 150 words

Your logo in the Congress handbook
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Participant bag insert
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Advertising in the Congress handbook (Front and back covers on first come first served basis)
- Inside front or outside back cover plus additional full-page
- Full-page
- Half-page
- Half-page

Recognition on all Congress social media channels
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Digital screen advertisements per day
- PLATINUM: 4
- GOLD: 3
- SILVER: 2
- BRONZE: 2

Exclusive newsletter issue and your logo on all subsequent Congress newsletters
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Logo visibility
- On all Congress communications
- On all Congress newsletters
- On all Congress newsletters
- On all Congress newsletters

COMPLIMENTARY POST-CONGRESS VALUE ADD

Your logo to remain on the Congress website
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Your logo to appear on the post-Congress report
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Your logo to appear on the photo gallery page
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:

Your company’s sponsorship to be acknowledged in the post-Congress letter to all participants
- PLATINUM:
- GOLD:
- SILVER:
- BRONZE:
The Gala Banquet concludes the Congress social programme. It is an evening to stimulate networking, initiate collaborations, encourage exchange of best-practices and to enjoy a social evening meal.

• Your logo on the full colour invitation and menu (which includes the programme for the evening)
• Your logo with link to your website on the Congress website and included in all announcements regarding the Gala Banquet
• Your logo in the Congress handbook
• 1 complimentary table at the Gala Banquet (8 seats)
• Exclusive rights to welcome the guests on arrival
• Exclusive rights to brand the welcome registration or gift tables, catering stations and official transport vehicles
• 5-minute opening welcome address by your representative

**Additional opportunities**
• Your logo on the podium alongside the FIATA World Congress 2019 logo
• Provide a branded gift for each guest
• Your logo on Gala Banquet tickets to be included in the name tag pouch handed to participants at registration

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**National Evening**  
ZAR 300 000 | USD 26 000

The National Evening is an engaging and informal evening hosted at an historic iconic Cape Town venue. It is time for networking, continuing discussions around the content of the Congress day and enjoying a selection of the best South African cuisine.

• Your logo with link to your website on the Congress website and included in all announcements regarding the National Evening
• Your logo in the Congress handbook
• 8 complimentary tickets to the National Evening
• Exclusive rights to welcome the guests on arrival
• Exclusive rights to brand the welcome registration or gift tables, and official transport vehicles

**Additional opportunities**
• Provide a branded gift for each guest
• Your logo on National Evening tickets to be included in the name tag pouch handed to participants at registration

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**Welcome Reception**  
ZAR 160 000 | USD 14 000

The Welcome Reception welcomes all participants to the Congress.

• Your logo with link to your website on the Congress website and included in all announcements about the Welcome Reception
• Your logo in the Congress handbook
• 3-minute opening address by your representative
• Provide pop-up banners to set up around the Welcome Reception venue
PARTICIPANT EXPERIENCE SPONSORSHIPS

(All prices exclude VAT)

All amounts are quoted in South African Rand (ZAR). The indicative United States Dollar (USD) amounts shown are indicators only and may be adjusted based on prevailing currency rates of exchange. All credit card payments will be processed in ZAR.

PARTICIPANT BAG  
ZAR 450 000  |  USD 39 150

High quality locally made bags which support South African communities.

• Your logo on the participant bag
• 100-word sponsor profile with link to your website on the Congress website
• Your logo in the Congress handbook
• Half-page colour advertisement in the Congress handbook
• 2 complimentary full Congress registrations

Please note
Bags will be procured and branded by the Congress Organiser on sponsor’s behalf.

CONGRESS HANDBOOK AND MOBILE APP  
ZAR 150 000  |  USD 13 000

Promote your brand, products and services literally in the participants’ palms with these vital items of Congress collateral.

Handbook
All participants receive a comprehensive Congress handbook with their participant bag. The Congress handbook contains the essential Congress and programme details. These are used throughout the Congress and are often retained for years to come as reference material.

• Includes a full-page colour advertisement in the handbook

Congress mobile app
The Congress mobile app is available to every registered participant. The Congress mobile app is the primary digital communication portal and is used before and during the Congress. It displays the programme and allows participants to select and navigate the sessions.

• Your logo and banner displayed on the mobile app’s activity stream page
• Option to send out two pre-Congress push notifications and a daily push notification during the Congress

WI-FI  
ZAR 100 000  |  USD 8 700

• Encourage participants to stay connected
• Brand the Wi-Fi log-in/landing page and literally place your company image or logo in each participant’s hand
• A daily push notification to all participants via the Congress mobile app
• Opportunity to brand the Wi-Fi notices throughout the venue

SPEAKER’S PREPARATION ROOM  
ZAR 80 000  |  USD 6 700

• All speakers will receive correspondence regarding the speaker prep room and your logo will appear on these documents
• Opportunity to brand both inside and outside the speaker prep room
• Your logo with link to your website on the Congress website
• Your logo in the Congress handbook
**INTERNATIONAL SPEAKER SPONSORSHIP** | ZAR 75 000 | USD 6 500

A unique chance to align your company with a world opinion leader presenting a talk which serves as a case study or marketing opportunity to promote your business.

- Recognition as the sponsor of an international speaker on the Congress website and handbook
- Rights to use the FIATA 2019 image when promoting your organisation as the international speaker sponsor
- Holding slide with your logo for the session
- 3-minute introduction by a company representative at the start of the session to welcome the speaker and introduce the topic
- 1 complimentary full Congress registration
- Personal meeting with the speaker prior to the session (if appropriate)

**Please note**
All travel, transfer, registration and accommodation costs are for the sponsor’s account.

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**COFFEE BAR** | ZAR 65 000 | USD 5 650

- Perk up the Congress participants with barista style coffee and your prominent branding
- Provide branded disposable cups or sleeves (optional)
- Provide branded coffee mugs for participants to take away (optional)
- Host a lucky draw by numbering each coffee mug to further attract participants to your coffee stand

**Please note**
All costs of the coffee bar are included. Branding material is for the sponsor’s account.

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**CONCIERGE / TRAVEL DESK** | ZAR 65 000 | USD 5 650

An important information and support hub offering participants travel and concierge assistance.

- Associate your brand with service and courtesy
- Provide a branded uniform for the assistant to wear and place pop-up banners at the desk

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**NOTE PAD AND PENS** | ZAR 65 000 | USD 5 650 | **SOLD**

- Provide each participant with a branded notepad and pen to use at the Congress and afterwards
- Congress Organiser will pack these into the participant bags
- Add R15, 000 for Congress Organiser to provide notepads and pens

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**REFRESHMENT BREAKS** | ZAR 60 000 | USD 5 200 (per day)

- Exclusive opportunity to sponsor the refreshment breaks per day
- All teas and coffee will be served inside the exhibition hall
- Opportunity to display your logo/banner at the catering points
- Opportunity to offer promotional items or branded literature to participants during each break

**Please note**
All costs for the refreshment breaks are included. Branded or promotional material is for the sponsor’s account.
Great opportunity to engage with participants whilst they charge their devices.

- Brand the charging station area
- Opportunity to provide branded literature
- Opportunity for company representative to man the charging station area

Please note
Furniture and equipment hire is for sponsor’s account.

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**LANEYARDS**

- Branded lanyards with your logo
- Each participant wears a lanyard with their personalised name tag
- Add ZAR 15 000 for the Congress Organiser to provide lanyards

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**SPEAKER GIFTS**

- Each speaker will be presented with a personalised gift recognising their contribution to the Congress
- Exclusive opportunity to sponsor the unique and distinctive speaker gifts
- Brand each gift with your logo (gifts to be selected by organisers)
- Opportunity to have your representative present the gifts to the speakers

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**SHOE SHINE**

- Sponsor this helpful service to participants who want to sharpen their image
- Option to provide branded uniform (shirts/caps) for shoe shiners to wear
- Engage with participants while they sit
- Display your literature at the shoe shine stand

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**HYDRATION STATION**

- Brand the water dispenser units plus offer branded, reusable bottles

Please note
Sponsor to provide bottles.

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**RAFFLE PRIZES**

Prize nature and value dependent on sponsor; all prizes welcome

A raffle will be hosted to raise funds for the FIATA Foundation for Vocational Training. The winners will be announced at the Gala Dinner.

Prize sponsors
Prize sponsors will be invited on stage to present their prizes to the winning raffle ticket holders. Each winner and prize sponsor will be photographed for the FIATA World Congress 2019 website and social media platforms.

As the funds raised are in aid of the FIATA Foundation.
Your sponsored prize will assist with raising funds for this worthy cause.
EXHIBITION PACKAGES
(All prices exclude VAT)

All amounts are quoted in South African Rand (ZAR). The indicative United States Dollar (USD) amounts shown are indicators only and may be adjusted based on prevailing currency rates of exchange. All credit card payments will be processed in ZAR.

 Exhibition options include
All stands are 9 sq m (3m x 3m) or multiples thereof
• Your logo with link to your website on the Congress website
• Your logo in the Congress handbook
• 2 complimentary exhibitor access only passes
• Includes exhibition hall cleaning, carpeting, venue security and Wi-Fi

Exhibition Terms and Conditions
Please note that exhibition stand location is subject to the floor plan layout and allocated on a first come first served basis. Sponsors have exhibition stands included in their packages and will be clearly noted. Additional space can be purchased to increase your stand size. Complimentary exhibitor passes included in the exhibition package includes access to meals and refreshments in the exhibition hall.

BRANDING AND ADVERTISING
(All prices exclude VAT)

LITERATURE AND BRANDING PACKAGE  ZAR 65 000  |  USD 5 650

Prominent branding in pre- and post-event communications, website and brochures.
• Literature ‘station’ (1.5m x 1.5m) consisting of 2 brochure stands and a pop-up banner
• 100-word sponsor profile with link to your website on the Congress website
• Participant bag insert
• Provide a static advert or 30 second clip to be shown on venue screens

PARTICIPANT BAG INSERT  ZAR 30 000  |  USD 2 600 (per insert)

• Place a branded document, item of collateral, company literature or branded gift in each participant bag
• Congress Organiser will pack these into the participant bag
• Place your colour advertisement in the Congress Handbook

DIGITAL ADVERTISEMENT AT CONGRESS

• Provide a static advert or 30 second clip to be shown on venue screens

DISPLAY AREA

• 3 sq m (1.5m x 1.5m) display area only (area to be maintained by participant)
• Opportunity to display pop-up banners or brochure racks with literature

GOLF PACKAGES
(All prices exclude VAT)

FIATA 2019 will be hosting an outstanding day of golf at one of Cape Town’s renowned courses. Several sponsorship opportunities are available to offer you brand recognition in a social, outdoor environment.

AWARDS FUNCTION

Sponsor this social post game event and prize giving for all players that took part in the Golf Day

• Includes venue hire, meal and beverages
• Opportunity to brand the dinner venue with your corporate colours and pop-up banners
• Colour invitation with menu and the evening’s running order with your logo
• Option to provide each player with a branded gift or souvenir

HOLE SPONSOR

• Opportunity to add branding and host an activation at selected holes on the course

GOLF DAY PRIZES

Prize nature and value dependent on sponsor, all prizes welcome.

A great opportunity to add to a social atmosphere at the Golf Day Awards Function by sponsoring a prize for the various awards such as:

• The winning 4 Ball
• Most ambitious player
• Lowest scoring player
• Highest scoring player
• Recognition for effort, sportsmanship or fun prizes

All amounts are quoted in South African Rand (ZAR). The indicative United States Dollar (USD) amounts shown are indicators only and may be adjusted based on prevailing currency rates of exchange. All credit card payments will be processed in ZAR.
Please complete this booking form and sponsorship list and return it to the Congress Organiser.

African Agenda | T: +27 (0)21 683 2934 | F: +27 (0)86 542 4191 | E: info@fiata2019.org

www.fiata2019.org

1 COMPANY/ORGANISATION DETAILS

Company / Organisation Name: ____________________________________________________________
Physical Address: ______________________________________________________________________
Postal Address: _________________________________________________________________________
Post Code: _______________________________ Company VAT Number: ________________________

2 CONTACT PERSON

Full Name: ___________________________________________ Email Address: _______________________
Mobile Number: _______________________________ Telephone Number: _______________________

3 BILLING CONTACT

Contact Name: _______________________________________ Email Address: _______________________
Mobile Number: _______________________________ Telephone Number: _______________________

4 DECLARATION

By signing below, I confirm that:

☐ I have read and understood the Terms and Conditions as they appear on page 12;
☐ I am duly authorised to sign and thereby to bind the company/organisation thereto; and
☐ the selections I have made on this Booking Form are as intended and are correctly selected.

Full Name: ___________________________________________ Designation: _________________________
Signature: ___________________________________________ Date: _________ / _______ / _______

SIGN WITHIN THE BOX
<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE (excludes VAT)</th>
<th>COST</th>
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<tbody>
<tr>
<td><strong>PREMIUM SPONSORSHIP PACKAGES</strong></td>
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<tr>
<td>Platinum Package</td>
<td>ZAR 750 000</td>
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<td>Gold Package</td>
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<td>Bronze Package</td>
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<td><strong>NETWORKING SPONSORSHIPS</strong></td>
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<td>Gala Banquet</td>
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<tr>
<td>National Evening</td>
<td>ZAR 300 000</td>
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<td>Welcome Reception</td>
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<td><strong>PARTICIPANT EXPERIENCE SPONSORSHIPS</strong></td>
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<td>Participant Bag</td>
<td>ZAR 450 000</td>
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<td>Congress Handbook and App</td>
<td>ZAR 150 000</td>
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<td>Wi-Fi</td>
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<td>Speakers’ Preparation Room</td>
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<td>International Speaker Sponsorship</td>
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<td>Coffee Bar</td>
<td>ZAR 65 000</td>
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<td>Concierge/Travel Desk</td>
<td>ZAR 65 000</td>
<td></td>
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<td>Notepads and Pens</td>
<td>ZAR 65 000</td>
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<tr>
<td>Refreshment Breaks</td>
<td>ZAR 60 000 (per day)</td>
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<tr>
<td>Charging Station</td>
<td>ZAR 50 000</td>
<td></td>
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<td>Lanyards</td>
<td>ZAR 50 000</td>
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<tr>
<td>Speaker Gifts</td>
<td>ZAR 50 000</td>
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<td>Shoe Shine</td>
<td>ZAR 40 000</td>
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<td>Hydration Stations with Reusable Water Bottles</td>
<td>ZAR 35 000</td>
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<td>Raffle Prizes</td>
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<td><strong>EXHIBITION OPTIONS</strong></td>
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<td>Space Only per stand (9sq m)</td>
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<td>Standard Package per stand (9sq m)</td>
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<td><strong>BRANDING AND ADVERTISING</strong></td>
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<tr>
<td>Literature and Branding Package</td>
<td>ZAR 65 000</td>
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<td>Participant Bag Insert</td>
<td>ZAR 30 000 (per insert)</td>
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<td>Colour Advertisement in the Congress Handbook</td>
<td>ZAR 30 000 (full-page)</td>
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<td>ZAR 16 000 (half-page)</td>
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<tr>
<td>Digital Advertisement at Congress</td>
<td>ZAR 35 000 (per screening)</td>
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<td>Display Area</td>
<td>ZAR 15 000</td>
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<td><strong>GOLF</strong></td>
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<td>Awards Function</td>
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<tr>
<td>Hole Sponsor</td>
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<tr>
<td>Golf Day Prizes</td>
<td>in kind</td>
<td></td>
</tr>
</tbody>
</table>

+ VAT @ 15%

**TOTAL COST**
Completion of the Booking Form by the Sponsor/Exhibitor shall be considered a commitment to purchase the items. Upon receipt of a Booking Form the Congress Organiser will send the Sponsor a contract with addenda and invoice.

**CONTRACTING**

The contract with addenda outlining all sponsorship/exhibition/advertising rights and responsibilities must be signed and returned by the Sponsor, along with proof of payment for the full amount owed, to the Congress Organiser to confirm the booking.

**TERMS OF PAYMENT**

Payment is due within ten (10) days of receipt of the invoice. Should payment not be received within ten (10) days, FIATA World Congress 2019 will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below. Any bookings made after 31 August 2019 will be subject to immediate settlement.

**CANCELLATION/MODIFICATION POLICY**

Cancellation or modification of sponsorship/exhibition/advertisement items must be made in writing to the Congress Organiser.

The FIATA World Congress 2019 shall retain:

- 10% of the invoiced amount if the cancellation/modification is made before 30 April 2019 (inclusive)
- 50% of the invoiced amount if the cancellation/modification is made between 1 May 2019 and 31 August 2019 (inclusive)
- 100% of the invoiced amount if the cancellation/modification is made on or after 31 August 2019