



The 97th Congress
of the South African Sugar
Technologists' Association

Sponsorship & Exhibition
PROSPECTUS



12 - 14 August 2025
International Convention Centre,
Durban, South Africa
www.sasta.co.za





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INVITATION / WELCOME MESSAGE



Dear Exhibitors and Sponsors,

The SASTA Exhibition has grown into a vital and intrinsic beating heart of Congress. As delegates recount their experiences, they place equal value in both the scientific presentations and the exhibition. Each year we respond to the feedback received from delegates and exhibitors and work towards improving the experience for both. Plans for the 97th SASTA Congress are progressing well, and SASTA looks forward to renewing our partnership with our exhibitors and sponsors. We also are excited to work with and welcome new faces to the 2025 SASTA Congress.

The SASTA Congress is one of the premier sugar conferences in the world, with excellent attendance from both local and international delegates. Last year SASTA Congress had a record breaking attendance of 683 people. Many delegates choose the exhibition floor to reconnect with colleagues, while visiting the various exhibitor booths. The exhibitor competitions, informative and creative booths are well received by all delegates. The delegates enjoy their exhibition experience and continue to rate their experience as good and excellent.

The delegates and SASTA alike appreciate and acknowledge the continued support of exhibitors and sponsors. The SASTA Congress would not be the same without you. SASTA COC looks forward to welcoming you to the 2025 congress.



Dr Sumita Ramgareeb

Chair: 2025

Congress Organising Committee

Dear Exhibitors and Sponsors,

Firstly, we would like to acknowledge the considerable contribution of all Exhibitors and Sponsors whose loyal participation over the years has greatly enhanced the value of the SASTA Congresses.

In recognition of this we are offering a discount for all exhibitors who have exhibited over the last three years and to any exhibitor who takes up a sponsorship item. (Details below)

The 2024 congress exceeded expectations and saw a record number of registrations including VIP's, International and Local Delegates.

As SASTA approaches its centenary year in 2026, and as SASTA's contribution to the industry remains increasingly important, we expect the 2025 congress to be no different.

The 2025 Congress will once again be at the Durban ICC and follow a similar format to previous events providing you with the opportunity to showcase your products and services to the usual influential audience representing sugar and sugar related businesses from southern Africa and around the world.

This year we are continuing our commitment to a sustainable and eco-friendly congress by offering an increased number of paperless and eco-friendly sponsorship opportunities.

You are again invited to be part of the 2025 SASTA Congress by participating as an exhibitor and a sponsor.



Warren Lawlor

Exhibitors and
Sponsorship Portfolio





CONTACTS

Congress and Exhibition Organisers

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Stand Builders

Exhibition Stands and Events

Priya Govender

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Important Congress Dates

Congress Dates: 12 - 14 August 2025
 Build Up: 11 August 2025
 Early Registration Deadline: 31 May 2025
 Standard Registration Deadline: 31 July 2025

Congress Website

The official website will be updated on a continuous basis with details of the programme, registration and social events.

www.sasta.co.za



LET'S GO GREEN

As we gear up for this highly anticipated event, we are excited to extend an invitation to you to join us in fostering a sustainable and eco-friendly atmosphere.

In our commitment to environmental responsibility, we are encouraging all exhibitors and sponsors to consider eco-friendly practices at the Congress. By making conscious choices, we can collectively reduce our environmental footprint and contribute to a greener, more sustainable future.

2024 STATS

Attended Delegates

471 

REGISTERED

Registered at Congress

683 

Congress VIP's

37 

Congress Exhibitors

159 

COUNTRIES REPRESENTED

Costa Rica	1	Pakistan	2
Denmark	1	Saudi Arabia	2
Eswatini	40	Senegal	2
France	2	South Africa	582
Germany	8	Sweden	1
India	5	Tanzania	3
Malawi	7	United Arab Emirates	1
Mauritius	10	United Kingdom	3
Nigeria	1	Zimbabwe	12

SPONSORSHIP OPPORTUNITIES



Advertisement in the Digital Congress Booklet

- Inside front cover
- Inside back cover
- Full page

R3 450
R2 800
R2 300

APP Advertisements

Scrolling Banner Advert

- 960x150px, png
- The banner will scroll at the bottom of the mobile screen, in intervals for 5 seconds

R3 450

Full Screen Advert

- The full screen advert will pop up on the screen for 5 seconds
- Mobile: 1242x2208px, png
- iPad: 1536x2048px, png

R5 375

Advertising on the Information Screen

This screen will display the programme and the latest information for the day.

The Advertising will be displayed throughout the day for the duration of the Congress.

- 3-minute video
- Advert or logo

R5 375
R3 225

Authors' Dinner

The Congress Dinner will take place on Wednesday, 13 August 2025.

120 Authors / Speakers and invited guests will attend this event.

- Sponsor may display 3 pop-up banners inside the venue
All banners are subject to approval of the committee and the venue
- Complimentary admission for 6 guests or sponsoring company's representatives
- Sponsor's logo will appear on the holding slides between session and on the website
- Sponsor's logo will be printed on the menus
- Sponsoring company may insert a flyer into the congress bag (sponsor to supply)
- Sponsor may also supply a gift for each place setting bearing the company logo

R40 871

Cash Bar (Open Afternoon)

The Congress Exhibition area will be open to exhibitors' customers on Wednesday, 14 August in the afternoon. A cash bar will be available which individual sponsors can brand.

- Sponsors will be able to display their branded material at the bar and may supply branded napkins or banners
- Recognition in the programme adjacent to the Open Afternoon
- Sponsor's logo will appear on the website and on the holding slides between sessions

R6 700

Catering Breaks per day (12, 13 & 14 August 2025) in the Exhibition Hall

- Sponsor to provide 2 pop-up / table banners to brand area
- Sponsor can supply napkins etc.
- Sponsor's logo will appear on the website and on the holding slides between sessions

R4 200

All costs are inclusive of VAT, and all above items to be approved by the committee.





SPONSORSHIP OPPORTUNITIES

Congress Bag (Congress to supply)

R33 000

Exclusive sponsorship of the congress bags has some of the highest exposure possible. Bags and design are subject to committee approval.

- Naming rights
- Company name / logo and SASTA will appear on the bag
- Sponsor's logo will appear on the website on the holding slides between sessions

Congress Lanyards (Congress to supply)

R33 000

- Sponsor's name / logo will appear on the lanyards
- Sponsor's logo will appear on the website and on the holding slides between sessions

Congress Notepads (Sponsor to supply)

R2 800

- Sponsor's logo will appear on the website and on the holding slides between sessions

Congress Pens (Sponsor to supply)

R2 150

- Sponsor's logo will appear on the website and on the holding slides between sessions

Congress Product Insert

R4 850

- Opportunities exist for companies to place a product (water bottles) to be placed in the congress bag
- Sponsor's logo will appear on the website and on the holding slides between sessions

Conversation Tables

R10 000

- These rectangular cocktail tables (2400mmL x 500mmW x 1070H) will be placed in the exhibition area.
- Sponsor's logo will be displayed on the table.

Gobos Wall Projections

R15 000

Gobos can be arranged for the exhibition area. The congress will project black and white for the duration, in a location to be discussed with the sponsor.

- Sponsor's logo will appear on the website and on the holding slides between sessions

Golf Day (There is a separate prospectus)

Please register your interest.

Friday after SASTA, **(15 August 2025)**.



All costs are inclusive of VAT, and all above items to be approved by the committee.

SPONSORSHIP OPPORTUNITIES



Keynote Speaker

R13 700

- The Sponsor may contribute to the travel, accommodation and subsistence costs of our keynote speakers, subject to approval by the Committee and the Speaker
- Sponsor will be acknowledged after the appropriate Keynote Lecture, on the website and in the Pocket Programme in a space relative to the notice of the respective speaker
- Sponsor's logo will appear on the website and on the holding slides between sessions

Lounge Pockets

R60 000

- One opportunity available. The lounge (8sqm) is in the exhibition hall.
- One couch, two single chairs, one coffee table and a plug point will be supplied.
- Sponsor can place banners within the lounge area.

Meeting Room

R9 981

- Sponsor may display banners outside the room or brand the outside walls (Sponsor's expense)
- Sponsor's logo will appear on the website and on the holding slides between sessions

Plenary Branding Rights

R33 000

- Sponsor's logo will appear on the holding slide before and after the plenary session
- Sponsor's logo together with the SASTA logo will appear on banners which will be placed in the venue (Sponsor to supply banners)
- Sponsor's logo will appear on the website and on the holding slides between sessions

Pocket Programme

R16 500

- Sponsor's logo will be printed on the pocket programme and distributed with the congress bags
- Sponsor's logo will appear on the website and on the holding slides between sessions

Poster Area Branding

R14 000

- Sponsor can place 2 pop-up banners in the poster area
- Sponsor's logo will appear on the website and on the holding slides between sessions

Pre-Congress Information Email

R3 200

- Distributed electronically before the congress
- Sponsor's logo will be prominently displayed on instructions

All costs are inclusive of VAT, and all above items to be approved by the committee.





SPONSORSHIP OPPORTUNITIES

Registration Desk Branding

R22 000

- Sponsor's logo and the SASTA logo will appear on the registration counters
- Sponsor's logo will appear on the website and on the holding slides between sessions

Session Branding (per session)

R10 700

- Sponsors may choose to support the breakaway session taking place during the congress (*content relevant to your area of expertise)
- Sponsor's logo will appear on the holding slide before and after the presentation
- Sponsor's logo will appear on the website and on the holding slides between sessions

Speaker Prep Room (Presenters' Review Room)

R10 700

- Sponsor's logo will be displayed on the screensavers
- Sponsor's logo will appear on the website and on the holding slides between sessions

Welcome Reception – 12 August 2025

R33 000

- Sponsor may display 6 pop-up banners inside the venue
- Sponsor's logo will appear on the congress website relative to the notice of the Welcome Reception
- Sponsor may also provide cups, napkins and other items bearing your company or product logo for use at the event
- Sponsor's logo will appear on the website and on the holding slides between sessions



All costs are inclusive of VAT, and all above items to be approved by the committee.

TRADE EXHIBITION



SASTA is offering a 2.5% discount for all exhibitors who have exhibited once or more over the last three years and to any exhibitor who takes up a sponsorship item.

ICC DURBAN: 12 - 14 AUGUST 2025

A Trade Exhibition and Poster Display will be held in conjunction with the **SASTA Congress**. The Exhibitor Hall is situated adjacent to the Registration area.

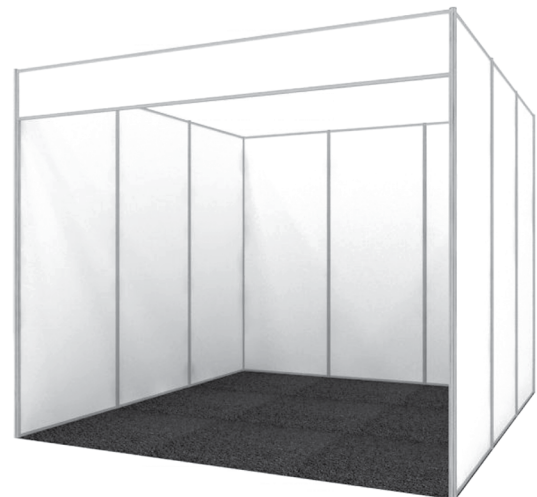
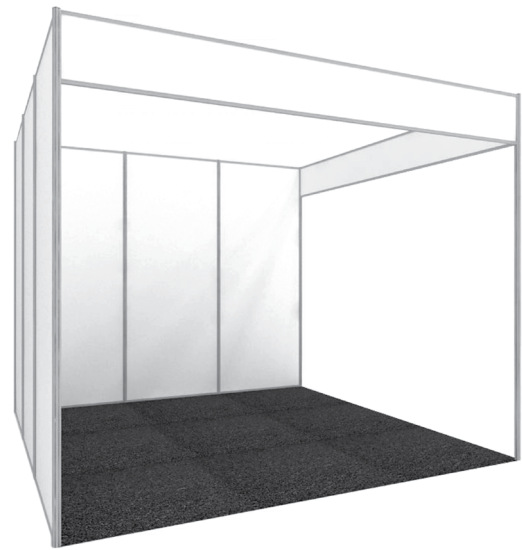
Exhibition Stand: Floor Space

All stands are 3m x 3m and include a shell scheme package.

Gold:	R58 275
Silver:	R47 250
Blue:	R42 000
Red:	R38 850

The stand price includes:

- 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
- Company listing in the Congress APP (40 words)
- 2 x delegate registrations
- Carpeting
- General exhibition hall security service
- Daily cleaning of the public areas
- Tea, coffee and lunch daily for two exhibitors
- Exhibitor's logo will appear on the website and on the holding slides between sessions



Exhibition Dates

Build Up

11 August 2025 14h00 - 20h00

Exhibition Times

12 - 14 August 2025 08h30 - 17h00

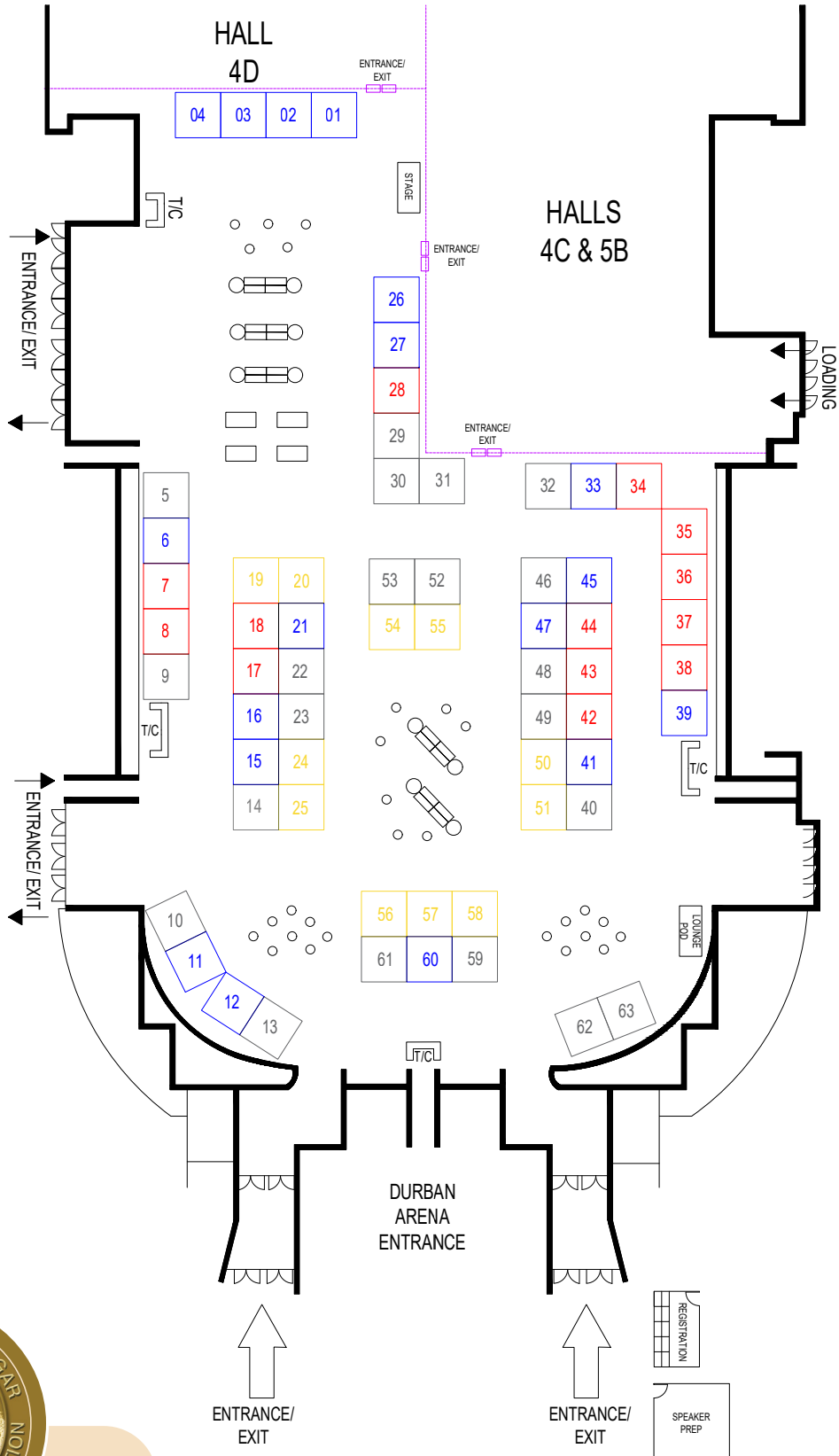
Breakdown

14 August 2025 15h00





EXHIBITION LAYOUT PLAN



BOOKING PROCEDURE

7 STEPS TO BOOK



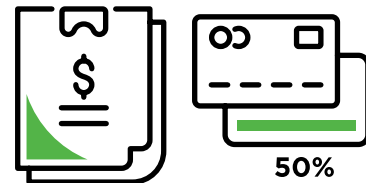
1

Book online



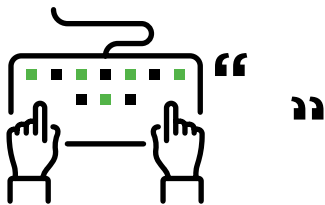
2

Pay 50% deposit on receipt of the invoice



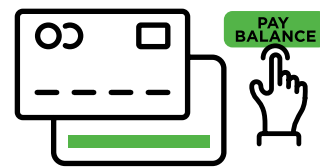
3

Send company description:
28 June 2025



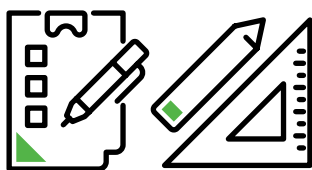
4

Final payment due
on 1 June 2025



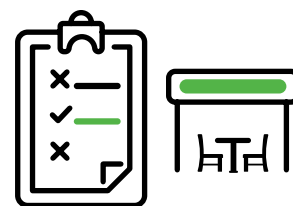
5

Stand plans due:
28 June 2025



6

Fascia & furniture
confirmation: 28 June 2025



7

Exhibitor & delegate
registration: 12 July 2025



TERMS & CONDITIONS

TERMS AND 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 as per the revised booking procedure
- 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 invoice will be issued on receipt of Application Form and Contract
- Final balance invoice will be issued on 1 June 2025
- All invoices must be settled within 30 days, non-receipt of payments may result in release of reserved items

Cancellation Policy

All cancellations must be made in writing to the Congress Secretariat 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 have reasonably 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 or any other circumstances that fall within the meaning of the above.

PROCEDURE FOR THE FIRST THREE WEEKS AFTER BOOKING IS OPENED

- The exhibitor will complete the form.
- The form requires:
 - Basic exhibitor information, such as company name, contact details, etc.
 - Category of stand (Gold, Silver, Blue or Red) required
 - Four preferred stand sites
 - Other sponsorships from the prospectus
- The entries will be collected and assessed once a week over the first one-week period.
- Assessments will be based on two major criteria: stands previously chosen and sponsorship history
 - If a stand was taken two or more times in the past four years – i.e. the number of years' support at the exhibition
 - Preceding year's stand number(s) – i.e. repeated bookings of the same stand(s)
 - Previous sponsorship amounts
 - Current year's sponsorship amount
- During the first one-week period, the above allocation is dependent on the required stands still being available after application of the new criteria. If not, then a stand closest to the required stands of the required category will be allocated.
- After the first one-week of booking, the following applies
 - Stands are booked and allocated according to the sites available as per the layout diagram
 - Bookings are accepted and stands allocated according to time of request
- The exhibitor will be notified of the stand number allocated.
- A 50% deposit for the stand site is then required two weeks after receiving the invoice.
- No correspondence will be entered into with regards the allocations.

