



FOOD SAFETY SUMMIT 2023

PLATINUM SUMMIT SPONSOR – 2 Available

ZAR 65 000 Excl VAT

Your Sponsorship Benefits will include:

Three free tickets to the 2-day Summit and the Cocktail Evening on Day 1. One ticket is for a representative of your company and the remaining two tickets may be for additional representatives of your company or customers of your choice.

PRE-SUMMIT MARKETING

- Full page Advert in Food and Beverage Reporter (FBR*)
- Full page Editorial in FBR**
- Four newsletter banner(s) in regular Summit e-newsletters
- Newsletter banners Food Focus (FF) and Anelich Consulting (AC) in the month that payment is received
- Company Logo on delegate confirmation email
- Summit website Sponsor Profile Page (SPP) including:
 - o Company Name + Logo + Link
 - o Company Overview + PDF Brochure + Contact Info
- Two Social Media Exposure (SME) per month **from month that payment is received:**
 - o On Food Safety Summit (FSS) accounts
 - o Shared on FF & AC social accounts
- Sponsor dedicated mailshot - one per month, **from month that payment is received**
- 2 x 5-minute videos posted on the Summit website (supplied by sponsor)
- 3 x Short TOPICAL articles on Summit website
- Summit Specials Page - Special offers/discount vouchers

ON THE DAY MARKETING

- Full page advert in Summit handout (PDF on website. Will not be printed due to our commitment to sustainability)
- Company Logo and mention in handout
- 250 Inserts or gifts for Summit Bags (to be supplied by sponsor)
- Company Logo screened during Summit in the morning, at tea and lunch breaks
- SPP: video played in Summit before start of day when delegates enter the room (supplied by sponsor)

3 x 3m prime spot exhibition stand - floor plan with sizes.

Banners at the front of the Summit room (shared with session sponsor) and at the registration table.

POST-SUMMIT MARKETING

Thank you email blast with Hyperlinked Logo in email.

Note:

* A full page is designed to be equivalent to an A4



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** Editorial content needs to be relevant to a topic on the Summit Programme