



## Hortgro Science Research Showcase & Postharvest Symposium

6-8 June 2023

VENUE: STIAS, Stellenbosch

### Event Background

The focus and objective of Hortgro Science's Research Showcase is to inform interested growers, technical advisors, and other industry stakeholders of the scope, context, and content of industry funded research.

The Postharvest Symposium will focus exclusively on leading issues in this field, with international and local experts sharing their insights, technology, and research.

### Event Format

Researchers and students involved with Hortgro Science projects will present their research in short presentations. A select few projects that are most relevant to industry will be presented.

**Crop Protection:** Research on phytosanitary issues, nematology, orchard floor ecology, plant pathology, integrated pest management, and precision agriculture.

**Crop Production:** Dormancy, rootstocks, and nursery tree quality, irrigation, and nutrition, growing season climate, reproductive biology, and farming technology.

**Postharvest:** Quality management, physiological defects, storage techniques, and packaging/logistics.

The showcase will take place over two days focusing on:

- **DAY 1**  
Pome Fruit Research (Crop Production/Crop Protection/Postharvest Programmes).
- **DAY 2**  
Stone Fruit Research (Crop Protection/Crop Production/Postharvest Programmes).
- **DAY 3**  
Postharvest Symposium

The Hortgro Postharvest Symposium will feature experts in the field and focus on relevant industry issues. (Programme soon to follow.)

**The Research Showcase and the Postharvest Symposium will allow sponsors to network and directly interact with a cross section of the deciduous fruit industry.**

**The Showcase is attended mostly by technical advisors, postgraduate students (future clients/ employees), and researchers. There will also be leading and technically inclined producers.**

**The Postharvest Symposium is a must for anyone working in this field, as well as producers and industry role-players that want a competitive edge.**

**In total 80-120 people are expected to attend the Showcase while 120-150 people usually attend the postharvest symposium.**

#### **PLATINUM SPONSOR – Exclusive sponsor, directly linked to specific day.**

**(No other sponsors allowed on the day).**

**R120 000 (excl. VAT) sponsorship will include:**

- 10 min keynote address or pre-recorded video presentation (content choice is yours)
- Company logo on event website
- Company logo on event programme (digital and printed)
- Branding / Banners at the registration area
- Branding in the venue where tea and lunch will be served.
- Exhibition space in the venue where tea and lunch will be served.
- Opportunity to give hand-outs at event.
- Free insert/accessory in goodie bag.
- Acknowledgement of support.
- Social media event marketing campaign.
- Hand-outs to be placed in the welcome package/bag.
- Centre-page spread in the Fresh Quarterly June edition (Research Showcase edition) to the value of R32 000. The Fresh Quarterly is Hortgro Science's flagship technical publication sent to more than 3000 industry stakeholders.

#### **GOLD SPONSOR (only 2/day)**

**R 85 000 (excl. VAT) sponsorship will include:**

- Pre-recorded video presentation/corporate video to be played (max 3 minutes.)
- Company logo on event website
- Company logo on event programme (digital and printed)
- Branding / Banners at the registration area
- Branding in the venue where tea and lunch will be served.
- Exhibition space in the venue where tea and lunch will be served.

- Opportunity to give hand-outs at event.
- Free insert/accessory in goodie bag.
- Acknowledgement of support.
- Social media event marketing campaign.
- Hand-outs to be placed in the welcome package/bag.
- One-page advertorial space in the Fresh Quarterly June edition (Research Showcase edition) to the value of R18 000. The Fresh Quarterly is Hortgro Science's flagship technical publication sent to more than 3000 industry stakeholders.

## SILVER SPONSOR

### **R 40 000 (excl. VAT) sponsorship will include:**

- Company logo on event website.
- Company logo on event programme (digital and printed).
- Branding / Banners at the registration area.
- Branding in the venue where tea and lunch will be served.
- Opportunity to give hand-outs at event.
- Acknowledgement of support.
- Social media event marketing campaign.
- Hand-outs to be placed in the welcome package/bag.

## DIRECT MARKETING OPTIONS:

Inserts for welcome bags:

To insert pamphlets/pens/booklets into the welcome bags - R 5 000 excl. VAT (cost of inserts not included).

Sponsored accessories:

e.g., caps/cooler bags/water bottles etc.

R10 000 excl. VAT (cost of product not included).

FOR ENQUIRIES, THE PRELIMINARY PROGRAMME, AND BOOKING FORMS, CONTACT:

Lindy Sigonyela: [Lindy@hortgro.co.za](mailto:Lindy@hortgro.co.za) or 021 870 2900 / 060 607 1249