



**GLOBAL COLD CHAIN
ALLIANCE®**

GCCA AFRICA COLD CHAIN CONFERENCE

2–4 August 2023 - The Westin - Cape Town, South Africa

SPONSORSHIP OPPORTUNITIES

The GCCA Africa Cold Chain Conference is an excellent venue for suppliers to reach temperature-controlled warehousing and logistics executives. Promote your company's brand and visibility at the event through the sponsorship program. Each opportunity is customized to spotlight your company throughout the entire event.

Contact Lizelle van der Berg at +27 72 225 9820 today to discuss sponsorship opportunities and benefits!

COMPANIES THAT PREVIOUSLY PARTICIPATED INCLUDE :

| | | | | |
|-------------------------|------------------------|---------------------|-------------------------|----------------------------------|
| Afrigotel | Clover S.A | Food Lover's Market | Imperial Cold Logistics | SAFT |
| Cape Fruit Coolers | Cold Solutions | FPT Group | Kromko | Sequence Logistics |
| Cape Fruit Processors | Country Bird Logistics | Freshmark | Maersk | Sovereign Foods |
| Capespan | Crossberth Cold Stores | Fruitways | Merlog Foods | Table Bay Cold Storage |
| CCS Logistics | Digistics | Go Global | Precool Cold Storage | Two Oceans Commercial Cold Store |
| Ceres Koelkamers | Eskort | Hexkoel | QK Cold Stores | Vector Logistics |
| Chapman's Seafood | Etlin International | Hume International | Reefer Cold Storage | |
| Chilleweni Cold Storage | Excellent Meat | Idube Cold Storage | Rhodes Food Group | |



TAKING THE COLD CHAIN INDUSTRY TO NEW LEVELS WORLDWIDE

SPONSORSHIP OPPORTUNITIES



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COLD CHAIN CONFERENCE**
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SPONSOR BENEFITS

- Logo branding before, during and post event on the event website.
- Logo branding and verbal recognition throughout the event.
- Logo branding and recognition in all event-related communications, including social media.
- Platinum Sponsors receive 2 complimentary conference passes for sponsor company.
- Gold & Silver Sponsors receive 1 complimentary conference pass for sponsor company.
- Special rate for registering additional attendees.
- Bonus Expo Participation: All sponsors receive a table-top exhibit

| | SPONSORSHIP ITEM | PRICE IN US\$ | PRICE IN ZAR |
|-----------------------|------------------------------------|---------------|--------------|
| PLATINUM LEVEL | Cold Chain Dinner | \$2000 | R32 000 |
| | Industry Perspective Tech Talk (3) | \$1750 | R28 000 |
| GOLD LEVEL | Keynote Presenter | \$1500 | R24 000 |
| | General Session Sponsor (2) | \$1500 | R24 000 |
| | Lunch in the Expo | \$1500 | R24 000 |
| | Closing Reception | \$1500 | R24 000 |
| | Advisory Council Package | \$1375 | R22 000 |
| | Risk Management Package | \$1375 | R22 000 |
| | Food Safety & Compliance Package | \$1375 | R22 000 |
| SILVER LEVEL | Refreshment Break in the Expo (2) | \$1125 | R18 000 |
| | Golf: Cold Chain Cup Lunch | \$1125 | R18 000 |
| | Golf: Cold Chain Cup Beverage Cart | \$1125 | R18 000 |
| | Golf: Cold Chain Cup Prizes | \$1125 | R18 000 |

GOLF SPONSORS MAY ALSO CHOOSE TO SPONSOR :

- Cold Chain Cup Caps branded at the back
- Branded Golf Balls (sponsor to supply)
- Branded Golf Pins (sponsor to supply)

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COLD CHAIN DINNER – 27TH FLOOR, HOTEL SKY\$2,000

The Cold Chain Dinner will take place on the first night of the conference. Hotel Sky Cape Town offers unsurpassed panoramic views across the City Bowl to Table Mountain, out over the Waterfront and Table Bay, and most notably, from the luxurious 27th floor of the hotel. The Cold Chain Dinner provides an intimate setting to host key partners, prospects, and friends for a relaxing evening before the following days’ conference activities. The sponsor will receive platinum sponsorship benefits, as well as 2 dinner registrations, bold signage, and verbal recognition at the dinner.

TECH TALKS    **SOLD!**

Supplier Tech Talks are an opportunity for members to present a high-level industry perspective on how their solutions, tools and/or technology can help support their customers’ businesses, and how they see the industry evolving. Each “Tech Talk” sponsor will receive 10 minutes to present to the audience. (This is not a commercial – must be a high-level industry overview).

KEYNOTE PRESENTER\$1,500

Frost & Sullivan will be presenting on the Frozen Food Market Trends providing the industry with insights as to what is happening in their space. This sponsorship opportunity includes a speaker introduction, their company logo on the introduction slide, as well as Gold Sponsorship Benefits.

GENERAL SESSION SPONSOR (2 AVAILABLE)\$1,500

Presented by various industry experts, these sessions form the conference, highlighting cold chain development, trends, challenges, as well as opportunities and solutions. Sponsoring a General Session provides speaker introductions and a company logo on introduction slides. The sponsorship also includes the opportunity for one promotional flyer (supplied by you) to be distributed at/before the session. These benefits are over and above the Gold Level Sponsorship benefits.

LUNCH IN THE EXPO\$1,500

Feature your brand during lunch in the Expo. The sponsor will receive Gold Sponsorship Benefits, as well as bold signage at lunch.

CLOSING RECEPTION\$1,500

The Closing Reception will take place at the Westin Hotel and features a selection of canapés, fine wines, beers, ciders, and cold drinks. The Closing Reception offers an intimate setting to host key partners, prospects, and friends for a relaxing afternoon after the day’s activities. The sponsor will receive bold signage, verbal recognition, and Gold Sponsorship Benefits.

ADVISORY COUNCIL PACKAGE\$1,375

Members of the GCCA African Advisory Council serve the temperature-controlled products industry to help provide objective, insightful guidance, and act as a sounding board on how to implement best-practices in Africa. The Council meeting will take place on the first day of the conference. The sponsor will receive Gold Sponsorship Benefits and exclusive access to the council meeting, which consists of executives and senior managers of GCCA Warehouse Members. They will also have bold signage and networking opportunities before and after.



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RISK MANAGEMENT PACKAGE.....\$1,375

Members of the Risk Management Committee study and review items related to risk management in cold storage facilities at all levels of operations. The committee meeting will take place on the first day of the conference. The sponsor will receive Gold Sponsorship Benefits and exclusive access to the committee meeting, which consists of executives and senior managers of GCCA Warehouse Members. They will also have bold signage, and networking opportunities before and after.

FOOD SAFETY & COMPLIANCE PACKAGE.....\$1,375

Members of the Food Safety & Compliance Committee study and review legislation and standards in force that effect the cold storage & logistics industry. The committee meeting will take place on the first day of the conference. The sponsor will receive Gold Sponsorship Benefits, as well as exclusive access to the committee meeting consisting of executives and senior managers of GCCA Warehouse Members. They will also have bold signage and networking opportunities before and after.

REFRESHMENT BREAK IN THE EXPO (2 AVAILABLE).....\$1,125

Feature your brand during the refreshment break in the Expo. Sponsors will receive Silver Sponsorship Benefits, as well as bold signage during the break.

GOLF TOURNAMENT LUNCH.....\$1,125

Feature your brand during the Cold Chain Cup lunch. The sponsor will receive Silver Sponsorship Conference Benefits, as well as bold signage, and verbal recognition at the golf tournament.

GOLF TOURNAMENT BEVERAGE CART\$1,125

Feature your brand during the Cold Chain Cup. You will be top of mind for all golfers—keeping everyone hydrated and refreshed on the course. Sponsorship includes Silver Sponsorship Conference Benefits, golf cart with branding, refreshments, and verbal recognition at the golf tournament.

GOLF TOURNAMENT PRIZES\$1,125

Feature your brand at the Cold Chain Cup Prize Giving. The sponsor will receive Silver Sponsorship Conference Benefits, as well as bold signage, branded prize envelopes and verbal recognition at the golf tournament.