

AFMA Forum 2026

SPONSORSHIP & EXHIBITION PROSPECTUS

The Feed Factor – The Chain That Feeds a Nation

8-10 September 2026
Sun City, South Africa

Afma Forum 2026

8 – 10 September 2026 • Sun City • South Africa

Lead. Contribute. Shape the **Future of Feed.**

Partnership with AFMA Forum 2026 signals your organisation's
commitment to strengthening South Africa's
feed-to-food value chain.

RESILIENCE



Championing a stable,
competitive and
food-secure
feed sector.

INNOVATION



Driving next-generation
technology, **data intelligence**
and manufacturing
excellence.

TRUST




Upholding integrity,
assurance and
global market
credibility.

STRENGTHENING THE SYSTEM

That Feeds a Nation

Partnership with AFMA Forum signals
leadership, commitment and contribution
to the **future of the feed industry.**

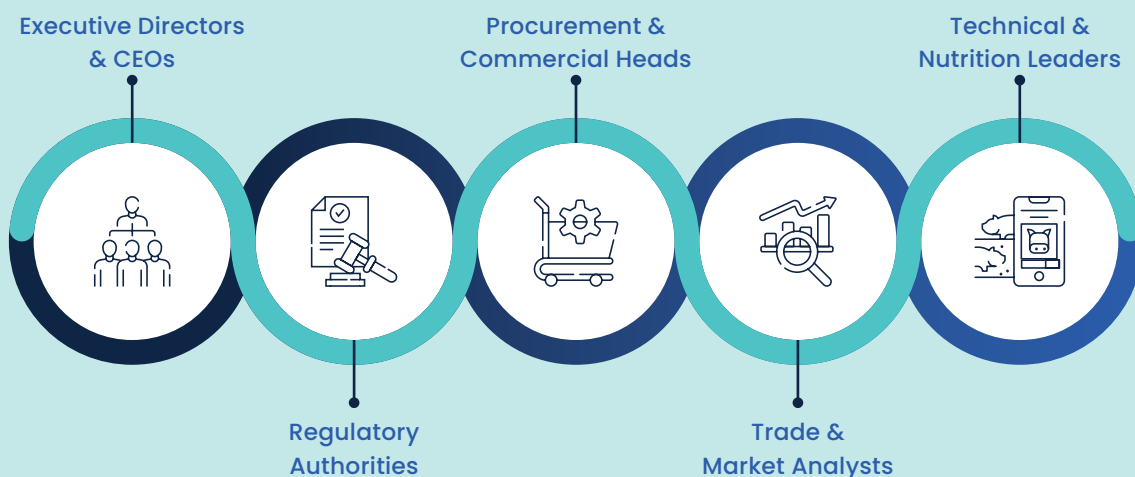




WHO ARE OUR DELEGATES

The AFMA Forum convenes a highly concentrated gathering of decision-makers from across the global feed-to-food value chain, offering direct access to industry leadership and regulatory authorities.

EXPECTED DELEGATES



INDUSTRY REPRESENTATION AT THE FORUM

- Feed & premix manufacturers/suppliers
- Additives & raw material manufacturers/suppliers
- Pet food manufacturers
- Grain, oilseed and livestock producers
- Traders, importers and procurement leaders
- Analytical laboratories, equipment suppliers, technical specialists and animal nutritionists

- Regulators in feed, food and animal health
- Veterinary and animal health practitioners
- Researchers and emerging industry professionals
- Agribusiness finance and investment professionals

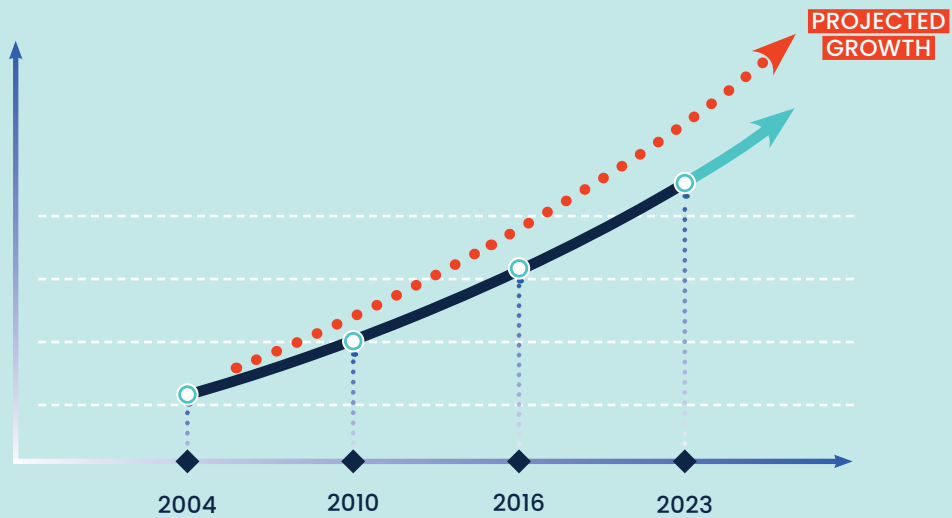
This concentrated audience creates a rare opportunity to engage with the sector's stakeholders in a single, focused environment.

WHO ARE OUR DELEGATES

2023 FORUM PROFILE

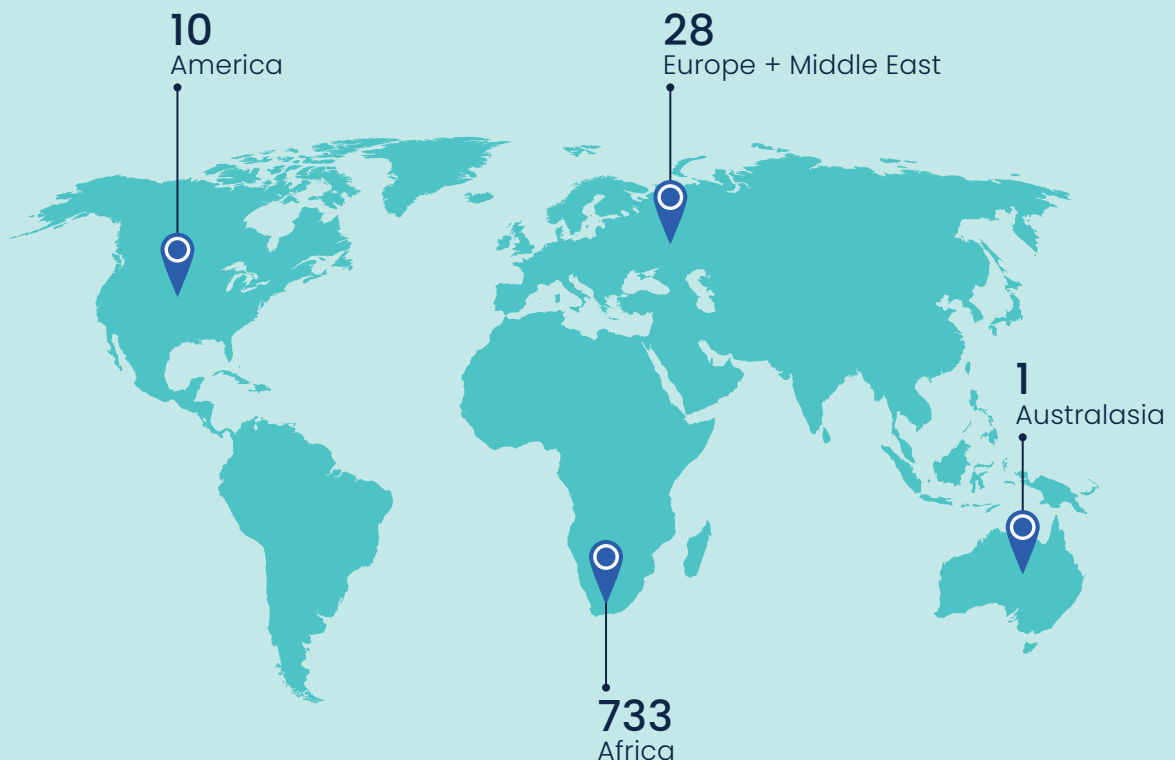
ATTENDANCE TIMELINE

Attendance has steadily increased over time, with participation expected to continue its upward trend.



GEOGRAPHICAL REPRESENTATION

Total Attendance (2023): 772 Delegates
Africa 95% | International Markets 5%



2023 SPONSORS & EXHIBITORS



MEDIA REACH & COVERAGE

AFMA Forum 2026 combines concentrated industry attendance with extended multi-platform exposure, ensuring both direct engagement and sustained brand presence.



By September 2026, AFMA and Plaas Media platforms are projected to reach more than 1.35 million industry professionals across social media, digital platforms, radio, television and print.

SOCIAL MEDIA

60,000+



followers across LinkedIn, Facebook, X, Instagram, and Plaas TV channels

DIGITAL & ONLINE

71,000+



readers and viewers via AFMA Matrix and Plaas TV

RADIO LISTENERSHIP

1 million+



weekly listeners (LandbouRadio)

PRINT CIRCULATION

1,000+



copies (AFMA Matrix)

This multi-channel reach ensures sponsors receive maximum visibility and engagement within the feed, agricultural, and animal health sectors.

SPONSOR VISIBILITY

Pre-Forum Exposure

Sponsors gain early visibility across AFMA's digital platforms, industry media channels, and communications leading up to the Forum. This ensures recognition and engagement within the animal feed and agricultural value chain well before delegates arrive.

At-Forum Exposure

During the Forum, sponsors benefit from prominent brand visibility, direct engagement with delegates, and opportunities to position their organisation as a sector leader, with exposure sustained across key delegate engagement platforms.

Post-Forum Exposure

Sponsors continue to receive visibility and recognition after the event, maintaining engagement via digital, media, and reporting channels, reinforcing participation and extending brand impact within the industry.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP PACKAGES

→ [Click here to book a sponsorship](#)

DESCRIPTION	EVENT PARTNER	PREMIUM SPONSOR	CLASSIC SPONSOR
Value (excl. VAT)	R498 000,00	R280 000,00	R125 000,00
Number available	10	84	232

PRE-FORUM EXPOSURE			
Website & Digital			
Company profile and logo featured on the AFMA Forum website, including a direct hyperlink to the sponsor's website.	200 words & logo	100 words & logo	Logo
Leaderboard banner (hyperlinked) on the AFMA Forum website (sponsor-supplied).	<input checked="" type="checkbox"/>		
Block banner advertisement (hyperlinked) on the AFMA website homepage (sponsor-supplied).	<input checked="" type="checkbox"/>		
Early access to registered delegate contact details (subject to consent) for targeted pre-event engagement.	<input checked="" type="checkbox"/>		
Logo featured in AFMA Forum email communications distributed to registered delegates and industry stakeholders (non-exclusive).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mobile App			
Company profile and logo featured on the official AFMA Forum mobile app sponsor page.	200 words & logo	100 words & logo	Logo
Full-screen advertisement on the AFMA Forum mobile app (A4 PDF, sponsor-supplied).	1 page	1 page	1 page
Logo featured on the AFMA Forum mobile app home screen.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Media & Broadcast			
4-minute industry interview on the Plaas TV YouTube channel, co-hosted with AFMA, providing sponsors with an opportunity to share insights and introduce their organisation to the broader industry audience.	<input checked="" type="checkbox"/>		
4-minute interview on Landbou Radio, co-hosted with AFMA, offering additional exposure to the agricultural and feed sector listener base.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Print & Industry Media			
Advertisement in AFMA Matrix Magazine, reaching AFMA members and key stakeholders across the animal feed and agricultural sectors (AFMA Matrix – Forum Edition, published online on 1 September 2026).	Double page	Full page	Quarter page
Social Media			
Dedicated sponsorship announcement post across AFMA's social media platforms highlighting the sponsor's participation.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Sponsor acknowledgement across AFMA social media channels in the lead-up to the Forum (non-exclusive).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



→ [Click here to book a sponsorship](#)

DESCRIPTION	EVENT PARTNER	PREMIUM SPONSOR	CLASSIC SPONSOR
Value (excl. VAT)	R498 000,00	R280 000,00	R125 000,00
Number available	10	84	232

AT-FORUM EXPOSURE

Thought Leadership

5-minute plenary presentation or sponsor video included in the main Forum programme (sponsor-supplied).	<input checked="" type="checkbox"/>		
2-minute corporate video with voice-over introduction played in the exhibition area during the Opening Function.	<input checked="" type="checkbox"/>		

Exhibition & Branding

Exhibition stand in the AFMA Forum exhibition area, providing direct access to delegates and industry stakeholders.	6m x 6m	6m x 3m	3m x 3m
Logo featured on looped presentation screens in the registration foyer, plenary and exhibition areas.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo featured on delegate name badges, co-branded with the AFMA Forum.	<input checked="" type="checkbox"/>		
Free-standing sponsor banners displayed in the AFMA Forum registration foyer, positioned by AFMA (sponsor-supplied).	2 wall banners	1 pull-up	
Logo featured on official AFMA Forum signage throughout the venue (AFMA-supplied).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company profile and logo featured in the official Forum programme.	200 words & logo	100 words & logo	Logo

Delegate Engagement & Hospitality

Dedicated meeting suite available for private meetings with clients and delegates during the Forum (catering excluded).	Star Suite		
Promotional insert included in the official delegate bag (A4 PDF, sponsor-supplied).	12 double-sided pages	8 double-sided pages	2 double-sided pages
Complimentary exhibitor passes.	6	4	2
Discounted exhibitor pass (30% discount).	1 per stand	1 per stand	1 per stand

Mobile App Engagement

Targeted push notification via the AFMA Forum mobile app (maximum 25 words).	1 per day		
Logo featured on the AFMA Forum mobile app.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Social Media During the Event

Sponsor acknowledgement across AFMA social media channels during the Forum (non-exclusive).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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POST-FORUM EXPOSURE

Digital & Email

Logo featured in post-event AFMA Forum email communications to delegates and industry stakeholders (non-exclusive).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Continued exposure on the AFMA Forum website, remaining live until the next Forum website is launched, providing ongoing brand visibility.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Media & Content Legacy

Access to the 2026 AFMA Forum photo gallery for sponsor use.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Forum photographs may be used by AFMA for reporting, feedback and promotion of future AFMA Forum editions, providing ongoing exposure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Reports & Recognition

Sponsor mention in the AFMA AGM Chairman's Report, acknowledging contribution and support to the Forum.	<input checked="" type="checkbox"/>		
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Mobile App

Logo featured on the AFMA Forum mobile app until 1 December 2026.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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Social Media Post-Event

Logo featured in post-event social media posts across AFMA channels (non-exclusive), reinforcing brand visibility to delegates and industry followers.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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ITEM SPONSORSHIPS

DELEGATE BAG R175 000 (EXCL. VAT)



PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Logo featured on delegate bags (co-branded with AFMA Forum 2026) distributed to all attendees, ensuring repeated delegate interaction.
- Insert included in delegate bags (4 double-sided A4 pages, bound, sponsor-supplied).
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app.
- Two complimentary delegate passes, including social functions.

POST-FORUM EXPOSURE

- Delegate bags retained by attendees for extended brand exposure.
- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

SOLD

REGISTRATION DESK R125 000 (EXCL. VAT)



PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Branded registration desk signage (co-branded with AFMA Forum 2026).
- Two pull-up banners displayed in the registration foyer (positioned by AFMA, sponsor-supplied)
- Branded t-shirts for registration staff (sponsor-supplied, optional).
- Insert included in delegate bags (2 double-sided A4 pages, bound, sponsor-supplied).
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app.
- One complimentary delegate pass, including social functions.

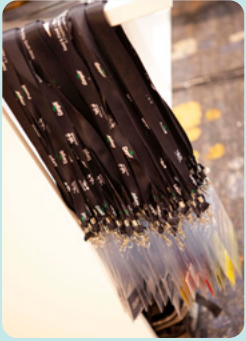
POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

SOLD

ITEM SPONSORSHIPS (CONTINUED)

LANYARD R98 500 (EXCL. VAT)



PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Logo featured on delegate lanyards (co-branded with AFMA Forum, AFMA to approve artwork), turning delegates into walking brand ambassadors.
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app.
- Amplified exposure via event photography by delegates who share on social media.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

SOLD

MOBILE APP R95 000 (EXCL. VAT)



PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Continued exposure across the mobile app interface.
- One in-app push notification per day and opportunity to host survey or competition.
- Dedicated X-frame banner in registration foyer (AFMA-supplied).
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

SOLD

STILL AVAILABLE!

NOTEBOOK R93 500 (EXCL. VAT)



PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Logo featured on notebooks distributed in delegate bags to all delegates (co-branded with AFMA Forum 2026)
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app.
- Exposure reinforced as delegates use notebooks during the Forum.

[Please turn over]

ITEM SPONSORSHIPS (CONTINUED)

[→ Click here to book the notebook](#)

NOTEBOOK R93 500 (EXCL. VAT)



POST-FORUM EXPOSURE (CONT)

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.
- Ongoing exposure as delegates continue to use and retain the notebooks.

CHARGING STATIONS R48 000 (EXCL. VAT)



PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Logo featured on side panels of table (See image)
- Increased exposure through three (3) charging stations positioned in the exhibition area close to the networking lounges (AFMA to position)
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

SOLD

CONFERENCE PEN R40 000 (EXCL. VAT)



PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Logo featured on pens distributed in delegate bags to all delegates.
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app.
- Exposure reinforced as delegates use pens during the Forum.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.
- Ongoing exposure as delegates continue to use and retain the pens.

SOLD

👉 DAY 3
STILL AVAILABLE!

**BOTTLED WATER
(PER DAY)**
R30 000 (EXCL. VAT)



ITEM SPONSORSHIPS (CONTINUED)

→ [Click here to book the bottled water](#)

PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Branded bottled water provided during plenary sessions (first bottle of the day) for high-visibility delegate interaction.
- Branded bottled water displayed on stage throughout all plenary sessions (on day of sponsorship), providing continuous high-visibility exposure as speakers are photographed for online posting by attending companies.
- Logo featured on the AFMA Forum mobile app.
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

👉 DAY 1 & 3
STILL AVAILABLE!

**SWEET MOMENTS
(PER DAY)**
R25 000 (EXCL. VAT)



→ [Click here to book the sweet moments](#)

PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Logo featured on snacks in delegate bags in delegate bags (day one) and on conferencing tables (day 2 and day 3) offering repeated high logo visibility and direct high-frequency engagement as delegates open snacks during the Forum.
- Logo featured on the AFMA Forum mobile app.
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

OPPORTUNITIES
STILL AVAILABLE!

ITEM SPONSORSHIPS (CONTINUED)

→ [Click here to book an insert](#)

DELEGATE BAG INSERT

R12 500 (EXCL. VAT)

Double-sided A4,
sponsor-supplied)

PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- One double-sided A4 insert in the delegate bag, providing high visibility and direct engagement as delegates unpack it and throughout the Forum (sponsor-supplied).
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.
- High visibility during unpacking of delegate bag and throughout the Forum.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.
- Extended brand impressions as delegates retain inserts.



HOSPITALITY SPONSORSHIPS

TEA BREAKS & LUNCH (PER DAY) R45 000,00 (EXCL. VAT)

PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Branding at tea and lunch stations, creating repeated high-impact engagement with delegates. One (1) free-standing pull-up banner at all food stations in the Superbowl for consistent brand presence on day of sponsorship.
- Verbal and on-screen acknowledgement on holding slides prior to breaks for additional visibility.
- Branded napkins, menu cards, overlays, or signage (sponsor-supplied, optional).
- Logo featured on the AFMA Forum mobile app.
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

HAPPY HOUR SPONSORSHIP* R25 000,00 (EXCL. VAT)

* Create a premium engagement platform for delegates in Seers Court before the Closing Function. Sponsor to settle happy hour bill directly with Sun City.

PRE-FORUM EXPOSURE

- Logo featured on the AFMA Forum website, including a hyperlink to the sponsor's website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Branding in Seers Court.
- Branded or themed cocktail decor to enhance Happy Hour experience (sponsor-supplied, optional).
- Logo featured on the AFMA Forum mobile app.
- Logo featured in the Forum programme and on looped presentation screens in the registration foyer, plenary and exhibition areas.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.

→ [Click here to book tea breaks & lunch](#)



SPEAKER SPONSORSHIPS

KEYNOTE SPEAKER SPONSORS

R35 000,00 (EXCL. VAT) + FLIGHT + ACCOMMODATION + TRANSPORT OF SPEAKER

All keynote speakers are identified and approved by the Forum Programme Committee. Companies sponsoring keynote sessions are formally acknowledged as Keynote Speaker Sponsors.

PRE-FORUM EXPOSURE

- Logo featured on keynote speaker promotional material, AFMA Forum mobile app, and the AFMA Forum website.
- Acknowledgement within the Forum programme alongside the keynote speaker biography.
- Social media announcement highlighting the sponsorship.

AT-FORUM EXPOSURE

- Recognition associated with the keynote speaker session.
- Verbal acknowledgement of the sponsor by the session moderator.
- Acknowledgement in the Forum programme.
- Logo featured on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app.

POST-FORUM EXPOSURE

- Video recording of the keynote presentation.
- Professional photography of the keynote speaker for social media and post-event use.
- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.
- Logo featured in AFMA Newsletter coverage following the Forum.
- Exposure in AFMA Matrix Magazine event coverage.



SPEAKER SPONSORS

R10 000,00 (EXCL. VAT) + FLIGHT + ACCOMMODATION + TRANSPORT OF SPEAKER

All speakers are approved by the Forum Programme Committee. Companies sponsoring speakers are acknowledged as Speaker Sponsors.

PRE-FORUM EXPOSURE

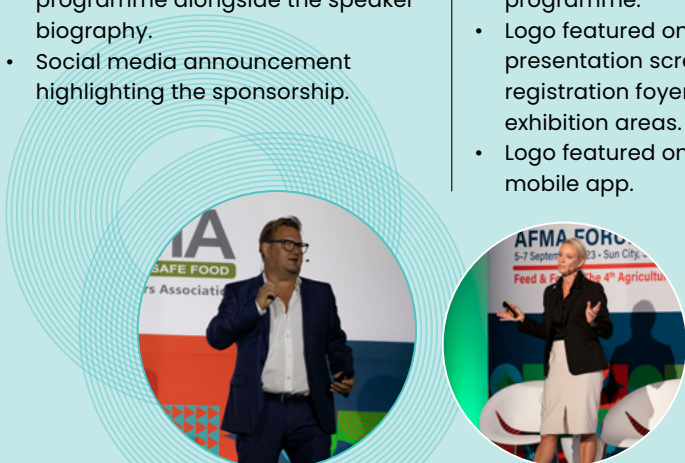
- Logo featured on speaker promotional material, the AFMA Forum mobile app, and the AFMA Forum website.
- Acknowledgement within the Forum programme alongside the speaker biography.
- Social media announcement highlighting the sponsorship.

AT-FORUM EXPOSURE

- Recognition associated with the speaker session.
- Verbal acknowledgement of the sponsor by the session moderator.
- Acknowledgement in the Forum programme.
- Logo featured on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app.

POST-FORUM EXPOSURE

- Professional photography of the keynote speaker for social media and post-event use.
- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.
- Logo featured in AFMA Newsletter coverage following the Forum.
- Exposure in AFMA Matrix Magazine event coverage.



★ GRAB ME!
I'M NEW!

COMMERCIAL SESSION SPONSORSHIPS

R35 000,00 (EXCL. VAT) 👉 OPPORTUNITIES STILL AVAILABLE!

65 x sponsorships are still available

Commercial sessions offer sponsors a dedicated platform to engage industry delegates and raise their profile.

These sessions are hosted outside the official AFMA Forum programme on Day 2.

PACKAGE INCLUDES

- 60-minute commercial session scheduled after the official AFMA Forum programme on Day 2, providing a dedicated platform to engage with delegates and present specialised insights relevant to the animal feed and agricultural value chain.
- Dedicated venue space with standard audio-visual setup provided.
- Seating capacity for up to 150 delegates, creating an environment for focused engagement and discussion.
- Brand acknowledgement in the Forum programme alongside the session title and speaker details.

SPONSOR RESPONSIBILITIES

- Speaker travel, accommodation, and professional fees to be arranged and covered by the sponsor.
- Catering for session attendees (if required) to be arranged directly with Scatterlings.
- Session marketing and promotion to encourage delegate attendance.
- Branding and promotional collateral for the session venue.
- Content development and presentation management.
- On-site audio-visual technical support to be confirmed and arranged with Scatterlings.

IMPORTANT NOTE

- Commercial sessions are available as an add-on for sponsors or exhibitors with packages of R52,000 or more. Sponsorships below R52,000 are not eligible.

→ [Click here to book a commercial session](#)



★ GRAB ME!
I'M NEW!

AFMA STUDENT INDUSTRY CASE CHALLENGE SPONSORSHIPS

☆ OPPORTUNITIES
STILL AVAILABLE!

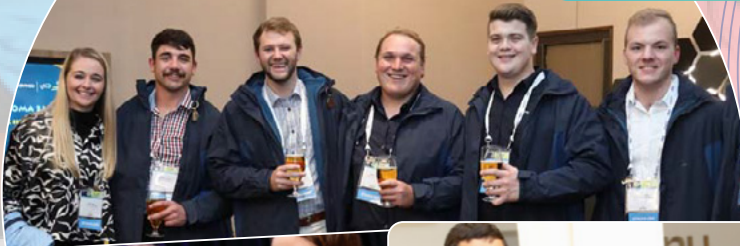
The **AFMA Student Industry Case Challenge** brings together top-performing students from different universities and diverse academic disciplines to engage with a real-world challenge facing the animal feed industry. Students analyse the case study presented to them and develop practical, innovative solutions, which are presented during the AFMA Forum. Forum delegates participate in selecting the winning team, creating a dynamic and engaging platform that connects new talent directly with industry professionals.

The challenge encourages critical thinking, collaboration and practical problem-solving, while exposing students to the complexities and opportunities within the animal feed and broader agri-food sector. The initiative draws inspiration from internationally recognised student case competitions such as the IFAMA Student Case Competition, as well as local initiatives such as the Agbiz Student Case Study Challenge, which promote stronger collaboration between academia and industry.

By supporting the **AFMA Student Industry Case Challenge**, sponsors play a meaningful role in developing industry leaders of the future. At the same time, sponsors gain valuable brand visibility and the opportunity to connect with talented young professionals who represent the future of the agricultural and animal feed industries.



→ [Click here to book an AFMA Student Industry Case Challenge](#)



R20 000,00 (EXCL. VAT)

12 9 x sponsorships are available

PRE-FORUM EXPOSURE

- Logo featured on AFMA Forum promotional material, mobile event app, and the AFMA Forum website.
- Social media announcement highlighting the sponsorship.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- Recognition associated with the AFMA Student Industry Case Challenge.
- Verbal acknowledgement of the sponsor during the Student Industry Case Challenge proceedings.
- Acknowledgement in the Forum programme
- Logo featured on looped presentation screens in the registration foyer, plenary and exhibition areas.
- Logo featured on the AFMA Forum mobile app.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for sponsor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
- Logo featured in post-event AFMA social media posts (non-exclusive), reinforcing sponsor recognition across digital channels.
- Logo featured on the AFMA Forum mobile app until 1 December 2026.
- Logo featured in AFMA Newsletter.
- Exposure in AFMA Matrix Magazine event coverage.

EXHIBITION OPPORTUNITIES

Exhibition engagement at AFMA Forum prioritises quality of interaction – creating meaningful conversations with decision-makers.

Exhibitions are about building relationships, demonstrating expertise, and creating visibility that complements your broader marketing strategy.

WHY EXHIBIT



Launch new products



Strengthening existing product presence



Generate qualified sales leads



Build brand credibility and trust

Gain market intelligence and competitor insights



Engage directly with decision-makers



Meet sector-specific audiences face-to-face



*Note: This programme is preliminary and subject to change. We recommend that you and your team consult the Forum website regularly for the latest updates:
www.afmaforum.co.za*

EXHIBITION SCHEDULE | THE SUPERBOWL

Monday, 7 September 2026	06:00	GL Events off-loading and pre-set-up of exhibition infrastructure
	07:00 – 09:00	Health & Safety briefing for all contractors and staff
	08:00 – 10:00	GL Events – exhibition floor demarcation and shell scheme installation
	10:00 – 00:00	Build-up of custom stands by external contractors (one-day build only)
Tuesday, 8 September 2026	06:00 – 09:00	Final stand set-up, styling, and finishing touches
	09:00 – 10:00	Health & safety compliance sign-off
	10:00 – 11:30	Cleaning and lunch set-up
	11:30 – 16:00	Exhibition OPENS – delegate lunch
	16:00 – 18:30	Exhibition CLOSED – preparation for Welcome Function
	18:30 – 23:00	Exhibition RE-OPENS for Welcome Function
Wednesday, 9 September 2026	07:00 – 22:00	Exhibition OPEN
Thursday, 10 September 2026	07:00 – 14:00	Exhibition OPEN
	14:00	Exhibition dismantling begins (after lunch)

EXHIBITOR PACKAGES

	COST (EXCL. VAT)
Exhibition Stand (3m x 3m) – AFMA Member	R52 000,00
Exhibition Stand (3m x 3m) – Non-member	R64 000,00

PRE-FORUM EXPOSURE

- Logo featured on AFMA Forum website, including a direct hyperlink to the exhibitor website.
- Logo featured on the AFMA Forum mobile app.

AT-FORUM EXPOSURE

- 3m x 3m shell scheme exhibition stand, providing a dedicated space to engage directly with delegates.
- Logo featured on looped presentation screens in plenary and exhibition areas, reinforcing brand visibility throughout the event.
- Logo featured in the official Forum programme.
- Logo featured on the AFMA Forum mobile app.

POST-FORUM EXPOSURE

- Logo featured in post-event AFMA Forum email communications (non-exclusive), maintaining digital visibility after the event.
- Continued exposure on the AFMA Forum website, remaining live until the next Forum edition is launched.
- Access to the 2026 AFMA Forum photo gallery for exhibitor use.
- Forum photographs may be used by AFMA for reporting, feedback, and promotion of future AFMA Forum editions, providing ongoing exposure.
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- Logo featured on the AFMA Forum mobile app until 1 December 2026.

SOLD OUT



EXHIBITION FLOOR PLAN



VENUE: SUN CITY SUPERBOWL

KEY:

■ Event Partner	■ Exhibition
■ Premium Sponsors	■ Food Stations
■ Classic Plus Sponsors	■ Networking Lounges
■ Classic Sponsors	

STAND NO	COMPANY	STAND NO	COMPANY	STAND NO	COMPANY
1	Andritz	21	(Premium Sponsor Stand)	41	Victam Corporation
2	Andritz	22	(Premium Sponsor Stand)	42	Victam Corporation
3	Bitek Industries	23	Nu-Pro Commodities	43	Adisseo
4	Bitek Industries	24	Pretoria Protein Company	44	Adisseo
5	Labworld	25	Chem Nutri Analytical	45	(Premium Sponsor Stand)
6	Sovereign Foods	26	Huvepharma South Africa	46	(Premium Sponsor Stand)
7	Rhine Ruhr	27	CAL Laboratories	47	(Premium Sponsor Stand)
8	VETPAC Animal Health	28	Vitam International	48	(Premium Sponsor Stand)
9	Phileo By Lesaffre	29	Dalein Agriplan	49	Allied Nutrition
10	Evonik Africa	30	Dalein Agriplan	50	Allied Nutrition
11	Bühler Group	31	Elanco Animal Health	51	AFMA
12	AE Solutions	32	Bupo Animal Health	52	AFMA
13	SA Lime & Gypsum	33	Kemin Industries	53	(Classic Plus Sponsor Stand)
14	Orchem	34	Kemin Industries	54	(Classic Plus Sponsor Stand)
15	Verder Scientific	35	La Meccanica		
16	dsm-firmenich	36	Ferraz Máquinas e Engenharia LTDA.		
17	(Premium Sponsor Stand)	37	Automill		
18	(Premium Sponsor Stand)	38	Automill		
19	Nutribase	39	Victam Corporation		
20	Nutribase	40	Victam Corporation		

EXHIBITOR PACKAGE BENEFITS INCLUDE –

- 1 x shell scheme walling with fascia and 1 x company name
- 1 x plug point (15A) with part DB board
- 2 x spotlights (15W)
- 1 x trestle table, 2 chairs, 1 x tablecloth
- 1 x complimentary Exhibitor pass to exhibition only (includes access to social events)
- 1 x 30% discount on Exhibitor pass

SPONSORSHIP BOOKING & PAYMENT STRUCTURE

RESERVATION PROCESS

To secure a sponsorship or exhibition stand, companies must:

1



Click on Create New Account

2



Click on New Package
Click on Create Contact,
complete details

3



Select Sponsorship Package
Accept Terms and Conditions

4



Submit the booking form

5



An email with the booking
confirmation and invoice
will be sent to you

6



Sign the contract
and pay the deposit

SPONSORSHIP AND EXHIBITION TERMS & CONDITIONS

TERMS OF PAYMENT

- 50% deposit payable upon signing of the contract.
- Balance payable by **30 June 2026**.
- Bookings confirmed from **1 July 2026** require full payment upon receipt of invoice.
- All amounts exclude VAT.

CANCELLATION POLICY

- All cancellations must be submitted in writing to mandy@afma.co.za
- Cancellations received **before 5 June 2026** will be eligible for a refund of the deposit paid, less a 10% cancellation fee.
- Cancellations received between **6 June 2026** and **31 July 2026** will forfeit the 50% deposit paid.
- Cancellations received from **1 August 2026** onwards will be liable for the full value of the sponsorship or exhibition commitment.
- Where applicable, refunds will be processed within 30 days after the conclusion of the AFMA Forum.

GENERAL TERMS

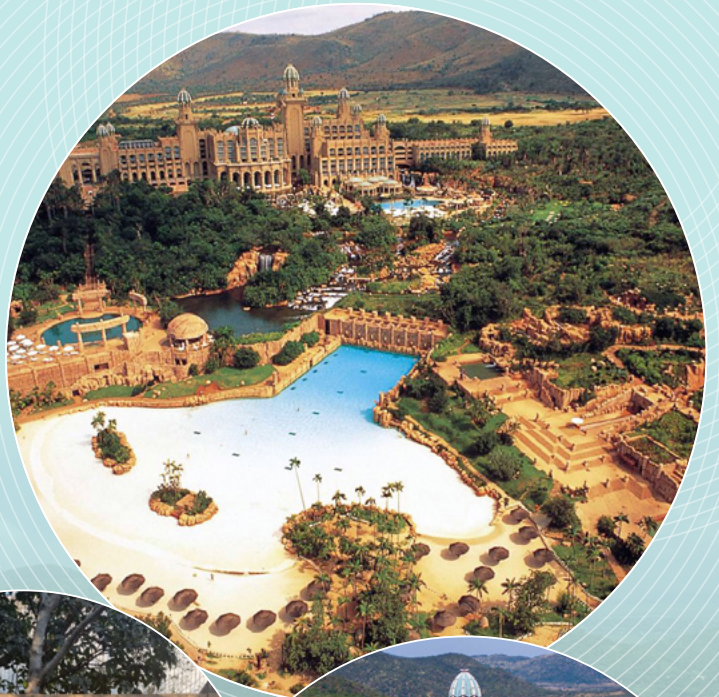
- Sponsorship and exhibition opportunities are allocated on a first-come, first-served basis.
- Participation is confirmed only upon receipt of a signed contract and payment of the deposit.
- Failure to comply with the payment schedule may result in forfeiture of the booking.
- The Conference Organising Committee reserves the right to decline bookings or amend sponsorship and exhibition terms where necessary.
- All sponsorship and exhibition agreements are governed by the laws of South Africa.
- Sponsor and exhibitor logos must be supplied in vector or high-resolution PDF format within 24 hours of contract signing and deposit payment.

SUBSTITUTIONS & AMENDMENTS

- Any changes to sponsorship elements must be agreed in writing with the organisers and may be subject to production deadlines.

SUN CITY CONVENTION CENTRE

Sun City is a world-class Forum and leisure destination, offering premium facilities, modern event spaces, and a curated environment for executive networking. Its central location, professional infrastructure, and iconic setting provide the perfect backdrop for AFMA Forum 2026, combining business engagement with memorable experiences.



AFMA FORUM HOSTED BY



ANIMAL FEED MANUFACTURERS ASSOCIATION (AFMA)

PostNet Suite 221, Private Bag X04, Menlo Park, 0102, Pretoria
Agri-Hub Office Park, Block B, 477 Witherite Street, The Willows, 0184, Pretoria

Sponsorship & Exhibitor Enquiries

Contact person: Wimpie Groenewald

E-mail: admin@afma.co.za

Tel: +27 (0)12 663 9097 / +27 (0)72 461 2497

Website: www.afmaforum.co.za

AFMA FORUM ORGANISED BY



SCATTERLINGS

VIRTUAL | CONFERENCES | HYBRID

SCATTERLINGS CONFERENCE & EVENTS

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4 Broadacres Drive, Dainfern, 2055, Johannesburg

Cape Town Office

Unit E14, Century City Square, Heron Crescent, Century City, 7441, Cape Town

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Website: www.soafrica.com

AFMA FORUM MEDIA PARTNER



PLAAS MEDIA

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E-mail: lynette@plaasmedia.co.za

Tel: +27 (0)12 664 4793

Website: www.plaasmedia.com

→ www.afmaforum.co.za