

## Table of Contents

I.	Background.....	1
II.	Objectives of the Event.....	2
2.1	The Overall Objective of the Event.....	2
2.2	The Specific be put on invitation card and Objectives of the Event.....	2
2.3	Unique Features of the Event.....	3
III.	Content framework.....	3
IV.	Who are expected to participate?.....	4
V.	Why should you participate in this event?.....	4
VI.	Promotion of the Event.....	6
VII.	Booking and Payment Schedule.....	6
VIII.	Delegate fee.....	7
IX.	Sponsorship Packages.....	8
X.	Sponsorship Level and Benefits.....	9

## **I. Background**

Ethiopia has shown a remarkable economic growth for the past five consecutive years. This is attributed mainly due to the fact that the Government of Ethiopia has been able to develop and implement various effective sectoral development policies and strategies. Based on these strategic deliberations, the GOE has been committed itself in carrying out various capacity building interventions that targets both the public & private sectors. Specially, providing different incentive and support package provisions are also considered as an outstanding factors contributing to the attainment of a rapid economic growth of the nation. In this respect, the recent private sector led strategy that focused on large-scale agricultural development is one evidence that deserves worth mentioning.

The agriculture sector is the mainstay sector in Ethiopia with respect to its contribution to Gross Domestic Product; which account about 41% share of GDP<sup>1</sup> as well as creating close to 80% job opportunity for labour force. There-by in realizing the great potential of the country in producing variety of agricultural products for both domestic and international markets, the government has accorded agro-processing and export undertakings as being strategic sector. In translating this initiative in to reality, the GOE has laid down variety of incentive and support packages in view of attracting active engagement of the private sector operators to unleash the huge potential of the sector.

As it is well known that the products of pulses, oilseeds and spices constitute the bigger portions among the diverse components of agricultural sector, along with having a great deal of contributions for the development perspective of the nation, especially through encouraging agro-processing & value-added initiatives as to generate higher export revenue. *Thus, the emphasis given to the sector by the GOE has clearly stipulated in the newly growth and transformation plan.*

Notwithstanding the above fact, the sector has characterized by major demand and supply side gaps and such multitude operational and marketing problems do create a straightjacket on the development of the sector. In response to this, Ethiopian Pulses, Oilseeds and Spices Processors Exporters Association (EPOSSPEA), in collaboration with pertinent public sectors & other stakeholders, has taken the initiative to organize this international conference with the aim of promoting the ample potentials of the sector to both domestic & international participants.

Historically, EPOSPLA is established in October 1998 and licensed on May 11, 2003, with the objectives of building the capacity of its members to participate in global market on a competitive basis, and to support the sectoral development through operationalizing selected strategies, among which this international event is worth mentioning.

In order to maximize the comparative advantages of the sector, therefore, we need to enhance and advance the level of orientation & awareness of those strategic stakeholders & partners to have strong attitude towards the potential capability of the sector. In this regard, exhibition and conference can play a significant role. As part of its role and objectives, Ethiopian Pulses, Oilseeds and Spices Association (EPOSPLA) is organizing the 1st international conference to promote the development of the sector under the motto of "Ethiopia the land of Crop Diversity: a Coordinated effort for realizing sector's potential."

## **II. Objectives of the Event**

### **2.1 The Overall Objective of the Event**

The general objective of this international event is to organize an international conference on the supply and demand side issues of the sector. And these issues will be discussed in light of promoting the position of the sector amongst the major policy makers, international buyers, developmental investors, research institutes, development partners and relevant government and nongovernmental organizations, with a view of achieving a coordinated effort amongst them towards the realization of the sector's growth potential.

### **2.2 The Specific Objectives of the Event**

The specific objectives of this conference are:

- Promoting the products of the sector to those international buyers who will be invited to the conference with the proposes of ensuring market and product diversifications.
- Creating a concrete understanding about buyers' requirements amongst all the operators engaged in the sector and pertinent policy makers so that they are be able to direct their endeavors accordingly.
- Promoting the potential of the sector amongst local and foreign potential investors to join hands and contribute towards the development of the sector.

- Attracting the attention of the development partners to strengthen their endeavours to support the sector's export by consolidating existing actions and initiating new development interventions.
- Leveraging international best practices to enhance the supply of the outputs of the sector in terms of quantity, quality and diversity.
- Strengthening linkages among the private sector players operating in the sector.
- Building business partnership among exporters & strategic buyers, and
- Strengthening the role and capacity of the Association to support its members through establishing strong partnerships with counterparts.

### **2.3 Unique Features of the Event**

The organizer extremely believes that this event is timely and unique. The cardinal reason for this is that it is conducted for the first time in the history of the country as well as being initiated during the first phase of the implementation of Growth and Transformation Plan. The importance of the sector for the agro-processing industry to the planned industrial transformation, to foreign currency earnings and import substitutions, the interdependence of the sector within its broad sub-categories and its impact in changing the living standards of the people have, inspired various government bodies to give due and special attention to the event. Besides, local and foreign participants would have motivated not to miss this golden opportunity. Likewise, it would also create a unique opportunity for the association to promote itself by achieving the objectives of the event.

In nut-shell, it is hoped that this event would provide platform for all stakeholders to share knowledge, experience and build long-lasting business relationship. Furthermore, this event will have the following unique features:

- ✓ Valuable information about the sector will be diffused to participants of the conference
- ✓ There will be a show case and business-to-business meetings along with the conference.
- ✓ An Ethiopian traditional entertainment program will be staged
- ✓ International experience will be shared among participants

### **III. Content framework**

The Conference will be organized in such a manner as to have a presentation & panel sessions, opening & closing ceremonies, B2B matching & on-site visits, in-city tour & cultural

entertainment programs, at least to mention the major itineraries in its general terms. Thus, the Conference schedule seems to be somewhat tight in order to come up with plausible recommendations that aligned with its future development endeavors.

#### **IV. Who are expected to participate?**

This event will give ample opportunities for public and government institutions, private companies and civic organizations, which are supporting and promoting the development of the sector. Thus, the following participants will anticipate participation in the event

- ✓ EPOSPEA members & non-member exporters of the sector.
- ✓ Foreign strategic buyers from different corner of the globe ( Europe, Africa, Asia, Middle East, etc).
- ✓ Public Sector representatives, such as Ministry of Trade (MOT), Ministry of Agriculture (MOA), Ministry of Industry (MOI), Ministry of Foreign Affairs (MOFA), Ethiopian Commodity Exchange (ECX), etc.
- ✓ Financial Institutions (Government and Private Banks, Insurance companies, etc).
- ✓ Regional Government Representatives ( Oromiya, Tigray, Amhara, Benshangul Gamuzet, etc).
- ✓ Development partners of the sector.
- ✓ Civil Organizations (Ethiopian Chamber of Commerce & Sectoral Association, Various City Chambers and Sectoral associations, Groups, professional and occupational associations, etc).
- ✓ Agro-processing industries & milling plants, etc
- ✓ Individual operators in the value chain (such as producer & suppliers, etc)
- ✓ International Importers Association, information providers, agrochemical suppliers, etc
- ✓ Value chain development service providers (such as research institutes, extension service providers, input suppliers, etc).

#### **V. Why should you participate in this event?**

Different and unique activities are pursued to be performed during this event in order to meet its objectives. These activities will create ample opportunities for organizations who want to participate in the event at various levels, among which, the following are worth mentioning

## The 1st International Conference on Ethiopian Pulses, Oilseeds, and Spices

*5.1 As the capacity of sponsor: those participants who sponsor this event will have the following major advantages*

- ✓ You will demonstrate your commitment to and active support for the growth of the Ethiopian Pulses, Oilseeds and Spices sector and thereby to the development of the nation at large.
- ✓ You will be recognized as a supporter of this event through different promotional collaterals.
- ✓ You will get an opportunity to showcase your new products/services so as to participants be able to visitors update their knowledge and understanding about your products/services.
- ✓ You will get an opportunity to market your products/services to wide range of potential customers through close business interaction.
- ✓ You will be able to promote your product/service brands.
- ✓ You will promote the vision & mission as well as important contribution of your organization.

*5.2 As a capacity of participant: different participants will be accorded with the following main advantages in accordance*

- ✓ You will stand in a large crowd of your target market and will get an opportunity to have a face to face discussion with them (limited to FOSPEA members & foreign participants).
- ✓ You will be able to attract potential buyers/clients and establish/strengthen business relationships.
- ✓ You will enhance your public relations and networking.
- ✓ You will build long term business/trade relationships.
- ✓ You will have a chance to draw experience on the future investment trend on Oil seeds, Pulses and Spices.
- ✓ You will be able to Promote & positioning your company's profile and/or product/service portfolios.
- ✓ You will maximize benefits through presenting & exposing your company by building on existing & perspective business relationships.
- ✓ You will enable to locate global trade partner.

- ✓ You will be able to scale-up your operation through expediting new market of business opportunities new market & business opportunities acquiring new skills & technology, exploring a joint venture and investment opportunities, etc.

## **VI. Promotion of the Event**

The event will be promoted extensively to attract the attention of the target market. The promotion will include:

- **TV and radio advertising:** the event will be promoted extensively through the national TV, Radio and FM programs.
- **Print media advertising:** The event will be promoted in five selected news papers for more than 12 weeks, banners and posters will be posted in prime position in the city.
- **Direct mail:** 1000 brochures will be mailed and 3,000 fliers will be distributed to the target market.
- **Posters, brochures and fliers:** will be distributed to Ethiopian embassies office at various countries;
- **Magazine of the event** will be published & distributed to all stakeholders.
- **Website advertising:** the event will be promoted on EPOSPEA's website ([www.epospea.net](http://www.epospea.net)), in the facilitator's websites ([www.epospea.net](http://www.epospea.net)) & other International web-portals-like the Public ledger, etc.
- **PR campaign:** PR campaign is designed to ensure best coverage.
- **Guide book** will be distributed to all visitors.
- **Conference proceeding;** will be prepared & distributed to all participants at the end of the conference using both soft & hard copy presentations.

## **VII. Booking and Payment Schedule**

Participants and sponsors of conference are encouraged to book as early as possible since we have limited space. *In order to confirm your participation in the conference, you need to complete delegate registration form and send full payment.*

In order to confirm your sponsorship, we will require you to complete the attached sponsorship application form and send it along with 50% advance payment upon booking. Reservation will

be taken on first come first served basis. All the remaining payments for sponsors must be completed before one month of the due date of the conference.

### VIII. Delegate fee

The delegate fee includes the costs of:

- Participation of one representative in the Conference.
- Conference information kit.
- Welcoming Cocktail.
- Morning & Afternoon Coffee-breaks.
- Registration fee.
- Lunch.
- Closing Reception/Entertainment.
- Free Proceeding of Conference Presentations and Discussion (Audio Visual).
- Company name entry in the official Conference information kit, magazine, web-site and proceedings.
- Full information about the Sector in the country
- Free Business Discussion Room Facilities. It includes: Floor rental, back and side walls, fascia board with company name, two tables, two chairs (Per four Sqm.), 1 to 2 spot lights, electric point, carpet etc. so that they can share information, create network and partnership as well as *show case specimen of their products, services.*

Description	Foreigners Fee/USD	Ethiopian participants fee in Birr	
		Members	Non Members
Delegate for one day Conference	350	NA	NA
Delegate for all days of the Conference	750	5000	7500

\*NA= Not Applicable

Discounts are granted:

- For companies with one more representatives: 5% less from the earmarked fee amount.
- For companies with three or more representatives: 10% less from the earmarked fee amount.



- For members of the association- with two or more representatives: 15% less from the earmarked fee amount

↓ Discounts are not summed.

**Penalty Fee:** This might arise from late registration and/or payment, cancellations/reductions in number, and other due to inability to conform to the Standard Terms and Conditions for Conference, Banqueting and other related facilitation services

## IX. Sponsorship Packages

Opportunities for sponsorship participation are in no way limited, we would welcome your own ideas for discussion. The Sponsorship Chairman will be glad to assist with any enquiries you may have. The wide range of sponsorship opportunities available means that you can choose a package that fits your particular marketing strategy. Some opportunities are negotiable.

No.	Sponsorship Packages	Fee/Birr	Fee/USD
1	Prime/Principal Sponsor	250,000	20,000
2	Platinum	200,000	15,000
3	Diamond	150,000	10,000
4	Gold	100,000	8,000
5	Silver	60,000	6,000
6	Bronze	40,000	4,000
7	Panel Host Sponsor*	50,000	5,000
8	Conference Friendly Dinner	40,000	4,000
9	Welcome Reception	35,000	3,500
10	Lunches	40,000	4,000
11	Name Badges & Lanyard	15,000	1,500
12	Morning/Afternoon Tea Breaks	20,000	2,000
13	Sponsorship for Researcher Paper Presenters on conference	50,000	5,000
14	Sponsorship for proceedings of Conference presentation & Discussions (Audiovisual DVD)	100,000	10,000
15	Sponsorship for Closing Ceremony		
15.1	Lodging for Four	30,000	3,000
15.2	Accommodations	40,000	4,000
16	Personalized Packages**		

Joint agreement

\* The conference offers practitioners from government and industry the opportunity to host Panel discussions, with the aim to strongly establish the presence and active participation of the business and industry for better capacity building. These panels will be held in parallel with the conference's main activities, given that there will be around three panel discussions per day of one or half hour length each. The outcome of these discussions will be included in conference recommendations. Some of the proposed topics for the panel discussion will be decided in due

## The 1st International Conference on Ethiopian Pulses, Oilseeds, and Spices

course of time. Hence, this is also another source of revenue. Some of the proposed topics for the panel discussion will be identified by the consultant and presented for the approval of the client as soon as this conceptual plan is approved.

\*\* - The above traditional sponsorship arrangements/ packages may not cater for the customer's specific needs. If so, participants are allowed to contact the Event Manager and or the association to discuss their needs for a more personalized package.

NB

- Each of the above sponsorship packages has their own independent benefit package that is to be included in the sponsorship proposal.
- Acknowledgement in the main announcement and registration brochure, the Conference program handbook and the Conference proceedings is subject to sponsorship confirmation prior to printing deadlines.
- The production of banners, transparencies and any promotional material is the responsibility of the sponsor.

### ADVERTISEMENT IN MAGAZINE

It is planned that a special colored magazine will be published for the event. Accordingly, organizations are invited to promote their company, products or services by subscribing for it. Hence, the following subscription rate is earmarked accordingly.

#### Advertisement tariff for Event Special Issue

No.	Descriptions	Full Page Br/USD	Half Page Br/USD	Quarter Page Br/USD
1	Back Cover Page	5000-12000	3000-750	3125-437
2	1st Opening Page	7000-10000	4375-625	2735-390
3	Front Inside Page	6500-9000	4062-562	2540-353
4	Back Inside Page	6000-8000	3750-500	2344-312
5	Back last Page	5500-7500	3437-469	2149-293
6	Inside Special Center	5500-7500	3437-469	2149-293
7	Conditional Pages	5000-7000	3125-437	1954-273

### X. Sponsorship Level and Benefits

The organizer and facilitator invite your organization to become a sponsor of the International conference on Pulses, Oilseeds, and Spices to be held from 15-17 December, 2011, at Hotel Sheraton Addis, Lalibela hall, Addis Ababa, Ethiopia. The sponsorship packages and benefits are attached herewith.

## SPONSESHIP PACKAGES

[illegible]

Company will be promoted on inside Specimen center

**Quarter page advertisement in the event magazine**

### Opportunity to handover prizes to research paper presenter

Your company will have the chance to negotiate extra benefits

Your company will provide brief presentation in delegates at dinner

Your company will provide brief presentation to delegates at lunch

The logo of the company printed on the front  
cover of the CD-ROM cover

Your logo on display at the reception

## Verbal recognition at closing ceremonies

Member logo of your company will be posted on  
Welcome Sign

notepads which will be distributed to all attendees.

The two inside of the cylinder will be put on insulation card and placed in front of thermal diaphragm.

The logo name of the company will be put on invitation card and placed in front of members at lunch.

Your company logo will be printed on badges of the conference at the front)

**Your company logo will be printed on badges of the conference at the back!**

Your company logo will be posted on the bus (during tour)

Your company logo will be printed on every brochure.

The company will distribute its brochure to \_\_\_\_\_  
\_\_\_\_\_ also \_\_\_\_\_



Form no 003

# The 1<sup>st</sup> International Conference on Ethiopia Pulses, Oilseeds and Spice.

## Delegate Registration (Local)

Complete and return this form to *Fetun Promotion & Advertising PLC* Tel/Fax: +251-111-232525/232382/0911-809063/769944 or [epospea\\_event2011@fetunpromotionandadvertising.com](mailto:epospea_event2011@fetunpromotionandadvertising.com); along with a copy to Ethiopian Pulses, Oilseeds & Spices Processor- Exporters Association Fax +251-116-623504 or [epospea@yahoo.com](mailto:epospea@yahoo.com) or [epospea@gmail.com](mailto:epospea@gmail.com); Website: [www.epospea.org.et](http://www.epospea.org.et)

### 1. Participant Information

Name of Company: \_\_\_\_\_  
Category of the company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Name of Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_  
Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Date: \_\_\_\_\_

Delegate fee for all days of the conference (for members) Birr 5000  
Delegate fee for all days of the conference (for non-members) Birr 7500

We hereby book Delegate for \_\_\_\_\_ day/s.

Full payment upon \_\_\_\_\_

Check/Cash: \_\_\_\_\_

*We hereby confirm our participation at the 1st International Conference on Pulses, Oilseeds and Spices & we confirm our acceptance of the Rules & Regulations printed overleaf which form part of this contract. The application is non cancellable by the Applicant.*

Signature of Authorized personnel & Company Stamp

Date: \_\_\_\_\_

Organizer: - Ethiopian Pulses, Oilseeds & Spices Processor- Exporters Association  
Address: - Tel: +251-116-623245/623556 Fax: +251-116-623504  
E-mail: [epospea@gmail.com](mailto:epospea@gmail.com) or [epospea@yahoo.com](mailto:epospea@yahoo.com); Website: [epospea.org](http://epospea.org)



Facilitator: - Fetun Promotion & Advertising P.L.C

Address: - Tel: +251-111-232525/232382  
Mob: +251-930-004125/911809063  
Website: - [www.fetunpromotionandadvertising.com](http://www.fetunpromotionandadvertising.com)  
E-mail: [epospea\\_event2011@fetunpromotionandadvertising.com](mailto:epospea_event2011@fetunpromotionandadvertising.com)



The 1<sup>st</sup> International Conference on Ethiopian Pulses, Oilseeds and Spices

## Magazine Subscription Form

We would like to confirm that we have subscribed to advertise our products and services and attached the promotional kit to be advertised in the event magazine prepared on the occasion of the 1<sup>st</sup> International Conference on Pulses, Oilseeds and Spices which is organized by the Ethiopian Pulses, Oilseeds and Spices Processors Exporters Association, as underlined in the following preference.

Descriptions	Full Page		Half Page		Quarter Page	
	Br	USD	Br	USD	Br	USD
Back Cover Page	8000.00	1200.00	5000.00	750.00	3125.00	437.00
1 <sup>st</sup> Opening Page	7000.00	1000.00	4375.00	625.00	2735.00	390.00
Front Inside Page	6500.00	900.00	4062.00	562.50	2540.00	352.00
Back inside Page	6000.00	800.00	3750.00	500.00	2344.00	312.00
Back last Page	5500.00	750.00	3437.00	469.00	2149.00	293.00
Inside Special/Center	5500.00	750.00	3437.00	469.00	2149.00	293.00
Conditional Pages	5000.00	700.00	3125.00	437.00	1954.00	273.00

We have agreed to pay a total of Birr/USD \_\_\_\_\_

Advance Payment \_\_\_\_\_ % Remaining payment up to After 10 days

Company Name \_\_\_\_\_

Date \_\_\_\_\_

Company Stamp \_\_\_\_\_

Organizer: - Ethiopian Pulses, Oilseeds & Spices Processor- Exporters Association  
Address: - Tel:- +251-116-623245/623556 Fax: - +251- 116-623504  
E-mail:- epospea@gmail.com or epospea@yahoo.com; Website: epospea.org



Facilitator: - Fetun Promotion & Advertising P.L.C  
Address: - Tel:- +251-111-232525/232382  
Mob: +251-930-004125/911809063  
Website: - www.fetunpromotionandadvertising.com  
E-mail:- epospea\_event2011@fetunpromotionandadvertising.com





Form no 005

The 1<sup>st</sup> International Conference on Pulses, Oilseeds and Spices**SPONSORSHIP REGISTRATION FORM**

Complete and return this form to *Fetun Promotion & Advertising PLC* Tel/Fax: +251-111-232525/232382/0911-809063/769944 or [epospea\\_event2011@fetunpromotionandadvertising.com](mailto:epospea_event2011@fetunpromotionandadvertising.com); along with a copy to Ethiopian Pulses, Oilseeds & Spices Processor- Exporters Association Fax +251-116-623504 or [epospea@yahoo.com](mailto:epospea@yahoo.com) or [epospea@gmail.com](mailto:epospea@gmail.com); Website: [www.epospea.org.et](http://www.epospea.org.et)

**1. Contact Information**

Name of Company: \_\_\_\_\_

Category of the company: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_

Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Date: \_\_\_\_\_ Name of Director: \_\_\_\_\_

**2. SPONSORSHIP PACKAGES**

No.	Sponsorship Packages	Fee/Birr	Fee/USD
1	Prime/Principal Sponsor	250,000	20,000
2	Platinum	200,000	15,000
3	Diamond	150,000	10,000
4	Gold	100,000	8,000
5	Sliver	60,000	6,000
6	Bronze	40,000	4,000
7	Panel Host Sponsor*	50,000	5,000
8	Conference Friendly Dinner	40,000	4,000
9	Welcome Reception	35,000	3,500
10	Lunches	40,000	4,000
11	Name Badges & Lanyard	15,000	1,500
12	Morning/Afternoon Tea Breaks	30,000	3,000
13	Sponsorship for Researcher Paper Presenters on conference	50,000	5,000
14	Sponsorship for proceedings of Conference presentation & Discussions (Audiovisual DVD)	100,000	10,000
15	Sponsorship for Closing Ceremony		
15.1	Lodging for Tour	30,000	3,000
15.2	Accommodations	40,000	3,000
16	Individual Packages**		

**3. Mode of Payment**

\* \_\_\_\_\_ % payment upon booking & full payment must be finalized up to \_\_\_\_\_

We hereby confirm our participation at the 1<sup>st</sup> International Conference on Pulses, Oilseeds and Spices & we confirm our acceptance of the Rules & Regulations printed overleaf which form part of this contract. The application is non cancellable by the Applicant.

Signature of Authorized personnel &amp; Company Stamp

Date: \_\_\_\_\_

Organizer: - Ethiopian Pulses, Oilseeds &amp; Spices Processor- Exporters Association

Address: - Tel: +251-116-623245/623556 Fax: +251-116-623504

E-mail: [epospea@gmail.com](mailto:epospea@gmail.com) or [epospea@yahoo.com](mailto:epospea@yahoo.com); Website: [www.epospea.org](http://www.epospea.org)

Facilitator: - Fetun Promotion &amp; Advertising P.L.C

Address: - Tel: +251-111-232525/232382

Mob. - +251-930-004125/911809063

Website: - [www.fetunpromotionandadvertising.com](http://www.fetunpromotionandadvertising.com)E-mail: [epospea\\_event2011@fetunpromotionandadvertising.com](mailto:epospea_event2011@fetunpromotionandadvertising.com)

**FETUN**  
PROMOTION  
&  
ADVERTISING

## Table of Contents

I.	Background .....	1
II.	Objectives of the Event .....	2
2.1	The Overall Objective of the Event .....	2
2.2	The Specific be put on invitation card and Objectives of the Event .....	2
2.3	Unique Features of the Event .....	3
III.	Content framework .....	3
IV.	Who are expected to participate? .....	4
V.	Why should you participate in this event? .....	4
VI.	Promotion of the Event .....	6
VII.	Booking and Payment Schedule .....	6
VIII.	Delegate fee .....	7
IX.	Sponsorship Packages .....	8
X.	Sponsorship Level and Benefits .....	9



## **I. Background**

Ethiopia has shown a remarkable economic growth for the past five consecutive years. This is attributed mainly due to the fact that the Government of Ethiopia has been able to develop and implement various effective sectoral development policies and strategies. Based on these strategic deliberations, the GOE has been committed itself in carrying out various capacity building interventions that targets both the public & private sectors. Specially, providing different incentive and support package provisions are also considered as an outstanding factors contributing to the attainment of a rapid economic growth of the nation. In this respect, the recent private sector led strategy that focused on large-scale agricultural development is one evidence that deserves worth mentioning.

The agriculture sector is the mainstay sector in Ethiopia with respect to its contribution to Gross Domestic Product, which account about 41% share of GDP as well as creating close to 80% job opportunity for labour force. There-by in realizing the great potential of the country in producing variety of agricultural products for both domestic and international markets, the government has accorded agro-processing and export undertakings as being strategic sector. In translating this initiative in to reality, the GOE has laid down variety of incentive and support packages in view of attracting active engagement of the private sector operators to unleash the huge potential of the sector.

As it is well known that the products of pulses, oilseeds and spices constitute the bigger portions among the diverse components of agricultural sector, along with having a great deal of contributions for the development perspective of the nation, especially through encouraging agro-processing & value-added initiatives as to generate higher export revenue. *Thus, the emphasis given to the sector by the GOE has clearly stipulated in the newly growth and transformation plan.*

Notwithstanding the above fact, the sector has characterized by major demand and supply side gaps and such multitude operational and marketing problems do create a straightjacket on the development of the sector. In response to this, Ethiopian Pulses, Oilseeds and Spices Processors Exporters Association (EPOSSPEA), in collaboration with pertinent public sectors & other stakeholders, has taken the initiative to organize this international conference with the aim of promoting the ample potentials of the sector to both domestic & international participants

Historically, EP(S)PEA is established in October 1998 and licensed on May 11, 2003, with the objectives of building the capacity of its members to participate in global market on a competitive basis, and to support the sectoral development through operationalizing selected strategies, among which this international event is worth mentioning.

In order to maximize the comparative advantages of the sector, therefore, we need to enhance and advance the level of orientation & awareness of those strategic stakeholders & partners to have strong attitude towards the potential capability of the sector. In this regard, exhibition and conference can play a significant role. As part of its role and objectives, Ethiopian Pulses, Oilseeds and Spices Association (EP(S)PEA) is organizing the 1st international conference to promote the development of the sector under the motto of "Ethiopia the land of Crops Diversity: a Coordinated effort for realizing sector's potential."

## **II. Objectives of the Event**

### **2.1 The Overall Objective of the Event**

The general objective of this international event is to organize an international conference on the supply and demand side issues of the sector. And these issues will be discussed in light of promoting the position of the sector amongst the major policy makers, international buyers, developmental investors, research institutes, development partners and relevant government and nongovernmental organizations with a view of achieving a coordinated effort amongst them towards the realization of the sector's growth potential.

### **2.2 The Specific Objectives of the Event**

The specific objectives of this conference are

- Promoting the products of the sector to those international buyers who will be invited to the conference with the proposes of ensuring market and product diversifications
- Creating a concrete understanding about buyers' requirements amongst all the operators engaged in the sector and pertinent policy makers so that they are be able to direct their endeavours accordingly
- Promoting the potential of the sector amongst local and foreign potential investors to join hands and contribute towards the development of the sector.

- Attracting the attention of the development partners to strengthen their endeavours to support the sector's export by consolidating existing actions and initiating new development interventions.
- Leveraging international best practices to enhance the supply of the outputs of the sector in terms of quantity, quality and diversity.
- Strengthening linkages among the private sector players operating in the sector.
- Building business partnership among exporters & strategic buyers, and
- Strengthening the role and capacity of the Association to support its members through establishing strong partnerships with counterparts.

### **2.3 Unique Features of the Event**

The organizer extremely believes that this event is timely and unique. The cardinal reason for this is that it is conducted for the first time in the history of the country as well as being initiated during the first phase of the implementation of Growth and Transformation Plan. The importance of the sector for the agro-processing industry to the planned industrial transformation, to foreign currency earnings and import substitutions, the interdependence of the sector within its broad sub-categories and its impact in changing the living standards of the people have, inspired various government bodies to give due and special attention to the event. Besides, local and foreign participants would have motivated not to miss this golden opportunity. Likewise, it would also create a unique opportunity for the association to promote itself by achieving the objectives of the event.

In nut-shell, it is hoped that this event would provide platform for all stakeholders to share knowledge, experience and build long-lasting business relationship. Furthermore, this event will have the following unique features:

- ✓ Valuable information about the sector will be diffused to participants of the conference.
- ✓ There will be a show case and business-to-business meetings along with the conference.
- ✓ An Ethiopian traditional entertainment program will be staged.
- ✓ International experience will be shared among participants.

### **III. Content framework**

The Conference will be organized in such a manner as to have a presentation & panel sessions, opening & closing ceremonies, B2B matching & on-site visits, in-city tour & cultural

entertainment programs, at least to mention the major itineraries in its general terms. Thus, the Conference schedule seems to be somewhat tight in order to come up with plausible recommendations that aligned with its future development endeavors.

#### **IV. Who are expected to participate?**

This event will give ample opportunities for public and government institutions, private companies and civic organizations, which are supporting and promoting the development of the sector. Thus, the following participants will anticipate participating in the event

- ✓ EPOSPFA members & non-member exporters of the sector,
- ✓ Foreign strategic buyers from different corner of the globe (Europe, Africa, Asia, Middle East, etc),
- ✓ Public Sector representatives, such as Ministry of Trade (MOT), Ministry of Agriculture (MOA), Ministry of Industry (MOI), Ministry of Foreign Affairs (MOFA), Ethiopian Commodity Exchange (ECX), etc,
- ✓ Financial Institutions (Government and Private Banks, Insurance companies, etc),
- ✓ Regional Government Representatives ( Oromiya, Tigray, Amhara, Benshangul Gamuze, etc),
- ✓ Development partners of the sector,
- ✓ Civil Organizations (Ethiopian Chamber of Commerce & Sectoral Association, Various City Chambers and Sectoral associations, Coops, professional and occupational associations, etc),
- ✓ Agro-processing industries & milling plants, etc
- ✓ Individual operators in the value chain (such as producer & suppliers, etc)
- ✓ International Importers Association, information providers, agricultural suppliers, etc
- ✓ Value chain development service providers (such as research institutes, extension service providers, input suppliers, etc)

#### **V. Why should you participate in this event?**

Different and unique activities are pursued to be performed during this event in order to meet its objectives. These activities will create ample opportunities for organizations who want to participate in the event at various levels, among which, the following are worth mentioning

## *The 1st International Conference on Ethiopian Pulses, Oilseeds, and Spices*

*5.1 As the capacity of sponsor: those participants who sponsor this event will have the following major advantages*

- ✓ You will demonstrate your commitment to and active support for the growth of the Ethiopian Pulses, Oilseeds and Spices sector and thereby to the development of the nation at large.
- ✓ You will be recognized as a supporter of this event through different promotional collaterals.
- ✓ You will get an opportunity to showcase your new products/services so as to participants be able to visitors update their knowledge and understanding about your products/services.
- ✓ You will get an opportunity to market your products/services to wide range of potential customers through close business interaction.
- ✓ You will be able to promote your product/service brands.
- ✓ You will promote the vision & mission as well as important contribution of your organization.

*5.2 As a capacity of participant: different participants will be accorded with the following main advantages in accordance.*

- ✓ You will stand in a large crowd of your target market and will get an opportunity to have a face to face discussion with them (limited to 1 POSPPA members & foreign participants).
- ✓ You will be able to attract potential buyers clients and establish/strengthen business relationships.
- ✓ You will enhance your public relations and networking.
- ✓ You will build long term business/trade relationships.
- ✓ You will have a chance to draw experience on the future investment trend on Oil seeds, Pulses and Spices.
- ✓ You will able to Promote & positioning your company's profile and/or product/service portfolios.
- ✓ You will maximize benefits through presenting & exposing your company by building on existing & perspective business relationships
- ✓ You will enable to locate global trade partner.

## The 1st International Conference on Ethiopian Pulses, Oilseeds, and Spices

- ✓ You will be able to scale-up your operation through expediting, new market of business opportunities new market & business opportunities acquiring new skills & technology, exploring a joint venture and investment opportunities, etc.

### **VI. Promotion of the Event**

The event will be promoted extensively to attract the attention of the target market. The promotion will include:

- **TV and radio advertising:** the event will be promoted extensively through the national TV, Radio and FM programs.
- **Print media advertising:** The event will be promoted in five selected news papers for more than 12 weeks, banners and posters will be posted in prime position in the city.
- **Direct mail:** 1000 brochures will be mailed and 3,000 fliers will be distributed to the target market.
- **Posters, brochures and fliers:** will be distributed to Ethiopian embassies office at various countries;
- **Magazine of the event** will be published & distributed to all stakeholders.
- **Website advertising:** the event will be promoted on EPOSPEA's website ([www.epospea.org](http://www.epospea.org)) in the facilitator's websites ([www.ethiopianagriculture.com](http://www.ethiopianagriculture.com)) & other International web-portals-like the Public ledger, etc.
- **PR campaign:** PR campaign is designed to ensure best coverage.
- **Guide book** will be distributed to all visitors.
- **Conference proceeding;** will be prepared & distributed to all participants at the end of the conference using both soft & hard copy presentations.

### **VII. Booking and Payment Schedule**

Participants and sponsors of conference are encouraged to book as early as possible since we have limited space. *In order to confirm your participation in the conference, you need to complete delegate registration form and send full payment.*

In order to confirm your sponsorship, we will require you to complete the attached sponsorship application form and send it along with 50% advance payment upon booking. Reservation will

be taken on first come first served basis. All the remaining payments for sponsors must be completed before one month of the due date of the conference.

### VIII. Delegate fee

The delegate fee includes the costs of:

- Participation of one representative in the Conference.
- Conference information kit.
- Welcoming Cocktail.
- Morning & Afternoon Coffee-breaks.
- Registration fee.
- Lunch.
- Closing Reception/Entertainment.
- Free Proceeding of Conference Presentations and Discussion (Audio Visual).
- Company name entry in the official Conference information kit, magazine, web-site and proceedings.
- Full information about the Sector in the country
- Free Business Discussion Room Facilities. It includes: Floor rental, back and side walls, fascia board with company name, two tables, two chairs (Per four Sqm.), 1 to 2 spot lights, electric point, carpet etc. so that they can share information, create network and partnership as well as *show case specimen of their products services.*

Description	Foreigners Fee/USD	Ethiopian participants fee in Birr	
		Members	Non Members
Delegate for one day Conference	350	NA	NA
Delegate for all days of the Conference	750	5000	7500

\*NA= Not Applicable

Discounts are granted:

- For companies with one more representatives: 5% less from the earmarked fee amount.
- For companies with three or more representatives: 10% less from the earmarked fee amount.

## The 1st International Conference on Ethiopian Pulses, Oilseeds, and Spices

- For members of the association- with two or more representatives: 15% less from the earmarked fee amount.

↓ Discounts are not summed.

**Penalty Fee:** This might arise from late registration and/or payment, cancellations/reductions in number, and other due to inability to conform to the Standard Terms and Conditions for Conference, Banqueting and other related facilitation services

### IX. Sponsorship Packages

Opportunities for sponsorship participation are in no way limited, we would welcome your own ideas for discussion. The Sponsorship Chairman will be glad to assist with any enquiries you may have. The wide range of sponsorship opportunities available means that you can choose a package that fits your particular marketing strategy. Some opportunities are negotiable.

No.	Sponsorship Packages	Fee/Birr	Fee/USD
1	Prime/Principal Sponsor	250,000	20,000
2	Platinum	200,000	15,000
3	Diamond	150,000	10,000
4	Gold	100,000	8,000
5	Silver	60,000	6,000
6	Bronze	40,000	4,000
7	Panel Host Sponsor*	50,000	5,000
8	Conference Friendly Dinner	40,000	4,000
9	Welcome Reception	35,000	3,500
10	Lunches	30,000	3,000
11	Name Badges & Lanyard	25,000	2,500
12	Morning/Afternoon Tea Breaks	20,000	2,000
13	Sponsorship for Researcher Paper Presenters on conference	15,000	1,500
14	Sponsorship for proceedings of Conference presentation & Discussions (Audiovisual DVD)	100,000	10,000
15	Sponsorship for Closing Ceremony	30,000	3,000
15.1	Lodging for Four	10,000	1,000
15.2	Accommodations	20,000	2,000
16	Personalized Packages <sup>1,2</sup>	Joint agreement	

\*- The conference offers practitioners from government and industry the opportunity to host Panel discussions, with the aim to strongly establish the presence and active participation of the business and industry for better capacity building. These panels will be held in parallel with the conference's main activities, given that there will be around three panel discussions per day of one or half hour length each. The outcome of these discussions will be included in conference recommendations. Some of the proposed topics for the panel discussion will be decided in due



## The 1st International Conference on Ethiopian Pulses, Oilseeds, and Spices

course of time. Hence, this is also another source of revenue. Some of the proposed topics for the panel discussion will be identified by the consultant and presented for the approval of the client as soon as this conceptual plan is approved.

\*\* - The above traditional sponsorship arrangements/packages may not cater for the customer's specific needs. If so, participants are allowed to contact the Event Manager and or the association to discuss their needs for a more personalized package.

50

- Each of the above sponsorship packages has their own independent benefit package that is to be included in the sponsorship proposal.
- Acknowledgement in the main announcement and registration brochure, the Conference program/handbook and the Conference proceedings is subject to sponsorship confirmation prior to printing deadlines.
- The production of banners, transparencies and any promotional material is the responsibility of the sponsor.

### ADVERTISEMENT IN MAGAZINE

It is planned that a special colored magazine will be published for the event. Accordingly, organizations are invited to promote their company, products or services by subscribing for it. Hence, the following subscription rate is earmarked accordingly.

#### Advertisement tariff for Event Special Issue

No.	Descriptions	Full Page Br/USD	Half Page Br/USD	Quarter Page Br/USD
1	Back Cover Page	6000/1200	3000/750	3125/437
2	1st Opening Page	7000/1000	4375/625	2733/790
3	Front Inside Page	6500/900	4062/562	2340/552
4	Back Inside Page	6000/800	3750/500	2344/312
5	Back last Page	5500/750	3437/469	2149/293
6	Inside Special Center	5500/750	3437/469	2149/293
7	Conditional Pages	5000/700	3125/437	1954/273

### X. Sponsorship Level and Benefits

The organizer and facilitator invite your organization to become a sponsor of the International conference on Pulses, Oilseeds, and Spices to be held from 15-17 December, 2011, at Hotel Sheraton Addis, Lalibela hall, Addis Ababa, Ethiopia. The sponsorship packages and benefits are attached herewith.

## SPONSORSHIP PACKAGES

[illegible]

Company will be promoted on inside Specialist's offer

Quarter page advelisment in the even magazine

**Opportunity to handover prior to research paper presentation**

Your company will have the chance to

## Neuromuscular benefits

Your company will provide brief presentation to delegates at dinner

Your company will provide brief presentation to delegates at lunch

The logo of the company printed on the front cover of the CD-ROM cover

your logo on display at the reception

### Central regulation in closing cerebellum

— **Woman of your company will be posted on Welcome Sign**

our logo and company name on the conference

overseas which will be distributed to all attendees

The logo name of the company will be put on the invitation card and placed in front of guests at dinner.

The logo name of the company will be put on the invitation card and placed in front of members each

and company logo will be printed on badges the conference attendees will wear.

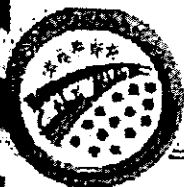
Our company logo will be printed on badges  
the conference/at the back!

Our company logo will be posted on the  
(During tour)

Our company logo will be printed on every  
chure

the company will distribute its brochure to

1954-1955



Form no 003

The 1<sup>st</sup> International Conference on Ethiopia Pulses, Oilseeds and SpiceDelegate Registration (Local)

Complete and return this form to *Fetun Promotion & Advertising PLC* Tel/Fax: +251-111-232525/232382/0911-809063/769944 or *epospea\_event2011@fetunpromotionandadvertising.com*; along with a copy to Ethiopian Pulses, Oilseeds & Spices Processor- Exporters Association Fax +251-116-623504 or *epospea@yahoo.com* or *epospea@gmail.com*; Website: *www.epospea.org.et*

## 1. Participant Information

Name of Company: \_\_\_\_\_

Category of the company: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_

Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Date: \_\_\_\_\_

Delegate fee for all days of the conference (for members) Birr 5000

Delegate fee for all days of the conference (for non-members) Birr 7500

We hereby book Delegate for \_\_\_\_\_ day/s.

-Full payment upon \_\_\_\_\_

Check/Cash: \_\_\_\_\_

We hereby confirm our participation at the 1st International Conference on Pulses, Oilseeds and Spices & we confirm our acceptance of the Rules & Regulations printed overleaf which form part of this contract. The application is non cancellable by the Applicant.

Signature of Authorized personnel &amp; Company Stamp

Date

Organizer: - Ethiopian Pulses, Oilseeds &amp; Spices Processor- Exporters Association

Address: - Tel: +251-116-623245/623556 Fax: +251- 116-623504

E-mail: *epospea@gmail.com* or *epospea@yahoo.com*; Website: *epospea.org*

Facilitator: - Fetun Promotion &amp; Advertising P.L.C

Address: - Tel: +251-111-232525/232382

Mob: +251-930-004125/911809063

Website: - *www.fetunpromotionandadvertising.com*E-mail: *epospea\_event2011@fetunpromotionandadvertising.com*

The 1<sup>st</sup> International Conference on Ethiopian Pulses, Oilseeds and Spices**Magazine Subscription Form**

We would like to confirm that we have subscribed to advertise our products and services and attached the promotional kit to be advertised in the event magazine prepared on the occasion of the 1<sup>st</sup> International Conference on Pulses, Oilseeds and Spices which is organized by the Ethiopian Pulses, Oilseeds and Spices Processors Exporters Association, as underlined in the following preference.

Descriptions	Full Page		Half Page		Quarter Page	
	Br	USD	Br	USD	Br	USD
Back Cover Page	8000.00	1200.00	5000.00	750.00	3125.00	437.00
1 <sup>st</sup> Opening Page	7000.00	1000.00	4375.00	625.00	2735.00	390.00
Front Inside Page	6500.00	900.00	4062.00	562.50	2540.00	352.00
Back inside Page	6000.00	800.00	3750.00	500.00	2344.00	312.00
Back last Page	5500.00	750.00	3437.00	469.00	2149.00	293.00
Inside Special/Center	5500.00	750.00	3437.00	469.00	2149.00	293.00
Conditional Pages	5000.00	700.00	3125.00	437.00	1954.00	273.00

We have agreed to pay a total of Birr/USD \_\_\_\_\_

Advance Payment \_\_\_\_\_ %      Remaining payment up to After 10 days

Company Name \_\_\_\_\_

Date \_\_\_\_\_

Company Stamp \_\_\_\_\_

Organizer: - Ethiopian Pulses, Oilseeds & Spices Processor- Exporters Association  
Address: - Tel:- +251-116-623245/623556      Fax:- +251- 116-623504  
E-mail:- epospea@gmail.com or epospea@yahoo.com; Website: epospea.org



Facilitator: - Fetun Promotion & Advertising P.L.C  
Address: - Tel:- +251-111-232525/232382  
Mob: +251-930-004125/911809063  
Website: - www.fetunpromotionandadvertising.com  
E-mail:- epospea\_event2011@fetunpromotionandadvertising.com





# The 1<sup>st</sup> International Conference on Pulses, Oilseeds and Spices

Form no 005

## SPONSORSHIP REGISTRATION FORM

Complete and return this form to *Fetun Promotion & Advertising PLC* Tel/Fax: +251-111-232525/232382/0911-809063/769944 or [epospea\\_event2011@fetunpromotionandadvertising.com](mailto:epospea_event2011@fetunpromotionandadvertising.com); along with a copy to Ethiopian Pulses, Oilseeds & Spices Processor- Exporters Association Fax +251-116-623504 or [epospea@yahoo.com](mailto:epospea@yahoo.com) or [epospea@gmail.com](mailto:epospea@gmail.com); Website: [www.epospea.org.et](http://www.epospea.org.et)

### 1. Contact Information

Name of Company: \_\_\_\_\_  
 Category of the company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Name of Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_  
 Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Date: \_\_\_\_\_ Name of Director: \_\_\_\_\_

### 2. SPONSORSHIP PACKAGES

No.	Sponsorship Packages	Fee/Birr	Fee/USD
1	Prime/Principal Sponsor	250,000	20,000
2	Platinum	200,000	15,000
3	Diamond	150,000	10,000
4	Gold	100,000	8,000
5	Sliver	60,000	6,000
6	Bronze	40,000	4,000
7	Panel Host Sponsor*	50,000	5,000
8	Conference Friendly Dinner	40,000	4,000
9	Welcome Reception	35,000	3,500
10	Lunches	40,000	4,000
11	Name Badges & Lanyard	15,000	1,500
12	Morning/Afternoon Tea Breaks	30,000	3,000
13	Sponsorship for Researcher Paper Presenters on conference	50,000	5,000
14	Sponsorship for proceedings of Conference presentation & Discussions (Audiovisual DVD)	100,000	10,000
15	Sponsorship for Closing Ceremony		
15.1	Lodging for Tour	30,000	3,000
15.2	Accommodations	40,000	3,000
16	Individual Packages**		

### 3. Mode of Payment

\* \_\_\_\_\_ % payment upon booking & full payment must be finalized up to \_\_\_\_\_

We hereby confirm our participation at the 1<sup>st</sup> International Conference on Pulses, Oilseeds and Spices & we confirm our acceptance of the Rules & Regulations printed overleaf which form part of this contract. The application is non cancellable by the Applicant.

Signature of Authorized personnel & Company Stamp

Date

Organizer: - Ethiopian Pulses, Oilseeds & Spices Processor- Exporters Association

Address: - Tel: +251-116-623245/623556 Fax: +251-116-623504

E-mail: [epospea@gmail.com](mailto:epospea@gmail.com) or [epospea@yahoo.com](mailto:epospea@yahoo.com); Website: [www.epospea.org](http://www.epospea.org)

Facilitator: - Fetun Promotion & Advertising P.L.C

Address: - Tel: +251-111-232525/232382

Mob. - +251-930-004125/911809063

Website: - [www.fetunpromotionandadvertising.com](http://www.fetunpromotionandadvertising.com)

E-mail: [epospea\\_event2011@fetunpromotionandadvertising.com](mailto:epospea_event2011@fetunpromotionandadvertising.com)



**FETUN**  
PROMOTION  
&  
ADVERTISING