

SPONSORSHIP PROPOSAL

IFFO Members' Meeting

2nd-3rd May 2019, Madrid, Spain



***IFFO would like to invite you to sponsor our
Madrid Members' Meeting***



About the Members' Meeting

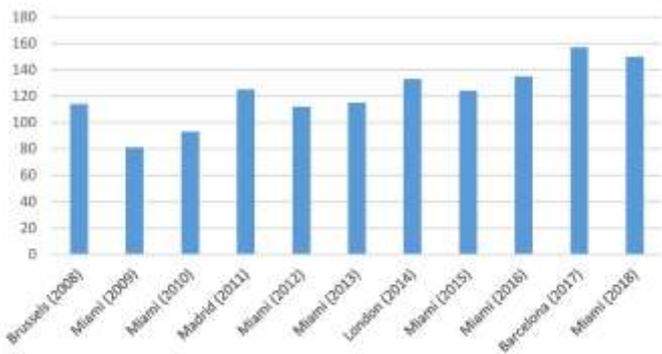
Held every year in either Miami or a European city, the Members' Meeting offers unique and close access to leading representatives in the marine ingredients industry. As previously we aim to continue our strategy of applying science, technology and business analysis to the commercial concerns of the marine protein and oil sector and the related supply chains; these range from farmed seafood, to land

animal and pet food nutrition as well as the human health omega-3 market. The audience will include key **decision makers from the world's largest fishmeal and fish oil producers, as well as traders, feed companies, edible oil refiners, retailers, fish farmers and financial institutions.**

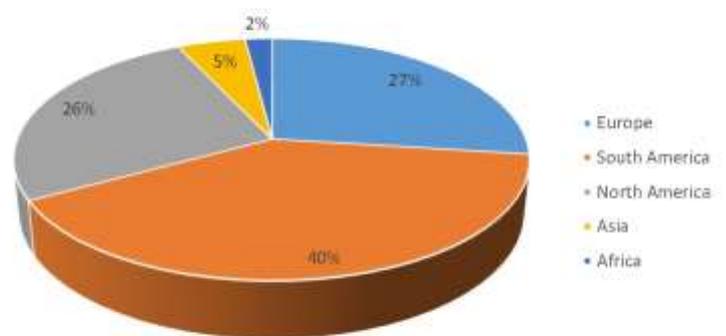
Who will attend

We anticipate more than 150 delegates from around 25 countries will attend the Madrid Meeting. Attendance to our members' meetings has remained consistently high, as shown below.

No. of delegates at previous meetings



Origin of delegates at the 2018 Miami Members' Meeting



Sponsorship

IFFO is ideally placed to communicate your message effectively to the marine ingredients global marketplace and provide you with an unparalleled opportunity to penetrate the market further. By promoting your message to our international members you will have a unique opportunity to grow and develop your business.



Meeting Programme

The meeting will run for two days from Friday to Saturday, including a Buffet Dinner and delivers a sound mix of business related topics and social networking. Our ability to consistently attract influential attendees, providing access to high-profile speakers in a relaxed networking environment, is the key to our success.



Day	Morning	Afternoon	Evening
Friday 3rd May	Market Forum I	Technical Session	Buffet Dinner
Saturday 4th May	Market Forum II		

Levels of Sponsorship

Benefit	Gold \$15,000	Silver \$8,000	Bronze \$5,000
Sole Sponsorship of the Buffet Dinner will give you the opportunity to: * Give a 5 minute address in the technical session * Display your corporate branding exclusively at the dinner	Yes	-	-
Send an advance email to the entire delegate list, highlighting your business prior to the event	Yes	-	-
Delegate pack inserts to reinforce your message following the advance email	Yes	-	-
Logo placement—your logo will be included in all sponsor acknowledgement posters and on our website's sponsor page	Yes	Yes	Yes
Complementary Delegate registrations—number of registrations shown in the levels	3	2	1
Items from the shopping list on the following page, value shown in the levels	-	\$8,000	\$5,000



Shopping List

Silver and Bronze sponsors can choose items from the following list to sponsor individually.

Silver sponsors have a minimum total value of \$8,000 to spend

Bronze sponsors have a minimum total value of \$5,000 to spend

Sponsorship packages need to be paid fully by 2nd April with a 10% non-refundable deposit payable on receipt of the invoice. If these payment terms, or the packages included in this proposal, do not fit within your current budgetary structures, please be assured that we will do everything within our power to accommodate your requirements. Please note that some of the items below will not be available at late notice.

Onsite Items	Cost (US\$)
Official Conference Signposting— Your logo will be shown on the signage, helping delegates to their desired locations.	\$3,000
Hotel key cards (subject to hotel approval)—Your artwork/logo will be included on the branded key cards given to all delegates staying at the hotel (printing costs are additional).	\$5,000 + cost
Session Audio-Visual Equipment—Your logo will appear on a holding slide in all session halls during breaks.	\$5,000
Coffee Breaks—You can provide banners to be shown in the catering areas at all the refreshment points, located near or inside the session rooms. You may also supply branded items, subject to venue approval.	\$3,000
Print Item	Cost (US\$)
Delegate Packs—The meeting will be supplying each delegate with a delegate pack and your logo will be printed on the packs alongside the event details.	\$3,000
Items to be supplied by Sponsor	Cost
Pens—You can provide pens with your logo on them which are included in all delegate packs.	SOLD
Delegate Lanyards - You can provide the lanyards with your logo on them to be used for the delegate badges.	SOLD
Delegate Pack Insert (Flyer or Advert) — You will be able to include a single insert, printed double sided and maximum A4 in size, which will be included in the delegate pack. You can either post them to us or we can print them. (Maximum of 4 inserts allowed).	\$2,000
Delegate Pack Insert (Gift) - You will be able to include a branded gift in the delegate packs. Possible ideas include: memory sticks, pocket diaries or bookmarks. Your gift must be approved by IFFO.	\$2,000 + cost
Item placement in meeting rooms - You can provide promotional and branded items to be placed in the meeting rooms.	\$5,000
Item placement in guest rooms - Your promotional and branded gifts will be placed in the guests' rooms.	\$5,000

Key IFFO Contacts



Petter M. Johannessen, Director General, U.K.

Petter joined IFFO in 2018 as Director General. **He** was previously Global Business Director for Risk and Management Sourcing at Cargill Aqua Nutrition and before that Supply Chain Director and Global Sourcing and Purchasing lead at EWOS Group. While at EWOS, he worked closely with IFFO and presented on behalf of the feed sector at the IFFO Annual Conferences. Johannessen has also worked at PWC and Kavli Holding. He holds a Diploma in International Marketing and a degree in business administration from the Norwegian School of Management. He has also studied petroleum economy, economics and science at the University of Bergen.

Contact: pmjohannessen@iffo.net Telephone: (44) 2030 539 195



Jorge Mora, Operations Director, Peru

Jorge Mora joined IFFO in January 2006 as Business Administration Manager and was **promoted in April 2009 to Operations Director with overall responsibility for members' services** and the day to day running of the organisation. Prior to joining IFFO Jorge worked for the Water Industry Commission in Stirling, Scotland and for Southern Peru Copper Corporation in Lima, Peru. Jorge holds an Industrial Engineering degree from the University of Lima and an MBA from the University of Cambridge.

Contact: jmora@iffo.net Telephone: (51) 1442 1133



Maggie Xu, China Director, China

Maggie joined IFFO in October 2011 as the China Manager and was promoted in October 2013 to China Director. She was previously a Trade Commissioner responsible for fish, seafood, meat and processed food and beverage products at the Embassy of Canada to the P. R. China for ten years. Maggie has a B.A. degree in English language and completed a summer school jointly given by London School of Economics and Peking University on international finance.

Contact: mxu@iffo.net Telephone: (86) 10 6310 6190

IFFO President and Vice President



Eduardo Goycoolea, President, Chile

Eduardo is one of the founders of IFFO when IFOMA and FEO were merged, and was also **IFFO's co-president** during its first year. He stepped down **in 2017** from his 23 year management career as Commercial Director at Blumar and left El Golfo prior to its merge with Itata in 2011. He has been a Board Member of IFFO and several international fishing organisations, and has acted as an advisor. Eduardo is currently the Executive Director of New World Currents, a joint venture of four Chilean salmon farming companies in the Chinese market. He also represents the Global Salmon Initiative (GSI) in the design and development of the ASC new feed standard.



Anne Mette Baek, Vice President, Denmark

Anne Mette is the Executive Director of Marine Ingredients Denmark representing the Danish fishmeal and fish oil industry. She also heads the international association of the European fishmeal and fish oil producers: EUfishmeal. **Having held** these positions **since 2013**, Anne Mette has a demonstrated history of working in the fishery industry. In her past, Anne Mette has been in the the Danish foreign service and has solid experience with public management, political communications and international relations. Anne Mette has been a member of the IFFO Board of directors **since 2014** and is board member of several European market and fishing organisations.



Contact Us

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