

SPONSORSHIP PROPOSAL  
IFFO 58th ANNUAL CONFERENCE  
15-17 OCTOBER 2018, Rome

*IFFO would like to invite you to sponsor our  
58th Annual Conference*



**IFFO**

THE MARINE INGREDIENTS ORGANISATION





# About the Conference

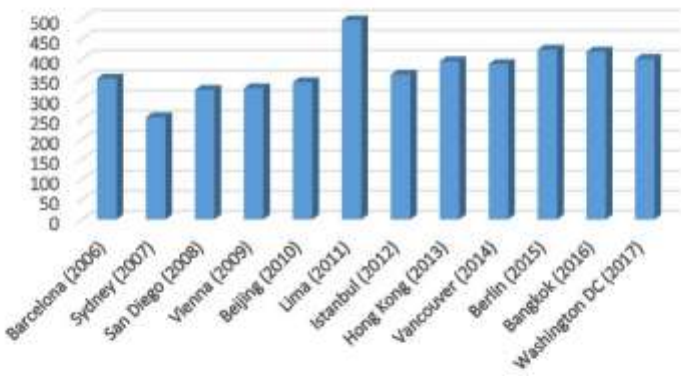
Held every year at a different city, and running for over 50 years, the **IFFO Annual Conference is the world's only conference dedicated to the fishmeal and fish oil industry**, which includes the processing of other marine ingredients, and its value chain partners.

We are looking forward to a very successful meeting – one which reflects **the organiser's 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.

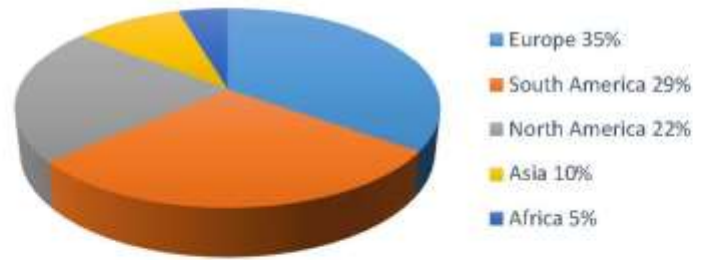
## Who will attend

We anticipate more than 400 delegates from around 45 countries will attend the Rome conference. Attendance to our conferences has remained consistently high, as shown below.

No. of delegates at previous conferences



Origin of delegates at the 2017 IFFO Annual Conference in Washington



Our audience consists of key decision makers from the following disciplines:

- \* **The world's largest fishmeal and fish oil manufacturers**
- \* Traders and shippers
- \* Agricultural and aquacultural feed producers
- \* Fish oil refiners
- \* Analytical laboratories and consultants
- \* Nutritional supplement suppliers for farmed livestock
- \* Banks, insurers and retailers
- \* Equipment suppliers
- \* Human nutritional supplements manufacturers (omega-3s)
- \* Fish farmers and pet food manufacturers

This is the top industry conference of its type and is pitched at the level of owners and top management.



# About us

**IFFO is the international 'not for profit' organisation that represents and promotes the fishmeal, fish oil and wider marine ingredients industry worldwide.**

We are globally respected and regularly represent the industry at international forums, as well as holding observer status at the UN Food and Agriculture Organisation (FAO) and the EU Commission and Parliament.

Acting on behalf of the fishmeal and fish oil producers and their trade associates, IFFO works to strengthen the global standing of the industry, while ensuring sustainable future supplies worldwide. With a network of members reaching across 55 countries, our members account for over 50% of world production and 75% of the fishmeal and fish oil traded worldwide. While these products are the core of our industry, recent years have seen a widening to include marine algae cultivation and the production of meal and oil from krill. Our members include producers, traders, feed companies, edible oil refiners, retailers, financial institutions, governmental and non-governmental organisations.

## What we do

- Provide information on production of marine ingredients
- Analyse and report on changes in market conditions
- Provide information on environmental issues and defend the image of the industry
- Provide an information network for Members, including advice from the Secretariat
- Hold conferences and members' meetings as a forum for information, education, networking, and discussion about matters of importance to the industry
- Provide information on current and proposed regulations affecting fishmeal and fish oil in different markets
- Promote the benefits of marine ingredients by speaking at international events, publishing articles in international trade press and liaising with users, as well as via an interactive web portal
- Undertake research and development on marine ingredients to make best use of fish nutrients for the health and welfare of animals and humans
- Advocate for trade liberalisation to increase the available markets for marine ingredients and seek to remove unfair tariff or non-tariff barriers
- Support the Global Standard for Responsible Supply of fishmeal and fish oil (IFFO RS), which offers producers the opportunity to demonstrate responsible sourcing and responsible production and to gain independently-audited certification that they have achieved this







## 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.

## Conference Programme

The conference will run for three days from Monday to Wednesday, including a Welcome Reception and a Gala Dinner and delivers a sound mix of business related topics and social networking. The professional programme features speeches by well-known visiting speakers from the food retailing, commodity, financial, and fishing worlds, as well as experts from human and animal nutrition. In addition there will be interactive sessions on specialist topics linked to the conference theme.

Day	Morning	Afternoon	Evening
Monday 15 October	Registration City Tour Board Meeting	Opening session	Welcome Reception
Tuesday 16 October	Market Forum I	Technical Session	
Wednesday 17 October	Market Forum II	Closing Session	Gala Dinner

Our ability to consistently attract influential attendees, providing access to high-profile speakers in a relaxed networking environment, is the key to our success. The Rome Annual Conference will provide sponsors with exposure and access to delegates who have the capacity to influence the selection of products and services within their organisations. The conference also provides you with the opportunity to demonstrate your support and commitment to the marine ingredients industry.



# Levels of Sponsorship

Benefit	Platinum \$50,000	Gold <b>SOLD</b>	Silver \$12,000	Bronze \$7,500
Sole Sponsorship of the Gala Dinner will give you the opportunity to: * Give a 10 minute address at the dinner * Display your corporate branding exclusively at the entrance of the dinner; as well as a full page advertisement in our conference programme * Place a corporate gift at each seat * Reserve a table at the dinner	Yes	-	-	-
Sole Sponsorship of the Welcome Reception will give you the opportunity to: * <b>Give a 5 minute address in Monday's</b> opening session * Display your corporate branding exclusively at the reception; as well as in the conference programme	-	Yes	-	-
Send an advance email to the entire delegate list, highlighting your business prior to the event	Yes	Yes	-	-
Delegate pack inserts to reinforce your message following the advance email	Yes	Yes	-	-
Logo placement—your logo will be included in all sponsor acknowledgement posters <b>and on our website's sponsor page</b>	Yes	Yes	Yes	Yes
Complementary Delegate registrations—number of registrations shown in the levels	4 (Value \$10,000)	3 (Value \$7,500)	2 (Value \$5,000)	1 (Value \$2,500)
Items from the shopping list on the following page, value shown in the levels	-	-	\$12,000	\$7,500





## Shopping List

Silver and Bronze sponsors can choose items from the following list to sponsor individually. Please note that some of the items below will not be available at late notice.

Silver sponsors have up to at least the value of \$12,000

Bronze sponsors have up to at least the value \$7,500

## Onsite Items

Item	Cost (US\$)
Opening Session—This is the best attended session and your logo will be on shown at the very beginning and appear in all mentions of the Opening Session.	\$12,000
Official Conference Signposting— Your logo will be shown on the conference signage, helping delegates to their desired locations.	\$4,500
Hotel key cards (subject to hotel approval)—Your artwork or logo will be included on the branded key cards which are given to all delegates staying at the conference hotel, printing costs are additional.	<b>SOLD</b>
Session Audio-Visual Equipment—Your logo will appear on a holding slide in all session halls during breaks.	\$7,500
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.	<b>SOLD</b>
Hospitality Desk—You can run the Hospitality Desk, which will be in a prominent location within the venue. This desk will need to be manned by a concierge who will provide delegates with helpful information about Rome, including local attractions and where to eat. Your logo will be displayed at the desk and you may also provide additional branded items such as pens, pads, city maps and company flyers.	\$3,000 + cost





# Official Conference Items

Print Item	Cost (US\$)
<p>Delegate Packs—This is a high profile, much sought after sponsorship item. The conference will be supplying each delegate with a delegate pack and your logo will be printed on the pack alongside the conference logo and event details.</p>	<b>SOLD</b>
<p>Statistical Yearbook— You can include an advert on the full back cover (A5 Size) of the Yearbook, which is an annual publication and is the most comprehensive source of statistics on the production of fishmeal and oil, consumption, prices, competing proteins and oils, as well as information about land animals, farmed fish production, and feed production in the industry. The Yearbook is included in the delegate packs which are distributed to all conference delegates (and non-attending IFFO members).</p>	<b>SOLD</b>
<p>Adverts in Final Programme—A full or half page advert can be included in our Conference Programme, which will be given to all delegates in their pack at registration. Costs are:</p>	
Outside back cover (A4)	\$7,500
Half page on inside back cover (A5)	\$3,000

Items to be supplied by Sponsor	Cost
<p>Pens—You can provide pens with your logo on them which are included in all delegate packs (estimated 400 pens)</p>	<b>SOLD</b>
<p>Delegate Lanyards - You can provide the lanyards with your logo on them to be used for the delegate badges (estimated 400 badges).</p>	<b>SOLD</b>
<p>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 (estimated 400 inserts). You can either post them to us or we can print them. (Maximum of 4 inserts allowed).</p>	\$3,000
<p>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.</p>	\$3,000 + cost

Sponsorship packages need to be paid fully by 31st August 2018 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.





## Feedback from our members

*Omega Protein belongs to IFFO because we respect its science-based approach to promoting*

*responsible fishing around the world, and because we support its efforts to disseminate critical information regarding the biochemical benefits (to humans and animals) of fish consumption. Many of our opponents are well-intentioned but sadly misinformed regarding the facts and realities surrounding fisheries science; IFFO offers these and other user groups a credible, reliable source of information.*

**Joseph von Rosenberg III**  
President and CEO  
Omega Protein Corporation, USA

*IFFO has been very useful to DSM as through their web page and first class events they maintain and expand an excellent network in the community of fish oil producers allowing us to establish and improve our contacts with suppliers. Also the technical service offered by IFFO is very knowledgeable and experienced.*

**Sabrina Borghi**  
Global Market Development Manager  
DSM Nutritional Products

*Through the excellent network and links established by IFFO among the fishmeal and fish oil related sectors, our understanding of the industry and its value chain has grown deeper and better, while working pleasantly with IFFO staff and members.*

*The useful and informative presentations help us see industry trends clearly. We look forward to seeing IFFO further promoting the industry and encouraging development in a healthy way.*

**Wong Chun**  
President and CEO  
Coland Holdings Co., Ltd.

*We are proud of being a Premium Member of IFFO, which has given us the opportunity to engage our customers in a rich intellectual and social environment with a superb organization, whilst sharing first-hand the information that is critical to the market and to the essence of our own strategies.*

**Carlos Velasco**  
Managing Director  
Intertek West Coast South America.

*The Dupps Company has found it an extreme pleasure to work with all the IFFO staff and its members. The personal attention, communication and organization skills they have shown us is unparalleled and a true paragon for all industry associations to follow.*

**Frank Dupps, Jr.**  
Director of International Sales  
Dupps Company, USA

*IFFO is instrumental in our continued efforts of ensuring and improving standards for responsibly sourced marine raw materials.*

*It is very important that we have a supplier organisation which is able to represent this part of the value chain in such a credible and transparent way.*

**Torben Svejgaard**  
CEO, BioMar Group, Denmark

*We are delighted to be connected with the IFFO organization in order to be able to deliver reliable fish processing solutions. Haarslev offers true business partnership. With our technologies, knowhow and industry expertise we help the industry find solutions that fit into every step of the process. Together, we master your process.*

**Tony Johnson**  
General Manager DK  
Haarslev Industries A/S





## Key IFFO Contacts



### Andrew Mallison, Director General, U.K.

Andrew joined IFFO in 2011 as Director General, based in the London office. Andrew was previously a Director at the Marine Stewardship Council (MSC) where he was responsible for standards and licensing, managed global seafood sourcing for British retailer Marks and Spencer and was an advisor to government ministers. Andrew has a degree in Fisheries Science from the University of Plymouth and has received national and international awards for seafood standards.

Contact: [amallison@iffo.net](mailto:amallison@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](mailto: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](mailto:mxu@iffo.net) Telephone: (86) 10 6310 6190

## IFFO President & 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 last year from his 23 years 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 Jespersen, 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. Holding these positions for four years, 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 for the last two years and is board member of several European market and fishing organisations.





## Contact Us

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