

AFSTA
2026 Congress

23 - 25 MARCH
CAPE TOWN, SOUTH AFRICA



EXHIBITOR'S MANUAL

“Empowering Africa’s Future,
One Seed at a Time”

 **CONTACT US**



www.afstacongress.co.za



afsta@sansor.co.za

afsta2026@paragonafrica.co.za



Welcome Message



On behalf of the African Seed Trade Association (AFSTA), we are delighted to welcome you as an exhibitor at the AFSTA Congress 2026, taking place from **23–25 March 2026 at the Century City Convention Centre, Cape Town, South Africa.**

By exhibiting at this prestigious event, you are not only showcasing your products and services but also contributing to a movement that strengthens food security and economic growth across the continent. We thank you in advance for your interest and participation in the forthcoming AFSTA Congress and we truly appreciate your contribution. We trust that your participation will be of mutual benefit to your company and the AFSTA Congress.

PRE-SHOW

Please review the manual in its entirety as it has been designed to support you with the ordering of services required for your participation at the show. Please share the manual external appointed stand builder and/or staff responsible for the set-up of your stand.

Thank you again for your participation; we look forward to seeing you in Cape Town.

AFSTA 2026 Congress

23 - 25 MARCH
CAPE TOWN, SOUTH AFRICA



Show Information



SHOW TIMES:

MONDAY, 23 MARCH 2026	11:00 - 17:30
TUESDAY, 24 MARCH 2026	08:00 - 17:30
WEDNESDAY, 25 MARCH 2026	08:00 - 14:00

EXHIBITION SERVICE PROVIDER

GL Events has been appointed as the official exhibition service provider for AFSTA Congress 2026.

CONTACT DETAILS

Wendy Simpson

Tel: +27 (0)11 210 2500

Mobile: +27 (0)83 226 0021

Email: wendy.simpson@gl-events.com

EXHIBITION QUERIES / ORGANIZING COMMITTEE CONTACT

For any exhibition-related queries, **Thusa Reservations** has been appointed as the official AFSTA Exhibitors Contact.

CONTACT DETAILS

Janet Opperman

Mobile: +27 (0) 82 333 8019

Email: janet@thusares.co.za

OR

afstaexpo@sansor.co.za



Event Schedule

BUILD UP - SUNDAY, 22 MARCH 2026

- Exhibitor/ delegate registrations will be open from 15:00 - 18h00.
- Exhibitors may unpack their displays and printing materials from 15:00 on Sunday, 22 March.
- If a company representative fails to report by the designated time for scheduled registration and exhibition setup, the Organizing Committee reserves the right to reclaim the exhibition space. No refund will be issued unless prior arrangements have been made. Exhibitors who anticipate arriving after the stipulated setup time must inform the AFSTA Organizing Committee (Thusa Reservations) in advance, so that appropriate arrangements can be considered.

BREAKDOWN - DAY 3 - WEDNESDAY 23 MARCH 2026

- Exhibitors will **ONLY** be allowed to remove any of their displays and printing materials from their exhibition booths from 14:00 , any equipment, or structural displays, can only be dismantled from **midnight on the 23 March, and will be done by the exhibition booth service provider.**
- Any equipment, display aid or other materials left behind after the closure of the exhibition will be discarded by the Organizing Committee.
- All exhibits and materials must be removed within the time frame stipulated by the organizers.
- The loading bays operate strictly as **drop-and-go zones**. Vehicles may not be parked in the loading area.

⚠ Early breakdown is strictly prohibited.

Any exhibitor dismantling before the official breakdown time may be penalised.

Stand Construction & Insurance Liability

STAND CONSTRUCTION & DESIGN

- No drilling, nailing, painting or fixing to venue floors, walls or ceilings is permitted.
- Multi-storey or raised structures require structural engineering approval.
- All exhibition floor plans must be approved by the organizers and venue management in advance.
- Forklifts are **not permitted** inside the venue. Cherry pickers are allowed only with prior approval.

INSURANCE & LIABILITY

- The organizer carries public liability for visitors but is not responsible for the insurance of exhibits or display material on stands.
- Exhibitors are strongly advised to pack and remove from the exhibition hall all portable, appealing and valuable items at the end of each day when the exhibition closes
- AFSTA and the venue are not liable for loss, theft or damage to exhibitor property. Items such as cell phones, laptops or TVs, must not be left unattended at any time.
- Public liability insurance is strongly recommended

AFSTA
2026 Congress

23 - 25 MARCH
CAPE TOWN, SOUTH AFRICA



Exhibition Booths & Layout

EXHIBITION PACKAGE

EXHIBITION BOOTH TYPE	3 M X 3 M SHELL SCHEME BOOTH FASCIA BOARD WITH COMPANY NAME
FURNITURE	1 - LOCKABLE STORAGE COUNTER 2 - BAR STOOLS
FLOORING	CARPETED
ELECTRICAL	1 - PLUG POINT 2 - 150-WATT FLOOD LIGHT ON ARM

- Exhibitors may contact the appointed exhibition service provider GL Events for custom booth construction and designs.
- Exhibitors are to ensure that should they use an independent contractor, that they adhere to the construction guidelines and rules and regulations of the venue. Exhibitors will be held responsible and liable for their contractors' compliance throughout the entire exhibition period.
- General security will be provided for the exhibition halls. Do not leave any valuable items unattended at any time, or make use of the lockable storage counter in your booth.
- General aisle cleaning will be provided by the venue, but exhibitors are responsible for keeping their stands tidy and waste-free.
- During the official open times, all stands must be operational, exhibits uncovered and presentable for viewing.

AFSTA 2026 Congress

23 - 25 MARCH
CAPE TOWN, SOUTH AFRICA



Exhibition Hall Floorplan



→ /clients: PARAGON AFRICA

→ /shows: AFSTA CONFERENCE

→ /venues: CENTURY CITY
CONVENTION CENTRE

→ /dwg no: GLO A100

→ /Revision: 06

→ /date: 2026-01-26 8:34:29 AM

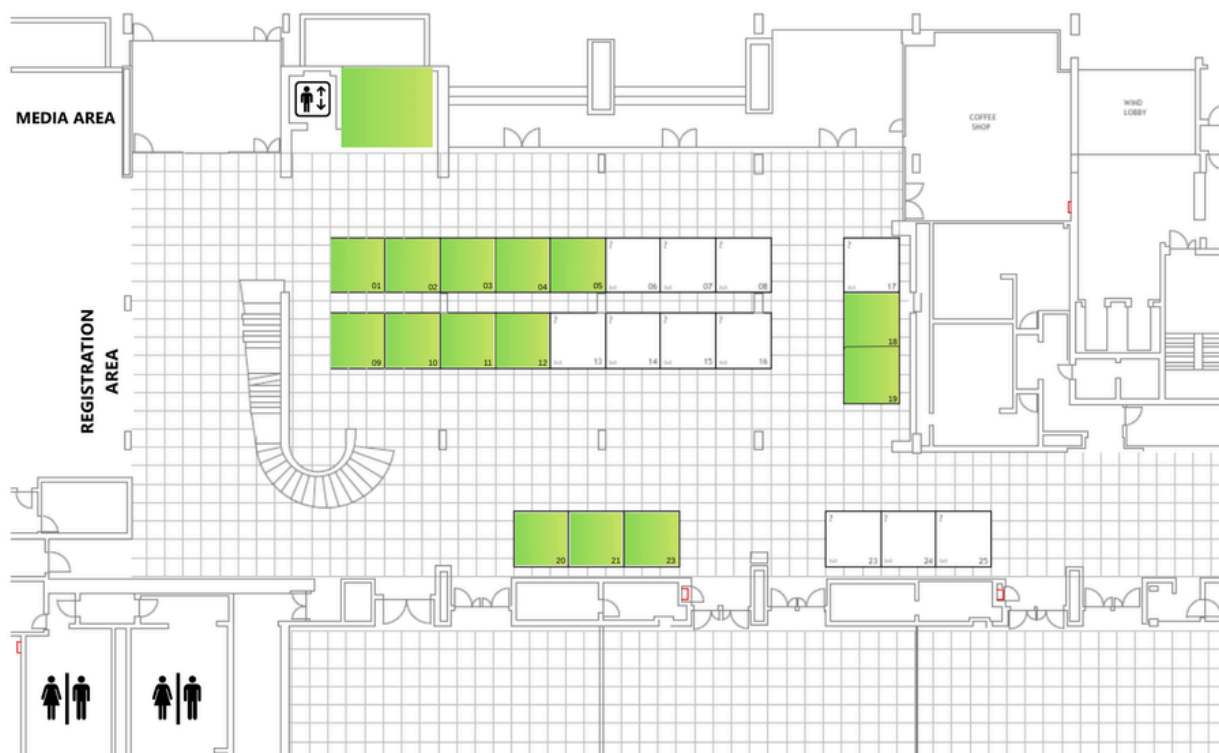
→ /pm: WENDY

→ /hall names: ...

→ /designers: OLIVER

EXHIBITION BOOTHS
ALLOCATED

[PLEASE NOTE - GRID @ 1000mm x 1000mm]

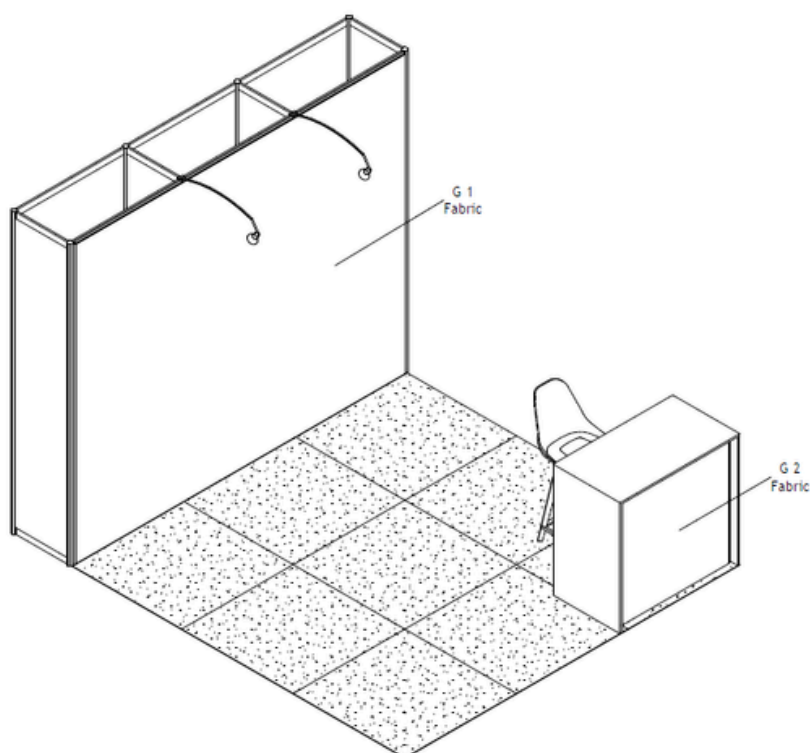


① STAND LAYOUT
1 : 200

COPYRIGHT

ALL RIGHTS RESERVED

Exhibition Booth Layout



1 ISOMETRIC - GRAPHICS

Layout - Fabric

CODE	DESCRIPTION	WIDTH	HEIGHT	QTY
GF1	FABRIC GRAPHIC	2960	2480	1
GF2	FABRIC GRAPHIC	960	980	1

Important graphic specifications:

- Artwork must be provided in High resolution PDF or Jpeg.
- 120 dpi at full size or 300 dpi half size.
- Allow for 10mm bleed.
- Strictly check final sizes and quantities on graphic legend.
- Label artwork according to graphic legend.
- Please note: Artwork not to spec will delay build-up

Layout - Electrical Fixtures

DESCRIPTION	QTY
50 Watt Spot on Arm	2
Plug Point	1



Exhibition Booth Illustration

Layout - Furniture

DESCRIPTION
EVA Cocktail Chair - White
Slimline Bar Counter 1m

AFSTA 2026 Congress

23 - 25 MARCH
CAPE TOWN, SOUTH AFRICA



General Information

ADMISSION

- All visitors will have to register to obtain an exhibitors badge in order to enter the exhibition hall for setup on the 22 March 2026. Please ensure you wear your exhibitor badge at all times to aid security and to gain easy access to the venue and exhibition area.

ACCOMMODATION

- Exhibitors are kindly advised that accommodation for the AFSTA Congress can be conveniently booked at a selection of recommended establishments featured on the official Congress website. To explore available options and secure your booking, please visit the AFSTA Website or contact Jane Gilliland or Adanda Bornman at +27 65 395 1265 or afsta2026@paragonafrica.co.za

CATERING, SAMPLING & ALCOHOL

- Century City Conference Centre is the exclusive catering provider. No food or beverages may be brought into the venue without written approval from the Organizing Committee.

PARKING & ACCESS

- Parking is managed by a third-party operator and parking charges apply unless pre-arranged.
- Loading bays are strictly for off-loading only.
- Vehicles need to offload goods and then move to available parking.
- The loading bays are not a parking facility.

AFSTA 2026 Congress

23 - 25 MARCH
CAPE TOWN, SOUTH AFRICA



General Information



DISTRIBUTION OF MATERIALS

- Exhibitors are reminded that their activities must remain within the confines of their stand.
- Only display material belonging to exhibitors who have booked and paid for their stand is allowed. The Organizers reserve the right to request the rearrangement of any display material which may be obstructing another exhibit.
- Working in the aisles or approaching visitors outside your stand space is not allowed. This includes the registration area, common aisles, conference rooms and every area other than your stand.
- No signs or other articles are to be fastened to ceilings, walls, pipes or electrical fixtures.

SECURITY

- After setting up your exhibit and at the end of the show each night, cover your materials with a sheet or some type of cover.
- Do not leave valuable items (such as handbags, laptops etc.) unattended on your stand.
- Whilst every reasonable precaution is taken to ensure the safety and security of personnel and equipment, and the premises are patrolled day and night, we cannot accept any responsibility whatsoever for any injury, loss or damage, or any consequential losses which may befall your personnel and their property.
- Please note that exhibitors are responsible for each item on their stand. Century City Conference Centre and the Organizing Committee will not be held responsible for exhibitors' belongings.



General Information

FIREARMS

- The venue is a strictly weapon-free venue and the use of any weapon is not permitted

SMOKING

- Smoking is prohibited at all times in all areas within the Century City Conference Centre, including exhibition halls, lobbies, food service areas, public and service corridors, and restrooms. Smokers may make use of the following designated smoking areas:
- Outside the main entrance, Energy Lane
- Off-loading area, Conference Lane

EMERGENCY EVACUATION AND EXITS

- No furnishings, decorations or other objects may obstruct access to exits or visibility of emergency exits. The required path of travel to exits may not be obstructed by furniture or any other moveable objects.
- Follow all fire emergency exit signs to the designated assembly points to the parking area behind Ratanga Park Field. Should this area not be available, alternative assembly points will be indicated by the Century City Conference Centre ground team.

EMERGENCY MEDICAL SERVICES

- Emergency medical personnel will be contracted to be present for build-up, the event and break-down times. In the event that there is any incident, please contact the Organizing Committee



General Information



ORGANIZING COMMITTEE OFFICE / EXHIBITOR ENQUIRIES

- The Organizing Committee Office and Services Help Desk will be operational daily from **08:00** until 30 minutes after show closure and will attend to any queries or problems you may experience.
- Report any faults re: walling, carpeting and electrics during build-up to the help desk.
- For any exhibition-related queries, Thusa Reservations has been appointed as the official AFSTA Exhibitors Contact.

CONTACT DETAILS

Janet Opperman

Mobile: +27 (0) 82 333 8019

Email: janet@thusares.co.za OR afsta@sansor.co.z

VETTING

- In the interest of superior quality at the exhibition, the Venue Management and Organizing Committee will vet all stands at 15h00 on the last day of build-up. Should the above rules and regulations not be adhered to, the exhibitor will be given notice to rectify the problem within two hours or the stand will be closed.

STORAGE FACILITIES

- Please note that Century City Conference Centre has limited storage venues available. Should it be required, please enquire with the Organizing Committee to check availability.
- Any items not collected within 48 hours of the breakdown day will become the property of the venue and be disposed of as the venue sees fit.



We look forward to welcoming you to the
AFSTA Congress 2026 Exhibition.

Your cooperation with these guidelines will
contribute to a safe, professional and
successful event for all participants.

**AFSTA Congress 2026 Organizing
Committee**



www.afstacongress.co.za



afsta@sansor.co.za

afsta2026@paragonafrica.co.za

