



SPONSORSHIP BROCHURE



The Edge Convention Centre — Congress Venue

Innovation & Market Access

Shaping policies and regulations on seed market access and regional trade

Trade & Harmonization

Promoting sustainable investments and encouraging collective action

Regional Coordination

Fostering coordination to build more resilient seed systems across Africa

[Click Here to Register — AfSTA 2027 Congress](#)

16th – 18th March 2027 | Nairobi, Kenya | The Edge Convention Centre

Why Take Sponsorship at the AfSTA Congress

The African Seed Trade Association (AfSTA) Annual Congress is the continent's most influential seed industry event. This prestigious annual gathering brings together over 400 delegates from across Africa and the globe, including seed companies, industry leaders, scientists, policymakers, and development partners, to connect, collaborate, and cultivate growth in Africa's seed value chain.

This event provides a vast opportunity for companies, development agencies, and donor agencies to enhance the image of their companies, products, and services within a professional environment of the seed industry and its stakeholders.

As a sponsor of AfSTA 2027, your brand will take center stage in a vibrant forum dedicated to innovation, food security, and sustainable agricultural development.

Join us for Africa's future growth!

Premium Visibility

Extensive Global Seed Ecosystem Reach

Highly Targeted B2B Audience

TRADING



ENGAGING



NETWORKING



AfSTA 2027 Congress Sponsorship Opportunities

Benefits	Diamond	Platinum	Gold	Silver	Bronze*
Investment	\$70,000	\$55,000	\$35,000	\$25,000	\$15,000
Opportunities available	1	1	3	4	Unlimited
Complimentary delegate registrations	4	3	2	1	1
Recognition in all printed & digital material	YES	YES	YES	YES	YES
Logo and link on congress website	YES	YES	YES	YES	YES
Logo on congress mobile app	YES	YES	YES	YES	—
Complimentary insert in delegate bag	YES	YES	YES	YES	—
Pre-congress side-event for 30 people (15 March, incl. lunch)	YES	—	—	—	—
Panel session on sponsor topic (moderated by sponsor) OR one keynote address	YES	—	—	—	—
Branding	1 banner & 2 rollups at Registration Hall Corridor	1 rollup at trading hall entrance	1 rollup at exhibition hall entrance/corridor	—	—
Private VIP meeting room (3 days)	50 sqm	46 sqm	—	—	—
Diamond exhibition booth, 3 days (6x3m)	YES	—	—	—	—
Platinum exhibition booth, 3 days (4x3m)	—	YES	—	—	—
Standard exhibition booth, 3 days (3x3m)	—	—	YES	—	—
Standard trading table	—	—	—	YES	—
Gala dinner — 5-min video & table branding (sponsor to provide)	YES	—	—	—	—
Welcome party — 5-min speaking opportunity & table branding	—	YES	—	—	—
Opening ceremony: special recognition as primary sponsor	YES	—	—	—	—

*Bronze sponsorship

Items selected from the additional sponsorship options up to the value of \$15,000 will be recognized as a Bronze sponsorship.

1

All branding is shared with AfSTA

2

Artwork on all branded material must be approved by AfSTA

3

All sponsors, irrespective of category, will be acknowledged throughout the Congress

4

All banners and roll-ups should be supplied by the sponsor

Additional Sponsorship Options

Item	Cost	Details
Golf Tournament	\$10,000	Banners of the sponsor, printed material recognition, 5-min welcome speech (sponsor can supply branded shirts & caps)
Gala Dinner Sponsor	\$20,000	Branding at gala venue, speaking opportunity, stage recognition
Welcome Cocktail Sponsor	\$15,000	Event branding, welcome remarks opportunity
Drinking Water Stations Sponsor	\$3,000	Branding on hydration stations; supply your branded sleeves (3 days available)
Branded Travel Mugs	\$3,000	Provide 400 branded mugs (first day only)
Congress Bags	\$15,000	Branding on delegate bags, includes bags
WiFi Sponsor	\$4,500	Sponsor name displayed; sponsor can select the password
Lunch Sponsorship	\$5,000	Banners at lunch area
Congress App Sponsor	\$5,000	Branding within the app
Opening Ceremony Entertainment	\$5,000	Recognition at opening ceremony
Flowers Sponsor	\$5,000	Branded display signage
Delegate Gifts	\$15,000	Branding on selected gift items, includes gifts
Speaker & Panellist Gifts/Award	\$8,000	Branding on selected gift items, includes gifts and award speaking opportunity
French Translation Services (3 days)	\$10,000	Recognition as simultaneous interpretation sponsor; ushers in the plenary room wearing sponsor caps for 3 days
Lanyard Sponsor	\$5,000	Logo on all delegate lanyards

Looking for Something More?

Other sponsorship opportunities are also available! If you have a unique idea or would like to sponsor an element not listed above, we'd love to hear from you.

Please contact **Yacouba Diallo** at +254 (0)707 819 5524 or yacouba@aftsa.org to explore additional options tailored to your brand.

Private Trading & Meeting Rooms

Meeting rooms 1, 2, 3, 4 and 5 are sold for the 3 full days of the Congress. Side Event rooms are sold on a daily basis.

Room	Area	Cost (US\$)
Room 1: Ground floor	32 sqm	\$2,000 for 3 days
Room 2: Ground floor	44 sqm	\$3,000 for 3 days
Room 3: Ground floor – Executive room	56 sqm	\$4,200 for 3 days
Room 4: 1st Floor	50 sqm	\$4,000 for 3 days
Room 5: 1st Floor	50 sqm	\$4,000 for 3 days
Room 6: 1st Floor – Side Event / parallel session	85 sqm	\$1,700 per day
Room 7: 2nd Floor – Side Event / parallel session	122 sqm	\$2,100 per day
Room 8: 2nd Floor – Side Event / parallel session	176 sqm	\$2,600 per day



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