



1st ASEAN Coffee Industry Development Conference 2018

22-25 November 2018 (Thu-Sun)
CMECC, Chiang Mai, Thailand

www.aseancoffeeconference.com

Sponsorship Prospectus

**1st ASEAN Coffee Industry Development Conference
(ACID 2018)**



Welcome Message

On behalf of the Conference's organizing committee, it is a great pleasure and honor for me to extend a warm welcome to you to the very first ASEAN Coffee Industry Development Conference (ACID) which will be convened in Chiang Mai Province, Thailand during 22 - 25 November 2018. The Conference will be jointly hosted by Ministry of Agriculture and Cooperatives, Department of Agriculture, Department of Agricultural Extension, Chiang Mai Province and Horticultural Science Society of Thailand (HSST).

This very first Conference of its kind is to be held under the theme of **Coffee Industry Sustainability in ASEAN** with the ultimate goal to promote sustainability in ASEAN's coffee industry which has been gaining more and more importance over time. ASEAN, itself, has been ranked among the world's top coffee producer and consumers. Vietnam and Indonesia were ranked second and fourth coffee producers in the world, respectively; whereas Singapore, Thailand, Malaysia and the Philippines are among the world's top 50 countries in coffee consumption.

Thailand, as the host country of this particular Conference, has been working on becoming one of the leading quality coffee producers and traders in ASEAN and eventually in Asia and the world. With Thailand supporting policy of "The Coffee Strategies of 2017 - 2021", the Conference will create a platform for further implementation in the near future not only in the domestic boundaries, but also in international stages. Moreover, the ACID is expected to raise stakeholders' awareness of the importance of upstream coffee farmers and fair trade.

The ACID Conference, will feature **Technical Program** including research presentation, **Exhibition** showcasing related innovation and technologies in the coffee industry for entrepreneurs, sellers and buyers who are interested in exploring business opportunities and investing in innovative ideas for further development of the coffee industry and even connecting to their own business. In addition, **Coffee Contest and Barista Competition** are the special events organized at the Conference to invite certified coffee professionals since one of the Conference's objectives is to promote the holistic industry from upstream to downstream sector. The Conference attendants can also join **Technical and Cultural Tour** organized right after the Conference to explore Chiang Mai where there are coffee development centers, factories and coffee shops. In the meantime, participants can immerse themselves in Chiang Mai's rich unique culture, traditional heritage, as well as many fascinating tourist attractions.

Conference attendants will have an opportunity to share knowledge and experience, as well as have space for an open dialogue or even a business discussion with other attendants from different sectors in the industry. Hence, ACID will enable the industry's stakeholders to promote new knowledge and innovation for further development, especially in the changing environment which affects coffee production, and to discuss and take the latest international trade and investment policies into consideration for sustainable business management and opportunities.

I believe all the activities provided and the Conference, itself, would make your visit to Chiang Mai, Thailand a worthwhile experience. I look forward to welcoming you to our milestone Conference of the coffee industry.

Ananta Dalodom
Chairman

ASEAN Coffee Industry Development Conference (ACID)



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Conference Information:

Conference Name:	The 1 st ASEAN Coffee Industry Development Conference 2018
Main Theme:	Coffee Industry Sustainability in ASEAN
Date:	22 - 25 November 2018
Conference:	22 - 23 November 2018
Technical Tour:	24 November 2018
Exhibition:	22 - 25 November 2018
Barista Competition:	22 - 25 November 2018
Venue:	Chiang Mai International Exhibition and Convention Centre (CMECC) Chiang Mai, Thailand
Hosted by:	Ministry of Agriculture and Cooperatives Department of Agriculture Department of Agricultural Extension Chiang Mai Province Horticultural Science Society of Thailand
Co-hosted by:	Thai Coffee Association Thailand Coffee & Tea Association Thai Coffee Grower Association Thai Coffee Farmers Foundation ASEAN Coffee Federation Barista Association of Thailand
Organized by:	N.C.C. Management & Development Co., Ltd.
Website:	www.aseancoffeeconference.com
Facebook:	ACIDthailand
Contact:	Secretariat Office N.C.C. Management and Development Company Limited Professional Conference Organizer Department Queen Sirikit National Convention Center 60 New Radchadapisek Road Klong Toey, Bangkok 10110 Thailand Tel: +662 229 3336, +662 229 3338 Fax: +662 229 3346 Email: contact@aseancoffeeconference.com



About 1st ASEAN Coffee Industry Development Conference 2018

I. Background

The 1st ASEAN Coffee Industry Development Conference 2018 in Chiang Mai, Thailand, has been initiated aiming to develop cooperation in coffee production and processing between public and private sectors in ASEAN. It also provides a forum for promoting knowledge and innovations for coffee business development, exploring coffee business opportunities in ASEAN in the changing environment which affects coffee production, discussing the latest international trade & investment policies including related technologies from the upstream sector to the downstream sector, as well as creating a platform for promoting "The Coffee Strategies of 2017 - 2021" of Thailand for further understanding and cooperation from all local and international stakeholders.

II. Objectives

- A) To support the implementation of Thailand's "Coffee Strategies of 2017 - 2021" by
 - Promoting cooperation among ASEAN countries for the development of coffee production and processing technologies;
 - Promoting cooperation among organizations from public sector and private sector where academic institutes, entrepreneurs and farmers in ASEAN countries are included, to collectively analyze and develop the inclusive development plan for ASEAN coffee industry from the upstream sector to the downstream sector;
 - Promoting innovative and up-to-date knowledge to maximize the value and productivity of ASEAN coffee in sustainable and efficient ways;
 - Promoting the good image and quality of local coffee products with international standards.
- B) To create business opportunities for ASEAN coffee industries from the upstream sector to the downstream sector on the regional academic platform.

III. Theme

Coffee Industry Sustainability in ASEAN

IV. Participants

Approximately 3,000 participants consist of executives, practitioners, researchers, scientists from public and private sectors including academic institutes related to ASEAN coffee industry.

V. Conference Format

The conference will be held on 22 - 25 November 2018. The program will comprise different sessions as follows;

- A) Technical Program (2 days)
 - Plenary Session: Keynote Speech and ASEAN Dialogue
 - Executive Session
 - Research Presentation
- B) Exhibition: Government Exhibition and Trade Exhibition
- C) Coffee Competition: Brewer Cup Championship and Latte Art Championship
- D) Technical Tour



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VI. Registration may be proceeded online through www.aseancoffeeconference.com

- For Delegate & Accompanying Person

Full Registration	Registration Fee
Early Bird (1 March 2018 - 15 November 2018)	USD 400
Onsite Registration (22 - 25 November 2018)	USD 500
Thai Delegate (1 March 2018 - 25 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 5,000

Only Conference	Registration Fee
Early Bird (1 March 2018 - 15 November 2018)	USD 300
Onsite Registration (22 - 25 November 2018)	USD 350
Thai Delegate (1 March 2018 - 25 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 3,000

Remark: The registration system will be closed on 16 November 2018. The onsite registration rate will be applied for whom interested and applied onsite during 22 - 25 November 2018.



Sponsorship Opportunities

An opportunity exists to participate as a sponsor of the 1st ASEAN Coffee Industry Development Conference 2018 (ACID 2018), offers an excellent opportunity for your organization to develop a strong corporate presence and public consciousness, market products and services and, reinforce your company image with largely specialized and highly influential group within coffee industry field.

There are several sponsorship opportunities available, offering unique benefits to your organization as follows;

Diamond Sponsor

USD 100,000

1. Acknowledgement as the “**Diamond Sponsor**” and the first priority location of prominent corporate logo on all printed materials
2. First priority location of prominent corporate logo on the conference website, including the link to the sponsor’s homepage
3. First priority location of prominent corporate logo on the conference decorations e.g. main backdrop in the plenary session room, boards, counters, etc.
4. First priority location of prominent corporate logo on the decorations of Coffee Competition
5. First priority choice of position of 54 s.qm. raw space in the exhibition area
6. Complimentary 10 exhibitor badges and 5 delegate badges
7. One full-page color advertisement (A5 size / 2 pages) in the program book (printing or artwork files to be supplied by Sponsor)
8. Single page or single folder-page brochure (per bag) inserted into conference bags (500 copies to be supplied by Sponsor)

Platinum Sponsor

USD 50,000

1. Acknowledgement as the “**Platinum Sponsor**” and the second priority location of prominent corporate logo on all printed materials
2. Second priority location of prominent corporate logo on the conference website, including the link to the sponsor’s homepage
3. Second priority location of prominent corporate logo on the conference decorations e.g. main backdrop in the plenary session room, boards, counters, etc.
4. Second priority location of prominent corporate logo on the decorations of Coffee Competition
5. Second priority choice of position of 36 s.qm. raw space in the exhibition area
6. Complimentary 6 exhibitor badges and 3 delegate badges
7. One half-page color advertisement (A5 size / 1 page) in the program book (printing or artwork files to be supplied by Sponsor)



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Gold Sponsor

USD 20,000

1. Acknowledgement as the “**Gold Sponsor**” and the third priority location of prominent corporate logo on all printed materials
2. Third priority location of prominent corporate logo on the congress website, including the link to the sponsor’s homepage
3. Third priority location of prominent corporate logo on the conference decorations e.g. main backdrop in the plenary session room, boards, counters, etc.
4. Third priority location of prominent corporate logo on the decorations of Coffee Competition
5. Third priority choice of position of 18 s.qm. raw space in the exhibition area
6. Complimentary 4 exhibitor badges and 2 delegate badges

Silver Sponsor

USD 10,000

1. Acknowledgement as the “**Silver Sponsor**” and the fourth priority location of prominent corporate logo on all printed materials
2. Fourth priority location of prominent corporate logo on the congress website, including the link to the sponsor’s homepage
3. Fourth priority location of prominent corporate logo on the conference decorations e.g. main backdrop in the plenary session room, boards, counters, etc.
4. Fourth priority location of prominent corporate logo on the decorations of Coffee Competition
5. Fourth priority choice of position of 9 s.qm. shell scheme in the exhibition area
6. Complimentary 2 exhibitor badges and 1 delegate badge

Coffee Break Sponsor

USD 8,000 / Break

1. Acknowledgement as the “**Coffee Break Sponsor**” by sponsor’s logo printing in coffee break area as the priority of prominent logo
2. Activity and/or promotional materials during reserved coffee break period (Materials to be prepared and supplied by Sponsor)



Exhibition (Raw Space / Shell Scheme)

Raw Space	Fee
Early Bird (1 March 2018 - 30 April 2018)	USD 135/ sq.m.
Standard (2 May 2018 - 1 October 2018)	USD 150/ sq.m.

Shell Scheme/ Standard Booth	Fee
Early Bird (1 March 2018 - 30 April 2018)	USD 185/ sq.m.
Standard (2 May 2018 - 1 October 2018)	USD 200/ sq.m.

Remark: The registration system will be closed on 2 October 2018.

For Exhibitor, the number of badges will be based on the size of the exhibitor's contracted space.

For Media, the registered media representatives will have access to all sessions including the exhibition and poster areas. To register as media representative, you must be at least 18 years old. There is no registration fee for media representatives; however, a valid media license need to be submitted first to the Secretariat for approval before media registration is confirmed. Since the allotted number for media is limited, the Local Organizing Committee reserves the right to decline applications.

For Visitor, free entry for an exhibition.



ACID 2018

Sponsorship Package

Benefits	Diamond USD 100,000	Platinum USD 50,000	Gold USD 20,000	Silver USD 10,000
Complimentary Breakout Room for 1-day Side Event	<input type="checkbox"/>	×	×	×
Space (in sq.m. raw space) with Premium Location	54	36	18	9
Logo on Publicity Materials				
Logo on Conference Website Linked to Sponsor's Homepage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on Conference Decorations	1 st priority location	2 nd priority location	3 rd priority location	4 th priority location
Logo on Decorations of Coffee Contest and Barista Competition				
Advertisement in Color Program Book (artwork supplied by sponsor) - A5 Size	one full-page (2 pages)	one half-page (1 page)	×	×
Brochure Insertion in Congress bag	1	×	×	×
Delegate Badges	5	3	2	1
Exhibitor Badges	10	6	4	2
Sponsor Company Profile on Conference Website & Facebook (Supplied by Sponsor, 75 Words, English)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsor Scoop (Product Highlight) on Conference Website & Facebook (Supplied by Sponsor, 100 Words, English)	<input type="checkbox"/>	<input type="checkbox"/>	×	×



Exhibition Inquiry Form

We are interested in sponsorship program;

- Diamond Sponsor** (including Raw Space **54 sq.m.** exhibiting space)
- Platinum Sponsor** (including Raw Space **36 sq.m.** exhibiting space)
- Gold Sponsor** (including Raw Space **18 sq.m.** exhibiting space)
- Silver Sponsor** (including Raw Space **9 sq.m.** shell scheme)

We are interested in exhibiting as

- Raw space starts at 9 sq.m.** (excluding carpet, flooring, partitions/walls, furniture, power, and lighting)
- Shell Scheme, 9 sq.m.** (standard booth package, including carpet, partitions/walls, furniture, power, and lighting)

Total space (sq.m.): (minimum 9 sq.m.)

Name:	
Position:	
Company:	
Address:	
Tel:	
Fax:	
Email:	
Company's Profile:	
Product / Service:	

Term of payment:

1. First payment of 50% within 30 calendar days after confirmation
2. Second payment of 50% **before 1 October 2018**



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For further inquiry, please contact secretariat office

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