



DECLARATION OF  
ABU DHABI

# SUMMIT 2016

The Future of Farm Certification

## SPONSORING KIT

Inviting the GLOBALG.A.P. Community to Celebrate



**20 Years** of Global Partnership



**15 Years** of Good Agricultural Practices Certification



# GLOBALG.A.P.

The Global Partnership for Safe & Sustainable Agriculture

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**G.A.P. STANDS FOR GOOD AGRICULTURAL PRACTICES AND GLOBALG.A.P. IS THE WORLDWIDE STANDARD THAT ASSURES IT.**

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We're a global organization with a crucial objective: safe, sustainable agriculture worldwide. We set voluntary standards for the certification of agricultural products around the globe—and more and more producers, suppliers and buyers are harmonizing their certification standards to match.

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## **OUR PURPOSE**

GLOBALG.A.P. members create private sector incentives for agricultural producers worldwide to adopt safe and sustainable practices to make this world a better place to live for our children.

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## **OUR MISSION**

Globally connecting farmers and brand owners in the production and marketing of safe food to provide reassurance for consumers. We lay the foundation for the protection of scarce resources by the implementation of Good Agricultural Practices with a promise for a sustainable future.

# GLOBALG.A.P. SUMMIT 2016

## Celebrating 20 years of Global Partnership & 15 Years of Good Agricultural Practices Certification



GLOBALG.A.P. has two good reasons to celebrate in 2016 and we are inviting all our members to celebrate with us at SUMMIT 2016 in Amsterdam.

The GLOBALG.A.P. SUMMIT fosters dialogue among global community members. Taking place every two years, the conference is the perfect setting to discuss the latest developments in food safety and sustainability as well as Good Agriculture and Aquaculture Practices and the future of the industry.

SUMMIT 2016 in Amsterdam is a GLOBALG.A.P. Member Celebration. We will gather the entire GLOBALG.A.P. Member Community to look back at our joint achievements, explore the future of our vision and mission of farm assurance certification, and be part of a large-scale stakeholder campaign to communicate both their and our major achievements on this journey.

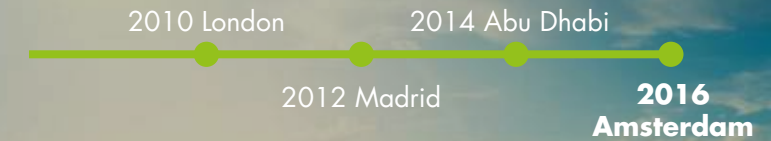
Sponsoring SUMMIT 2016 is sponsoring a major acknowledgement of your achievements, your vision and your commitment to the future of certification.

Join us and let's celebrate together!

**The GLOBALG.A.P. SUMMIT brings together professionals from all sectors of the food and food service industries:**

- Retailers
- Producers
- Buyers/Suppliers
- Trade Organizations
- Consumer Groups
- Research Institutions
- Government Agencies
- Certification and Accreditation Bodies

### CONFERENCE TIMELINE



# BOARD MEMBER STATEMENTS



"The SUMMIT has always been based on two very important pillars: it's the GLOBALG.A.P. Family meeting and having open and engaging discussions about the past, present and future of farm assurance. It's also an excellent opportunity to meet people from different cultures and learn from each other. Connecting with others from within and outside the industry broadens our vision to the issues facing us in the future. That way, we can better prepare to address them. And that's a good thing for our GLOBALG.A.P. Members and the entire industry!"

*Bert Urlings, Board Member, Supplier Representative (Livestock)*



"Conferences like the GLOBALG.A.P. SUMMIT are important because they bring together many people of different cultures, views, and living conditions all seeking to generate business in and around the agriculture industry. The SUMMIT enables us to share time face-to-face, to network with the rest of the GLOBALG.A.P. Community, and perhaps create exciting contexts for collaboration. GLOBALG.A.P. grows on the input of its outstanding community and taking part in the GLOBALG.A.P. SUMMIT is playing an active role in shaping the future of farm assurance. Become part of it and join us in Amsterdam as a GLOBALG.A.P. Member!"

*Mari Carmen, Board Member, Supplier Representative (Crops)*



"Farm assurance has become mainstream, making it all the more important to expand our reach to all areas where food is produced and to include everyone involved in the production of food worldwide. This is our greatest challenge in the coming years. The SUMMIT is where the GLOBALG.A.P. Member Community comes together to share experiences, brainstorm ideas, and create ways of working together to find viable and innovative solutions."

*Leon Mol, Board Member, Retailer Representative*

# THE VENUE

## Beurs van Berlage

The Beurs van Berlage is the ultimate meeting place in Amsterdam. This prominent nationally listed building covers more than 16,000 square meters and has 21 rooms and halls for conferences, meetings, dinners, parties, receptions and exhibitions. Behind the Beurs van Berlage's architecturally significant building lies a rich history. It housed the first three stock exchanges in Amsterdam, and hosted the marriage of King Willem-Alexander and Queen Maxima. Today it is the most inspiring meeting place in Amsterdam.

[www.beursvanberlage.com](http://www.beursvanberlage.com)



# SPONSORING GLOBALG.A.P. SUMMIT 2016

## An Unrivalled Branding Opportunity

The GLOBALG.A.P. SUMMIT 2016 provides a unique opportunity for sponsors to secure valuable **international exposure**.

Sponsoring the conference is an effective way to raise the profile of your company brand to a **targeted audience** and **key industry players** in the food and food service industry. To ensure sponsors get the maximum return from their investment, sponsorship opportunities are limited and available on a first-come, first-serve basis.

Sponsors will showcase their brands in the **Conference Networking Area**, a central forum where participants meet to exchange information. Breaks between sessions and at lunch are deliberately kept long to facilitate dialogue and communication, making the Conference Networking Area the heart of the event, as a place to network, meet and **share strategies and build relationships** with the top leaders in this industry.

The perfect place to present your company and services!



# SPONSORING GLOBALG.A.P. SUMMIT 2016

## Sponsorship benefits



- 1 Attract **interest** in your company from a wide range of important people from the food safety sector.
- 2 Show your **commitment** to developing and promoting Good Agricultural Practices.
- 3 Network with an audience of over 400 **decision makers** from the global food industry.
- 4 Gain **new business opportunities**.
- 5 Expand your network of **prospects**.
- 6 Generate and enhance **positive brand awareness** through the strategic branding and marketing of your company.
- 7 **Engage with the GLOBALG.A.P. Governance.** 80% of the GLOBALG.A.P. Board & Technical Committee Members, the decision makers of GLOBALG.A.P., attended past conferences.
- 8 **Connect with one of the longest lasting farm assurance schemes** worldwide.
- 9 Help design a climate of **innovation**.
- 10 **Honor the global architects** for farm assurance



# SPONSORSHIP IMPRESSIONS





# A GREAT OPPORTUNITY TO MEET AND NETWORK WITH OUR GLOBAL RETAIL MEMBERS



# SUMMIT 2014 ABU DHABI



The GLOBALG.A.P. SUMMIT 2014 brought together more than **400** experts from **49** countries.

# A SELECTION OF PARTICIPANT GLOBALG.A.P. MEMBERS AT OUR PREVIOUS SUMMITS



# A SELECTION OF PARTICIPANT GLOBALG.A.P. MEMBERS AT OUR PREVIOUS SUMMITS



# SPONSORING THE GLOBALG.A.P. SUMMIT 2016



SPONSORING OPPORTUNITIES ARE IDEAL FOR:

- **Producer organizations and exporters** who have received full GLOBALG.A.P. compliance and wish to demonstrate their services and skills to potential new customers
- **Consultants, advisors and Farm Assurers** specialized in GLOBALG.A.P. Certification
- **IT service providers** who have developed solutions to facilitate documentation requirements at farm and producer group level
- **Certification bodies** who want to demonstrate their country-by-country coverage and competence
- All GLOBALG.A.P. **members** wanting to show their commitment and support the GLOBALG.A.P. mission and vision
- All **new GLOBALG.A.P. members** who want to take advantage of this valuable opportunity to raise their profile within the GLOBALG.A.P. Community
- **Agricultural technology groups and associations** wishing to showcase their latest innovative solutions for sustainable agriculture





# CONFERENCE STRUCTURE

	27 SEPTEMBER	28 SEPTEMBER
MORNING	Registration & Side Events	Break Out Sessions
MIDDAY	Welcome Lunch	Networking Lunch
AFTERNOON	Plenary Sessions	Plenary Sessions
EVENING	GLOBALG.A.P. Community Dinner	Closing



# Sponsoring Options



OPTION	NO. OF OPTIONS	TYPE	FEE
1.		<b>SESSIONS</b>	
	4	<b>PLENARY SESSIONS, EACH 1 HOUR</b>	25,000 EUR per session
		<p>Sponsor one of our Plenary Sessions! Work together with GLOBALG.A.P. on the content of the session and be part of the solution! Showcase your interest and commitment with a short movie or a live interview on stage with Kristian Moeller! Sponsoring a plenary session is the ideal platform to access all the SUMMIT's delegates and the industry's key decision makers.</p> <p>Sponsoring includes:</p> <ul style="list-style-type: none"> <li>• Travel (max. 1,000 Euros) &amp; accommodation (max. 2 nights) for 1 external expert</li> <li>• Introduction video presented during the session or a live interview with Kristian Moeller</li> <li>• Website slider on the SUMMIT 2016 page</li> <li>• Logo branding in all SUMMIT related web and print media</li> <li>• Highlighted logo branding in the 20-year celebration conference book</li> <li>• Logo branding on the main stage</li> <li>• Logo branding in the networking area</li> <li>• Option to include handout material in the conference package for all delegates</li> <li>• 12m<sup>2</sup> (4x3m) exhibition space in the networking area</li> </ul>	
	6	<b>BREAKOUT SESSIONS, EACH 1 HOUR</b>	4,500 EUR per session
		<p>Sponsor of one of our Breakout Sessions! Work together with GLOBALG.A.P. on the content of the session and be part of the solution! The session with its very detailed content offers you the ideal platform to engage with a specific group of the GLOBALG.A.P. Community and the food industry!</p> <p>Sponsoring includes:</p> <ul style="list-style-type: none"> <li>• Logo branding in all SUMMIT related web and print media including the conference booklet</li> <li>• Logo branding in the breakout room on a roll-up</li> <li>• Logo branding in the networking area</li> <li>• Option to include handout material in the conference package for all delegates</li> <li>• Optional: 9m<sup>2</sup> (3x3m) exhibition space in the networking area</li> </ul>	+2,500 EUR per space

OPTION	NO. OF OPTIONS	TYPE	FEE
2.	1	<b>CONFERENCE DINNER</b>	15,000 EUR
<p>Be the <b>exclusive sponsor</b> of the official <b>GLOBALG.A.P. SUMMIT 2016 Conference Dinner!</b>  This event is a perfect setting to expand your reach and showcase your company's commitment with unique branding and a personal message delivered to all the delegates!  Sponsoring includes:</p> <ul style="list-style-type: none"> <li>• 15-minute opening speech at the dinner</li> <li>• Logo branding in all SUMMIT related web and print media</li> <li>• Highlighted logo branding in the 20-year celebration conference book</li> <li>• Logo branding at the dinner</li> <li>• Logo branding in the networking area</li> <li>• Option to include handout material in the conference package for all delegates</li> <li>• 9m<sup>2</sup> (3x3m) exhibition space in the networking area</li> </ul>			
3.	1	<b>WELCOME LUNCH, 27 SEPTEMBER</b>	12,000 EUR
<p>Be the <b>exclusive sponsor</b> of the <b>GLOBALG.A.P. SUMMIT 2016 Welcome Lunch!</b>  Open the conference with your company logo welcoming all the delegates during the lunch!  Sponsoring includes:</p> <ul style="list-style-type: none"> <li>• Logo branding in all SUMMIT related web and print media</li> <li>• Highlighted logo branding in the 20-year celebration conference book</li> <li>• Logo branding at the lunch area during the lunch</li> <li>• 6m<sup>2</sup> (2x3m) exhibition space in the networking area</li> </ul>			
4.	1	<b>LUNCH 28 SEPTEMBER</b>	12,000 EUR
<p>Be the <b>exclusive sponsor</b> of the <b>Conference Lunch</b> on 28 September!  Sponsoring includes:</p> <ul style="list-style-type: none"> <li>• Logo branding in all SUMMIT related web and print media</li> <li>• Highlighted logo branding in the 20-year celebration conference book</li> <li>• Logo branding at the lunch area during the lunch</li> <li>• 6m<sup>2</sup> (2x3m) exhibition space in the networking area</li> </ul>			
5.	3	<b>COFFEE BREAKS</b>	5,500 EUR per unit
<p>Sponsor one of our Conference Coffee Breaks! Show your commitment to GLOBALG.A.P. and 20 years of certification by branding this networking time with your company logo and an opportunity to engage with all the delegates at your exhibition space!  Sponsoring includes:</p> <ul style="list-style-type: none"> <li>• Logo branding at the coffee break area during the break</li> <li>• Logo branding in all SUMMIT related web and print media incl. the conference book</li> <li>• 6m<sup>2</sup> (2x3m) exhibition space in the networking area</li> </ul>			



OPTION	NO. OF OPTIONS	TYPE	FEE
6.	1	<b>BAGS</b> Be the exclusive sponsor of the official SUMMIT 2016 Conference Bag! Sponsoring includes: <ul style="list-style-type: none"> <li>• Logo branding on the conference bags</li> <li>• Include handout material in the conference package for all delegates</li> </ul>	15,000 EUR
7.	1	<b>WATER STATION &amp; BOTTLES</b> Sponsor our <b>sustainable drinking water system</b> with refillable bottles and a water station! Sponsoring includes: <ul style="list-style-type: none"> <li>• Logo branding in all SUMMIT related web and print media</li> <li>• Logo branding on the bottles</li> <li>• Logo branding at the refill station</li> <li>• Banner and brochure holder next to the refill station</li> </ul>	9,900 EUR
8.	1	<b>CHARGING STATION</b> Sponsor the <b>mobile phone charging station</b> in the networking area! Sponsoring includes: <ul style="list-style-type: none"> <li>• Logo branding in all SUMMIT related web and print media</li> <li>• Logo branding at the charging station</li> </ul>	5,000 EUR
9.	3	<b>MEETING POINTS</b> Sponsor one of our meeting points during the networking breaks! Sponsoring includes: <ul style="list-style-type: none"> <li>• Logo branding in all SUMMIT related web and print media incl. the conference book</li> <li>• Logo branding at the meeting point</li> </ul>	4,000 EUR
10.	4	<b>BOOTH SPACE</b>  <b>Booth space for options 6-9 only:</b> 6m <sup>2</sup> (2x3m) exhibition space is only available on a first-come, first-serve basis due to limited space.	Different booth spaces are included in sponsoring options 1-5.  2,500 EUR

# THE GLOBALG.A.P. SUMMIT 2016 BOOK

## Celebrating 20 Years of Global Partnership

For SUMMIT 2016 in Amsterdam, we are planning to produce a special book in celebration of 20 years of Global Partnership.

In addition to the basic conference information, such as the program, the sponsors, the speaker profiles, and keynote speaker statements, this special edition of the conference book will offer GLOBALG.A.P. members the opportunity to include a company story that describes their history of certification and their journey with GLOBALG.A.P.

A prestigious opportunity to showcase your company's commitment to farm assurance certification and its partnership with GLOBALG.A.P. in a beautifully designed book, which also offers additional advertising options to expand your branding reach.

**This opportunity is available for GLOBALG.A.P. members only.  
Space is limited and will be offered on a first-come, first-serve basis.**

Please select your preferred SUMMIT 2016 Book branding options in the sponsorship application form.

# SUMMIT 2016 Sponsoring Options



Select one or more of the sponsorship options on the following pages, and attach them to your application form.

OPTION	TYPE	FEE	SELECT YOUR OPTION(S)
1.	SESSIONS (incl. Travel & Accommodation for 1 external expert max. 2 nights & 1,000 EUR)		
	4 PLENARY SESSIONS, EACH 1 HOUR	25,000 EUR per session	<input type="checkbox"/>
	6 BREAKOUT SESSIONS, EACH 1 HOUR	4,500 EUR per session	<input type="checkbox"/>
	PLUS BOOTH SPACE	2,500 EUR per space	<input type="checkbox"/>
2.	COFFEE BREAK	5,500 EUR per break	<input type="checkbox"/>
3.	CONFERENCE DINNER	15,000 EUR	<input type="checkbox"/>
4.	WELCOME LUNCH, 27 SEPTEMBER	12,000 EUR	<input type="checkbox"/>
5.	LUNCH 28 SEPTEMBER	12,000 EUR	<input type="checkbox"/>
6.	BAGS	15,000 EUR	<input type="checkbox"/>
7.	WEBSITE BANNER	6,000 EUR	<input type="checkbox"/>
8.	CHARGING STATION	5,000 EUR	<input type="checkbox"/>
9.	WATER STATION & BOTTLES	9,900 EUR	<input type="checkbox"/>
10.	MEETING POINTS	4,000 EUR	<input type="checkbox"/>
11.	BOOTH SPACE (Included in option 1-5.) Available as a separate option for options 6-9 only.	2,500 EUR	<input type="checkbox"/>
		<b>TOTAL</b>	

# GLOBALG.A.P. SUMMIT 2016

## Sponsoring Application Form



Please complete the form and return to GLOBALG.A.P. together with the selected sponsoring options.

Title:  Mr.  Ms.

\_\_\_\_\_  
Surname/Name

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Organization/Company

GLOBALG.A.P. Member

\_\_\_\_\_  
Company Stamp

\_\_\_\_\_  
Full Name

\_\_\_\_\_  
Position

Feel free to contact us at any time for any information, questions or suggestions!

I would like to receive news, updates and information from and about GLOBALG.A.P.

\_\_\_\_\_  
Postal Code

\_\_\_\_\_  
City

\_\_\_\_\_  
Country

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

PLEASE RETURN THIS FORM TO:

GLOBALG.A.P. Secretariat  
FoodPLUS GmbH

Julia Artmeyer  
Spichernstr. 55  
50672 Cologne, Germany

Email: [artmeyer@globalgap.org](mailto:artmeyer@globalgap.org)  
Tel: +49 (0)221 57 993 692  
Fax: +49 (0)221 57 993 89

# Sponsoring Conditions



Sponsoring package orders will be processed on a first-come, first-serve basis.

To become a sponsor of the GLOBALG.A.P. SUMMIT 2016:

- Fill out and return the signed sponsorship form by 31 January 2016 to: [artmeyer@globalgap.org](mailto:artmeyer@globalgap.org).
- You will receive a **5% early bird discount** if the sponsorship application is submitted **and** the fee is paid by 31 January 2016.
- For sponsorships of 20,000 EUR\* or higher, the website slider is included.
- **10% discount\*** for sponsorships of 50,000 EUR or higher.
- Once we receive your sponsorship application, we will send you an email confirmation of receipt and the sponsorship contract.
- Upon processing and approval, you will receive an invoice addressed to the contact person named on the sponsorship application form. Full payment is requested no later than 14 days after receipt of the invoice.

**Please note:** Sponsors are responsible for the costs of shipping any promotional material to and from the venue as well as any costs for the storage of materials at the venue.

Once your sponsorship application has been processed, you will receive a complete information kit including a catalogue of additional equipment and furniture in due time. A detailed exhibition floor plan will be sent earliest in August 2016.

The exhibition includes a networking area where welcome cocktails, lunches and networking breaks will take place.



# GLOBALG.A.P. AT A GLANCE

THE MOST WIDELY ACCEPTED GOOD AGRICULTURAL PRACTICES CERTIFICATION WORLDWIDE



More than **400 voluntary members** form the **GLOBALG.A.P. Community**



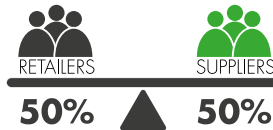
More than **155,000 certified producers** in over **118 countries**



**3 main products** with **37 standards** and **programs in 20 languages!**



More than **400 products** available for certification



GLOBALG.A.P. governed by an **elected Board**



A secure **online certification database** to check producers and validate certificates



An extensive **worldwide network of consultants** to help producers with their certification process



More than **1,700 inspectors** and **auditors** working for **145 accredited certification bodies**



More than **850 international experts** active in Technical Committees, National Technical Working Groups and Focus Groups

A pioneering **integrity system** with independent assessments to **monitor the performance** of our certification bodies



A harmonization program to **benchmark schemes** and **checklists** around the world



**Capacity building** for thousands of people on **5 continents** and in **10 languages**

FIND OUT HOW GLOBALG.A.P. CAN ADD VALUE TO YOUR BUSINESS AT [www.globalgap.org](http://www.globalgap.org)



GLOBALG.A.P.  
c/o FoodPLUS GmbH

Spichernstrasse 55  
50672 Cologne,  
Germany  
[www.globalgap.org](http://www.globalgap.org)

Ami von Beyme  
Membership Management  
[beyme@globalgap.org](mailto:beyme@globalgap.org)  
Mob: +49 (0)170 92 506 67  
Tel: +49 (0)221 57 993 719  
Fax: +49 (0)221 57 993 89