



Republic of Rwanda
Ministry of Agriculture
& Animal Resources



CONCEPT NOTE, SPONSORSHIP & EXHIBITION PACKAGES



IDF REGIONAL DAIRY CONFERENCE AFRICA

KIGALI-RWANDA

THEME: “SUSTAINABLE DAIRY FOR A PROSPEROUS AFRICA”

Date: May 29th - 1st June 2025

Venue: Camp Kigali

Host Country: Rwanda





Introduction

The IDF Regional Dairy Conference Africa 2025 is an exciting and informative gathering organised by the Rwanda National Dairy Platform, International Dairy Federation (IDF) and the Ministry of Agriculture. The RNDP is an organization whose goal is to advocate for the promotion and support activities operated by stakeholders' clusters in the dairy development value chain aimed at scaling up the performance of the dairy sector business in Rwanda.

About IDF Regional Dairy Conference Africa 2025

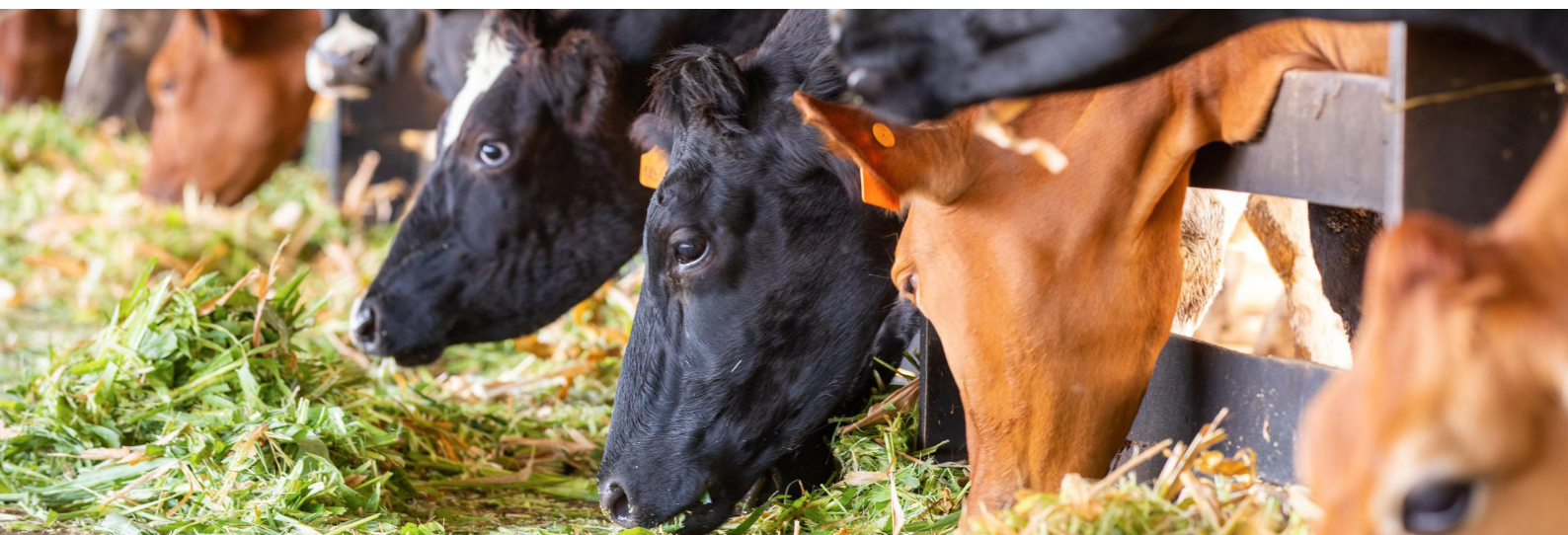
The IDF Regional Dairy Conference Africa 2025 is a highly anticipated event that aims to showcase the advancements, challenges, and opportunities in the African dairy sector. With a focus on sustainable production, this conference will provide a platform for experts, industry leaders, and enthusiasts to come together and exchange insights, strategies, and experiences. Scheduled to take place from May 29th to June 1st, 2025, this conference promises to be an engaging and dynamic event for all attendees.

The conference will feature an array of topics related to climate-smart and resilient dairy production, animal health and welfare, dairy processing, nutrition and health, dairy product distribution and marketing, as well as the socio-economic and financing aspects of dairy enterprises. Through panel discussions, presentations, and workshops, participants will gain valuable insights and knowledge from leading experts in the field.

IDF Regional Dairy Conference Africa 2025 Pillars

The conference itself is built upon five key pillars that underpin the core themes of the event. These pillars encompass the breadth of expertise and knowledge present in the African dairy sector:

- Sustainable Dairy Production and Climate Resilience
- Animal Health, Welfare, and Disease Control
- Value Addition, Processing, and Nutritional Benefits of Dairy Products
- Market Access, Distribution, and Marketing Strategies
- Socioeconomic and Financial Aspects of Dairy Enterprises



Objectives

- To provide a platform for the exchange of knowledge and experiences in African dairy production
- To explore innovative approaches and technologies for sustainable dairy farming
- To foster collaboration among dairy stakeholders, including farmers, processors, researchers, and policymakers
- To raise awareness about the importance of animal health and welfare in dairy production
- To facilitate discussions on value addition, processing, and market access for African dairy products
- To address the socioeconomic challenges and opportunities within the African dairy sector
- To create a roadmap for the future of the African dairy sector, focusing on sustainability and global integration

Conference Format

The IDF Regional Dairy Conference Africa 2025 will feature a diverse range of interactive sessions, including carefully selected presentations which will focus on educative/informative and simplified practical scientific presentations to enhance knowledge sharing and technology transfer, exhibitions, workshops, and networking opportunities. Experts and sector leaders will share their expertise and insights through engaging and thought-provoking sessions. Attendees will have the opportunity to exchange ideas, collaborate, and build partnerships with key stakeholders in the African dairy sector.

Reasons to Attend

- Gain insights into the latest advancements and trends in African dairy production
- Engage with experts, industry leaders, and fellow enthusiasts in the field
- Network and build valuable connections within the African dairy industry
- Learn about innovative practices and technologies for sustainable production
- Discover new opportunities for market access and value addition
- Understand the socioeconomic impact of the dairy industry and contribute to its growth and development
- Contribute to shaping the future roadmap of the African dairy sector

Roadmap

The IDF Regional Dairy Conference Africa 2025 aims to provide a comprehensive and inclusive experience for all attendees. Sessions will be thoughtfully curated to address the key themes and pillars, ensuring a well-rounded and informative program. Throughout the conference, participants will have the opportunity to engage in interactive sessions, share knowledge, exchange ideas, and collectively work towards a sustainable and thriving future for the African dairy industry.

Join us at the IDF Regional Dairy Conference Africa 2025 and be part of the transformative dialogue that will shape the future of dairy production in Africa. Together, we can propel the African dairy sector to new heights, reaching global markets while ensuring sustainable production practices. Save the date and mark your calendars from May 29th to June 1st, 2025, for an enriching and impactful event that should not be missed.



IDF REGIONAL DAIRY CONFERENCE AFRICA

KIGALI-RWANDA



Sponsorship & Exhibition Package



Platinum Sponsorship

Sponsorship package: a minimum of USD 50,000

This sponsorship offers the sponsoring company the highest level of visibility across the entire conference period. This exclusive, high level sponsorship opportunity delivers not only brand awareness prior, during and post event but also reinforces the sponsors commitment through the event process. This package is open to an organization that is willing to privileged partner the IDF Regional Dairy Conference Africa 2025 in collaboration with the organizing partners – as Platinum Sponsor for the event.



Benefits include:

- Be recognized in all event publicity (visual, print and electronic) as the major supporting partner
- Have first priority in selection of area for placement of signage/branding within and outside the conference venue
- Exclusivity of placement of signage/branding within the conference room
- One TV interview with the event broadcaster
- Become the exclusive sponsor of the IDF Regional Dairy Conference Africa welcome Function on 29th May 2025, sharing branding space with The IDF Regional Dairy Conference Africa 2025
- Have a 2 minute promotional video to run strategically in the refreshment areas for the duration of the conference (minimum of four runs twice a day),
- Company logo at the front page of the Conference Program
- Company logo at the front page of the Registration Brochure
- Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
- Company signage at the entry foyer of the Conference venue for the duration of the Conference
- Full page feature article/advertisement in conference catalogue
- Provide material for inclusion in the conference satchel/pocket folder (One A4 page)
- Provide strong branding throughout the conference and refreshment venues
- One 3m*6m exhibition booth in a prominent location within the exhibition area (preferential site selection offered prior to general allocation)
- Four (4) inclusive delegate registrations and gala dinner



Sponsorship & Exhibition Package



Gold Sponsor

Sponsorship Value proposition: a minimum of USD. 27,000

2 Sponsors required

This package is open to an organization willing to partner in the Gold Category for the IDF Regional Dairy Conference Africa 2025.



Benefits include:

- Significant branding of different areas of the venue (assigned locations are at the discretion of the organizing committee)
- Provide a 2 minute promotional video to run strategically in the refreshment areas for the duration of the conference (minimum of two runs twice a day)
- Company logo on the back page of the Conference programme
- Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
- Half page feature article/advertisement in conference catalogue
- Provide material for inclusion in the conference satchel/pocket folder (One half of A4 page),
- One 3m*3m exhibition booth (based on needs requirement) in a prominent location within the exhibition area (preferential site selection offered prior to general allocation)
- Three (3) inclusive delegate registrations and gala dinner
- Extensive recognition as a IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials



Sponsorship & Exhibition Package



Silver Partner

Value proposition: USD 19,000

The opportunity under this package may include ONE of the following:

1. Exclusive sponsorship of the IDF Regional Dairy Conference Africa 2025 Catalogue
 2. Exclusive sponsorship of the Conference notebooks and pens
 3. Exclusive sponsorship of the welcome and pre-departure cocktails
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Benefits include:

Signature branding of the sponsored item (catalogue, notebooks and pens or cocktail venue)

- Have a 2 minute promotional video to run strategically during the conference interludes for the duration of the conference (minimum of two runs twice a day)
- Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
- Half page feature article/advertisement in conference catalogue
- Provide material for inclusion in the conference satchel/pocket folder (One half of A4 page)
- One 3m*3m exhibition booth (based on needs requirement) in a prominent location within the exhibition area (preferential site selection offered prior to general allocation)
- Two (2) inclusive delegate registrations and gala dinner
- Extensive recognition as a IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials



Sponsorship & Exhibition Package



Bronze Partner

Value proposition: USD 14,500

This package is open to an organization that is willing to partner in the Bronze category for the IDF Africa Regional Dairy Conference.

The opportunity under this package may include ONE of the following:

1. Exclusive sponsorship of the IDF Regional Dairy Conference Africa 2025 lanyards
 2. Exclusive sponsorship of the water provided at IDF Regional Dairy Conference Africa 2025
 3. Exclusive sponsorship of the IDF Regional Dairy Conference Africa 2025 field trips
 4. Exclusive sponsorship of the IDF Regional Dairy Conference Africa 2025 pocket folder
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Benefits include:

- Signature branding of the sponsored item (lanyard, water, field trip buses and field trip card or pocket folder)
- Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
- Quarter page feature article/advertisement in conference catalogue
- Provide material for inclusion in the conference satchel/pocket folder
- One 3m*3m exhibition booth (based on needs requirement) in a prominent location within the exhibition area
- Two (2) inclusive delegate registrations and gala dinner
- Extensive recognition as a IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials



Sponsorship & Exhibition Package



Networking Gala Dinner Sponsor

Value proposition: USD 27,000

2 Sponsors required

This package is open to an organization that is willing to host the Networking Gala Dinner during the IDF Africa Regional Dairy Conference which is one of the highlights of the conference. The IDF Africa Regional Dairy Conference Gala dinner will host leading dairy sector leaders and players. It will also feature an awards ceremony for outstanding persons/innovators in the dairy sector.



Benefits include:

- Become the exclusive sponsor of the IDF Africa Regional Dairy Conference Gala Dinner sharing branding space only with the IDF Regional Dairy Conference Africa 2025
- Exclusive branding of the Gala Dinner cards (design to be approved by sponsor)
- Reservation of one table during gala dinner for the sponsor's guests
- Opportunity to give a short speech at the gala dinner
- Literature and product sampling at the gala dinner, including opportunity to give your company branded giveaways and other promotional items to all guests (provided by the sponsor)
- Have a 2 minute promotional video to run strategically in the refreshment areas for the duration of the conference (minimum of two runs twice a day)
- Company logo on the back page of the Conference Program
- Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
- Half page feature article/advertisement in conference catalogue
- Provide material for inclusion in the conference satchel/pocket folder (One half of A4 page)
- One 3m*3m exhibition booth (based on needs requirement) in a prominent location within the exhibition area (preferential site selection offered prior to general allocation)
- Three (3) inclusive delegate registrations and gala dinner
- Extensive recognition as a IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials



Sponsorship & Exhibition Package



Delegate Bags Sponsor

Value proposition: USD 15,500

This package is open to an organization that is willing to sponsor the production of the delegates' conference bags for the IDF Regional Dairy Conference Africa 2025. This bag will be given to all delegates who will be in attendance.



Benefits include:

- Signature branding of the conference bag sharing branding space only with the IDF Regional Dairy Conference Africa 2025
- Have a 2 minute promotional video to run strategically during the conference interludes for the duration of the conference (minimum of two runs twice a day)
- Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
- Half page feature article/advertisement in conference catalogue
- Provide material for inclusion in the conference satchel/pocket folder (One half of A4 page)
- One 3m*3m exhibition booth (based on needs requirement) in a prominent location within the exhibition area (preferential site selection offered prior to general allocation)
- Two (2) inclusive delegate registrations and gala dinner
- Extensive recognition as a IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials





Sponsorship & Exhibition Package



Lunches and Teas Sponsor

Value proposition: USD. 15,000

2 Sponsors required

This package is open to an organization that is willing to sponsor the lunches and tea breaks during the IDF Regional Dairy Conference Africa 2025.



Benefits include:

- Become the exclusive sponsor of the IDF Regional Dairy Conference Africa 2025 lunches and teas for the entire duration of the event
- Signature branding of the lunch area sharing branding space only with the IDF Regional Dairy Conference
- Literature and product sampling at the lunch and tea areas, including opportunity to give your company branded giveaways and other promotional items to all guests (provided by the sponsor)
- Exclusive branding of the lunch vouchers (design to be approved by sponsor)
- Company logo on the back page of the Conference Program
- Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
- Quarter page feature article/advertisement in conference catalogue
- Provide material for inclusion in the conference satchel/pocket folder
- One 3m*3m exhibition booth or one 3m*3m pagoda tent (basing on needs requirement) in a prominent location within the exhibition area (preferential site selection offered prior to general allocation)
- Two (2) inclusive delegate registrations and gala dinner
- Extensive recognition as a IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials



Sponsorship & Exhibition Package



Branded Giveaways

Value proposition: USD 6,500

This package is open to an organization that is willing to sponsor the production of branded giveaways to be handed out to all delegates during the IDF Regional Dairy Conference Africa 2025. This will provide the sponsor with an unrivalled marketing opportunity.



Benefits include:

- Signature branding of the branded item, sharing branding space only with the IDF Regional Dairy Conference Africa 2025
 - Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
 - Quarter page feature article/advertisement in conference catalogue
 - Provide material for inclusion in the conference satchel/pocket folder
 - Recognition as an IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials
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Private Seminar Sponsor

Value proposition: USD 5,000

This package is open to an organization that is willing to hold a seminar during the IDF Regional Dairy Conference Africa 2025.



Benefits include:

- Exclusive branding of the Seminar Room
 - Complete Control over the seminar programme and speakers. The program will be included in the Official Event Catalogue to be handed out to all delegates
 - Literature and product sampling at the seminar, including opportunity to give your company branded giveaways and other promotional items to attendees (provided by the sponsor)
 - Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
 - Recognition as a IDF Regional Dairy Conference Africa 2025 partner in all pre-event promotions and all event materials
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Sponsorship & Exhibition Package



Wi-Fi Network Sponsor

Value proposition: USD 5,800

This package is open to an organization that is willing to provide internet services to all participants of the IDF Regional Dairy Conference Africa 2025.



Benefits include:

- Signature branding of the Wi-Fi hotspot areas and signage's, sharing branding space only with the IDF Regional Dairy Conference Africa 2025
 - Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
 - Quarter page feature article/advertisement in conference catalogue
 - Provide material for inclusion in the conference satchel/pocket folder
 - Recognition as an IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials
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Registration Area Sponsor

Value proposition: USD 4,500

This package is open to an organization that is willing to sponsor the registration area for the IDF Regional Dairy Conference Africa 2025.



Benefits include:

- Exclusive branding of the Delegate and Visitor Registration Areas
 - Logo prominently on the Registration Area Backdrop
 - Literature and product sampling at a designated place in the registration area, including opportunity to give your company branded giveaways and promotional items to attendees (provided by the sponsor)
 - Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
 - Recognition as a IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials
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Sponsorship & Exhibition Package



Conference Session Sponsor

Value proposition: USD 3,000

This package is open to an organization that is willing to sponsor a conference session during the IDF Regional Dairy Conference Africa 2025.



Benefits include:

- Signature branding of the Conference Session sponsored
- Naming rights to the session with the opportunity to introduce the session to the plenary audience in consultation with the programming committee
- Have a 5 minute promotional video to be played before the sponsored session
- Logo and company link to the company website on the IDF Regional Dairy Conference Africa 2025 website
- Recognition as a IDF Regional Dairy Conference Africa 2025 sponsor in all pre-event promotions and all event materials



Sponsorship & Exhibition Package



Trade Exhibition Opportunities

Value proposition

For those seeking to gain exposure and generate new business leads by way of a trade exhibition, we are encouraging your participation as an exhibitor with booths that will be strategically positioned with consideration to both crowd flow and catering during the conference period plus an additional exhibition day and during the IDF Regional Dairy Conference Africa 2025 Cocktail Sessions.

This investment provides:

One 3*3 metres trade display booth in the main exhibition area. Each booth will be provided with one rectangular table and two chairs fascia branding, socket and electricity.

No.	Exhibitor Type	Investment Cost \$
1	Standard Rate (3*3 m stand)	1500.00
2	Complementary for sponsors	0



Conference Registration Fees

No	Delegates (category)	Rate (\$): Early bird; Feb to April 30 th 2025	Late payment (\$ 1 st -27 th May 2025	Onsite registration (\$)
1	Rwandans	200	250	300
2	Africans	400	450	500
3	Rest of the world	600	650	700
4	Students	50		
5	Exhibition	1500		
6	Field trip	50		

Sponsorship & Exhibition Package



Potential partners

This list is not a commitment to the IDF Regional Dairy Conference Africa 2025 by the mentioned institutions, but on informal communication that has been made, and arrangements for formal letters are in process.

Ministry of Agriculture and Animal Resources (MINAGRI); Ministry of Trade and Industries (MINICOM), Rwanda Convention Bureau (RCB); Private Sector Federation (PSF), etc

2 Sponsorship Reservation (Please Tick As Appropriate)

Category	Slots Available	Amount
Platinum Partner – Official Sponsors	1	USD 50,000
Gold Partner	2	USD 27,000
Silver	1	USD 19,000
Bronze		USD 14,500
Networking Gala Dinner Sponsor	2	USD 27,500
Delegate Bags sponsor	1	USD 15,500
Lunches & Teas Sponsor	1	USD 15,000
Branded Give a ways	1	USD 6,500
Private Seminar Sponsor	1	USD 5,000
Wi-Fi Network Sponsor	4	USD 5,800
Registration Area Sponsorship	1	USD 4,500
Conference Session Sponsor	5	USD 3,000

✉ fmurungi29@gmail.com | john.musemakweli@gmail.com |
jmusemakweli@yahoo.com

🌐 <https://rndp.rw/>

