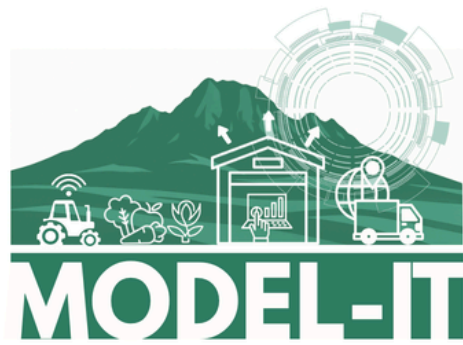


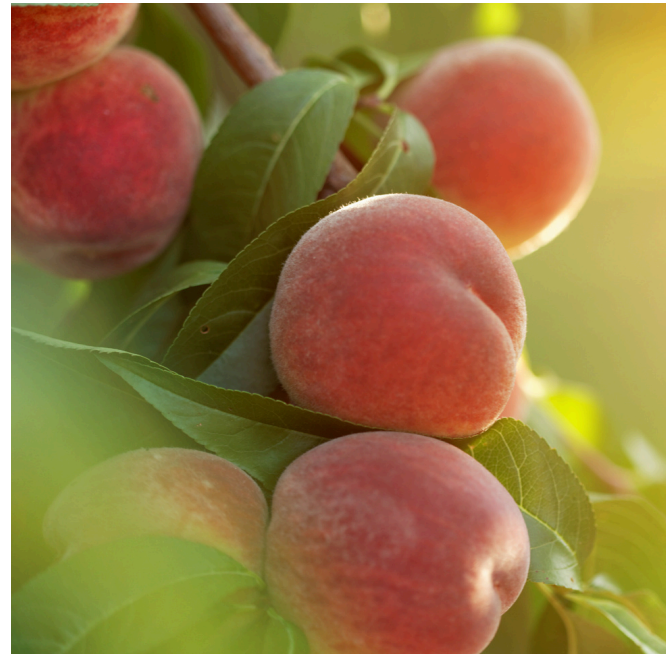


27 - 30 SEPT 2027
STELLENBOSCH - SOUTH AFRICA

HOSTED BY



SPONSOR, PARTNER & EXHIBITOR OPPORTUNITIES



WELCOME MESSAGE



DR MDUDUZI NGCOBO
CHAIR



DR TARL BERRY
CO-CHAIR



DR LUCIA NTSOANE
GEN. SEC.

Dear Valued Stakeholders,

On behalf of the Local Organising Committee, it is our privilege to invite you to the VIII International ISHS Model-IT 2027 Symposium, to be hosted at Stellenbosch University from 27–30 September 2027 at the Protea Hotel by Marriott Stellenbosch & Conference Centre.

This International Symposium is designed to provide a concerted platform that brings together academics, research scientists, policymakers and all role players from the global fresh produce industry. The conference aims to host participants from across all continents and more than 180 delegates. Major conference themes include:

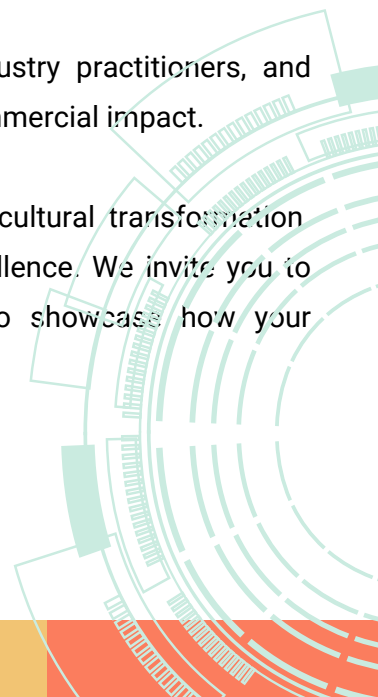
- **Computational methods in postharvest applications** – Digital Twins for horticultural Supply Chains; Supply Chain Intelligence: Sensors & Digital transition in horticulture; and Model-based process control along the horticultural value chain
- **Refrigeration & the horticultural supply chain** – Digital Twins and Virtual Cold Chains; and Connected Supply Chains
- **Precision horticulture** – Non-destructive quality assessment
- **Innovations in postharvest management & emerging technologies** – Modelling for postharvest physiology and quality; and Modelling for packaging and storage of horticultural commodities
- **Digital twins for food drying process**

The programme will also include a structured dialogue between academia, industry practitioners, and AgTech developers to identify where modelling research can deliver the greatest commercial impact.

By partnering with us, your organisation takes a position at the forefront of agricultural transformation. Stellenbosch is not only a destination but a living laboratory for horticultural excellence. We invite you to review the sponsorship and exhibition opportunities in this prospectus and to showcase how your organisation is modelling the future of agriculture.

Warm regards,

The Local Organising Committee
MODEL-IT 2027 Symposium



WELCOME TO THE INTERNATIONAL SOCIETY FOR HORTICULTURAL SCIENCE MODEL-IT 2027



The International Society for Horticultural Science (ISHS) is the world's leading independent organization of horticultural scientists. With a global network of over 60,000 individuals, universities, and commercial companies, the ISHS is the premier platform for international cooperation, knowledge transfer, and sustainable innovation in the horticultural sector. Founded in 1959 and headquartered in Leuven, Belgium, the society's mission is to promote and encourage research and education in all branches of horticultural science.

The inaugural Model-IT symposium was initiated by Profs. Pol Tijskens, Maarten Hertog, and Bart Nicolai, with the first meeting hosted in Wageningen, Netherlands, around 1997–1998. Following the success of the first meeting, subsequent symposia were held in New Zealand (2001) and Leuven, Belgium (2005). The 4th Symposium (2008) was held in Madrid, Spain, this event highlighted the expansion of modelling techniques from field to fork, focusing on quality and safety across the agri-food chain. The 5th Symposium (2015) returned to Wageningen, Netherlands, focusing on innovative technology in the horticultural supply chain.

Recent symposia series has continued to bridge the gap between academic modelling and industry application, with recent meetings including 6th edition in Molfetta (Italy) 2019, and the 7th Model-IT 2023 in Potsdam, Germany, focusing on digitization and smart technology. As the official sanctioning body of the MODEL-IT series, the ISHS provides the global framework that allows local innovations from Stellenbosch to reach the international stage, fostering a truly global dialogue on the future of agriculture.

After 25 years of successful series, the 8th edition of the International Symposium on Applications of Modelling as an Innovative Technology in the Horticultural Supply Chain will be held in Stellenbosch, South Africa.

We hope to welcome you all at MODEL-IT 2027.

Oluwafemi J. Caleb, Convener

Alemayehu A. Tsige & Zinash A. Belay, Co-Conveners



WELCOME TO STELLENBOSCH UNIVERSITY

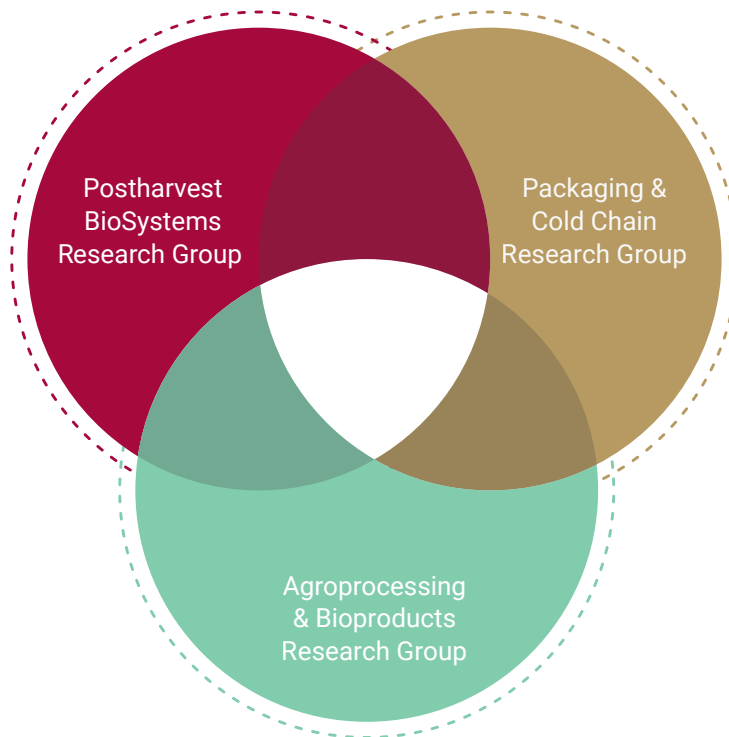


Stellenbosch

UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT



The Africa Institute for Postharvest Technology at Stellenbosch University anchored between the Department of Food Science and Horticultural Science is a global research platform, creating novel industry/research network opportunities. Nurturing learners locally for national, continental and global impact, through postgraduate research programmes. As part of the world-class Faculty of AgriSciences, the Institute is dedicated to bridging the gap between decision support modelling tools, fundamental postharvest biosystems and commercial applications. With a focus on the entire value chain—from "farm gate to kitchen table"—the platform is structured into three core research clusters and specializes in:



- Advanced precision horticulture and non-destructive quality assessment from the farm gate.
- Pioneering postharvest innovations and non-thermal processing technologies in Africa.
- Application of advanced computational methods for refrigeration, storage systems and packaging design along the complex horticultural supply chain.

By combining our Agri-tech research-intensive platform with industry partnerships and state-of-the-art experimental and analytical facilities, the Africa Institute for Postharvest Technology ensures that Stellenbosch University remains the Agri-tech innovation hub in South Africa and on the continent of Africa.

CONNECT WITH US: **Alemayehu A. Tsige, Tarl Berry & Oluwafemi J. Caleb**

Tel: +27 (0)724441695; Email: caleboj@sun.ac.za

Stellenbosch is a premier conference destination that seamlessly pairs world-class business infrastructure with the striking natural beauty of South Africa's historic Cape Winelands. Located just 40 minutes from Cape Town International Airport, this vibrant university town moves events out of uninspiring, conventional boardrooms and into an environment defined by oak-lined avenues, Cape Dutch architecture, and panoramic mountain views. The town's safe, walkable center allows attendees to easily explore local art galleries and cafes on foot between sessions, making it an exceptional location for boosting attendance, fostering creative thinking, and hosting memorable international congresses.



Tue 28 Sept 2027

Full Day Conference
Exhibition
Welcome Reception

Wed 29 Sept 2027

Full Day Conference
Exhibition
Gala Dinner

Thu 30 Sept 2027

Half Day Conference
Exhibition
Field Trips
Departure

WHY BECOME A SPONSOR

DIRECT ACCESS TO GLOBAL DECISION-MAKERS

- MODEL-IT is a niche, high-level symposium. Sponsoring gives you direct access to an elite group of global scientists, ag-tech engineers, and supply chain executives who are the primary influencers and adopters of new horticultural technologies.

ASSOCIATION WITH ACADEMIC EXCELLENCE

- By partnering with Stellenbosch University—a global leader in horticultural research—and the ISHS, your brand is immediately associated with scientific rigour, credibility, and the cutting edge of agricultural innovation.

LEAD THE "INDUSTRY 4.0" CONVERSATION

- The 2027 theme focuses on AI, digital twins, and predictive modeling. Sponsorship positions your company as a thought leader in the "Horticulture 4.0" movement, rather than just a service provider.

MARKET ENTRY AND EXPANSION IN AFRICA

- Stellenbosch is the gateway to the African agricultural market. This congress provides a unique platform to establish your footprint in one of the world's most vital emerging regions for horticultural export and tech adoption.

HIGHLY TARGETED BRAND VISIBILITY

- Unlike large, generic trade shows, MODEL-IT offers concentrated exposure. Your brand won't get lost in the noise; it will be seen by a specific audience looking for modeling, sensing, and data-driven solutions.

SHOWCASE R&D AND INNOVATION

- Use the exhibition space to demonstrate your latest prototypes or software. With the world's leading experts in the room, you receive immediate, high-level feedback on your products from the very people who define industry standards..

WHY BECOME A SPONSOR

STRATEGIC NETWORKING IN A PREMIUM SETTING

- The Protea Hotel Stellenbosch provides an intimate, professional environment. Sponsorship packages include access to exclusive networking opportunities and "Meet the Expert" sessions, allowing for deep relationship-building that isn't possible at larger events.

RECRUITMENT OF TOP TIER TALENT

- The symposium attracts the brightest postgraduate students and researchers from Africa and beyond. Partnering allows you to scout the next generation of data scientists and horticultural engineers for your organisation.

TANGIBLE ROI THROUGH MULTI-CHANNEL MARKETING

- Sponsorship isn't limited to the three days of the event. Your brand will be featured in ISHS digital communications, conference proceedings (Acta Horticulturae), and year-long promotional campaigns reaching tens of thousands of professionals globally.

SUPPORT SUSTAINABLE GLOBAL FOOD SYSTEMS

- Align your Corporate Social Responsibility (CSR) goals with the congress's mission. By supporting MODEL-IT, you are contributing to research that reduces food waste, optimizes water usage, and secures the future of the global food supply chain.



TIERED SPONSORSHIP PACKAGES

TIERED BENEFITS	Platinum R350,000	Gold R250,000	Silver R125,000	Bronze R65,000
Complimentary registrations	4	3	2	1
Company logo with hyperlink on conference website	✓	✓	✓	✓
Company logo on banners	✓	✓	✓	✓
Complimentary exhibition space	✓ (9 square metres booth)	✓ (9 square metres booth)	✓ (6 square metres space)	✓ (Trestle table with two chairs)
Welcome speech preceding Keynote speaker	✓ 5 minutes			
Screening of 2-minute promotional video during sessions and refreshment breaks	✓	✓	✓	
One page insert (A4 folded to A5 or A5 size) in delegate bag (partner to provide inserts)	✓	✓		
Dedicated post on conference social media accounts	5	3	2	1
Logo printed in one colour on badge lanyards	✓			
Complimentary tickets to Gala Dinner	4	2	2	2
Opportunity to host a lunch symposium (any additional hospitality costs will be for sponsor's account).	✓	✓		
Full colour advertisement in the final programme (client to provide artwork)	A4	A5	A6	

ADDITIONAL OPPORTUNITIES

EXHIBITOR SPACE

ZAR 45,000 EACH

- A 3m x 2m exhibition space in the Exhibition & Hospitality Area
- One table, a black tablecloth, two chairs and a plug point will be provided
- Exhibitors to provide own branding and banners
- Complimentary tea, coffee and lunches during conference days for two staff members



EXHIBITOR DISPLAY TABLE

ZAR 25,000 EACH

- A 2m x 2m space in the Exhibition & Hospitality Area
- One table, a black tablecloth, two chairs and a plug point will be provided
- Exhibitors are welcome to position pull up banners behind the table and chairs
- Complimentary tea, coffee and lunches during conference days for two staff members



BAG INSERTS

ZAR 10,500 EACH

- Multiple opportunities
- Reach delegates directly by providing a bag insert
- Bag inserts such as flyers (A5 or A4) and small gifts are accepted
- Bag insert subject to the approval of the local organising committee
- The sponsor will provide a minimum of 300 units (quantity subject to change according to final number of in-person delegates)



NOTEBOOK & PEN

ZAR 20,000

- Exclusive opportunity
- Provide each delegate with a notebook and pen with your company branding
- Final design is subject to approval of the local organising committee
- The sponsor will provide a minimum of 300 units (quantity subject to change according to final number of in-person delegates)



CHARGING STATION FOR DEVICES

ZAR 25,000

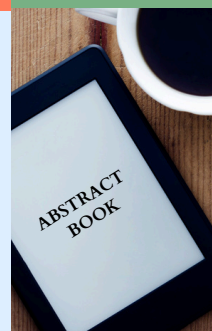
- Keep delegates powered up with branded charging stations
- The local organising committee will provide the infrastructure
- The sponsor will provide graphics design elements for the branding of the charging station based on design specifications provided by the local organisers



ADVERTISEMENT IN ABSTRACT E-BOOK

Various prices

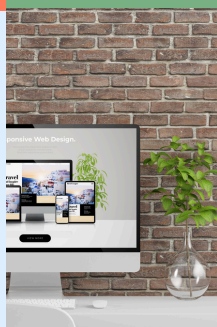
- The Electronic Abstract Book is a great way to extend your marketing beyond the conference.
- Inside front cover: R20,000
- Full page advertisement: R15,000
- Half page advertisement: R10,000
- Sponsor to provide artwork



CONFERENCE WEBSITE

ZAR 25,000

- Get premium exposure for your brand by becoming the sponsor of the official conference website
- Top header with logo will be created for the sponsor



ADVERTISEMENT IN OFFICIAL PROGRAMME

Various prices

- The official printed Programme is a great way to position your brand during the conference.
- Inside front cover: R20,000
- Full page advertisement: R15,000
- Half page advertisement: R10,000
- Sponsor to provide artwork



ADDITIONAL OPPORTUNITIES

LUNCH

ZAR 30,000 EACH

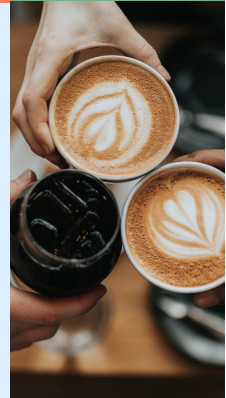
- Two opportunities available
- Branding at all lunch serving areas during the relevant lunch break
- Opportunity to display 4 x free standing pull up banners at various points during the lunch break
- Your company's name, logo and web page in sponsor acknowledgements



COFFEE & TEA BREAKS

ZAR 15,000 EACH

- Five opportunities available
- Based on two breaks per day (morning and afternoon)
- Branding at all tea/coffee stations during the relevant break
- Opportunity to display 4 x free standing pull up banners at various buffet points during the relevant break
- Your company's name, logo and webpage in sponsor acknowledgements



GALA DINNER

ZAR 100,000

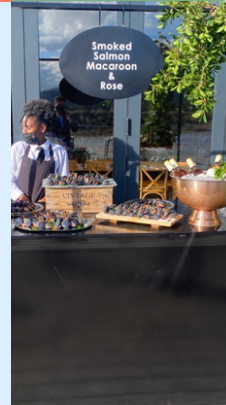
- Exclusive opportunity
- 5 min welcome speech from sponsor at the dinner
- Venue branding (on screen and in-venue)
- 5 x Complimentary Gala Dinner tickets
- Your company's name, logo and web page in sponsor acknowledgements
- Logo on printed menu



WELCOME RECEPTION

ZAR 70,000

- Exclusive opportunity
- 5 min welcome speech from sponsor at the reception
- Venue branding (on screen and in-venue)
- Your company's name, logo and web page in sponsor acknowledgements



SPONSOR A KEYNOTE SPEAKER

ZAR 40,000
PER SPEAKER

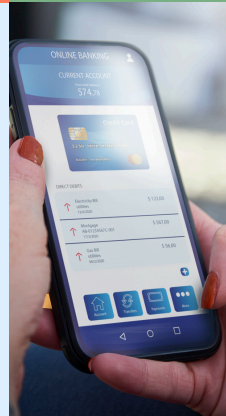
- Multiple opportunities
- Sponsorship will include speaker's fee, return economy flight within South Africa and 2 nights' accommodation at the venue for speaker
- Your company's name, logo and web page in sponsor acknowledgements



MOBILE APP SPONSOR

ZAR 65,000

- Exclusive Branding on mobile app home screen
- 3 Custom Banner Ads
- 3 dedicated push notifications
- Your company's name, logo and web page in sponsor acknowledgements
- In-App Content: Featured sponsor section
- 1 Complimentary Congress ticket
- 1 Complimentary Congress Awards Dinner ticket



DELEGATE BAG

ZAR 35,000

- Exclusive opportunity
- Your logo co-branded with the conference logo on delegate bags



SPONSOR A FIELD DAY

FIELD DAY 1: ELGIN VALLEY



Goodie Bag
ZAR 5 000



Branded cap
ZAR 5 000



Refreshments
ZAR 10 000

- The above opportunities are in-kind sponsorship opportunities
- Prices quoted are for a sponsorship opportunity for the sponsor to provide a branded item
- The final item is subject to the approval of the LOC
- Items can be branded with the symposium logo or sponsor's logo or co-branded

FIELD DAY 2: BREEDE RIVER VALLEY



Goodie Bag
ZAR 5 000



Branded cap
ZAR 5 000



Refreshments
ZAR 10 000

- The above opportunities are in-kind sponsorship opportunities
- Prices quoted are for a sponsorship opportunity for the sponsor to provide a branded item
- The final item is subject to the approval of the LOC
- Items can be branded with the symposium logo or sponsor's logo or co-branded



SPONSOR A FIELD DAY

FIELD DAY 3: PAARL / STELLENBOSCH



Goodie Bag
ZAR 5 000



Branded cap
ZAR 5 000



Refreshments
ZAR 10 000

- The above opportunities are in-kind sponsorship opportunities
- Prices quoted are for a sponsorship opportunity for the sponsor to provide a branded item
- The final item is subject to the approval of the LOC
- Items can be branded with the symposium logo or sponsor's logo or co-branded





27 - 30 SEPT 2027

STELLENBOSCH - SOUTH AFRICA

HOSTED BY



LET'S CONNECT

For further enquiries on partnership opportunities, please contact:

Oluwafemi J. Caleb - Convener

Tel: +27 (0)72 444 1695

Email: caleboj@sun.ac.za

Buhle Maphosa - Venue & Logistics

Tel: +27 (0)64 079 1970

Email: maphosa@sun.ac.za

Mduduzi Ngcobo - LOC Chair

Tel: +27 (0)79 162 8103

Email: mduduzi.ngcobo@ump.ac.za

Lucia Ntsoane - General Secretary

Tel: +27 (0)67 123 0919

Email: ntsoanel@arc.agric.za

Tarl Berry - LOC Co-Chair

Tel: +27 (0)82 419 7218

Email: tarl@sun.ac.za

