



1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

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

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

# **Sponsorship Prospectus**

**1<sup>st</sup> ASEAN Coffee Industry Development Conference  
(ACID 2018)**



# 1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

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

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

## 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 and **Business Forum** by well-known speakers, "**ASEAN Coffee Fest**" **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, **Barista Competition to win the H.R.H. Princess Sirindhorn's Cup** 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.

**Mr. Ananta Dalodom, Ph.D.**  
**Chairman**  
**ASEAN Coffee Industry Development Conference (ACID)**



# 1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

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

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

## Conference Information:

- Conference Name:** The 1<sup>st</sup> 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](http://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 Ratchadapisek Road Klong Toey, Bangkok 10110  
Thailand  
Tel: +662 229 3336  
Fax: +662 229 3346  
Email: [contact@aseancoffeeconference.com](mailto:contact@aseancoffeeconference.com)



## About 1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

### I. Background

The 1<sup>st</sup> 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



# 1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

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

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

VI. Registration may be proceeded online through [www.aseancoffeeconference.com](http://www.aseancoffeeconference.com)

- For Delegate & Accompanying Person

Full Registration	Registration Fee
<b>Early Bird</b> (1 December 2017 - 15 November 2018)	THB 14,000
<b>Onsite Registration</b> (22 - 23 November 2018)	THB 15,500
<b>Thai Delegate</b> (1 December 2017 - 15 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 5,000
<b>Thai Delegate</b> (22 - 23 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 6,500

Only Conference	Registration Fee
<b>Early Bird</b> (1 December 2017 - 15 November 2018)	THB 10,500
<b>Onsite Registration</b> (22 - 23 November 2018)	THB 11,500
<b>Thai Delegate</b> (1 December 2017 - 15 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 3,000
<b>Thai Delegate</b> (22 - 23 November 2018) <i>To register as Thai delegate, you must have a valid Thai Identification Number.</i>	THB 4,500

*Remark: The registration system will be closed during 16 - 21 November 2018. The onsite registration rate will be applied for whom interested and applied onsite during 22 - 23 November 2018.*



## Sponsorship Opportunities

An opportunity exists to participate as a sponsor of the 1<sup>st</sup> 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 “ASEAN Coffee Fest” exhibition area
6. Complimentary 10 exhibitor badges and 5 delegate badges
7. Two full-page color advertisements (A4 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)
9. Be exclusively invited to join the press conferences and have the photo caption in news, as of being sponsor of the event, including exclusive interview for PR

### 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 sq.m. raw space in “ASEAN Coffee Fest” exhibition area
6. Complimentary 6 exhibitor badges and 3 delegate badges
7. One-page color advertisement (A4 size / 1 page) in the program book (printing or artwork files to be supplied by Sponsor)
8. Be exclusively invited to join the press conferences and have the photo caption in news, as of being sponsor of the event



## 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 sq.m. raw space in “ASEAN Coffee Fest” exhibition area
6. Complimentary 4 exhibitor badges and 2 delegate badges
7. Be exclusively invited to join the press conferences and have the photo caption in news, as of being sponsor of the event

## 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 sq.m. shell scheme in “ASEAN Coffee Fest” exhibition area
6. Complimentary 2 exhibitor badges and 1 delegate badge
7. Be exclusively invited to join the press conferences and have the photo caption in news, as of being sponsor of the event

## Barista Competition

USD 35,000 /programs

1. Acknowledgement as the **“Competition Sponsor”** and the priority location of prominent corporate logo on all printed materials in competition part
2. 1<sup>st</sup> priority location of prominent corporate logo on the congress website, including the link to the sponsor’s homepage, at the competition page
3. 1<sup>st</sup> priority location of prominent corporate logo on the competition decorations e.g. main backdrop in the plenary session room, boards, counters, etc.
4. Able to present products or provide products at the competition (in this case, the products will be supplied by sponsor, at the required numbers and specification of the competition)
5. Able to display an exhibition on 27 sq.m. space size in “ASEAN Coffee Fest” event
6. Complimentary 5 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)
8. Be exclusively invited to join the press conferences and have the photo caption in news, as of being sponsor of the event



## Reception Dinner Sponsor

**USD 35,000**

1. Acknowledgement as the **“Reception Dinner Sponsor”** by sponsor’s logo printing in Reception Dinner area as the priority of prominent logo
2. Activity and/or promotional materials during Reception Dinner (Materials to be prepared and supplied by Sponsor)
3. Able to display an exhibition on 27 sq.m. space size in “ASEAN Coffee Fest” event
4. Complimentary 5 exhibitor badges and 3 delegate badges
5. Be exclusively invited to join the press conferences and have the photo caption in news, as of being sponsor of the event

## Lunch Sponsor

**USD 20,000 / Lunch**

1. Acknowledgement as the **“Lunch Sponsor”** by sponsor’s logo printing in Lunch area as the priority of prominent logo
2. Activity and/or promotional materials during lunch time (Materials to be prepared and supplied by Sponsor)
3. Able to display an exhibition on 18 sq.m. space size in “ASEAN Coffee Fest” event
4. Complimentary 3 exhibitor badges and 2 delegate badges
5. Be exclusively invited to join the press conferences and have the photo caption in news, as of being sponsor of the event

## Coffee Break Sponsor

**USD 10,000 / 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)
3. Able to display an exhibition on 9 sq.m. space size in “ASEAN Coffee Fest” event
4. Complimentary 3 exhibitor badges and 2 delegate badges
5. Be exclusively invited to join the press conferences and have the photo caption in news, as of being sponsor of the event





# 1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

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

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

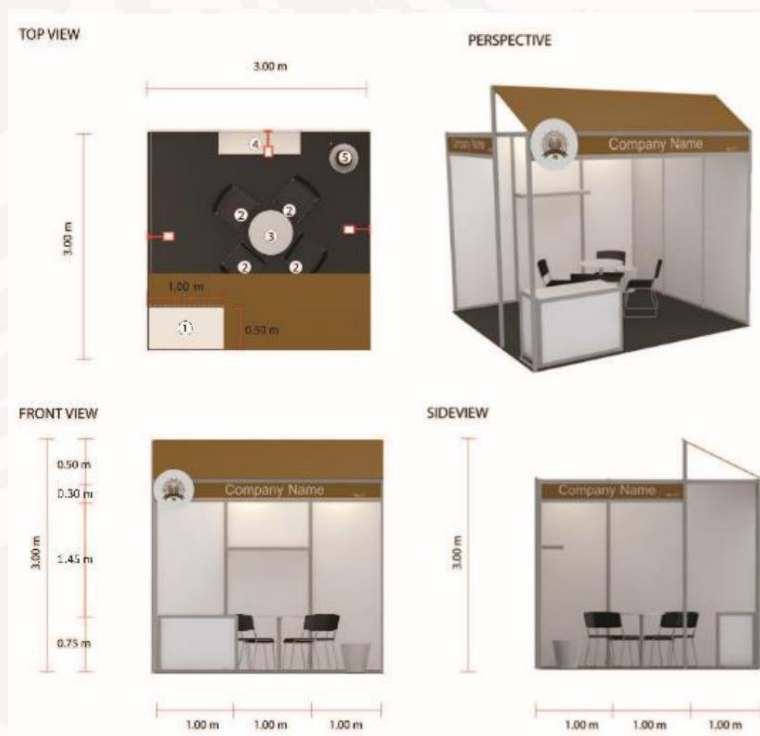
## Exhibition (Raw Space)



Raw Space (minimum 9 sq.m./ unit)	Fee for 1 unit	Fee for 2 units+
<b>Early Bird: Before 30 April 2018</b>	USD 165/sq.m.	USD 135/sq.m.
<b>Regular: 1 May 2018 - 30 September 2018</b>	USD 200/sq.m.	USD 165/sq.m.
<b>Last Minute: 1 October 2018 - 15 November 2018</b>	USD 235/sq.m.	USD 200/sq.m.



## Exhibition (Shell Scheme)



Shell Scheme/ Standard Booth (1booth : 9sq.m)	Fee for 1 booth	Fee for 2booths+
<b>Early Bird: Before 30 April 2018</b>	USD 225/ sq.m.	USD 185/ sq.m.
<b>Standard: 1 May 2018 - 30 September 2018</b>	USD 250/ sq.m	USD 225/ sq.m
<b>Last Minute: 1 October 2018 - 15 November 2018</b>	USD 285/ sq.m	USD 250/ 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 and competition area



# 1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

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

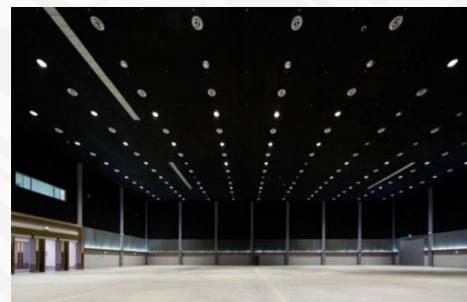
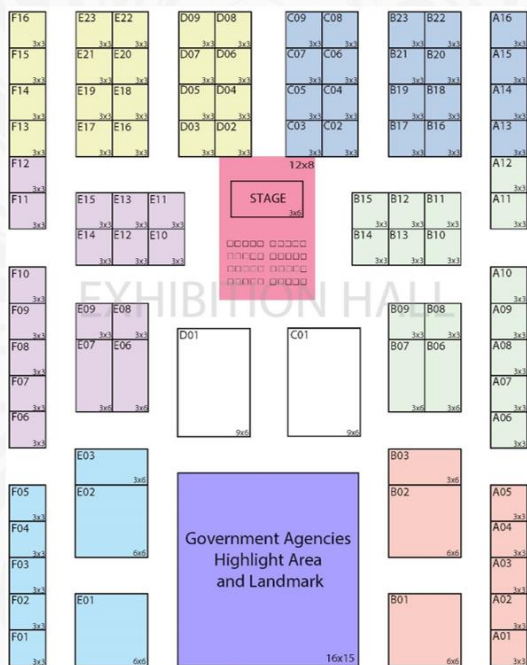
www.aseancoffeeconference.com

## BOOTH PLAN



### 1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

#### ☐ การแบ่งพื้นที่ของส่วนจัดบูธแสดงสินค้า



- MAIN STAGE AREA
- Government Agencies Highlight Area and Landmark
- ZONE 1 : COFFEE MACHINE and COFFEE GRINDER
- ZONE 2 : INSTANT COFFEE and CRÈME / DAIRY PRODUCTS
- ZONE 3 : AGRICULTURAL INDUSTRY
- ZONE 4 : COFFEE SHOP & FRANCHISE
- ZONE 5 : COFFEE MAKING and BREWING INSTUTE / COFFEE BUSINESS INSTITUTES
- ZONE 6 : COFFEE INNOVENTION PRODUCTS

The plan shows total 6 profiles of exhibitor involving in Coffee Industry, from upstream to downstream.



## Sponsorship Application Form

The company, named \_\_\_\_\_, are glad to support the event of ACID 2018 as the following selections,

### OFFICIAL SPONSORSHIP

- Diamond Sponsorship** (included 54 sq.m. exhibition space size)
- Platinum Sponsorship** (included 36 sq.m. exhibition space size)
- Gold Sponsorship** (included 18 sq.m. exhibition space size)
- Silver Sponsorship** (included 9 sq.m. booth size)

**BARISTA COMPETITION SPONSORSHIP** : Challenging opportunity at International Stage for the the Royal Princess Cup bestowed by H.R.H. Princess Sirindhorn

- Competition Sponsorship for ACID 2018 Brewer Cup Championship** (included 27 sq.m. exhibition space size)
- Competition Sponsorship for ACID 2018 Latte Art Championship** (included 27 sq.m. exhibition space size)

### FOOD& BEVERAGE SPONSORSHIP

- Reception Dinner Sponsorship**: 22 November 2018 (included 27 sq.m. exhibition space size)

- Lunch Sponsorship** (included 18 sq.m. exhibition space size) at total \_\_\_\_\_ meals

Please kindly select the below options as of your requirement

Lunch on 22 November 2018

Lunch on 23 November 2018

- Coffee Break Sponsorship** (included 9 sq.m. exhibition space size) ) at total \_\_\_\_\_ breaks

Please kindly select the below options as of your requirement

Morning Break on 22 November 2018

Afternoon Break on 22 November 2018

Morning Break on 23 November 2018

Afternoon Break on 23 November 2018

### Payment Term:

1. The 1<sup>st</sup> deposit payment , at 50% of total amount, has to be done within 30 days after signing the application.
2. The remaining payment, at 50% of total amount, has to be done within 15 October 2018.

By signing this document, we confirm our sponsorship of both goods and or services as the above selection.

Agreed and Authorized by : \_\_\_\_\_

Position : \_\_\_\_\_



### Exhibition Display Application

The company, named \_\_\_\_\_, are glad to display the exhibition in the event of ACID 2018 as the following selections,

**Book a space (9sq.m.):** not included carpet, flooring, partition wall, furniture, booth lighting

**Book a systematic booth (9sq.m.):** included carpet, flooring, partition wall, furniture, booth lighting and specific-level electricity

#### Payment Term:

1. The 1<sup>st</sup> deposit payment , at 50% of total amount, has to be done within 30 days after signing the application.
2. The remaining payment, at 50% of total amount, has to be done within 15 October 2018.

By signing this document, we confirm our participation in exhibition display of both goods and or services as the above selection.

Agreed and Authorized by : \_\_\_\_\_

Position : \_\_\_\_\_

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

Date : \_\_\_\_\_



# 1<sup>st</sup> ASEAN Coffee Industry Development Conference 2018

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

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

Please fill in the below form about your coordinator whom the committee can contact back

Name-Surname:	
Position:	
Organization/Corporate:	
Address:	
Telephone No.:	
Fax No.:	
Email Address:	
Profile of your organization:	
Products/ Services:	

Please kindly send back the information via email or fax (+66 2 229 3346) or post (address below). For more information, please kindly visit [www.aseancoffeeconference.com](http://www.aseancoffeeconference.com) or the following contact team.

#### ACID Organizing PCO Team :

1. Tidarad Chaibubpha +66 2 229 3338
2. Chanprapa Kartosod +66 2 229 3336

#### N.C.C. Management And Development Company Limited

60 Queen Sirikit National Convention Center

New Ratchadapisek Road, Klongtoey, Bangkok 10110

Email: [contact@aseancoffeeconference.com](mailto:contact@aseancoffeeconference.com)