



SPONSORSHIP PROGRAM

Indonesian Cocoa Association (ASKINDO) has the honor to organize The 4th Indonesia International Cocoa Conference and Cocoa Dinner 2007 which is themed, *"World Cocoa Sustainability Partnership"*, and will be held at the Westin Resort Nusa Dua – Bali on 28-29 June 2007.

The 4th Indonesia International Cocoa Conference & Cocoa Dinner 2007 (IICC 2007) is organized as a pro active effort by ASKINDO in order to support the acceleration of the National Program on Agriculture Revitalization. As one of the most strategic agriculture sectors that have the opportunity to be the largest producer in the world, the cocoa industry realizes its obligation to support government in employment provision, people welfare improvement, continuing regional development and export earnings. Based on these viewpoints, the seminar and dinner will not only provide an excellent opportunity for cocoa producers in the world and national/regional scale to meet, expand and maintain the network while at the same time to catch up on the latest development, current issues and trends in global cocoa industry, but also to formulate strategies and action in supporting international/national economic development. An opportunity for cocoa industry to promote their products, activities and achievements during the seminar is also available with a series of exposure designed to ensure the success of the event.

On behalf of ASKINDO, the Organizing Committee would like to invite you to take this valuable opportunity to promote and create awareness of your organization and products in this event through our sponsorship program. With an effective and integrated communication program, we believe that participating in this event would provide exposure to selective audience and increase your company's positive image.

The Organizing Committee
Indonesian Cocoa Association

Secretariat of IICC 2007

ASKINDO Ged. AEKI Lt. 3 Jl. RP. Soeroso No. 20 Jakarta - INDONESIA 10330

Tel. (62) 21-3925053, 21- 70315621, Fax.(62) 21-3925024, Email :conference2007@askindo.org

Objectives

- To build enhance the sponsors corporate image through The 4th Indonesia International Cocoa Conference & Cocoa Dinner 2007 as the central perspective.
- To associate your brand corporate/products public awareness both in national and international level.
- The 4th Indonesia International Cocoa Conference & Cocoa Dinner 2007 provides and integrated marketing platform that can be utilized by the sponsoring companies (brand exposure and awareness, on site branding).

The Value

- Cocoa is the strategic and potential industry in the national program on Agriculture Revitalization therefore its contribution would affect national agriculture performance and economic development.
- The 4th Indonesia International Cocoa Conference & Cocoa Dinner 2007 is a stakeholder consolidation in a national and international level. The event will be attended by high ranking government officers, cocoa agribusiness players, partners and main global customers.

The Sponsorship Program

The 4th Indonesia International Cocoa Conference & Cocoa Dinner 2007 offers you high impact promotional opportunities and provide commercial platform to fragmented market, the cocoa agribusiness players. The sponsorship program is offered to companies that are willing to expose their exclusive branding to segmented audience prior and during the event. Sponsors will have their corporate identity displayed on seminar's advertising, print materials, and more.

COCOA DINNER

USD 20,000

Taken by OLAM International

The compensation offered:

1. Complimentary 4 (four) tickets to attend the seminar including free admission to all social function.
2. Complimentary VIP table (10 people) in Cocoa Dinner.
3. As Cocoa Dinner host and have an opportunity to present welcome speech at the event.
4. Opportunity to display company commercial clip at the opening ceremony of the cocoa dinner.
5. All logo sponsorships are printed in all published materials.
6. Company logo at the invitation of Cocoa Conference and Cocoa Dinner.
7. Stage announcement at the Opening Ceremony by Master of Ceremony.
8. Acknowledgement in the panel list of sponsor during the Conference.
9. Company logo on Cocoa Dinner Backdrop.
10. Insertion of promotion brochures and gift from sponsor in delegate bag and/or cocoa dinner.
11. Opportunity to display product in seminar room.
12. Complimentary of Askindo's souvenir.

PRE-DINNER COCKTAIL PARTY**USD 15,000**

Taken by Cocoa Sustainability Partnership Program

The compensation offered:

1. Complimentary 4 (four) tickets to attend the seminar including free admission to all social function.
2. Complimentary VIP table (10 people) in Cocoa Dinner.
3. As Pre-dinner Cocktail Party host and have an opportunity to present speech at the event.
4. All logos sponsorship are printed in published materials.
5. Company logo at Pre-dinner cocktail invitation.
6. Stage announcement at the Opening Ceremony by Master of Ceremony.
7. Acknowledgement in the panel list of sponsor during the Conference.
8. Company logo on Pre-dinner Cocktail Backdrop.
9. Insertion of promotion brochures and gift on Cocoa Dinner
10. Opportunity to display product in seminar room.
11. Complimentary of Askindo's souvenir.

SEMINAR LUNCHEON**USD 15,000**

To be dedicated to two sponsor companies.

The compensation offered:

1. Complimentary 2 (two) tickets to attend the seminar including free admission to all social function.
2. Complimentary one table (10 people) in Cocoa Dinner.
3. As luncheon host and have an opportunity to present speech at the event.
4. Company logo at the backdrop in the luncheon room.
5. Stage announcement at the Opening Ceremony by Master of Ceremony.
6. Acknowledgement in the panel list of sponsor during the Conference.
7. Insertion of promotion brochures and gift from sponsor in delegate bag.
8. Opportunity to display product in luncheon room.
9. Complimentary of Askindo's souvenir.

WELCOME COCKTAIL PARTY

USD 8,000

Taken by COCOTIQUE and ARMAJARO

The compensation offered:

1. Complimentary 2 (two) tickets to attend the seminar including free admission to all social function.
2. Complimentary 2 (two) tickets in Cocoa Dinner.
3. As welcome cocktail host and have an opportunity to present speech at the event.
4. Company logo at the invitation of Welcome Cocktail.
5. Company logo at the backdrop in the welcome cocktail area.
6. Stage announcement at the Opening Ceremony by Master of Ceremony.
7. Acknowledgement in the panel list of sponsor during the Conference.
8. Insertion of promotional brochures and gift.
9. Complimentary of Askindo's souvenir.

Individual Retail Sponsor (negotiable sponsor)

The compensation offered:

1. Company logo at the page of The 4th Indonesia International Cocoa Conference & Cocoa Dinner 2007 on ASKINDO's website.
2. Acknowledgement in the panel list of sponsor during the Conference.
3. Company logo on pennants placed at the entrance of venue.
4. Insertion of promotional brochures and gift.
5. Complimentary of Askindo's souvenir.