

**WORLD  
COCOA  
CONFERENCE 2024**  
BRUSSELS, BELGIUM



Sponsorship &  
Exhibition  
Opportunities

[www.worldcocoaconference.org](http://www.worldcocoaconference.org)



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Development Cooperation



# About



The World Cocoa Conference is the **leading event for the global cocoa and chocolate sector**, bringing together **all the stakeholders of the cocoa value chain** – cocoa farmers, cooperatives, exporters, traders, manufacturers, ngo's, policy makers, financial institutions, logistics companies, international aid and development agencies, academics, governments etc. from across the world.

The main theme of the conference **“Paying More for Sustainable Cocoa”** will be the backbone of the agenda with presentations and discussions around a wide range of topics such as living income, a more sustainable supply chain, market development, supply and demand, environmental sustainability, productivity, high quality cocoa, commodity exchange, empowering women in cocoa etc...

Running alongside the conference is **an exhibition and a number of side events** offering opportunities for **learning and networking**.

This fifth edition of the World Cocoa Conference will take place at the **Square, Brussels Convention Centre in Belgium from 21 to 24 April 2024**.



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Michel Arrion

Executive Director, ICCO

# Welcome by the ICCO

On behalf of the International Cocoa Organization and its member countries, I would like to invite all stakeholders in the cocoa and chocolate sector to the fifth edition of the World Cocoa Conference in Brussels, Belgium, April 2024.

The conference will provide a forum for stakeholders to discuss and address the most difficult challenges facing the cocoa sector, including the most challenging issues of the sector in our view, the low prices, and the imbalanced distribution of value in the cocoa-chocolate supply chain.

A series of sessions and events will also be held on topics such as farmers' income and livelihood, farming models, price formation, gender equality, human rights, deforestation and other environmental issues, new cocoa products, market and consumer trends, and governance structures and policies.

In Brussels, we will bring together all the stakeholders of the cocoa value chain – governments, cocoa farmers, cooperatives, exporters, traders, manufacturers, brands, retailers, financial institutions, logistics companies, international aid and development agencies, academics, etc. from across the world to exchange views and identify solutions for the sustainability of the sector.

We look forward to seeing you in Brussels!



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# Welcome by the host country *Belgium*

The Belgian government is proud to host the 5th edition of the World Cocoa Conference, in Brussels. Together with our partners, both at institutional and private level, we are aiming to make it the cocoa event of the year 2024. In its role of President of the Council of the EU, the Belgian government will do its uttermost, not only to encourage fruitful networking and exchanges, but also to make genuine progresses in the implementation of a sustainable cocoa economy.



*"The dialogue between all stakeholders, from governments to private sector, NGOs, farmer cooperatives and academia is key for tackling poverty at the beginning of the cocoa value chain. Our aim is to transform this fruitful dialogue into political action."*

**Alexander De Croo**  
Prime Minister

*"The World Cocoa Conference in Brussels is a perfect opportunity to illustrate the merits of a human rights based approach. It is illustrated by the actions undertaken by Belgium and the EU to fight poverty, deforestation and eradicate child labor."*

**Hadja Lahbib**  
Minister of Foreign Affairs, European Affairs and  
Foreign Trade and the Federal Cultural Institutions



*"If all farmers at the origin of the value chain could earn a living income, this would have a transformative impact on development. The World Cocoa Conference in Brussels provides an opportunity to take concrete steps in this direction."*

**Caroline Gennez**  
Minister of Development Cooperation and of Major Cities

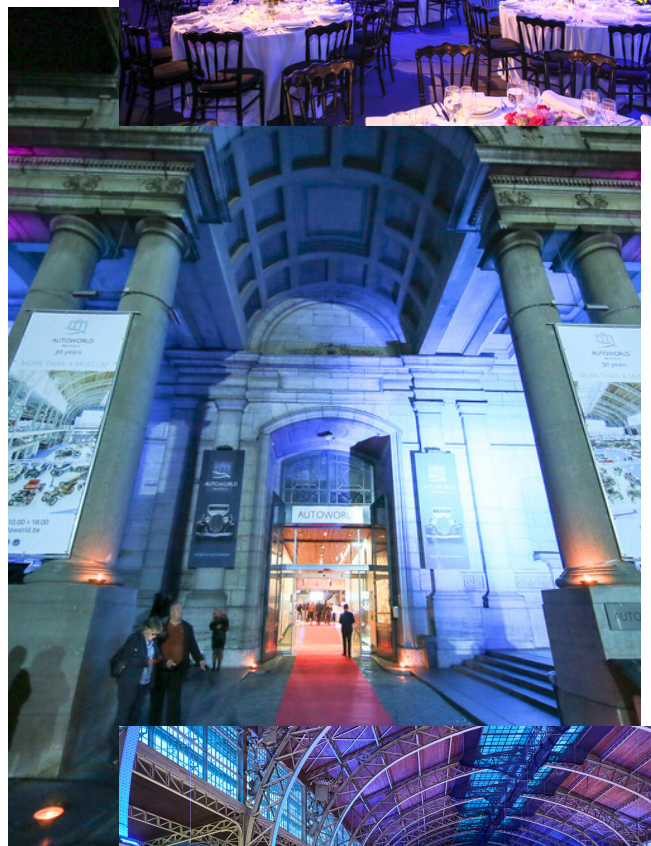


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# Event Venues



Conference Venue - Square Brussels



Gala Venue - AutoWorld Brussels



# Sponsorship Opportunities

## Diamond Sponsor (Exclusive)

95.000€

- You will be given the stage during a VIP moment to be determined
- A dedicated email sent to all delegates prior to the event with a message of your choice
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event, mentioning the exclusivity of your sponsorship
- 10 Delegate Passes
- 1 Gala Dinner Table (10 tickets)
- Full page advertisement on the back cover of the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Video message posted on the website
- Branded material (1 item) in the delegate bag and the option to include an additional corporate gift
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors, mentioning the exclusivity of your sponsorship
- Post conference survey sent to all delegates with your logo
- 1 Double exhibition Stand (18m2)

All prices quoted are exclusive of 21% VAT.

For additional information:  
sales@cocoabrussels2024.be or pestelle.philippe@icco.org



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# Sponsorship Opportunities

## Platinum Sponsor (Exclusive)

60.000€

- Opening Ceremony: opportunity to deliver a 10 minute speech
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 5 Delegate Passes + 5 Gala Dinner Invitations
- Full page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Video message posted on the website
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors
- Post conference survey sent to all delegates with your logo
- 1 Double exhibition Stand (18m2)

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# Sponsorship Opportunities

## Gala Dinner Sponsor

60.000€

- Gala Dinner held in an iconic and prestigious venue: AutoWorld Brussels
- Opportunity to deliver a speech during the gala dinner
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 5 Delegate Passes
- 5 Gala Dinner Invitations + 5 complimentary Gala Dinner Invitations for staff or guests
- Full page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Video message posted on the website
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors
- 1 Exhibition Stand (9m2)

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# Sponsorship Opportunities

## Gold Sponsor

45.000€

- Speaking Opportunity at a time to be determined during the event
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 5 Delegate Passes
- 5 Gala Dinner Invitations
- Full page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Video message posted on the website
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors
- 1 Exhibition Stand (9m2)

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# Sponsorship Opportunities

## Silver Sponsor

35.000€

- Opportunity to be added as a Panellist in one of the breakout sessions of your choice
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 4 Delegate Passes + 4 Gala Dinner Invitations
- Full page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Video message posted on the website
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors
- 1 Exhibition Stand (9m2)

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# Sponsorship Opportunities

## Bronze Sponsor

25.000€

- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 3 Delegate Passes + 3 Gala Dinner Invitations
- Half page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Video message posted on the website
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors
- 1 Exhibition Stand (9m2)

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# Sponsorship Opportunities

## Welcome Cocktail Sponsor

25.000€

- Your logo shown on screen during the reception
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 3 Delegate Passes + 3 Gala Dinner Invitations
- Half page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Video message posted on the website
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors
- 1 Exhibition Stand (9m2)

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# Sponsorship Opportunities

**Monday Lunch Break Sponsor**

**25.000€**

**Tuesday Lunch Break Sponsor**

**25.000€**

**Wednesday Lunch Break Sponsor**

**25.000€**

- Prominent placement of your logo on the website homepage with hyperlink
- Announcement in all conference rooms for plenary and breakout sessions
- Your logo appearing on all screens during the entire lunch break
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 2 Delegate Passes + 2 Gala Dinner Invitations
- Half page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors

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# Sponsorship Opportunities

**Monday Coffee Break Sponsor**

**20.000€**

**Tuesday Coffee Break Sponsor**

**20.000€**

**Wednesday Coffee Break Sponsor**

**20.000€**

- Prominent placement of your logo on the website homepage with hyperlink
- Announcement in all conference rooms for plenary and breakout sessions
- Your logo appearing on all screens during the entire coffee break
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 2 Delegate Passes + 2 Gala Dinner Invitations
- Half page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors

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# Sponsorship Opportunities

## Thematic Sponsor

20.000€

- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 2 Delegate Passes + 2 Gala Dinner Invitations
- Half page advertisement in the Event Guide
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Branded material (1 item) in the delegate bag
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors

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# Sponsorship Opportunities

## Delegate Bag Sponsor

25.000€

- Your logo overprinted on all delegate bags alongside world cocoa conference logo
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 2 Delegate Passes + 2 Gala Dinner Invitations
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors

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# Sponsorship Opportunities

## Lanyard Sponsor

20.000€

- Your logo on all attendees lanyard
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 2 Delegate Passes + 2 Gala Dinner Invitations
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors

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# Sponsorship Opportunities

## Badge Sponsor

20.000€

- Your logo on all attendees badge
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 2 Delegate Passes + 2 Gala Dinner Invitations
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors

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# Sponsorship Opportunities

## Event Guide Sponsor

15.000€

- Full page advertisement on page 1 of the Event Guide
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 2 Delegate Passes + 2 Gala Dinner Invitations
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors

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# Sponsorship Opportunities

## Event Application Sponsor

10.000€

- Your logo appearing on the landing page of the Mobile App
- Prominent placement of your logo on the website homepage with hyperlink
- Your logo appearing on screen in all conference rooms for plenary and breakout sessions
- Your logo appearing on all outgoing promotional communications in the run-up to the event
- 2 Delegate Passes + 2 Gala Dinner Invitations
- Your company logo/name in the Event Guide
- Your company logo, corporate description on the Event Website
- Your company logo, corporate description on the Mobile App
- Acknowledgement of your sponsorship during opening and closing ceremonies
- Post conference Thank You Note sent to all delegates with your logo alongside other sponsors

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# Exhibition Opportunities

## Exhibition Stand With A Cause 9m2

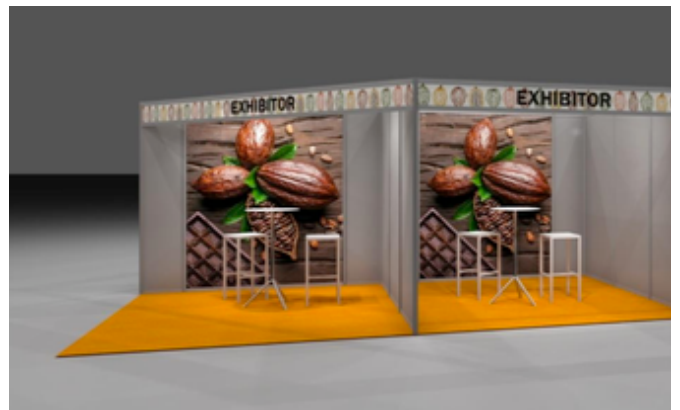
8.500€

- Deliver openly a strong message in support of the conference theme: "Giving Back to Cocoa Farmers" clearly marked on your stand
- 9m2 exhibition stand (bigger than standard)
- Equipped with 1 high table, 2 high chairs, 2 spots, carpet, electrical connection, 1 power socket, daily cleaning
- Including a back wall print of 2m
- Your company logo/name in the Event Guide
- 2 Delegate Passes

## Exhibition Stand 9m2

7.500€

- 9m2 exhibition stand (bigger than standard)
- Equipped with 1 high table, 2 high chairs, 2 spots, carpet, electrical connection, 1 power socket, daily cleaning
- Including a back wall print of 2m
- Your company logo/name in the Event Guide
- 2 Delegate Passes



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# Exhibition Opportunities

## Consessionary Stand 9m2

4.500€

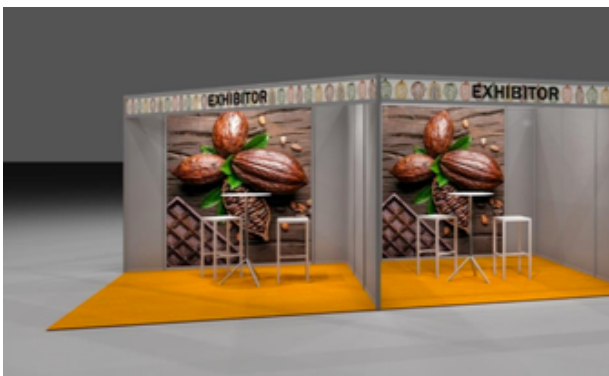
(Only for non-profit organisations/Ngo's/cooperatives/etc...)

- 9m2 exhibition stand (bigger than standard)
- Equipped with 1 high table, 2 high chairs, 2 spots, carpet, electrical connection, 1 power socket, daily cleaning
- Including a back wall print of 2m
- Your company logo/name in the Event Guide
- 2 Delegate Passes

## Pavillion

Price On Application

Please contact us for pavillion or group stand possibilites:  
sales@cocoabrussels2024.be or pestelle.philippe@icco.org



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# Exhibition Opportunities

## Sponsored Privacy Pod

5.000€

- Sponsor a Privacy Pod and give to all delegates private space to meet comfortably
- Your company logo on the Privacy Pod
- Your branded material displayed inside the Pod (leaflets/brochures/pens/writing pads/stationery/etc...)
- 1 Delegate Pass

## Silent Session (only in combination with other packages)

2.800€

The silent session will give you the opportunity to present a new concept, product, initiative in a relaxed environment. You will be given the opportunity to showcase your idea in a different way to go the extra mile. The silent sessions are located in the heart of Global Village.

- a network/presentation hub for a different kind of interaction
- an exceptional way to put your company in the spotlight

For any additional information on stand packages, exhibition opportunities and customized packages, please contact us at [sales@cocoabrussels2024.be](mailto:sales@cocoabrussels2024.be) or [pestelle.philippe@icco.org](mailto:pestelle.philippe@icco.org).

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# Delegates Registration

Options	Super Early-Bird Before 31/08/23	Early-Bird Between 01/09/23 and 30/09/23	Standard As of 01/10/23
° Corporate rate	1.350€	1.595€	1.895€
° Cooperatives, Farmers, Government/Public Sector, NGOs/ Civil Society and Academia in ICCO Member Countries		500€	
° Cooperatives, Farmers, Government/Public Sector, NGOs/ Civil Society and Academia in non ICCO Member Countries		720€	
° Gala Dinner		242€	

### *Delegate fees include:*

3 days conference access, all plenary sessions and breakout sessions access, welcome coffees, morning coffee breaks, lunches, afternoon coffee breaks, access to the Global Village, 3 days of networking opportunities with fellow industry members, free use of the event app

*All fees are 21% VAT included.*



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