

UNDER THE VERY HIGH PATRONAGE OF H.E. PAUL BIYA

President of the Republic of Cameroon

# MARKETING FILE



**10<sup>th</sup> Edition**  
**National Museum**  
**19<sup>th</sup> to 25<sup>th</sup> April**  
**2027**

## Theme

**Agriculture and Agri-food at the heart of the National Import-Substitution Policy**



## Yaounde International Agribusiness Exhibition

## WHY SPONSOR?



1. It means getting involved alongside the biggest event in the post-harvest production sub-region.

2. Sell label Made in Cameroon.

3. Introduce us to our products.

**Develop your domain.**

Before the show, we give you the opportunity to highlight your events organized during the show. We suggest you publish your events on our web site or on a giant screen during the 7 days of SIALY. Having an exhibition stand at the international agriculture and agri food exhibition allows you to meet distributors, producers, breeding organizations, suppliers, partners, manufacturers, colleagues... it's a real way to maximize your professional network.

**Recruit new customers**

Over 1,700,000 visitors, the show over 7 days and 2/3 make purchases! Exhibiting at the International Agriculture and Agri Food Exhibition is the effective way for your business to find new customers directly.

**Develop your notoriety by becoming a Sponsor**

We provide you with physical communication tools at the show and we give you the opportunity to associate your brand with key events at key locations. By becoming a sponsor, you establish yourself as a key player in your sector and promote your brand to our visitors...

**Amplify your visibility thanks to our digital communication tools.**

Every 2 years the International Agriculture and Agri Food Exhibition reaches more than 500,000 people online. On our website, two tools popular with visitors are at your disposal: the online catalog and the advertising banner.

## SIALY IN FIGURES

**13 YEARS OF EXPERIENCES**

**8 EDITIONS SINCE 2010**

**2,700,000 VISITORS**

**3,080 EXHIBITORS AND PROFESSIONALS**

**610 ARTICLES AND PRESS AND TV INSERTIONS**

REFLEX LLC, EXCLUSIVE MANAGER OF SIALY

TEL : (+237) 696035725 / 677691925 / 620250813

www.sialy.net - info@sialy.net - bibimotto2012@yahoo.fr



## STAND PRICES

Corporate name .....  
 Manager .....  
 Function .....  
 Address ..... Contact .....  
 Email .....  
 PAYMENT by check or directly to the order of Reflex account BICEC Yaoundé  
 Code IBAN: CM21 10001 06 37785360001 51

STAND SIZE	SME/ SMI (FCFA) H.T	PUBLIC AND SEMI/PUBLIC INSTITUTIONS (FCFA) H.T	MAJOR COMPANIES	FOREIGNERS (EURO) H.T
3m x 3m (9m2)	450.000			
3m x 6m (18m2)			1.700.000	1800
5m x 5m (25m2)		2 500 000	2.500.000	2500
10m x10m (100m2)		4 000 000	4.000.000	5000

Bare surfaces 9m2 minimum (m2=50 000 FCFA)

Full payment for the stand at the time of order gives the exhibitor priority to be among the first to choose their stand space, and entitles them to two extra chairs, a table and two electrical sockets.

Extra chairs 1000 FCFA X.....  
 Stopped the present order at the sum of :.....  
 The Agent.....the Exhibitor.....  
 Name.....Name.....  
 Function.....Function.....  
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Company Signature



## ADVERTISING RATES

### Brochure and Magazine of the Show

#### Four-colors process (20,000) copies

DESIGNATION	PRICE EXCLUDING RATE	TICK
4th COVER (Brochure and magazine)	4.500.000	<input type="checkbox"/>
2SD (Brochure and magazine)	3.500.000	<input type="checkbox"/>
3th (Brochure and magazine)	2.500.000	<input type="checkbox"/>
Double-central(Brochure and magazine)	3.000.000	<input type="checkbox"/>
1 Page	1.000.000	<input type="checkbox"/>
½ Page	700.000	<input type="checkbox"/>
¼ Page	350.000	<input type="checkbox"/>
Headband	200.000	<input type="checkbox"/>
Visit card	100.000	<input type="checkbox"/>

 1Page	 1/2Page	 1/4Page	 Headband	 Visit card
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## OTHER SPONSORSHIP OPTIONS

DESIGNATION	TITLE	PRICE EXCLUDING TAX	TICK
Banners on tarpaulins	Exclusive logo on banner	400.000	<input type="checkbox"/>
	Shared presence	250.000	<input type="checkbox"/>
Logo insertion on all communication media	Posters, platelets ,flyers, site internet, magazine, invitation ,press, TV	2.000.000	<input type="checkbox"/>
Sponsor mention in TV and radio commercials	45 SECOND SPOT	1.500 000	<input type="checkbox"/>
show website <a href="http://www.sialy.net">www.sialy.net</a> for a year (with over 500,000 visitors)	logo foward per month with link	200.000	<input type="checkbox"/>
	Advertising banner with link	500.000	<input type="checkbox"/>
Advertising around the exhibition site	Banner , posters, roll ups	1.000.000	<input type="checkbox"/>
On-site advertising	Flags , giant pools banner	2.500.000	<input type="checkbox"/>
Exclusive branding of sponsor products	Drinks , water (exclusivity)	10.000.000	<input type="checkbox"/>
advertising on the site's giant screen and conference room	Spot and documentaries from the company	100.000/day	<input type="checkbox"/>
city-wide mobile caravan with hostesses	Exclusivity Before and during the SIALY	1.000.000	<input type="checkbox"/>
	3 hours per day	350.000	<input type="checkbox"/>

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## USEFUL INFORMATIONS

- Subscriptions to the Yaoundé International Agriculture and Agri-Food Exhibition end on April 10, 2027
- A duly completed and signed subscription form gives rise to an order form and triggers invoicing.
- The stands will be set up two days before the event. Exhibitors will take possession of their stand after the presentation of supporting documents issued by the organization.
- Exhibitors and their staff will be identified by an official badge, issued by the organization. A list of up to four stand staff must be provided for this purpose 5 days before the event. Additional badges will be invoiced at 1500 FCFA)
- Cancellation of a stand: Cancellation of a stand is possible up to April 1<sup>st</sup> 2027, by registered letter or hand-delivered message. However, the exhibitor is still liable for the sums due for advertising ordered and in progress, as well as stand installation costs.
- Hours: 7:30 a.m. - 9:00 a.m.: resupply of stands 9:00 a.m. - 9:00 p.m: schedule of the show proceedings.
- Hotel reservation and air ticketing through local and foreign travel agencies. Visit our website for more information ([www.sialy.net](http://www.sialy.net)).
- Communication Agencies (Consultancy and Management) for support in setting up an exhibition stand or off-site communication campaign.
- Addresses for hostesses, printers, sign makers and interpreters are available on request.
- Vaccinations: only the yellow fever vaccine is compulsory; other preventive health measures are optional. However, prevention of malaria is strongly recommended.
- Climate: near-European summer temperatures, light clothing.
- temporary import of goods for foreign stands: procedure sheet available from the organizer.
- On-site services: information points, organization secretariat, business center, optional insurance for stand valuables, police station, Sialy security, fire department, medical staff, cleaning staff, restaurants, beverage outlets, 1 entertainment podium and giant screen.



## QUE DISENT LES PARTICIPANTS ?

Au total, en 8 éditions, +1 562 professionnels sont venus au Salon International de l'agriculture et de l'agroalimentaire de Yaoundé (SIALY). Voici leurs commentaires...



**Samuel S. TCHOFO**  
Inventeur et Promoteur  
SEM Production  
Industrie du Pistache

« C'est le lieu de découvrir ce qui se fait de mieux dans ce secteur, de partager l'expérience et de faire du business. »



**Ngonda M. Ruth**  
PDG de ADS  
Promotrice de JAPME  
Salon des journées de l'Artisanat et des PME

« Le SIALY a permis la valorisation des produits des membres d'Afrika Development Solutions. »



**Gisèle MVOGO**  
PCA de Socopromos  
Coopérative Agroalimentaire

« Nous y avons trouvé des partenaires qui nous ont doté d'équipements performants pour la transformation du manioc. »



**Tumenta F. Kennedy**  
C.E.O  
African Business Information Bank

« Today SIALY exhibition stand as an example of what woman can do if given the opportunity. AfricanBIB looks forward to providing support for this noble undertakings. »

# Votre Image de Marque est un Capital... Construisez la!!!



Communication - Evènementiel - Régie  
Publicitaire - Edition - Formation - Conseil

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