

MARKETING & SPONSORSHIP PLAN



P&A Marketing International
26 APRIL 2005

50024062

VISUAL IDENTITY



PROMOTIONAL CONCEPT



MARKETING PLAN

- Printed material
- Advertisements (media)
- Mailings
- Events
- Site
- Media Relations



PRINTED MATERIALS

- **1st brochure in English**
 - SCAA Seattle (NCA mailing list)
 - ICO meeting in May
 - Coffee Dinner in June
 - 1st international direct mailing
- **1st brochure in Portuguese**
 - Domestic events
 - Domestic direct mailing
- **2nd brochure in English**
 - 2nd international direct mailing





1st BROCHURE IN ENGLISH

A FIRST-CLASS CONFERENCE PROGRAM...

Learn the opportunities, industry demands and government policies - research with top players in the coffee business, promote your products and company.

Under the auspices of the Salvador Ministry of Agriculture, Livestock and Food Supply and the International Coffee Organization, the

II WORLD COFFEE CONFERENCE

will be hosted by Minister Roberto Rodrigues, will bring together the world coffee community in Salvador, east of Bahia, Brazil, in October 2005.

FROM THE CRISIS TO THE COFFEE SECTOR

As the President of Brazil, Mr. Lula da Silva and his cabinet will be the main speakers and other authorities. The event will be moderated by the Minister of Agriculture, Livestock and Food Supply, Roberto Rodrigues, and the International Coffee Organization, Mr.

will focus on three main subjects:

FROM THE CRISIS TO THE COFFEE SECTOR

COFFEE POLICIES IN A MARKET ECONOMY

HOW TO DEVELOP A SUSTAINABLE COFFEE ECONOMY?

Investment in coffee research has been of fundamental importance, drawn from the highest of industry, trade, government, industrial organizations, research institutes and academies. The event will be moderated by the Minister of Agriculture, Livestock and Food Supply, Roberto Rodrigues, and the International Coffee Association, Daniel Vanegas for International Studies and Research Institute.

The World Coffee Conference will be followed by the ICO Meetings to be held on the same premises between 26-30/05.

www.worldcoffeeconference.com

A SUPERB LOCATION...

Visit the beaches, parks, squares and the majestic of Salvador, Bahia, the cradle of Brazilian culture.

The conference will take place at the elegant Hotel Pastel de Mel in Salvador, capital of the state of Bahia, Brazil.

Salvador, the first capital of Brazil, has much to offer to visitors who want to experience the unique traditions and architecture of Bahia, superb natural resources, rich in parks and art, well preserved historical neighborhoods, vibrant music and folk dances, and delicious cuisines and a friendly atmosphere.

Nature has been generous to Salvador and its environs: panoramic beaches, white sand dunes, tropical parks, colonial gardens, tropical houses and mansions. The conditions to enjoy outdoor life in Bahia is unparalleled. Salvador is one of the warmest cities in the world, with an average of almost 7 hours of sunny weather per day.

Salvador is a city of contrasts, offering a mix of modern and traditional architecture, and a rich cultural heritage.

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Ministry of Agriculture, Livestock and Food Supply



A UNIQUE OPPORTUNITY TO VISIT COFFEE AREAS...

Visit the coffee areas and see how they work, technology for production and high quality coffee.

The state of Bahia has a long tradition of growing Arabica coffee in its central highlands. The coffee areas are one of the beautiful spots of the state where the Cordón valley of Rio de Janeiro is grown, and the modern researchers, the great Arabica using the latest technology to achieve record yields of high quality Arabica and Robusta coffee.

Conference delegates may register for an optional field trip to the coffee plantations of eastern Bahia, to take place on Friday, September 23, the day after the opening of the ICO Meetings. Visitors will be hosted by farmers who will show their organic coffee fields, demonstrate their cultivation and mechanization practices and environment that make of their sustainability.

This will be a one-day program, including the flight and a typical meal session ahead of the term.

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International marketing

CONFERENCE SERVICE

A limited number of booths of 4 and 6 square meters (10 and 30 square feet) and two corner stands are available for companies, associations and institutions interested to exhibit their products and services.

Please contact us at info@worldcoffeeconference.com to request the exhibition floor plan and the prices of booth, equipment and services.

CONFERENCE WEBSITE

The conference website will be updated frequently to include information about the detailed conference program, conference registration, travel arrangements, flights, the optional field trip, sponsorship opportunities, tour packages and attractions, etc.

www.worldcoffeeconference.com





1st BROCHURE IN PORTUGUESE

O MUNDO DO CAFÉ VAI SE ENCONTRAR NA BAHIA.



VENHA VOCÊ TAMBÉM.

Você não pode perder esta oportunidade de conhecer as opções dos setores da produção, comércio e indústria do café no mundo. Convide representantes de alto nível de países produtores e consumidores a visita a moderna cafeicultura do Oeste da Bahia.

Uma boa produção, uma ótima colheita, melhores e novos métodos de beneficiamento e embalagem em Salvador, Bahia, são temas da 11ª Conferência Mundial do Café.

NOVO COMÉRCIO PARA O SETOR CAFEÍER

A Conferência Mundial do Café, em Salvador, Bahia, é a primeira conferência mundial sobre o comércio e a indústria do café no mundo. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005.

COMISSÃO ORGANIZADORA

Presidente: Luiz Carlos de Oliveira, Presidente da Associação Brasileira de Comércio Exterior (ABCEX)

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SE PERDER...

...a oportunidade de conhecer as opções dos setores da produção, comércio e indústria do café no mundo.

UM PROGRAMA DE PRIMEIRA CLASSE...

SEXTA-FEIRA, 23 DE SETEMBRO

19h30 - Início das atividades com o lançamento da 11ª Conferência Mundial do Café.

SÁBADO, 24 DE SETEMBRO

8h30 - Início das atividades com o lançamento da 11ª Conferência Mundial do Café.

DOMINGO, 25 DE SETEMBRO

8h30 - Início das atividades com o lançamento da 11ª Conferência Mundial do Café.

SEXTA-FEIRA, 30 DE SETEMBRO

8h30 - Início das atividades com o lançamento da 11ª Conferência Mundial do Café.

UMA GRANDE OPORTUNIDADE VISITAR O DA BAHIA...

Uma grande oportunidade de visitar o Oeste da Bahia, região produtora de café, durante a 11ª Conferência Mundial do Café. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005.

HOTÉIS E PASSAGENS AÉREAS

A 11ª Conferência Mundial do Café, em Salvador, Bahia, é a primeira conferência mundial sobre o comércio e a indústria do café no mundo. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005. O evento será realizado em Salvador, Bahia, em 23, 24 e 25 de setembro de 2005.

NOITES	De 23 a 25 de Setembro	De 24 a 25 de Setembro
Hotel Pousada São Paulo	R\$ 120,00	R\$ 120,00
Hotel Pousada São Paulo	R\$ 120,00	R\$ 120,00
Hotel Pousada São Paulo	R\$ 120,00	R\$ 120,00
Hotel Pousada São Paulo	R\$ 120,00	R\$ 120,00
Hotel Pousada São Paulo	R\$ 120,00	R\$ 120,00

2ª Conferência Mundial do Café
Salvador, Bahia, Brasil, 23, 24 e 25 de setembro de 2005

FICHA DE INSCRIÇÃO

Nome: _____
Endereço: _____
Cidade: _____
Estado: _____
País: _____
Telefone: _____
E-mail: _____





2nd BROCHURE IN ENGLISH

THE WORLD OF COFFEE IS COMING TO BAHIA.

BAHIA IS WAITING FOR YOU TOO. Don't miss this unique opportunity to become acquainted with the opinions of leaders in coffee production, trade and industry from all over the world. Contact high-level representatives from producing and consuming countries and visit Western Bahia's modern coffee growing areas.

LEMBRE-KAVA BAHIA
NEW FRONTIER PROSPECTION

The conference will be presided by the President of Brazil, Mr. Luiz Inácio Lula da Silva. It will comprise sessions that will include a symposium of issues for coffee production, trade and industry in 2005. It will also include a visit to Bahia, the largest coffee producing area in Brazil, to see the coffee plantations and the coffee processing plant.

The conference results will be discussed in the form of a report by the National Coffee Council, which will be held in Salvador, Bahia, on October 10, 2005. The document will include the following information:

- A detailed report of the Conference results will be presented and presented to a special session of the National Coffee Council. The document will include a report of the Conference, an analysis of the situation, and a set of recommendations for the coffee industry.
- The conference will be held in Salvador, Bahia, from September 23-25, 2005. The conference will be held in Salvador, Bahia, from September 23-25, 2005.

A FIRST-CLASS CONFERENCE PROGRAM...

Friday, September 23rd
 8:00am - Registration and check-in
 9:00am - Welcome breakfast
 10:00am - Opening ceremony
 11:00am - Coffee in Brazil
 12:00pm - Lunch
 1:00pm - Coffee in the World
 2:00pm - Coffee in the Future
 3:00pm - Coffee in the Past
 4:00pm - Coffee in the Present
 5:00pm - Coffee in the Future
 6:00pm - Coffee in the Past
 7:00pm - Coffee in the Present
 8:00pm - Coffee in the Future

Saturday, September 24th
 8:00am - Breakfast
 9:00am - Coffee in Brazil
 10:00am - Coffee in the World
 11:00am - Coffee in the Future
 12:00pm - Lunch
 1:00pm - Coffee in the World
 2:00pm - Coffee in the Future
 3:00pm - Coffee in the Past
 4:00pm - Coffee in the Present
 5:00pm - Coffee in the Future
 6:00pm - Coffee in the Past
 7:00pm - Coffee in the Present
 8:00pm - Coffee in the Future

Sunday, September 25th
 8:00am - Breakfast
 9:00am - Coffee in Brazil
 10:00am - Coffee in the World
 11:00am - Coffee in the Future
 12:00pm - Lunch
 1:00pm - Coffee in the World
 2:00pm - Coffee in the Future
 3:00pm - Coffee in the Past
 4:00pm - Coffee in the Present
 5:00pm - Coffee in the Future
 6:00pm - Coffee in the Past
 7:00pm - Coffee in the Present
 8:00pm - Coffee in the Future

Monday, September 26th
 8:00am - Breakfast
 9:00am - Coffee in Brazil
 10:00am - Coffee in the World
 11:00am - Coffee in the Future
 12:00pm - Lunch
 1:00pm - Coffee in the World
 2:00pm - Coffee in the Future
 3:00pm - Coffee in the Past
 4:00pm - Coffee in the Present
 5:00pm - Coffee in the Future
 6:00pm - Coffee in the Past
 7:00pm - Coffee in the Present
 8:00pm - Coffee in the Future

HOTELS & AIR FARE

Make your reservations with Top Tours, the official conference travel agency, at special rates for conference participants. Phone: +55 (71) 2102-8822 Fax: +55 (71) 2102-8833.

Special offer packages for conference participants include a round-trip airfare from Salvador, Bahia, Brazil, to the nearest international airport, a round-trip airfare from the nearest international airport to Salvador, Bahia, Brazil, and a round-trip airfare from Salvador, Bahia, Brazil, to the nearest international airport.

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A UNIQUE OPPORTUNITY VISIT WEST BAHIA...

The State of Bahia has a long history of coffee production. It is the largest coffee producing state in Brazil. The coffee industry in Bahia is a major source of income for the state. The coffee industry in Bahia is a major source of income for the state.

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ADVERTISEMENTS International Print Media

- Coffee & Cocoa International
 - 1 page - July
- Tea & Coffee Trade Journal
 - 1 page - May
 - 1 page - June
 - 1 page - July
- Tea & Coffee Asia
 - 1 page - June
- Coffee World Digest
 - 1 page - May
 - 1 page - June
 - 1 page - July





ADVERTISEMENTS Domestic Print Media

- **Jornal do Café (ABIC)**
 - 1 page - May/June
 - 1 page - July/August
- **Revista do Café (CCCRJ)**
 - 1 page - June
- **Brazilian Coffee Yearbook**
 - 1 page - July





ADVERTISEMENTS

News agencies / on-line information services

- Coffee Network**
- Reuters**
- CMA**
- Others**

Advertisements or just content?

Prices?





INTERNATIONAL DIRECT MAILING

- 1st printed mailing

- May
- Existing brochure
- Mailing list
 - ICO
 - P&A
 - Others (buy?)

- 2nd printed mailing

- July
- Brochure (program + registration form + sponsors)
- Mailing list
 - Previous events
 - Associations (Europe, Japan, etc.)

Free postage by
Min. of Agriculture or Gov't of Bahia?





INTERNATIONAL DIRECT MAILING

- Mailing via Internet
 - June
 - Body (text) of e-mail
 - Mailing list of 1st or 2nd print mailing
- Mailing via fax
 - August
 - Mailing list of the 2^a print mailing
 - Depends on budget & registrations
 - switch to Internet?
 - Send from Min. of Agriculture?



DOMESTIC DIRECT MAILING

- Print mailing

- June
- Brochure (registration form)
- Mailing list
 - ABIC
 - ABICS
 - CECAFÉ
 - CNC
 - P&A
 - RD / Agrocafé
 - Others
- Postage by Min. of Agriculture or Gov't of Bahia?

- Mailing via Internet

- July

- Mailing via fax

- August
- Send from Min. of Agriculture?





EVENTS

- Take advantage of
 - international
 - domesticevents to publicize Conference
- Create specific events to publicize conference



TAKE ADVANTAGE OF EVENTS

- International

(distribute brochures / personal contacts)

- SCAA Seattle (already occurred)
- ICO meeting in May
- CeCafé Coffee Dinner in June
- Others (later on / if required)
 - Anacafé (Guatemala / August)
 - Ramacafé (Nicaragua / September)
 - Expocafé (Mexico / August)
 - Tea & Coffee World Cup (Hamburg/ September)

- Domestic

(announcements by master of ceremonies / slide about the event)

- Embrapa (Londrina / May)
- Others (regional and local)





TAKE ADVANTAGE OF EVENTS

**SCAA Seattle - April 05
(DCAF - AIBA - OIC - P&A)**

- Invitations

- 20 producing countries (brochures for origins)
- SCAA (USA specialty coffee)
- NCA (USA industry) – direct mailing
- CCA (specialty + industry Canada)
- Large traders & roasters
- Others

- Sponsorship (initial contacts)

- Central America
- Colombia
- EAFCA





CREATE EVENTS

- Inauguration of Organizing Committee by Minister Roberto Rodrigues
- Visit of Minister Roberto Rodrigues to ICO meeting in London in May
- Visit of ED Néstor Osorio to Brazil in July to publicize conference
 - Meetings with editors of major newspapers and news agencies
 - São Paulo, Rio de Janeiro & Brasília

COORDINATION WITH MEDIA RELATIONS
TEMPO DE COMUNICAÇÃO





INTERNET SITE

- Being adapted to new graphic identity of the Conference
- Dynamic instrument for
 - promotion of the event
 - registration
 - support for participants / visitors
- Detailed & up-to-date information
- Portuguese & English

COORDINATION WITH SITE (E-XIS)





MEDIA RELATIONS

- On-line information services

- Reuters
- CMA
- Dow Jones
- Coffee Network *
- Coffee Break
- Others

- International press

- Coffee and Cocoa International*
- Tea & Coffee Trade Journal*
- Tea & Coffee Asia*
- World Coffee*
- Coffee Retailer*
- Others

* Contacts already made by P&A and
insertion of content guaranteed





MEDIA RELATIONS

continued

- Major domestic print and TV
- Specialized domestic press
 - Newspapers of cooperatives
 - Jornal do Café
 - Revista do Café
 - Others



SPONSORSHIP PLAN

- Sponsor categories
- Other items
- Strategy





CATEGORIES OF SPONSORS

(PLATINUM) - (US\$ 100,000)

DIAMOND - US\$ 75,000

GOLD - US\$ 50,000

SILVER - US\$ 35,000





DIAMOND SPONSOR (US\$ 75,000 – only one)

- 1- Closing dinner**
 - 15 minutes for presentation with audio-visual
 - banners at entrance & inside
 - name on table tents
 - name on invitations
- 2- Island / central stand at exhibition**
- 3- Two large banners at front sides of auditorium**
- 4- Name on general banners and event signs**
 - airport
 - hotel entrance
 - entrance to auditorium
 - others





DIAMOND SPONSOR (US\$ 75,000 – only one)

continued

5- Name on following materials:

- last promotional brochure (English) & direct mailings in July & August
- event program
- book with presentations

6- Insertion of printed material in briefcase

7- Acknowledgement at beginning and end of the 3 sessions





GOLD SPONSOR (US\$ 50,000 - two)

1- Lunch

- 10 minutes for audio-visual at start of afternoon program or brochure on seat
- banners at entrance to auditorium
- name on table tents
- name on invitations

2- Two medium-size banners at center of auditorium sides

3- Name on general banners and event signs

- airport
- hotel entrance
- entrance to auditorium
- others





GOLD SPONSOR (US\$ 50,000 - two)

continued

4- Name on following materials:

- last promotional brochure (English) & direct mailings in July & August
- event program
- book with presentations

5- Insertion of printed material in briefcase

6- Acknowledgement at beginning and end of the 3 sessions

7- Invitation to lunch at end of previous session





SILVER SPONSOR (US\$ 35,000 - three)

- 1- Opening cocktail or ½ dinner with folkloric show (co-sponsor)**
 - banners at entrance & on stage
 - acknowledgement / mention at start of show
 - name on invitations
- 2- Two small banners at rear of sides of auditorium**
- 3- Name on general banners and event signs**
 - airport
 - hotel entrance
 - entrance to auditorium
 - others





SILVER SPONSOR (US\$ 35,000 - three)

continued

4- Name on following materials:

- last promotional brochure (English) & direct mailings in July & August
- event program
- book with presentations

5- Insertion of printed material in briefcase

6- Acknowledgement at beginning and end of the 3 sessions

7- Verbal invitation at end of previous session





OTHER SPONSORSHIP ITEMS

- 1- Sessions + coffee break (3) - US\$ 10,000**
 - name on screen between presentations
 - sign at coffee service
 - 9m² stand
- 2- Transportation to folkloric and closing dinners - US\$ 5,000 per event**
 - logo / name on door of bus
- 3- Event briefcase - US\$ 20,000**
 - logo on briefcase
- 4- Note pad - US\$ 4,000**
 - logo on note pad





OTHER SPONSORSHIP ITEMS

continued

5- Pens - US\$?

- logo on pen

6- Others

- polo shirt for support staff?
- fee for permission to leave gifts in hotel rooms?





STRATEGY FOR ATTRACTING SPONSORS

- **Diamond / gold / silver**
 - **Contact at events**
 - **Min. of Agriculture visits**
 - **Min. of Agriculture phone calls**
 - **Support from associations / representatives in Brazil**

- **Other items**
 - **direct mailing**
 - **Min. of Agriculture phone calls after initial interest**





POTENTIAL FOREIGN SPONSORS

- Large industrial groups
 - Nestlé¹
 - Kraft¹
 - P&G¹
 - Sara Lee¹
 - Others²
- Large traders
 - Neumann¹
 - Volcafe¹
 - Ecom¹
 - Taloca¹
 - Mercon¹
 - Others²
- Roasters
 - Lavazza¹
 - Tchibo¹
 - UCC²
 - Aldi¹
 - Segafredo²
 - Illy²
 - Starbucks²
 - Others²

1. Min. of Agriculture visit Coordinate with ICO
2. Min. of Agriculture phone call





POTENTIAL FOREIGN SPONSORS

continued

- Producing countries

- Colombia^{3,2}
- Central America³
- EAFCA³
- IACO²
- Others²

- Others

- Exchanges (NYBOT-LIFFE)²
- International suppliers^{4,2}
- International services^{4,2}
- Banks^{4,2}
- Others⁴

2. Min. of Agriculture phone call

3. Contact already made **Coordinate with ICO**

4. Direct mailing





MIN. OF AGRICULTURE VISITS (Trips by Secretary Linneu)

- Europe
 - week before ICO meeting
 - with Nestór Osorio
 - Switzerland
 - Nestlé
 - Taloca
 - Volcafé
 - Ecom
 - Italy
 - Lavazza
 - Germany
 - Tchibo
 - Aldi
 - Neumann
- Objectives
 - invite / reinforce invitation
 - seek sponsors
 - forge closer relations





MIN. OF AGRICULTURE VISITS (Trips by Secretary Linneu)

continued

- **North America**
 - **June (or before?)**
 - **Mexico**
 - Ecom
 - **USA**
 - Kraft
 - Sara Lee
 - P&G
 - Starbucks
 - Mercon
- **Objectives**
 - **invite / reinforce invitation**
 - **seek sponsors**
 - **forge closer relations**





SOURCES OF “OTHERS”

- European Coffee Federation
- National Coffee Association
- All Japan Coffee Association
- CECAFÉ
- ABICS
- Others





POTENTIAL SPONSORS BRAZIL

- Banks (Funcafé)¹
- BMF / brokerages¹
- Suppliers of inputs²
- Trade associations¹
- Exporters³
- Soluble industries³
- Cooperatives³
- Roasters³
- Others³

1. Min. of Agriculture phone call
2. Direct mailing / phone call to cooperatives
3. Direct mailing / phone call by GGM & Min.



SALES OF STANDS RD EVENTOS

- Brazil**
 - **Agrocafé mailing list**
- International**
 - **P&A will put RD in contact with potential exhibitors**
 - **P&A will support sales**





EVENT SIGNS

CAFETERIA



PATROCÍNIO:

ORGANIZADO	ORÇAO	PREÇO
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SALÃO 2



PATROCÍNIO:

ORGANIZADO	ORÇAO	PREÇO
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LET'S GET DOWN TO WORK...



THANK YOU!