

TERMS OF REFERENCE

Selection of a Professional Branding and Printing Services for the AfSTA Congress 2027 to be held from 15-18 March 2027

Introduction

The African Seed Trade Association (AFSTA) invites qualified and experienced firms to submit quotations for the provision of professional design and branding services during the Africa Seed Congress 2027 to be held from **16–18 March 2027, with a pre-congress event on 15th March and a post-congress field visit on 19th March 2026** in Nairobi, Kenya.

The AfSTA Congress is Africa's premier seed industry event, bringing together over 500 delegates from across Africa and beyond, including policymakers, seed companies, researchers, development partners, investors, farmers' organisations, and international institutions.

To ensure a professional, consistent, and memorable delegate experience, AfSTA seeks to engage a qualified branding and printing company to design, produce, install, maintain, and dismantle all Congress branding materials in accordance with the AfSTA Brand Guidelines.

Objective

The objective of this assignment is to provide end-to-end branding, signage, printing, installation, and on-site branding support for the AfSTA Congress 2027 while ensuring high-quality production, timely delivery, and full compliance with AfSTA's corporate identity.

Scope of Services

The selected firm will provide: all labour (Design and Printing), equipment, materials, transport, installation, maintenance, and dismantling required for Congress branding.

i. Event Branding

Design adaptation (where required), production and installation of the following items:

No.	Item	Quantity (Standard Size)	Comments
1.	Pre-congress Event -Backdrop banner	1	-
2.	Main stage backdrop	2	• Open Ceremony Ball room • Gala Dinner Hall
3.	Podium branding	2	• Open Ceremony Ball room (venue 1)

			Gala Dinner Hall (Venue 2)
4.	Registration desk branding - 1	- Welcome signage (1) - Drop down banner (2) - Directional Signage - Entrance arch (1) - Panel Boards (4)	Venue 1 Panel boards in cm (166*86), (134*86), (133*83), (116*45)
5.	Registration desk branding - 2	Pull Up Banner - 4	
6.	Session/plenary room branding	4 Banners	
7.	VIP lounge branding/ Pull up Banners	2	
8.	Directional Signage and numbering	Exhibition Hall Trading Tables	
9.	Media Centre Banner (Backdrop)	1	
10	Photo wall/Booth	1	
11	Sponsor Recognition Banner	1/2	
12	Pull-up banners (Generic Congress Banners)	10	
13	Teardrop banners	5 – At the gate 4 – Hotel entrance	
14	Flag Banners	5	
15	OTHERS	-	Items might be adjusted on a need basis

ii. **Printed Materials**

Production of high-quality designed and printed materials including:

- Congress Programme and agenda
- Delegate names badges/ Badge inserts/Lanyards
- Trading table tent cards
- Directional posters
- Information posters
- Emergency signage
- Exhibition booth numbering
- Speaker Appreciation certificates

iii. **Sponsor Branding**

Production and installation of sponsor branding including:

- Sponsor recognition boards
- Sponsored session signage
- Logo placement on event materials
- Digital signage graphics

iv. **Installation and Dismantling**

The contractor shall:

- Conduct venue site visits
- Install all branding before Congress opening
- Maintain branding throughout the Congress
- Dismantle and remove all (branding) materials after the event
- Dispose of waste responsibly

v. Expected Deliverables

The selected firm shall deliver:

- Final artwork adapted to AfSTA Brand Guidelines
- Editable source files and print-ready artwork/ files
- High-quality printed materials
- Installed event branding
- On-site technical support
- Replacement materials (where necessary)
- Dismantling and venue restoration
- Editable source files (Adobe Illustrator/InDesign or equivalent)
- Final inventory of all printed and branded materials

vi. Technical Specifications

The bidder shall ensure:

- High-resolution printing (minimum 300 dpi)
- Accurate colour matching to AfSTA brand colours
- Premium quality materials suitable for indoor and outdoor use
- Scratch-resistant finishes where applicable
- Durable mounting systems
- Weather-resistant outdoor materials
- Neat finishing without visible defects
- Consistent typography and branding

vii. Timeline

Activity	Timeline
Contract award	October 2026
Inception meeting	Within 5 days
Submission of artwork	As agreed with AfSTA Communication Lead
Approval of designs	Within agreed review period
Production/printing	Within agreed review period
Installation	One Day to the Congress
Event support	16–18 March 2027
Dismantling	Immediately after Congress

Qualifications of the Firm

Interested firms should demonstrate:

- At least **five (5) years** of experience in branding and printing services
- Experience branding international conferences or exhibitions
- Proven experience with events of **300+ participants**
- Qualified graphic designers and production team
- Modern printing and finishing equipment
- Capacity to deliver within tight timelines

- Strong project management capability
- Ability to provide on-site technical support

Required Documents

Interested firms shall submit:

- Company profile
- Certificate of incorporation
- Valid tax compliance certificate
- Business permits
- Portfolio of similar assignments
- At least three reference letters from comparable clients
- Proposed work plan
- Production schedule
- Team composition
- Warranty/quality assurance statement

Evaluation Criteria

Criteria	Rating (%)
Company experience	5
Relevant portfolio	5
Technical approach and methodology	5
Team qualifications	5
Delivery schedule	10
Financial proposition	70
Total	100

Performance Standards

The successful contractor shall:

- Meet all agreed deadlines
- Deliver defect-free materials
- Replace defective items at no additional cost
- Maintain confidentiality of AfSTA materials
- Ensure consistent branding throughout the venue
- Assign a dedicated project manager available throughout the Congress

Intellectual Property

All artwork, designs, layouts, photographs, templates, and printed materials developed under this assignment shall become the exclusive property of AfSTA upon full payment. The service provider shall not reproduce or use any materials without prior written approval.

Payment Terms

Payment shall be made according to the agreed contract terms upon satisfactory completion of deliverables and submission of an invoice. AfSTA reserves the right to inspect and approve all materials before payment.

Reporting

The contractor shall report directly to:

Communications Lead

African Seed Trade Association (AfSTA)

The contractor will work closely with the Congress Organising Committee and AfSTA Secretariat throughout the assignment.

Submission Requirements

Interested firms should submit:

- Technical Proposal
- Quotation
- Portfolio of similar assignments
- Contact details of at least three referees/ companies they have delivered similar assignment for.