



22 - 27 June 2026
Shandrani Beachcomber Resort Mauritius



Gold Sponsor: Agri Technovation
Erik de Vries
079 882 5661



Primary Contact
Catharina Geeringh
079 046 1025



Backup Contact
Helané Meintjes
083 332 3886

Media & Digital Brand Exposure

Erik de Vries
Agri Technovation

Data-ontginning in landbou: Waar lê jou goud?

Die landboubedryf is besonder goed daarin om data te versamel, maar min besighede weet hoe om die werklike waarde daarvan te ontsluit.

Oor die afgelope dekade het Agri Technovation een van die grootste agronomiese databasisse opgebou. Hierdie ryke inligtingsbron stel ons in staat om

Marné de Vries
Agri Technovation

Presisieboerdery: Beperkend, bedreigend of belonend?

Presisieboerdery word dikwels as die toekoms van landbou beskou. Tog ervaar baie produsente dit as ingewikkeld, beperkend en selfs bedreigend.

In hierdie praatjie ondersoek Marné de Vries die vraag of presisieboerdery werklik 'n beperking, of 'n geleentheid is. Met sy ervaring in hoëwaarde-gewasse en

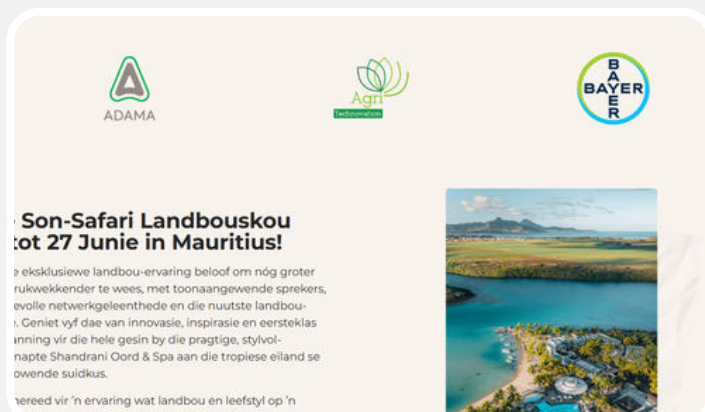
Email and WhatsApp sent to all Son-Safari guests
Agri Technovation Keynote - Erik de Vries

Email and WhatsApp sent to all Son-Safari guests
Agri Technovation Keynote - Marné de Vries



KykNET || ontbytSAKE television interview
Agri Technovation - Marné de Vries

Link: https://youtu.be/1LtgggTjztc?si=DMi5_fHv3uOhhdb8



Son-Safari Website - Agri Technovation brand exposure
April - June 2026: 9 692 website events
April - June 2026: 1 386 active users

	Program - Son-Safari	1,808 (28.04%)	698 (51.17%)	2.59	1m 50s	5,152 (29.05%)
2	Home - Son-Safari	886 (13.74%)	412 (30.21%)	2.15	58s	2,673 (15.07%)
3	Syngenta - Son-Safari	571 (8.85%)	173 (12.68%)	3.30	1m 07s	1,446 (8.15%)
4	Adama - Son-Safari	531 (8.23%)	213 (15.62%)	2.49	41s	1,423 (8.02%)
5	Cart - Son-Safari	399 (6.19%)	100 (7.33%)	3.99	1m 33s	1,055 (5.95%)
6	Bayer - Son-Safari	339 (5.26%)	147 (10.78%)	2.31	37s	878 (4.95%)
7	Agri Technovation - Son-Safari	272 (4.22%)	98 (7.18%)	2.78	1m 13s	709 (4%)
8	Checkout - Son-Safari	232 (3.6%)	78 (5.72%)	2.97	2m 41s	647 (3.65%)

Website brand exposure:
Agri Technovation landing page

April - May 2026: 709 events

Agri Technovation Event Assets and Branded Gifts



Date	Item / gift	Contact	Venue / where	Notes
Jun 21, 2026	200 x Agri Technovation Picnic Blankets	Jeanette	Room drop	Room drop, prioritise producers
June 25, 2026	100 x Agri Technovation caps	Jeanette	Conference	First 100 guests at the conference receive a cap
22 - 27 June 2026	40 x Agri Technovation umbrellas	Liza / Denise	On beach	Students to assist with AT umbrellas
Jun 22, 2026	20 x Agri Technovation Floats / Tubes	Liza	Welcome event	In swimming pool

Photo requirements

Photo type	Required content
Branding	Photo of Agri Technovation umbrellas, picnic blankets, floats and caps
Brand Activation Event	Photo of the conference keynote with Erik and Marné de Vries
Team	Agri Technovation team at any of the Agri Technovation branding points.

Son-Safari Conference

Exhibition Table at Son-Safari Conference

Tuesday, 23 June, and Thursday, 25 June
10:30 – 11:00 and 12:30 – 13:00

As the break times for the conference room and the tent are not the same, one of your team members may need to stay until 11:30. Your team is also welcome to continue after 13:00.



Date Estimate time	Videos: Conference / Music Shows
23 June and 25 June	Conference: Agri Technovation video before Marné de Vries. If possible also before Erik de Vries. (30 seconds)
23 & 26 June	Agri Technovation video, to be played before the outdoor music shows

***Refer to digital programme:** <https://sonsafari.co.za/program/>

Agri Technovation Team



Erik de Vries



Marné de Vries



Johan de Vries



Heinz Oellermann



Jakkie Stander



Janneman Cornelius



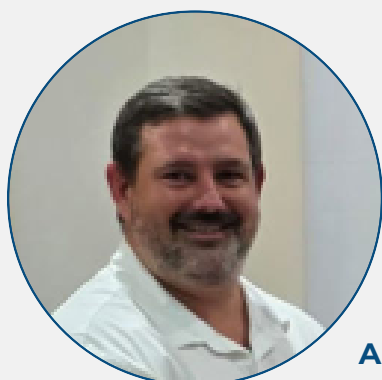
Marnus Ferreira



Coenie Barnard



Enzo Janse van Rensburg



Andries Burger