



22 - 27 June 2026
Shandrani Beachcomber Resort Mauritius



Gold Sponsor - Bayer
Mynhardt Noeth
071 362 9305



Primary Contact
Catharina Geeringh
079 046 1025



Backup Contact
Helané Meintjes
083 332 3886

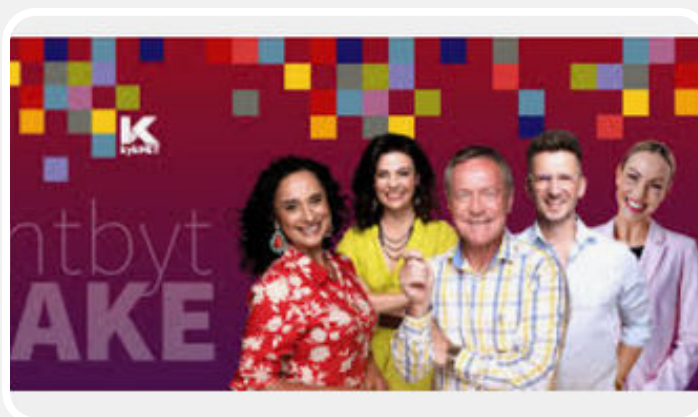
Media & Digital Brand Exposure



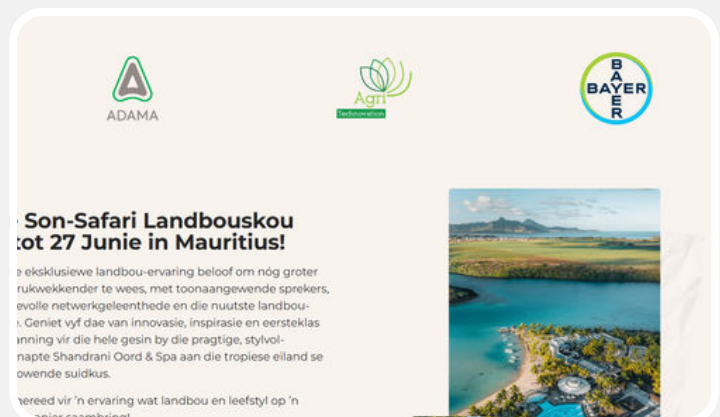
Email and WhatsApp to all Son-Safari Guests
Bayer se FLIPPER lekker Pool Party



Email and WhatsApp to all Son-Safari Guests
Competition: Bayer Boervrou van die Jaar



KykNET || ontbytSAKE television interview



Bayer brand exposure - Son-Safari website.
April - June 2026: 9 692 website events
April - June 2026: 1 386 active users

1	Program - Son-Safari	2,073 (23.12%)	769 (42.56%)	2.70	1m 55s	5,857 (2.12%)
2	Home - Son-Safari	1,608 (17.93%)	696 (38.52%)	2.31	1m 07s	4,901 (1.79%)
3	Adama - Son-Safari	593 (6.61%)	228 (12.62%)	2.60	46s	1,558 (0.58%)
4	Syngenta - Son-Safari	620 (6.91%)	186 (10.29%)	3.33	1m 08s	1,546 (0.57%)
5	Cart - Son-Safari	460 (5.13%)	121 (6.7%)	3.80	1m 24s	1,235 (0.46%)
6	Bayer - Son-Safari	367 (4.09%)	158 (8.74%)	2.32	40s	939 (0.35%)
7	Villa - Son-Safari	368 (4.1%)	99 (5.48%)	3.72	1m 37s	922 (0.34%)
8	Agri Technovation - Son-Safari	316 (3.52%)	116 (6.42%)	2.72	1m 08s	828 (0.31%)

Website: Brand exposure
Bayer landing page on website:

April - May 2026: 939 events

Bayer event assets



FLiPPER® lekker Pool Party, 24 June

Est Time	Activity / Details	Required	Contact
15h00	Guests arrive, receive cocktail with Bayer logo/disc	300 x Bayer Discs	Liza
15h00 - late	Bayer photo background - all guests	TBC	Liza / Jeanette
15h00	Hand out FLiPPER® towels to first 250 guests	Table, baskets	Catharina
15h15	Sega Dancers, handing out blue flower garlands	300 x Flower Garlands	Catharina / Liezel
16h00	Stephen Nel (Crop Protection Lead - South Africa) - Prize for Best Dressed.	Flip it with FLiPPER® prize	Liezel
16h00	Stephen Nel (Crop Protection Lead - South Africa) - Bayer / FLiPPER® information session (10 minutes). Note - no screen available.	Microphone	
16h15	Hammie - FLiPPER® lekker vasVRA	Quiz cards and pens. Bayer-branded shirt for Hammie	Jeanette / Catharina
16h30	Select quiz winner (Mark cards)	Pens	Liza, Jeanette, Mandie, Students
ASAP	Hammie - Announce quiz winner.	Flip it with FLiPPER® prize	
20h00	Jo Black Unplugged Show	Bayer-branded shirt	Catharina



Operational Notes

- 2 x Golf Shirts for Hammie & Jo Black (Mynhardt)
- Flip it with FLIPPER® Prize - Best Dressed (Mynhardt)
- Flip it with FLIPPER® Prize - Quiz winner (Mynhardt)
- Stephen will discreetly share the quiz answers during the FLIPPER® information session.
- Cocktail Tasting - Blue Bay Bar, 22 June, **TBC**



Bayer Branded Gifts & Items

Date	Item / gift	Contact	Venue / where	Required
Jun 22, 2026	250 x Bayer Notebooks & 250 x Bayer Pens	Jeanette / Liza	Conference, one on each chair	
Jun 24, 2026	300 x Blue Flower Garlands	Liezel	FLIPPER® lekker Pool Party	Handed out by Sega dancers
Jun 24, 2026	300 x Bayer logo discs	Liza	FLIPPER® lekker Pool Party	Welcome drink, first 300 guests
Jun 24, 2026	20 x Bayer Tubes	Liza	FLIPPER® lekker Pool Party	Photo booth setup
Jun 24, 2026	250 x Bayer FLIPPER® Towels	Catharina. Students	FLIPPER® lekker Pool Party	Hand out to first 250 guests at the party.

vasVRA Questions



'n FLiPPER® goeie vasVRA!

Vraag 1: In watter jaar het Bayer sy ontstaan gehad?

- A. 1901 B. 1863 C. 1950 D. 2002

Vraag 2: Bayer Crop Science is deel van _____ afdelings binne Bayer?

- A. 2 B. 3 C. 5 D. 1

Vraag 3: Bayer se visie is....

- A. om meer chemiese produkte aan boere te verkoop.
B. om meer voedsel te produseer met minder hulpbronne.
C. om meer geld te maak.

Vraag 4: Behalwe vir nuwe gewasbeskermingsprodukte investeer Bayer ook in

- A. mynbou
B. digitale oplossings vir boere (*Digital Farming Tools*)
C. toerisme

Vraag 5: Watter insekte word deur FLiPPER® beheer?

- A. Onderdrukking en beheer van Blaaspootjie.
B. Onderdrukking en beheer van Bolwurm.
C. Onderdrukking en beheer van Aalwurm.

Vraag 6: FLiPPER® is 'n biologiese produk met die volgende voordele:

- A. Dit bevat glifosaat.
B. Dit het geen PHI en MRL-bepelkings nie.
C. Dit beheer weerstandbiedende grasse.

Vraag 7: Nuwe produkontwikkeling neem tussen 12 en 15 jaar. Bayer belê R_____ in die ontwikkeling van 'n nuwe produk met 'n nuwe aktiewe bestanddeel, voordat dit vir die kommersiële mark beskikbaar is.

- A. meer as R100 miljoen
B. meer as R650 miljoen
C. meer as R 5.7 miljard

Vraag 8: FLiPPER® is geregistreer op die volgende gewasse:

- A. Sitrus B. Tafeldruiwe C. Bloubessies D. Al die bogenoemde

Vraag 9: Watter saad verkoop Bayer onder die DEKALB® handelsmerk?

- A. Groente B. Mielie C. Soja

Vraag 10: Hoeveel gaste is by die 2026 Son-Safari Landbouskou?

- A. meer as 400 B. meer as 600 C. meer as 800

Omkring die regte antwoord.

WEN!
Flip-it met FLiPPER!®



Naam:

Kontaknommer:

Bayer team



Mynhardt Noeth



Stephen Nel

***Catharina can meet with the Bayer team upon arrival.**

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.



Son-Safari Conference

Date Estimate time	Conference
23 June - 11h30	Stephen Nel (Bayer Crop Protection Lead - South Africa) Introduce Theo Vorster (1 minute)
23 June - 11h30	FLIPPER® video (1 minute)

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

Photo requirements

Photo type	Required content
Corporate gifts	FLIPPER® Towels (Handout)
Team	Bayer team with Hammie at any Bayer branding point
Brand activation event	Bayer team with any guests at FLIPPER® Pool Party
Branding	Bayer branding (as per branding plan)