



African Economic Expansion Summit

Invest in Africa's infrastructure growth story

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agriculture



energy



manufacturing



services



social



transportation

10 -14 November 2014 **Durban International Convention Centre**



www.aees.co.za



EVENT MARKETING OPPORTUNITIES

Opt-in Breakfast featuring Sponsor Content / Workshop

Leverage the buzz and excitement of the African Economic Expansion Summit by collaborating with AEEN to deliver a customised content session or workshop, in the form of a breakfast or lunch, for select AEES attendees who have opted-in to attend your event.

- AEEN will promote your event to high level executives via the African Economic Expansion Summit brochure/s and in one edition of the African Economic Expansion Summit newsletter sent to registered attendees
- This opt-in event will be promoted on www.aeen.com/summit
- Delegates will be encouraged to register for your event during the African Economic Expansion Summit registration process

Invitation-Only Private Event

Collaborate with AEEN to identify and invite a targeted group of Forum participants to a private meal/reception with an African Economic Expansion Summit keynote speaker.

Client Engagement

Enhance your best business relationships and take your most important business dialogues to a new level by sharing the thought provoking, inspirational experience of the African Economic Expansion Summit with your key clients and partners.

- 10-20 tickets for your team and clients to attend the African Economic Expansion Summit
- Reserved seating section affording your group an opportunity to sit side-by-side during the African Economic Expansion Summit
- Host a private event with a keynote speaker for your group. Typically held as a meal function or reception during the African Economic Expansion Summit; this is a very cost-effective way to treat your clients to an intimate experience with an iconic thought leader

DIRECT MARKETING & BRANDING OPPORTUNITIES

(Available in addition to overall sponsorship)

Direct Marketing

Content Inserts

- \$5,000 Place a branded item, thought leadership or marketing materials on attendee USB flash drives

Display Area (3x4 Shell scheme)

\$25,000 + based on location

- Create a home-base within the venue to engage the audience and create relationships
- Branding

Event App

\$10,000 - \$25,000

- Logo plus company icon (unique to app sponsor) on the event app which all delegates will access prior to and during the summit

Lanyards

\$15,000 + production

- Enhance your brand presence by having all delegates wear your logo for the entire African Economic Expansion Summit

Print Advertisement in the Speaker Presentation Workbook

\$5,000 inside/back cover \$4,000 within

- Include your brand message and call-to-action within this content rich reference used by delegates within and beyond the event. This collateral will include speaker presentations, interesting facts, recommended reading and note-taking sections

Breakfast for all attendees

\$15,000

- Be the first to welcome all the AEES attendees with branded coffee cups and napkins

Coffee Breaks

\$15,000 + production

- Establish dominant brand presence by sponsoring one of the four coffee breaks with branded cups, napkins and potentially, a giveaway per delegate

Networking/Cocktail reception

\$30,000 + F&B

- Host an evening networking cocktail reception for a targeted audience

Interactive Social Media Kiosk

\$12,500

- Engage directly with delegates for video clips that can be uploaded to your Social Media platforms and/or company website

Social Media Leadership

\$35,000

- Co-branding on all invitations and pre-event promotions
- Co-branding on all Bloggers Hub event signage and materials
- Opportunity to distribute materials to all bloggers
- Watermark branding on all event photos provided to Bloggers
- Opportunity to host a cocktail or luncheon for the bloggers
- Create a custom post-event summary of "Best of AEES Blogs"
- Custom activations may be explored in collaboration with WOBI
- Web link for reference: www.aeen.com/summit/bloggershub
- Twitter stream sponsorship



PROVISIONAL SPONSOR BOOKING FORM

10 -14 November 2014

Durban International Convention Centre

FAX BACK TO: 086-.... or EMAIL to summitsponsorship@aees.co.za

Official Company Name: _____

Company Contact Name: _____

Title: _____

Street Address: _____

City: _____ Province: _____ Code: _____

Tel: _____ Mobile: _____

Fax: _____ E-mail: _____

PRIMARY SPONSORSHIPS

Diamond Partner

Sapphire Partner

SECONDARY SPONSORSHIP

Content Inserts

Display Area

Event App

Lanyards

Print Advertisement in the Speaker Presentation Workbook

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HOSPITALITY SPONSORSHIP

Gala Dinner

Golf Sponsorship

TECHNOLOGY SPONSORSHIP

PROVISIONAL SPONSOR BOOKING FORM

TERMS AND CONDITIONS

1. Selection of sponsorship for events or items is on a first come, first serve basis.
2. This provisional booking form does not constitute a legal and/or contractual engagement.
3. The sponsoring organisation is expected to submit the signed, official sponsorship agreement, which constitutes the formal contractual and legally binding commitment to participate in the conference as a sponsor.
4. Sponsorship is ONLY secured upon receipt of an executed contract and payment of thirty percent (30%) of the total Sponsorship Fee as a non-refundable deposit.
5. Payment in full is required 30 days after the contract is signed or, at the latest, two weeks prior to the event.
6. All sponsorship contracts are final and cannot be retracted.
7. The AEES reserves the right to decline sponsorship.
8. The AEES reserves the right to amend the rules and regulations governing sponsorship at its discretion.

On behalf of _____ I hereby accept and agree to the terms of the **PROVISIONAL SPONSORSHIP BOOKING** for **AFRICAN ECONOMIC EXPANSION SUMMIT 2014** which takes place at Durban International Convention Centre from 10 -14 November 2014

NAME

TITLE

DATE

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For more information please visit www.aees.co.za

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