



African Economic Expansion Summit

Invest in Africa's infrastructure growth story

Invest in Africa's infrastructure growth story



agriculture



energy



manufacturing



services



social



transportation

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



www.aees.co.za



SPONSORSHIP PACKAGES

The main sponsors of the African Economic Expansion Summit and Network will be given the opportunity to present keynote speeches at plenaries, together with presentations and customised break-away sessions with their key audience/s. Our international marketing campaign throughout Africa and globally will ensure our sponsors reach their target audience continuously, both before and after the event.

DIAMOND PARTNER SPONSORSHIP

\$500,000

Marketing and Branding

One of ten category exclusive main sponsors

- Six categories from above Transportation (Ports, Rail, Roads, Air)
- Support Services (Water and Sanitation, Electricity, ICT, Human Settlements)
- Social Services (Health, Education, Skills Development, Tourism)
- Agriculture (Primary Production, Processing, Market Distribution)
- Manufacturing (Industrial Development, Beneficiation)
- Energy (Generation, Distribution)
- High level corporate and governmental brand association through a 10-12 month marketing blitz, which reaches decision makers of major capital projects in Africa:
 - Brochures – logo on direct mail brochures
 - Online – hyperlinked logo on **www.aees.co.za** and positioning paragraph in the new “Sponsors” section
- Prominent onsite and on-stage branding with other major sponsors: Registration area, hallway, plenary rooms, workshops rooms, VIP holding rooms, media rooms, media backdrop and exhibition area
- Opportunity to run a 30-second video spot on information screens during conference breaks
- Looping logos on the presentation screens
- Receipt of post event report and inclusion of sponsor logo, with the option of inclusion of an editorial piece, if required
- Branded onsite materials including programme, attendee notebooks, schedules, etc.*
- Full page advertisement in the conference programme
- Full page note from the sponsor’s CEO in the conference programme

Media

Advertising

- o Logo included in print campaign to be flighted through executive-reach publications such as Business Day, Financial Times, Financial Mail, WSJ, Bloomberg Businessweek, Harvard Business Review, Forbes Africa and Government Publications as well as outdoor media.

Social Media

- o Co-branding on invitations and pre-event promotional material
- o Co-branding on African Economic Expansion initiative blog, event signage and materials
- o Opportunity to distribute materials to all guest bloggers
- o Watermark branding on all event photos provided to bloggers
- o Opportunity to host a cocktail or luncheon for the bloggers
- o Creation of a custom post-event summary of "Best of AEES Blogs"
- o Custom activations may be explored in collaboration with WOBI
- o Web link for reference: www.aeen.com/summit/bloggershub
- o Twitter stream sponsorship

Conference link to sponsor company website

Sponsor acknowledgement on the radio/TV advertisement

Branded promotions on radio and TV

Acknowledgement in introductions when interviewed

Photo opportunity with leading figureheads

Promotional Materials

- Logo on conference bags
- Conference bag inserts

Executive Visibility

- A senior executive from sponsor organisations may introduce a keynote speaker
- Nominated sector specific speaking platform
- Moderator / facilitating opportunity

Golf Day

- Meet and greet opportunity with the Premier of the KwaZulu-Natal Provincial Government, including framed photo with the sponsor executive team and the Premier
- Two seats to be allocated at the main table with key stakeholders
- Profiling on the promotional video to be flighted at the Gala Dinner
- Allocation for eight players
- Branding on the tag bag

Customer Hospitality

- Major sponsorship includes 20 delegate packages and additional delegate packages are available at a preferred sponsor rate. Reserved seating is optional
- Reserved registration space to greet your clients as they arrive

Direct Marketing/Audience Engagement

- Display area within 36m² exhibition area
- Materials/ Information included on AEES mobile app
- Post-event email follow-up to all attendees

*Exclusivity applies to branding within this event's marketing/media campaign, branding inside the auditorium (including commercial loops and logos on main stage)

SAPPHIRE SPONSORSHIP

\$125,000

Branding

- Logo featured within brochures and on the sponsor section of the AEES website
- Branding on select onsite signs and materials

Special Event

- Choose from a variety of formats:
 - Q&A featuring a relevant African Economic Expansion Summit speaker
 - Keynote or workshop delivered by one of your executives
 - Panel featuring a group of customers or related practitioners/experts

Customer Hospitality

- Share the AEES experience with your top executives and best customers
- Supporting sponsorship includes 10 tickets and additional tickets are available at a preferred sponsor rate

Direct Marketing/Audience Engagement

- Display area within the conference venue
 - Materials featured on the summit and network mobile app
-

GALA DINNER

\$150,000

- Branding on the white screen
- 10 minute speaker slot during the Gala Dinner
- Branding on the conference programme

- Branding and acknowledgement at plenary sessions
 - Branding on the venue signage
 - Two reserved tables at the Gala Dinner
 - Five complimentary conference admissions
 - Branding in the exhibition centre
 - Logo on the conference website
 - One four-ball for the golf day
-

CUSTOM SPONSORSHIP OFFERING

Investment varies depending on customised package

These packages are available as individual sponsorship offerings, or in addition to a Main or Supporting Sponsorship Package.

Benefits include:

Onsite engagement and interaction via a special event

- Choose from a variety of formats:
 - Q&A featuring a relevant African Economic Expansion Summit speaker
 - Keynote or workshop delivered by one of your executives
 - Panel featuring a group of customers or related practitioners/experts
- Cater to an audience that meets your objectives:
 - Engage with an exclusive group of your best customers and partners
 - Promotion to delegates to create broad exposure and demand
 - Work with AEEN to invite AEES attendees with a select profile
- VIP experience within your event:
 - Exclusive area/table for your key guests and senior executives

Post Event Marketing and Education

- Lead Generation:
 - All special event delegates will receive a follow-up via email featuring branding by your company
- Inclusion in Executive Summary:
 - Interview highlights will be included with the Executive Summary and distributed to the entire African Economic Expansion Summit audience
- Recordable Content:
 - AEEN will provide video and audio recording of the interview
 - Video link will be included on the website available to all attendees after the event
- Website Advertising:
 - Sponsor will receive six months of website advertising



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

Breakfast for all attendees

Coffee Breaks

Networking/Cocktail reception

Interactive Social Media Kiosk

Social Media Leadership

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

10 -14 November 2014

Durban International Convention Centre



African Economic Expansion Summit

Invest in Africa's infrastructure growth story



agriculture



energy



manufacturing



services



social



transportation

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

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

Phone: +27(0)76 542 2207

Fax: +27(0)86 618 4724

info@aees.co.za



www.aees.co.za



PROVINCE OF KWAZULU-NATAL
ISIFUNDAZIWE SAKWAZULU-NATAL