

MARKETING & SPONSORSHIP OPPORTUNITIES

AT THE AFRICA FORUM 16-17 APRIL 2019

All materials for display are subject to approval by AMRA

A. SPONSORSHIP OPTIONS

Value-adding to Industry. Recognizable strength.

	PLATINUM US\$7,500 ⁺	GOLD US\$5,000	SILVER US\$2,500	BRONZE US\$1,500	EMERALD SUPPORTERS US\$500
Numbers >	[2]	[3-5]	[3]	[X]	[X]
1. Acknowledgement as a sponsor and logo printed across print and digital materials relating to the event.	Yes	Yes	Yes	Yes	Yes
2. Company presentation opportunity at the event.	10 minutes	5 minutes	2 minutes	-	-
3. Complementary display table to be provided at the designated exhibition area.	1	-	-	-	-
4. Special rate for conference ticket @ US\$150 x2 (excluding Flight and Accommodation).	2	1	1	-	-
5. Recognition certificate	Yes	Yes	Yes	Yes	Yes
6. Banner display at the event:					
a. Standing pull-up sponsor banner displayed (Free) in the delegate registration area 1 (placement to be determined by AMRA) on both days.	1	1	-	-	-
b. Inclusion in sponsor banner displayed in the awards dinner venue	Yes	Yes	Yes	Yes	Yes
7. Sponsor's logo and write-up displayed in event brochure .	Full page	Full page	Shared page; logo only	Shared page; logo only	Shared page; logo only
8. Website logo display:					
a) Sponsor's logo displayed with click-through on the AMRA website front page banner in the run-up and for the duration of the event	Yes	Yes	Yes	Yes	Yes
b) Sponsor's logo displayed with click-through on the Africa Forum 2019 webpage .	Yes	Yes	Yes	Yes	-
c) Sponsor's logo displayed with click-through as a banner at the bottom of the AMRA AF'19 emails to potential and registered delegates.(subject to timing)	Yes	-	-	-	-
9. Dedicated email to opted-in registered delegates . An email before and after the event.	Yes	Yes	Yes	-	-
10. Sponsor's branded gifts for delegates on the tables or bags (free marketing; item supplied by sponsor)	Yes	Yes	Yes	Yes	Yes

B. EXCLUSIVE PACKAGES
Capable of More Stand Out!

Focus your Sponsorship on a specific service package as you wish and stand out.	PLATINUM US\$7,500 ⁺	GOLD US\$5,000	SILVER US\$2,500	BRONZE US\$1,500
Numbers >	[1]	[1-3]	[1-3]	[1]
In addition to Benefits in group A, get	Welcoming Cocktail package	Lunch Day 1	Tea Break Day 1	Delegate Logistics
1. Free display of only sponsor and AMRA banners at respective Points of Service. [^]	Award Dinner	Lunch Day 2	Tea Break Day 2	
2. Two (2) free extra dinner-only tickets [Platinum] or One (1) free extra dinner-only ticket [others] to AF'19.	Awards Dinner drinks tab	International Speakers' Bundles	Media coverage	
3. Verbal recognition and thanks by AMRA at respective Points of Service.				

[^]Subject to timing of commitment

C. MARKETING OPPORTUNITIES
Get noticed ... and respected

SPONSORSHIP BENEFIT: Verbal recognition and thanks by AMRA chairman, one shared banner display at the presentation venue, recognition in sponsors list in the program	SPONSORSHIP VALUE
1. BRANDED ITEMS - to be sourced in consultation with AMRA, co-branded with AMRA and supplied by the sponsor (An opportunity to gain brand visibility)	
1. Gifts Sponsor	US\$700 per item
2. Delegate bags	
3. Stationary for delegate packs	
4. Note books	
2. GUEST SPEAKER SPONSORSHIP	US\$500
3. EVENT PHOTOGRAPHY – 2 days	US\$500
4. CASH CONTRIBUTION for Speaker Awards	
a. Best Speaker Award winner overall (Opportunity to present the awards)	US\$600
b. Best Speaker second place winner	US\$500
c. Best Speaker third place winner	US\$500

D. EXHIBITION AND DISPLAY OPTIONS

Business-on-the-spot

Package	Fee	Value	Nos.
Floor space. Engage	\$1,000=	Two days, 2m x 2m space, including standard trestle table, tablecloth and 2 x chairs but excluding any additional technical equipment (e.g. screens, electric cables, laptops etc.). Two pull up banners are allowed, but no wall mounting branding. Exhibitor representatives are present for demonstrations, personal interaction, and one-on-one communication with delegates.	8
Display	\$300=	Display collateral (e.g. profile, brochures, leaflets, fact sheets). AMRA will supply display racks for the material, placed in the delegate refreshment area.	40

For more information, please visit

www.africanmra.com

Or email:

info@africanmra.com

Partners:





AFRICA FORUM 2019

Lagos, Nigeria

Building Tomorrow; Africa Leading

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