



10<sup>th</sup> | SESSION

6<sup>th</sup> | SESSION

2<sup>nd</sup> | SESSION

2<sup>nd</sup> | SESSION

# 29-31

## October, 2020

Addis Ababa, Ethiopia



# SPONSORSHIP

## OPPORTUNITY

Organized by



## EXHIBITION SPONSORSHIP PACKAGES

With diverse alternatives for visitors to see at the show, several sponsorship opportunities are drafted for you to stand out from the crowd on the premier International poultry, livestock, aquaculture and apiculture inputs, technology and solution trade show 2020 Session. The sponsorship packages are designed to create impact and offer unparalleled alternatives to promote your products and service that your business offer to the largest audience locally as well as internationally. The exhibition alongside well organized forums will provide you with unique opportunities to reach thousands of your targeted customers.

### **By Sponsoring the trade fair, you will be able to:**

- Achieve wider publicity in our marketing campaign
- Present your company as an industry leader
- Build corporate image
- Attain a greater brand exposure
- Value your business communication and marketing campaign
- Directly access your target market

If your company aims to increase its share in the rewarding poultry, livestock, aquaculture and apiculture market, our tailor-made sponsorship packages could prove their essential part of your strategy to raise your company profile and brand image at the 2020 session.

Ranging from simple online advertising opportunities on the event website to multilevel and multi-channel packages across the whole marketing mix, we can provide you with a platform to meet your budget that will set you apart from the crowd.

You are most welcome to take advantages from the number of unique and interactive opportunities that vary in price and style to appeal a wide range of companies who wish to raise their profile before, while and after the show.

We would be delighted to discuss these diverse opportunities in more detail and encourage any creative idea you may have to achieve your goals.

Every exhibitor is competing for visitors' attention – This is your opportunity! Give yourself that extra edge to drive visitors to your stand & ensure they'll recognize your

If your company aim to be prominent leader in the market, meet directly decision-makers or get your brand in front of the clients a number of sponsorship opportunities are available for you. Take a look at some of our recommended packages for proven benefits that work a longer period. Reach your new clients with our tiered structure that suits your campaign.

### **Please contact the team for more information on**

Tel: +251 116 184365

Cell: +251 929 308363 / 64

Email: [marketing@pranaevents.net](mailto:marketing@pranaevents.net)

**Warm Regards, The Project Team!**



# COMMERCIAL AND SPONSORSHIP OPPORTUNITY PACKAGES

## PRE & POST EVENT OPPORTUNITIES

Your Logo on all Printed & Digital Hall Plans

**ETB - 3,000.00**

Pre- & Post-Show Newsletter

**ETB - 12,000.00**

Logo + Hyperlink in Pre-Registration Confirmation Website

**ETB - 8,000.00**

Pre- Show E-Shot

**ETB - 11,000.00**

Logo + Hyperlink in Visitor Pre-Registration Website

**ETB - 10,000.00**

Post- Show E-Shot

**ETB - 13,000.00**

Pre- Show Newsletter

**ETB - 6,000.00**

Pre- & Post- Show Newsletter

**ETB - 20,000.00**

Post- Show Newsletter

**ETB - 7,500.00**

## EXHIBITION CATALOG OPPORTUNITIES

Back Cover Full Page Advertisement

**ETB - 25,000.00**

Full Page Advertisement - Premium Position

**ETB - 16,000.00**

Front Cover Inside Full Page Advertisement

**ETB - 20,000.00**

Inside Full Page Advertisement

**ETB - 12,000.00**

Double Page Spread

**ETB - 20,000.00**

Inside Half Page Advertisement

**ETB - 8,000.00**

Back Cover Inside Full Page Advertisement

**ETB - 18,000.00**

# MARKETING OPPORTUNITIES

## BRANDED BAGS IN ENTRANCE AREA – ETB 20,000.00



Sponsorship of high quality laminated paper carrier bags featuring sponsor's logo/design on one side and the event logo on the other to be distributed to visitors on arrival at the exhibition. Opportunity also includes addition of single piece company literature/gift in the bags. The sponsor is responsible for the production and supply. Design and specification needs to be approved and agreed with the organizers. (Designed & Produced by Sponsor).

## 3,000 LANYARDS WITH YOUR LOGO AT THE VISITOR REGISTRATION – ETB 20,000.00



Sponsorship of high quality branded lanyards with the sponsor name/logo. Price includes design, manufacture, and supply of badges. Lanyards must be supplied by the sponsor (If the sponsor wants the organizer to provide lanyard, please request the quotation).

## LOGO ON VISITOR BADGES – ETB 15,000.00



Sponsorship of high quality badges to be worn by all visitors at the event. Badges will feature sponsor's logo exclusively on the back of the badge providing high visibility to visitors.

## REGISTRATION STAFF T-SHIRTS – ETB 11,581.25



All registration staff will wear t-shirts emblazoned with your logo. A great way to present your brand in a funky and eye catching way which everyone will get the chance to see. The cost will cover design and t-shirt production.

## USB MEMORY STICKS – ETB 10,000.00



Branded USB memory sticks will be handed out to VIP & Guest of Honors at the inauguration, providing them with a useful and permanent reference tool. USB memory sticks will include your own company information along with a full exhibitor list and details about the event. Sponsor is responsible for design and supply of USB sticks (the design should include the event logo, date & venue) and must be approved by the organizer.

## NOTEPADS – 10,000.00



Sponsored notepads will be given to all conference delegates. Sponsor's logo and website will appear on all pages in the notepad. The sponsor is responsible for the design, publish and supply (the design should include the event logo, date & venue) and must be approved by the organizer.

## PENS WITH YOUR LOGO AT THE VISITOR REGISTRATION AREA –

5,000.00



Sponsored pens will be given to all conference delegates and visitors depending on the number of supplied pens. The sponsor is responsible for the design, manufacture and supply for the event.

## PRODUCT LITERATURE ON VISITORS BAGS – ETB 10,000.00



A great way to get your company & product information to buyer's hands as they enter the event. Sponsor to supply all materials.

# ONSITE SIGNAGE'S AND BRANDING OPPORTUNITY

## VENUE BILLBOARD -

ETB 60,000.00

Billboards have a powerful branding impact transferring your quick messages to your target audiences as it is ideal for brand-building and supporting a campaign that wants to get unnoticed. The billboard in the venue (20\*20M) is visible to all participants who will be coming to visit the event as well as commuter outside the venue.

## BANNER BRANDING ON THE VENUE WITH WOODEN FRAME -

ETB 800.00

(Per Sqm) Placing branding on the outer side of the venue is an extremely effective marketing tool for your company. Since they are placed in strategic positions on the outer fence of the venue, they maximize brand exposure as well as pass a message for visitors to come from along the highways to you stand.

## BRANDED FLAG ON THE FLAG POLE -

ETB 2,000.00

(Per Piece) A highly visible promotional item to make a brand stand out from the competition is a branded flag. Placed in the venue flag pole surrounding the premises, flags have the power to draw attention because they tend to move catching the eye of your target audiences.

## FLYING BANNERS IN THE PREMISES -

ETB 2,000.00

Designed to turn in the breeze to create eye catching & high impact advertising, Flying Banners are ideal for outdoor use because they are a simple, practical and effective promotional tool. In a crowded ground level environment, flying banners offer the opportunity to lift your branding or advertising message above the clutter.

## BRANDING ON THE PILLAR OF WELCOME ARCHWAY IN THE MAIN ENTRANCE -

ETB 3,000.00

Whether it is inside or outside the venue, this pillar branding is seen by any one walking or driving past as well as potential customers who are entering the expo. This will result in great success as your audience can physically see your information from a distance and process the message behind it.

## FOOT PRINT TILES -

ETB 1,000.00

(Per Piece) Floor tiles are an ideal advertising opportunity, used in areas with high buyer flow such as the foyer and crossover points between halls. They are a preferred option for exhibitors who want to guide buyers directly to their booths.

## ROLL UP BANNER IN THE REGISTRAION AREA -

ETB 3,000.00

Rollup banners are easy to place in areas of high visitor traffic such as close to the registration gates, near to VIP rooms, Press areas and crossover points between halls. The advertiser is responsible for the design and production of the advertising.

## SUSPENDED CEILING BANNERS IN THE HALL -

ETB 10,000.00

A variety of design applications are available to use in the hall entrance, a busy location as it functions as both the entrance and exit to the show. An eye-catching and impactful choice, suspended ceiling signs (1\*1m) will draw attention to your brand in an area that is also in close proximity to the press and VIP rooms.

## ADVERTISING ON THE SUSPENDED CEILING SCREENS (Images Only, No Sound) -

ETB 20,000.00

The most effective and most compelling tool for seamlessly connecting with customers is digital advertising, capturing visitors' attention bringing your contents to life.

## STAIR GRILL BRANDING IN HIGH QUALITY VINYL WITH WOODEN FRAME (Per Sqm) -

ETB 1,000.00

This Banners are hanged inside the hall placed in a strategic area guaranteeing constant visibility along the walk way creating cognizance of your company, product and placed booth number. Seen from each corner of the venue, you can easily get observed by all participants and exhibition attendees. The exhibitor is responsible for the design and production.

## PILLAR BRANDING FOR TWO SIDES (1.2\*3M) - ETB 14,000.00 / PILLAR BRANDING FOR FOUR SIDES (1.2\*3M) - ETB 24,000.00

The biggest and most visible form of brand advertising that would make visitors take a second glance are the unique pillars inside the venue. Branded pillars are a complete head turner and are the best way to capture your audiences' attention. The exhibitor is responsible for the design and production.

## EXHIBITION BOOTH BRANDING IN HIGH QUALITY STICKER (Per Sqm) -

ETB 400.00

Your exhibit is a living symbol of your brand and what it stands for, which includes values and vision as well as products or services. So, let the booth tell that story by branding it! Strive to extend that storytelling through the design and sensory elements, which enhance the customer experience and drive home your message.

# GOLD SPONSORSHIP



ETB 100,000.00

A great opportunity to put your logo and collateral in front of a receptive audience with time on their hand. Whether a meeting area or just a place for a five minute break, your branding will appear on event signages

## Pre Event

- Logo will appear on entire marketing campaign
- Logo on event website hyperlink with your website
- Advertisement on the event social media pages
- Logo with hyperlink and company description (300 characters incl. blanks) in pre-event e-newsletter
- Company description (200 Character incl. Space) on the sponsor section of the event website hyperlinked to your site
- Logo on Press Conference Backdrop and Recognition on the Press Release

## At Event

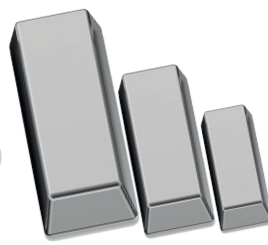
- Logo on main event signage's
- Verbal acknowledgement on the Managing Director during the inauguration function
- Your logo as Sponsor & inside half page advert in the exhibition catalogue
- Logo with hyperlink and company description (300 characters incl. blanks) in the opening day e-newsletter highlighting your company's involvement as your sponsorship title
- Issue certificate of appreciation/award stating your sponsorship on the inauguration program

## Post Event

- Logo on post show report sent out to entire participants highlighting your company's involvement as your sponsorship title
- logo with hyperlink and company description (500 characters incl. blanks) in the post-show thank you newsletter highlighting your company's involvement as your sponsorship title



# PLATINUM SPONSORSHIP



ETB 150,000.00

As platinum sponsor, this package offers your company an unrivalled opportunity to be featured as the key player within the country furniture & interior sector. This package exclusively places you in the leading position and you will benefit from high profile branding, advertising exposure, PR and both on and off line marketing promotions throughout the campaign. So harness the power of furniture and interior expo marketing campaign and truly define your position in the furniture & interior sector of the region.

### Pre Event

- Logo will appear on entire marketing campaign
- Logo on event website hyperlink with your website
- Advertisement on the event social media pages
- Logo with hyperlink and company description (300 characters incl. blanks) in pre-event e-newsletter
- Company description (300 Character incl. Space) on the sponsor section of the event website hyperlinked to your site
- Logo on Press Conference Backdrop and Recognition on the Press Release
- Opportunity to stand your company rollup banner on the press conference registration/refreshment area
- Digital banner on the event website

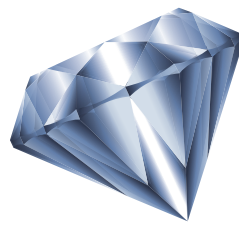
### At Event

- Logo on main event signage's
- Verbal acknowledgement on the Managing Director during the inauguration function
- Your logo as Sponsor & advert inside full page in the exhibition catalogue
- Logo with hyperlink and company description (300 characters incl. blanks) in the opening day e-newsletter highlighting your company's involvement as your sponsorship title
- Your logo connected with your booth on every published hall plan (Both printed and digital)
- Insertion of your company giveaway materials on visitors' package
- Inclusion of your feedback on the e-daily
- Issue certificate of appreciation/award stating your sponsorship on the inauguration program

### Post Event

- Logo on post show report sent out to entire participants highlighting your company's involvement as your sponsorship title
- logo with hyperlink and company description (500 characters incl. blanks) in the post-show thank you newsletter highlighting your company's involvement as your sponsorship title

# DIAMOND SPONSORSHIP:



ETB 200,000.00

This is your opportunity to enforce your brand in front of targeted audience comprised of key industry players, higher government officials, senior executives and management who will attend the opening, conference and business to business meetings to learn about issues that are impacting the furniture & interior sector. Over the 3 days of the event, more than 10,000 visitors and delegates are expected to attend the exhibition and conference sessions. All participants will be required to register before gaining access to the event, therefore ensuring your brand at the registration area makes an impact at the earliest possible opportunity.

### Pre Event

- Logo will appear on entire marketing campaign
- Logo on event website hyperlink with your website
- Advertisement on the event social media pages
- Logo with hyperlink and company description (300 characters incl. blanks) in pre-event e-newsletter
- Company description (500 Character incl. Space) on the sponsor section of the event website hyperlinked to your site
- Logo on Press Conference Backdrop and Recognition on the Press Release
- Opportunity to stand your company rollup banner on the press conference registration/refreshment area  
Digital banner on the event website
- Speaking opportunity on the press conference
- Exclusive e-shot for entire database

### At Event

- Logo on main event signage's
- Verbal acknowledgement on the Managing Director during the inauguration function
- Your logo as Sponsor & advert premium full page in the exhibition catalogue
- Logo with hyperlink and company description (300 characters incl. blanks) in the opening day e-newsletter highlighting your company's involvement as your sponsorship title
- Your logo connected with your booth on every published hall plan (Both printed and digital)
- Insertion of your company giveaway materials on visitors' package
- Inclusion of your feedback on the e-daily
- Opportunity to place one roll up Banner in a convenient place at the opening ceremony hall
- Your company PPT presentation (max 5 Slides) before the start of official inauguration function
- Speaking opportunity for the company senior executive during the opening session
- One speaking slot in the conference/forum
- Issue certificate of appreciation/award stating your sponsorship on the inauguration program

### Post Event

- Logo on post show report sent out to entire participants highlighting your company's involvement as your sponsorship title
- Logo with hyperlink and company description (500 characters incl. blanks) in the post-show thank you newsletter highlighting your company's involvement as your sponsorship title
- Exclusive e-shot after for the entire participants



# GRAB

## THE OPPORTUNITIES

### ORGANIZERS

#### Prana Events – Creating Platforms

Prana Events is a full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia. The company is established with an aim to support the event industry with Knowledge, technology and solutions.

Under the strong leadership of the founder and Managing Director - Mr. Nebeyu Lemma, who has a decade of expertise in managing international trade fairs and conferences, the company is staffed with young, hardworking and creative professionals that have high value and talent for their appointed position.

As Ethiopia is on the lead as the fastest growing economy in the world, Prana Events is committed to be in the forefront in the area of trade fair and exhibitions by delivering world class shows.

#### Expoteam For service Co., Ltd.

Expo Team Services Co. Ltd., is a leading international exhibitions and conference organizer mainly focusing on African markets development based in Khartoum Sudan.

Managed by the founding shareholder and accompanied by the values of a family business Expo team has specialized in organizing poultry, printing, security and machinery industry exhibitions in east and central Africa.

We also acquired the required skills and established a positive and influential network in the region, which gives us a competitive advantage.



#### Contact for Ethiopia and Worldwide:

Prana Events, Nebeyu lemma  
Bolemedhaniyalem Lucky Building 5th Floor  
P.O.Box: 16362 Addis Ababa, Ethiopia  
Tel: +251 116 184365 Fax: +251 116 621202  
Cell: +251 929 308366  
Email: Nebeyu@fair-team.co  
www.pranaevents.net



#### Contact for Sudan, North Africa and Middle East

Expo Team for Service Co. Ltd, Osama Moustafa  
Hospital Street, Pantela building, Flat No. 101;  
P.O.Box: 13 565 Khartoum 11111, Sudan  
Tel: +249 183 745905 Fax: +249 183 745 906  
Mobile: +249 912 273795  
Email: simsim362002@yahoo.com  
www.expoteam.info