

# SPONSORSHIP PROGRAMME

Companies wishing to maximise their profile at the **Intermodal Africa 2022 Benin Exhibition and Conference** will benefit from international publicity offered by sponsorship. As an Official Sponsor, your company's latest full colour corporate logo will be included as an Event Sponsor in the following:

- The official conference programme distributed worldwide
- All digital media event promotion
- All international event advertising, direct mail and public relations
- The official Intermodal Africa 2022 Benin Exhibition and Conference website
- Sponsorship acknowledgement during the Opening Ceremony and by the conference moderator during the Conference
- The Welcome Arch at the main entrance to the Exhibition and Conference
- **3 Free of Charge** Conference Delegate Registrations worth €4,995

## Delegates Lanyards Sponsorship

All event participants are given a name tag at registration. Attached to the name tag is a lanyard worn by all participants throughout the two days of the event. Your company's latest full colour corporate logo is exclusively printed throughout the full length of the lanyard in full colour and in a highly visible format. Sponsorship is €7,895 including all production costs. This does not include nametag sponsorship.

## Delegates Nametags Sponsorship

All event participants are given an identification name tag to wear throughout the two days of the event. Your company's latest full colour corporate logo exclusively printed in full colour across the front of all name tags distributed to every event participant throughout the event. Sponsorship is €7,895. This does not include lanyard sponsorship.

## Event Website

Have your latest colour logo displayed on the event homepage linking all event website viewers directly to your website. Sponsorship is €6,895.

## Brochure Distribution

Have your latest corporate brochure distributed personally by our event staff from the Event Registration Desk. Cost for guaranteed brochure distribution to every conference participant is €4,995.

## Conference and Exhibition Directional Signage

Have your company's latest full colour corporate logo exclusively displayed across the front of all directional signages in full colour and in a highly visible way throughout the Exhibition and Conference. Sponsorship is €6,895.

## Company Banners

Have your latest 3 full-sized indoor banners positioned in high traffic areas i.e. in front of the Event Registration Desk, inside the Conference hall and inside the Exhibition area. Sponsorship is €6,895 per 3 banners.

## Technical Site Visit Transportation Sponsorship

The Technical Site Visit take place one day before the event as part of the agenda for participating delegates. Sponsoring the Technical Site Visit transportation is an excellent way of branding your company. The Sponsor is invited to say a few words of welcome before the start of the Technical Site Visit and have marketing materials and branding throughout the tour e.g. distribution of brochures on the bus. Sponsorship is €6,895.

## Networking Welcome Reception — Tuesday 22 November 2022

The Networking Welcome Reception is the first of two social highlights of the whole event. All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed sociable evening over food, drinks and local entertainment. The Sponsor is invited to say words of welcome during the function and have marketing materials and branding throughout the function. All arrangements with transport are made by the sponsor.

## Conference Sessions Sponsorship

An excellent way of marketing your company is to present your latest corporate video to the conference delegates at the start of a conference session. Cost is €6,895 per Conference Session Sponsorship.

Session 1 **SIEMENS**

Session 2

Session 3

Session 4

Session 5

Session 6

## Conference Delegates Refreshment Breaks

During the event, refreshments will be served three times a day. Your company's latest full colour corporate logo will be printed as a Main Sponsor in the conference brochure. Your company can exclusively display promotional banners and literature at the refreshment serving points throughout the day as well as being able to take advantage of the range of sponsorship benefits in the introduction. Exclusive sponsorship of each Conference Delegate Refreshment break is €6,895.

Break 1

Break 2

Break 3

Break 4

Break 5

Break 6

## Conference Delegates Lunches

Your company's colour logo will be displayed as a Main Sponsor in the conference brochure. Your company has the opportunity to display promotional literature and posters in the delegates' dining room as well as words of welcome before the start of the lunch, plus a VIP lunch area for up to eight of your VIP clients or partners. Exclusive lunch sponsorship per day is €7,895.

**Wednesday 23 November 2022**

**Thursday 24 November 2022**

## Networking Welcome Dinner — Wednesday 23 November 2022

The Networking Welcome Dinner is the social highlight of the event. All participants and spouses enjoy the opportunity to network with fellow industry colleagues and friends throughout a seated dinner with local food, drinks and entertainment. The Sponsor is invited to say a few words of welcome and have marketing materials and branding throughout the function. All arrangements with transport are made by the sponsor.