

Organised by



The 2nd Annual Sub-Sahara Spectrum Management Conference

The meeting point for the Sub-Saharan spectrum community!



Sponsorship and Exhibition Prospectus

7 - 8 November 2016
Dakar . Senegal

Contact - Dan Craft
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www.forum-global.com

www.subsahara-spectrum.com



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About the Event

Now in its **2nd year** the **Sub-Sahara Spectrum Management Conference** is the only dedicated spectrum management conference focussed on the Sub Sahara region. As in the previous edition, the 2016 edition will bring together high level speakers and delegates from the major stakeholders of the Sub-Saharan and global spectrum communities for an interactive discussion on the key issues surrounding spectrum management policy in Sub-Sahara.

Taking place as part of the **Global Spectrum Series**, and also an established annual event in its own right, the Sub-Sahara Spectrum Management Conference does not simply offer a stand alone, one off marketing opportunity, but provides the chance to become involved on a regular basis in a pivotal and talked about industry event.

Over time the event (along with our other spectrum management policy conferences) has established a brand of its own and a reputation for quality, which in turn adds value for all organisations that are involved and associated with it.

Should you be interested in also exploring involvement in our Spectrum Management Conferences in any of the following regions, then please contact us and we would be delighted to put a package together:

► The Americas ► Latin America ► Asia Pacific ► Middle East and North Africa ► European

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PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

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Sponsorship Packages

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Benefits	Platinum	Gold	Silver
Exclusive speaking position for company representative <i>(subject to suitability of programme)</i> .	✓		
2 places at pre-conference speaker and VIP dinner debate <i>(including speaker)</i>	✓		
Corporate identity on conference website with link to company website	✓	✓	✓
Recognition as sponsor <i>(at selected level)</i> in marketing emails and press releases	✓	✓	✓
Inclusion of company materials in delegate bags	✓	✓	✓
Branding on main stage	Priority Branding	✓	✓
Exhibition Space in refreshments / networking area	Prime Location	✓	✓
Advert in delegate handout	Full Page	Half Page	
Complimentary delegate places	5	3	1
Cost (excl. VAT)	\$13,500	\$9,500	\$7,000

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Catering Packages

Exclusive Sponsorship of VIP & Speaker Dinner

\$9,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary delegate places

Exclusive Sponsorship of Lunch Salon

\$5,000

- Corporate identity displayed as lunch sponsor in main dining room and refreshment area
- A private room made available with space for up to 20 people to enjoy a seated lunch, which if required, can also be set up with a projector and screen etc.
- The opportunity to invite a selection of delegates and speakers who are attending the main conference to join as your guests
- Forum Europe will assist with the marketing of the lunch salon by ensuring that it is mentioned on the event website and emails that are sent to registered delegates
- Contact details of the delegates to be targeted will be provided to company sponsor to allow for their invitation. Forum Europe is also happy to send the initial invitations

Exclusive Sponsorship of Cocktail Reception

\$5,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

Exclusive Sponsorship of Refreshments (3 per day)

\$3,500

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme and website.

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Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Global. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Sponsored Lanyards

\$1700 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



Insert in Delegate Packs

\$650

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.



Conference Badges

\$1250

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.

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Exhibit at Spectrum Management 2016

Stand Size: 2.5m x 3m

\$1750 per stand



Be recognised as an important sector leader with an exclusive exhibition space during the 2016 European Spectrum Management Conference.

This 2 day conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website (www.subsahara-spectrum.com) along with contact details and a link to your homepage
- A special discounted rate of \$350 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

Exhibition details:

All stand areas are sized at 2.5m x 3m and the ceiling height in the room is 3.5m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1m included in the price.

Exhibitors are invited to prepare their stand between 14.00 and 17.00 the day before the conference.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.

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Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor ☐ Gold Sponsor ☐ Silver Sponsor ☐

I am interested in the following Catering Packages (please tick box):

Cocktail Reception ☐ Lunch ☐ VIP & Speaker Dinner ☐ Refreshments ☐

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards ☐ Insert in Delegate Packs ☐ Conference Badges ☐

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Company:

Address:

Name of contact:

Contact Tel. Number: Contact Email:

Signature: Date:

Please Faxback to +44 (0) 2920 020 432

Please contact Dan Craft to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 021 . Fax: +44 (0) 2920 020 432 . Email: dan.craft@forum-global.com

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Exhibition Space Reservation Form

Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation

Organisation Name:			
Contact Person:			
Address:			
	City:		
Postcode:		Country:	
Tel:		Fax:	
		Email:	

Description of organisation for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

(max 50 words):

Please select the number and size of stand space below.

If you have any queries over this, please contact Dan Craft on +44 (0) 2920 783 021.

I would like to reserve (please indicate number) large exhibition spaces (2.5m x 3.0m) @ \$1750 each

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of \$350 for a full page advert in the main conference brochure. ☐

By taking out an exhibition space, one organisation representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organisation wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Europe will contact you shortly to take the details of delegates.

Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Europe. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a \$150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The 2nd Annual Sub-Sahara Spectrum Management Conference, 7 - 8 November 2016, Dakar, Senegal and accepts the terms and conditions stated above.

Signature

Date

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