



6th Annual Africa Banking & Finance Conference 2016

Theme: Promoting Financial Inclusion: Connecting people to Banking & Financial Service"

Build your brand; increase sales and market share through exhibits and Sponsorships

The 6th edition of the Africa Banking & Finance Conference 2016- ABFC 2016 is scheduled to be held on the 1 – 2 June 2016 in Accra Ghana. Sponsorships position your company as a leader in your sector. So when you think about investing in face-to-face interaction at ABFC 2016, consider the impact that a sponsorship will make on key customers and prospects. Previous Edition of ABFC.



Conference Hall



Speaker Presentations



Exhibition Area 2015

1. Basic Corporate Exhibitor – USD 5000

The Corporate Exhibitor's Package allows your company to participate at this event and meet prospective clients in a very cost effective way.

- Exhibition space of 3 by 3m
- Your Company's logo will be featured (within productions schedule) on:
 - the conference website
 - pre-conference e-brochure which will be emailed to the industry database
 - 1 print brochure mailed to the industry database
- 2 complimentary delegate pass to the Conference
- 1 full page in the official conference booklet, for the inclusion of your corporate profile

(All sponsors and exhibitors will receive the package above)

2. Gala Dinner Host (USD\$20,000)

The Gala Dinner and Cocktail Host Sponsorship Package is a premier corporate sponsorship package. Traditionally, this is held on the first evening of the conference (this case the 13th April 2016) and, as such, presents your company with a visible and high impact opportunity to participate as a leading sponsor. Your company would receive the following business benefits:

- Exclusive Gala Dinner host position
- A 8-10 min speech to open the Gala Dinner as well as present your company's profile
- Speaking role for your most senior executive in the appropriate session at the conference



- As Gala Dinner & Cocktail host, your company's name and logo will be featured (within productions schedule) on:
 - the conference website
 - pre-conference e-brochure which will be emailed to the industry database
 - 1 print brochure mailed to the industry database
- Weekly email shots sent to the industry database and to our media partners databases'
- An announcement mailer sent to our database of over 30,000 names announcing the Innovation
- Partner's participation at discounted rates
- Sole hosting & high impact branding at the gala dinner & cocktail area.
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the Gala Dinner host
- Limited complimentary delegate places at the Conference
 - Sole placement of corporate promotional material on Gala Dinner & Cocktail host tables-branding items to be provided by the organizer
- A copy of the attendee list for post-event follow-up
- Branding and signage featuring your logo on table clothes at the registration desk and on the welcome signage
- The opportunity to distribute your company's brochure and a gift/giveaway at the Gala Dinner
- Executive Exhibitor package, featuring a 3 x 3m space only in the Exhibition Hall
- 1 full page in the official conference booklet, for the inclusion of your corporate profile and photographs of two senior executive. The conference booklet is given to all attendees including the attending press.
- Post event
- A copy of the attendee list for post-event for follow-up.
- Comprehensive media coverage including video & photos where applicable.

3. **Cocktail Host (USD\$15,000)**

The Cocktail Host Sponsorship Package is a premier corporate sponsorship package. Traditionally, this is held on the 2nd evening of the conference (this case the 14th April 2016) and, as such, presents your company with a visible and high impact opportunity to participate as a leading sponsor. Your company would receive the following business benefits:

- Exclusive Cocktail host position
- A 8-10 min speech to open the Cocktail as well as present your company's profile
- Speaking role for your most senior executive in the appropriate session at the conference
- As the Cocktail host, your company's name and logo will be featured (within productions schedule) on:
 - the conference website
 - pre-conference e-brochure which will be emailed to the industry database
 - 1 print brochure mailed to the industry database
 - Weekly email shots sent to the industry database and to our media partners databases'
- An announcement mailer sent to our database of over 30,000 names announcing your participation
- Sole hosting & high impact branding at the cocktail area.
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the Cocktail host



- Limited complimentary delegate places at the Conference
- Sole placement of corporate promotional material on Cocktail host tables- branding items to be provided by the organizer
- A copy of the attendee list for post-event follow-up
- Branding and signage featuring your logo on table clothes at the registration desk and on the welcome signage
- The opportunity to distribute your company's brochure and a gift/giveaway at the Cocktail
- Executive Exhibitor package, featuring a 3 x 3m space only in the Exhibition Hall
- 1 full page in the official conference booklet, for the inclusion of your corporate profile and photographs of two senior executive. The conference booklet is given to all attendees including the attending press.
- A copy of the attendee list for post-event for follow-up.
- Comprehensive media coverage including video & photos where applicable

4. Session Sponsor (USD 10,000)

Session host options

- a) The session is run as a side or parallel session (1.30 hour max) in a different room from the main conference. This is only advisable if the topic is specific to a certain group/sector in the industry and may therefore be irrelevant to the larger audience. In this case the session host invites their own panel of speakers and may invite their clients to attend for free that session only.
- b) The other option is hosting a specific session within the main conference where the session is appropriate to the larger audience. This is the option proposed in this package. As a host company in the this option, the moderator dedicates an agreed number of minutes to the company i.e., he acknowledges the company as sponsor and gives a brief summary of their products, where their booth is at the exhibition hall, who is representing the company at the event and other items that we can agree on- i.e. items that you want mentioned. We provide branding in the room featuring the sponsor's logo during this session. We propose other speakers to join the host in the panel unless the session host is able to have speakers that will provide enough views to cover the issues we want covered in that session.

Other benefits

- Your company's name and logo will be featured (within productions schedule) on:
 - the conference website
- pre-conference e-brochure which will be emailed to the industry database
- 1 print brochure mailed to the industry database
- An announcement mailer sent to our database of over 30,000 names announcing participation
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the session host
- 5 complimentary delegate places at the Conference inclusive of the speaking slots
- Sole hosting & high impact branding during session - branding items to be provided by the organizer
- Branding and signage featuring your logo on table clothes at the registration desk and on the welcome signage



- Executive Exhibitor package, featuring a 3m x 2m space only in the Exhibition Hall
- 1 full page in the official conference booklet, for the inclusion of your corporate profile and photographs of two senior executive
- A copy of the attendee list for post-event for follow-up
- Comprehensive media coverage including video & photos where applicable

5. Refreshment Host (USD 8,000)

Key business development benefits include:

- 20 min speaking slot
- Branding and signage featuring your corporate logo as Refreshment Host
- Acknowledgement as well as sole hosting & high impact branding at the refreshment area
- High profile branding on the Conference brochures and all marketing materials featuring your logo as the Refreshment Host
- 4 complimentary delegate places at the Conference
- A Corporate Exhibition package for a 3 x 3 m space only
- Sole placement of corporate promotional material on Refreshment tables- branding items to be provided by organizer
- A copy of the attendee list for post-event follow-up

6. Delegate Bag Sponsor Available at USD 8,000

Sole corporate branding on the Official Forum Delegate bag will ensure a distinctive exposure amongst the Forum participants. As the sponsor of the Official Forum Delegate Bag Sponsor, your company will receive the following business benefits:

- Exhibition package
- Your corporate logo and branding on the delegate bag,
- 4 delegate passes to the conference
- Full page corporate profile with logo in the official Forum Booklet
- Opportunities to place your promotional materials or catalogue in the bag

7. Lanyards Sponsor (Available at USD 7,000)

Sole corporate branding on the Official Conference Delegate Lanyard will ensure a distinctive exposure amongst the Conference participants. As the sponsor of the Official Conference Delegate Lanyards, your company would receive the following business benefits:

- Exhibitors Package
- Company name/logo to be printed prominently printed on the lanyard that will hold the participant's badges.
- Full page color advertisement in the Official Conference Booklet
- 4 complimentary delegate places at the conference
- Additional delegate places available at the special discount rate



Other Strategic Titles Include:

- 8. Technology sponsor**
- 9. Consulting Sponsor**
- 10. Leadership Partner**
- 11. Legal Partner**
- 12. Knowledge partner**

Upon receipt of the confirmation of a package above, we will send you an official agreement and invoice.

For any further details Contact; hellen@aidembs.com or call +254 202218114