



Energy. In one place.



africa energy forum

11 - 14 JUNE 2019 • LISBON

SPONSORSHIP PACK 2019



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About AEF.

The Africa Energy Forum (AEF) is the annual international meeting place for decision-makers in Africa's energy sector. Over the years the Forum's stellar market reputation has been built upon the attendance of credible industry leaders, first class networking opportunities and targeted, highly relevant programme content.

What to expect

The Forum features a 4 day programme of panel discussions, workshops, sponsored seminars, networking functions, a shell scheme exhibition of 100 solution providers, a selection of meeting rooms available for sponsors and ministers to continue discussions and sign deals.



100+
PUBLIC SECTOR
PARTICIPANTS



2000+
DELEGATES



300+
SPEAKERS



77+
COUNTRIES



Why sponsor.

You will be positioning your brand and organisation to 2,000+ senior-level representatives comprised of governments, utilities, regulators, power developers, policy makers, EPC contractors, institutional investors, development banks, commercial banks, fund managers, private equity investors, multilateral financial institutions, technology providers, consultants, law firms, IOCs & NOCs and energy consumers, all who attend to debate energy solutions, establish new connections and make decisions at the highest level.

With a growing database of over 50,000 relevant industry contacts and 51,000 unique annual website visits, your brand will be seen by the clients that matter.

Sponsors have their logo placed on the conference website, email communications, marketing brochures, adverts and invitations and across the onsite signage.



An international audience from over 77 different countries



Place your business in front of 2000+ senior level representatives from the energy sector



Event supported by industry leading publications and media partners



Raise awareness and position your services as the essential partner of choice



Supported marketing pushes before the show through the website and via mail outs



Opportunity to meet and speak to Ministers and decision makers from the energy industry

Branding opportunities.

Sponsor categories.

FORUM SPONSOR*

As the official Forum Sponsor your logo will feature in the most prominent position on all marketing material before, during and after the event. Your logo will also be displayed on all signage across the forum. The top tier sponsorship category.

EXHIBITION SPONSOR*

Your logo will appear in all materials and signage as exclusive Exhibition Sponsor, including exclusive banners in the exhibition. Exhibition stand is located in a prime location. One of the top three sponsorship opportunities.

COUNTRY SPONSOR*

A chance to showcase your local expertise, the Forum's Country Sponsor is a local company to the host country, with logo in all materials and signage. One of the top three sponsorship opportunities.

LEAD SPONSOR

Alongside the other top tier sponsors, Lead Sponsors receive priority branding on every marketing brochure cover as well as onsite signage & show guide. Ideal for showcasing your company as a leader in the sector.

STRATEGIC PARTNER

Strategic Partners choose which EnergyNet meetings are most relevant for them and get branding & thought leadership opportunities across all chosen meetings. A great way to maximise visibility throughout the year.

SPONSOR

Tailor-make your package to meet your objectives and still benefit from having your logo across a selection of pre event and onsite branded materials.

BRANDING PACKAGE

for Forum, Exhibition, Country, Strategic & Lead Sponsorship

- Corporate logo to feature at selected Sponsorship level across pre, onsite and post event marketing collateral (hard copy, digital & online)
- Company logo on all pre-summit promotional materials
- Company logo and profile on the AEF website
- A hyperlink on the AEF website (via your corporate profile) to your company's homepage
- Opportunity for you to send invitations through emails and telemarketing to your clients to attend the summit at a discounted rate
- Company logo to appear on the front of all marketing collateral
- Company logo to feature on banners onsite
- Company logo on co-branded banners positioned in several locations throughout the event
- Company logo on the holding slide in the main conference room
- Logo and profile in the AEF Guide given to all attendees
- 25% off full price rate for additional delegates
- Company logo to appear in the post event report
- 4 dedicated exclusive banners in the exhibition (*for Exhibition Sponsor only)
- Company logo on the conference rooms stage sets (* for Forum, Exhibition and Country Sponsors only)

Branding opportunities.

Venue branding.



EXHIBITION BALCONY BANNER
(6 AVAILABLE)

Display an advert along the exhibition balcony, visible to all in the exhibition.

Size: W3m x H1m
Price: £1200 each

6
AVAILABLE



EXHIBITION STAIRS BRANDING

A highly effective way to communicate your message is to brand the stairs. Situated in the exhibition leading to the Conference Rooms and the Meeting Hub.

Size: available on request
Price: £7,500

SOLD



CONFERENCE STAIRS BRANDING

Situated outside the main conference rooms, a highly effective way to communicate your message is to brand the stairs.

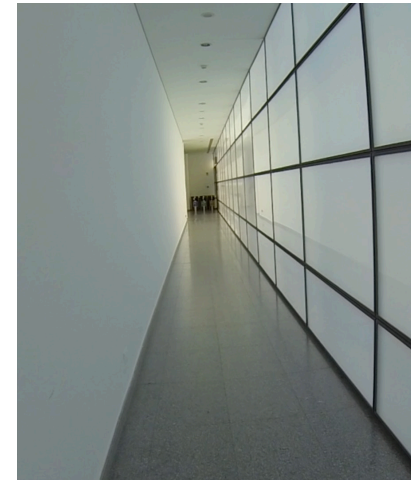
Size: available on request
Price: £7,500



FLOOR STICKERS

Direct potential clients to your stand by creating floor stickers to guide them through the exhibition

Size: available on request
Price: £3,000



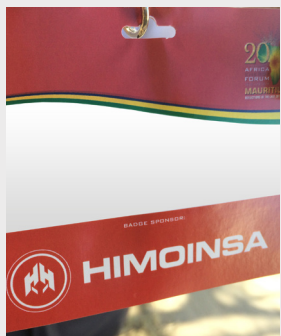
WALKWAY BANNER

The walkway connects the meeting rooms and exhibition with the conference rooms. Great opportunity to really broadcast your message.

Size: W28.3m x H2.40M
Price: £5,000

Branding opportunities.

Sponsored items.



BADGE SPONSOR

Fantastic opportunity to have your logo appear on every single badge alongside the AEF logo. Badges are worn by every delegate at the Forum.

Price: £8000

SOLD



BAG SPONSOR

What better way to get your brand seen by every single delegate than exclusively sponsor the official delegate bags. Bags lend a helping hand by holding material collected at the event - and they are seen in use long after the event has ended!

Includes:

- Bags placed in prominent location in registration for delegates to pick up on arrival
- Sponsor's logo branded on all bags

Price: £18,000



TAKE AWAY COFFEE MUG SPONSOR

Coffee fuels delegates through the long conference hours. With the current focus on plastic wastage, more and more people are using re-usable cups. Sponsor the take away coffee cups at AEF giving a gift that every wants and will be taken home to be used long after the event.

Price: £10,000



HOTEL KEY CARD SPONSOR

At the flagship AEF hotel, guests will be presented with the exclusively branded with key cards and wallets on check in, one of the first things that delegates will see.

Price: £10,000



LANYARD SPONSOR

Perfect opportunity to have your sole logo printed on the lanyards worn by delegates at all times. With every attendee at the Forum wearing your logo, you can be sure to make a lasting impact.

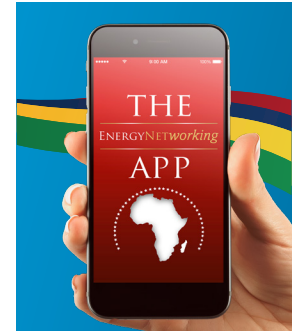
Price: £15,000



METAL WATER BOTTLE SPONSOR

Conferencing is thirsty work. Brand the official water bottles of the Forum, distributed to all delegates.

Price: £10,000



NETWORKING APP SPONSOR

As the exclusive sponsor of the AEF networking app, you will be putting your brand at the heart of the participants' mobile event experience as well as gaining outstanding visibility before, during and long after the event.

Price: £8,000

Branding opportunities.

Sponsored items.



NOTE PAD AND PEN SPONSOR

Get your logo on all notepads & pens distributed to attendees during the forum sessions, workshops and seminars- and make a lasting impression when they're taken back to the office to record those all important notes after the forum has ended.

Price: £8,000



POCKET GUIDE SPONSOR

Sponsor the small pocket guide containing the event floor plan and conference agenda to guide delegates through the event. When bags get heavy with literature, this handy guide is the first thing delegates turn to- a great way to guarantee brand visibility.

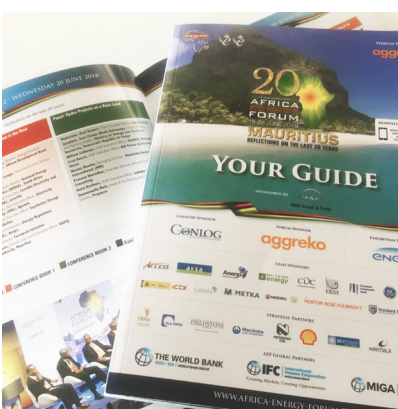
Price: £5,000



SEAT COVER SPONSOR

A chance to brand the seat covers in the 4 conference rooms- let your logo be the first thing delegates see when they enter & leave a session.

Price: £15,000



SHOW GUIDE SPONSOR

By sponsoring the official show guide (hosting the agenda, speaker information and exhibition floor plan), you'll guarantee elevated exposure throughout the forum. A copy is given to each delegate on arrival at the conference and used throughout as a reference guide.

Price: £8,000



WI-FI SPONSOR

Keeping connected to the web is essential for all delegates! Customise login details and welcome page for the official aef 2019 wifi. We'll hyperlink the wifi login page to your corporate website to maximise traffic to your website. Login details to the wireless internet with your logo are printed in the event show guide.

Price: £8,000

Branding opportunities.

Sponsored Areas & functions.



20 AVAILABLE

AEF TV INTERVIEW

Opportunity for one of your senior representatives to be interviewed on their perspective of current issues in the sector. Interviews are broadcast on screens at the event and kept for future marketing campaigns.

Price: £1,500



AEF TV SPONSOR

Now in its 6th year, AEF TV interviews some of the industry's most respected decision-makers to get their perspective on current issues in the sector. Your logo will exclusively appear on the AEF TV backdrop along with the AEF logo. Interviews are broadcast at the event and recorded for use in future marketing campaigns and shared with the sponsor for their own use to maximise exposure.

Price: £5,000



BREAKFAST BRIEFING

Host a breakfast briefing. An opportunity to design a panel discussion to be held over breakfast before delegates busy meeting schedules begin.

* Catering costs not included

Price: £5,000



CLOAKROOM SPONSOR

With the hotel separate to the venue this year it is likely that delegates will need to use the cloakroom to store jackets and bags. Next to registration at the front of the venue the Cloakroom offers large branded panels for delegates to see as they arrive and leave, as well as branded cloakroom tickets to keep with them during the day.

Price: £5,000



DELEGATE LOUNGE SPONSOR

Delegates are always looking for areas to sit and conduct meetings. Sponsor an exclusive lounge and bar open to all delegates, which also becomes a lively networking area in the late afternoons. 160sqm available in the main exhibition. * This price is for space only and all décor and furniture must be ordered directly to the stand contractor. Alcoholic drinks must be ordered separately.

Price: £5,000



HOSTESS SPONSOR

Sponsor the hostess uniforms with your logo proudly visible on their shirts. Our hostesses have various roles to fulfil meaning they are seen throughout the venue.

Price: £5,000



INNOVATION THEATRE SPONSOR

The innovation Theatre is situated on the floor in the main exhibition offering brand talks throughout the day on new emerging technologies in the energy sector. Splash your brand across the theatre and have the opportunity to assist in shaping the agenda.

Price: £8,000



4 AVAILABLE

LUNCH SPONSOR

Lunch is provided every day in the exhibition for all delegates. Brand banners, napkins and menus during service as a brilliant way to promote your business.

* Catering Included

Price: £8,000



MEDIA ZONE

Based in the exhibition, the Media zone offers an area for Press to conduct meetings and for media partners to display their brochures.

Price: £8,000

Branding opportunities.

Sponsored Areas & functions.



MINISTERIAL LOUNGE & SESSION SPONSOR

AEF expects to have more than 15 Ministers from across Africa in attendance. A chance to affiliate your brand with the key session of the Forum featuring the Ministerial keynote speeches. Also includes sponsorship of the Minister's lounge so your brand is prominently positioned to make a lasting impression on Africa's Energy Ministers.

Price: £8,000



NETWORKING VILLAGE SPONSOR

Brand a networking village for the duration of AEF. This will be a focal point of the exhibition where all catering is served and seating is provided for delegates. This includes a large hanging banner above the area, branded catering units and pillars.

Price: £10,000

3
REMAINING



REGISTRATION SPONSOR

Opportunity to have your logo on all registration desks along with the AEF logo. As the official registration sponsor, your logo is one of the first (and last) that our delegate will see during their time at the forum.

Price: £8,000

SOLD



SEMINAR SPONSOR

Seminar sponsors get the chance to host an exclusive seminar during the event, offering an opportunity to direct panel discussions to topics of interest to your company and discuss key matters which might be important for the development of your business.

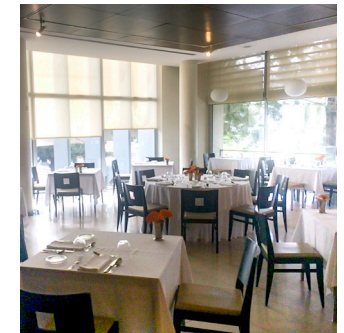
Price: £8,000



SPEAKER READY ROOM

Speakers always meet to prepare for their panel in the Speaker Ready Room before going on stage. This is a great opportunity to publicise your brand to some of the most senior and influential people at the Forum.

Price: £5,000



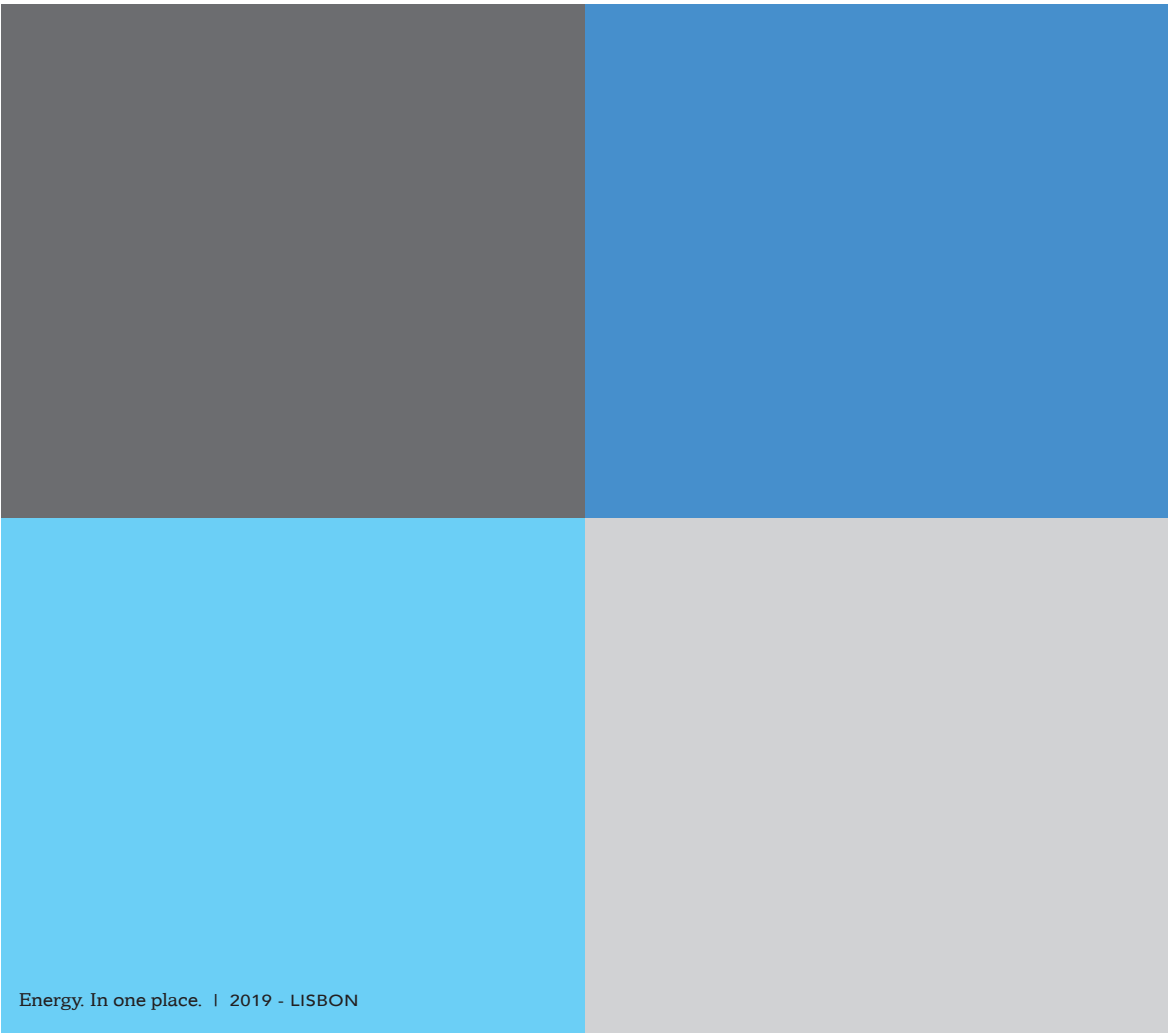
VIP LUNCH AREA

Exclusive area for top level sponsors and Ministers to conduct meetings over a seated lunch each day.

Price: £5,000

Branding opportunities.

Bespoke branding add-ons.



Utilising the uniqueness of our venue, destination, hotel and more, talk to our team about the chance to put your brand in front of our delegates in new and exciting ways. From branded custard tarts to a mobile ice cream station the team can discuss how to maximise your exposure in keeping with your brand values.

Exhibiting.

With over 2000 attendees, exhibiting at AEF is the perfect way to broadcast your brand to a targeted audience of senior level energy professionals.

Exhibitor rate £850psm
Sponsor rate £500psm

ALL STANDS INCLUDE

- Shell scheme walls
- Spotlights
- Fasica with company name
- 1x electrical socket
- Carpet (5 colour choices)
- 2 chairs and a table

*Opportunity to opt for space only.



Meeting facilities.

Meeting Tables.

Meeting tables offer the perfect place to conduct your business meetings during AEF.

Meeting Tables will be located in the Meeting Hub. Each table will come with 4 chairs and a sign with the company logo.

Cost: £1,500



Meeting facilities.

Standard meeting rooms.

AEF meeting rooms provide a private space to host high level meetings with both new and existing customers.

Meeting Rooms hold a minimum of 10 people each in boardroom style.

Rooms are in various locations around the venue.
An A4 meeting sign with the company logo will be provided.

Cost: £5,000



Meeting facilities.

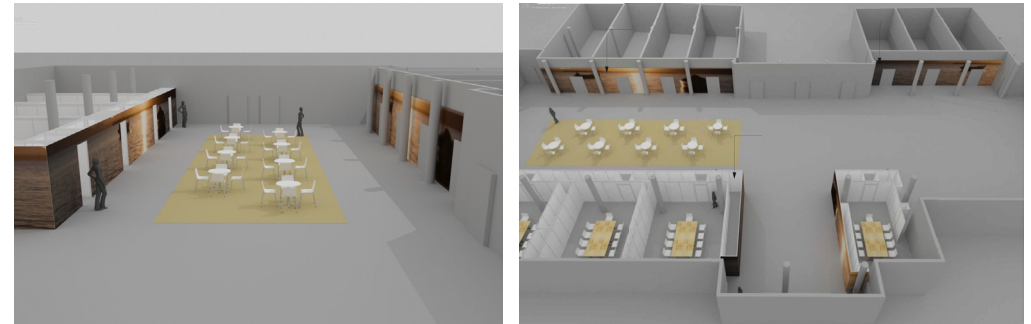
Branded meeting rooms.

Branded meeting rooms are purpose built rooms located in the Meeting Hub. These rooms offer the opportunity to increase your Company's visibility for your company within high traffic areas, by branding the outside walls of your meeting room.

Meeting Rooms hold 10 people each in boardroom style.

* Artwork to be provided by sponsor

Cost: £5,000



Promotional Items.

FULL PAGE ADVERT

Communicate your message in the show guide given to all event attendees.

*Artwork supplied by sponsor

Size: A5 £1,500

HALF PAGE ADVERT

Communicate your message in the show guide given to all event attendees.

*Artwork supplied by sponsor

Size: A6 £750

BAG INSERT

Insert your brochure in the event bags given out to all attendees on arrival.

*Printed items delivered to venue by Sponsor

Size: A4(max. 8 page) £2,000

SEAT DROP

Choose a session which is particularly relevant to your business and leave a brochure on each chair for session attendees to take away with them.

*Printed items delivered to venue by Sponsor

Size: A4 £3,000

ROOM DROP

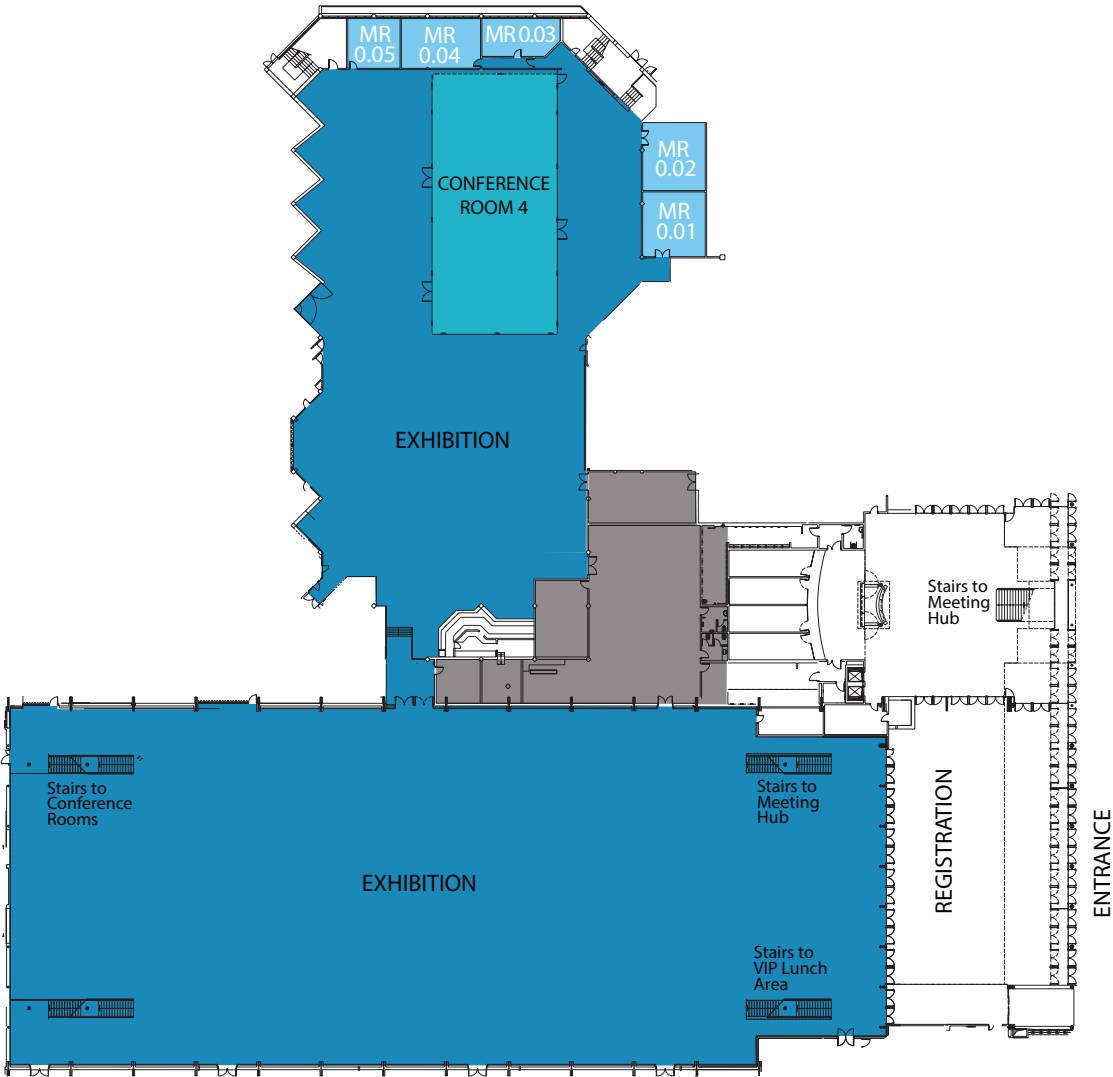
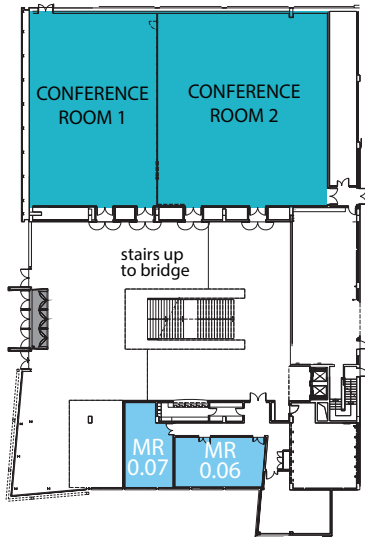
Leave your brochure or gift in each delegate's room in the Corinthia Hotel.

£3000



Floor plan.

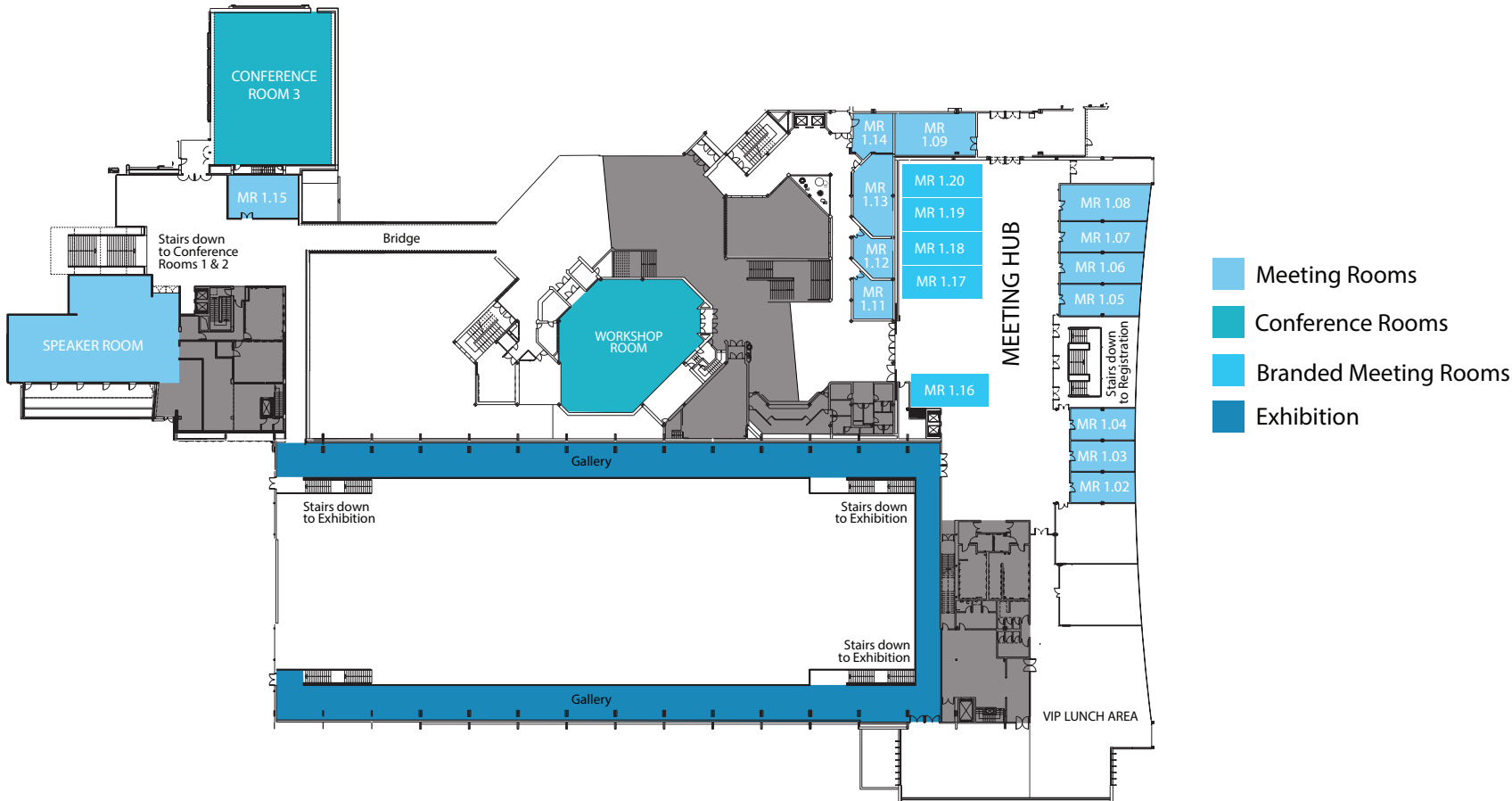
Ground floor.



- Meeting Rooms
- Conference Rooms
- Exhibition

Floor plan.

first floor.



Sponsor booking form.

QTY	ITEM	PRICE	TOTAL	NOTES
STEP 1 BRANDING SPONSORSHIP - Select the Branding Package				
	Forum Sponsor (min spend £70,000)	£10,000		
	Exhibition Sponsor (min spend £50,000)	£10,000		
	Country Sponsor (min spend £50,000)	£10,000		
	Lead Sponsor (min spend £37,500)	£10,000		
	Strategic Partner (min spend £30,000)	£10,000		
	Sponsor (min spend £25,000)	£10,000		
STEP 2 ADDITIONAL SPONSORSHIP BOLT-ONS (may only be taken with a BRANDING sponsorship package)				
	AEF TV Interview	£1,500		
	AEF TV Sponsor	£5,000		
	Badge Sponsor	£8,000		
	Breakfast Briefing Sponsor	£5,000		
	Cloakroom Sponsor	£5,000		
	Delegate Laptop Bags Sponsor	£18,000		
	Delegate Lounge Sponsor	£5,000		
	Eco-friendly Tote Bags Sponsor	£12,000		
	Exhibition Balcony Banner	£1,200		
	Exhibition Networking Reception Sponsor	£15,000		
	Floor Stickers Sponsor	£3,000		
	Hostess Sponsor	£5,000		
	Hotel Key Card Sponsor	£10,000		
	Innovation Theatre Sponsor	£8,000		
	Lanyard Sponsor	£15,000		
	Lunch Sponsor	£8,000		
	Media Zone Sponsor	£8,000		
	Metal Water Bottles Sponsor	£10,000		
	Ministerial Lounge Sponsor	£8,000		
	Networking App Sponsor	£8,000		
	Networking Village Sponsor	£10,000		
	Note Pad & Pen Sponsor	£8,000		
	Photo of the Year Sponsor	£5,000		
	Pocket Guide Sponsor	£5,000		
	Registration Sponsor	£8,000		
	Seat Cover Sponsor	£15,000		
	Seminar Sponsor	£8,000		
	Speaker Ready Room	£5,000		
	Stairs Branding Sponsor	£7,500		
	Show Guide Sponsor	£8,000		
	Take Away Coffee Mug Sponsor	£10,000		
	VIP Lunch Area	£5,000		
	Walkway Banner	£5,000		
	WiFi Sponsor	£8,000		
	Bespoke add on	£-		

QTY	ITEM	PRICE	TOTAL	NOTES
STEP 3 MEETING ROOMS - add a meeting room				
	Private Meeting Room (*limited number available)	£5,000		
STEP 4 EXHIBITION STAND - Add an Exhibition Stand, Select the Stand on the Plan Stand no: <input type="text"/>				
	Exhibition Stand – per sqm - Sponsor Rate	£500		
	Meeting table	£1,500		
STEP 5 SPEAKING OPPORTUNITIES - Add a Speaking Slot				
	Speaker Slot/Pass – limited to 2 per company	£5,000		
STEP 6 PASSES - Select the Required Event Passes				
	Sponsor Delegate Pass	£800		
	Guest Delegate Pass	£1,500		
	Exhibition Only Pass – available to Sponsors only max 2 per stand	£500		
STEP 7 PROMOTIONAL ITEMS - Select Extra Promotional Items				
	Full Page Advert	£1,500		
	Half Page Advert	£750		
	Bag Insert	£2,000		
	Seat Drop	£3,000		

	Forum Sponsor (min spend £70,000)			

Company Name: _____ Stand no. _____ Total: _____

Full Company Address: _____

Postcode: _____

VAT Registration Number: _____

Onsite Contact Name: _____ Onsite Contact mobile number: _____

Contract to be sent to: (name and email addresses): _____

Notes: _____

EnergyNet Sales contact: _____ Signature: _____ Date: ____/____/____

Exhibitor booking form.

QTY	ITEM	PRICE	TOTAL	NOTES
STEP 1	EXHIBITION STAND - Select an Available Exhibition Stand			
	Exhibition Stand – per sqm - Exhibitor Rate	£850		Stand no: <input type="text"/>
	Meeting table	£1,500		
STEP 2	SPEAKING OPPORTUNITIES - Add a Speaking Slot			
	Speaker Slot/Pass – limited to 2 per company	£5,000		
STEP 3	PASSES - Select the Required Event Passes			
	Exhibitor Delegate Pass	£1,500		
	Guest Delegate Pass	£1,500		
STEP 4	PROMOTIONAL ITEMS - Select Extra Promotional Items			
	Bag Insert	£2,000		
	Full Page Advert	£1,500		
	Half Page Advert	£750		
	Seat Drop	£3,000		

Company Name: _____ Stand no. _____ Total: _____

Full Company Address: _____

Postcode: _____

VAT Registration Number: _____

Onsite Contact Name: _____ Onsite Contact mobile number: _____

Contract to be sent to: (name and email addresses): _____

Notes: _____

EnergyNet Sales contact: _____ Signature: _____ Date: ____/____/____



Get in touch.

For more information about package pricing & how to secure your preferred sponsor package, please contact our team:



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