

ATTRACTIONS AFRICA CONFERENCE

TSHWANE, 7 & 8 JUNE

www.attractionsafrica.co.za

2017



SPONSORSHIP PROSPECTUS

The Attractions African Conference is the flagship event for all role players in the attractions industry. Attractions 2017 brings together senior attractions professionals from Southern Africa and industry stakeholders representing government, service providers, and more.

Take advantage of the sponsorship opportunities available and drive your brand awareness among the decision makers in the attractions industry

➔ WHAT WILL THE CONFERENCE OFFER?

Two days of educational conference; networking opportunities; a site visit to an established or emerging attraction in the region; and a modest social programme.

The programme will comprise international speakers sharing trends, benchmarks and best practise that the local attractions industry can learn from, as well as local examples of excellence, cases studies and white papers presented by Southern African attraction professionals. And building off of the success and popularity of the past year's interactivity, 2016's programme will once again have many opportunities for rich discussions and sharing of experiences.

2016 KEY NUMBERS

112 participants

16 speakers

41 attractions attended

548 followers



ATTRACTIONS AFRICA 2017 PROJECT TEAM

Sabine Lehmann (Chair),
Zeitz Museum of Contemporary Art Africa
Alichia Nortje, *Two Oceans Aquarium*
Claire Kaplan, *Cape Point Partnership*
Craig Allenby, *National Zoological Gardens*
Fazielah Williams, *Table Mountain Aerial Cableway*
Tony Rubin, *The SAB World of Beer*
African Agenda (Conference Secretariat),
Professional Conference Organiser



“ I think that there is a noticeable increase in range of delegates and in quality of delegates as well as the programme.”

Sabine Lehmann, Attractions Africa founder and chair

“ Some of the speakers so far have expressed different trends which I never imagined.

Nolwazi Mabaleka, CPUT

“ I think it is one of the most consistently informative conferences I have ever been to – and I've been to a lot of conferences!

Beth Cooper, Timperplay International

“ I've met so many friends over the years at this conference that I can regularly phone up for information.

Craig Allenby, National Zoological Gardens of South Africa

SPONSORSHIP OPPORTUNITIES

Attractions Africa is the only event for the attractions industry in Africa. It attracts quality, senior decision makers from the industry. Last year there were various professionals that attended the congress, with 70% of them being CEO's, Managing Directors or Senior Managers.

Take advantage of the sponsorship opportunities available and you will:

- Highlight your business to decision makers in the attractions industry
- Position yourself as a key supplier to the sector
- Network with top-tier decision makers in the attractions industry
- Support and enrich the attractions industry in Southern Africa
- Have full access to the conference and all of its cutting edge content



PACKAGES	PLATINUM ZAR 200 000 <i>Exclusive</i>	GOLD ZAR 125 000	GOLD CONFERENCE SOCIAL ZAR 100 000 <i>Sponsor to cover associated costs</i>	SILVER ZAR 70 000	BRONZE ZAR 45 000
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PRE-CONFERENCE

Recognition on the conference website	●	●	●	●	●
Recognition in conference social media	●	●	●	●	●
Recognition in conference advertising	●				

AT THE CONFERENCE

Branded lunch or tea	Lunch	Tea	Conference Social		
Introduction opportunity from floor	●	●	at Conference Social		
Logo on general sponsor holding slide	●	●	●	●	●
Logo in conference programme	●	●	●	●	●
Digital advert shown on conference screen	Four per day	Three per day	Three per day	Two per day	Once per day
Participant registrations	Six	Four	Four	Two	One
Exhibition promo stand	●	●	●	●	●
Opportunity to provide one item of branded collateral (i.e. pen, notebook, lanyard, water bottle) <i>(first come, first served)</i>	●	●	●	●	
Participant pack insert	●	●	●		

ALL PRICES EXCLUDE VAT

Sponsors in Kind

Not in a position to make a financial sponsorship contribution, but still want to support the conference? Attractions Africa is also looking for Sponsors in Kind for the useful things listed below, and we're open to other ideas as well. Our Sponsors in Kind will be recognised on the conference website and with their logo on the general sponsor holding slide at the conference.

<ul style="list-style-type: none"> ● Accommodation for speakers ● Airport transfers for speakers ● Audio visual services ● Venue ● Wine and other beverages for conference social 	<ul style="list-style-type: none"> ● Photographer ● Speaker gifts ● Hosting of site visits to your Attraction ● Marketing and PR
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RESERVATION FORM

Company/Organisation name:

Postal address:

Postal code:

Telephone: Vat no.:

Email: Mobile:

Contact name (pre-conference):

Contact name (at conference):

ITEM	PRICE (exl VAT)	SELECTION
Platinum package	ZAR 200 000	
Gold package	ZAR 125 000	
Gold: Conference social package	ZAR 100 000	
Silver package	ZAR 70 000	
Bronze package	ZAR 45 000	
Other	ZAR	
	+ VAT @ 14%	
	TOTAL COST	

SPONSORS IN KIND

Please contact Renee (renee@attractionsafrica.co.za) at the Attractions Africa Secretariat if your company/organisation would like to support the conference as a Sponsor in Kind.

PAYMENT DETAILS

Title of Account: Attractions Conference (African Agenda t/a)
 Bank: First National Bank
 Branch: Rondebosch (Fountain Centre, Main Road, Rondebosch, Cape Town, South Africa)
 Branch Code: 201509
 Account No: 62341476902

SIGNATURE

By signing below, I acknowledge that I am duly authorised to sign and thereby to bind the company/organisation named above.

Name: Date:

Signature:

PLEASE COMPLETE THIS FORM AND RETURN IT TO THE ATTRACTIONS AFRICA SECRETARIAT

AFRICAN AGENDA | Suite 231, Private Bag X18, Rondebosch 7701, South Africa

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