



## SPONSORSHIP OPPORTUNITIES

The Board of the The Southern African Energy Efficiency Confederation (SAEEEC) cordially invites you to consider sponsoring the forthcoming Southern African Energy Efficiency Confederation Conference (2017SAEEEC Conference).

### 1. CONVENTION SPONSORS

The 2017SAEEEC Conference offers numerous opportunities to enhance your prominence and visibility to decision-making delegates and industry professionals at the upcoming 2017SAEEEC Conference.

Please complete the attached sponsor application form and email it together with your Company Profile and logo to Erika Kruger at +27 (0)18 290 5130 or Email [convention@saeec.org.za](mailto:convention@saeec.org.za)

#### a) PINNACLE SPONSOR: R342,000.00

The pinnacle sponsorship is available and will be granted on a first-come, first served basis. Only one pinnacle sponsor will have the privilege to join as the major sponsor to the event. Although the benefits are being stated this sponsorship opportunity is negotiable to suit the sponsor's 100% marketing needs.

#### **Sponsor receives the following benefits:**

- You will receive 20 complimentary conference registrations
- One student bursary to the amount of R 20 000 awarded, in the name of the sponsor to a student studying in the energy industry
- Chairman or CEO of your company invited as the chair person for the opening session, sharing the stage with high profile dignitaries.
- A speaking opportunity in the opening session
- Your logo to appear on all pre and post marketing material next to the SAEEC logo, recognizing the company as the sole pinnacle sponsor and mayor stakeholder
- Only your logo, together with the SAEEC logo on the front page of the conference program to be distributed to conference delegates.
- A full-page advertisement on the inside front cover of the conference program
- Pre-show industry recognition in mailings, trade publications and SAEEC website.
- A flash ad on the welcome page of the SAEEC website indicating your sponsorship level. This flash will remain from the period the sponsorship contract has been signed until the 30<sup>th</sup> of November 2017.
- Your logo with a link from SAEEC website to your website.
- Your logo on banners displayed throughout the conference.
- A sign prominently displayed at the conference's entrance indicating your sponsorship level.

2017SAEEEC Conference

**Presented by:**  
The Southern African Energy Efficiency Confederation (SAEEEC)

**Organized by:**  
Timzama Event Imagineers  
Page 1

- Access to the preliminary attendee lists leading up to the conference and a final attendee list after the conference
- Access to the SAEEC well established database

AND

- Four (3mx3m) exhibition stands (theses exhibition stands can be forfeited to any stakeholder the sponsor relates to)
- OR
- One additional marketing item, i.e. branding on conference bags, branding the on-site registration booths, branding the lanyards
- OR
- One additional networking event inviting maximum of 40 guests, i.e. a breakfast launch, cocktail function, refreshment break, dessert sponsorship at the SAEEC banquet and Awards Ceremony

**b) PLATINUM SPONSOR: R114,000.00**

**Sponsor receives the following benefits:**

- You will receive 10 complimentary conference registrations.
- One (3mx3m) exhibition stand or three extra delegate passes.
- Chairman or CEO of your company invited as a speaker for the opening session.
- Your logo in the conference program to be distributed to conference delegates.
- Pre-show industry recognition in mailings, trade publications and SAEEC website.
- Your logo with a link from SAEEC website to your website.
- Your logo on banners displayed throughout the conference.
- A sign prominently displayed at the conference's entrance indicating your sponsorship level.

**c) GOLD SPONSOR: R57,000.00**

**Sponsor receives the following benefits:**

- 5 complimentary conference registrations.
- One (3mx3m) exhibition stand at 40% discount.
- Chairman or CEO of your company opening and formally welcome the speakers of a session.
- Your logo in the conference program to be distributed to conference delegates.
- Pre-show industry recognition in mailings, trade publications and SAEEC website.
- Your logo with a link from SAEEC website to your website.
- Your logo on banners displayed throughout the conference.
- A sign prominently displayed at the conference's entrance indicating your sponsorship level

**d) SILVER SPONSOR: R34,200.00**

---

2017SAEEC Conference

**Presented by:**  
The Southern African Energy Efficiency Confederation (SAEEC)

**Organized by:**  
Timzama Event Imagineers  
Page 2

**Sponsor receives the following benefits:**

- 3 complimentary conference registrations.
- One exhibition stand (3mx3m) at 20% discount
- Your logo in the conference program to be distributed to conference delegates.
- Pre-show industry recognition in mailings, trade publications and SAEEC website.
- Your logo with a link from SAEEC website to your website.

**e) BRONZE SPONSOR: R22,800.00****Sponsor receives the following benefits:**

- 1 complimentary conference registrations.
- One exhibition stand (3mx3m) at 10% discount
- Your logo in the conference program to be distributed to conference delegates.
- Pre-show industry recognition in mailings, trade publications and SAEEC website.

**2. ADDITIONAL SPONSORSHIP OPPORTUNITIES**

Please consider the following sponsorship opportunities and be recognized as an official event sponsor.

**a) Registration Sponsor: R91,200.00****Sponsor receives the following benefits:**

- 2 complimentary conference registrations.
- One (3mx3m) exhibition stand at a 30% discount
- Your logo in the conference program to be distributed to conference delegates
- Pre-show industry recognition in mailings, trade publications and SAEEC website
- Your logo with a link from SAEEC website to your website
- Your logo on banners displayed throughout the conference
- Branding prominently displayed at the conference's registration desk indicating your sponsorship level
- Registration booths branded

**b) Convention Bags: R51,300.00****Sponsor receives the following benefits:**

- The SAEEC will distribute the conference bags provided by the sponsors to all delegates attending the conference.
- Your logo in the conference program distributed onsite to conference delegates as well as pre-show industry recognition, SAEEC mailings and SAEEC Website.

**c) Neck Pouches and lanyards: R34,200.00**


---

2017SAEEC Conference

**Presented by:**

The Southern African Energy Efficiency Confederation (SAEEC)

**Organized by:**

Timzama Event Imagineers

**Sponsor receives the following benefits:**

- Your logo in the conference program distributed onsite to conference delegates as well as on the lanyards, pre-show industry recognition, SAEEC mailings and SAEEC Website.

The SAEEC will distribute the neck pouches, sponsored by the sponsor, to all delegates attending the conference.

**d) Lunch Sponsor: R34,200.00****Sponsor receives the following benefits:**

- A lunch sponsor will receive 10 lunch tickets to distribute to key customers and staff.
- Sponsors may place marketing materials at each place setting and have a representative personally greet attendees as they enter the designated dining area.
- A company banner to be hung within the dining area in the exhibition area on the day of your sponsorship.

***(All prices are VAT Inclusive)***

---

## EVENT MARKETING

Sponsors have outstanding marketing opportunities. We will implement a strategic multimedia marketing campaign. The campaign guarantees quality conference attendance.

We will use the following media to promote the 2017SAEEEC Conference:

- a) Direct mail** – SAEEEC brochures are distributed to a targeted audience.
- b) Advertisements and editorial coverage in trade publications** - An advertising campaign will be undertaken in key industry publications. Our media partnerships and a series of media releases will ensure exposure in relevant media.
- c) SAEEEC email marketing campaigns** – weekly newsletters to be emailed to our target audience.
- d) Internet** – our SAEEEC website is continually updated and open for online registration and event enquiries. We invite you to link your web site with ours for a wider, more complete reach.

**FOR ADDITIONAL INFORMATION PLEASE CONTACT**

### **ERIKA KRUGER**

Tel: +27 (0) 18 290 5130  
Fax: +27 (0) 86 512 7122  
Cell: +27 (0) 082 428 7386  
Email: [convention@saeec.org.za](mailto:convention@saeec.org.za)  
[www.saeec.org.za](http://www.saeec.org.za)