



SPONSORSHIP OPPORTUNITIES

The Board of the Southern African Association for Energy Efficiency (SAEE) cordially invites you to consider sponsoring the forthcoming Southern African Energy Efficiency Convention (2016SAEEC).

1. CONVENTION SPONSORS

2016SAEEC offers numerous opportunities to enhance your prominence and visibility to decision-making delegates and industry professionals at the upcoming 2016SAEEC.

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@sae.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 10 complimentary convention registrations
- You will receive 10 tickets to attend the SAEE Annual Banquet and Awards Ceremony to be held on the evening of 08 November 2016.
- One student bursary to the amount of R 15 000 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 SAEE logo, recognizing the company as the sole pinnacle sponsor and mayor stakeholder
- Only your logo, together with the SAEE logo on the front page of the convention program to be distributed to convention delegates.
- A full-page advertisement on the inside front cover of the convention program
- Pre-show industry recognition in mailings, trade publications and SAEE website.
- A flash ad on the welcome page of the SAEE website indicating your sponsorship level. This flash will remain from the period the sponsorship contract has been signed until the 30th of November 2016.
- Your logo with a link from SAEE website to your website.

2016SAEEC

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Page 1

- Your logo on banners displayed throughout the show.
- A sign prominently displayed at the show's entrance indicating your sponsorship level.
- Access to the preliminary attendee lists leading up to the convention and a final attendee list after the convention
- 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 convention 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 SAEE banquet and Awards Ceremony

b) PLATINUM SPONSOR: R114,000.00

Sponsor receives the following benefits:

- You will receive 6 complimentary convention registrations.
- You will receive 6 tickets to attend the SAEE Annual Banquet and Awards Ceremony to be held on the evening of 08 November 2016.
- 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 convention program to be distributed to convention delegates.
- Pre-show industry recognition in mailings, trade publications and SAEE website.
- Your logo with a link from SAEE website to your website.
- Your logo on banners displayed throughout the show.
- A sign prominently displayed at the show's entrance indicating your sponsorship level.

c) GOLD SPONSOR: R57,000.00

Sponsor receives the following benefits:

- 3 complimentary convention registrations.
- 3 complimentary tickets to attend the SAEE Annual Banquet and Awards Ceremony to be held on the evening of 08 November 2016.
- One (3mx3m) exhibition stand at 25% discount.
- Chairman or CEO of your company opening and formally welcome the speakers of a session.
- Your logo in the convention program to be distributed to convention delegates.
- Pre-show industry recognition in mailings, trade publications and SAEE website.
- Your logo with a link from SAEE website to your website.

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- Your logo on banners displayed throughout the show.
- A sign prominently displayed at the show's entrance indicating your sponsorship level

d) SILVER SPONSOR: R34,200.00

Sponsor receives the following benefits:

- 2 complimentary convention registrations.
- 2 complimentary tickets to attend the SAEE Annual Banquet and Awards Ceremony to be held on the evening of 08 November 2016.
- One exhibition stand (3mx3m) at 10% discount
- Your logo in the convention program to be distributed to convention delegates.
- Pre-show industry recognition in mailings, trade publications and SAEE website.
- Your logo with a link from SAEE website to your website.

e) BRONZE SPONSOR: R22,800.00

Sponsor receives the following benefits:

- 1 complimentary convention registrations.
- 1 complimentary tickets to attend the SAEE Annual Banquet and Awards Ceremony to be held on the evening of 08 November 2016.
- One exhibition stand (3mx3m) at 5% discount
- Your logo in the convention program to be distributed to convention delegates.
- Pre-show industry recognition in mailings, trade publications and SAEE website.

2. ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

a) Banquet Sponsor: R114,000.00

Sponsor receives the following benefits:

- An outstanding opportunity to reach and interact with all banquet attendees - held on the Wednesday evening, 08 November 2016.
- Two complimentary banquet tables (seating 10 guests per table) at the 2016 SAEE banquet and awards ceremony.
- Company representative to formally welcome all banquet guests or 15 minutes company presentation.
- SAEE will provide additional specialized function graphics, featuring your logo, such as directional to the event and signage in the hall.
- Your logo and sponsorship level to appear on the electronic invitation.
- You are encouraged to bring marketing and sales materials to be distributed to attendees within the function area.
- Banners and/or other promotional materials approved by SAEE to be put on display at the gala dinner.

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

- 2 complimentary convention registrations.
- 2 complimentary tickets to attend the SAEE Annual Banquet and Awards Ceremony on the evening of 08 November 2016.
- One (3mx3m) exhibition stand at a 30% discount
- Your logo in the convention program to be distributed to convention delegates
- Pre-show industry recognition in mailings, trade publications and SAEE website
- Your logo with a link from SAEE website to your website
- Your logo on banners displayed throughout the show
- Branding prominently displayed at the show's registration desk indicating your sponsorship level
- Registration booths branded

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

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

d) Neck Pouches and lanyards: R34,200.00**Sponsor receives the following benefits:**

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

The SAEE will distribute the neck pouches, sponsored by the sponsor, to all delegates attending the Convention.

e) 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 convention attendance.

We will use the following media to promote the 2016SAEEC:

- a) Direct mail** – SAEEC 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) SAEE email marketing campaigns** – weekly newsletters to be emailed to our target audience.
- d) Internet** – our SAEE 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

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