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**ABOUT the WIL Africa Conference**

The Work-Integrated-Learning (WIL) Africa Conference is a premium event on Co-operative Education and Work-Integrated Learning. Conceptualised in 2014, the WIL Africa Conference, powered by SASCE, has been held with overwhelming attendance since 2015.

The Southern African Society for Co-operative Education (SASCE) is an organisation founded to support Institutions of Higher Learning and Colleges in facilitating Experiential Learning that helps students integrate theoretical studies with practical application in real business environment and the workplace.

The SASCE work assists in making graduates readily employable and immediately productive in their respective communities. The model is based on co-operation and collaboration with parties involved in Skills Development, Education & Training on one side, and Business, Industry, Economic- and Social Development and Human Capital Management on the other, all in the interest of high graduate-quality and high productivity impact in the workplace.

The WIL Africa Conference is a convergence of voices from Government, Comprehensive Universities, Universities of Technology, Technological Vocational Education and Training (TVET) Colleges, Industry and Students, to provide an integrated perspective on WIL.

# WIL AFRICA CONFERENCE 2024

Hosted at one of Cape Town’s most accessible and prestigious venues, the Century City Convention Centre, the 2024 WIL Africa Conference promises to attract delegates from Africa and beyond.

With a theme: Challenges and Solutions for Work-Integrated Learning – The African Perspective, the conference will review latest WIL developments and trends as it reflects on progress made on issues that were raised at the 2022 conference. The conference will allow space for practice-sharing of tailored WIL solutions and innovations, from which delegates can learn or adapt for greater success.

The **WIL Africa Conference Proceedings** are poised to provide a significant contribution to the advancement of WIL, giving opportunity to research writers, students and academics to publish abstracts and papers to feature in the WIL Body of Knowledge via the **ISBN: 978-0-7961-8633-1**

# PARTNERSHIP OPPORTUNITIES

WIL-Africa Conference is an eminent, accredited event on the Co-operative and Work-Integrated Education calendar, attracting academic leadership and personnel: VCs, WIL directors and practitioners, researchers and lecturers, as well as WIL hosts: government and industry leaders, employers, HR/Learning & Development and skills development facilitators.

Partners. Therefore, have a unique opportunity for a high-profile association with the premier work integrated learning and co-operative education event of the year. It offers opportunity to network with key decision makers in the co-operative education sector.

Conference partnership benefit packages may be customised to achieve the objectives of each partner. The range of recommended sponsorship benefits are designed to increase the exposure of your organisation and its brand positioning in association with education, learning, employment and youth development!

The following partnership opportunities and corresponding benefits are available:

# OPEN PLATINUM PARTNERSHIP

**Option to Host a Plenary session (Early morning OR Mid-morning session): From R 220 000** Additional Benefits:

* Opportunity to participate in plenary session
* 3min Promo/Video flighting opportunity at the relevant Plenary session
* Acknowledgement of Partner’s status in pre-conference announcements, presentations, on-site documentation or promotional material
* Partner profiling, crediting, branding in SASCE media and in event promo’s e.g. live or canned interviews, press releases, editorials/advertorials, conference communication or correspondence
* Recognition of partnership status on the conference website, with link to partner’s website
* Social Media plug via Facebook or X: mention and links to sponsor website
* Partner’s use of Event name, logo and slogan as approved on company’s own platforms and channels (i.e. promotion and association rights)
* Four (4) complimentary conference registrations
* DPS ad/advertorial in the final conference programme
* Company Logo to feature on signage displayed on e-back drop
* Inclusion of branded item(s) in the registration pack
* Joint Prime 3x3m banner display option in the conference foyer, and/or
* Complimentary 6x3m Exhibition allocation at the conference
* Bags & inserts: Partner may supply branded conference bags/satchels and insert promo items

# GOLD PARTNERSHIP

**Option to Host a Break-away session: R120 000**

* FP ad/advertorial in the Conference Programme
* Inclusion of branded item(s) in the registration pack
* Exclusive branding on Partner’s promotional items
* Secondary Branding position at the conference foyer
* Complimentary 3x3m Exhibition allocation at the conference
* Three (3) Complimentary conference registrations
* Bag inserts: the partner may insert branded items in the delegate bags/satchels
* Company Logo to feature on signage displayed on e-back drop
* Company brand/logo to feature on conference communications and wherever sponsors are acknowledged prior and post conference
* Social Media plug via Facebook or X: mention and links to sponsor website
* Company logo and link to the company website, on the conference website

# SILVER PARTNERSHIP

**Participation amount R75 000**

* One 3x3m Exhibition Stand
* Two (2) Complimentary Tickets for the conference & Awards Dinner
* Company Flyer/Brochure in the Delegate Bag
* Company Logo to feature on signage displayed on back drop & conference venue wherever sponsors are acknowledged
* Social Media interaction via Facebook and twitter, mention and links to sponsor website
* Company logo and link to the company website, on the conference website
* Company logo to feature on the email communications

# EXCLUSIVE Awards Dinner Partner: R250 000

* A 15 min slot at the Awards Dinner or Cocktail Networking Event (speech/promo video/showcasing)
* Company branding to appear on all Gala Dinner media or Cocktail Function
* Acknowledgement on all Gala Dinner/ Cocktail Function communication
* Pull up banner position in the Conference and Gala dinner or Cocktail Function venue area
* 6 x 3 m Exhibition Allocation
* Four (4) Complimentary Tickets for the Conference
* FP ad/advertorial in the conference programme
* Company Logo to feature on Conference e-back drop and wherever sponsors are acknowledged
* Option for Company Flyer/Brochure placed in Delegate Bag/satchel
* Social media plugs via Facebook and X, mentions linking to partner’s website
* Company logo and link to the company website, on the conference website and conference mailers

**OTHER PROMOTION OPPORTUNITIES:**

Opportunities also exist for Media, Advertising and Exhibition

**MEDIA & ADVERTISING:**

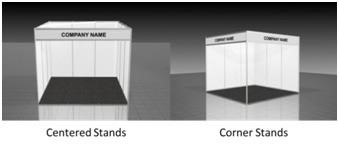
* Exclusive branding on chosen gifts: Note pads, pens, water bottles R30 000
* Full Page advert in the Conference Programme R17 000
* Half Page advert in the Conference Programme R9 500

# EXHIBITION

Exhibitions will form an integral part of the WIL Africa Conference providing organisations with opportunity to showcase their products, services and technologies, innovative concepts, new research, products and technologies in the Education, Job-creation, Entrepreneurship, HR and Skills Development sector.

The exhibition will run from the 03 – 04 October 2024, with set-up day being 02 October 2024. There will be ample opportunity for delegates and exhibitors to network.

* The exhibition allocation is 3x3m space which may be free-standing or built from shell scheme.
* A basic stand can be supplied with walls, fascia board (for company name), light fitting, and a power point.
* Corner stands may be designed with two sides open. Each wall would be made up of three panels, supported within an aluminium frame. If a company contracts for 6x3m or two stands, no dividing wall will be erected, but there will be two lights and two plugs.



# EXHIBITOR PROMOTION

Traffic to exhibition stands will be promoted throughout the programme, with exhibitors encouraged to participate in an interactive Exhibitor-Promo campaign featuring a Treasure Hunt, Q&A Prizes, Lucky Draws and a Grand Prize drawn during the last session of the last day of the Conference. This is to promote delegates’ engagement with the exhibition, encouraging information sourcing and knowledge on Exhibitors’ products, services, programmes and special offers.

Exhibitors are encouraged to provide prizes ahead of each session, to accompany Q&A that will be facilitated by the sessions’ Programme Director(s).

For awareness and ease of access, the stand location of each exhibitor will be “printed” on the Conference programme.

## Exhibition: 3mx3m exhibition stand option – ZAR R16 500

**EXHIBITION ALLOCATION:**

* 1 x Complimentary Exhibitor registration (includes daily catering)
* Standard Shell Scheme (one)
* 1 x Round/Trestle table
* 2 x Chairs
* 1 x Conference bag/satchel for staff manning the stand
* 1 x Electrical plug point
* 1 x Complimentary Awards Dinner entry

ADDITIONAL OFFERS/DISCOUNTS:

* Exhibitor manning the stand who wish to attend the day’s conference programme may do so at a cost of R3500.
* Guest/Additional Awards Dinner tickets: R1500 p/p

Please contact admin@sasce.net for all partnership queries and further information.