

Transform   
**Africa**  
Summit 2017  
CONNECT - INNOVATE - TRANSFORM

## SMART CITIES FAST FORWARD

10 - 12 May 2017  
Kigali | Rwanda

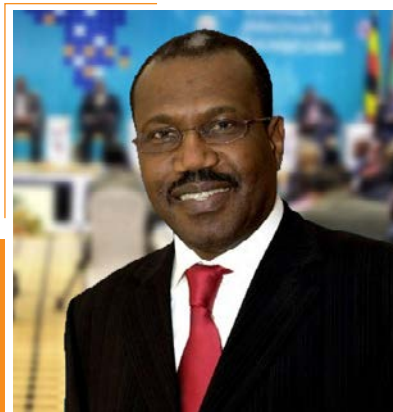
SPONSORSHIP PACK

# SMART CITIES FAST FORWARD



Accelerating socio-economic transformation of cities through technology and innovation.

## WORD FROM THE EXECUTIVE DIRECTOR



**Dr. Hamadoun Touré**  
Executive Director, Smart Africa

Cities are engines for economic growth, and particularly for the African continent that has experienced the highest urban growth during the last two decades at 3.5% per year and this rate of growth is expected to hold into 2050.

It is anticipated that the share of the African urban population, which was at about 36% in 2010, will increase to 50% and 60% by 2030 and 2050 respectively. With the growing need for urban management, there's an increasing necessity for intelligent planning of cities to make informed decisions about the correct choice of infrastructure and supporting technology.

Transform Africa Summit 2017 will be a highly interactive conference and exhibition that will showcase homegrown, cutting-edge technologies, real-world solutions and proven strategies government leaders need to build more livable, workable, sustainable cities.

It will explore how Smart Cities can respond to a growing number of challenges and issues related to water management, energy management, mobility & transport, housing & building, health, education, sustainable environments and public safety.

Participants will have an opportunity to debate and experience the next wave of innovative, integrated technologies that are already helping cities around the world become more compassionate, connected, responsive and sustainable.

The summit features the unveiling of key action documents: the **Africa Smart and Sustainable Cities Blueprint** outlining the plan achieving the Smart Africa goal and the **Africa Smart Women and Girl Initiative** which will be presented by the First ladies of Africa highlighting the crucial role Women and Girls play in African's digital transformation agenda.

Africa's time is now. As technology drives mobility and connectivity in urbanized societies, African cities continuously seek to establish new infrastructure and city systems that will enable transition, and position them as global leaders and next generation cities.

The summit will focus on how smart cities' innovations can and will drive and deliver faster Africa's socio-economic transformation and real business revenue.

We look forward to seeing you at the Transform Africa Summit.

**Dr. Hamadoun Touré**  
Executive Director, Smart Africa

# 2017

**BIGGER  
BETTER &  
SMARTER**

TRANSFORM AFRICA SUMMIT | SMART CITIES  
FAST FORWARD

Heads of State & Government  
from the Smart Africa Member  
States

Over 4,000 Delegates

Over 300 Mayors

20 Smart Africa Flagship  
Projects unveiled



Transform Africa Summit 2017 has been designed to foster constructive conversation towards building a Smart Africa and facilitate meetings of like minds seeking policy & opportunities to accelerate the continent towards socio economic transformation.

## WHO WILL ATTEND

- Heads of State and Government
- First Ladies
- Ministers and Government officials in ICT & related sectors such as infrastructure, finance, health, education, and energy
- Over 300 Mayors of African cities
- Telecom and Utility Regulators
- Heads of International and Regional Organizations
- ICT Industry leaders, innovators and investors
- Young innovators, Girls and Women in STEM
- Small and medium businesses (SMEs), entrepreneurs and innovators seeking business opportunities
- Exhibitors from nations, companies and organizations around the world within the ICT Ecosystem
- Non-governmental organizations
- Academia, Consultants, Thought Leaders and Digital Thinkers

## WHY YOU SHOULD ATTEND

- Be part of Africa's leading forum on Digital transformation in Africa.
- Support the Women and Girls in STEM through participation & contribution towards the Africa SMART Girls initiative.
- Broaden your reach and deepen your impact through collaborations with youth in Africa shaping the digital landscape.
- Participate in the new exciting SMART TALK session where a global business influencer will engage with delegates on issues shaping our world with a view to explore extraordinary ideas & inspire powerful action.
- Get insight into country specific SMART AFRICA flagship projects in the member states through the SMART INVEST PROGRAM at the Summit.
- Interact and network with key decision makers and deal makers.

To register to attend the Transform Africa Summit 2017,  
please visit our website:  
[www.transformafricasummit.org](http://www.transformafricasummit.org)

# SPONSORSHIP OPPORTUNITIES

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\*Terms and conditions apply





# SUMMIT LEAD SPONSOR

## WHY SPONSOR

As a lead sponsor, your brand will be aligned with the digital transformation of Africa. Your company will have an unrivalled opportunity to position its services and products as solutions to the ICT needs for government institutions & private sector businesses.

For the first time in the Summit's history, the lead sponsor will be able to directly address thousands of Africa digital transformation champions from the main plenary at the opening session.

Your company will be the first to position its services and products as solutions to the ICT needs for government institutions & private sector business. With a speaker slot included, you will have the opportunity to set the narrative that your brand has taken on digital transformation.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition.



## Benefits

### Opening Session

- Plenary opening & closing session speaker slot
- Plenary video playback before sessions (all plenary sessions)
- Plenary video playback after sessions (all plenary sessions)

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition space

- 54 sqm central exhibition space

### VIP Lounge

- Dedicated VIP lounge for 30 pax with refreshments & snacks all day

### Passes

- 10 Platinum passes (includes Gala Dinner)
- 4 Gold passes (includes Gala Dinner)
- 4 Silver passes
- 4 Gala Dinner only passes

### CNBC Africa Leaders Session (Media Partner benefits)

- Company logo bug on screen throughout
- Opening & closing sting
- Swipes on screen (up to 4)
- Screen squeezebacks (up to 4)
- Leaderboard banner on cnbcafrica.com for 1 week

### Registration & Accreditation

- Logo on all platinum delegates lanyards
- Exclusive branded delegate bag

### Smart Networking Hub branding

- Logo on rotation on AV screens as lead sponsor
- Charger point branding

### Social / Networking Events

- Transform Africa Summit Gala Dinner
  - Speaker Slot
  - Co-branding on AV screens
  - Video presentation (up to 5 mins)
  - Opportunity to giveaway gift / promo bag at the gala

### Printed Materials

- TAS 2017 Magazine
  - Double page spread in TAS 2017 Magazine (Advert & Editorial)
- Summit guide brochure
  - Prominent logo positioning in summit guide
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Prominent logo positioning on TAS 2017 website
  - Dedicated page on TAS 2017 website
  - Logo included in list of sponsors on TAS 2017 website

- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets on Twitter & Facebook
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Up to 5 seconds animation of logo + voice over mention

### Own branded materials at the Kigali Convention Center

- Own brand – up to 8 pull-up banners inside venue on corridors
- Own brand - up to 10 teardrops outside venue
- Own brand – up to 8 corridor ceilings drop down banners Walkways around auditorium & concourse)

# SMART AFRICA WOMEN'S SUMMIT SPONSOR

(PLENARY, LUNCH & HACKATHON PROGRAM)

## WHY SPONSOR

An exciting new stream at the Transform Africa Summit led by African First Ladies and leaders from the private sector, civil society and academia. The Smart Women's Summit will bring to the forefront the strategic interventions that are being pursued to empower women and girls in ICT.

Join the Champions of Women & Girls in ICT as they debate & discuss road maps to ensure the inclusion of women & girls in the digital transformation of Africa.

A Smart women's lunch will be held the same day celebrating achievements by women & girls thus far whilst recognizing all the key partners of the initiative.

A hackathon will also be held concurrently during the summit demonstrating the vast skillset of our women & girls in ICT.

There are three categories for sponsorship available in this stream:

## CHAMPION SPONSOR

As a platinum sponsor, you will participate in the plenary session alongside the First Ladies and have the opportunity to illustrate, through speech & presentations, your company's role in the digital transformation of Africa and the narrative that your brand has taken on empowering women & girls in ICT.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more throughout the summit.

## ADVOCATE SPONSOR

Align your company as a women's advocate in ICT at the Smart Women's Summit lunch and showcase your brand's services & commitment to girls in the ICT sector. The opportunity to address & present your company's profile to the exclusive audience at this dinner will reverberate further through extensive media coverage.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more throughout the summit.

## SUPPORTER SPONSOR

The first ever Girls Hackathon at the Transform Africa Summit will take place concurrently with the Summit.

As a sponsor of the Hackathon, you will be able to demonstrate your firm commitment to include women & girls in ICT advancement through your work supporting learning institutions & development strategies.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more throughout the summit.

## Benefits

### Session

- Smart Women's Summit session speaker slot in the plenary (Champion Sponsor), opening note at the lunch (Advocate Sponsor) & welcome note at Hackathon (Supporter Sponsor)
- Logo on rotation on AV screens as sponsor during the session
- Video playback before session (Champion Sponsor)

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition Space

- 18 sqm central exhibition space

### Passes

- 4 Platinum passes, 2 Gold passes and 2 Silver passes for Champion sponsor
- 3 Platinum passes, 2 Gold passes and 2 Silver passes for Advocate sponsor
- 2 Platinum passes, 2 Gold passes and 2 Silver passes for Supporter sponsor

### Delegate Bag

- Insert in the summit's delegate bag (Champion sponsor)

### Printed Materials

- TAS 2017 Magazine
  - Half page advert & half page editorial in TAS 2017 Magazine
- Summit guide brochure
  - Logo included in the summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2017 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets on Twitter & Facebook
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – Up to 2 pull-up banners inside venue on corridors
- Own brand - Up to 4 teardrops outside venue
- Own brand – Up to 4 corridor ceiling drop down banners (Walkways around auditorium & concourse)



# BUSINESS LEADERS SYMPOSIUM SPONSOR

(PLENARY SESSION + SMART CEO BUSINESS LUNCH)

## WHY SPONSOR

Leading industry business players will take to the stage and share their vision, challenges & opportunities to an audience led by Heads of State & Government, Ministers & Cabinet secretaries & Regulators.

This unique symposium will shape and communicate the agenda of the larger business community to key decision makers on the continent in an effort to bridge the gap between public policy and the development of the ICT private sector.

A CEO's lunch will follow for increased networking opportunities.

As a sponsor, you will have the opportunity to emphasize your company's standing in Africa's ICT ecosystem through speaking opportunities, presentations & networking.

Take a lead in the conversation between the private sector, Heads of State & Government leaders and actively participate in the execution of the Smart Africa Manifesto.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more throughout the summit.



## Benefits

### Session

- Speaker slot in the plenary symposium
- Logo on rotation on AV screens as sponsor during the session
- Video playback before session

### CEO Lunch

- Speaker slot during lunch
- Logo on rotation on AV screens as sponsor during the lunch
- Company presentation during the lunch

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition space

- 18 sqm central exhibition space

### Passes

- 4 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- 2 Silver passes
- 2 Gala Dinner only passes

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Half page advert & half page editorial in TAS 2017 magazine
- Summit guide brochure
  - Logo included in the summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2017 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets on Twitter & Facebook
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 2 pull-up banners inside venue on corridors
- Own brand - up to 4 tear drops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (Walkways around auditorium & concourse)

# AFRICA MAYOR'S SMART CITIES FORUM SPONSOR

(FORUM + MAYORS LUNCH)

## WHY SPONSOR

With over 300 Mayors attending the summit, the Africa Mayor's Smart Cities Forum will bring together thought leaders from both the public & private sector to create a road map towards executing the Africa Smart Cities Blueprint across the continent.

In line with the Smart Africa Alliance mandate as a framework for implementation, monitoring, evaluation and execution of the Smart Africa Manifesto, the forum's discussions will focus on the workings between public sector, private sector and the policies surrounding the execution of the Africa Smart Cities Blueprint to see it come to fruition.

The Forum presents an opportunity to address city officials charged with the task to deliver their smart cities blueprints and subsequent execution in the plenary session as well as the Mayor's lunch that will precede the start of the forum.

Your company will have an unparalleled opportunity to position its services and products as solutions to the Africa's cities ICT needs.

You will be able to directly address the mayors and present your company through video and/or PowerPoint presentations and underline your firm's role & capabilities in the digital transformation of Africa's cities.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more throughout the summit.

## Benefits

### Mayors Plenary Forum

- Speaker slot
- Co-branding on AV screens
- Video presentation (up to 5 mins)

### Mayors Lunch

- Speaker slot
- Co-branding on AV screens
- Video presentation (up to 5 mins)
- Opportunity to giveaway gift / promo bag at the lunch

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition space

- 18 sqm central exhibition space

### Passes

- 4 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- 2 Silver passes
- 2 Gala Dinner only passes

### CNBC Africa Leaders Session (Media Partner benefits)

- Company logo bug on ticker tape every 7 seconds
- Swipes on screen (up to 2)
- Screen squeezebacks (up to 2)
- Skyscraper banner on cnbcafrica.com for 1 week

### Printed Materials

- TAS 2017 Magazine
  - Full page editorial & full page advert in TAS 2017 magazine
- Summit guide brochure
  - Logo in summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 4 pull-up banners inside venue on corridors
- Own brand - up to 6 teardrops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (Walkways around auditorium & concourse)



# PLENARY SESSION SPONSOR

## WHY SPONSOR

Firmly associate your brand with Africa's digital transformation journey from the main stage at the summit.

Held in the main auditorium, the plenary sessions are expected to have the largest audience. They will also be broadcast live online.

With a speaker slot included, you will have the opportunity to set the narrative that your brand has taken on the digital transformation of Africa.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more.



## Benefits

### Session

- Plenary session speaker slot
- Logo on rotation on AV screens as sponsor during the session
- Video playback before session
- Video playback after session

### Exhibition space

- 18 sqm central exhibition space

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Passes

- 2 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Half page advert & half page editorial in TAS 2017 magazine
- Summit guide brochure
  - Logo included in the summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2017 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets on Twitter & Facebook
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 2 pull-up banners inside venue on corridors
- Own brand - up to 4 teardrops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (Walkways around auditorium & concourse)



# FACE THE GORILLAS SPONSOR

(SMART CITY EDITION & START-UP LANE)

## ABOUT FACE THE GORILLAS: SMART CITY EDITION

Face the Gorillas is a competition that provides a unique opportunity to young aspiring African entrepreneurs and young innovators to make a 5-minute pitch to a panel of renowned business moguls in hopes of accessing capital of up to USD200,000 partnerships or mentorship in front of a live audience.

One of the most exciting sessions in Transform Africa Summit 2015, Face the Gorillas returns to the summit in 2017 and will focus on the budding entrepreneurs within the Smart Africa Member States. Each finalist will have 20mins to make a deal with one or more panelist. Their pitch is followed by a live negotiation and audience participation.

## ABOUT START-UP LANE AT THE SUMMIT

A dedicated central exhibition space is dedicated to start-up companies within the ICT Ecosystems, the summit aims to bring a spotlight to the innovative minds working to have their impact in Africa's digital transformation. It will feature no less than 15 vetted start-up companies with equal balance between the genders.

## WHY SPONSOR

Your company will have an unparalleled opportunity to position itself as a committed supporter in developing Africa's burgeoning ICT industry from the grassroots.

Through branding, presentations & speaking opportunities, your organization will align itself firmly as not only a thought leader in the advancement of the ICT industry, but also as a committed contributor through your own initiative that you will communicate throughout the conference.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more throughout the summit.

## Benefits

### Face the Gorilla's

- Keynote address
- Co-branding on AV screens
- Video presentation (up to 5 mins)

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition space

- 18 sqm central exhibition space

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Passes

- 2 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- Up to three dedicated tables at the gala dinner with 20 accompanying gala dinner tickets for your start-up base

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Half page advert & half page editorial in TAS 2017 magazine
- Summit guide brochure
  - Logo included in the summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2016 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets on Twitter & Facebook
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 2 pull-up banners inside venue on corridors
- Own brand - up to 4 teardrops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (Walkways around auditorium & concourse)



# BREAKOUT SESSION SPONSOR

## WHY SPONSOR

Breakout sessions covering specific subject related to the Smart City theme, sponsoring these sessions will give you company the opportunity to align its services or products in line with a smart city solution.

With a speaker slot included, your representative will be able to communicate your company's direct relationship with the digital transformation of Africa.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more.



## Benefits

### Breakout Session

- Breakout Session speaker slot
- Breakout Session Co-branding on AV screens
- Breakout Session video playback before session

### Exhibition space

- 9 sqm central exhibition space

### Passes

- 2 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Half page advert & half page editorial in TAS 2017 magazine
- Summit guide brochure
  - Logo included in the summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2017 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets on Twitter & Facebook
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 2 pull-up banners inside venue on corridors
- Own brand - up to 4 teardrops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (walkways around auditorium & concourse)

# SPOTLIGHT HUB CUSTOM SESSION SPONSOR

## WHY SPONSOR

The spotlight hub is a hi-tech space located in the lounge of the entryway of the Convention center from the Radisson Hotel side.

The custom built space will serve at the venue for the "Spotlight on...." session featuring an intimate conversation with a global influencer in the ICT industry.

Several other branding promotional & networking opportunities will allow your company to network and showcase its products and services to a prominent and selective audience attending Spotlight Hub sessions.



## Benefits

### Custom Brand Presentation

- 1 hour custom presentation (panel style, single speakers, multiple speaker)
- Interactive session with delegates in attendance

### Exhibition space

- 9 sqm central exhibition space

### Passes

- 2 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Half page advert & half page editorial in TAS 2017 magazine
- Summit guide brochure
  - Logo included in the summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2017 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets on Twitter & Facebook
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 2 Pull-up banners inside venue on corridors
- Own brand - up to 4 teardrops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (walkways around auditorium & concourse)



# REGISTRATION / ACCREDITATION SPONSOR

## WHY SPONSOR

Every attendant to the summit must visit the registration & accreditation zone for the summit located at the Parliamentary building opposite the Kigali Convention Center.

Your company will have an unrivalled opportunity to position its services and products as solutions to the ICT needs for government institutions & private sector businesses to all delegates right from the start of their summit experience.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through exhibition space, venue branding and more.



## Benefits

### Registration & Accreditation

- Logo on all gold, silver & visitor badges
- Exclusive branded delegate bag
- Exclusive branding at the registration venue (8 pull-up banners & 8 tear drops)

### Breakout Session

- Breakout Session speaker slot
- Breakout Session Co-branding on AV screens
- Breakout Session video playback before session

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition space throughout the Summit

- 18sqm central exhibition space

### Passes

- 4 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- 2 Silver passes
- 2 Gala Dinner only passes

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Full page editorial & full page advert in TAS 2017 magazine
- Summit guide brochure
  - Logo in summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2017 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 4 pull-up banners inside venue on corridors
- Own brand - up to 6 teardrops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (walkways around auditorium & concourse)

# WELCOME COCKTAIL SPONSOR

## WHY SPONSOR

The first social event of the summit, the Welcome Cocktail will be held at the expansive lounge of the Kigali Convention Center.

The cocktail will give you an opportunity to set our agenda right at the start of the summit.

Align your brand with the digital transformation of Africa from the start to allow for increased networking & meeting opportunities. The sponsor of the welcome cocktail will also be able to layout a detailed guide & blueprint for delegates to interact with your brand throughout the summit.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition including a prominent presence with CNBC Africa, exhibition space, venue branding and more.



## Benefits

### Welcome Cocktail Participation

- Welcome note at the welcome cocktail
- Logo on rotation on AV screens
- Video presentation (up to 5 mins)
- Opportunity to giveaway gift / promo bag at the cocktail
- Exclusive branding (8 pull-up banners & 4 teardrops)

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition space

- 18sqm central exhibition space

### Passes

- 4 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- 2 Silver passes
- 2 Gala Dinner only passes

### CNBC Africa Leaders Session (Media Partner benefits)

- Company logo bug on ticker tape every 7 seconds
- Swipe on screen
- Screen squeezeback
- Medium rectangular banner on cnbcafrica.com for 1 week

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Full page editorial & full page advert in TAS 2017 magazine
- Summit guide brochure
  - Logo in summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2017 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 4 pull-up banners inside venue on corridors
- Own brand - up to 6 teardrops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (walkways around auditorium & concourse)

# EXCLUSIVE PRE-GALA DINNER COCKTAIL SPONSOR

## WHY SPONSOR

Be a part of the largest social event in the Summit program. Firmly associate your brand with Africa's digital transformation journey and work with the creative team at Smart Africa to craft & execute memorable & impactful cocktail where you will have the opportunity to deliver an address to platinum & gold delegates as well as show case presentations & a video during the event.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition including a prominent presence with CNBC Africa, exhibition space, venue branding and more.



## Benefits

### Pre-Gala Dinner Cocktail Participation

- Welcome note at the exclusive pre-Gala Dinner cocktail
- Logo on rotation on AV screens
- Video presentation (up to 5 mins)
- Opportunity to giveaway gift / promo bag at the cocktail
- Exclusive branding (8 pull-up banners & 8 teardrops)

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition space

- 18sqm central exhibition space

### Passes

- 4 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- 2 Silver passes
- 2 Gala Dinner only passes

### CNBC Africa Leaders Session (Media Partner benefits)

- Company logo bug on ticker tape every 7 seconds
- Swipe on screen
- Screen squeezeback
- Medium rectangular banner on cnbcafrica.com for 1 week

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Full page editorial & full page advert in TAS 2017 magazine
- Summit guide brochure
  - Logo in summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
  - Logo included in list of sponsors on TAS 2017 website
- Social media assets on Twitter & Facebook
  - Weekly post on TAS 2017 social media assets
  - Logo included in list of sponsors

### Transform Africa Video Commercials

- Video commercials for TV & social media platforms
  - Logo on the end board of the videos

### Own branded materials at the Kigali Convention Center

- Own brand – up to 4 pull-up banners inside venue on corridors
- Own brand - up to 6 tear drops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (Walkways around auditorium & concourse)



# GALA DINNER SPONSOR

## WHY SPONSOR

The largest social event of the summit, the gala dinner will take place on the second day of the summit hosting government leaders, policy makers, business leaders & influencers.

As a gala dinner sponsor, you will have a rare opportunity to address Africa's key decision in matters of ICT as well as present your company's goals & services pertaining to the digital transformation of Africa.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition including a prominent presence with CNBC Africa, exhibition space, venue branding and more.



## Benefits

### Gala Dinner

- Welcome note at the Gala Dinner
- Logo on rotation on AV screens
- Video presentation (up to 5 mins)
- Opportunity to giveaway gift / promo bag at the gala dinner
- Exclusive branding (8 pull-up banners & 8 tear drops)
- Three dedicated tables at the gala dinner

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Exhibition space

- 18sqm central exhibition space

### Passes

- 4 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- 20 Gala Dinner only passes

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Full page editorial & full page advert in TAS 2017 website
- Summit guide brochure
  - Logo in summit guide brochure
- Directional signage
  - Logo on directional signage

### Online / Social media assets

- TAS Website
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# THE COURTYARD FOOD COURT SPONSOR

## WHY SPONSOR

This outdoor food court which is situated directly outside the exhibition will serve light snacks and hot meals to delegates. This partially tented area is certain to be busy as delegates go out to relax and soak in the tropical weather enjoyed in Kigali. Charging zones & information points will be distributed throughout.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through session speaker slots, exhibition space, venue branding and more.



## Benefits

### Courtyard food court

- Logo on rotation on AV screens as zone sponsor
- Charger point branding
- Pull-up banner inside the food court (8)
- Teardrops outside the food court (8)
- Display opportunities within the food court

### Breakout Session

- Breakout Session speaker slot
- Breakout Session co-branding on AV screens
- Breakout Session video playback before session

### Exhibition space

- 18sqm central exhibition space

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Passes

- 4 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- 2 Silver passes
- 2 Gala Dinner only passes

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
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- Summit guide brochure
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### Online / Social media assets

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- Own brand - up to 6 teardrops outside venue
- Own brand – up to 4 corridor ceiling drop down banners (walkways around auditorium & concourse)

# THE HOTSPOT CAFÉS SPONSOR

## WHY SPONSOR

The venue will include several café zones including one located directly outside the exhibition as well as café around the auditorium & Spotlight Hub. Certain to be busy, delegates will be able to learn more about your brand & its services in a relaxed engaging atmosphere. Charging zones & information points will be distributed throughout.

Several other branding, promotional & networking opportunities will allow your company to network and showcase its company culture & ambition through session speaker slots, exhibition space, venue branding and more.



## Benefits

### The Hotspot Cafés

- Logo on rotation on AV screens as zone sponsor
- Charger point branding
- Pull-up banner inside the hotspot café (8)
- Teardrops outside the hotspot café (8)
- Display opportunities within the hotspot café

### Breakout Session

- Breakout Session speaker slot
- Breakout Session co-branding on AV screens
- Breakout Session video playback before session

### Exhibition space

- 18sqm central exhibition space

### Session brand placement

- Logo on rotation on AV screens as sponsor on all plenary & breakout sessions

### Passes

- 4 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)
- 2 Silver passes
- 2 Gala Dinner only passes

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

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# TRANSFORM AFRICA SUMMIT BUS NETWORK SPONSOR

## WHY SPONSOR

The summit will be supported with a network of over 50 buses exclusively available to summit delegates only.

The network feature several 'smart' solutions including: -

- Smart pre-paid travel cards
- Wi-Fi

Several other branding, promotional & networking opportunities will allow your company to position its product and services for delegates through exhibition space, venue branding and more.



## Benefits

### Branding vehicle fleet

- Co-branding of buses
- Co-branding of bus chaperone shirts
- Opportunity to giveaway gift to passengers guests

### Exhibition space

- 9 sqm central exhibition space

### Passes

- 2 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Half page advert & half page editorial in TAS 2017 magazine
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### Online / Social media assets

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# TRANSFORM AFRICA SUMMIT VIP FLEET SPONSOR

## WHY SPONSOR

VIP'S including government dignitaries and business leaders & influencers who are guests of Smart Africa, will be chauffeured in exclusive VIP vehicles with equipped with 4G WIFI, refreshments and snacks. Promote your brand directly to policy makers & industry influencers.

Several other branding, promotional & networking opportunities will allow your company to position its product and services for delegates through exhibition space, venue branding and more.



## Benefits

### Breakout Session

- Branding vehicle fleet
- Co-branding of VIP vehicles
- Co-branding of VIP ushers shirts
- Opportunity to giveaway gift to VIP guests

### Exhibition space

- 9 sqm central exhibition space

### Passes

- 2 Platinum passes (includes Gala Dinner)
- 2 Gold passes (includes Gala Dinner)

### Delegate Bag

- Insert in the summit's delegate bag

### Printed Materials

- TAS 2017 Magazine
  - Half page advert & half page editorial in TAS 2017 magazine
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## CONTACTS

To secure your **sponsorship** package:

 Email: [sponsor@smartafrica.org](mailto:sponsor@smartafrica.org)

Or get in touch with **our team**

 Tel: +250 (0) 732303310

+250 (0) 732301014

+250 (0) 732301011

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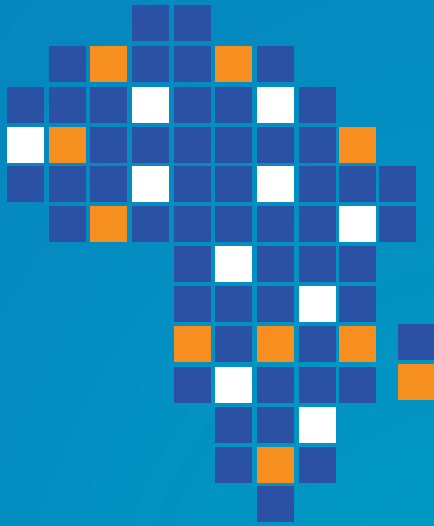


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## SMART CITIES FAST FORWARD

10 - 12 May 2017  
Kigali | Rwanda

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