



WOMEN'S LEADERSHIP FORUM

BEHIND EVERY EVENT, IS A GREAT WOMAN!



SPONSORSHIP DOCUMENT

OVERVIEW

EXSA (Exhibitions & Event Association of Southern Africa) and SAACI (Southern African Association for the Conference Industry) have joined forces to bring the conference & events industry the first ever Women's Leadership Forum for women in the events industry.

EXSA was founded in 1980 as a non-profit organisation representing Venues, Organisers, Exhibition Designers, Stand builders, Service Companies and Associate organisations. EXSA, via collective representation, provides a forum for all participants across the spectrum of the exhibition industry.

SAACI was founded in 1987 as a non-profit organisation representing the following industry specific forums, conference and event organisers, destination marketing companies, exhibition companies, general event services, technical and transport providers and the venues.

This one day event will be held on the 20th of November 2013 at the Holiday Inn Sandton on Rivonia Road in Johannesburg.

Our intention is to make this a green event. Very little printing will be done. Electronic forms of communication in the forms of emails, websites and social media will be used to market the conference. We will be encouraging our sponsors to follow this idea.

WOMEN'S LEADERSHIP FORUM

The WLF will be a valuable source of information, insights, tools and of course networking opportunities.

We have a phenomenal programme lined up which is guaranteed to inform, empower and energize participants. The professional speakers will cover a variety of topics in this full day programme.

Who should attend?

If you are a leader, senior or middle manager, business owner or entrepreneur then you should be investing time in focusing on yourself. You know which direction you want to be going in but you also understand that success is never final and you need to learn all the time.

This is also an opportunity for business to give their hard working ladies a day out of the office to benefit not only themselves but your companies too.

All are welcome!

What are the benefits to sponsoring?

Over and above the benefits listed below in each of the categories, herewith two important reasons to consider partnering with us:

- Promote your company as a partner with WLF
- Associate your brand with this strategic segment of the events industry.

DIAMOND SPONSOR – R50 000.00 – R100 000.00 (incl. VAT)

- Three (3) complimentary delegate registrations for your company representatives to attend the conference and the cocktail function
- Your company logo displayed on the screens around the conference venue
- Sponsor may provide promotional material / gifts for the delegate bags
- Exclusive branding rights for the cocktail function
- Your company will be recognized as a sponsor prior to the event through our marketing efforts
- Your company will be recognized as a sponsor at the event

PLATINUM SPONSOR – R30 000.00 – R49 999.99 (incl. VAT)

- Two (2) complimentary delegate registrations for your company representatives to attend the conference and the cocktail function
- Your company logo displayed on the screens around the conference venue
- Sponsor may provide promotional material / gifts for the delegate bags
- A maximum of three (3) company banners may be placed in the registration area and conference venue – these may be moved around
- Exclusive branding rights for the delegate lunch
- Your company will be recognized as a sponsor prior to the event through our marketing efforts
- Your company will be recognized as a sponsor at the event

GOLD SPONSOR – R15 000.00 – R29 999.99 (incl. VAT)

- One (1) complimentary delegate registrations for your company representatives to attend the conference and the cocktail function
- Your company logo displayed on the screens around the conference venue
- Sponsor may provide promotional material / gifts for the delegate bags
- A maximum of two (2) company banners may be placed in the registration area and conference venue – these may be moved around
- Your company will be recognized as a sponsor prior to the event through our marketing efforts
- Your company will be recognized as a sponsor at the event

SILVER SPONSOR – R10 000.00 – R14 999.99 (incl. VAT)

Would your company like to sponsor one of our remarkable speakers? The benefits of sponsoring a speaker include:

- A short introduction to your company prior to the speaker session
- Your company logo displayed on the screens around the conference venue
- Sponsor may provide promotional material / gifts for the delegate bags
- Your company will be recognized as a sponsor at the event

DELEGATE BAG SPONSOR – R10 000.00 (incl. VAT)

Would your company like to sponsor the delegate bags for the conference? The benefits of sponsoring the bags include:

- Your company name / logo included on the bag – this will depend on the type of bag chosen by the LOC.
- Your company logo displayed on the screens around the conference venue
- Your company will be recognized as a sponsor at the event

IN KIND SPONSORSHIP

There are several opportunities for your company to offer sponsorship in kind in return for official sponsorship status, the value of the services / goods supplied will determine the sponsorship category and entitlements to what your company will receive.

The services available for sponsorship include:

- Audio Visual for the conference and cocktail function
- Décor for conference venue, cocktail function and break venue
- Lanyards for the delegate badges
- Entertainment
- Delegate gifts – at the discretion of the LOC
- Speaker gifts – at the discretion of the LOC
- Photographic services
- Lucky Draw prizes
- Registration facilities and management
- Speaker transportation services (flights, airport transfers, etc)

CONCLUSION

The Women's Leadership Forum Conference Committee are looking forward to hosting this first ever event for the most important people in our industry.

We would be happy to discuss any of the sponsorship packages with you, and are able to tailor-make a package that will suit your company's needs, objectives and budget. Further suggestions are always welcome and we invite you to make contact with us to discuss any ideas you may have in terms of being involved in the conference.

Don't miss out on this wonderful opportunity!

CONTACT DETAILS:

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