

# TECH4FRICA<sup>08</sup>

A web and emerging technology conference for Africa.  
Oct 3rd, 4th 2008 in Johannesburg, South Africa.  
<http://technologyforafrica.org/>

## SPONSOR PROSPECTUS

### **What do emerging technologies and the Web in Africa look like today, and in 5 years?**

While the Web continues to grow apace, new business models disrupt traditional ones, social applications dominate our thinking, investment funds innovation. Africa however remains largely untapped, apart and unspoken for. That doesn't mean Africa is without talent, opportunity, or influence on the global web.

Technology for Africa will bring together internationally respected speakers and practitioners who are building the web and technology as we know it, with leading Africans who are themselves paving the way forward regionally.

With speakers such as the Joe Stump, the lead developer and architect of digg.com; Andy Budd, the internationally renowned user experience designer and web standards expert; and Stafford Masie, the Google SA Country Manager; the conference promises to be a pioneering and intimate affair, congregating digital elite for the first time in Africa.

The focus is on interaction, discussion and sharing with attendees the future of the Web and emerging technology in Africa, and the role Africans can and are playing globally.

### **Your company can meet, interact and showcase with the leaders that are driving innovation, development and growth in Africa, by sponsoring Tech4frica 2008.**

#### **Who will be attending?**

- Technologists and entrepreneurs
- Web, software and application developers
- Web and graphic designers
- User experience designers
- Online marketing professionals
- Web and new media strategists
- Product Managers
- Infrastructure specialists
- VCs and early stage investors
- Social entrepreneurs

#### **Conference topics include:**

- Emerging technologies
- Web 2.0
- Mobile & wireless innovation and trends
- Technology opportunities
- Telecoms & infrastructure trends
- Design and UX
- Mapping
- Startups, entrepreneurship, business
- Online marketing and PR

For sponsor opportunities, contact:  
Gareth Knight at +44 77 66 00 66 56 or [contact@technologyforafrica.org](mailto:contact@technologyforafrica.org)

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## SPONSOR PROSPECTUS

### Sponsorship Packages

#### Premier sponsorship (limit 2)

**Pre-Event Benefits:**

Brand and logo inclusion in email broadcasts and press releases  
100-word description and banner ad on website

**Onsite Benefits:**

Exhibitor space, 10 conference passes  
2 sponsored workshops / masterclasses / product demos  
Keynote address sponsorship message  
2 page spread in conference guide  
Logo on conference bag, goodies into conference bag  
Banner placement in both auditoriums and entrance  
Sponsorship of buffet lunch for one day  
Placing of material on literature table

**Post-Event Benefits:**

Use of conference mailing list twice within 6 months of the event

**Fee:**

R100,000

#### Executive sponsorship

**Pre-Event Benefits:**

Brand and logo inclusion in email broadcasts and press releases  
100-word description and banner ad on website

**Onsite Benefits:**

Exhibitor space, 8 conference passes  
1 sponsored workshop / masterclass / product demo  
1 page in conference guide  
Goodies into conference bag  
Sponsorship of one break  
Placing of material on literature table

**Post-Event Benefits:**

Use of conference mailing list twice within 6 months of the event

**Fee:**

R70,000

#### Associate sponsorship

**Pre-Event Benefits:**

Brand and logo inclusion in email broadcasts and press releases  
100-word description and banner ad on website

**Onsite Benefits:**

Exhibitor space, 6 conference passes  
1/2 page ad in conference guide  
Goodies into conference bag  
Placing of material on literature table

**Post-Event Benefits:**

Use of conference mailing list once within 6 months of the event

**Fee:**

R35,000

#### Product sponsorship

**Pre-Event Benefits:**

Brand and logo inclusion in email broadcasts and press releases  
100-word description and banner ad on website

**Onsite Benefits:**

One product demo  
4 conference passes  
1/2 page ad in conference guide  
Goodies into conference bag  
Placing of material on literature table

**Post-Event Benefits:**

Use of conference mailing list once within 6 months of the event

**Fee:**

R20,000

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### Sponsorship Packages

#### Exhibitors

2 conference passes  
100 word listing on website  
200 word listing in conference guide  
Placing of material on literature table  
Goodies into conference bag  
Product t-shirt distribution

**Fee:**

R15,000

#### Who should exhibit?

- Application and web development suppliers
- Graphic design, brand and advertising suppliers
- Hardware and software vendors
- Infrastructure suppliers
- Online advertising and inventory suppliers
- Media, PR and distribution vendors and suppliers
- Professional services for technology businesses - legal, accounting, banking, support
- Recruitment agencies, technology headhunters
- SEO and online marketing suppliers
- Social and community solution providers
- Web hosting and web solution vendors

#### Opening and/or Closing Party sponsorship

**Pre-Event Benefits:**

Brand and logo inclusion in email broadcasts and press releases  
100-word description and banner ad on website

**Onsite Benefits:**

4 conference passes  
1/2 page ad in conference guide  
Goodies into conference bag  
Product badge / sticker / brochure placement  
T-shirt distribution  
Placing of material on literature table

**Post-Event Benefits:**

Use of conference mailing list once within 6 months of the event

**Fee:**

R15,000

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