



**IBIA**  
INTERNATIONAL BUNKER INDUSTRY ASSOCIATION

# AFRICA CONFERENCE 2019

CAPE TOWN, SOUTH AFRICA

28 – 31 MAY 2019

FUELLING... A NEW ERA IN AFRICA



[www.ibia.net](http://www.ibia.net)

## Gold Sponsor Benefits

As a Gold sponsor, you will receive the very highest level of benefits with your sponsorship and we will work with you to customize your experience.

Your 'IBIA Conference in Africa' experience will be enhanced - from the invaluable relationships you build with leaders in the bunkering and shipping industry to the compelling content that drives discussions and spurs collaboration.

Each gold sponsor's package is highly customized to meet your organization's goals and needs.

An event with a global profile and marketing reach

### PRE Conference:

- Special Announcement of the partnership via all communication channels (print, social media, email marketing, press releases)
- Logo will appear in the email marketing campaign to over 800 industry professionals
- Logo will appear in our print advertisement campaign to influential national and international media

### DURING Conference:

- Special recognition throughout the Conference
- Four (4) free delegate passes to the Conference and all social activities
- Social Media focus on your organisation during the Conference
- Opportunity to distribute promotion material throughout the Conference
- Rotating Logo on big screens throughout event
- Logo will appear on the Conference's banners
- Full page advertisement in the first half of the Conference official guide
- Official sponsor of Gala Dinner
- Dedicated seating at VIP table during the Conference Dinner
- Opportunity to address a welcome speech to the guests

### POST Conference:

- Preferential consideration at all IBIA events for a year (to become speakers or sponsors)
- Logo will appear in the post Conference report that will be distributed to over 800 industry professionals
- Full page advertisement or advertorial in the electronic and printed version of the post Conference report

**Price: GBP 2,500  
ZAR 45,000**



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## Silver Sponsorship Benefits

### PRE Conference:

- Special announcement of partnership across all media channels including social media
- Reference in the Conference's regular press releases
- Logo to appear in all Conference marketing releases
- Logo to appear in all Conference print advertising
- Logo to appear on Conference website
- Sponsor to be announced through the Conference's social media

### DURING CONVENTION:

- Special recognition throughout the Conference
- Social media focus on your organization during the Conference
- Opportunity to distribute promotional material
- Two (2) free delegate passes to the Conference and all social activities
- Rotating Logo on big screens throughout event
- Logo to appear on Conference's banners
- Full page advertisement upfront in Conference official guide
- Sponsor 'Welcome Cocktail Reception'
- Opportunity to address a welcome speech to the guests

### POST Conference:

- Logo will appear in the post Conference report
- Full page advertisement in the electronic post Conference report
- Logo will appear in all press releases to selected online and print publications

**Price: GBP 1,600  
ZAR 30,000**



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## Bronze Sponsorship Benefits

### PRE Conference:

- Reference in the Conference's regular press releases sent to carefully selected online and print publications, including media sponsors
- Logo will appear in the email marketing campaign to over 800 industry professionals
- Logo will appear in our print advertisement campaign to influential national and international media
- Sponsor will be announced through the Conference's social media

### DURING Conference:

- Special recognition throughout the Conference
- Social media focus on your organisation during the Conference
- Opportunity to distribute promotion material throughout the Conference
- One (1) free delegate passes to the Conference and all social activities
- Logo will appear on the Conference's banners
- Full page advertisement in the Conference's official guide
- Sponsor of the first or second day's 'Networking Coffee Breaks'
- Recognition at the Official Reception

### POST Conference:

- Preferential invitation to all IBIA events throughout the year
- Logo will appear in the post Conference report that will be distributed to over 800 bunker industry professionals
- Full page advertisement or advertorial in the electronic version of the post Conference report

**Price: GBP 800**  
**ZAR 15,000**



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## Supporter Benefits

### PRE Conference:

- Reference in the Conference's press releases sent to carefully selected online and print publications, including media sponsors
- Logo will appear in the email marketing campaign to over 800 industry professionals
- Logo will appear in our print advertisement campaign to influential national and international media
- Logo will appear on the Conference's dedicated website

### DURING Conference:

- Social media focus on your organisation during the Conference
- Opportunity to distribute promotion material throughout the Conference
- Logo will appear on the Conference banners
- Full page advertisement in the Conference's official guide
- Sponsor of the first or second day's 'Networking Lunch break'

### POST Conference:

- Logo will appear in the post Conference report
- Full page advertisement in the electronic post Conference report
- Logo will appear in all press releases to selected online and print publications

**Price:    GBP 300**  
**ZAR 5,000**



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## Individual Benefits

### • Training Day Sponsor: £ 550 ZAR 10,000

Training Day will offer the sponsor the opportunity to distribute marketing material to the attendees, use their banner throughout the training sessions and during the social activities (two coffee breaks and one lunch) Two (2) free Training passes

### • Presentation Folders: ZAR 4,500 £300

Sponsor the presentation folders which will be given to all conference delegates including the Convention's printed programme. Delegates can also use the presentation folders for keeping their notes or business cards safe during the IBIA Africa Conference 2019.

### • Delegates Bag Sponsor: £300 ZAR 4,500

Every delegate receives a bag displaying the sponsor's logo. The bag contains the full event guide and publications from organising companies and supporting media.

### • Notepads and Pens Sponsor : £300 ZAR 4,500

Sponsor the note pads and pens, which are used by all conference delegates during the IBIA Africa Conference 2019. Your logo will be displayed on both.

### • Badges and Lanyards Sponsor: £300 ZAR 4,500

Badges and lanyards are worn during all courses, seminars, the conference and all networking events. These display the sponsor's logo on the badge and around the lanyard. All delegates will be required to wear the badges in the formal sessions as well as the exhibition and field trips.

## Extra Features of Individual Sponsors

- You company will be mentioned as 'Individual Sponsor' in the Official Guide of the Conference, which will be distributed in more than 800 industry professionals before and during the Conference.

- You company will be mentioned as 'Individual Sponsor' in the Report of the Conference, which will be distributed in more than 800 industry professionals after the Conference.