

Sponsorship and Marketing Proposal

IT Conference Namibia 2008

Business Information Technology Conference & Mini Expo - for Decision Makers

13 March 2008

Presented by: Afresh Consult and Home Hi-Tech



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Introduction

The IT Show Namibia is an informative conference held on the 13th of March 2008 at the Safari Hotel in Windhoek. The target audience is Decision Makers from the Private and Public Sector. The conference aims to inform the delegates about new developments on the corporate IT scene in Namibia, and focuses on Business software systems, IT infrastructure, networking, hosting, and communication technology.

There will also be a Mini-Expo with 20 to 30 booths where IT companies showcase their latest products and services. A Product Launch and Press Conference is also planned.

With speakers from South Africa and Namibia, it is bound to be a great event!

The Event is hosted by:

Afresh Consult, the Distributors of HansaWorld ERP software

And co-hosted by:

Home Hi-Tech, an authorized Apple reseller

Businesses related to IT can get involved! You may become a sponsor, a co-sponsor or an exhibitor.

This will be the largest and first professionally organized IT conference ever. The day promises to be one to remember, and could possibly be repeated on

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an annual basis. The day will comprise of informative presentations and talks as well as the presentation of products / services in booths surrounding the conference area. An aggressive marketing campaign will be undertaken, including various advertising and PR strategies, to promote the event and ensure maximum attendance. The day will conclude with a discussion panel, giving attendees the opportunity to pose questions to speakers. Thereafter a cocktail party will round off the event.

If any profit is made from the event it will serve as funding to organize the next event.

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Provisional Agenda

Please note that the schedule is subject to change without notice.

8h00: Conference opens

9h00: Opening and Introduction: Immo Böhm

9h10: Keynote: **Business & IT Alignment** Martin Butler (Senior Lecturer: Information Systems Management: University of Stellenbosch Business School)

10h00: Internet security: Rowan Erasmus, iKey

10h20: Coffee

10h40: open slot

11h00: open slot

11h30: Inventory Planning and Demand Forecasting: Example Just Enough Software. Greg Manson

12h00: New choices in Business Management: HansaWorld, Immo Böhm

12h30: Networking Lunch

14h00: Developments on the Apple Platform

14h30: Mobility of ERP: Kevin Clarke

15h00: Coffee

15h30: The ICT Scene in Namibia - changes and developments - ICT Alliance

16h00: Keynote: **Future Impact of Technology on Business** Martin Butler (Senior Lecturer: Information Systems Management: University of Stellenbosch Business School)

16h30: Panel Discussions/Questions

17h30: Networking Cocktails /Product Launch

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Advertising and PR

An aggressive advertising strategy will be followed, with a focus on getting as much press as possible, in terms of press releases, live interviews on radio etc.

The following channels have been selected according to suitable target audience as possible media sponsors:

- ➔ *Radio Kosmos and/or Radio Wave*
- ➔ *The Republikein*
- ➔ *The Economist*
- ➔ *The Namibian*

Initially we will use the partners' databases to do telephone invites and mail shots.

11-15 February 2008

A weekly teaser campaign will be embarked on 5 weeks prior to the event. The teaser campaign will comprise of words from the topics of the agenda. In print, only the words will appear with a website address. The words and their respective definitions, as well as the website address will appear. This will make people curious to find out what is going on and visit the website where they will get more detail.

21 February 2008

Three weeks prior to the event aim to leak more information to the press

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about the event by means of press releases and live talks. Our sponsors will assist us with this. Advertising will give more information; dates, time and venue will be advertised on radio and newspapers. We will invite One Africa to the event for a live broadcast, as well as giving all the press involved one or two free access passes and an invite to the press conference.

6 and 12 March 2008

If we do not have the desired number of RSVP's by this time, 2 weeks prior to the event, larger ads in the papers and longer ads on radio may be required as well as more press releases and live talk shows.

12 March 2008

Callbacks should start to confirm attendance of every person who RSVP'ed. Also confirm with the press.

13 March 2008

Press Conference is held on the day and press has free access to the event.

Sponsorship Options / Packages

➔ PLATINUM PARTNERS



Platinum Partners will be the main Sponsors and a maximum of 3 will be allowed to allow maximal exposure to Platinum Partners.

Benefits for Platinum Partners

- 1) Free entrance and meals for 4 staff members
- 2) Logo on all advertising (print and radio)
- 3) Branding at the day (entrance and inside hall)
- 4) A 20-minute time slot for a presentation
- 5) Free entry to the cocktail event that night for 4 people
- 6) Interviews at press conference
- 7) Exposure in press releases prior to and after event

→ GOLD PARTNERS



Gold Partners will be premium sponsors and a maximum of 4 will be allowed to allow maximal exposure to Gold Partners.

Benefits for Gold Partners

- 1) One free booth at the day (3mx3m each) (target audience of 200)
- 2) Free entrance and meals for 2 staff members
- 3) Logo on all advertising (print and radio)
- 4) Branding at the day (inside hall)
- 5) Free entry for 2 people to the cocktail event that night

➔ SILVER PARTNERS



Silver Partners will be non-IT related sponsors and a maximum of 5 will be allowed to allow maximal exposure to Silver Partners.

Benefits for Silver Partners

- 1) Free entrance and meals for 2 staff members
- 2) Logo on all advertising (print and radio)
- 3) Branding at the day (inside hall)
- 4) Free entry for 2 people to the cocktail event that night

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