

#PowerAfricaGoesVirtual

IEEE PES & IAS

**POWERAFRICA
CONFERENCE**



2020

IEEE PES/IAS

**PowerAfrica
Conference**

**PowerAfrica Goes Virtual
August 25-28**

CONFERENCE SPONSORSHIP PROPOSAL

ABOUT POWERAFRICA



PowerAfrica is the flagship conference in Africa for the IEEE Power & Energy Society (PES) and Industrial and Applications Society (IAS).

Each year, close to 350 attendees from Africa, Europe, Asia and America attend PowerAfrica, which is a premier conference providing a forum for research scientists, engineers, and practitioners to present and discuss latest research findings, ideas, and emerging technologies and applications in the area of power systems integrations, business models, technological advances, policies and regulatory frameworks for the African continent. PowerAfrica 2020 will include keynote addresses and invited presentations by distinguished scientists and engineers within the context of the Sustainable Development Goals (SDGs).

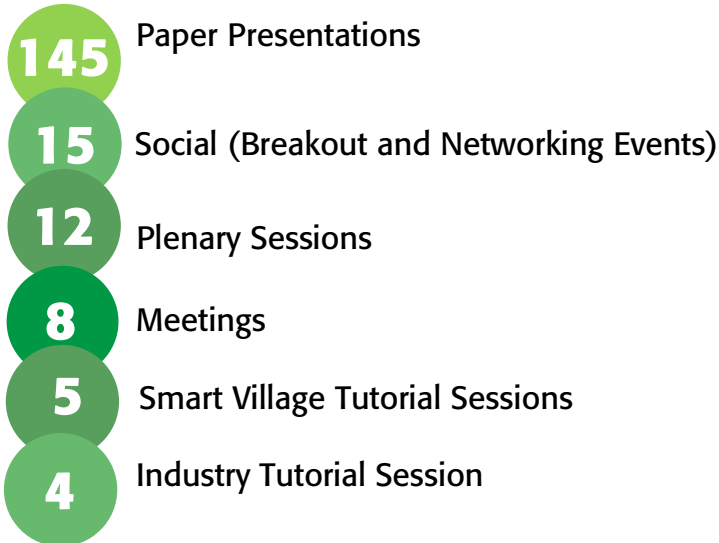
The 2020 event is the 7th edition of the PowerAfrica conference and will be held virtually. The previous conferences have been held in Johannesburg, South Africa (2007 and 2012), Livingston, Zambia (2016), Accra, Ghana (2017), Cape Town, South Africa (2018), Abuja, Nigeria (2019). The onsite edition will be held in 2021 in Nairobi, Kenya.



HIGHLIGHTS FROM POWERAFRICA 2019



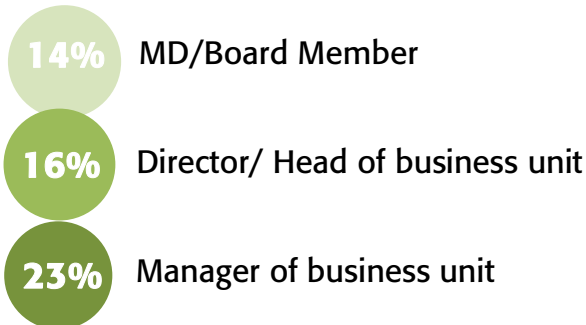
THE PROGRAM



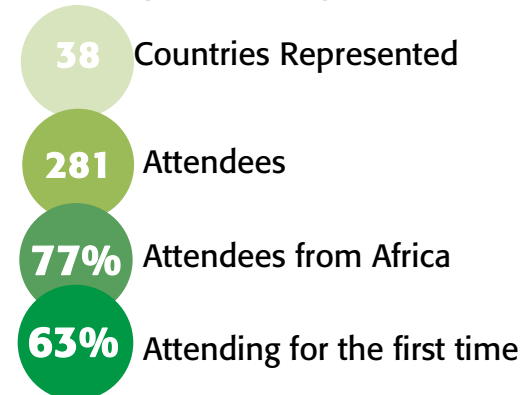
INDUSTRIES REPRESENTED

- ✓ Developers and EPCs
- ✓ Utilities and Manufacturing
- ✓ Consultants
- ✓ Commercial and Industrial energy users
- ✓ Government/ regulators
- ✓ Financial
- ✓ IPP

KEY DECISION MAKERS PRESENT



THE NUMBERS



WHY SPONSOR POWERAFRICA 2020



As a sponsor, you have the opportunity to gain visibility and credibility amongst key players and individuals working in Europe, Asia, America and Africa.

Sponsors will;

- ◆ **BUILD** valuable and lasting business partnerships with a highly engaged international audience of technical, operational, and policy-makers in Africa, Europe, Asia and America with many being senior decision makers representing utilities, universities, energy developers and commercial & industrial energy users within the power and energy and sectors.
- ◆ **CONNECT** with thousands of attendees/interested people in the power & energy sectors from across the globe. Their material will be available online on all our platforms before, during and after the event and they will receive engagement from thousands of viewers to the conference website and social media platforms.
- ◆ **NETWORK** with engineers, researchers responsible for design and operation of various electrical systems.
- ◆ **ENGAGE** with potential clients by having us set up a meeting with them at the event.

PREVIOUS SPONSORS



IEEE PowerAfrica values strong, ongoing relationships with each of our sponsors and works closely with them to ensure their individual needs are met to receive a good return on their investment.

Some past sponsors include the below;

- ◆ E-TAP
- ◆ ASTEVEN
- ◆ JINKO SOLAR
- ◆ MTNN
- ◆ NCC
- ◆ NERC
- ◆ KENNA PARTNERS
- ◆ DANELEC
- ◆ OTIS ENGINEERING
- ◆ GVE
- ◆ MOMAS
- ◆ MEDICAID
- ◆ NASENI
- ◆ HUAWEI
- ◆ WORLD BANK
- ◆ BLUECAMEL
- ◆ OPAL.RT TECHNOLOGIES
- ◆ ENERGIZE
- ◆ ALTAIR
- ◆ COUNCIL FOR SCIENTIFIC AND INDUSTRIAL RESEARCH, SOUTH AFRICA
- ◆ IEEE HAC

Some past media partners include the below;

- ◆ ESI AFRICA
- ◆ NTA
- ◆ AIT
- ◆ VON
- ◆ SUN NEWSPAPER



SPONSORSHIP BENEFITS



Benefits/Tier	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Amount	USD 7,500	USD 5,000	USD 3,500	USD 2,000	USD 1,000
Complimentary Full Conference Passes	7	5	3	2	1
Corporate conference discount on additional passes	15%	12.5%	10%	5%	2%
Host pre and post-session/stream	★	★	★	★	★
Customizable virtual booth space	★	★	-	-	-
Live booth activity (when no session is going on)	Live demos and webcast	Moderated expert chat	Open public chat	Open public chat	Open public chat
Speaking opportunity	Keynote / Executive Forum	Keynote / Executive Forum	Industry Sessions	-	-
Prime advertisement space	Exhibit Halls & Navigation Bar	Exhibit Halls & Navigation Bar	-	-	-
Access to your virtual booth & resource files	90-day on-demand viewing period	90-day on-demand viewing period	60-day on-demand viewing period	30-day on-demand viewing period	30-day on-demand viewing period
Contacts and reports of virtual booth attendees who opt in	★	★	-	-	-
Resource files available at virtual booth for distribution	10	10	5	5	3
Virtual event appreciation bags	IEEE Membership Discount Voucher of \$40pp (7)	IEEE Membership Discount Voucher of \$40pp (5)	IEEE PES/IAS Membership Voucher (3)	IEEE PES/IAS Membership Voucher (2)	IEEE PES/IAS Membership Voucher (2)

***ALL** conference sponsors above will;

1. Have their company logo displayed on the conference website, on all marketing collateral and throughout the virtual engagement center.
2. Have a link back to their corporate website from PowerAfrica conference website

ADDITIONAL OPPORTUNITIES



CUSTOMISABLE sponsorship options are available to align with our sponsors objectives.

OPPORTUNITY	DESCRIPTION	AMOUNT
Conference Mobile App	<p>This will be used by all attendees to search for sessions and authors, build schedules, peruse the conference proceedings, rate sessions and speakers, and most importantly, receive updates and announcements.</p> <p>As the exclusive sponsor, your company's logo will be featured prominently within the app. Additionally, the first time a user opens the app, a splash page recognizing your company's sponsorship will appear.</p> <p>★ This sponsor will enjoy same first 4 benefits on the list for PLATINUM SPONSORSHIP</p>	USD 4,000
Executive Forum	<p>Sponsor a session that will bring together C-level and other senior leaders in the power and energy sector and IEEE to deliberate on emerging issues affecting the Sector in Africa and enabling to build long-lasting relationships.</p> <p>Sponsor stream pre- and post- the event.</p> <p>Recognition on all conference platforms and material and during the event.</p> <p>★ This sponsor will enjoy same first 2 benefits on the list for SILVER SPONSORSHIP</p>	USD 2,000
Opening Ceremony	<p>Sponsor stream pre-opening ceremony and post-opening ceremony.</p> <p>★ This sponsor will enjoy same first 2 benefits on the list for BRONZE SPONSORSHIP</p>	USD 1,000
Industry Panel Session	<p>Sponsor stream pre-opening ceremony and post-opening ceremony.</p> <p>★ This sponsor will enjoy same first 2 benefits on the list for BRONZE SPONSORSHIP</p>	USD 1,000
Keynote Session	<p>Sponsor stream pre-opening ceremony and post-opening ceremony.</p> <p>★ This sponsor will enjoy same first 2 benefits on the list for BRONZE SPONSORSHIP</p>	USD 1,000
Networking Events	<p>Sponsor and host your own live networking event to share information and enable attendees to network with industry peers and the sponsoring company's staff.</p> <p>Logo will appear on all material promoting the specific event as well as the opportunity to promote your company during the event.</p> <p>★ This sponsor will enjoy same first 2 benefits on the list for BRONZE SPONSORSHIP</p>	USD 1,000
Participant scholarships	<p>Sponsor a number of participants from developing economies to attend the conference as authors or non-authors.</p> <p>Recognition on all conference platforms and material.</p>	Open



ADDITIONAL OPPORTUNITIES



EXHIBIT ONLY @ USD 2,000

The conference attracts key audiences from utilities, government, large energy consumers, developers, EPCs, IPPs and financial institutions. The exhibit only option is great for those companies that have a new product/service to promote.

Each exhibitor package includes;

1. 2 complimentary full conference passes
2. 5% discounted conference registration for your staff
3. Unlimited access to conference participants

Resources that can be used for exhibiting

1. Pre-recorded videos played and available on the virtual spaces.
2. Soft copy of marketing material on the virtual spaces.
3. Link back to exhibitor's corporate website from the conference website and virtual platform.
4. Your company logo and a 50-word description of your company will be prominently included on the conference website and the conference app.

MEDIA PARTNERS

We welcome in-kind support for media of all kinds (magazines, newspapers, television, radio, online etc). Media partner's logo will be displayed during the conference.

If you don't see anything that meets your needs in the categories below, we can tailor make a package to suit your needs and budget. Please contact us at partners@ieee-powerafrica.org, and we will be happy to speak with you about a customized sponsorship package

