



IEEE PES & IAS

POWERAFRICA
CONFERENCE

2024



CONCEPT NOTE

IEEE PES/IAS Power Africa Conference

October 7 to 11 2024

Johannesburg, South Africa

THEME: TOWARDS ENSURING ENERGY SECURITY IN AFRICA



POWER AFRICA CONFERENCE

A BRIEF STORY ABOUT THE CONFERENCE.

Power Africa 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 Power Africa, which is a premier conference providing a forum for research, scientists, engineers, and practitioners to present and discuss the latest research findings, ideas, and emerging technologies and applications in the area of power systems integration, business models, technological advances, policies, and regulatory frameworks for the African continent. Power Africa 2024 will include keynote addresses and invited presentations by distinguished scientists and engineers within the context of Affordable and Clean Energy for Africa.

THE CONFERENCE'S THEME IS
TOWARDS ENSURING ENERGY
SECURITY IN AFRICA



HIGHLIGHT FROM POWER AFRICA 2023

THE NUMBERS

■ 42 Countries Represented ■ 176 Registrations ■ 56% Registrations from Africa

THE PROGRAM

■
**9 Plenary
Sessions**

■
**6
Panels**

■
**5 Paper sessions
(7hr30min)**

■
**4 Industry Tutorial
Sessions**

LEND YOUR SUPPORT TO POWER AFRICA 2024

As a sponsor, you have the opportunity to gain visibility and credibility amongst key players and individuals work in America, Europe, Asia, and Africa. You will also be positioned as a leader to these attendees coming to learn, discuss, and interact with regional experts that promote and prioritize the use of information and sensing technology, citizen engagement, quality of life, manufacturing efficiency, economic development, and environmental sustainability. Sponsors will be prominently recognized both at the event and on the Power Africa website.



SUPPORTER PACKAGES

The following are the sponsorship packages:

	DIAMOND USD 18,000	PLATINUM USD 12,000	GOLD USD 9,000	SILVER USD 5,000	BRONZE USD 3,000
COMPLIMENTARY FULL CONFERENCE REGISTRATIONS AND BANQUET	8	6	4	2	1
CORPORATE LOGO SIZE ON OFFICIAL CONFERENCE BANNER AND BROCHURES	LARGE	LARGE	MEDIUM	SMALL	SMALL
EXHIBITION BOOTH SPACE (INCLUDES 2 STAFF FREE REGISTRATIONS)	✓	✓	✓	✓	✓
BOOTH SIZE IN SQUARE METER	LARGER	LARGER	STANDARD		
RESERVED TABLE AT BANQUET	✓	✓	✓		
SPEAKING OPPORTUNITY AT ONE OF THE FOLLOWING SESSIONS	PANEL / INDUSTRY SESSIONS	PANEL / INDUSTRY SESSIONS	INDUSTRY SESSIONS	INDUSTRY SESSIONS	INDUSTRY SESSIONS
ITEM FOR INCLUSION IN CONFERENCE BAG (LEAFLET / FLYER / COLLATERAL)	2	1	1		
TUTORIALS	PREFERRED RATE	PREFERRED RATE	PREFERRED RATE		

ALL CONFERENCE SPONSORS ABOVE WILL HAVE THEIR COMPANY LOGO DISPLAYED ON THE CONFERENCE WEBSITE, BANNER, PROGRAM, AND BROCHURES.

ADDITIONAL OPPORTUNITIES



PROMOTIONAL ITEM	DESCRIPTION	COST
<p>CONFERENCE DINNER / BANQUET</p>	<p>Scheduled on the last day, this 3-4-hour high visibility event will be attended by conference attendees and their guests and is organized to provide direct interaction between the conference attendees, the conference speakers, and the corporate sponsors. As the exclusive sponsor of this event, your company's logo will be included on all printed signage and materials promoting this dinner and at the dinner. You will also have the opportunity to give a 5-minute welcoming remark to the audience. This comes with 6 complimentary tickets to the dinner</p>	<p>USD 7,500</p>
<p>WELCOME RECEPTION / COCKTAIL</p>	<p>Scheduled on the first day, this 3-4-hour high visibility event will be attended by conference attendees and their guests and is organized to provide direct interaction between the conference attendees, the conference speakers, and the corporate sponsors. As the exclusive sponsor of this event, your company's logo will be included on all printed signage and materials promoting this event and at the event. You will also have the opportunity to give a 5-minute welcoming remark to the audience. This comes with 4 complimentary tickets to the dinner.</p>	<p>USD 5,000</p>
<p>CONFERENCE PROCEEDINGS</p>	<p>These proceedings have an exceptionally long shelf life as attendees use them as reference material. USB drive, containing the conference proceedings + supplemental papers will be provided to all attendees; and it will have your logo on it. This comes with 2 complimentary tickets to the dinner</p>	<p>USD 4,000</p>
<p>CONFERENCE INTERNET CONNECTIVITY</p>	<p>As the connectivity partner, your company will help attendees stay connected during the conference! Your company's name can be used as the network ID and as each attendee is connected to the conference Wi-Fi, the attendee will see a splash page recognizing your company. Your logo will also appear on the Conference website as the Connectivity partner. This comes with 2 complimentary tickets to the dinner.</p>	<p>USD 5,000 OR IN KIND</p>
<p>CONFERENCE BREAKS (TEA AND LUNCH)</p>	<p>Scheduled for 20–30 minutes, the conference breaks are well-attended by attendees who want to network, grab a drink or a bite, or just take a break. As the exclusive sponsor for each break, your company's logo will appear on all signage promoting the specific break as well as the opportunity to promote your company during the break. This comes with 2 complimentary tickets to the dinner for each break sponsored.</p>	<p>USD 3,000</p>

ADDITIONAL OPPORTUNITIES



PROMOTIONAL ITEM	DESCRIPTION	COST
CONFERENCE APP	As a primary source of information about Power Africa, the conference app is 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. 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. This comes with 2 complimentary tickets to the dinner	USD 4,000
LANYARDS	This opportunity offers the highest impact and visibility to the company who wants to be known and seen! As the exclusive lanyard sponsor, your company's name and/or logo will be printed on the lanyard which is provided to all Power Africa Conference attendees. This comes with 1 complimentary ticket to the dinner.	USD 3,500
CONFERENCE KIT WITH BAG, PAD & PEN	As the exclusive sponsor of this high-visibility opportunity, your company's logo and name will be printed on the bag, pens and notepads distributed to all conference attendees. This comes with 3 complimentary tickets to the dinner.	USD 5,000
POWER TOWER (CHARGING STATIONS)	As the exclusive sponsor of two charging stations, your company will gain recognition and help attendees get charged up their devices to make the most of their time at the conference! Your logo and company artwork will also appear on the charging stations. This comes with 1 complimentary ticket to the dinner.	USD 2,000
BAG INSERT	Provide a leaflet/flyer/company collateral to insert into the conference bag of each attendee	USD 500

MEDIA SPONSORS

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.



EXHIBIT ONLY

The exhibitonly option is great for those companies that have a new product/service to promote. As an exhibitor, your company logo and a 50-word description of your company will be prominently included on the conference website and the conference app. The pricing is as follows:

OPTION	DESCRIPTION	OPTION
1	4 SQUARE METERS	USD \$ 1,500
2	6 SQUARE METERS	USD \$ 2,000
3	8 SQUARE METERS	USD \$ 2,500

THANK YOU



DON'T SEE ANYTHING THAT MEETS YOUR NEEDS?

Please contact the Power Africa 2024 Industry Engagement Co-Chairs at info-pac24@ieee.org, who will be happy to speak with you about a custom sponsorship package.



WEBSITE

ieee-powerafrica.org



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