

INFOCOM
2004

**International
Information and Communications
Technology
Exhibition and Forum**

Making a Better World with ICTs.

Sponsorship and Exhibition Proposal

01 – 04 July 2004

**Addis Ababa Exhibition Center
Addis Ababa, Ethiopia**

Promotion of the Exhibition

To ensure maximum attendance, the INFOCOM 2004 Exhibition will be widely promoted throughout Ethiopia and abroad by:

- distribution of the Exhibition main announcement and invitation brochures
- INFOCOM 2004 web site
- advertising in local journals and magazines
- advertising in local TV station
- promotion at ICT related conferences/ meetings

Those who will visit INFOCOM 2004

- Senior executives, senior and middle level managers in the civil service, public and private organizations, and NGOs
- Instructors and students in the institutions of higher learning, secondary schools
- ICT professionals
- Researchers
- ICT users and operators
- Professionals from all lines of work.

Customers Value Exhibits

- 93% of executives surveyed agreed that “even with access to the Internet, it is still important to attend trade shows and conventions.”
- 64% of executives surveyed reported they purchased or recommended purchase of a product or service as a result of attending a trade show.
- 94% of telecom companies utilize exhibitions.
- 82% of company executives surveyed said they rely on trade shows to help them become aware of new products and services.

Sources:

Yankelovich & Harris, a study prepared for American Business Media. Copyright 2001.
Center for Exhibition Industry Research, USA

Benefits to your company by sponsoring or exhibiting at INFOCOM 2004

The benefits to your company include:

- a significant marketing advantage
- relationship marketing
- creation of brand awareness and acceptance
- demonstration of your products
- increased business potential
- enhanced company profile
- direct access to an audience made up of your clients, current and potential
- broadened exposure through INFOCOM 2004
- promotion in ICT Focus magazine
- promotion on INFOCOM 2004 web site
- exposure at presentations through announcements
- presentation to qualified buyers who are focusing on information and communications technologies
- a special opportunity to impact hundreds of IT executives focusing on ICT solutions
- generate leads and increase sales
- build brand recognition and corporate identity
- network with leading local and international IT partners
- contribute to the advancement of the technology in Ethiopia by creating awareness on the benefits of using ICTs.

www.ictfocus.net

GOLD SPONSORSHIP

30,000 Birr

- Complimentary exhibition booth (6m x 6m) in prime position
- Your company name and logo prominently featured as a Gold Sponsor in pre-event and on-site marketing materials (TV & Radio Ads, Poster, Banner, T-Shirts, Flyers, Tags).
- Your company name and logo prominently displayed throughout INFOCOM 2004 Exhibition.
- Two full-pages, four-color advertisement in the official INFOCOM 2004 Exhibition directory.
- Company marketing literature and promotional materials (to be supplied by you) distributed at registration to all INFOCOM 2004 Exhibition attendees and exhibitors.
- Premier listing on the INFOCOM 2004 website exhibitor profile.
- Recognition in the INFOCOM 2004 Exhibition opening proceedings as a Gold Sponsor.
- Your company featured in the INFOCOM 2004 Exhibition promotional campaign (direct mail, national print, e-mail blasts, fax blasts, telemarketing, and more).

60,500 Birr promotional value for only 30,000 Birr!

	Value
Complimentary exhibition booth (6m x 6m)	7,000.00
Pre-event and on-site marketing materials	30,000.00
Exhibition Displays	15,000.00
Two full-page, four-color advertisement in the Exhibition directory	3,800.00
Company marketing literature and promotional materials distribution	1,500.00
Premier listing on the InfoCom 2004 website	1,700.00
Promotional campaign (direct mail, national print, e-mail blasts, fax blasts, telemarketing, and more)	1,500.00

Birr 60,500.00

SILVER SPONSORSHIP

25,000 Birr

- Complimentary exhibition booth (4m x 6m) in prime position
- Your company name and logo prominently featured as a Silver Sponsor in pre-event and on-site marketing materials (TV & Radio Ads, Poster, Banner, T-Shirts, Flyers, Tags).
- Your company name and logo prominently displayed throughout INFOCOM 2004 Exhibition.
- Full-page, four-color advertisement in the official INFOCOM 2004 Exhibition directory.
- Company marketing literature and promotional materials (to be supplied by you) distributed at registration to all INFOCOM 2004 Exhibition attendees and exhibitors.
- Premier listing on the INFOCOM 2004 website exhibitor profile.
- Recognition in the INFOCOM 2004 Exhibition opening proceedings as a Silver Sponsor.
- Your company featured in the INFOCOM 2004 Exhibition promotional campaign (direct mail, national print, e-mail blasts, fax blasts, telemarketing, and more).

50,400 Birr promotional value for only 25,000 Birr!

	Value
Complimentary exhibition booth (4m x 6m)	6,300.00
Pre-event and on-site marketing materials	25,000.00
Exhibition Displays	12,500.00
Full-page, four-color advertisement in the Exhibition directory	1,900.00
Company marketing literature and promotional materials distribution	1,500.00
Premier listing on the InfoCom 2004 website	1,700.00
Promotional campaign (direct mail, national print, e-mail blasts, fax blasts, telemarketing, and more)	1,500.00

Birr 50,400.00

BRONZE SPONSORSHIP

20,000 Birr

- Complimentary exhibition booth (3m x 7m) in prime position
- Your company name and logo prominently featured as a Bronze Sponsor in pre-event and on-site marketing materials (TV & Radio Ads, Poster, Banner, T-Shirts, Flyers, Tags).
- Your company name and logo prominently displayed throughout INFOCOM 2004 Exhibition.
- Full-page, four-color advertisement in the official INFOCOM 2004 Exhibition directory.
- Company marketing literature and promotional materials (to be supplied by you) distributed at registration to all INFOCOM 2004 Exhibition attendees and exhibitors.
- Premier listing on the INFOCOM 2004 website exhibitor profile.
- Recognition in the INFOCOM 2004 Exhibition opening proceedings as a Bronze Sponsor.
- Your company featured in the INFOCOM 2004 Exhibition promotional campaign (direct mail, national print, e-mail blasts, fax blasts, telemarketing, and more).

40,200.00 Birr promotional value for only 20,000 Birr!

	Value
Complimentary exhibition booth (3m x 7m)	5,400.00
Pre-event and on-site marketing materials	20,000.00
Exhibition Displays	10,000.00
Full-page, four-color advertisement in the Exhibition directory	1,900.00
Company marketing literature and promotional materials distribution	1,500.00
Premier listing on the InfoCom 2004 website	1,700.00
Promotional campaign (direct mail, national print, e-mail blasts, fax blasts, telemarketing, and more)	1,500.00
	Birr 40,200.00

Exhibition details

The Exhibition will be held in Pavilion No. 2 and 3 at the Addis Ababa Exhibition Centre.

Move-in/move-out times

Move-in: 30 June from 3 pm

Move-out: 05 July from 8 am

Exhibition staff will be on site during the Wednesday exhibitor move-in period to ensure that final exhibitor's requirements can be met.

Booth Personnel

Booth rental fees include three company representatives to staff each booth.

Exhibition hours

The exhibition will be officially opened on July 1st 2004 and the exhibition hours will be:

01 July 11.30am – 7.00pm

02 to 04 July 9.00am – 7.00pm

How to book and details of payment deadlines

Sponsorship

In order to confirm your sponsorship, we will require the Application to Sponsor form and fifty percent (50%) deposit payment to be forwarded by return mail. Confirmation of the sponsorship must be received by **10 May 2004**.

Exhibition

Early booking is necessary, as space is limited, and booths will be allocated strictly in order of the date the deposit payment and application to exhibit form is received. In order to confirm your exhibition space, we will require the Application to Exhibit form and fifty percent (50%) deposit payment to be forwarded by return mail. Confirmation of the order must be received by **30 May 2004**.

Cheques should be made payable to ICT Focus.

Cancellation policy

In the event of withdrawal of sponsorship/exhibition booth booking, please be advised that unless that particular area of sponsorship/booth is resold, we will reserve the right to retain deposit monies received.

Further information

For further information please contact
 Michael Tameru
 P.O. Box 12414, Addis Ababa Ethiopia.
 Phone: 251 1 561444, 251 9 605662
 Fax: 556092
 Email: ictf@telecom.net.et

**ENTERTAINMENT
SPONSORSHIP**

18,000 Birr

In addition to helping promote Information and Communications Technology for development (ICT4D) your organization will enjoy the following benefits of sponsorship:

- Company acknowledgement throughout the entertainment program by the DJ and presenter
- Company sign, supplied by you, prominently displayed at the stage
- Company sign, supplied by you, prominently displayed within the compound of the Exhibition Center (type and size of sign to be determined by the Secretariat)
- Recognition in the exhibition catalogue
- Logo placement on INFOCOM 2004 website for one year.

About the Entertainment Program

During the three days event, a DJ, dance groups, circus show and music bands will entertain visitors of the exhibition. More than twenty thousands visitors per day are expected to visit the Exhibition. Please see the Exhibition Program for details on the Entertainment Program.

WEB AWARDS SPONSORSHIP

16,000 Birr

In addition to helping promote Information and Communications Technology for development (ICT4D) your organization will enjoy the following benefits of sponsorship:

- Your logo on Best Website Awards announcement materials and Award Certificate
- Company sign, supplied by you, prominently displayed during the award ceremony
- Company sign, supplied by you, prominently displayed within the compound of the Exhibition

FORUM SPONSORSHIP

16,000 Birr

In addition to helping promote Information and Communications Technology for development (ICT4D) your organization will enjoy the following benefits of sponsorship:

- Your logo on ICT Forum announcement sign
- Company acknowledgement and promotional paragraph in forum program/brochure
- Company sign, supplied by you, prominently displayed during the forum
- Company sign, supplied by you, prominently displayed within the compound of the Exhibition Center (type and size of sign to be determined by the INFOCOM 2004 organizing team)
- Recognition in the exhibition catalogue
- Logo placement on INFOCOM 2004 website for one year.

About the Forum

INFOCOM 2004 Forum, that will accompany the Exhibition, will provide and discuss essential information on a wide range of important ICT issues. ICT professionals are invited to present their view and experience during the INFOCOM 2004 Forum. The General Topics are Local content on the web, Internet, Mobile technology, E-commerce, Open Source Software, and ICT standardization. The submission deadline is 15 May 2004 for abstracts and 15 June for full papers.



Center (type and size of sign to be determined by the INFOCOM 2004 organizing team)

- Recognition in the exhibition catalogue
- Logo placement on INFOCOM 2004 website for one year.

About Best Website Awards

ICT Focus magazine is launching the first ever Best Website Awards competition in Ethiopia. Please see the page on Best Website Awards for more information.

The organizing committee of the INFOCOM 2004 Exhibition and Forum is ready to discuss other possible variants of sponsorship.

SPECIAL SPONSORSHIPS

OPENING CEREMONY

Thursday, 01 July 2004

16,000.00 Birr

The Opening Ceremony brings together the event's most prestigious guests of INFOCOM 2004. The sponsor is invited to design the Opening Ceremony in co-operation with INFOCOM 2004's organizing committee.

Your CEO or Managing Director will be the only ICT Company representative invited to deliver a speech at the Opening Ceremony. Additional visibility can be arranged upon mutual agreement between the sponsor and the organizing committee of the INFOCOM 2004.

In addition, the sponsor's name will be mentioned in the exhibition catalogue (in both the CD-ROM and print version) on the INFOCOM website and on panels in the exhibition halls.

RECEPTION

Saturday, 03 July 2004

18,000.00 Birr

Sponsorship of the Reception to be held at the Sheraton Addis is an excellent way of leaving a lasting reminder with the participants. Exhibitors, Forum participants, VIPs and other special guests are invited to the reception. The Best Website Award Ceremony will be held at this reception. The sponsor is invited to signpost their company name and logo at the reception. Additional visibility can be arranged upon mutual agreement between the sponsor and the organizing committee of the INFOCOM 2004.

In addition, the sponsor's name will be mentioned in the exhibition catalogue (in both the CD-ROM and print version) on the INFOCOM website and on panels in the exhibition halls.

VIP FOLDERS

8,000.00 Birr

Folders will be distributed to an expected 300 VIPs (Government Officials, CEOs of leading private and public companies, Directors-General, Representatives of UN agencies and Ambassadors and other special guests who will attend the opening ceremony). These folders will contain practical information about the Exhibition and Forum and the Exhibition Catalogue.

The sponsor may place a brochure in the Folder. In addition, the sponsor's name will be mentioned in the exhibition catalogue (in both the CD-ROM and print version) on the INFOCOM website and on panels in the exhibition halls.

PENS & MOUSE PADS

7,000.00 Birr

Feature your logo alongside the INFOCOM's on the 1,000 mouse pads and 1,000 pens distributed at the event. We will distribute these mouse pads and pens with the Forum folders for Forum Speakers and Attendants, Press, Government Officials, Exhibitors, CEOs and other special guests who will attend the opening ceremony and visit the Exhibition.

In addition, the sponsor's name will be mentioned in the exhibition catalogue (in both the CD-ROM and print version) on the INFOCOM website and on panels in the exhibition halls.

The organizing committee of the INFOCOM 2004 Exhibition and Forum is ready to discuss other possible variants of sponsorship.

SPONSORSHIP BOOKING FORM

We wish to participate as a sponsor of the **INFOCOM 2004** Exhibition.

Contact name _____

Position _____

Company/Organisation _____

Address _____

Country _____

Phone _____ Fax _____

Email _____

We would like to take up the following sponsorship package(s):

1st preference _____ Cost _____

2nd preference _____ Cost _____

3rd preference _____ Cost _____

We understand that the sponsorship packages will be strictly allocated in order of receipt of application form and payment.

Signed _____ Date _____

PAYMENT DETAILS

- I enclose cheque payable to "ICT Focus"
- I am faxing my booking form and cheque will follow

Please send completed form as soon as possible and preferably by 10 May 2004 with payment to:
ICT Focus, PO Box 12414, Addis Ababa, Ethiopia

EXHIBITOR CONTRACT

That in consideration of the premises and of the mutual covenants of the parties, ICT Focus Magazine (hereinafter referred to as "Management") does hereby let and lease to the undersigned (hereinafter referred to as "Exhibitor") and Exhibitor does hereby hire and take from Management, exposition space subject to the rules and regulations hereinafter set out and upon the following terms and conditions:

TERM: The term of this lease inclusive of installation and removal of exhibits (setup & teardown) shall commence at 03:00 pm 30 June 2004 and shall end at 10:30 am, 05 July 2004.

RENTAL AND CONTRACT EXECUTION: Payment for Exhibition space shall be due as follows:

- 50% of the committed amount shall be paid, together with the Official Contract, not later than 15 May 2004.
- Balance 50% of the committed amount shall be paid within one month from the Official Contract and not later than 30 May 2004.

PAYMENT: Full payment is compulsory in advance of move-in dates. Management reserves the right to determine eligibility of Exhibitors and appropriateness of exhibits before acceptance of Contract.

EXHIBITOR KIT will be sent to exhibitor upon receipt of signed Original Contract and a total down payment of 50% of the total sum committed.

Contact Name: _____
Title: _____
Company: _____
Address: _____ City: _____
Country: _____
Telephone: _____ Fax: _____
Email: _____

This Exhibitor Contract of Lease is executed this _____ day of _____, 20____ by (Name of Person) _____ (Position Held) of _____ (Name of Organisation) _____ for leasing of:

- (A) Booth [3X3] at Birr 2,400
- (B) Booth [3X4] at Birr 3,300
- (C) Booth [3X5] at Birr 4,000
- (D) Booth [3X6] at Birr 4,700
- (E) Booth [3X7] at Birr 5,400
- (F) Booth [4X6] at Birr 6,300
- (G) Booth [6X6] at Birr 7,000

Signed _____ Date _____

PAYMENT DETAILS

I enclose cheque payable to "ICT Focus"

Please send completed form as soon as possible with payment to:
ICT Focus, PO Box 12414, Addis Ababa, Ethiopia

<p>Discount Receive 10 % discount by booking before April 23, 2004.</p>
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