



Information and Communications Technology  
Association of Zambia - ICTAZ

## **13th Annual General Meeting & Mini ICT Expo SPONSORSHIP BROCHURE**

**| Theme: Partnering towards a Digital Nation.**

## **Contents**

Venue and Date

Activities

About the Mini ICT Expo

Corporate Sponsorship Packages

Other Corporate Sponsorship Packages

Individual Sponsorship Packages

Our Contact Information



## Venue

Chrismar Hotel

## Date

Wednesday 27<sup>th</sup> October, 2021 – Friday 29<sup>th</sup> October, 2021

Day	Morning Activities	Afternoon Activities
Wednesday	Registration  Dedicated solely to Mini Expo. Exhibitors to setup for their showcase	Dedicated solely to Mini Expo. Exhibitors to setup for their showcase
Thursday	Presentations	Outdoor activities e.g., boat cruise, Visit to the Victoria falls
Friday	AGM / Elections with members only	Themed Afrocentric Ball (traditional formal attire).



## About the Mini ICT Expo

The Mini Expo will be done in preparation for the main ICT Expo to be held in Lusaka in October, 2021. The main objective of this Mini Expo is to see how different ICT innovations can cater for the different sectors in the country.



The ICT Expo will bring together different sectors, i.e.; Education, Tourism, Mining, Manufacturing, Transport & Logistics, Agriculture & Forestry, Financial Services, Health Care, Infrastructure, Real Estates, Researchers, Policy Makers, Government Officials, Energy, and Key ICT players with customised innovations to answer to your sector problems.

The Expo will create more awareness and highlight the technologies that answer the needs of all the sectors mentioned above and to the general public. During the Covid 19 pandemic a lot of innovations have been created to make the lives of people easier.

The Expo will have ICT companies exhibiting ICT innovations for the above named sectors.

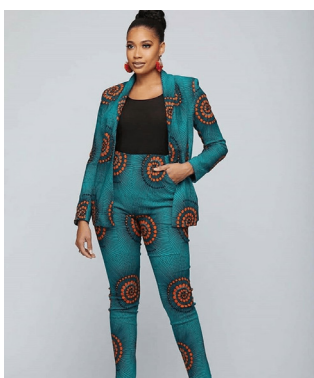
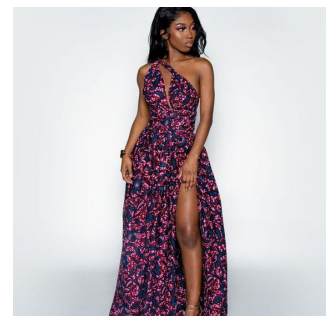
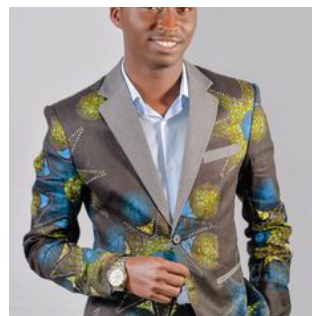
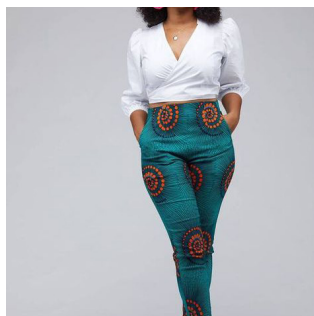


### Activities

Visit to the Victoria falls, Boat Cruise, ICT Expo

### Afrocentric Gala Dinner

The 2021 13th AGM Gala Dinner is Afrocentric themed.



## **| Corporate Sponsorship Packages**

**Platinum**

**200,000 ZMK**

**Gold**

**150,000 ZMK**

**Diamond**

**100,000 ZMK**

## **| Other Corporate Sponsorship Packages**

**Apparel**

**100,000 ZMK - 25,000 ZMK**

**Gala Dinner**

**100,000 ZMK**

**Lunch**

**70,000 ZMK**

## **| Other Corporate Sponsorship Packages Cont'**

### **Documentary**

**60,000 ZMK**

### **Entertainment**

**40,000 ZMK**

### **Boat Cruise**

**34,000 ZMK**

### **Welcome Cocktail**

**25,000 ZMK**

### **Sponsor Branding**

Sponsor any of the following and get your logo to appear on any of these materials.

Flash disks, pens, diaries and notebooks, mouse pads, key holders, etc

**20,000 ZMK**

# **I General Corporate Sponsorship Benefits**

The following are the benefits that each Corporate Sponsor will enjoy.

- Submitted printed material of your business i.e. brochures, magazines, news books, business cards of the key contact people and anything that has your e.g. location, website, or any other details
- Sample Business Materials of your business e.g. things you have on sale
- Providing the Audience: ICTAZ because of its strategic position attracts decision makers and policy makers that have the budget and the interest in business services that you have
- Generate Leads as well as create Sales.
- Targeted audience for your business.
- Highlight Products or Services that you are offering.
- Building your brand.
- Connect with New customers.
- Increasing your credibility as a brand
- Company logo or animated Advert (submitted before hand) to be displayed on holding slide between conference sessions.
- Visibility of each sponsor's logo on the panel of sponsors to be broadcasted on the ICTAZ website.

# Platinum Sponsor

**200,000 ZMK**

- One prime presentation spot during ICT Expo workshop
- 30 minutes presentation during Mini ICT Expo
- 10 minutes slot for presentation during conference
- One presentation stand (space only 3 x 3 meters) and two complimentary stand passes for the conference / Booth for Mini ICT Expo
- 3 months advertisement on ICTAZ secretariat wall.
- Prime view for display on the front of the conference inside hall.
- Two delegate places for the conference
- Accreditation as a Platinum sponsor on all media marketing material before and at the event
- Acknowledgement during the opening of the conference
- Sponsors logo on: all conference marketing materials, conference programme front cover, screen in main conference room
- Sponsors logo, 150 word company profile and contact details in the delegate pack
- Sponsors logo on conference website
- Separate A4 marketing document in delegate pack (supplied by sponsor maximum 4 pages)



# Gold Sponsor

**150,000 ZMK**

- One prime presentation spot during ICT Expo workshop
- 20 minutes presentation during Mini ICT Expo
- One presentation stand (space only, 3 x 3 meters) with one complimentary stand pass for the conference
- 3 months advertisement on ICTAZ secretariat wall.
- Prime view for display on the left side of the conference inside hall.
- One delegate places for the conference
- Accreditation as a sponsor on all media marketing material before and at the event
- Sponsors logo on some promotional materials and the conference programme
- Sponsors logo, 100 word company profile and contact details in the delegation pack
- Separate A4 marketing document in the delegate pack (supplied by sponsor, max 2 pages)

## Diamond Sponsor

100,000 ZMK

- One prime presentation spot during ICT Expo workshop
- 15 minutes presentation during Mini ICT Expo
- One presentation stand ( space only, 2 x 2 meters) and one complimentary stand pass for the conference.
- 3 months advertisement on ICTAZ secretariat wall.
- One full delegate places for the conference
- Prime view for display on the right side of the conference inside hall.
- Accreditation as a sponsor on all media marketing material before and at the event
- Sponsor's logo on some conference marketing materials and conference programme
- Sponsor's logo, 50 word company profile and contact details in the delegate pack

## Other Corporate Sponsorship Packages

### Gala Dinner Sponsor

100,000 ZMK

#### Gala Dinner Sponsorship

- One presentation stand ( space only, 2 x 2 meters) and one complimentary stand pass for the conference.
- 3 months advertisement on ICTAZ secretariat wall.
- Company name and logo displayed on the website and social media pages, conference marketing materials, conference programmer front cover
- Full accreditation on the conference as Gala Dinner sponsors.
- Sponsors logo on the conference page
- Introductory speech to be given during the dinner by the sponsor.
- The opportunity to provide the dinner guests with branded gift

## Apparel Sponsor

100,000 ZMK

### Apparel - Bags

- One presentation stand ( space only, 2 x 2 meters) and one complimentary stand pass for the conference.
- 3 months advertisement on ICTAZ secretariat wall. Space to set up a booth at ICT Expo
- Sponsors logo to be displayed on bags
- Prime view for display on the left inside reception area

## Apparel Sponsor

100,000 ZMK

### Apparel - Corporate Shirts

- One presentation stand ( space only, 2 x 2 meters) and one complimentary stand pass for the conference.
- 3 months advertisement on ICTAZ secretariat wall.
- Space to set up a booth at ICT Expo
- Sponsors logo to be displayed on Corporate Shirts
- Prime view for display on the right inside reception area

## Apparel Sponsor

100,000 ZMK

### Apparel - Sports Wear (Upper)

- One presentation stand ( space only, 2 x 2 meters) and one complimentary stand pass for the conference.
- 3 months advertisement on ICTAZ secretariat wall.
- Space to set up a booth at ICT Expo
- Sponsors logo to be displayed on Sports Wear
- Prime view for display on the front outside left reception area

## Lunch Sponsor

70,000 ZMK

### Lunch Day 1 Sponsorship

- Space to set up a booth at ICT Expo
- Company name linked to a lunch in the programme
- Company name and logo displayed in the lunch area
- Sponsors logo on the conference website
- Insert in the delegate materials

## Lunch Sponsor

70,000 ZMK

### Lunch Day 2 Sponsorship

- Space to set up a booth at ICT Expo
- Company name linked to a lunch in the programme
- Company name and logo displayed in the lunch area
- Sponsors logo on the conference website
- Insert in the delegate materials

## Lunch Sponsor

70,000 ZMK

### Lunch Day 3 Sponsorship

- Space to set up a booth at ICT Expo
- Company name linked to a lunch in the programme
- Company name and logo displayed in the lunch area
- Sponsors logo on the conference website
- Insert in the delegate materials

## Dinner Sponsor

**65,000 ZMK**

### Dinner Day 1 Sponsorship

- Space to set up a booth at ICT Expo
- Company name linked to a lunch in the programme
- Company name and logo displayed in the lunch area
- Sponsors logo on the conference website
- Insert in the delegate materials

## Dinner Sponsor

**65,000 ZMK**

### Dinner Day 2 Sponsorship

- Space to set up a booth at ICT Expo
- Company name linked to a lunch in the programme
- Company name and logo displayed in the lunch area
- Sponsors logo on the conference website
- Insert in the delegate materials

## Dinner Sponsor

**65,000 ZMK**

### Dinner Day 3 Sponsorship

- Space to set up a booth at ICT Expo
- Company name linked to a lunch in the programme
- Company name and logo displayed in the lunch area
- Sponsors logo on the conference website
- Insert in the delegate materials



## Documentary Sponsor

**60,000 ZMK**

### **Documentary (Filming and Production) Sponsorship**

- Space to set up a booth at ICT Expo
- Sponsor to be recognised in the documentary
- Prime view for display on the outside right reception area

## Conference Sponsor

**40,000 ZMK**

### **Entertainment Sponsorship**

- Space to set up a booth at ICT Expo
- Accreditation through musician, DJ and MC as sponsors of the entertainment.
- Mention on website, YouTube Channel and all other platforms.

## Live stream Sponsor

**35,000 ZMK**

### **Live Stream Sponsorship Package**

- Coverage on all social media pages. i.e Mwebantu, Smart Eagles
- Sponsors company name and logo to be displayed during live stream broadcast.
- Tear drop banner of sponsor to be placed at Mini Expo.

## Photography Sponsor

**35,000 ZMK**

### Photography Sponsorship Package

- Mention of sponsors name when photos are posted on various social media platforms.
- Tear drop banner of sponsor to be placed at Mini Expo.

## Raffle Prizes Sponsor

**35,000 ZMK**

### Raffle Sponsorship Package

- Logo name on raffle paper
- Logo name on the won prizes
- T Shirt with the logo for the presenters
- Tear drop banner of sponsor to be placed at Mini Expo.

## Media Sponsor

**35,000 ZMK**

### Media Sponsorship Package

- Mention of sponsor's name on various media platforms
- Teardrop to be placed at the mini expo
- T Shirt with the logo for the media crew
- Tear drop banner of sponsor to be placed at Mini Expo

## Boat Cruise Sponsor

**34,000 ZMK**

### **Boat Cruise Sponsorship**

- Space to set up a booth at ICT Expo
- Placement of advertisement material on boat
- Speech during the cruise
- Accreditation on activity programme as boat cruise sponsor

## Cocktail Sponsor

**30,000 ZMK**

### **Welcome Cocktail Sponsorship**

- Space to set up a booth at ICT Expo
- Company name and logo displayed on the website and social media pages, conference marketing materials, conference programmer front cover
- Full accreditation on the conference as welcome cocktail sponsors.
- Sponsors logo on the conference website
- Introductory speech to be given during the cocktail by the sponsor.
- The opportunity to provide the cocktail guests with branded gift

## Music Sponsor

**30,000 ZMK**

### **Music / Entertainment Sponsorship**

- Space to set up a booth at ICT Expo
- Company name and logo displayed on the website and social media

## Transport Day 1

**30,000 ZMK**

### **Transport Sponsorship**

- Space to set up a booth at ICT Expo.
- Sponsors logo on the conference website
- Refer to general sponsorship benefits

## Transport Day 2

**30,000 ZMK**

### **Transport Sponsorship**

- Space to set up a booth at ICT Expo.
- Sponsors logo on the agm website
- Refer to general sponsorship benefits

## Transport Day 3

**30,000 ZMK**

### **Transport Sponsorship**

- Space to set up a booth at ICT Expo.
- Sponsors logo on the agm website
- Refer to general sponsorship benefits

## Apparel Sponsor

**25,000 ZMK**

### **Apparel - Branded T Shirts Sponsorship**

- Space to set up a booth at ICT Expo
- Sponsors logo to be displayed on T Shirts



## Individual Packages

### Self

- Apparel
- Activity
- Conference

**4,050 ZMK**

No  
accommodation

### Chanters Lodge

- Accommodation at Chanters Lodge for 4 Days
- Conference
- Apparel
- Activity

**6,480 ZMK**

Only 10 Spaces  
available

### Maramba Lodge

- Accommodation at Maramba Lodge for 4 Days
- Conference
- Apparel
- Activity

**9,450 ZMK**

Only 25 Spaces  
available

### Avani Resort

- Accommodation at Avani Victoria Falls Resort (4 Days)
- Conference
- Apparel
- Activity

**14,300 ZMK**

Only 50 spaces  
Spaces

### Protea Hotel

- Accommodation at Protea Hotel (4 Days)
- Conference
- Apparel
- Activity

**14,850 ZMK**

Only 50 Spaces  
available

### Chrismar Hotel

- Accommodation at Chrismar Hotel (4 Days)
- Conference
- Apparel
- Activity

**10,500 ZMK**

Only 59 Spaces  
Available

### Road Lodge

- Accommodation at Fallsway Road Lodge (4 Days)
- Conference
- Apparel
- Activity

**7,800 ZMK**

Only 17 Spaces  
available

### Note

Limited spaces available. Award of spaces will be strictly first come first serve basis.

## Sponsorship packages

1. Sponsorship packages are offered on first come first served basis.
2. Sponsorship should be received by the 30<sup>th</sup> of September, 2021

## Contact

For more information or to make a booking, please contact;

Miss Sunata Mvula

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Email: [registrar@ictaz.org.zm](mailto:registrar@ictaz.org.zm)



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