

Africa's Premier Education Event



29 – 30 June 2016

Gallagher Convention Centre,
Johannesburg, South Africa

EDUWEEK

**ADVANCING EDUCATIONAL
KNOWLEDGE IN AFRICA**

with:

**SABC
EDUCATION** 

powered by:



In partnership with:



Supporter of:



www.educationweek.co.za

WELCOME

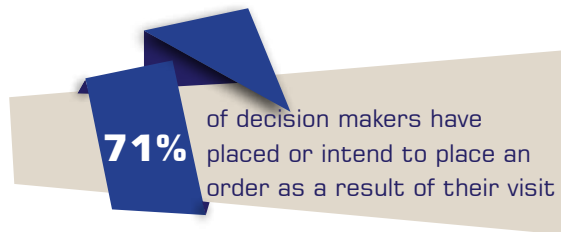
EduWeek is the largest and most recognised African education event with purchasing opportunities in sub-Saharan Africa, where public and private stakeholders gather to discuss future solutions and critical issues surrounding the education sector in Africa as well as evaluate, see and buy new solutions for their education institution's needs.

EduWeek has established a powerful reputation in the education industry; hence more and more companies are incorporating EduWeek in their marketing activities. We've helped companies maximise business growth, delivering a time and cost effective way to build that coveted pipeline of qualified leads.

We pride ourselves on delivering an annual event which directly responds to the needs and expectations of our customers and the industry which is why EduWeek is constantly at the forefront of **Advancing Educational Knowledge in Africa.**

**Theme for 2016:
Education for Sustainable
Development**

EduWeek 2015 in numbers



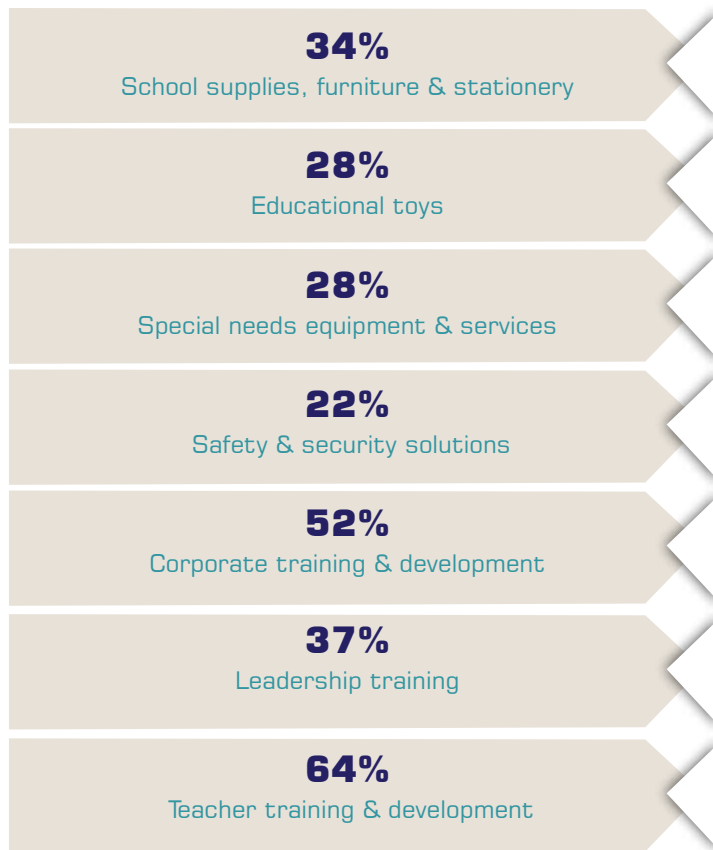
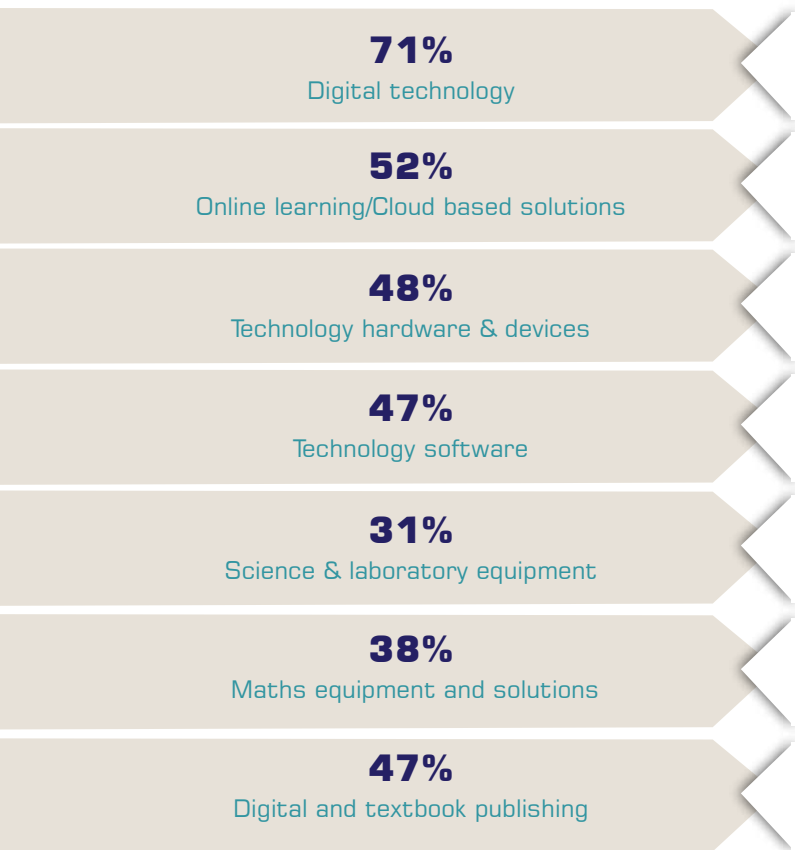
"Ambitech exclusively exhibits at EduWeek because this event is unique and no other education event in Africa offers the level of suppliers, visitors, skills development and awards programme. Year on year we look forward to showcasing our latest integrated platforms and innovative education solutions with the intention of propelling Africa to the next level."

**LOUISE VAN LOGGERENBERG,
DIRECTOR, AMBITECH**

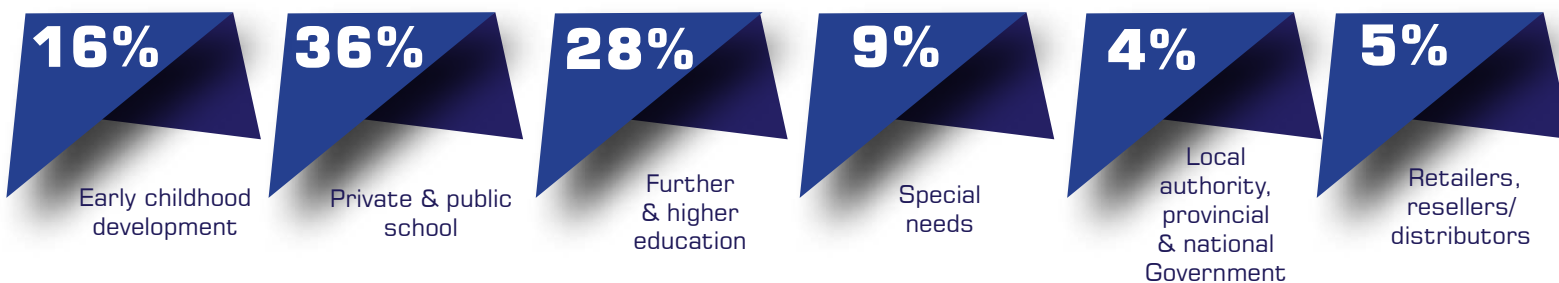
What attracts visitors to EduWeek?



Key visitor interests



Visitor types



REACH MILLIONS



SABC EDUCATION

Our unique partnership with SABC Education and other key media provides unrivalled exposure for EduWeek throughout South Africa and into sub-Saharan Africa.



Television



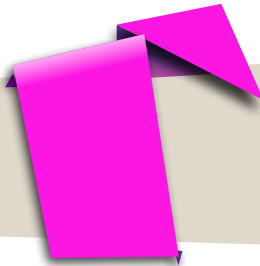
Radio



Print & online



29 – 30 June 2016, Gallagher Convention Centre, Johannesburg, South Africa



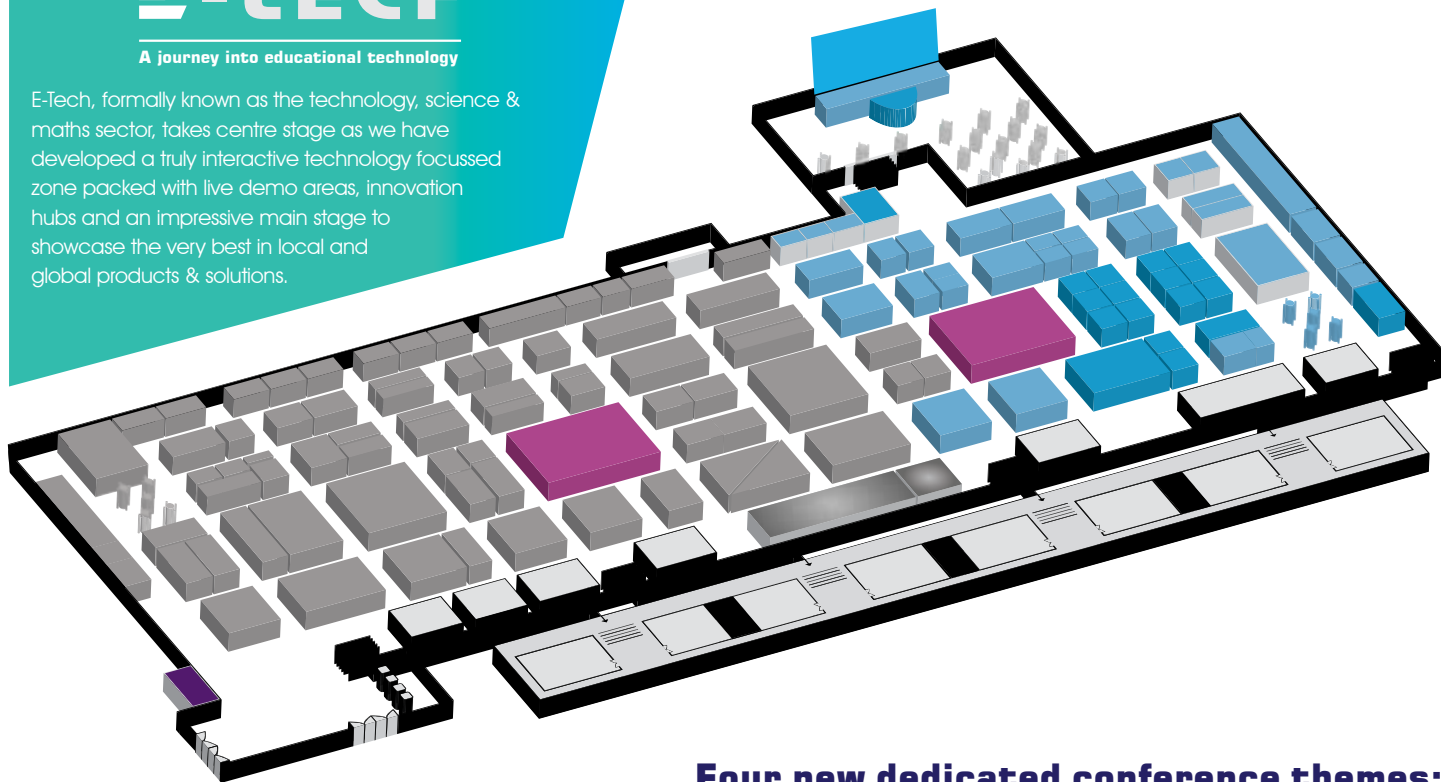
EduWeek is the only African education event which continues to innovate and inspire the market. Our vision and commitment to the industry means we are able to deliver unique content and forge new partnerships which no other event can offer.

Here's some insight into how we're constantly evolving:

E-TECH

A journey into educational technology

E-Tech, formally known as the technology, science & maths sector, takes centre stage as we have developed a truly interactive technology focussed zone packed with live demo areas, innovation hubs and an impressive main stage to showcase the very best in local and global products & solutions.



Four new dedicated conference themes:

Early childhood development



Basic education



Further & higher education



Special needs



Five year partnership confirmed with:



basic education
Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

We are also delighted to welcome these new partners for 2016



UNIVERSITIES SOUTH AFRICA





Ensure your company is represented alongside your competitors

EduWeek is the only all-encompassing education event in sub-Saharan Africa which brings together the full ecosystem of educational products & solutions. Our visitors praise this format as it means they can see, touch, evaluate and purchase for their institution in just two days.

EduWeek is fast becoming the only event many decision makers will attend to carefully choose where their limited budget is spent.

If your company is a product or solution provider within any of these sectors then EduWeek is an essential event for your annual marketing strategy.

The setup of EduWeek is excellent; I first attended in 2013 and have been back every year since. It is the only show that provides variety across all procurement areas, so I can make an informed decision of where to invest my budget for the next year

Timothy Williams, Private school principal, Western Cape

- **E-Tech (Technology, Maths & Science Equipment)**
- **Publishing**
- **School Supplies, Stationery & Educational Toys**
- **Inclusive Education**
- **Safety & Security**
- **Services for Education Institutions**
- **Sustainability & Energy Efficiency**
- **Corporate Solutions and Training**



Our solutions for you

Stand Packages



Option A: Standard Shell Package

R2,860 per sqm

- Fully constructed exhibition stand, including carpet
- Electrics & Lighting: One power socket and strip light per 9sqm booked
- Digitally printed name fascia with sector logo sticker



Option B: Enhanced Shell Package

R2,970 per sqm

- Fully constructed exhibition stand, including carpet
- Electrics & Lighting: One power socket and strip light per 9sqm booked
- Furniture: One table and two chairs per 9sqm booked
- Digitally printed name fascia with sector logo sticker



Option C: Space Only

R2,550 per sqm

- This option allows you to design and build your own custom stand
- 18sqm and above only
- Carpet is not included
- (image is a visual representation of a custom build stand)



*All stand prices exclude VAT and 5% admin fee

SPONSORSHIPS

Be at the forefront; choose your sponsorship package

	sold Headline	Diamond	Platinum	Gold	Silver	Bronze
Complimentary raw exhibition space up to	108	81	54	36	24	18
Pre Event Opportunities						
Featured logo and exclusive branding as headline sponsor on all marketing collateral across print, social media and online	x					
Dedicated page and exclusive web banners on the official website	x					
Print advertisements: Company logo reflecting sponsorship status featured in advertisements	x	x	x			
Dedicated promotion page on the official website with logo, branding and company products and services	x	x	x			
Thought Leadership editorial published on the EduWeek website	x	x	x	x	x	x
Guaranteed entry into the Product Guide under the category of your choice	x	x	x	x	x	
Full contact list of media that will be attending and covering the event.	x	x	x	x	x	
Advert in event Show Guide	Full Page	Full Page	Full Page	Full Page	Half Page	Half Page
Exclusive interview & PR opportunities through Premier Event Partner SABC Education	x	x	x			
Interview with a senior director published on the EduWeek website	x	x	x	x	x	x
Press releases and updates also published in the press office section on the event website	x	x	x	x	x	x
Nominate your key clients to receive VIP status at the event Unlimited	50	40	30	20	10	5
Unlimited number of exhibition tickets for clients to visit your stand	x	x	x	x	x	x
On Site Opportunities						
Exclusive Entrance & Registration Area branding	x					
Speaking opportunity within the Plenary Keynote session	x	x				
Branding within the Plenary Keynote	x	x				
Speaking or panellist opportunity in the EduWeek programme	x	x	x			
Your own dedicated workshop(s) or meeting room(s) on the exhibition floor	2 Rooms	1 Room				
Opportunity to sponsor a number of sessions within the EduWeek programme	4 Sessions	3 Sessions	2 Sessions			
Your branding within the Lunch Area (including branded tables and table talkers)	x	x	x			
VIP floor tour on the opening morning, guided by our event ambassadors	x	x	x	x		
Visitor bag insert c/o 4000 which are handed to all registered visitors for the event (can be marketing material or an item)	x	x	x	x	x	x
Post Event Opportunities						
Guaranteed mention in the post-event report	x	x	x	x		
Exclusive announcement in post-event mailer to our complete database	x	x	x	x		
First right of renewal for 2017 sponsorships	x	x	x	x	x	
		R 555 000	R 360 000	R 270 000	R 120 000	R 65 000

***Contact our sales team today for more information on how to make your sponsorship package bespoke to achieve your sales and marketing objectives in 2016**

Drive additional brand awareness and own a unique event feature

This is your chance to own elements of the EduWeek visitor experience and strategically elevate your company's position within this market leading event.

Book an E-Tech live demo slot

Sponsor a theatre session

Brand the lanyards & visitor Bags

Brand a coffee station

Free product showcase opportunity:

Make your products come to life. Does your company have products or solutions which could be used within our key feature areas? This is an excellent opportunity to showcase the capabilities of your products in a live setting and gain additional exposure at no extra charge.

Limited opportunities available. Contact Lucian Scholtz
E:lucian.scholtz@spintelligent.com T:+27 21 700 3576



AWARDS



EDUWEEK AWARDS 16

Following a sensational launch in 2015, the EduWeek Awards return:

13 Award Categories

300 Attendees

16 Judges

1 Spectacular Gala Dinner

The EduWeek Awards recognise excellence across the African education ecosystem. From the inception of the most innovative and life-changing products and/or services to our local heroes who go above and beyond to assist their communities and the lives of our precious learners.

Sponsorship Benefits of the Awards:

- EduWeek Awards receives extensive coverage in the media
- Brand alignment with an event which promotes positive recognition to those who deserve it most
- Network with and market to the industry's most influential people
- Lead the way in front of your competitors

EduWeeks most popular press article in 2015:
Winners of the EduWeek Awards

	Diamond	Platinum	Gold	Silver
Exclusive sponsorship of this level	x			
Your logo on all prime marketing material pre-event	x			
Exclusive PR & Marketing opportunities	x			
Enhanced PR & Marketing opportunities		x		
Present an award at the event	2 Awards	1 Awards	1 Awards	
Sponsorship of awards	2 Awards	2Awards	1 Awards	1 Awards
Table for 10 at the awards for you and your team/guests	x	x	x	x
Your logo on all branding at the awards	x	x	x	x
	R 120 000	R 80 000	R 50 000	R 30 000

AWARDS SPONSORSHIP

Individual Awards sponsor

Select and sponsor an award which is most aligned to your company's values & ethos. Your logo will be included within the printed programme, on the website and the main screen during the award presentation and you can have a representative hand out the award on the night.

R15,000

Table-placement sponsor

Give each guest a gift for them to remember you by. This is your exclusive opportunity to have your promotional gifts on each table placement (x280 PAX)

R15,000

Book a seat/table at the EduWeek Awards Gala Dinner

The EduWeek Awards Gala Dinner promises to be an evening filled with fun, thrills and joyous tears as we celebrate true excellence in African education.

It is your chance to network with the very best of Africa's education professionals and suppliers in a relaxed and warm environment.

Entertainment sponsor

Make the awards a truly memorable experience and contribute to the evening's entertainment of either a DJ, live band or something more unique!

R25,000

Reception welcome drinks sponsor

Have your company welcome our esteemed guests in style. Have your branding represented within the reception area of the venue for the awards. You are welcome to bring four pop-up banners

R25,000

Each ticket includes:

- Champagne reception
- Three course dinner
- Evening entertainment

**Early
Bird
Rate**

	*Early Bird Rate	Normal Rate
Table (10 seats)	R7 500	R8 950
Group booking (5 seats)	R3 750	R4 475
Individual seat	R750	R895

***Early Bird Rate (up to 1 May 2016)**

*All sponsorship prices exclude VAT and 5% admin fee



Benefits of participating at EduWeek:

Align your brand with Africa's largest and most comprehensive education event

Present your products to the market face to face and receive immediate feedback

Generate new business – gather leads and take orders there and then

Feed off our unrivalled TV, radio, print and online exposure

Position yourself alongside the leading brands in education

Network and forge new partnerships

Guarantee your involvement in Africa's leading education event. Contact one of the team today!



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Tanya Jackman
Event Director
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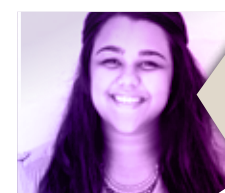
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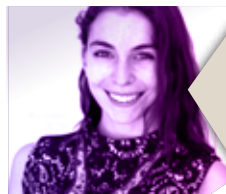
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