

Africa's Largest Premier Education
Buying Event



EDUWEEK

**ADVANCING EDUCATIONAL
KNOWLEDGE IN AFRICA**

4 – 5 July 2017

Gallagher Convention Centre,
Johannesburg, South Africa

In partnership with:



Supported by:

worlddidac
ASSOCIATION

Supporter of:



www.eduweek.co.za

THANK YOU TO OUR 2016 SPONSORS, EXHIBITORS AND PARTNERS

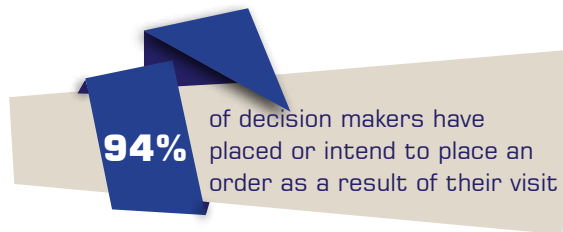
<p>Headline:</p> 	<p>Diamond:</p> 	<p>Platinum:</p> 	<p>Gold:</p>  <p>The power to do more</p>
<p>Silver:</p>             		<p>Bronze:</p>         	
<p>Supporting partners:</p>         			
<p>Media partners:</p>           			
<p>Headline print partners:</p>    			

Eduweek is the largest and most recognised African Education live Event in Sub-Saharan Africa with over 5,500 decision makers gathering to discover unique purchasing opportunities from over 160 local and international companies selling products and services. Public and Private stakeholders attend to evaluate, try, test and buy new solutions for their education institution's needs as well as discuss future development and critical issues surrounding the education sector in Africa

EduWeek has established a powerful reputation in the education industry. Key industry brands incorporate EduWeek in their marketing activities to maximise business growth through face to face interaction with an exclusive pipeline of qualified leads.

EduWeek directly responds to the needs and expectations of its customers and the industry which is why this is only annual event at the forefront of Advancing Educational Knowledge in Africa

EduWeek 2016 in numbers



"We believe in a holistic education transformation model to ensure that every child has access to a quality education experience. It is wonderful to see that every year EduWeek is growing from strength to strength, it has really become the must attend conference and education event for the African continent."

**VIDESHA PROOTHVEERAJH, COUNTRY MANAGER
SOUTH AFRICA, INTEL**

What attracts visitors to EduWeek?

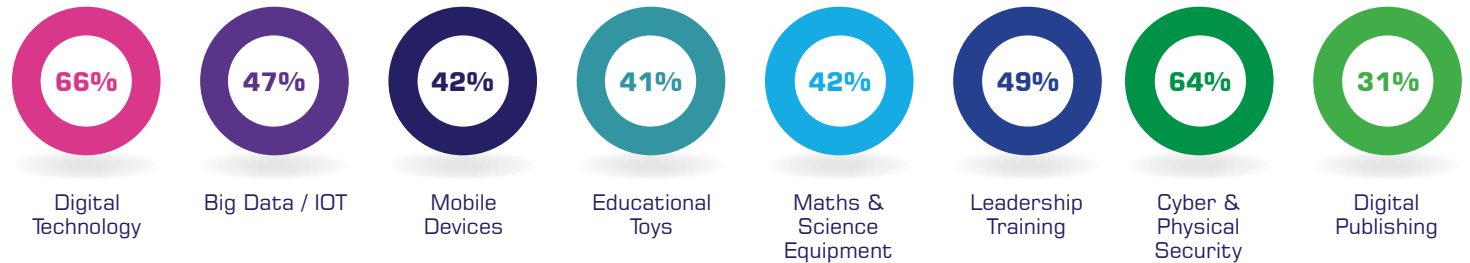


2016 VISITOR STATS

Visitor Profile



Top trending visitor interests



EduWeek attracts visitors from:



VISITOR TESTIMONIALS

It was my first experience at EduWeek and the event met my expectations. Lots of networking and exchange of business information

Lebone Mano, Tutor, Learning Alive

The award function was an outstanding event!

Georina Westraadt, Senior Lecturer, Cape Peninsula of Technology

EduWeek presents an interface between education and training community with the manufactures of educational resources and technology. It presents an opportunity to experience the latest trends and resources to enhance the delivery of education and training. My experience of the event has been an eye opener to improve the delivery of my key mandate as an ETD practitioner"

Thami Ngwenya, Head of Department, Majuba TVET College

EduWeek gave me the opportunity to network with leaders in the e-Tech industry and to experience all the e-Tech trends first hand

Elsabe Hart, Educational Consultant, Tablet Academy Africa

EduWeek was inspiring and renewing. It was a great opportunity to see and try out technology that is currently trending

Jane Cope, Managing Director, Quality Life Montessori

It was the best educational event I have ever attended

Daniel Cole, Founder, International Institute of Personal Development

This event was the best one I have been to so far

Kathleen Henson, Teacher, Hurlyvale Pre-School

EduWeek was very informative and a great place to network with the educational world

Aletta Appel, Business Development Manager, Sangari

It was a life changing moment to attend EduWeek and win the Life Time Achievement award

Phuti Ragophala, Principal, Pula Madibogo primary school

Walking through the EduWeek exhibition and seeing so much new and exciting technology was like being in a candy shop

MEC Panyaza Lesufi, Gauteng Department of Education

Very well organized and very informative about new technological developments in Education and Training

Gary Moonsamy, Marketing Team Leader, Damelin

Interesting. Well organised. Relevant. Essential

Theodore Thorne, Malvern Primary School, Educator

WE CREATE MEMORABLE EXPERIENCES FOR ALL OUR VISITORS.

NEXT YEAR, YOU COULD BE PART OF THEIRS TOO. CONTACT US TODAY TO DISCUSS HOW.



REACH MILLIONS

Eduweek is the premier education buying event on the African continent which has established a powerful reputation in the education industry. Every year Eduweek receives unrivalled coverage through our many TV, radio and print partners.

Television



Radio



Print & online



DIGITAL MEDIA & PR VALUE

Trending words through our social media channels:



**29 JUNE
EDUWEEK 2016
FEATURED ON
TOP TRENDING
TOPICS**



Total advertising reach



Total PR reach



Total press attendance to Eduweek



Total PR value

- EduWeek Retweeted**
Mwabu South Africa @MwabuZA · Jun 30
 .@african_eduweek offers the perfect platform in which to evaluate, see and buy new solutions for all education institution's needs #Eduweek
- Gaylin Underwood** @eduboard · Jun 29
 @african_eduweek fantastic trade show, lots to see and do at EduBoard stand M4
- Gymathstics** @Gymathstics · Jun 29
 @African_EduWeek An amazing event. Thank you for the opportunity to be part of Eduweek.
- BrainBoosters** @BrainBoosters2 · Jun 29
 What a spectacular event @African_EduWeek
 Congratulations to all the finalists & winners. Together we can change the face of SA Education.
- Karin Visser** This was an incredible event..we salute you for the platform..we as a buss got AMAZING results. Thanks very much Biolink
 1 · 30 June at 10:01
- Marisa van der Merwe** Well done - it is indeed the premier Education event in Africa, even southern hemisphere.
 1 · 30 June at 11:51

2017 HIGHLIGHTS

Introducing LaunchPad:

EduWeek's initiative to support entrepreneurs and start-up business to feed new innovation into the industry

Unrivalled Networking:

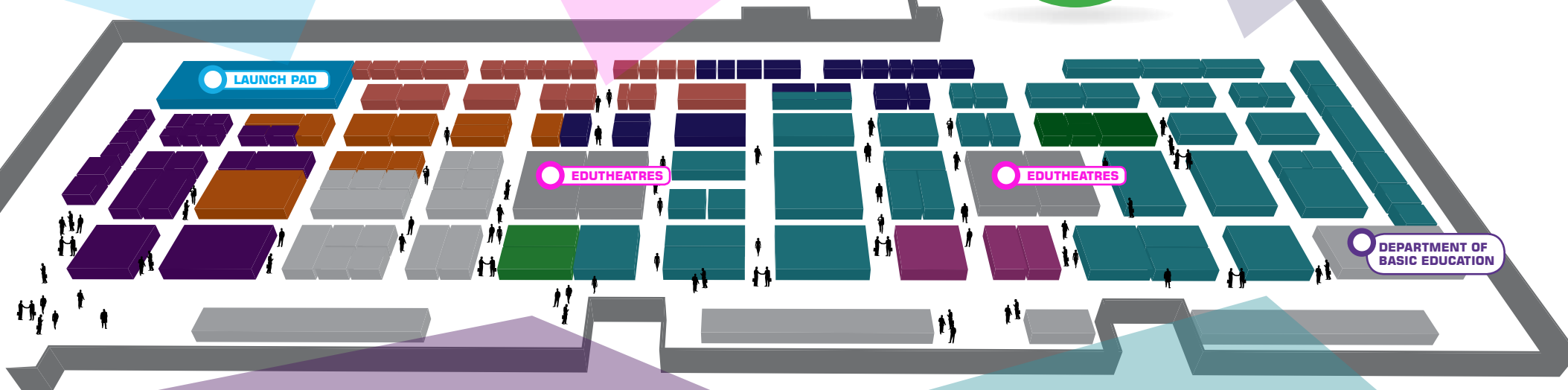
EduWeek is renowned for its excellent networking opportunities and attracting a target audience to add value to your business.

New Business Acquisition:

We've helped companies maximise business growth, delivering a time and cost effective way to build that coveted pipeline of qualified leads.

EduWeek is Expanding!

Plans to unveil Africa's largest digital disruption technology experience will be revealed soon!



EDUWEEK AWARDS 17

EduWeek Awards:

The EduWeek Awards recognises excellence in the education industry, become a sponsor of this prestigious event and reward our unsung heroes.

Over 180 suppliers, 500 VIP's and 5,000 visitors expected in 2017:

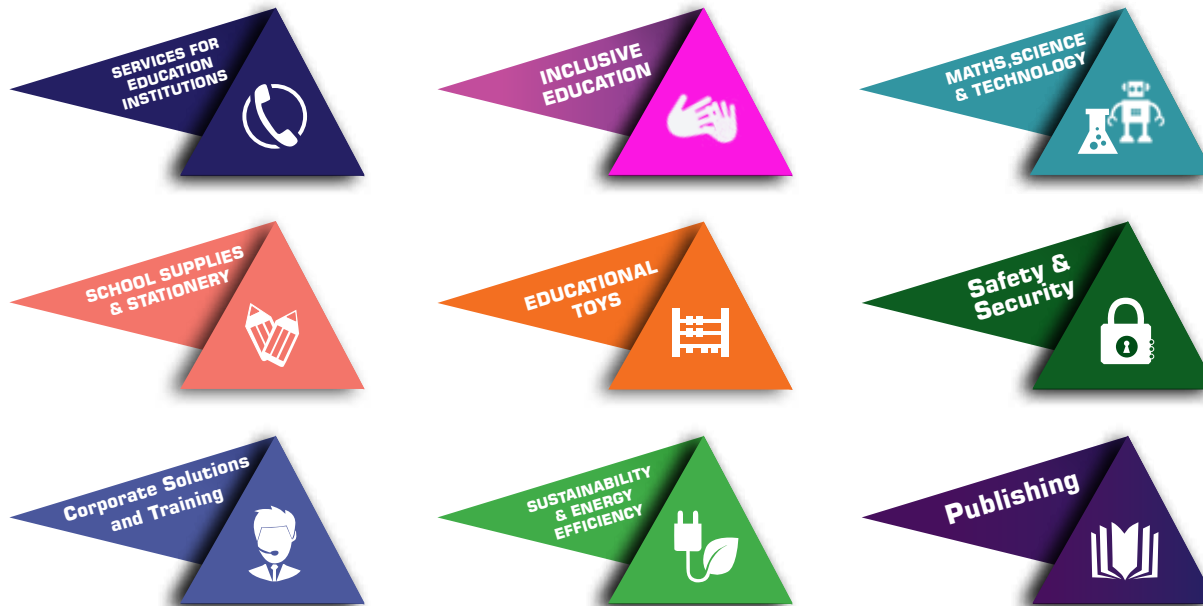
EduWeek achieved a 14% visitor growth in 2016. Meet decision makers from across the education spectrum at this unique two-day event.

EduWeek is the only event purchasers will attend to meet the brands directly, maximise Return of Investment on purchasing decisions and brands ensure they meet the largest buying audience in Africa.

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.

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.

PRODUCT SECTORS



EduWeek provides various opportunities for engagement through content delivery from experts in various fields ranging from Basic Education to Technology. EduWeek's conference gives educators a chance to see that there are solutions out there that can support, enhance and develop quality teaching and delivery in the classroom.

Daya Chetty, SAPA Gauteng, Principal and President



Benefits of participating at EduWeek:

Align your brand with Africa's largest and most comprehensive education event and be seen by over 5500 potential new customers

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 create new partnerships

What exhibitors think about EduWeek



96%

were extremely satisfied or satisfied with their experience at EduWeek



92%

of exhibitors will exhibit again in 2017



89%

would recommend EduWeek to other suppliers

How our exhibitors rate EduWeek

89%

Quality of visitors

88%

Quantity of visitors

91%

Return on investment

92%

Networking opportunities

98%

Organisation of the event

100%

Venue location & facilities

EXHIBITION OPPORTUNITIES

In 2016, the exhibition featured over 150+ exhibitors from across the globe with representatives from all facets of the education industry. Exhibiting at EduWeek allows you to showcase your products and services to over 5,500 key decision-makers in a lively and world-class exhibition environment. By exhibiting, your company can deliver excitement with advanced product demonstrations, industry-changing announcements, and more



Option A: Standard Shell Package

- 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

- 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

- 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)



Option D: LaunchPad Package

- Applicants must adhere to the specified criteria
- 3m x 1m ONLY
- Digitally printed name fascia
- One poset table & two cocktail chairs
- No 5% registration fee charged

Higher foot traffic to your stand will generate more sales leads. Don't delay; secure your prime location on the exhibition floor before your competitors do. Book today and save 10%! Offer expires 31 November 2016.

SPONSORSHIPS

Be at the forefront; choose your sponsorship package

	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			
Exclusive invitation to the pre-event EduWeek Partners networking dinner	x	x	x	x		
Thought Leadership editorial published on the EduWeek website	x	x	x	x	x	x
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 with a senior director & additional PR opportunities	x	x	x	x	x	x
Press releases and updates published on the event website	x	x	x	x	x	x
VIP tickets for your key clients	50	40	30	20	10	5
Unlimited number of personally designed exhibition tickets for your clients	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 session	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	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	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 2018 sponsorships	x	x	x	x	x	

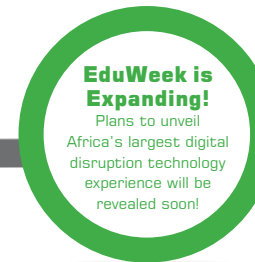
Stand out amongst 160+ exhibitors and add longevity to your investment. Contact us today to discuss a tailored sponsorship package which directly responds to the needs of your business.

BRANDING OPPORTUNITIES

Be bold and go beyond the norm with these creative branding opportunities designed to get your organisation noticed by thousands of decision makers both before the event and during.

Benefits to sponsor a feature:

- Drive more decision makers to your stand
- Promote products & messages in innovative ways aligned to your brand
- Ensure brand visibility over your competitors
- Up to eight weeks pre-event exposure to a database of 30,000 professionals





EDUWEEK AWARDS 17



Following a sensational event in 2016, the EduWeek Awards return:

14 Award Categories **400 Attendees** **20 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.

EduWeek's most popular press article in 2016: **Winners of the EduWeek Awards**

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



	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	2 Awards	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

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.

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)

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!

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

Share the limelight. Sponsor the Awards and your company will create a memorable experience for over 400 high-profile and valued guests. Book today and save 10%! Offer expires 31 November 2016.

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.

Early Bird Rate

	Early bird	Normal Rate
Table (10 seats)	R7 500	R8 950
Group booking (5 seats)	R3 750	R4 750
Individual seat	R850	R950

***Early Bird Rate (up to 1 May 2017)**

Each ticket includes:

- Champagne reception
- Three course dinner
- Evening entertainment

*All sponsorship prices exclude VAT and 5% admin fee



GUARANTEE YOUR INVOLVEMENT IN AFRICA'S LEADING EDUCATION EVENT. CONTACT ONE OF THE TEAM TODAY!



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