

SPONSORSHIP PROGRAMME

Companies wishing to maximise their profile at the **Intermodal Africa 2024 The Gambia Exhibition and Conference** will benefit from international publicity offered by sponsorship. As an Official Sponsor, your company's latest full colour corporate logo will be included as an Event Sponsor in the following:

- The official conference programme distributed worldwide
- All digital media event promotion
- All social media
- All international event advertising, direct mail and public relations
- The official Intermodal Africa 2024 The Gambia Exhibition and Conference website
- Sponsorship acknowledgement during the Opening Ceremony and by the conference moderator during the Conference
- The Welcome Arch at the main entrance to the Exhibition and Conference
- 3 **Free of Charge** Conference Delegate Registrations worth €4,485

Delegates Lanyards Sponsorship

All event participants are given a name tag at registration. Attached to the name tag is a lanyard that must be worn by all participants throughout the two days of the event. Your company's colour logo will be exclusively printed throughout the full length of the lanyard in full colour and in a highly visible format. Sponsorship is €8,895 including all production costs. This does not include nametag sponsorship.

Delegates Nametags Sponsorship

All event participants are given an identification name tag that must be worn throughout the two days of the event. Your company's latest full colour corporate logo exclusively printed in full colour across the front of all name tags worn by every event participant throughout the event. Sponsorship is €8,895 including all production costs. This does not include lanyard sponsorship.

Conference Delegates Lunches

Your company's colour logo will be displayed as a Main Sponsor in the conference brochure. Your company has the opportunity to display promotional literature and posters in the delegates' dining room as well as words of welcome before the start of the lunch, plus a VIP lunch area for up to eight of your VIP clients or partners. Exclusive lunch sponsorship per day is €8,895.

Wednesday 27 November 2024

Thursday 28 November 2024

Event Website

Have your latest colour logo displayed on the event homepage linking all event website viewers directly to your website. Sponsorship is €6,895.

Conference and Exhibition Directional Signage

Have your company's latest full colour corporate logo displayed across the front of all directional signages in full colour and in a highly visible way throughout the Exhibition and Conference. Sponsorship is €6,895.

Company Banners

Have your latest 3 full-sized indoor banners positioned in high traffic areas i.e. in front of the Event Registration Desk, inside the Conference hall and inside the Exhibition area. Sponsorship is €6,895 per 3 banners.

Technical Site Visit Transportation Sponsorship

The Technical Site Visit take place one day before the event as part of the agenda for participating delegates. Sponsoring the Technical Site Visit transportation is an excellent way of branding your company. The Sponsor is invited to say a few words of welcome before the start of the Technical Site Visit and have marketing materials and branding throughout the tour e.g. distribution of brochures on the bus. Sponsorship is €6,895.

Conference Sessions Sponsorship

An excellent way of marketing your company is to present your latest corporate video to the conference delegates at the start of a conference session. Cost is €6,895 per Conference Session Sponsorship.

Session 1  **AD PORTS GROUP**

Session 2

Session 3

Session 4

Session 5

Session 6

Conference Delegates Refreshment Breaks

During the event, refreshments will be served three times a day. Your company's latest full colour corporate logo will be printed as a Main Sponsor in the conference brochure. Your company can exclusively display promotional banners and literature at the refreshment serving points throughout the day as well as being able to take advantage of the range of sponsorship benefits in the introduction. Exclusive sponsorship of each Conference Delegate Refreshment break is €6,895.

Break 1

Break 2

Break 3

Break 4

Break 5

Break 6

Brochure Distribution

Have your latest corporate brochure distributed personally by our event staff from the Event Registration Desk. Cost for guaranteed brochure distribution to every conference participant is €3,895.

Conference Speaker Sponsorship

- Perfect for companies who wish to be **GUARANTEED** a speaker in the conference programme; have your company branded before and during the event in a highly visible way and have three **FREE OF CHARGE** delegate registrations without reserving an exhibition stand
- Conference Speaker guaranteed in a session related to the speaker topic
- Branding of sponsor latest full colour logo as a Principal Sponsor on all event marketing materials distributed worldwide and all social media before and throughout the three days of the event
- Branding of sponsor latest full colour logo as a Principal Sponsor on all event materials on site throughout the three days of the event
- Three conference delegate registrations for guests of the sponsor to attend the whole event **FREE OF CHARGE**
- Conference Speaker Sponsorship Package is €4,895 per sponsorship
- **BONUS:** Buy any four Conference Speaker Sponsorship Packages in the same calendar year and receive a fifth Conference Speaker Sponsorship Package in the same calendar year **FREE OF CHARGE**

Networking Reception – Tuesday 26 November 2024

The Networking Reception is the first of two social highlights of the whole event. All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed sociable evening with good food, drinks and entertainment. The Sponsor is invited to say words of welcome during the function and have marketing materials and branding throughout the function. All arrangements are made by sponsor.

Networking Dinner – Wednesday 27 November 2024

The Networking Dinner is the social highlight of the event. All participants and spouses enjoy the opportunity to network with fellow industry colleagues and friends throughout a seated dinner with good food, drinks and entertainment. The Sponsor is invited to say a few words of welcome and have marketing materials and branding throughout the function. All arrangements are made by sponsor.