

Sponsorship Opportunities

The 10th Annual SAFMA Conference and Exhibition

To be held on **22 and 23 August 2012**

@ the Sandton Intercontinental Sun and Towers.

Introduction

SAFMA will be hosting its 10th Annual Conference and Exhibition in 2012. SAFMA's conference attendance and coverage has grown significantly over the course of the previous three conferences. In 2009 120 people attended the SAFMA conference; in 2010 we had 130 delegates and 160 attended the 2011 conference.

All our conferences received good reviews and were highly rated and we intend to build on these successes.

In 2011 our conference was advertised in the SAFMA newsletter which goes to more than 1400 individuals and on our website was accessed by 13510 unique visitors over the course of the past six months. We also advertised in the Journal for Facilities Management and the Interact Media publications and website and in the Global FM newsletter. Conference proceedings were covered by same publications and the Commercial and Industrial Property News; the Media In Africa publications and the SA Property Review.

We will market the conference and exhibition through the same channels this year to ensure high attendance numbers.

The sooner the sponsor signs up the more media exposure they will receive.

We offer the following sponsorship packages.

Platinum

Main Conference Sponsorship : Value R60 000

Sponsor shall be entitled to:

1. Exposure on every page of the SAFMA Website (Only sponsor that will receive this branding)
2. One 3m x 3m exhibition stand
3. Full branding at entrance to conference registration and exhibition area
4. Logo exposure in all conference brochures and on delegate name badges
5. One insert into the conference bag
6. Pop-up signage in Exhibition, Cocktail Party, Conference Plenary Hall
7. Logo exposure on all other print material for both exhibition and conference, including advertising
8. 1 complementary conference delegate
9. 1 complementary exhibitors passes
10. Logo exposure on the conference page on the SAFMA website
11. Mention on all pre and post event press releases.

12. Recognition of sponsorship in all newsletters leading up to the Conference – targeted circulation of 800.
13. Recognition of sponsorship in one newsletter after the conference.

Promotional and advertising material to be supplied by client

Gold Sponsorship Proposal : Value R40 000

Sponsor shall be entitled to:

One 3m x 3m exhibition stand

1. Full branding at entrance to conference registration and exhibition area
2. Logo exposure in all conference brochures
3. One insert into the conference bag
4. Pop-up signage in Exhibition, Conference Plenary Hall,
5. Logo exposure on all other print material for both exhibition and conference, including advertising
6. 1 complementary conference delegate
7. 1 complementary exhibitors passes
8. Logo exposure on the conference page on the SAFMA website
9. Recognition of sponsorship in all newsletters leading up to the Conference – targeted circulation of 800.
10. Recognition of sponsorship in one newsletter after the conference.

Promotional and advertising material to be supplied by client

Silver Sponsors : value R20 000

1. One complimentary 3m x 3m exhibition stand
2. 1 Complementary conference delegate
3. 1 complementary exhibitors passes
4. Logo exposure in all conference brochures
5. Logo exposure on the conference page on the SAFMA website
6. One insert into the delegate bag
7. Sponsors branding in all printed material

Promotional and advertising material to be supplied by client

Bronze Sponsors

Suggestions Below

These sponsorship packages can be given in-kind or can be financially sponsored.

Sponsorship value: To be Agreed

Package 1: Conference Bag

1. Branding of the conference bag with logo in conjunction with the conference logo
2. One insert into the delegate bag

Package 2: Mini programme and lanyard

1. Sponsors logo on mini programme and lanyard
2. One insert into the delegate bag

Package 3: Delegate Gift

1. Sponsors logo on gift to be given to each delegate
2. One insert into the delegate bag

Package 4 : Cocktail Party and Entertainment

1. Recognition of Sponsorship on Programme
2. Branding during Cocktail Party
3. One insert into the delegate bag

Package 5 : Insert into Conference Bag

R 800

Package 6 : Banner in Exhibition Area and Insert into Conference bag

R 1 500