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SPONSORSHIP *opportunities*

Become a Sponsor & Elevate Your Brand with Elan Expo!

Elan Expo's exhibitions,are dynamic platforms where over thousands of industry leaders, innovators, and key buyers gather. By becoming a sponsor, you place your brand at the center of this energy, gaining an unparalleled

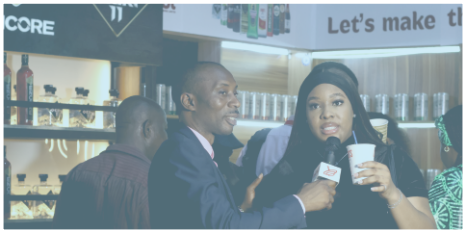


opportunity to connect with a dedicated target audience, forge new business relationships, and strengthen your position in the African market.

We believe in partnership. Our sponsorship packages are designed to provide the ideal visibility and engagement to help you achieve your brand's objectives.







Standard Benefits Included in All Sponsorship Packages:

Every sponsor is a valued partner. Regardless of the package you choose, you will receive these core benefits:

Digital Presence:

Your company logo and a 200-word company profile on the official event website's sponsor page, with a reciprocal link to your website.

Catalogue Feature:

Your company logo featured in the "Sponsors and Supporters" section of the official event catalogue.

Social Media Announcement:

A dedicated post announcing your sponsorship on our official social media platforms (Facebook, Instagram, LinkedIn).

Priority Listing:

A priority listing in the special sponsors' section at the top of the online exhibitor list.

Our Sponsorship Opportunities:

- Exclusive Diamond Sponsorship
- Gold Sponsorship
- Registration Sponsorship
- Lanyard Sponsorship
- Workshop Sponsorship
- VIP Lounge Sponsorship
- Visitor Badge Sponsorship
- Visitor Bag Sponsorship

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Sponsorship Levels & Benefits

For quick reference, here's a side-by-side comparison of our sponsorship packages:

Benefit	Diamond	Gold	Registration	Lanyard	Workshop	VIP Lounge	Visitor Badge	Visitor Bag
Standard Benefits	✓	✓	✓	✓	✓	✓	✓	✓
Exclusive Credits on Communications	Diamond	Gold	–	–	Workshop	–	–	–
Dedicated Email Blast	✓	✓	–	–	✓ Workshop-Specific	–	–	–
Logo on Main Signage	✓	✓	–	–	✓ Workshop Area	✓ Lounge	–	–
Catalogue Ads/ Features	Front Cover + 2 Full Pages	2 Full Pages	–	–	–	–	–	–
Website Banner/ Homepage Logo	✓	MPU Banner	–	–	–	–	–	–
Workshop/Session Opportunity	✓ Non-Commercial	✓ Non-Commercial	–	–	✓ Welcome + Product Slot	–	–	–
Onsite Branding	–	–	Registration Desks/Forms	Lanyards	–	Lounge Walls/Area	Badges	Bags + Inserts
Press Releases Inclusion	✓	✓	–	–	–	–	–	–
Post-Show Report Feature	✓	✓	✓	–	✓	–	–	–
Exclusive/Unique Perks	Billboards, Media Interviews, Front Covers	Enhanced Floor Plan, Social Shares	Confirmation Emails	Worn by All	Stage Backdrop, Moderator Mention	Product Showcase, Naming	Worn by All	5,000 Eco-Friendly Bags
Exclusivity	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive
	€40,000	€7,500	€15,000	€8,000	€10,000	€12,000	€6,000	€5,000

EXCLUSIVE DIAMOND *sponsorship*

The Premium Partnership Opportunity

40,000 €

In addition to all standard sponsorship benefits, as the Exclusive Diamond Sponsor, you will receive the following unique privileges:

- Exclusive "Diamond Sponsor" credit on all event communications
- A dedicated mass email blast to the event's targeted database
- Company logo included on billboards and other outside advertisements
- Opportunity to deliver one non-commercial workshop session
- Onsite media will be directed to your stand for interview opportunities
- Your logo and credit will be featured in the official post-show report

The Concrete ROI of This Sponsorship:

Maximum Brand Prestige:

Be recognized as the premier partner of the event, solidifying your leadership position in the industry.

Direct Marketing Power:

Reach over 8,000 potential customers directly with a dedicated email.

Intensive Media Coverage:

Become the center of media attention. Maximize your brand awareness through extensive press coverage and interviews.

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GOLD sponsorship

7,500 €

High-Impact Brand Exposure

In addition to all standard sponsorship benefits, as a Gold Sponsor, you will receive the following unique privileges:

- "Gold Sponsor" credit on all event communications.
- A dedicated mass email to the event's targeted database.
- Company logo and "Gold Sponsor" credit on main event signage (non-directional).
- Two (2) full-page advertisements in the show catalogue.
- One (1) MPU (Mid-Page Unit) banner advertisement prominently displayed on the event website homepage.
- Enhanced indication of your stand location on the floor plan in the show catalogue.
- Opportunity to deliver one non-commercial workshop session (topic pre-approved by Elan Expo).
- Inclusion in all press releases as "Gold Sponsor".
- Your logo and credit will be featured in the official post-show report.

The Concrete ROI of This Sponsorship:

Strong Brand Positioning:

Establish a powerful presence in the minds of your target audience as a main supporter of the event.

Strategic Digital Reach:

Capture the attention of over 8,000 website visitors with a banner ad placed directly on the event homepage.

Competitive Advantage:

Stand out from the competition with high-visibility branding and full-page ads in the official catalogue.

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REGISTRATION *sponsorship*

Be the First Brand Every Visitor Sees

15,000 €

In addition to all standard sponsorship benefits, as the Registration Sponsor, you will receive the following unique privileges:

- Your logo and branding on all registration desks at the event (including filling areas).
- Your logo on all printed and online registration forms.
- Your logo featured on the visitor registration confirmation email.
- Your logo and credit will be featured in the official post-show report.
- Opportunity to provide branded giveaways at registration.

The Concrete ROI of This Sponsorship:

First Point of Contact:

Your brand will be the very first one seen by 100% of over 8,000 attendees upon arrival, guaranteeing high recall.

Unrivaled Exposure:

The registration area is the highest-traffic zone. Your brand will be constantly visible to a captive audience.

Positive Brand Association:

Connect your brand with a smooth entry process, creating a positive first impression with every visitor.

LANYARD *sponsorship*

Place Your Brand Around the Neck of Every Attendee

8,000 €

In addition to all standard sponsorship benefits, as the Lanyard Sponsor, you will receive the following unique privileges:

- Your company logo will be printed on the official event lanyards (Lanyards can be provided by the sponsor or produced by us; additional costs may apply).
- Every visitor receives a lanyard upon entry and must wear it for all 3 days of the event.
- This is an exclusive opportunity with only one lanyard partner for the event.

The Concrete ROI of This Sponsorship:

Mobile Branding:

Every attendee becomes a walking billboard for your brand, carrying your logo throughout the entire venue.

Guaranteed Visibility:

As lanyards are essential for entry, your logo is guaranteed to be seen thousands of times in photos and interactions across over 8,000 attendees.

Exclusive Positioning:

As the sole lanyard sponsor, your brand owns this high-visibility channel without any competing logos.

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WORKSHOP *sponsorship*

Position Your Brand as an Industry Thought Leader

10,000 €

In addition to all standard sponsorship benefits, as the Workshop Sponsor, you will receive the following unique privileges:

- Your company credited as "Workshop Sponsor" on all workshop signage and communications.
- A dedicated mass email to the event database promoting the workshop.
- Your company logo on the backdrop of the workshop stage and on up to 4 panels in the workshop area.
- Your company will be mentioned by the conference moderator.
- Opportunity to open the workshop with a welcome speech (up to 5 minutes).
- An opportunity to present your product during an agreed-upon time slot (presentation subject to approval).
- Your logo and credit will be featured in the official post-show report.

The Concrete ROI of This Sponsorship:

Establish Authority:

Position your brand as an expert by associating it with valuable educational content.

Direct Engagement:

Speak directly to a highly engaged and relevant audience. Engage with 100-500 targeted attendees per session.

High-Quality Lead Generation:

Capture qualified leads from attendees who have a demonstrated interest in your area of expertise.

VIP LOUNGE *sponsorship*

Connect with Key Decision-Makers in an Exclusive Setting

12,000 €

In addition to all standard sponsorship benefits, as the VIP Lounge Sponsor, you will receive the following unique privileges:

- Sponsor an exclusive networking space where exhibitors and VIPs can connect. Access is limited and includes complimentary refreshments.
- The lounge's name will be decided in collaboration with you (e.g., "[Your Brand] VIP Lounge").
- Your logo on the interior and exterior walls of the lounge.
- Showcase your products in a dedicated 1 m² area inside the lounge.
- Opportunity to distribute promotional items and host a private networking event in the lounge.

The Concrete ROI of This Sponsorship:

High-Value Networking:

Gain exclusive access to 500+ industry decision-makers and VIPs in a relaxed setting perfect for building relationships.

Premium Brand Association:

Align your brand with exclusivity and premium hospitality, enhancing your corporate image.

Targeted Product Demonstration:

Showcase your products directly to a curated audience of the most influential attendees.

VISITOR BADGE *sponsorship*

6,000 €

Feature Your Brand on the Most Essential Item for Every Attendee

In addition to all standard sponsorship benefits, as the Visitor Badge Sponsor, you will receive the following unique privileges:

- Your logo will be printed on the official visitor badge (design must be approved in advance).
- The badge is required for entry and is worn by every visitor for all 3 days of the event.
- This is an exclusive sponsorship with only one "badge" partner for the event.

The Concrete ROI of This Sponsorship:

Essential Branding:

Your logo will be featured on the single most critical item for every attendee—their admission pass.

Constant, Eye-Level Visibility:

Your brand will be consistently visible at eye-level on over 8,000 participants.

Exclusive Ownership:

As the sole badge sponsor, you own this essential branding space, ensuring maximum impact without competition.

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VISITOR BAG *sponsorship*

Turn Every Visitor into a Brand Ambassador

5,000 €

In addition to all standard sponsorship benefits, as the Visitor Bag Sponsor, you will receive the following unique privileges:

- Your company logo will be printed on one side of the official visitor bag.
- The bag, featuring your logo, will be distributed to all visitors at registration.
- Insert your company's catalogue or flyer into every bag.
- A total of 5,000 eco-friendly, reusable bags will be printed and distributed.

The Concrete ROI of This Sponsorship:

Widespread Mobile Advertising:

Every visitor becomes a mobile advertisement for your brand, carrying your logo throughout the exhibition and back to their offices, extending reach to over 5,000 visitors.

Direct Marketing & Lead Generation:

Place your marketing materials directly into the hands of thousands of potential customers, guaranteed.

Long-Lasting Impression:

Reusable bags extend your brand's visibility and marketing reach long after the event has concluded.

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Let's Build a Partnership

We are excited to help you achieve your marketing goals and add value to your brand. To discuss these opportunities, create a custom package, or for any inquiries, please contact us.

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We look forward to welcoming you as a valued partner at our next event!



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