



7<sup>TH</sup> BIENNIAL  
SAMEA CONFERENCE

**SPONSORSHIP  
& EXHIBITION  
PROSPECTUS**

## CONNECT WITH THE M&E COMMUNITY

Coming on board as an official sponsor or exhibitor is an ideal opportunity to associate your institution with this prestigious event and **allows you to connect with the local and international M&E community. Attracting over 600 delegates**, the conference will provides a learning and knowledge sharing opportunity and networking opportunities for delegates and sponsors.

We invite your organization to participate in this event as a sponsor and/or exhibitor. This will be a valuable opportunity to showcase your organization to the South African M&E community.

### SPONSOR BENEFITS

#### 1 REACH 600+ DELEGATES

Unique opportunities relevant to your organisation or company's activities to directly target 600 - 700 delegates from the M&E field

#### 2 ENHANCE YOUR MARKETING

Opportunities to integrate and enhance your organisation or company's marketing and promotion policy

#### 3 INCREASE YOUR COMPANY PROFILE

Increased organisation or company profile and goodwill within the M&E community

**This prospectus contains a breakdown of the packages and associated benefits for your consideration, with various sponsorship levels and packages available to suit all budgets.**

**The 7th Biennial SAMEA Conference 2019** will take place at Emperors Palace in Kempton Park, Gauteng from the 23 to 25 October 2019, with pre-conference workshops running from the 21 to 22nd October.

The conference is an important event for the South African M&E community and brings together M&E leaders and practitioners from the public sector, private sector and development spheres. The SAMEA conference presents an exciting opportunity for delegates to discuss new developments in the field of M&E and engage on a wide range of topics.



## EXHIBITION SPACE & INSERTS

### Exhibition Space

**R 7 500.00** per space

Exhibition space display table with 2 chairs

### Inserts

**R 3 000.00**

Distribute marketing material in conference bags. This is available to exhibitors and sponsors only.

To book exhibition space or an insert in delegate bags, please complete the booking form below and return it to the conference secretariat

## SPONSORSHIP OPPORTUNITIES

SAMEA has created a flexible sponsorship policy for the 2019 Conference, with numerous packages available to suit all budgets. This includes cash or in-kind sponsorship. We recognise that not all organisations have the financial flexibility to offer cash sponsorships, organisations can volunteer to provide in-kind sponsorships around both strand management support and workshop contributions.

Below are the Sponsorship Packages available for consideration. Kindly select the package that your organization will be interested in sponsoring, complete the booking form below and return it to the conference secretariat.

## CASH SPONSORSHIP

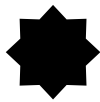
Cash sponsorships go towards defraying the costs related with hosting the conference (e.g. venue hire, equipment and set-up costs). Your sponsorship will contribute to funding the travel and accommodation costs of prominent keynote speakers in the field of M&E nationally and internationally. The following cash sponsorship opportunities are available<sup>1</sup>:

PACKAGES	
Premium/Platinum Sponsorship	R500 000+
Select/Gold Sponsorship	R300 000
Classic/Silver Sponsorships	R100 000
Bronze Sponsorship	R60 000
OTHER	
Delegate Bags & Lanyards Sponsor	R50 000
Registration Foyer Sponsor	R40 000
Conference App Sponsor	R40 000
Wifi Sponsor	R30 000

<sup>1</sup> Parameters on values are negotiable with SAMEA.

## Premium / Platinum

R500 000+



Includes

- Profiled as co-hosts (maximum 2 hosts)
- Prominent Branding on all Workshop marketing and promotional material including website
- Prominent Branding on all onsite branding material
- Acknowledgement as the Premium Sponsor and co-hosts in all material
- 2 x Exhibition space
- Address by company representative at the opening session
- 10x Complimentary Registrations to the conference
- Company Brochure/Insert in the Workshop Delegate Bags
- Acknowledgement as the Premium Sponsor by the Chairperson
- Premium Sponsor may place pop up banners at the conference venue
- Insert in delegate bag

## Select / Gold

R 300 000



Includes

- Prominent Branding on all Workshop marketing and promotional material, including website
- Prominent Branding on all onsite branding material
- Acknowledgement as the Select/Gold Sponsor in all material
- 2 x Exhibition space
- 6 x Complimentary Registrations to the conference
- Acknowledged as the Select/Gold sponsor by the Chairperson
- Select/Gold Sponsors may place pop up banners at the conference venue
- Insert in delegate bag

Select/Gold sponsors will be individually and exclusively branded at the following events:

1. Select Sponsorship 1: First Keynote address (Afternoon Day 1)
2. Select Sponsorship 2: Second Keynote address (Morning Day 2)
3. Select Sponsorship 3: Third Keynote address (Morning Day 3)

Each keynote address are the centrepiece of the conference providing the opportunity to display branding and receive recognition for your contribution. Keynote addresses must focus on M&E in South Africa. Where appropriate, sponsors may give suggestions and recommendations for input on these addresses.

## Classic / Silver

R100 000



Includes

- Prominent Branding on all conference marketing and promotional material
- Prominent Branding on all onsite branding material including website
- 1 x Exhibition space
- 4 x Complimentary Registrations to the conference
- Acknowledged as the Silver sponsor by the SAMEA Chairperson
- Classic/Silver Sponsors may place pop up banners at the conference venue
- Insert in delegate bag
- Pop up banner at the conference

## Bronze

R60 000



Includes

- Company logo on the website
- Company logo in all branding material onsite including programs
- Acknowledged as a Bronze sponsor by SAHHA Chairperson
- 1 x Exhibition space
- 2 x complimentary Registration to the conference
- Insert in delegate bag

## Delegate Bags & Lanyards Sponsor

**R50 000**

The delegate bag is the item that delegates keep for long after the conference. This is a unique opportunity to promote your company logo and brand.

Includes

- Exclusivity – only one sponsor accepted
- Company Logo prominently on the bag
- The only logo on the bag, besides the conference logo and Premium Sponsors logo
- Logo on all lanyards

## Registration Foyer

**R40 000**

The registration foyers is the first part of the conference that delegates see and is the one place that all delegates have to go to when attending a conference. The sponsor for the registration foyers will get the unique opportunity to brand this area.

## Conference App Sponsor

**R40 000**

Includes

- Acknowledgment as the Conference App Sponsor
- Branding on the App
- Branding on the conference marketing material
- Branding on the conference website

## Wifi Sponsor

**R30 000**

Includes

- Acknowledgement as the Wi Fi Sponsor
- Company Name as the Wi Fi password

**Packages are not cast in stone and are not exhaustive, if there any other ways in which your organisation would like to contribute, feel free to discuss this with us.**

## EVALUATION DEVELOPMENT BURSARIES

**R15 000**

SAMEA seeks **sponsorships for at least 20 Emerging Evaluators**, and looks for financial contributions to offer Evaluation Development Bursaries. Evaluation development bursaries are provided to give students, previously disadvantaged individuals and other deserving individuals without the financial means an opportunity to attend the conference and pre-conference workshops. The costs for sponsoring one individual to attend the conference and the pre-conference workshop is R15 000.

Sponsors of evaluation development bursaries are acknowledged in the conference programme and have the option to participate in the adjudication of bursary applications.

# IN-KIND SPONSORSHIP

## 1 Strand Management

This in-kind sponsorship includes taking responsibility for the management of one of the six strands. This requires commitment to take ownership of the strand and for capacity building and skills transfer within the specific strand.

- Reviewing and selecting abstracts, and make recommendations to the authors as to the type of presentations (paper, panel, poster, round table, etc.)
- Ensuring that papers and posters follow guidelines
- Coordinating and mentoring presenters who have submitted papers within your strand to enhance the quality of the presentation

Includes

- Cobranding in the relevant strand-related material
- A page of relevant logos in the programme and in the 'holding slides' in the plenary sessions
- registration fees for one delegate from your organisation to attend the conference (does not apply to conference workshops)

## 2 Pre-Conference Workshop

Traditionally SAMEA has offered stipends to the workshop presenters, however, this year we are proposing to prioritise workshops that are sponsored (provided they meet our quality standards). We are encouraging facilitators to offer their workshops for free, and as part of this, logos will be acknowledged in the full programme as well as in the scrolling 'holding slides' in the plenary sessions.

**To book a sponsorship package please complete the sponsorship booking form and send it to the Conference Secretariat**

Thanking You in Advance

**Amanda Jitsing**

Conference Chair

### **CONTACT DETAILS**

Conference Secretariat

Tel.: +27 21 836 8315

Fax: +27 086 565 8914

Email: [info@sameaconference.co.za](mailto:info@sameaconference.co.za)



21-25 OCTOBER 2019, EMPERORS PALACE, GAUTENG, SOUTH AFRICA

# EXHIBITION & SPONSORSHIP FORM

Conference Secretariat

Tel.: +27 21 836 8315

Fax: + 27 086 565 8914

E-mail: info@sameaconference.co.za

## 1. ORGANISATION INFORMATION

### DETAILS

Name					Title	Dr	Prof	Mr	Ms
Surname									
SAMEA Member	YES		NO						
Organisation									
Postal Address									
City				Province			Postal Code		
Telephone				Fax			Mobile		
Email Address									

## 2. OPTIONS, FEES & DESCRIPTIONS: Please indicate with a ✓ the option you would like

Exhibition	Cost	Select
1 X Exhibition Space Display Table with 2 chairs	R 7 500.00	
Sponsorship Packages		
Premium/Platinum Sponsorship	R 500 000.00	
Select/Gold Sponsorship (Limited to 3 sponsors)	R 300 000.00	
Classic/Silver Sponsorship	R 100 000.00	
Bronze Sponsorship	R 60 000.00	
Sponsor Delegate Bags	R50 000.00	
Conference App	R40 000.00	
Evaluation Development Bursaries	R15 000.00	
Inserts/flyers into the delegate bags	R 3 000.00	
Strand Management		
Pre-Conference Workshop		
<b>TOTAL AMOUNT DUE</b>		

**Exhibitor Fees include**

- 1 x table and 2 chairs

**Allocation of Display Area**

- Allocation of display tables will be done on a first come, first served basis & space is limited

**Display Material**

- You are responsible for arranging all display material and equipment such as PCs etc. Note: there are no back boards for sticking up posters, only tables are provided.

**Payment**

- Full payment for your display is required at the time of reserving the space and upon receipt of this booking form. Payment can be made by bank transfer into the conference account or by submitting credit card details.

**Cancellation Fee**

- 50% cancellation fee will be payable if cancelled after 30 September 2019

**3. SIGNATURE AS CONFIRMATION AND AGREEMENT TO PAYMENT TERMS AND CONDITIONS LISTED HEREIN**

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_