

**IEEE
AFRICON
2023**



CONCEPT NOTE

For IEEE AFRICON 2023



**SEPTEMBER
20TH - 22ND
NAIROBI, KENYA**

“Advancing Technology in Africa Towards Presence on the Global Stage”

INTRODUCTION

IEEE AFRICON is the flagship conference for the African continent, organized by the Institute of Electrical and Electronics Engineers (IEEE) Kenya Section and the IEEE Region 8. AFRICON 2023 will attract a diverse audience of over 300 leading engineers, researchers, academics, industry leaders, government representatives, policymakers, and students from across Africa and around the world. It aims to foster an environment of collaboration and knowledge sharing, and to encourage innovation and entrepreneurship in Africa. Attendees will participate in Plenary Sessions, Panel Discussions, Tutorial Sessions, Workshops and Technical Program within the IEEE technical areas. We invite you to seize the opportunity to interact with your target audience.

Contact the AFRICON Industry Engagement Team at aficon-partners@ieee.org

2023.ieee-aficon.org

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THE OBJECTIVE



The Conference aims to:

1. Foster an environment of collaboration and knowledge sharing encouraging innovation and entrepreneurship in Africa.
2. Address the challenges and opportunities of developing and deploying new technologies in Africa, with a focus on promoting innovation and collaboration across the continent.
3. Serve as a platform for researchers, policymakers, public and private sector operators to interact and come to an agreement on continental technological advancement to accelerate Africa's development.

THE AUDIENCE

AFRICON 2023 will attract a diverse audience of over 300 leading engineers, researchers, academics, industry leaders, government representatives, policymakers, and students from across Africa and around the world.

The conference will provide an excellent opportunity for sponsors to showcase their products and services, network with potential customers, and engage with the wider community.



ENGINEERS | RESEARCHERS
ACADEMICS | INDUSTRY LEADERS
GOVERNMENT REPRESENTATIVES
POLICY MAKERS | STUDENTS

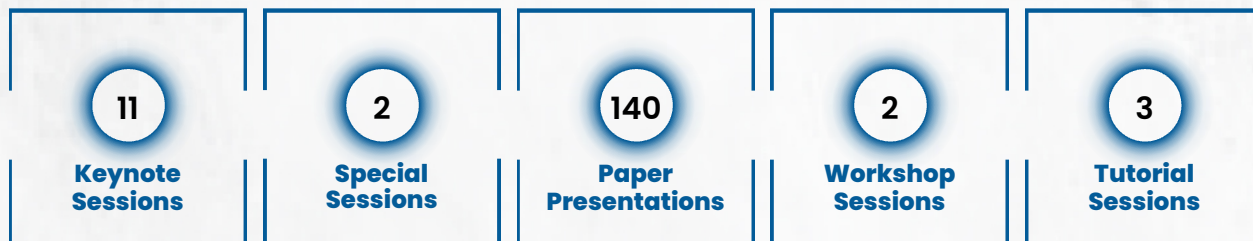
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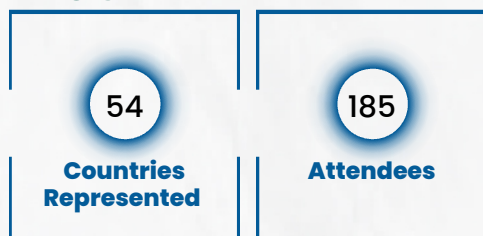
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HIGHLIGHTS FROM IEEE AFRICON 2021

NUMBERS



PROGRAM



PREVIOUS HOSTS



“Advancing Technology in Africa Towards Presence on the Global Stage”

IEEE AFRICON 2023 EVENT FORMAT



IEEE AFRICON 2023

SEPTEMBER
20TH - 22ND
NAIROBI, KENYA

THEME:
“Advancing Technology in Africa
Towards Presence on the Global Stage”

www.2023.ieee-africon.org



IEEE
Region 8



IEEE
Kenya Section

INDUSTRY PANEL SESSIONS: Expert-led in-depth discussions of current and emerging topics of interest to the African community.

WORKSHOPS: Highly interactive regular and invited presentations, and panels.

TUTORIAL: Deeply instructive sessions led by a trained facilitator or industry expert.

KEYNOTES: Informative TED-talk style sessions where distinguished guests make presentations on emerging areas.

MATCHMAKER: 1-on-1 sessions with experts, industry players, innovators and emerging talent with connections made.

KNOWLEDGE CAFES: Breakout sessions aimed at allowing participants to attend sessions of mutual interests.

PAPER PRESENTATIONS: IEEE-style research paper presentations by industry experts, academic researchers and industry innovators.

WHY SPONSOR IEEE AFRICON 2023?

- **INCREASED BRAND VISIBILITY & RECOGNITION** among a highly engaged and influential audience from across the globe.
- The opportunity to **NETWORK** with and **BUILD RELATIONSHIPS** with key stakeholders in the technology industry.
- **ACCESS TO CUTTING-EDGE RESEARCH & DEVELOPMENT** in the field of electrical and electronic engineering, computer science and related fields.
- **INCREASED COMPANY EXPOSURE** through conference website and social media platforms.
- **DEMONSTRATING YOUR COMMITMENT** to advancing technology.

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PREVIOUS SPONSORS AND PARTNERS

IEEE AFRICON values strong, ongoing relationships with each of our sponsors and partners, working closely with them to ensure their individual needs are met to receive a good return on their investment.



“Advancing Technology in Africa Towards Presence on the Global Stage”

LEND YOUR SUPPORT TO IEEE AFRICON 2023

SPONSORSHIP PACKAGES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
AMOUNT (USD)	15,000	10,000	7,500	5,000	2,500
Complimentary Conference Registrations & Banquet	8	5	3	2	1
Corporate conference discount on additional passes	15%	12%	10%	5%	2%
Exhibition booth space	Large (8sqm) with large signage	Medium (6sqm) with large signage	Medium (6sqm) with medium signage	Small (4sqm) with small signage	Small (4sqm) with small signage
Reserved Table at Banquet	✓	✓	✓	-	-
Corporate Logo size on Conference Banner & Brochures	Large	Large	Medium	Small	Small
Speaking opportunity at one of the following sessions	Keynote, Panels or Dinner	Keynote or Panels	Keynote	-	-
Prime advertisement space	Prominent Branding and recognition	Prominent Branding and recognition	Branding and recognition	Branding and recognition	Branding and recognition
Item for inclusion in conference bag (Leaflet / Flyer / Collateral)	3	2	1	-	-

*ALL conference sponsors above will have their company logo displayed on the conference website, banner, programme, and brochures.

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EXHIBIT-ONLY OPTION

The exhibit only option is great for those companies that have a new product/service to promote. As an exhibitor, your company logo and a 50-word description of your company will be prominently included on the conference website.



EXHIBIT-ONLY PRICING

OPTION	DESCRIPTION	COST
1	Small – 4 square metres	USD 1,000
2	Medium – 6 square metres	USD 1,500
3	Large – 8 square metres	USD 2,000

ADDITIONAL OPPORTUNITIES

Interested in a unique conference sponsorship? These options are for specific events/ activities/items during the conference.

01 WELCOME RECEPTION / COCKTAIL

USD 5,000

Scheduled on the first day, this 3-4-hour high visibility event will be attended by conference attendees and their guests and is organized to provide direct interaction between the conference attendees, the conference speakers, and the corporate sponsors. As the exclusive sponsor of this event, your company's logo will be included on all printed signage and materials promoting this event and at the event.

- Opportunity to give a 5-minute welcoming remark to the audience at the reception.
- 4 complimentary tickets to the dinner

02 DINNER

USD 5,000

Scheduled on the second day, this 3-4-hour high visibility event will be attended by conference attendees and their guests and is organized to provide direct interaction between the conference attendees, the conference speakers, and the corporate sponsors. As the exclusive sponsor of this event, your company's logo will be included on all printed signage and materials promoting this event and at the event.

- Opportunity to give a 5-minute welcoming remark to the audience at the reception.
- 4 complimentary tickets to the dinner

03 CONFERENCE BREAKS (TEA & LUNCH)

USD 3,000

Scheduled on the second day, this 3-4-hour high visibility event will be attended by conference attendees and their guests and is organized to provide direct interaction between the conference attendees, the conference speakers, and the corporate sponsors. As the exclusive sponsor of this event, your company's logo will be included on all printed signage and materials promoting this event and at the event.

- Opportunity to give a 5-minute welcoming remark to the audience at the reception.
- 4 complimentary tickets to the dinner



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04 CONFERENCE INTERNET CONNECTIVITY USD 3,000 OR IN KIND

As the connectivity partner, your company will help attendees stay connected during the conference! Your company's name can be used as the network ID and as each attendee is offered package deal to connect to the conference, the attendee will see a splash page recognizing your company. Your logo will also appear on the Conference website as the Connectivity partner.

- 2 Complimentary Full Conference Passes

05 CONFERENCE KIT WITH BAG, PAD & PEN USD 2,500

As the exclusive sponsor of this high visibility opportunity, your company's logo and name will be printed on the bag, pens and notepads distributed to all conference attendees.

06 LANYARDS USD 2,500

This opportunity offers the highest impact and visibility to the company who wants to be known and seen! As the exclusive lanyard sponsor, your company's name and/or logo will be printed on the lanyard which is provided to all Conference attendees.

- 1 Complimentary Full Conference Pass
- 2% Corporate conference discount on additional passes

07 POWER TOWER (CHARGING STATIONS) USD 2,000

As the exclusive sponsor of two charging stations, your company will gain recognition and help attendees get charged up their devices to make the most of their time at the conference! Your logo and company artwork will also appear on the charging stations.

- 1 Complimentary Full Conference Pass
- 2% Corporate conference discount on additional passes

08 INDUSTRY PANEL SESSION USD 1,500

Sponsor a session that will bring together experts in the specific sector to deliberate on a particular emerging issue affecting Africa thus building long-lasting relationships. Acknowledgement as the exclusive sponsor for the specific Industry Panel Session. Logo will appear on all material promoting the Panel session as well as the opportunity to promote your company during the event. 1 minute promo video to be played before and after the specific Industry Panel.

- 1 Complimentary Full Conference Pass
- 2% Corporate conference discount on additional passes

09 KEYNOTE SESSION

USD 1,500

Sponsor a session that will have an expert in a specific sector to speak on an emerging issue affecting the sector in Africa. Acknowledgement as the exclusive sponsor for the specific Industry Panel Session. Logo will appear on all material promoting the Panel session as well as the opportunity to promote your company during the event. 1 minute promo video to be played before and after the specific Industry Panel

- 1 Complimentary Full Conference Pass
- 2% Corporate conference discount on additional passe

10 NETWORKING EVENT

USD 1,500

Sponsor and host your own or pre-arranged networking event to share information enabling attendees to network with industry peers and the sponsoring company's staff.

Acknowledgement as the exclusive sponsor for the specific Networking Event.

- 1 Complimentary Full Conference Pass
- 2% Corporate conference discount on additional passes

11 CONFERENCE PROCEEDINGS

USD 500

These proceedings have an exceptionally long shelf life as attendees use them as reference material. A USB drive, containing the conference proceedings + supplemental papers will be provided to all attendees; and it will have your logo on it.

12 BAG INSERT

USD 500

Provide a leaflet / flyer / company collateral to insert into the conference bag of each attendee.



13 PARTICIPANT SCHOLARSHIPS

OPEN

Sponsor several participants to attend the conference as authors or non-authors from:

1. People from Developing economies
2. Students
3. Women engineers

Acknowledgement as a scholarship/grant partner.

MEDIA PARTNERS

We welcome in-kind support for media of all kinds (magazines, newspapers, television, radio, online etc.) Media Partner's logo will be displayed during the conference.



**DIDN'T SEE ANYTHING
THAT MEETS YOUR NEEDS?**

Please contact the AFRICON 2023 Industry Engagement Committee at africon-partners@ieee.org, who will be happy to speak with you about a custom sponsorship package.