



# SPONSORSHIP AND EXHIBITION OPPORTUNITIES

**AAVEA**  
**VIRTUAL**  
CONFERENCE | **2020**

*The AAVEA 2020 Annual Conference is going virtual!*

*AAVEA is committed to the value of connecting and learning as a community, and though we can't meet in person right now, we can still gather together in a virtual space to continue learning, growing, and navigating our way to a full recovery for the tourism industry.*

## WHY SPONSOR AAVEA VIRTUAL?

**WIDER REACH:** There are fewer limits to participating virtually, which means it's simpler for participants to attend. We've attracted up to 150 participants at past AAVEA conferences and we expect that to grow by at least 25%, giving you access to a wider audience.

**LONGER LASTING:** AAVEA Virtual content will remain available on-demand for six months after the conference. Interactive: Panels, Q&A, chat, activity streams, and Zoom meetings: our virtual platform includes many ways to interact. Participants that visit your virtual exhibition booth have on-demand access to your brochures, videos, demos, whatever you choose to share. They can also chat with you directly or request a meeting.

**ENCOURAGEMENT :** Participants are encouraged to interact with you at your booth and get points for doing so. AAVEA will encourage and support you as sponsor, sharing advice on how to maximise your sponsorship with tips and tricks for the virtual environment.

**COST EFFECTIVE:** Well-priced packages, plus you'll save on travel, accommodation, promotional items, and other face-to-face conference expenses.

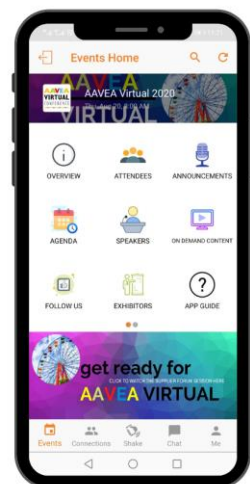
**MEASURABLE:** AAVEA will provide you with post-conference reporting, including how many people visited your booth, links clicked, and how participants felt about your booth.

*Challenging times present opportunities and we are certain that AAVEA Virtual will exceed expectations.*

*Join us as a sponsor or exhibitor and let's work together to make this a great AAVEA event!*



Please contact Jason Rade, the AAVEA Sponsorship Manager, on [jason@africanagenda.com](mailto:jason@africanagenda.com) to book or to discuss tailored options.



#AAVEA2020





# SPONSORSHIP AND EXHIBITION OPPORTUNITIES

## AAVEA VIRTUAL PREMIUM PARTNER

R12,500

**An exclusive package (only 1 available) with the following benefits and exposure:**

### **On the AAVEA Virtual conference platform**

- Primary branding visibility (top banner, permanent, shared with AAVEA20).
- Scrolling lower banner on main page (25% of main page real estate).
- Enhanced acknowledgment as Premium Partner in all listings.
- Virtual exhibition booth with space for your logo, links to social media and website, digital brochures, calls to action like “Request Follow Up” and “Schedule Meeting” buttons, and the opportunity to host group and one-on-one meetings “in” your booth.
- 3x pre-conference and 3x daily announcements to app users.

### **Marketing**

- Traditional website sponsor acknowledgement with linked logo and profile.
- Traditional website exhibitor listing with linked logo and profile.
- Sponsor logo on all promotional communication including newsletters.
- 2x sponsor spotlights on AAVEA social media channels.
- 1x dedicated spotlight post on the AAVEA blog.
- Rights to use the AAVEA Virtual logo in your own marketing communications.
- Opportunity to host a competition (on the virtual platform) or offer a prize.

### **Participation**

- 3x full participant registrations.

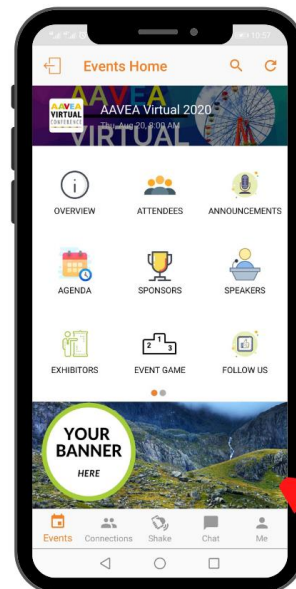
### **Post-conference**

- Reporting on connections made and external links clicked.



### **AAVEA'S MISSION**

To represent the interests of attractions and visitor experiences, to raise awareness of the contribution they make to the broader tourism industry, to enhance discussion and co-ordination among visitor experience and attraction professionals, and to host an annual conference that provides education, networking, and collaboration opportunities.



**Lower Banner**  
Your banner advert will appear on the home screen, with a link of your choosing.



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## **AAVEA VIRTUAL PARTNER**

**R8,500**

*A limited-availability package (not more than 5 available) with the following benefits and exposure:*

### **On the AAVEA Virtual conference platform**

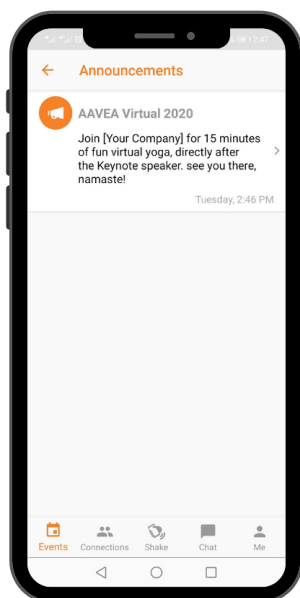
- Scrolling lower banner on main page (25% of main page real estate).
- Enhanced acknowledgment as Virtual Partner in all listings.
- Virtual exhibition booth with space for your logo, links to social media and website, digital brochures, calls to action like “Request Follow Up” and “Schedule Meeting” buttons, and the opportunity to host group and one-on-one meetings “in” your booth.
- 1x pre-conference and 1x daily announcement to app users.

### **Marketing**

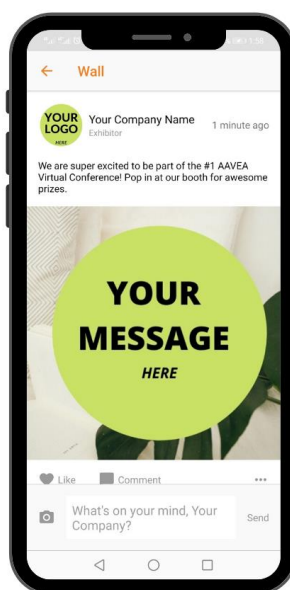
- Traditional website sponsor acknowledgement with linked logo and profile.
- Traditional website exhibitor listing with linked logo and profile.
- Sponsor logo on all promotional communication including newsletters.
- 1x sponsor spotlight on AAVEA social media channels.
- Rights to use the AAVEA Virtual logo in your own marketing communications.

### **Participation**

- 1x full participant registrations.



**Announcements**  
*Announcements allow for pre-approved messaging to be sent to all participants, or specific groups, on your behalf. Drive traffic to your website or link to your internal profile.*



**Wall**  
*The Wall is a participant-facing feature that acts as the conference’s social feed, allowing participants to post pictures, make comments, and “like” posts.*

*It is an organic way to showcase your brand as it is mixed in with posts by participants.*



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## AAVEA VIRTUAL SESSION PARTNER

R5,000

***A limited-availability package (not more than 4) with the following benefits and exposure:***

- Sponsor one of the four Session Blocks (two sessions each) with industry-leading speakers both local and international and be acknowledged with a “Brought to you by...” by-line on the livestream and in the agenda.
- Acknowledgment as Session Partner in all listings.
- Facilitate the Q&A Panel with the speaker or panel after their session is presented.
- Virtual exhibition booth with space for your logo, links to social media and website, digital brochures, calls to action like “Request Follow Up” and “Schedule Meeting” buttons, and the opportunity to host group and one-on-one meetings “in” your booth.

### ***Marketing***

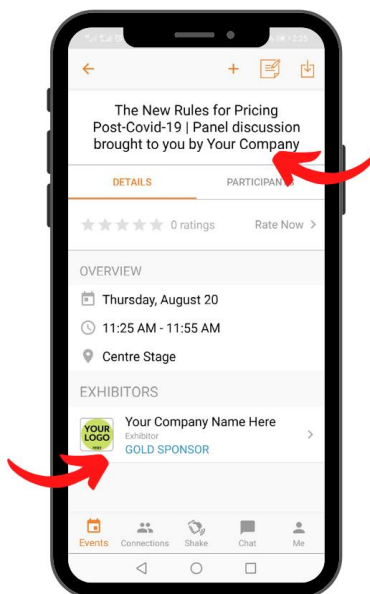
- Traditional website sponsor acknowledgement with linked logo and profile.
- Traditional website exhibitor listing with linked logo and profile.

### ***Participation***

- 1x full participant registration.

### ***Post-conference***

- Reporting on session participation and questions asked, as well as connections made, and external links clicked in your virtual exhibition booth).



### ***Sponsored Sessions***

*Partner with us to sponsor a Session Block and be acknowledged within the agenda.*

#AAVEA2020





# SPONSORSHIP AND EXHIBITION OPPORTUNITIES

## AAVEA VIRTUAL EXHIBITION BOOTH

R1,500

The virtual version of an exhibition stand that allows for the elements you value: share your marketing materials, gather business cards, even have one-on-one interactions via Zoom. Dedicated time in the programme is allotted to the exhibition and participants will be incentivised to visit the virtual exhibition booths.

### **Inclusions and benefits**

Virtual exhibition booth with space for your logo, links to social media and website, digital brochures, calls to action like “Request Follow Up” and “Schedule Meeting” buttons, and the opportunity to host group and one-on-one meetings “in” your booth.

### **Marketing**

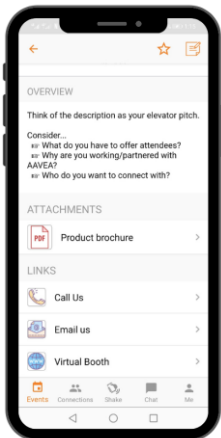
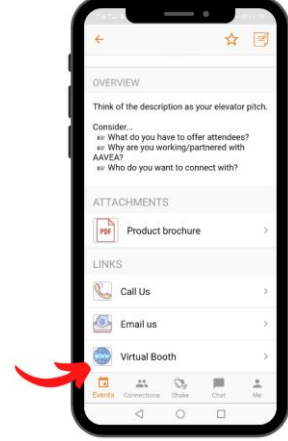
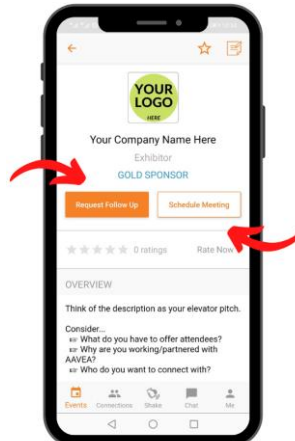
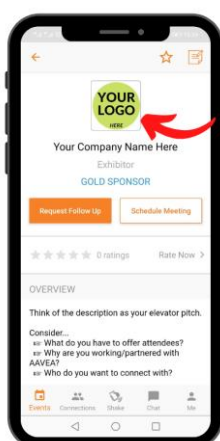
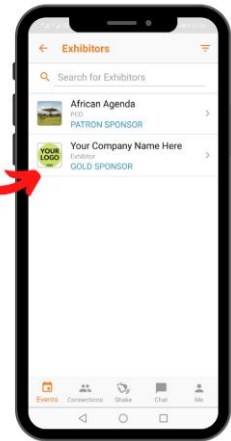
- Traditional website exhibitor listing with linked logo and profile.

### **Participation**

- Opportunity to upgrade to full a full participation registration (for access to programme content) at a reduced rate.

### **Post-conference**

Reporting on connections made and external links clicked.



**Your Profile**

- Logo
- Company name & description
- Contact details: email, website, phone
- External links to any media you choose
- Downloadable documents

**Call to Action Buttons**

“Request Follow Up”: direct to your email  
“Schedule Meeting”: a link to your scheduling tool

Links to anything you’d like, such as your website, webinar, demo video... the options are endless.

**Virtual Exhibition Booth**

Use your Zoom link to have one-on-one or small group meetings with participants in your booth during refreshment breaks.





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## **AAVEA VIRTUAL SUPPLIER FORUM**

**R7,500**

***A limited-availability package (not more than 9) with the following benefits and exposure:***

- Present a 20-minute case study in one of three Supplier Forums. Contribute to the creation of effective solutions for visitor experiences and attractions, and promote your business to key stakeholders, buyers, and decision makers.
- Participate in a live panel discussion on virtual conference day.
- Supplier Forums will be pre-recorded and available to stream one week prior to AAVEA Virtual with a dedicated marketing campaign to raise awareness among participants. The content will remain available on demand for six months after the conference.
- Rights to use the AAVEA Virtual logo and promote your participation in the Supplier Forum in your own marketing communications.

### ***Participation***

- 1x full participant registration.

### ***Post-conference***

- Reporting on session participation and questions asked, as well as connections made, and external links clicked in your virtual exhibition booth).



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