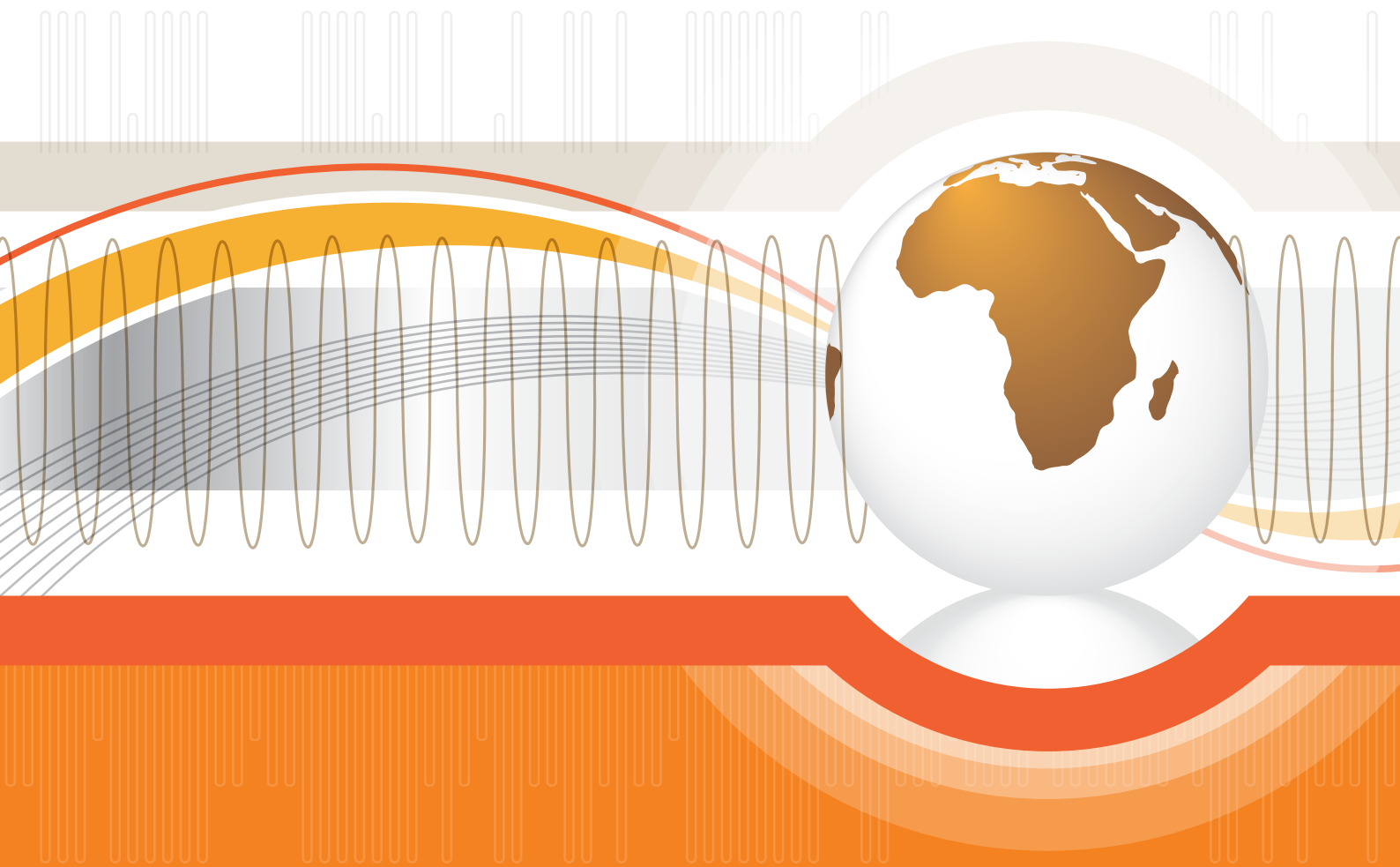


Organized by



# The 2015 Sub-Sahara Spectrum Management Conference

The meeting point for the Sub-Saharan spectrum community!



## Sponsorship and Exhibition Prospectus

18th & 19th February, 2015 / Johannesburg . South Africa

Contact - Heather Stewart  
T . +44 (0)2920 783 027  
heather.stewart@forum-global.com

[www.forum-global.com](http://www.forum-global.com)

[www.subsahara-spectrum.com](http://www.subsahara-spectrum.com)



## The 2015 Sub-Sahara Spectrum Management Conference

18th & 19th February, 2015 / Johannesburg . South Africa

### About the Event

The Sub-Sahara Spectrum Management Conference is the newest event to take place as part of Forum Global's 'Global Spectrum Series' - the world's largest and most comprehensive collection of Spectrum Management policy conferences.

Following the successful format of The **European Spectrum Management Conference** (which celebrated its 9th edition in June of 2014), The **Americas Spectrum Management Conference** (in its 4th year), The **Asia Pacific Spectrum Management Conference** and The **Latin America Spectrum Management Conference** (both of which will be entering their 2nd year in 2015), the event will provide a meeting point for stakeholders in the Sub-Saharan region and beyond to come together and discuss topical issues relating to the management and co-ordination of spectrum policy across the region.

Sponsorship of the **Sub-Sahara Spectrum Management Conference** does not simply offer a stand alone, one off marketing opportunity, but provides the chance to become involved on a regular basis in a pivotal and talked about industry event. Over time these events establish a brand of their own and a reputation for quality, which in turn adds value for all organisations that are involved and associated with it.

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- P 11 Exhibition Space Reservation Form

*PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.*

*If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.*

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## The 2015 Sub-Sahara Spectrum Management Conference

18th & 19th February, 2015 / Johannesburg . South Africa

## Previous Spectrum Management Conferences



To view more information on the most recent 4th annual conference visit: [spectrumamericas.com](http://spectrumamericas.com)

### Key Speakers Included



Mignon Clyburn  
Chair,  
Federal  
Communications  
Commission



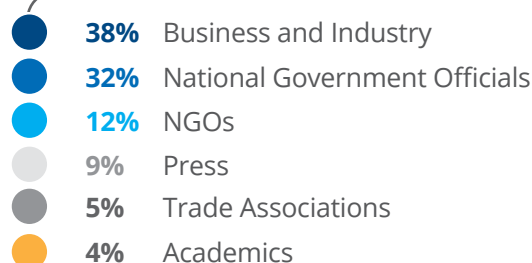
Kelly Gillis  
Senior Assistant Deputy  
Minister, Spectrum,  
Information technologies  
and Telecommunications  
Sector, Industry Canada



Luis Lucatero  
Chief of Regulatory Policy,  
IFT Mexico

### 2014 Delegate Snapshot

Based on 205 delegates



### Sponsors and Partners Included



To view more information on the most recent conference, visit the website at: [spectrummanagement.eu](http://spectrummanagement.eu)

### Past speakers have included



Neelie Kroes  
Vice President and EU  
Commissioner for Digital  
Agenda,  
European Commission



Roberto Viola  
Deputy Director General,  
DG CONNECT,  
European Commission



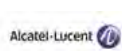
Arijandas Sliupas  
Vice Minister for Transport  
and Communications,  
Government of the  
Republic of Lithuania

### 2014 Delegate Snapshot

Based on 212 delegates



### Sponsors and Partners Included



## The 2015 Sub-Sahara Spectrum Management Conference

18th & 19th February, 2015 / Johannesburg . South Africa

## Previous Spectrum Management Conferences



To view more information on the most recent conference, visit the website at: [spectrummanagement.asia](http://spectrummanagement.asia)

### Key Speakers Included



Eun-Ju Kim  
Regional Director for  
Asia and the Pacific,  
ITU



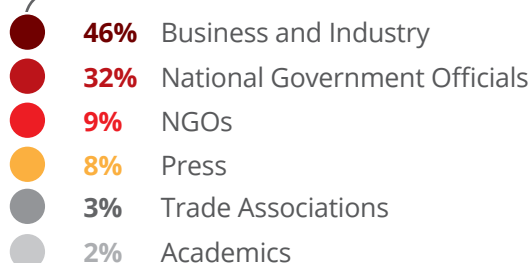
Fetty Fajriati  
Commissioner,  
Indonesian Telecom  
Regulatory Authority



Andreas Geiss  
Deputy Head of Spectrum  
Unit,  
European Commission

### 2013 Delegate Snapshot

Based on 185 delegates



### Sponsors and Partners Included



To view more information on the most recent conference, visit the website at: [www.latam-spectrum.com](http://www.latam-spectrum.com)

### Key Speakers Included



Joao Batista de Rezende  
President,  
Anatel,  
Brazil



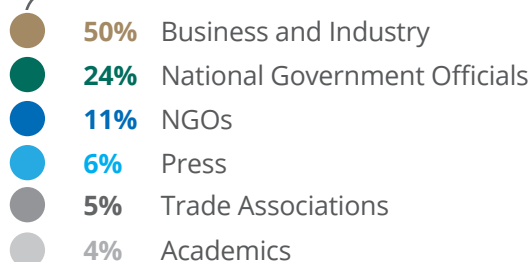
Mindel de la Torre  
Chief of the International  
Bureau,  
Federal  
Communications  
Commission (FCC)



Maximiliano Salvadori  
Martinhão  
Secretary of  
Telecommunications,  
Ministry of Communications,  
Brazil

### 2014 Delegate Snapshot

Based on 180 delegates



### Sponsors and Partners Included



[www.forum-global.com](http://www.forum-global.com)

[www.subsahara-spectrum.com](http://www.subsahara-spectrum.com)

## The 2015 Sub-Sahara Spectrum Management Conference

18th & 19th February, 2015 / Johannesburg . South Africa

### Sponsorship Packages

Below you will find details on the principal sponsorship packages for this event, ranging from the Platinum package to the Silver package.

Benefits	Platinum	Gold	Silver
Speaking position for company representative <i>(subject to suitability to program)</i>	✓		
Corporate identity on conference website with link to company website	✓	✓	✓
Recognition as sponsor <i>(at selected level)</i> in marketing emails and press releases	✓	✓	✓
Branding on main stage <i>(level of branding dependant on selected level with priority branding given to top-level sponsors)</i>	✓	✓	✓
Exhibition Space <i>(location dependant on selected level with priority given to top-level sponsors)</i>	✓	✓	✓
Inclusion of company materials in delegate bags	✓	✓	✓
Advert in conference program	✓		
Complementary place/s at the pre-conference VIP dinner	2	1	
Cost	\$13,500	\$9,500	\$7,000

**PLEASE NOTE:** The list of packages described above is by no means exhaustive and is meant only as a guide to the possible sponsorship opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximizing your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organization.

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heather.stewart@forum-global.com







## The 2015 Sub-Sahara Spectrum Management Conference

18th & 19th February, 2015 / Johannesburg . South Africa

### Catering Packages

#### Exclusive Sponsorship of VIP & Speaker Dinner \$9,000

One of the highlights of this event is expected to be the invitation-only VIP & Speaker Dinner & Debate, which will take place on the eve of the main conference. With around 30 participants and taking place under 'chatham house' rules, the dinner-debate allows for an open and frank exchange amongst policy and decision makers, in addition to providing an excellent networking opportunity in an intimate environment with a small scale but high-level group.

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Opportunity to provide input into guest list and dinner seating plan
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page color advert in program

#### Exclusive Sponsorship of Lunch: \$5,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page colour advert in program
- 1 complimentary delegate place

#### Exclusive Sponsorship of Drinks Reception (*alcoholic or non-alcoholic drinks*): \$5,000

- Exclusive corporate identity displayed on banners at reception venue
- Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page color advert in program
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

#### Exclusive Sponsorship of Refreshments (3 per day): \$3,500

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page color advert in program
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event program.

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# The 2015 Sub-Sahara Spectrum Management Conference

18th & 19th February, 2015 / Johannesburg . South Africa

## Product Opportunities

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Global. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



### Sponsored Lanyards

\$1700 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



### Data Sticks

\$1700 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



### Conference Pens and Pads

\$1500 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



### Insert in Delegate Packs

\$650

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.

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# The 2015 Sub-Sahara Spectrum Management Conference

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## Product Opportunities



### Conference Badges

\$1250

All delegates are required to wear their personalised conference badge on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.



### Advertise in the Delegate Handout

The delegate handout is provided both in hard copy and electronically to all attendees at the event. Placing an advert in the handout is a quick, easy and cost-effective way of getting your message across to this high level and targeted list of participants.

Please note: All page sizes are A4 (210mm x 297mm)

Color full page advert - \$600

Color half page advert - \$400

Black and white full page advert - \$400

Black and white half page advert - \$300

The options contained within are negotiable and are listed only as a guide. We look to cater for your individual requirements on a per event basis.

If you wish to discuss any of the information found in this document, please do not hesitate to contact **Heather Stewart**.

We look forward to discussing the positive and high value promotion of your organization.

### Forum Global

Castle House, 1-7 Castle Street, Cardiff, CF10 1BS, UK

t: +44 (0) 2920 783 027

f: +44 (0) 2920 020 432

e: [heather.stewart@forum-global.com](mailto:heather.stewart@forum-global.com)

[www.subsahara-spectrum.com](http://www.subsahara-spectrum.com)

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# The 2015 Sub-Sahara Spectrum Management Conference

18th & 19th February, 2015 / Johannesburg . South Africa

## Sponsorship Reservation Form

I am interested in becoming the (please tick box):

Platinum Sponsor ..... ☐ Gold Sponsor ..... ☐ Silver Sponsor ..... ☐

I am interested in the following Catering Packages (please tick box):

VIP & Speaker Dinner .. ☐ Lunch ..... ☐ Drinks Reception ..... ☐ Refreshments ☐

I am interested in the following Product Opportunities (please tick box):

Sponsored Lanyards .... ☐ Data Sticks ..... ☐ Conference Pens & Pads ..... ☐

Insert in Delegate Packs ☐ Conference Badges ☐ Advertise in Delegate Handout ☐

**18th & 19th February, 2015 / Johannesburg . South Africa**

Company:

Address:

Name of contact:

Contact Tel. Number:  Contact Email:

Signature:  Date:

**Please Faxback to +44 (0) 2920 020 432**

Please contact Heather Stewart to discuss all opportunities listed in this brochure.

Tel: +44 (0) 2920 783 027 . Fax: +44 (0) 2920 020 432 . Email: [heather.stewart@forum-global.com](mailto:heather.stewart@forum-global.com)

Forum Global, Castle House, 1-7 Castle Street, Cardiff, CF10 1BS, UK

Contact - Heather Stewart

T . +44 (0)2920 783 027

[heather.stewart@forum-global.com](mailto:heather.stewart@forum-global.com)



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## The 2015 Sub-Sahara Spectrum Management Conference

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# Exhibit at Sub-Sahara Spectrum Management 2015

Stand Size: 2.5m x 3m / Cost: \$1750 per stand



Be recognised as an important sector leader with an exclusive exhibition space during the Sub-Sahara Spectrum Management Conference 2015.

### **This conference will offer exhibiting organizations the opportunity to:**

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands are prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

### **As part of the exhibitor's package, you will receive:**

- A unique exhibition space of 2.5m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organization representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organization and the products and services that you offer
- Listing of your company details on the event website along with contact details and a link to your homepage
- A special discounted rate of \$350 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

### **Exhibition details:**

All stand areas are sized at **2.5m x 3m** and the ceiling height in the room is **3.5m**. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately **1.8m x 1m** included in the price.

Exhibitors are invited to prepare their stand between **14.00** and **17.00** the day before the conference.

To reserve your exhibition space at the event, please complete the form on page 10 and fax it back to us on **+44 (0) 2920 020 432**.

You will then be contacted to confirm your reservation.

Please note: Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.

Contact - Heather Stewart

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heather.stewart@forum-global.com



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[www.subsahara-spectrum.com](http://www.subsahara-spectrum.com)

# The 2015 Sub-Sahara Spectrum Management Conference

18th & 19th February, 2015 / Johannesburg . South Africa

## Exhibition Space Reservation Form

**Please faxback to +44 (0) 2920 020 432 - we will contact you to confirm your reservation**

Organization Name:			
Contact Person:			
Address:			
	City:		
Zipcode:	State:		
Tel:	Fax:	Email:	

Description of organization for Exhibitors Directory, alternatively you can email this on a separate document if necessary:

**(max 50 words):**

Please select the number and size of stand space below.

**If you have any queries over this, please contact Heather Stewart on +44 (0) 2920 783 027.**

I would like to reserve (please indicate number)  large exhibition spaces (2.5m x 3.0m) @ \$1750

Please tick here if you would also like to take advantage of the special exhibitors discounted rate of \$350 for a full page advert in the main conference brochure. ☐

By taking out an exhibition space, one organization representative will be admitted into the venue to act as a host/hostess on your stand. Should any representatives of your organization wish to attend the conference they will be entitled to a special 25% discount off the standard conference fees.

I would like to reserve (please indicate number) ☐ delegate passes for the main conference and claim a 25% discount off the usual delegate rate for each pass. Forum Global will contact you shortly to take the details of delegates.

### Payment schedule

An invoice for the full amount will be issued upon receipt of this booking form.

Exhibition space reservations are not confirmed until full payment is received by Forum Global. The organisers reserve the right to reallocate exhibition space if deposit / full payment is not received by the due date.

### Cancellation Policy

Cancellations must be made in writing.

If a cancellation is received 6 weeks before the event start date, a full refund will be given, subject to a \$150 administration charge. However, there will be no refund for cancellations received after this date. No shows will be charged the full amount.

The undersigned, representing the above mentioned company, hereby agrees to exhibit at The Sub-Sahara Spectrum Management Conference, 18th & 19th February, 2015, Johannesburg, South Africa, and accepts the terms and conditions stated above.

Signature	<input type="text"/>	Date	<input type="text"/>
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