

**6 - 8 MAY 2025**  
Gallagher Convention  
Centre, Johannesburg  
South Africa

# FUTURE READY SMART SOLUTIONS.

#AATF2025 |    

## AATF 2025

## SPONSORSHIP & DIGITAL OPPORTUNITIES

FOR MORE INFO, VISIT  
[www.africaautomationtechnologyfair.com](http://www.africaautomationtechnologyfair.com)

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@AfricaAutomationTechnologyFair



@AATF\_2025



Africa Automation Technology Fair 2025



Africa Automation Technology Fair



Built by





# WHY SPONSOR?

The African Automation and Technology Fair 2025 is a premier event showcasing cutting-edge innovations and advancements in the automation and technology sector.

Sponsoring this event offers an unparalleled opportunity to elevate your brand and establish a strong presence among industry leaders, innovators, and potential clients. By aligning your company with this forward-thinking platform, you not only demonstrate your commitment to automation and technological excellence but also gain exposure to a targeted audience eager to explore and adopt the latest solutions.

Don't miss the opportunity to showcase your brand prominently at this influential event and position yourself as a leader in the rapidly evolving landscape of automation and technology.

# SPONSORSHIP BENEFITS

- A mention on all social media channels
- Featured on newsletter
- Featured and named in the show guide
- Featured and named on our website
- Featured on our sponsors page on our website with logos
- Logo to loop on all digital screens on the floor during the 2025 show days.

# INDEX

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- AATF2025 Digital Sponsorship Opportunities
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**"Embracing automation & technological advancement in Africa is not just about progress; it's about empowering its people to shape a future where innovation knows no bounds."**

**Carol Weaving | MD for RXafrica**





**AFRICA** AUTOMATION  
TECHNOLOGY FAIR  
AFRICA'S INDUSTRIAL AUTOMATION  
TECHNOLOGY SHOWCASE **2025**

# AATF2025

## LIVE SPONSORSHIP OPPORTUNITIES



Boost Brand Visibility & Exposure



Targeted Marketing



Enhance Credibility & Image



Networking Opportunities



Build Positive Public Relations



## VISITOR BAGS



**Item Specs:** QTY: 5000 - branded  
**Quantity Available:** 1  
**Exclusive:** YES  
**Rights Cost:** **R 20 000.00 ex VAT**

\*Sponsor to supply 5000+ ready-branded bags. Artwork to be agreed and signed off by Organiser and Sponsor.

## VISITOR PENS



**Item Specs:** QTY: 5000 - branded  
**Quantity Available:** 1  
**Exclusive:** YES  
**Rights Cost:** **R 8 800.00 ex VAT**

\*Sponsor to supply 5000+ ready-branded pens. Artwork to be agreed and signed off by Organiser and Sponsor.

## VISITOR LANYARDS



**Placement / Area:** Logo placed on lanyard.  
**Item Specs:** TBC upon agreement.  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** **R 14 550.00 ex VAT**

\*Sponsor to supply 5000+ ready-branded lanyards. Artwork to be agreed and signed off by Organiser and Sponsor.

## VISITOR BADGES



**Placement / Area:** Logo placement on visitor badge.  
**Item Specs:** A6 Visitor Badge.  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** **R 9 500.00 ex VAT**

\*Sponsor's logo will be placed on the visitor badge. Artwork to be agreed and signed off by Organiser and Sponsor.

## REGISTRATION PACKAGE



**Placement / Area:** INDOOR-Visitor Registration Counter including 2 X Double Sided Stanchions.  
**Item Specs:** Counters, hand rails, top banner, 6x windows.  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** **R 110 000.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## HALL 5 ENTRANCE BULKHEAD



**Placement / Area:** Hall 5 entrance next to Nedbank ATM, facing visitor parking on Richards Drive  
**Item Specs:** A: 7.956m x B: 0.561m  
**Total Sponsorship Cost:** **R 32 500.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

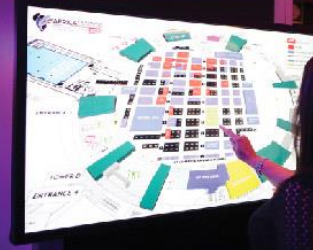
## TELESCOPIC FLAGS



**Placement / Area:** OUTDOOR  
Parking Areas  
**Item Specs:** 3,2m x 0,715m Double sided  
**Exclusive:** NO  
**Rights Cost:** **R 7 990.00 ex VAT per set of four flags**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## DIGITAL FLOORPLAN



**Placement / Area:** Main Entrance and Arena Floor  
**Item Specs:** 55inch LED screen  
**Quantity Available:** 3  
**Exclusive:** NO  
**Total Sponsorship Cost:** **R 16 800.00 ex VAT per screen**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## DEMO VEHICLE



**Placement / Area:** Outside Main Entrance  
**Item Specs:** Your company Demo Vehicle  
**Quantity Available:** 4  
**Exclusive:** NO  
**Total Sponsorship Cost:** **R 19 800.00 ex VAT**  
(cost excludes power supply, additional services available at the exhibitor's expense)

## REGISTRATION WALL ON RIGHT OF MAIN REGISTRATION AREA



**Placement / Area:** Blank wall on right hand side at Registration  
**Item Specs:** 2.6m x 2.56m

**Total Sponsorship Cost:** **R 22 000 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## FLOOR DECALS PACKAGES



**Placement / Area:** INDOOR - Placed in strategic high traffic areas  
**Item Specs:** 1000x1000mm  
**Quantity Available:** 10 sets of 5 tiles  
**Exclusive:** No  
**Total Sponsorship Cost:** **R 15 500.00 ex VAT per set**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## ENTRANCE RAMP FROM CARPARK (BALUSTRADE)



**Placement / Area:** Outside Main Show Floor Entrance  
**Item Specs:** Length: 22.309m x Height: 0.966m  
(Note: Can be branded on both sides)

**Total Sponsorship Cost:** **R 33 000.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.



## SUSPENDED BANNERS



**Placement / Area:** INDOOR - Placed in strategic high traffic areas  
**Item Specs:** 3000x3000mm  
**Quantity Available:** 10  
**Exclusive:** No  
**Total Sponsorship Cost:** **One Side: R 15 500.00 ex VAT**  
**Double Sided: R25 000.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## Hall 5 Entrance Glass Window Panels



**Placement / Area:** Hall 5 entrance next to Nedbank ATM, facing visitor parking on Richards Drive  
**Item Specs:** C: 7.956m x D: 0.561m  
**Total Sponsorship Cost:** **R 27 500.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## VIP Collaboration Lounge



**Placement / Area:** INDOOR - Designated area on Main Show Floor  
**Item Specs:** Exclusive opportunity for custom-branded VIP bar sponsorship, offering premium visibility and unique branding experiences. This curated space spans 120sqm, with each partner having a dedicated meeting area within the VIP Collaboration Lounge.

**Total Sponsorship Cost: R120 000 excl. VAT (per partner)**  
**\*\*Limited to 3 sponsors for the VIP Collaborators Lounge.**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## SHOW APP



**Placement / Area:** On App Screen  
**Item Specs:** TBC  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** **R 40 000.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## AATF CONNECT PLATINUM CONFERENCE SPONSORSHIP TWO DAYS



**Placement / Area:** AATF 2025 Conference area.  
**Item Specs:** Branding inside conference room, speaking slot, branding at one tea break  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** **R 150 000.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## AATF PRODUCT LAUNCH SLOT



**Placement / Area:** Main Arena Floor  
**Item Specs:** 1m x 2.5m, vinyl graphic panel  
**Quantity Available:** 4  
**Exclusive:** NO  
**Total Sponsorship Cost:** **Panel R 12 500.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.



## Private Meeting Rooms



**Placement / Area:** INDOOR  
**Exclusive:** No  
**Total Sponsorship Cost:** **Priced upon request.**

## InfoSecurity Africa PLATINUM CONFERENCE SPONSORSHIP

**ONE DAY**



**Placement / Area:** Main Show Floor  
**Item Specs:** Branding on conference registration page, social media post and mention, branding inside conference room, speaking slot, branding at one tea break  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** **R 100 000.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## InfoSecurity Africa CONFERENCE SESSION SPONSORSHIP



**Placement / Area:** Main AATF 2025 Conference area.  
**Item Specs:** One speaking slot of 35min on the main stage of AATF 2025.  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** **R 25 000.00 ex VAT**

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

## DELEGATE LOUNGE SPONSORSHIP PACKAGE



**Placement / Area:** 1 branded pillar at the delegate lounge on the main show floor.  
**Item Specs:** Dimensions TBC upon agreement.  
**Quantity Available:** 4  
**Exclusive:** YES  
**Total Sponsorship Cost:** **R 12 500.00 ex VAT per spot**

**PLEASE NOTE:** This space will be co-branded with max 3x other sponsors.

\*Sponsor to supply artwork to spec. Artwork to be agreed and signed off by Organiser and Sponsor.

FEEL FREE TO **GET INTO**  
**CONTACT WITH US** TO  
DISCUSS ANY UNIQUE  
SPONSORSHIP OFFERINGS/  
IDEAS YOU MAY HAVE TO  
PARTAKE IN **#AATF2025.**





**AFRICA** AUTOMATION  
TECHNOLOGY FAIR  
AFRICA'S INDUSTRIAL AUTOMATION  
TECHNOLOGY SHOWCASE **2025**

# AATF2025

## DIGITAL OPPORTUNITIES



Boost Brand Visibility & Exposure



Targeted Marketing



Enhance Credibility & Image



Networking Opportunities



Build Positive Public Relations



# THE BRONZE PACKAGE

## R 10 500 (Excl. VAT)

This package gives your brand enhanced visibility in the exhibitor list. You'll get discovered, noticed and remembered by the visitors and Industry Decision Makers (IDM) through enhanced digital exposure. This package is valid for a period of 3 calendar months.

### 1. Premium Virtual Directory Listing

Be unmissable by standing out in the exhibitor list.

Here's what will happen: Premium listing includes logo, telephone number, email address and short write-up that you can edit yourself on the exhibitor portal.

### 2. Carousel of Products

Place your products front and centre to all visitors and IDMs.

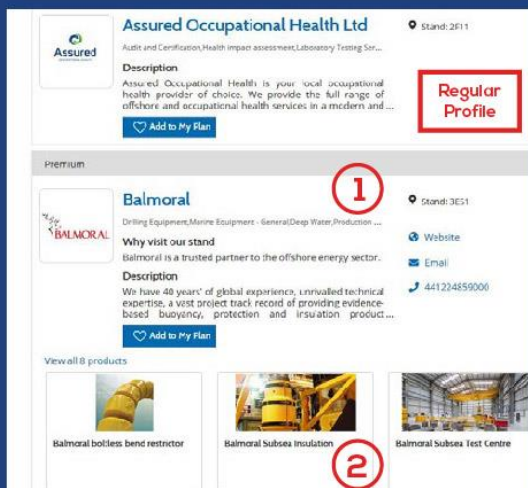
This is what you'll get: Your products will be showcased underneath your exhibitor listing without having to click into your profile.

### DID YOU KNOW?

**94%** of visitors start planning how to spend their time at the event before they arrive.

By driving more visibility through your profile and additional exposure you increase the chances of being visited onsite by your target audience.

Can you afford for them to miss your profile?



## LOOKING FOR MORE EXPOSURE?

The Bronze Package will enhance your exposure but if you want to maximise the number of IDM visiting your profile, the SILVER PACKAGE is the one for you.

The Silver Package will offer you additional exposure through:

- Homepage Promotion, reaching global annual views
- Category Sponsorship, pinning you to the top of your chosen category

**Boost your profile even further with a Silver Package R 21 000**

Only 20  
available!



# THE SILVER PACKAGE

## R 21 000 (Excl. VAT)

This is the package that gives your brand enhanced visibility in the exhibitor list. You'll get discovered, noticed and remembered by the visitors and VIP IDMs through enhanced digital exposure. This package is valid for a period of 3 calendar months and includes a panellist invitation.

### 1. Premium Virtual Directory Listing

Be unmissable by standing out in the exhibitor list.

**Here's what will happen:** Premium listing includes logo, telephone number, email address and short write-up that you can edit yourself on the exhibitor portal.

### 2. Carousel of Products

Place your products front and centre to all visitors and IDMs.

**This is what you'll get:** Your products will be showcased underneath your exhibitor listing without having to click into your profile.

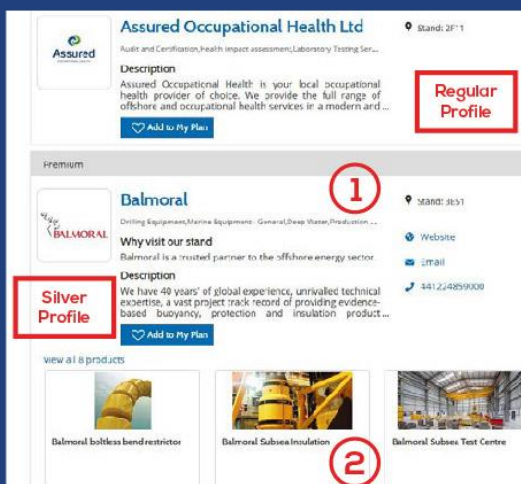
### 3. Homepage Promotion

Step up the game in number of visitors and IDMs seeing your profile.

**Here's what will happen:** Your product or brand will feature in a banner on the website Homepage.

**Value add:** Opportunity to be part of the official Virtual Event Series

\*\* Participation will be at the Organisers discretion



## LOOKING FOR MORE EXPOSURE?

The Silver Package will enhance your exposure but if you want to maximise the number of IDMs visiting your profile, the GOLD PACKAGE is the one for you.

The Gold Package will offer you additional exposure through:

- Category Sponsorship, pinning you to the top of your chosen category
- Dedicated session during the technology Tuesday and Thursday series
- Complimentary Webinar opportunity

**Boost your profile even further with a Gold Package R 31 500**

Only 10  
available!





# THE GOLD PACKAGE

**88% more profile views**

**R 31 500 (Excl. VAT)**

This is the package that gives your brand the best visibility in the exhibitor list. You'll get discovered, noticed and remembered by the visitors and VIP IDs through enhanced digital exposure. This package is valid for a period of 3 calendar months and includes a complimentary webinar opportunity.

## 1. Premium Virtual Directory Listing

Be unmissable by standing out in the exhibitor list.

**Here's what will happen:** Premium listing includes logo, telephone number, email address and short write-up that you can edit yourself on the exhibitor portal.

## 2. Carousel of Products

Place your products front and centre to all visitors and IDs browsing the exhibitor list.

**This is what you'll get:** Your products will be showcased underneath your exhibitor listing without having to click into your profile.

**Value add:** You will also have a dedicated session during the technology Tuesday and Thursday series.

## 3. Homepage Promotion

Step up the game in number of visitors and IDs seeing your profile.

**Here's what will happen:** Your product or brand will feature in a banner on the website Homepage.

## 4. Product Category Sponsorship

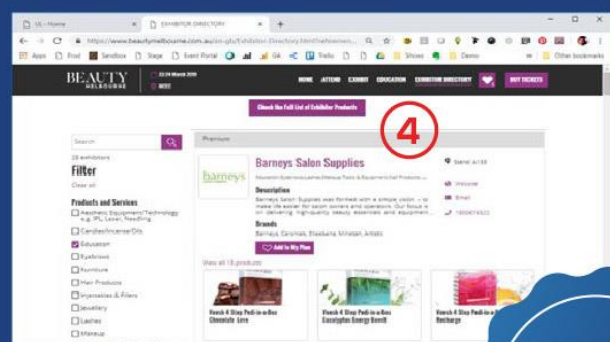
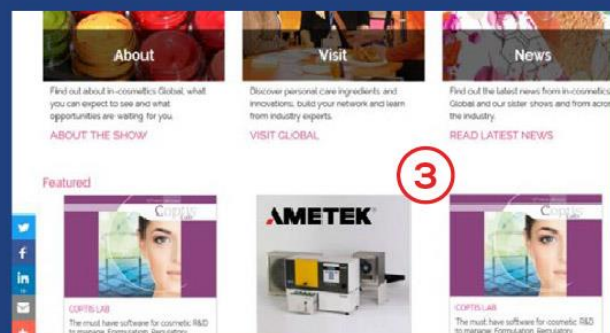
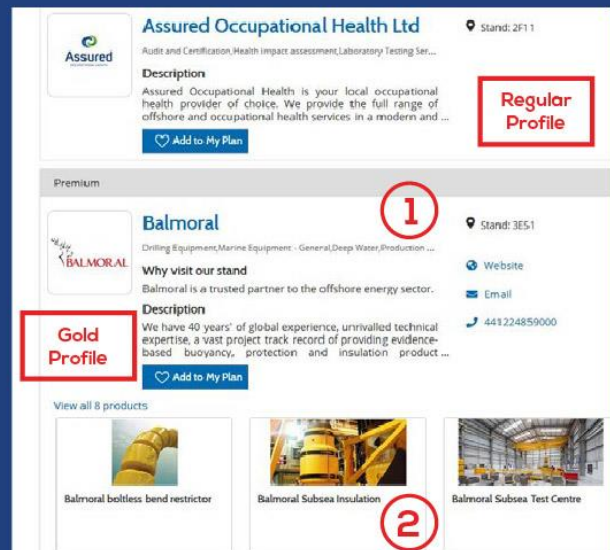
Be the exhibitor that visitors see first instead of your competitors.

**Here's what will happen:** You'll receive both an enhanced exhibitor directory listing and enhancement in the product directory, as well as a digital display advert on the homepage.

## 5. Technology Tuesday & Thursday

Be the exhibitor that visitors see first instead of your competitors.

**Here's what will happen:** Dedicated slot in the AATF Technology Tuesday and Thursday Virtual Series valued at **R 15 000**



**Only 5 available!**

# DIGITAL EXPOSURE OPPORTUNITIES



## Enhance your digital exposure where it matters.

Should any of our packages not speak to your needs, you can select and combine any of the following to align with your objectives.

### 1. Digital Incentives

Offer show specials, discounted pricing, free trials / consultations and demos.

**Here's what will happen:** Your profile will display the value add prompting visitors to engage with you. This will also be included in our newsletter as well as a social media post on the Africa Automation and Technology Fair platform to promote this.

**R 12 075 (Excl. VAT)**

Only 10  
Exclusive  
Packages  
available!

### 2. Virtual Event Take Over

Be seen on an interactive platform with a captive audience.

**Here's what will happen:** Your ad will be displayed in the holding frame prior to and after the webinar. Pre-event promotion including exposure on social media platforms and invitations.

**R 21 000 (Excl. VAT)**

Available  
on a  
booking  
basis

### 3. Digital Product Launch

Be seen on an interactive platform with a captive audience.

**Here's what will happen:** Make use of the opportunity to add Digital Product Launches onto your exhibition package. This allows you to push product offers / updates, product demo's, new product launches, launch specials and show specials to targeted registered visitors via the App, Business Matchmaking and website.

**R 31 500 (Excl. VAT)**

Available  
on a  
booking  
basis







## Enhance your digital exposure where it matters.

Should any of our packages not speak to your needs, you can select and combine any of the following to align with your objectives.

### 4. Press Release

Give your business exposure through official Africa Automation Technology Fair Press Releases.

**Here's what will happen:** A press release will be aired through the Africa Automation Technology Fair platforms talking about with your company. AATF team to draft and distribute the Press Release on your behalf.

**R 15 750 (Excl. VAT)**

Available  
on a  
booking  
basis

### 5. Newsletter Exposure

Reach an audience directly and effectively through our newsletters.

**Here's what will happen:** You will feature in one of a few options on our Africa Automation Technology Fair newsletter reaching thousands of interested parties.

#### Option 1:

Have a **thumbnail advert** on one AATF newsletter that will include a 50 word write up about your company and a relevant image of your choice.

**R 2 100 (Excl. VAT)**

#### Option 2:

**Full width banner** spanning across one AATF newsletter in the form of a write up of a maximum of 75 words and a relevant image of your choice.

**R 7 875 (Excl. VAT)**

#### Option 3:

**Newsletter take over!** Make one AATF newsletter yours by having a dedicated newsletter sent to our database.

**R 12 600 (Excl. VAT)**

#### Option 4:

**Newsletter Feature.** Be apart of an AATF newsletter and feature with a short write up about your company.

**R 10 500 (Excl. VAT)**

Available  
on a  
booking  
basis

# WEB BANNER OPPORTUNITY



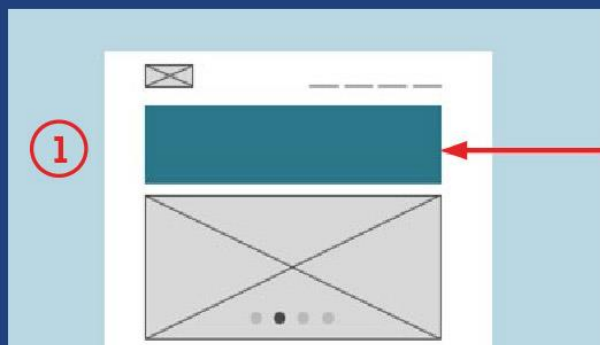
## Enhance digital exposure.

Step up the game in number of visitors and IDMs seeing your profile, be the exhibitor that visitors see first instead of your competitors, with measurable results and statistics. Limited quantities available. Available for a duration of 1 calendar month.

### 1. Above Header Banner

**Here's what will happen:** Be seen immediately with your banner placed at the top of the website landing page, featuring for 1 month.

**R 15 750 (Excl. VAT)**



### 2. Below Header Banner

**Here's what will happen:** Be seen immediately with your banner placed at the top of the website landing page, featuring for 1 month.

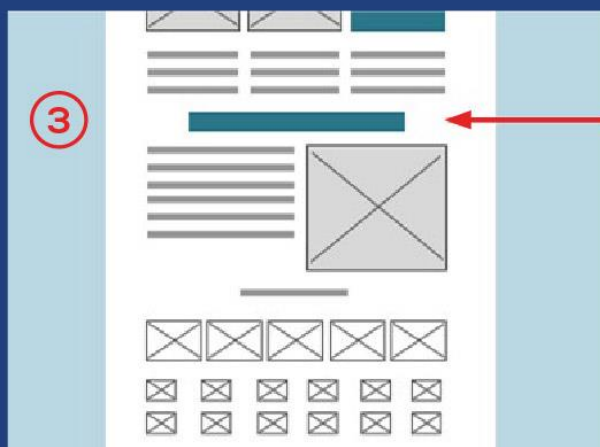
**R 9 450 (Excl. VAT)**



### 3. Leaderboard

**Here's what will happen:** Your product or brand will feature in a banner on the website Homepage, producing measurable hits!

**R 8 400 (Excl. VAT)**



### 4. Medium Rectangle

**Here's what will happen:** Give your company well deserved exposure with a medium rectangle not only displaying an image but also a write up and a link through to your profile.

**R 8 400 (Excl. VAT)**





## WEB BANNER OPPORTUNITY



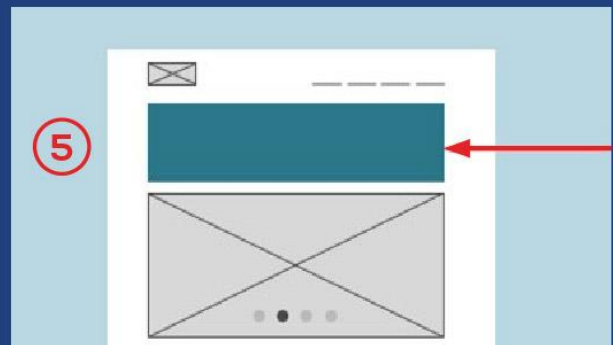
### Enhance digital exposure.

Step up the game in number of visitors and IDMs seeing your profile, be the exhibitor that visitors see first instead of your competitors, with measurable results and statistics. Limited quantities available. Available for a duration of 1 calendar month.

#### 5. Visitor Registration Page

**Here's what will happen:** Be seen immediately with your banner placed at the top of the registration website landing page, featuring for 1 month.

**R 15 500 (Excl. VAT)**





# AFRICA AUTOMATION TECHNOLOGY FAIR

AFRICA'S INDUSTRIAL AUTOMATION  
TECHNOLOGY SHOWCASE

2025

## FUTURE READY SMART SOLUTIONS.

#AATF2025 |    

### CONTACT INFO

Let us **enhance your digital exposure** leading up to and during  
**Africa Automation Technology Fair!**  
To find out more please contact:

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Sales Manager



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@AfricaAutomationTechnologyFair



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Africa Automation Technology Fair 2025



Africa Automation Technology Fair

[www.africaautomationtechnologyfair.com](http://www.africaautomationtechnologyfair.com)

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