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## RAND

**9-11 MAY 2023**

GALLAGHER CONVENTION  
CENTRE, JOHANNESBURG,  
SOUTH AFRICA



### SPONSORSHIPS INCLUDE:

- 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 show

Click on the below to follow and like:



@AfricaAutomationTechnologyFair



@AATF



Africa Automation Technology Fair



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# SPONSORSHIP OPPORTUNITIES



# SPONSORSHIP OPPORTUNITIES

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## BAGS - Branded



**Placement / Area:** INDOOR - Visitor Registration  
**Item Specs:** QTY: 4500 - branded  
**Quantity Available:** 1  
**Exclusive:** YES  
**Rights Cost:** R 17 280.00 ex VAT  
**Total Sponsorship Cost:** R 172 800.00 ex VAT

\*Sponsor to supply the bags. Artwork to be agreed and signed off by Organiser and Sponsor

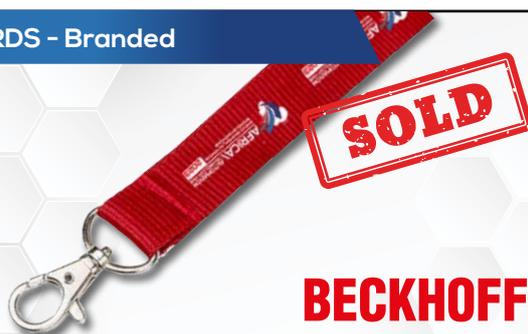
## PENS - Branded



**Placement / Area:** INDOOR - Visitor Registration  
**Item Specs:** QTY: 5000  
**Quantity Available:** 1  
**Exclusive:** YES  
**Rights Cost:** R 8 000.00 ex VAT  
**Total Sponsorship Cost:** R 36 750.00 ex VAT

\*Sponsor to supply the pens. Artwork to be agreed and signed off by Organiser and Sponsor

## LANYARDS - Branded



**Placement / Area:** INDOOR - Visitor Registration  
**Item Specs:** QTY: 5000  
**Quantity Available:** 1  
**Exclusive:** NO  
**Rights Cost:** R 12 000.00 ex VAT  
**Total Sponsorship Cost:** R 56 000.00 ex VAT

\*Sponsor to supply the lanyards. Artwork to be agreed and signed off by Organiser and Sponsor

## TELESCOPIC FLAGS



**Placement / Area:** OUTDOOR  
 Parking Area / Main Entrance  
**Item Specs:** 3,2m x 0,715m Double sided  
**Quantity Available:** 20  
**Exclusive:** NO  
**Rights Cost:** R 950.00 ex VAT per flag  
**Total Sponsorship Cost:** R 1 815.00 ex VAT per flag

## REGISTRATION



**Placement / Area:** INDOOR - Visitor Registration Counters  
**Item Specs:** Includes: Pre-event marketing associated with registrations, logo on badges as well as branding of the registration desks onsite  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** R 100 000.00 ex VAT

## VIP & BUYER LOUNGE



**Placement / Area:** VIP LOUNGE - Main Arena  
**Item Specs:** Branding of feature area  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** R 144 000.00 ex VAT

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## AUTOMATION TECHNOLOGY EXPERIENCE



**Placement / Area:** MAIN ARENA - Experiential Walk Through  
**Item Specs:** Experience Per Exhibitor Product Feature  
**Quantity Available:** Unlimited  
**Exclusive:** NO  
**Total Sponsorship Cost:** R 25 000

## WORKSHOP



**Placement / Area:** MAIN ARENA - Naming Rights  
**Item Specs:** Workshop area, Seating for 30 pax  
 50 inch LED plasma screen  
**Quantity Available:** 2  
**Exclusive:** YES (per theatre)  
**Total Sponsorship Cost:** R 132 000.00 ex VAT per theatre

## DIGITAL FLOORPLAN



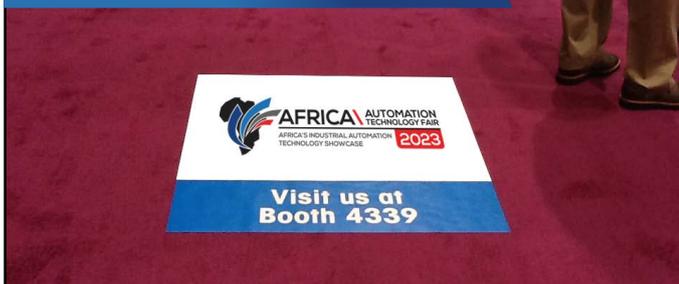
**Placement / Area:** MAIN ENTRANCE and Arena Floor  
**Item Specs:** 65 inch LED screen  
**Quantity Available:** 3  
**Exclusive:** NO  
**Total Sponsorship Cost:** R 15 125.00 ex VAT per screen

## BUSINESS CONNECTION ZONE



**Placement / Area:** MAIN ARENA - Next to VIP Lounge  
**Item Specs:** Meeting pods, naming rights, sponsor is able to leave collateral on the area  
**Exclusive:** NO  
**Total Sponsorship Cost:** R 68 750,00 ex VAT

## DIRECTIONAL FLOOR DECALS



**Placement / Area:** INDOOR - Throughout venue  
**Item Specs:** 1000mm x 1000mm  
**Quantity Available:** Set of 5 units  
**Exclusive:** NO  
**Total Sponsorship Cost:** R 10 000.00 ex VAT per set of 5

## DEMO VEHICLE



**Placement / Area:** OUTDOOR  
**Item Specs:** Demo Vehicle with DB Board  
**Quantity Available:** 5  
**Exclusive:** NO  
**Total Sponsorship Cost:** R 18 000.00 ex VAT (cost includes power supply, additional services available at the exhibitor's expense)

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**SHOW APP**



<b>Placement / Area:</b>	On App Screen
<b>Item Specs:</b>	TBC
<b>Quantity Available:</b>	1
<b>Exclusive:</b>	YES
<b>Page Sponsor:</b>	R 40 000.00 ex VAT
<b>Full Take Over Cost:</b>	R 120 000.00 ex VAT

**BUS**



<b>Placement / Area:</b>	MAIN ENTRANCE - Outside
<b>Item Specs:</b>	Bus
<b>Quantity Available:</b>	4 for 4 days
<b>Exclusive:</b>	NO
<b>Total Sponsorship Cost:</b>	R 125 000.00 ex VAT

**HANGING BANNERS**



<b>Placement / Area:</b>	HANGING BANNERS
<b>Item Specs:</b>	w2000mm x h2500mm
<b>Quantity Available:</b>	20
<b>Total Sponsorship Cost:</b>	R 10 000.00 ex VAT per banner

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## CENTRAL BAR & RESTAURANT AREA



**Placement / Area:** INDOOR - Central Bar Area  
**Item Specs:** Branding full bar area  
**Quantity Available:** 1  
**Exclusive:** YES  
**Total Sponsorship Cost:** R 144 000.00 ex VAT

## BLANK WALL ON RIGHT HAND SIDE



**Placement / Area:** Blank wall on right hand side  
**Item Specs:** 2,6m x 2,56 m  
**Total Sponsorship Cost:** R20,000



## ENTRANCE RAMP FROM CARPARK



**Placement / Area:** OUTDOOR  
 Entrance ramp from carpark  
**Item Specs:** Length: 22.309m Height X 0.966m  
 Can be branded on both sides  
**Total Sponsorship Cost:** R30,000 per side

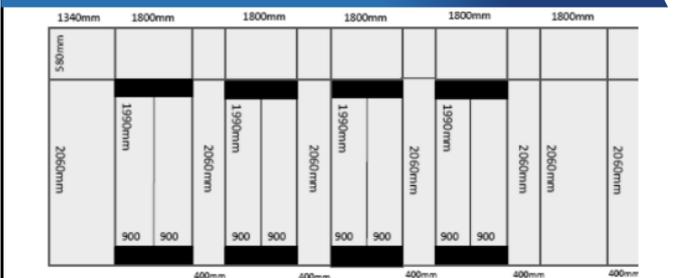
## HALL 5 ENTRANCE



**Placement / Area:** Hall 5 entrance  
**Item Specs:** E Height - 0.732m X J Length - 14.037m  
**Total Sponsorship Cost:** R25,000

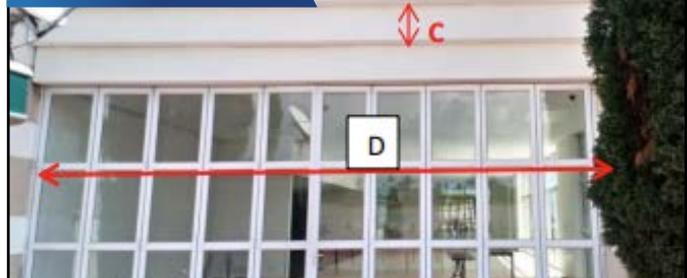


## GLASS WINDOW PANELS AT MAIN ENTRANCE



**Placement / Area:** Glass window panels at main entrance  
**Total Sponsorship Cost:** R25,000

## HALL 5 ENTRANCE



**Placement / Area:** Hall 5 entrance next to Nedbank ATM  
**Item Specs:** (facing Richards Drive)  
**Total Sponsorship Cost:** D Length - 7.956m X C Height - 0.561m  
 R15,000

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# DIGITAL OPPORTUNITIES

# THE BRONZE PACKAGE

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## 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?

The screenshot shows a digital directory listing. The top profile is for 'Assured Occupational Health Ltd' with a 'Regular Profile' badge. Below it is the 'Balmoral' profile, which is circled in red with the number '1'. The Balmoral profile includes a description, contact information, and an 'Add to My Plan' button. Underneath the Balmoral profile is a 'View all 8 products' section with a carousel of three product images: 'Balmoral bottless bend restrictor', 'Balmoral Subsea Insulation' (circled in red with the number '2'), and 'Balmoral Subsea Test Centre'.

## 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

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## 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

The screenshot displays two exhibitor profiles. The top profile is for 'Assured Occupational Health Ltd' with a 'Regular Profile' badge. The bottom profile is for 'Balmoral' with a 'Silver Profile' badge. A red circle with the number '1' is placed over the Balmoral profile. Below the Balmoral profile, there is a carousel of products. The 'Balmoral Subsea Insulation' product is highlighted with a red circle containing the number '2'.

## 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

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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 IDMs 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 IDMs 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 IDMs 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**

**Assured Occupational Health Ltd** Stand: 2F11  
Audit and Certification, Health impact assessment, Laboratory Testing Ser...  
**Description**  
Assured Occupational Health is your local occupational health provider of choice. We provide the full range of offshore and occupational health services in a modern and...  
**Regular Profile**  
Add to My Plan

**Balmoral** Stand: 3E51  
Drilling Equipment, Marine Equipment - General, Deep Water, Production ...  
**Why visit our stand**  
Balmoral is a trusted partner to the offshore energy sector.  
**Description**  
We have 40 years' of global experience, unrivalled technical expertise, a vast project track record of providing evidence-based buoyancy, protection and insulation product...  
**Gold Profile**  
Add to My Plan

View all 8 products

- Balmoral Business and restrictor
- Balmoral Subsea Insulation
- Balmoral Subsea Test Centre

**About**  
Find out about in-cosmetics Global, what you can expect to see and what opportunities are waiting for you.  
**ABOUT THE SHOW**

**Visit**  
Discover personal care ingredients and innovations, build your network and learn from industry experts.  
**VISIT GLOBAL**

**News**  
Find out the latest news from in-cosmetics Global and our sister shows and from across the industry.  
**READ LATEST NEWS**

**Featured**

- COPTIS LAB: The must have software for cosmetic R&D to manage Formulation, Regulatory
- AMETEK
- COPTIS LAB: The must have software for cosmetic R&D to manage Formulation, Regulatory

**Barneys Salon Supplies** Stand: A133  
Specialist Salon Supplies, Cleaning Tools & Equipment, Hair Products...  
**Description**  
Barneys Salon Supplies was formed with a simple vision - to create life ease for salon owners and operators. Our focus is on delivering high-quality beauty essentials and equipment...  
**Brands**  
Barneys, Carolans, Elisebana, Minipen, Antisept...  
**Premium**  
Add to My Plan

View all 18 products

- Wash & Slip Pedicure Box Chocolate Love
- Wash & Slip Pedicure Box Facalyn Energy Boost
- Wash & Slip Pedicure Box Vitamin Recharge

Only 20 available!

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## Enhanced 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 demo's.

**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  
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## Enhanced 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

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## Enhanced 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.

### 6. Podcast

Be seen on the AATF website where your Podcast will be featured amongst other trend setting content.

**Here's what will happen:** This 5 minute video interview will be promoted across the AATF platforms.

**R 2 625 (Excl. VAT per podcast)**

Available  
on a  
booking  
basis

# WEB BANNER OPPORTUNITY

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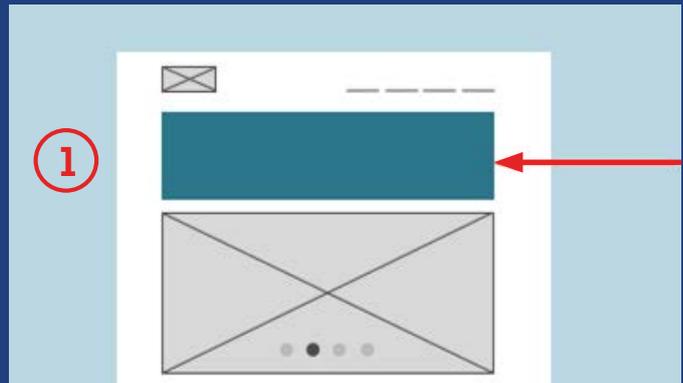
## Enhanced digital exposure.

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.

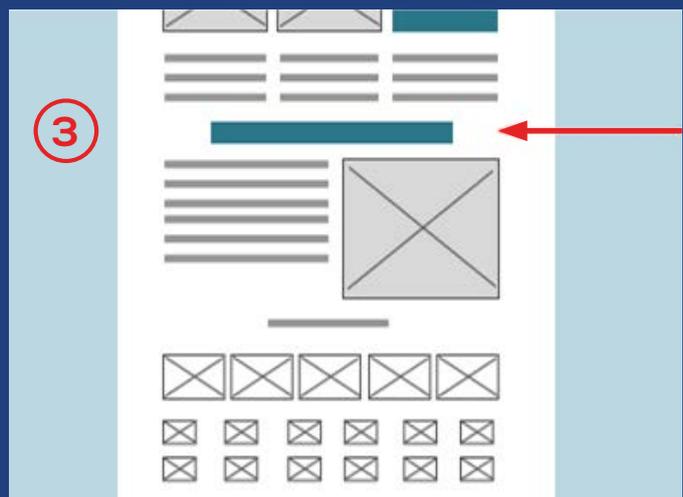
**R 9 450 (Excl. VAT)**



### 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)**



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**Africa Automation Technology Fair!**  
To find out more please contact:

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(+27) 10 496 3500



aatf@rxglobal.com

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