

GESGB



# AFRICA

CONFERENCE

# 2023 SPONSORSHIP OPPORTUNITIES

[africainconference.gesgb.org.uk](http://africainconference.gesgb.org.uk)

#AFRICA2023



# SPONSORSHIP OPPORTUNITIES 2023

GESGB



## WHY SPONSOR?

- Raise your company profile and enhance your corporate image
- Advertise your company to the GESGB and HGS wider network, with a combined reach of around 5,000 professionals within the geoscience industry
- Talk with leading industry experts, international media, young professionals & students

### INDUSTRY PARTNER

Take advantage of this exclusive opportunity to be named as Industry Partner for Africa Conference 2023. By associating with this event, your company will substantially raise its profile within the Africa markets!

**Exclusive | £10,000.00**

#### TECHNICAL SPONSOR

**SOLD**

Associate your company with an innovative and technically excellent programme. This opportunity offers extensive exposure directly to our delegates in the lead up to and whilst at the conference.

**Exclusive | £5,000.00**

#### DELEGATE LANYARDS

**SOLD**

Given to each and every delegate on arrival, the lanyards are a great way to continually promote your company brand throughout the event.

**Exclusive | £1,500.00**

#### DIGITAL EVENT GUIDE

The 'go-to' booklet of event information, available to all registered attendees. Inside, delegates will be able to view the event schedule and see who is exhibiting.

**Exclusive | £2,500.00**

#### DELEGATE BADGES & REGISTRATION

**SOLD**

As the first thing delegates see when they arrive at the venue, the registration desk offers a prominent spot for brand recognition. Paired with logo placement on the delegate badges, this opportunity will keep your company name 'top of mind'! Benefits include:

- Company logo featured on registration desk branding.
- Company logo featured on delegate badges.
- Company logo featured on registration page of event website.

**1 Available | £3,000.00**

#### DIRECTIONAL SIGNAGE

**1 SOLD**

As key visuals throughout the venue, sponsoring the directional signage will place your brand 'top of mind' for delegates. Benefits include:

- Full colour company logo featured on all directional signage at the conference.

**3 Available | £1,500.00**

We understand that no two companies are the same! Our sponsorship opportunities are fully flexible and we can create bespoke packages that work for you!

Please contact [natalie@ges-gb.org.uk](mailto:natalie@ges-gb.org.uk) to discuss your marketing strategies.

*All prices exclude VAT.  
Please contact the GESGB for full terms of sponsorship deliverables.*



# SPONSORSHIP OPPORTUNITIES 2023

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## NETWORKING RECEPTION

**1 SOLD**

Join us for THE networking event of Africa Conference 2023. With an open invitation to all delegates, it's your chance to connect with key stakeholders from across the industry and put your brand in the spotlight. Benefits include:

- Company logo featured on networking event signage.
- Company logo featured on drinks area signage.
- Recognition on networking page of event website.

**5 Available | £3,000.00**

## LUNCHTIME SPONSOR

Catch the attention of the delegates at Lunchtime by becoming a sponsor of this high traffic area.

Benefits include:

- Recognition of sponsorship on venue signage and at catering stations during the lunch break, including QR code linked to a preferred landing page.
- Company logo featured on lunch time slot on the digital Event Guide.
- 2 x promotional social media posts shared across LinkedIn and Twitter in the lead up to the event.

**3 Available | £4,500.00**

## GENERAL SPONSOR

Become a general sponsor and still receive great recognition as a supporter of the event. As part of this opportunity, your company will benefit from:

- Recognition on GESGB social media channels

**£500.00 / £1,000.00**

## BREAK SPONSOR

Take a break with our delegates and enjoy extensive brand visibility during the morning and afternoon refreshment breaks on day of sponsorship.

Benefits include:

- Recognition on venue signage during break times
- Company logo featured on break time slots in the digital Event Guide.
- Company logo on venue and refreshment stations signage during the day of sponsorship, including QR code linked to a preferred landing page
- Tent cards on buffet and tables placed around the exhibition area, with your logo and QR code linked to a preferred landing page.

**3 Available | £3,000.00**

## TECHNICAL SESSION SPONSOR

**1 SOLD**

Reach your key target audience by sponsoring individual session(s) with topics that match your business interests and activities.

Benefits include:

- Recognition on all session specific promotion in lead up to event.
- Company logo featured on programme page of event website and in session specific pages of the digital Event Guide
- Company logo featured on title slide and all holding slides used during the specific session(s).
- Recognition on venue signage promoting session.

**6 Available | £3,000.00**

**#Africa2023**

If you would like to find out more about our sponsorship benefits or if your company is interested in supporting Africa Conference 2023, please contact [natalie@ges-gb.org.uk](mailto:natalie@ges-gb.org.uk).

# ADDITIONAL SPONSORSHIP BENEFITS

In addition to the bespoke benefits included as part of each sponsorship package, your company will be able to take advantage of a number of additional benefits that could help increase your brand exposure; not only to the conference attendees but also our wider industry networks.

As part of your support, we will...

|   |   | For support up to<br>£1,899.99 | £1,900.00 -<br>£4,999.99 | £5,000.00 -<br>£9,999.99 | £10,000+ |
|---|---|--------------------------------|--------------------------|--------------------------|----------|
| Add your logo to the Africa Conference event website, promotional pages in the GESGB Magazine, 'sponsor' holding slides and on appropriate event signage* | ✓ | ✓                              | ✓                        | ✓                        | ✓        |
| Introduce your company on GESGB social media channels (LinkedIn & Twitter - 10K+ followers)   | ✓ | ✓                              | ✓                        | ✓                        | ✓        |
| Recognise your company in all dedicated Africa Conference 2023 mailings in the lead up to the event*  | ✓ | ✓                              | ✓                        | ✓                        | ✓        |
| Share access to the Africa Conference 2023 media toolkit  | ✓ | ✓                              | ✓                        | ✓                        | ✓        |
| Include your company in additional social media exposure in lead up to and whilst at the event  |   | ✓                              | ✓                        | ✓                        | ✓        |
| Give you access to registered delegate list 1 week before the event**   |   | ✓                              | ✓                        | ✓                        | ✓        |
| Add a contribution to the Young Professional Attendance fund  |   |                                | 1                        | 2                        |          |
| Offer you discounted rates on exhibitor opportunities   |   |                                | 5%                       | 10%                      |          |
| Add a company video posting on GESGB social media channels (optional)   |   |                                | ✓                        | ✓                        |          |
| Half page advertisement in one of the 2023 GESGB Magazine editions  |   |                                |                          | Half Page                |          |
| Highlight your company's exhibitor profile in the digital Event Guide   |   |                                |                          | ✓                        |          |
| Include complimentary full registration(s) to Africa Conference 2023  |   |                                |                          | 1                        |          |

## YOUNG PROFESSIONAL ATTENDANCE FUND

GESGB are committed to supporting young professionals (YP) in the industry and as part of your sponsorship, you will be able to support them too! All YP SIG members will be able to enter a draw to win complimentary 1 day tickets to the event and take advantage of this key CPD opportunity.