



# AUSTRALIA AFRICA BUSINESS SUMMIT 2024

New bridges. Creating connections.

## SPONSORSHIP PROSPECTUS

Melbourne, Australia

12-14 May 2024





## AUSTRALIA AFRICA BUSINESS SUMMIT 2024

New bridges. Creating connections.

**Our vision** for the **Australia Africa Business Summit** will bring Africa to the forefront of the Australian trade and investment focus.

By inviting business leaders, governments, policymakers, investors, and entrepreneurs from both continents, the summit is designed to facilitate in-depth discussion about the state of bilateral/multilateral trade as well as to provide practical insights for those seeking to enter markets.

Additionally, the summit aims to encourage both African and Australian communities to explore new opportunities and maximise existing ones between regions.

The outcomes of the summit will be new connections and relationships between Australian and African government and businesses with significant economic benefits for both regions.

### KEY NOTE SPEAKERS INCLUDE



**Senator the Hon Don Farrell**  
Minister for Trade & Tourism



**Wamkele Keabetswe Mene**  
Secretary General,  
African Continental Free Trade Area



**This is your opportunity** to partner with us to access key government representatives and private sector stakeholders to build your business between Australia and Africa in a deal focused 2-day conference.

Access C-suite decision makers, senior executives and international trade experts across sectors including agribusiness, METS, energy, green technology, healthcare, education, manufacturing, tourism, financial services, and government.

**Sponsorship packages are now available**, and this is your opportunity to use the Summit as a key to your success in bilateral business.

You can purchase one of the existing sponsorship packages, outlined below, or contact our Sponsorship Manager to prepare a package to suit your individual needs.

There will be an estimated **500+ delegates in person each day with an additional virtual audience**. The delegates will include C-Suite decision makers, senior executives and government trade and investment representatives, national and international.

All Australian states will be represented with the following African countries included:

- South Africa
- Morocco
- Botswana
- Zambia
- Zimbabwe
- Kenya
- Egypt
- Mauritius
- Nigeria
- Ghana
- Ethiopia
- Tanzania
- Rwanda
- Uganda





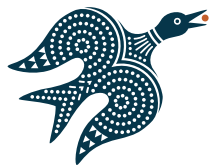
Message from

**Duncan Harris**

**President of Australia Africa Chamber of Commerce**



As President of AACCC I am excited to see the Summit commencing, to bring together our vision of building bridges and links between the two continents for ongoing business opportunities and economic growth. It will provide a key signal that Australia is actively engaged and working in Africa across a broad range of industry sectors, as well as the key mining industry. Working with governments from Australia and Africa to build interactive dialogues will promote the breadth of bilateral trade and investment opportunities."



**AUSTRALIA AFRICA**  
CHAMBER OF COMMERCE



**AUSTRALIA AFRICA  
BUSINESS SUMMIT 2024**  
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# ABOUT MELBOURNE

Well-known for its sport and coffee-culture, Melbourne is also home to **64% of Australia's economic activity.**

Being both a leader in international trade and investment, a hub for booming innovation, and a home for African Diaspora, the city is primed for being at the frontier of new bilateral relationships and business engagement.

**S O F I T E L**  
HOTELS & RESORTS

MELBOURNE ON COLLINS



**AUSTRALIA AFRICA  
BUSINESS SUMMIT 2024**  
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# SPONSORSHIP PACKAGES

A variety of sponsorship opportunities are now available designed to maximise awareness of your brand, elevate your status and build your connections through a targeted business strategy.

## Packages available:



SPONSORSHIP LEVEL ITEM	LEAD EVENT SPONSOR \$200K+GST	PLATINUM SPONSOR \$100K+GST	GOLD \$50K+GST	SILVER \$25K+GST	BREAKS \$15K+GST	BRONZE \$10K+GST
Focused interview for Australian and international media distribution						
Logo on Forbes Africa Advertisement						
Front page logo & lanyard						
Logo on collateral, including digital and printed						
Conference Session Naming Rights						
Deal Room Naming						
1 year membership of AACC						
Complementary event entry						



# LEAD EVENT SPONSOR

**Investment: \$200K plus GST**

As the exclusive Lead Event Sponsor your business will make an impact with tailored services and priority access. We will ensure you and your team meet the right people during the event to maximise your business opportunities.

## LEAD EVENT SPONSOR BENEFITS

### PRE-SUMMIT

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<b>SUMMIT WEBSITE</b>	Full page feature on the official Summit Website
<b>BROADCAST MEDIA PARTNER</b>	Interview opportunity and assistance amplifying sponsor message via Broadcast Media Partner (Australia/Africa) – television/radio
<b>PRINT/DIGITAL MEDIA PARTNER</b>	Assistance amplifying sponsor message via Print/Digital Media Partner (Australia)
<b>SOCIAL MEDIA</b>	Broadcast prepared interviews and amplify/boost sponsor message via regular social media posts (Facebook/LinkedIn/Instagram)

### PRINT & DIGITAL

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<b>SUMMIT PROGRAM</b>	Logo placement on the Official Summit printed program – Front cover placement (provided to all attendees)
<b>LANYARD</b>	Logo placement on all Summit lanyards (worn by all attendees for the duration of the Summit)
<b>MEDIA WALL</b>	Priority logo placement on the Media Wall located at the Summit
<b>SCREEN</b>	Exclusive sponsor logo placement on all content screens
<b>SIGNAGE</b>	Exclusive sponsor logo placement on all on site signage

### NAMING RIGHTS

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<b>PLENARY</b>	Naming rights for the main Plenary Sessions
<b>DEALING ROOM</b>	Naming rights to three Dealing Room Sessions

### SPEAKING OPPORTUNITY

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The Lead Event sponsor will be provided with a speaking or panellist position on relevant topic if required

### TICKETS

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Ten Full Summit Tickets which includes access to all networking, meeting sessions, and dinner

### MEMBERSHIP

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One year Flagship Membership of AACC



# PLATINUM SPONSOR

**Investment: \$100K plus GST**

Platinum sponsors will be supported in the lead up to the event to ensure your sponsorship meets your marketing objectives.

## PLATINUM SPONSOR BENEFITS

### PRE-SUMMIT

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<b>SUMMIT WEBSITE</b>	Full page feature on the official Summit Website
<b>BROADCAST MEDIA PARTNER</b>	Interview opportunity and assistance amplifying sponsor message via Broadcast Media Partner (Australia/Africa) – television/radio
<b>PRINT/DIGITAL MEDIA PARTNER</b>	Assistance amplifying sponsor message via Print/Digital Media Partner (Australia)
<b>SOCIAL MEDIA</b>	Broadcast prepared interviews and amplify/boost sponsor message via regular social media posts (Facebook/LinkedIn/Instagram)

### PRINT & DIGITAL

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<b>SUMMIT PROGRAM</b>	Logo placement on the Official Summit printed program (provided to all attendees)
<b>LANYARD</b>	Logo placement on all Summit lanyards (worn by all attendees for the duration of the Summit)
<b>MEDIA WALL</b>	Priority logo placement on the Media Wall located at the Summit

### NAMING RIGHTS

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<b>PLENARY</b>	Naming rights for the main Plenary Sessions
<b>DEALING ROOM</b>	Naming rights to two Dealing Room Sessions

### SPEAKING OPPORTUNITY

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The Lead Event sponsor will be provided with a speaking or panellist position on relevant topic if required

### TICKETS

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Five Full Summit Tickets which includes access to all networking, meeting sessions, and dinner

### MEMBERSHIP

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One year Platinum Membership of AACC





# GOLD SPONSOR

## Investment: \$50K plus GST

Gold sponsors will be supported in the lead up to the event to ensure your sponsorship meets your marketing objectives.

### SPONSORSHIP BENEFITS

#### PRE-SUMMIT

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<b>SUMMIT WEBSITE</b>	Half-page feature on the official Summit Website
<b>BROADCAST MEDIA PARTNER</b>	Assistance amplifying sponsor message via Print/Digital Media Partner (Australia)

#### PRINT & DIGITAL

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<b>SUMMIT PROGRAM</b>	Logo placement on the Official Summit printed program (provided to all attendees)
<b>MEDIA WALL</b>	Priority logo placement on the Media Wall located at the Summit

#### NAMING RIGHTS

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<b>BREAKOUT SESSION</b>	Naming rights to one breakout session
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#### TICKETS

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Two Full Summit Tickets which includes access to all networking

#### MEMBERSHIP

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One year Gold Membership of AACC

### We can also Tailor a Package to suit you!

Additional options are available through discussion with the AACC Sponsorship Manager, to provide a tailored package for your unique requirements.

Options include the sponsorship of a cocktail reception, and a gala dinner both high profile events to supplement the business side of the conference.





# SILVER SPONSOR

## Investment: \$25K plus GST

Silver sponsors will be supported in the lead up to the event to ensure your sponsorship meets your marketing objectives.

### SPONSORSHIP BENEFITS

#### PRE-SUMMIT

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**SUMMIT WEBSITE** Half-page feature on the official Summit Website

#### PRINT & DIGITAL

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**SUMMIT PROGRAM** Logo placement on the Official Summit printed program (provided to all attendees)

**MEDIA WALL** Priority logo placement on the Media Wall located at the Summit

#### NAMING RIGHTS

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**DEALING ROOM** Naming rights to one Dealing Room Session

#### TICKETS

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One Full Summit Ticket which includes access to all networking

#### MEMBERSHIP

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One year Silver Membership of AACC

### We can also Tailor a Package to suit you!

Additional options are available through discussion with the AACC Sponsorship Manager, to provide a tailored package for your unique requirements.

Options include the sponsorship of a cocktail reception, and a gala dinner both high profile events to supplement the business side of the conference.



# BREAKS SPONSOR

## Investment: \$15K plus GST

Break sponsors will be supported in the lead up to the event to ensure your sponsorship meets your marketing objectives.

### SPONSORSHIP BENEFITS

#### PRE-SUMMIT

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**SUMMIT WEBSITE** Half-page feature on the official Summit Website

#### PRINT & DIGITAL

---

**SUMMIT PROGRAM** Logo placement on the Official Summit printed program (provided to all attendees)

**MEDIA WALL** Logo placement on the Media Wall located at the Summit

#### NAMING RIGHTS

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**DEALING ROOM** Naming rights to one Dealing Room Session

#### TICKETS

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One Full Summit Ticket which includes access to all networking

#### MEMBERSHIP

---

One year Silver Membership of AACC

#### We can also Tailor a Package to suit you!

Additional options are available through discussion with the AACC Sponsorship Manager, to provide a tailored package for your unique requirements.

Options include the sponsorship of a cocktail reception, and a gala dinner both high profile events to supplement the business side of the conference.



# BRONZE SPONSOR

Investment: \$10K plus GST

## SPONSORSHIP BENEFITS

### PRE-SUMMIT

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**SUMMIT WEBSITE** Half-page feature on the official Summit Website

### PRINT & DIGITAL

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**SUMMIT PROGRAM** Logo placement on the Official Summit printed program (provided to all attendees)

**MEDIA WALL** Logo placement on the Media Wall located at the Summit

### TICKETS

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One Full Summit Ticket which includes access to all networking

### We can also Tailor a Package to suit you!

Additional options are available through discussion with the AACC Sponsorship Manager, to provide a tailored package for your unique requirements.

Options include the sponsorship of a cocktail reception, and a gala dinner both high profile events to supplement the business side of the conference.



# SUPPLIER EXPO

The Supplier Expo will be in place for the duration of the Summit, located in Sofi's Lounge within the Sofitel Hotel. This allows you the opportunity to showcase your brand and products throughout the duration of the event

Display stands for the Supplier Expo can be purchased at an additional cost.

## SUPPLIER DISPLAY STAND INCLUSIONS

<b>TYPE</b>	1 x white open shelf display stand
<b>DIMENSION</b>	2.5mH x 1m x 1m
<b>SIGNAGE</b>	4 x company signs display at top of each display stand (all sides)
<b>SHELVES</b>	Up to 3 display shelves included
<b>COST</b>	<b>\$1,500 plus GST</b> per stand Includes display stand, shelves, company signs (4), set up and pack down



### Want more on your stand?

**Seamless Events** will work closely with you should you wish to enhance your display stand with additional items such as a **TV monitor, Power** or additional **Art panels**. Additional elements will be quoted directly to you on confirmation of requirements.



# SUMMIT PROGRAM OVERVIEW

## PRE-SUMMIT - SUNDAY 12 MAY 2024

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Welcome Reception

## DAY 1 - MONDAY 13 MAY 2024

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Registration Desk Open

Day 1 of Conference

Gala Dinner Reception

## DAY 2 - TUESDAY 14 MAY 2024

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Networking Breakfast

Day 2 of Conference

Please refer to the official Summit website for the most up to date information of all speakers and session topics.  
[www.australiaafricabusinesssummit.com](http://www.australiaafricabusinesssummit.com)

**Note:** Summit agenda and timings are subject to change.



# AUSTRALIA AFRICA MEDIA RELATIONS

A dedicated Media Centre will be established onsite at the Sofitel Hotel to cater to the needs of accredited domestic and international media attending and covering the Summit.

Organisers will proactively engage with media in the lead up to the event to promote the Summit and issues relating to Australia – Africa trade, political, economic and cultural relations.

Sponsors will have the ability to leverage their investment in the Summit by using the resources of conference organisers to engage with the media, for example by issuing media releases, media kits, presentation transcripts and other collaterals relevant to their business.

A dedicated broadcast crew will also be on-site to record interviews with speaker and sponsor representatives.

This material will be shared directly with domestic and international media outlets, as well as online via AACC and Summit-specific social media channels.

## MEDIA PARTNERSHIPS

Organisers are negotiating broadcast, print and digital commercial partnerships with domestic and international media to assist with Summit promotions and amplification of key milestones and announcements in the lead-up to and during the Summit.

Event sponsors will have priority access to Summit media partners and the ability to use organiser resources to communicate directly with accredited media and event media partners.



# TESTIMONIALS

“Africa, a diverse continent of 54 countries with a projection of 2.5 billion population by 2050 which also has over one quarter of the world’s untapped natural resources, and almost half of the world’s arable, unfarmed land makes Africa exciting and unique to opportunities, new export and investment. It makes sense for Australia to seek a deeper engagement as mutuality of growth will be accelerated by partnerships that enable further access to technology, skills, services, and infrastructure.

Australia is well placed to help meet these needs and trade diversification is a priority for both continents. The Australia Africa Business Summit in May 2024 in Melbourne is an excellent platform, which connects the people, businesses and governments in Australia and Africa. I look forward to seeing you there.”

**The Hon. Warwick Smith AO**  
**Chair of Trade and Investment**  
**Chair of the Global Engagement Group**  
**Business Council of Australia**





# ACCOMMODATION

While you will be responsible for booking your own accommodation, the organisers will provide referrals, assistance and support as part of your registration, available on the Summit Registration site.

There are a number of alternative hotels close to the Sofitel:

Grand Hyatt Melbourne  
300 metres from Sofitel

Sheraton Melbourne  
100 metres from Sofitel

QT Melbourne  
400 metres from Sofitel

Adina Apartment Hotel Melbourne  
300 metres from Sofitel

Atlantis Hotel Melbourne  
1.9Km from Sofitel

Pegasus Apartment hotel  
1.4km from Sofitel

# SECURING YOUR SPONSORSHIP

To secure your Sponsorship package please contact:

**Margaret Brett - Sponsorship Manager AACC**

M: (+61) 450 909 845

info@AABSSponsors.com



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