



# PAN AFRICAN

Learning and Growth Network

## 2022 CONFERENCE SPONSORSHIP AND EXHIBITION PACKAGES AND OPPORTUNITIES



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## ABOUT PALGNET CONFERENCES

Pan African Learning and Growth Network (PALGNET) hosts over 30 learning and development conferences a year. When designing our programs we are continuously aware of the fine balance between theory and practice. The theory component must support and compliment practice. The process of providing delegates with just the right amount of theory carefully balanced with just the right amount of practical skills is what determines any conferencing company's ultimate success.

Conference and seminar environments both in person and online (which consist of bigger groups of between 50 to over 100 delegates upwards), feature a wide variety of both local and international speakers. The content consists of case studies, group discussions and presentations.

Why people attend in person or online public conferences?

1. **Meet experts and influencers face-to-face:** Conferences offer the opportunity to meet business leaders and to position yourself as an expert in your field.
2. **Learn in a new space:** Sitting in the same chair, in the same office or in the same environment, can keep you from fresh thinking and new ideas. Breaking out of the office, sitting in a new space, can help you uncover new approaches that will grow your business.
3. **Network!** Good conferences offer the opportunity for you to mix in person or virtually, form new relationships and strengthen existing ones.
4. **Explore new ways of working:** Get hands-on information that is specific to your business, directly from the experts. A well run conference will help you curate new ideas to help improve your approach. Even though there is lot information on the web, conferences will cut through the clutter to deliver the best content specific to your industry.
5. **Break out of your comfort zone:** Conferences force you to break out of your comfort zone. Breaking out of your comfort zone is just the type of action that is necessary to break out of old ways of thinking.
6. **Get greater focus:** The flip side of learning new things is relearning classic techniques. Conferences create opportunities for greater focus and reflection that could help you take your business to the next level.
7. **Absorb the energy of like-minded individuals:** There's nothing like being in a room of like-minded people – other people who are willing to take time away from the office to learn something new. Other people who want to “better” themselves.
8. **Have fun!** Being in business should be rewarding and fun. Conferences add a layer of enjoyment to managing your career growth by mixing a social aspect into your learning and industry branding efforts.
9. **Grow:** Conferences provide a unique convergence of networking, learning and fun into a single package. A good conference forces you to grow and challenge yourself.

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## **SPONSORSHIP CATEGORY No. 1: PLATINUM**

This includes:

- 7 delegate bookings for the full 2 days of the conference - value of more than MK2, 100, 000.00
- Advertising space on our website, under the event you are sponsoring
- 3 full page adverts (6 months advertising) - valued of MK900, 000.00 in the Learning and Growth Resources Magazine (LGR), a premier professional business magazine published every 2 months by PALGNET or 3 months banner advertising online on [www.lgr.palgnnet.com](http://www.lgr.palgnnet.com).
- Pre-publicity: Your organization will gain exposure through our marketing emails that are sent out to our database prior to the event
- Increase your brand recognition: your company logo will appear on all the invitations and brochures as well as on all conference material as a sponsor of the conference you are sponsoring
- We will have your logo placed on our rolling PowerPoint presentation at the start to the event and during intervals
- 4 exhibition stalls in the conference room and registration area of the event and other areas around the venue (3m x 1.5m) (4 tables, 4 chairs and 4 banners)
- Online banners and **12 advertising slots** during intervals to promote your products and services during online conferences
- You may include promotional material in all delegate packs (to be pre-approved by Pan African Learning and Growth Network - PALGNET)

**MK6, 000, 000.00**

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## SPONSORSHIP CATEGORY No. 2: GOLD

This includes:

- 5 delegate bookings for the full 2 days of the conference – value of more than MK1, 500, 000.00
- Advertising space on our website, under the event you are sponsoring
- 2 full page adverts (4 months advertising) value of MK600, 000.00 in the Learning and Growth Resources Magazine (LGR), a premier professional business magazine published every 2 months by PALGNET or 2 months banner advertising online on [www.lgr.palgnetwork.com](http://www.lgr.palgnetwork.com).
- Pre-publicity: Your organization will gain exposure through our marketing emails that are sent out to our database prior to the event
- Increase your brand recognition: your company logo will appear on all the invitations and brochures as well as on all conference material as a sponsor of the event you are sponsoring
- We will have your logo placed on our rolling PowerPoint presentation at the start to the event and during intervals
- Three exhibition stalls in the conference room and registration area of the event (3m x 1.5m) (3 tables, 3 chairs and 3 banners)
- Online banners and **8 advertising slots** during intervals to promote your products and services during online conferences
- You may include promotional material in all delegate packs

**MK4, 000, 000.00**

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### **SPONSORSHIP CATEGORY No. 3: SILVER**

This includes:

- 3 delegate bookings for the full 2 days of the conference – to the value of more than MK900, 000.00
- Advertising space on our website, under the event you are sponsoring
- 1 full page advert (2 months advertising) in the Learning and Growth Resources Magazine (LGR), a premier professional business magazine published every 2 months by PALGNET or 1 month banner advertising online on [www.lgr.palgnnet.com](http://www.lgr.palgnnet.com).
- Pre-publicity: Your organization will gain exposure through our marketing emails that are sent out to our database prior to the event
- Increase your brand recognition: your company logo will appear on all the invitations and brochures as well as on all conference material as a sponsor
- We will have your logo placed on our rolling PowerPoint presentation at the start to the event and during intervals
- Two exhibition stalls in the conference room (1) and close to the registration area (1) (3m x 1.5m) (2 tables, 2 chairs and 2 banners)
- Online banners and limited advertising slots during intervals to promote your products and services during online conferences
- You may include promotional material in all delegate packs

**MK2, 000, 000.00**

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#### **SPONSORSHIP CATEGORY No. 4: BRONZE (COCKTAIL)**

**This package is available for face to face conferences and programs only.**

This includes:

- 5 delegate bookings for the full 2 days of the conference - value of more than MK1, 500, 000.00
- Branding of the cocktail venue and event ownership (cocktail sponsored by ABC Limited)
- Presentation slots at the conference
- Presentation slots at the cocktail event
- Advertising space on our website, under the event you are sponsoring
- 2 full page adverts (4 months advertising) - value of MK600, 000.00 in the Learning and Growth Resources Magazine (LGR), a premier professional business magazine published every 2 months by PALGNET or 2 months banner advertising online on [www.lgr.palnnet.com](http://www.lgr.palnnet.com).
- Pre-publicity: Your organization will gain exposure through our marketing emails that are sent out to our database prior to the event
- Increase your brand recognition: your company logo will appear on all the invitations and brochures as well as on all conference material as a sponsor of the conference you are sponsoring
- We will have your logo placed on our rolling PowerPoint presentation at the start to the event and during intervals
- 1 exhibition stall in the conference room and registration area of the event and other areas around the venue (3m x 1.5m) (4 tables, 4 chairs and 4 banners)
- 2 exhibition stall at the cocktail welcome/registration area and any other areas around the venue (3m x 1.5m) (4 tables, 4 chairs and 4 banners)
- Online banners and advertising slots during intervals to promote your products and services during online conferences (terms and conditions apply)
- You may include promotional material in all delegate packs (to be pre-approved by Pan African Learning and Growth Network - PALGNET)

**+/- MK3, 000, 000.00** (paid directly to venue service provider)

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## CONFERENCE EXHIBITION OPPORTUNITIES

### Exhibition Stand

**MK450, 000.00** - includes:

- One exhibition space in the conference room or outside of the event with one table and two chairs
- Insert into delegate packs, exhibitor to provide insert (subject to approval by PALGNET)
- Online banners and 1 advertising slots on each day during intervals to promote your products and services during online conferences

The following is not included

- Transport and freight costs, storage, special materials, carpets or furnishing apart from what is specified
- Telephone, computer and data lines installation / rental
- Dedicated stand security

### Other Marketing Opportunities

**Delegate pack inserts:** MK200, 000.00 for in person programs only.

Expand your brand at our conferences by inserting your business information in delegate conference packs. Price includes single insert (A4 maximum size) inserted into the delegate pack by the organizers. Material to be provided by you and subject to approval by PALGNET.

Delegate inserts can be delivered to participants by PALGNET team to the delegates for conferences held online. Brochures and other promotional materials will also be emailed to all participants of that particular conference.

For more information please contact our marketing team on:

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