

2025 CONFERENCE SPONSORSHIP & EXHIBITION PACKAGE OPPORTUNITIES



● ● ● ABOUT PALGNET CONFERENCES

An opportunity to get your brand in front of key decision makers!

Pan African Learning and Growth Network (PALGNET) is an experienced leader in the market providing knowledge to the world of work through various platforms such as conferences, seminars and workshops; through the publishing of learning and growth resources as well as providing membership-based communities for Business Growth and Training Learning and Development (TLD) fraternity and the Institute of Executive Assistants (IEA)-Africa.

PALGNET hosts over 30 learning and development conferences and events a year. Our events are the ultimate place to connect and network with business communities to increase brand awareness, showcase new products, and develop strong business relationships in person and online during two to three days.

Whether you are raising your company profile, launching new products, or creating new business development opportunities, we have a package to suit your needs. Whether you are raising your company profile, launching new products, or creating new business development opportunities, we have a package to suit your needs.

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.



● ● ● BENEFITS OF GETTING INVOLVED?

1. **Networking and brand recognition opportunities!** Numerous branding and promotion opportunities are available before, during and after the event. Forge new connections. Good conferences offer the opportunity for you to mix in person or virtually, form new relationships and strengthen existing ones.
2. **Showcase your products and expertise** through a mix of networking, speaking, moderating, or exhibition opportunities
3. **Inform your business decisions:** Have conversations with real decision-makers, understand their challenges and ensure that your offerings are aligned with the latest trends and direction of L&D communities.
4. **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.
5. **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.
6. **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.
7. **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.
8. **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.
9. **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.
10. **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.
11. **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.
12. **Arrange tailored meetings:** Connect and network directly with your current and potential business partners during the event.

● ● ● **SPONSORSHIP CATEGORY NO. 1: PLATINUM**

.....**MK6,000,000.00**

This includes:

- Advertising space on our website, under the event you are sponsoring and 6 months online banner adverts on the Learning and Growth Resources Magazine (LGR), a premier professional business magazine published every 2 months by PALGNET. Please see www.lgr.palgnet.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
- Four (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 8 banners)
- Online banners and **6 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)
- Exclusive industry ownership of the event.... **"Name of Conference"** sponsored by **"name of sponsoring company"** no competing industry sponsor will take up this package.
- Golf Shirt Co-Branding Opportunity for the event at an extra cost of branding only (cost estimated by branding company at time of event)



● ● ● **SPONSORSHIP CATEGORY NO. 2: BRONZE
(COCKTAIL/DINNER/LUNCH)**

.....+/- **MK5, 700, 000.00**
(can be paid directly to venue service provider)

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

This includes:

- Branding of the cocktail/lunch/dinner venue and event ownership (**cocktail/lunch or dinner sponsored by ABC Limited**)
- Presentation slots at the conference
- Presentation slots at the cocktail event/lunch or dinner being sponsored
- Advertising space on our website, under the event you are sponsoring
- 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
- Advertising space on our website, under the event you are sponsoring and 6 months online banner adverts on the Learning and Growth Resources Magazine (LGR), a premier professional business magazine published every 2 months by PALGNET. Please see www.lgr.palgnet.com.
- We will have your logo placed on our rolling PowerPoint presentation at the start to the event and during intervals.
- 2 exhibition stall in the conference room and registration area of the event and other areas around the venue (3m x 1.5m) (2 tables, 4 chairs and 4 banners)
- 2 exhibition stall at the cocktail/lunch or dinner welcome/registration area and any other areas around the venue (3m x 1.5m) (4 tables, 4 chairs and 4-6 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)



● ● ● **SPONSORSHIP CATEGORY NO. 3: GOLD**

.....MK3, 600, 000.00

This includes:

- Advertising space on our website, under the event you are sponsoring
- Advertising space on our website, under the event you are sponsoring and 4 months online banner adverts on the Learning and Growth Resources Magazine (LGR), a premier professional business magazine published every 2 months by PALGNET. Please see 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 event you are sponsoring
- We will have your logo placed on our rolling PowerPoint presentation at the start to the event and during intervals
- Two (2) exhibition stalls in the conference room and registration area of the event (3m x 1.5m) (2 tables, 2 chairs and 4 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



● ● ● **SPONSORSHIP CATEGORY NO. 4: SILVER**

.....MK2, 800, 000.00

This includes:

- Advertising space on our website, under the event you are sponsoring and 2 months online banner adverts on the Learning and Growth Resources Magazine (LGR), a premier professional business magazine published every 2 months by PALGNET. Please see www.lgr.palgnet.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
- One (1) exhibition stalls in the conference room (1) and close to the registration area (1) (3m x 1.5m) (1 table, 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



● ● ● **EVENT/CONFERENCE EXHIBITION OPPORTUNITIES**

EXHIBITION STAND.....MK800, 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:

.....**MK500, 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 Business Development and Marketing team on:

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