



IAA GLOBAL LEADERSHIP CONFERENCE "AFRICA RISING" RETURNS TO ACCRA
28TH – 29TH May, 2018.
Kempinski Hotel Gold Coast City, Accra – Ghana.

The International Advertising Association (IAA) returns to Accra for Africa Rising Reloaded Conference under the theme: ***Evolution of Brands and Consumers: Reinvent or Die!*** in **What's Coming Next?** – two days of exciting sessions from local to global and global to local in an international forum for networking, discussions and insights on the future of marketing communications in a world where creative content is king amidst the rise and reign of big data, hyper-personalized Omni channel marketing, and technologically empowered consumers.

Save the Date: May 28th – 29th 2018 for this empowering gathering of the best brains in the marketing communications industry as they share knowledge and experiences on key business trends, issues, and conversations that will help shape today's global industry. It is a-not-to-be-missed conference featuring topics including:

- Disrupting the Customer Experience through Data.
- The Power of Social Media: Giving African Millennials a Voice.
- Reshaping Global Perception of African Culture.
- Say No to Fake News: Africans Telling the African Story.
- Technology and the Art of Change.
- Brands at Crossroads: Re-invent or Die; the African Story.
- Experiential Marketing: The Art and Science of Engagement.
- Out of Home Advertising: An Asset for Spatial Planning and National Development?
- Global Expansion vs. Indigenous Growth: The African Agency Experience.
- Alcohol lobby: The Challenges across Africa.
- The Living Standard Conundrum.

THE VALUE PROPOSITION AND SPONSORSHIP

- The conference presents a golden opportunity to showcase your organization, promote your brand, product and services to a decision making audience.
- Exhibition stands to exhibit and engage industry influencers.
- Company logo on select advance marketing materials as part of a global marketing campaign.
- Company logo on the conference's global and local websites and social media platforms.
- Company Profile in the conference souvenir programme
- Company literature or similar company-branded insert in the conference delegates' bag.



International Advertising Association: 33 West 19th Street Suite, 423 New York, NY 10011 USA. www.iaaglobal.org
 IAA Vice President Development Africa: +233 205946359 norkor@loweaccra.com.gh Advertising Association of Ghana: PO Box KD 265, Kanda, Accra, Ghana Tel: +233 938556 +233 263800113 www.aag.com.gh info@aag.com.gh

SPONSORSHIP OFFER AT A GLANCE

Benefits	Platinum (\$50,000)	Gold (\$30,000)	Silver (\$20,000)	Bronze (\$15,000)
Opportunity to nominate a speaker.	✓			
Complimentary delegate registrations and VIP seating at the conference	5	3	2	
Invitations to the Welcome Cocktail Reception on 27th May 2018.	5	3	2	
Invitations to the Gala Dinner on 28th May 2018 with VIP seating.	5	3	2	
A plaque recognizing your company's sponsorship of this pioneering event, to be presented during the Gala Dinner on 28th May 2018.	✓	✓	✓	✓
Company logo on select advance marketing materials as part of a global marketing campaign e.g. e-mail and social media communications at representative sponsor level.	✓	✓	✓	✓
Complimentary corporate membership of the IAA for one year with the option to continue IAA Corporate Membership at \$15,000 per year thereafter.	✓			
Complimentary exhibitor space in the foyer of the conference venue (Kempinski Gold Hotel) during the conference on 28 th – 29 th May, 2018 (subject to availability). Size of exhibitor space offered is 3m x 3m	✓			
Invitation to the VIP group photo session with IAA Senior Executives – Subject to change or cancellation in case of any irresistible force.	✓			
A plaque recognizing your company's sponsorship of this event, to be presented during the Gala Dinner on May 28 th , 2018.	✓	✓	✓	✓
Company logo on the conference website at representative sponsor level.	✓	✓	✓	✓
Company logo on signage throughout conference venue at representative sponsor level.	✓	✓	✓	✓
Podium acknowledgment of your company's sponsorship of this event.	✓	✓	✓	✓
Company logo in the conference <i>Souvenir Program</i> at representative sponsor level.	✓	✓	✓	✓
Company profile in the conference Souvenir Program*.	2 full pages	1 full page	1/2 page	
Company advertisement in the conference Souvenir Program*.	2 full pages	1 full page	1/2 page	
Company literature or similar company-branded insert e.g. souvenir in the conference delegate's bag. Literature/insert to be approved by the IAA*.	1 piece	1 piece	1 piece	



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For more information on attending, speaking or sponsorship enquiries, contact:

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Sponsorship of these items is limited in quantity or duration is offered on a first come, first served basis. Speaker topic and speaker/moderator/panelist candidates will be considered in line with the conference theme. The Organizing Committee reserves the right of the final decision regarding speech topics and speaker candidates. Sponsor recognition in advance marketing materials is only available to companies who apply for sponsorship and provide required artwork prior to stated production deadlines. Rates are quoted in US\$ and can be paid in local currency equivalent.

In addition to sponsorship packages outlined above, IAA has a number of other bespoke sponsorship opportunities available such as sponsorship of Welcome Cocktail Reception on 27th May 2018 and sponsorship of conference Lunch Breaks on 28th and 29th May 2018 at the Kempinski Hotel Gold Coast City, Accra. Please contact us to discuss these bespoke sponsorship opportunities in more detail.



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