



11th

AfrEA

International Conference

Technology and Innovation in Evaluation Practice in Africa:
The Last Nail on the Coffin of Participatory Approaches

18-22 March 2024 | Kigali, Rwanda



SPONSORSHIP & EXHIBITION PROSPECTUS

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01 INVITATION TO PARTICIPATE

Dear Colleagues

The 11th AfrEA International Conference will take place at the Serena Hotel, Kigali, Rwanda from 18 March to 22 March 2024.

There are 3 Presidential Strands and 12 General Conference Strands that will be presented at the conference.

We invite participants, exhibitors and sponsors and the public to join us in this event for AfrEA globally.

With best wishes

AfrEA President Rosetti Nabbumba Nayenga shares a preview of the 11th AfrEA International Conference, taking place 18 – 22 March 2024 in Kigali, Rwanda

[CLICK HERE TO
VIEW VIDEO](#)



Rosetti Nabbumba Nayenga
PRESIDENT

02 OVERVIEW

ABOUT THE AFRICAN EVALUATION ASSOCIATION (AFREA)

WHO WE ARE

The African Evaluation Association (AfrEA) is a non-profit umbrella for African Voluntary Organizations for Professional Development (VOPEs). It serves as a leading source of evaluation knowledge for individual evaluators in countries where national evaluation associations do not exist.

ABOUT US

The African Evaluation Association (AfrEA) was founded in 1999, in response to Africa's growing appeal for advocacy, information sharing and advanced capacity building in evaluation. The organisation's chief focus was to counter limited evaluation opportunities by building strategic bridges for African evaluators to connect, network and share experiences.

AfrEA formally established itself as a non-profit umbrella organisation registered in Accra, Ghana in 2009 as a key, legitimate partner in African development, joining the efforts of governments and other international partners to develop a strong African evaluation community. Its objectives, as articulated by the founding members are:



Supporting evaluations that contribute to real and sustained development in Africa



Promoting Africa-rooted and Africa-led evaluation through sharing African evaluation perspectives



Encouraging the development and documentation of high quality evaluation practice and theory



Supporting the establishment and growth of national evaluation associations and special evaluation interest groups



Facilitating capacity building, networking and sharing of evaluation theories, techniques and tools among evaluators, policymakers, researchers and development specialists

THEME

“Technology and Innovation in Evaluation Practice in Africa: The Last Nail on the Coffin of Participatory Approaches?”

PERIOD

18 March to 22 March 2024

VENUE

Kigali Serena Hotel, Rwanda

OFFICIAL LANGUAGE

English and French

ORGANISER

African Evaluation Association

HOST

Rwanda Monitoring and Evaluation Organization (RMEO)

SUPPORTING ORGANISATIONS

- Uganda Evaluation Association (UEA)
- USAID
- NGO Source Equivalency Determination on File

CLICK HERE TO VISIT
AFREA WEBSITE

CLICK HERE TO VISIT
AFREA CONFERENCE WEBSITE



BOARD MEMBERS



ROSETTI NABBUMBA NAYENGA
PRESIDENT



DR. AWUOR PONGE
VICE PRESIDENT



ISAAC KIWANGO
TREASURER



EDDAH KANINI
EASTERN AFRICA REPRESENTATIVE



MARK MULOBI
YEE REPRESENTATIVE ANGLOPHONE



DR. SHYLOCK MUYENGWA
SOUTHERN AFRICA REPRESENTATIVE



SATURNIN ZOÉTYANDÉ
YEE REPRESENTATIVE FRANCOPHONE

AFREA SECRETARIAT



CARLOS KOMLA AKLIGO
OPERATIONS AND MEMBERSHIP MANAGER

SUPPORTING ORGANISATIONS

Africa VOPEs

African Development
Bank (AfDB)

African Gender and Development
Evaluation Network

African Parliamentarian Forums
on Development Evaluation

American Evaluation Association

Asia Pacific Evaluation
Association

Evalindigenous

Eval Partners

Ford Foundation

Global Evaluation Facility/ World
Bank

International Organization for
Cooperation and Evaluation (IOCE)

MasterCard Foundation

New Development Bank

RMEO

United Nation Children Fund
(UNICEF)

UNFPA

03 11TH AfrEA INTERNATIONAL CONFERENCE

OVERVIEW

The 11th AfrEA International Conference, organized in partnership with the Rwanda Monitoring and Evaluation Organization (RMEO), will take place in Kigali, Rwanda from 18 - 22 March 2024. The conference provides an opportunity for participants from Africa and around the world to submit and present papers and posters, chair panels, and facilitate professional development workshops.

The conference aims to promote AfrEA's "Made in Africa Evaluation" approach, which emphasizes the importance of evaluation practices that are contextually relevant and responsive to African needs. It serves as a platform for knowledge sharing, collaboration, and networking with a diverse range of international organizations and individuals.



04 SPONSORSHIP

AfrEA is inviting interested organizations to become partners for the preparation and conduct of its 11th conference.

The Partnership options include:

- Strand Sponsorship
- Non-Financial Contribution
- Non-Targeted Financial Contribution
- Bursaries for Conference Attendees
- Bursaries for Pre-Conference Workshops Presenters

There are also various Sponsorship Packages available. We offer sponsorship packages at platinum, gold, silver and bronze levels and also a number of additional sponsorship packages.

Sponsors may select one or more more of the sponsorship packages from the list below if they are available at the time of reservation.

All sponsors will be acknowledged onsite, the conference website and the final programme.

SPONSORSHIP PACKAGES

PLATINUM	\$ 125 000
GOLD	\$ 25 000
SILVER	\$ 15 000
BRONZE	\$ 7 500
.	



SPONSORSHIP PACKAGE ENTITLEMENTS

PLATINUM PACKAGE

- 1 x Complimentary 3 x 3m (9m²) booth or space
- 2 x Complimentary Conference Registrations
- 2 x Welcome Reception and Gala Dinner Ticket
- 1 x page Advertisement in the Conference Programme
- Sponsor Recognition during Official Events
- Logo in Official Conference Communication
- Insert in the Delegate Conference Pack (to be provided by sponsors)
- Logo on Official Website
- Logo on Signage (for in-kind sponsors)

GOLD PACKAGE

- 1 x Complimentary 3 x 3 m (9m²) booth or space
- 1 x Complimentary Conference Registrations
- 1 x Welcome Reception and Gala Dinner Ticket
- ½ page Advertisement in the Conference Programme
- Sponsor Recognition during Official Events
- Logo in Official Conference Communication
- Insert in the Delegate Conference Pack (to be provided by sponsors)
- Logo on Official Website
- Logo on Signage (for in-kind sponsors)

SILVER PACKAGE

- 2 x Complimentary Conference Registrations
- 1 x Welcome Reception and Gala Dinner Ticket
- Logo in Official Conference Communication
- Insert in the Delegate Conference Pack (to be provided by sponsors)
- Logo on Official Website
- Logo on Signage (for in-kind sponsors)

BRONZE PACKAGE

- 1 x Complimentary Conference Registrations
- 1 x Welcome Reception and Gala Dinner Ticket
- Logo in Official Conference Communication
- Logo on Signage (for in-kind sponsors)

SPONSORSHIP PACKAGE ENTITLEMENTS AT A GLANCE

CATEGORY	PLATINUM	GOLD	SILVER	BRONZE
Complimentary change to 3 x 3 m (9m2) Booth or Space	1	1	n/a	n/a
Complimentary AfrEA Conference Registration	2	1	2	1
Welcome Reception and Gala Dinner Ticket	2	1	1	1
1 x page Advertisement in Conference Programme	✓	n/a	n/a	n/a
Sponsor Recognition during Official Events	✓	✓	n/a	n/a
Logo on Official Conference Communication	✓	✓	✓	✓
Insert in Delegate Conference Package (to be provided by sponsors)	✓	✓	✓	n/a
½ page Advertisement in Conference Programme	n/a	✓	n/a	n/a
Logo on Official Website	✓	✓	✓	n/a
Logo Exposure on Signage (for in-kind sponsors)	✓	✓	✓	✓

OTHER SPONSORSHIP PACKAGES

Conference Bags	\$ 20 000
Conference Notebooks	\$ 15 000
Conference Pens	\$ 3 500
Mini Programmes	\$ 7 000
Abstract Books	\$ 21 000
Delegate Pack Inserts	\$ 3 500
Name Badge and Lanyards	\$ 8 500
Gala Dinner	\$ 50 000



05 EXHIBITION

WHY EXHIBIT?

AfrEA Conference 2024 promotes opportunities for greater regional collaboration, the sharing of future oriented ideas and technology, and the capacity building of associated organisations.

As an Exhibitor you will be presented with a unique opportunity and platform to network, engage and sell your products and services to key decision makers within the industry. This occasion will boost your business potential and profile to a diverse African audience. Many organisations have been waiting for this opportunity to showcase and present in Africa, and Exhibition Spaces will be taken up very quickly. In order to avoid disappointment, book and secure your preferred space now.

With over 500 delegates expected from all over Africa, the AfrEA Conference 2024 will be an excellent platform for Exhibitors to extend one's reach beyond borders and maximise exposure of one's organisation or company.

GENERAL INFORMATION

EXHIBITION HOURS

The Exhibition will be open from 20 – 22 March 2024, Wednesday to Friday from 09h00 to 18h00

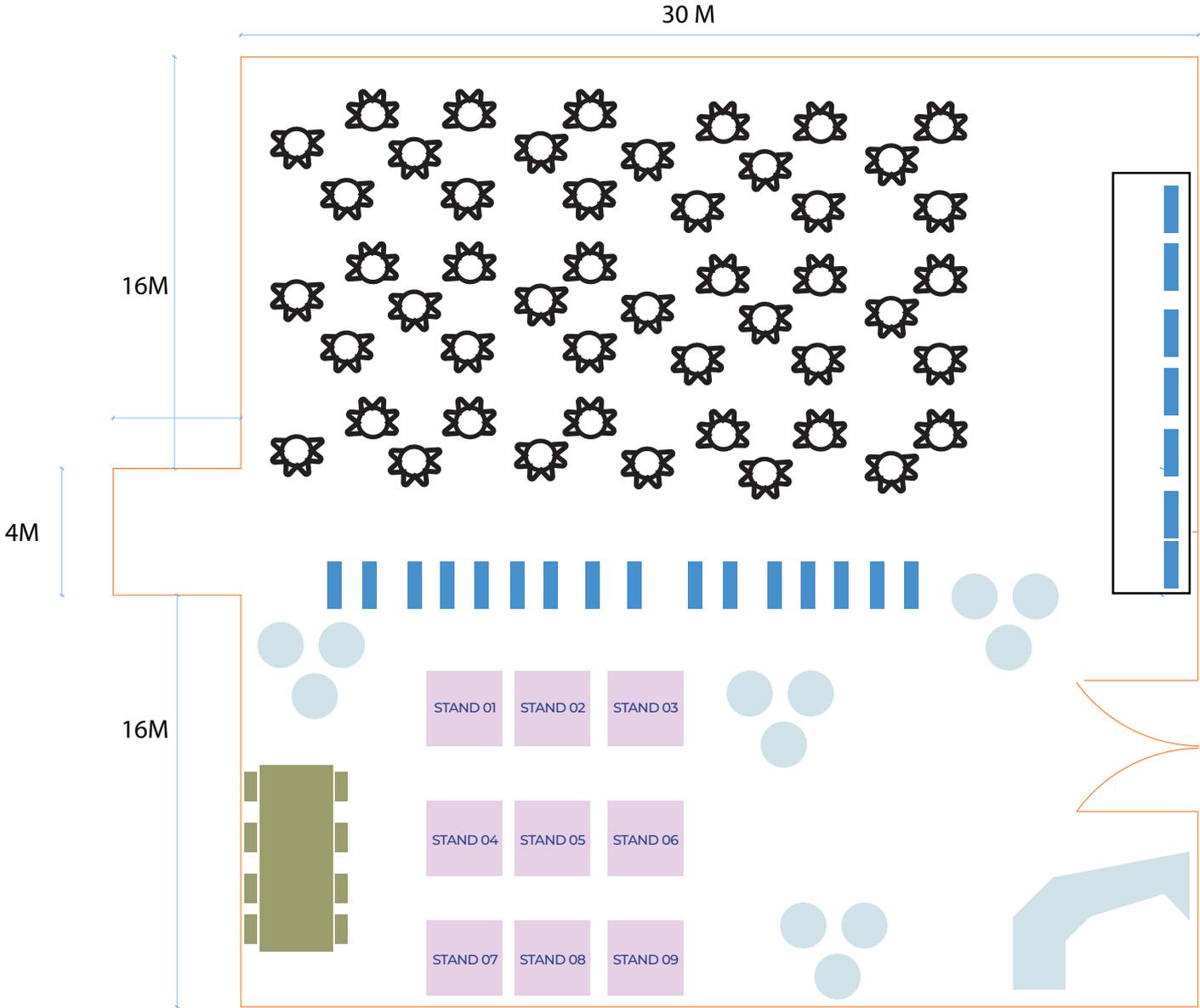
LOCATION

The Exhibition will take place in the Exhibition Hall at Kigali Serena Hotel, Rwanda. Coffee will be served in the Exhibition Hall to allow Exhibitors to maximise networking opportunities with participants, exhibitors, and visitors.

EXHIBITION PACKAGES

- Economy Booth 3 x 3m (9m²) \$ 3 250.00 Space, booth walls, fascia board, basic furniture
- Floor Space only \$ 1 625.00 Space only

EXHIBITION HALL 1 LAYOUT



06 SPONSORSHIP & EXHIBITION APPLICATION

APPLICATION SUBMISSION

Sponsorship and Exhibition Forms Application Form(s) should be submitted to the AfrEA 2024 Secretariat via email at afrea2024@tourvest-ime.com

PAYMENT

Once the application is acknowledged and confirmed by the Secretariat, an invoice will be sent to the applicant via email within 1 week. Please make sure the sender's name is identical with the name in the application form.

ACCOUNT INFORMATION

Account Name: Tourvest Holdings (Pty) Ltd - AfrEA Conference
Bank: First National Bank
Branch: RMB Corporate Banking, Johannesburg
Branch Code: 255005
Account Number: 6306 4197 883

CANCELLATIONS AND REFUNDS

- 50% Refund Cancellations received and acknowledged by 15 February 2024
- No Refund Cancellations received and acknowledged after 15 February 2024

SPECIAL REMARKS

- Bank charges must be borne by the sender.
- Change to credit cards are accepted
- If payment is not made by the given due date mentioned in the invoice, the application may be cancelled.

CLICK HERE TO VISIT
[SPONSORSHIP APPLICATION](#)

CLICK HERE TO VISIT
[EXHIBITOR APPLICATION](#)



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African Evaluation Association / Association Africaine d'Evaluation
afrea2024@tourvest-ime.com
Tourvest Meetings, Incentives, Conferences and Events
2nd Floor, Atlantic Centre, Foreshore, 8001, Cape Town, South Africa

All potential sponsors are welcome to contact the ICO to seek clarification or alternative ways in which to support the event. Kindly direct all queries to Catherine Holmes, on catherine.holmes@tourvest-ime.com.