SPONSORSHIP & EXHIBITION PROSPECTUS
# TABLE OF CONTENTS

1. INVITATION TO PARTICIPATE 03

2. OVERVIEW 04
   - About AfrEA International Conference
   - AfrEA Overview

3. 11th AfrEA INTERNATIONAL CONFERENCE 08

4. 5. SPONSORSHIP 09
   - Sponsorship Packages
   - Sponsorship Package Entitlements
   - Sponsorship Packages at a Glance
   - Other Sponsorship Opportunities

6. EXHIBITION 12

7. Why Exhibit
   - General Information
   - Exhibition Floorplan

8. SPONSORSHIP AND EXHIBITION APPLICATION
   - Sponsorship Application Form
   - Exhibition Application Form
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
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
### OVERVIEW

**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]
African Development Bank (AfDB)

African Parliamentarian Forums on Development Evaluation

Asia Pacific Evaluation Association

Eval Partners

Global Evaluation Facility/ World Bank

MasterCard Foundation

RMEO

UNFPA
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.
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**

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>$125,000</td>
</tr>
<tr>
<td>GOLD</td>
<td>$25,000</td>
</tr>
<tr>
<td>SILVER</td>
<td>$15,000</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$7,500</td>
</tr>
</tbody>
</table>
## SPONSORSHIP PACKAGE ENTITLEMENTS

### PLATINUM PACKAGE
- 1 x Complimentary 3 x 3 m (9m²) booth or space
- 2 x Complimentary Conference Registrations
- 2 x Welcome Reception and Gala Dinner Ticket
- 1 x half-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

<table>
<thead>
<tr>
<th>Category</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary change to 3 x 3 m (9m²) Booth or Space</td>
<td>1</td>
<td>1</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Complimentary AfrEA Conference Registration</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Welcome Reception and Gala Dinner Ticket</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>1 x page Advertisement in Conference Programme</td>
<td>✓</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Sponsor Recognition during Official Events</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Logo on Official Conference Communication</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Insert in Delegate Conference Package (to be provided by sponsors)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>½ page Advertisement in Conference Programme</td>
<td>n/a</td>
<td>✓</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Logo on Official Website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Logo Exposure on Signage (for in-kind sponsors)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Other Sponsorship Packages

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bags</td>
<td>$20,000</td>
</tr>
<tr>
<td>Conference Notebooks</td>
<td>$15,000</td>
</tr>
<tr>
<td>Conference Pens</td>
<td>$3,500</td>
</tr>
<tr>
<td>Mini Programmes</td>
<td>$7,000</td>
</tr>
<tr>
<td>Abstract Books</td>
<td>$21,000</td>
</tr>
<tr>
<td>Delegate Pack Inserts</td>
<td>$3,500</td>
</tr>
<tr>
<td>Name Badge and Lanyards</td>
<td>$8,500</td>
</tr>
<tr>
<td>Gala Dinner</td>
<td>$50,000</td>
</tr>
</tbody>
</table>
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
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
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.