

# AfAA First Annual International Arbitration Conference

## Sponsorship Opportunities

The Coming of Age of  
International Arbitration in Africa

Kigali: 3-4 April 2019



## Introduction

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As part of its objective to promote African arbitration experts in international arbitration, AfAA will be holding its First Annual International Arbitration Conference in April 2019 themed '*The Coming of Age of International Arbitration in Africa*'. Taking place in Kigali, Rwanda, the conference will discuss Africa's achievements in international arbitration to date and consider what more can be done to increase participation of African international arbitration experts in international arbitration.

As a sponsor of this conference, you will have an unprecedented opportunity to increase your visibility as an international arbitration expert in Africa or interact with experts and users of international dispute resolution mechanisms in Africa.

## Where will your sponsorship funds go?

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As a non-profit organisation, AfAA is also reliant on sponsorship and grants to achieve its aims. Your sponsorship will help cover expenses such as event materials; venue; catering; administrative services; marketing and PR.

## About the African Arbitration Association (AfAA)

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AfAA is Africa's promotional body for international arbitration and other forms of international dispute resolution.

Its members include leading African international arbitration and ADR practitioners as well as African arbitration institutions and initiatives.

It aims to be the reference point for international arbitration and alternative dispute resolution activities pertinent to Africa.

It works to increase coordination of Africa-related international arbitration and alternative dispute resolution activities amongst its members.

For further details regarding the sponsorship opportunities or to discuss advertising opportunities and media partnerships please contact:

[admin@africanarbitrationassociation.org](mailto:admin@africanarbitrationassociation.org)

## Conference Synopsis

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<b>Day 1</b>	<b>Wednesday, 3 April 2019</b>
10:00	General Assembly Meeting
<b>12:30</b>	<b>LUNCH</b>
14:00	Welcome Remarks by AfAA President
14:15	Presentation of the African Arbitration Survey
14:45	Responses to the Survey by African States
16:00	Opening Ceremony and Official Launch by <b>Guest of Honour</b>
16:30	Concluding Remarks
<b>16:45</b>	<b>GROUP PHOTO</b>
18:00	Welcome Drinks Reception
<b>Day 2</b>	<b>Thursday, 4 April 2019</b>
08:30	Registration & Coffee
09:30	Welcome by AfAA Secretary General
09:35	Address by AfAA President
09:45	Keynote Address
<b>10:15</b>	<b>GROUP PHOTO/COFFEE BREAK</b>
10.45	<b>Panel 1:</b> <i>The African Arbitration Association is here: Now What?</i>
12.00	<b>Panel 2:</b> <i>The Africanization of International Disputes: Rethinking Our Approach to International Dispute Practitioners</i>
<b>13.15</b>	<b>LUNCH</b>
14.30	<b>Panel 3:</b> <i>The Use of African Arbitral Institutions: The Pan African Investment Code Paves the Way</i>
15.45	<b>Panel 4:</b> <i>Investment Arbitration Developments in Africa: We Are Awake But Are We Smelling the Coffee?</i>
17.00	Concluding Remarks
<b>19:00</b>	<b>DINNER</b>

## Sponsorship Opportunities

Sponsorship Packages	Platinum	Gold	Silver	Bronze	Cocktail Reception*	Luncheon*	Dinner*
Sponsorship package price	£10,000	£8,000	£6,000	£4000	£5,000	£4000	£4000
Complimentary registrations for the conference	4	3	2	1	3	2	2
Recurring screen show of your activities during intervals	√						
Discount on additional conference registrations	15%	10%	10%	10%	10%	10%	10%
Page advert in Conference brochure	Full page	Full page	Half page	Half page	Full page	Half page	Half page
Logo included in Conference brochure	√	√	√	√	√	√	√
Sponsor acknowledgement in all marketing campaigns leading up to the event	√	√	√	√	√	√	√
Logo published on the Conference page of AfAA website	√	√	√	√	√	√	√
Recognition on AfAA social media channels about the event	√	√	√	√	√	√	√
Sponsor's table to display promotional materials	√	√	√				
Logo on the roll-up banners	√	√	√	√	√	√	√
One complimentary insert into the conference delegate bags (printed at own expense)	√	√	√				
Promotional material included in participant's delegate bag (at own expenser)	√	√	√				
Acknowledgement during the opening and closing address	√	√	√				
Updated delegate list preceding the event	√	√					
Short speech at the indicated event					√	√	√

\*Offered on a first come, first-served basis. Please indicate in the Sponsorship Booking if you wish to take up this opportunity

## Sponsorship Packages

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### Platinum Sponsor, £10,000

- 4 complimentary registrations for the conference
- Recurring screen show of your activities during the intervals
- 15% discount on additional conference registrations
- Full-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Sponsor acknowledgement in all marketing campaigns leading up to the event
- Logo published on the Conference page of AfAA website
- Recognition on AfAA social media channels about the event
- Sponsor's table to display promotional materials
- Logo on the roll-up banners
- One complimentary insert into the conference delegate bags (at own expense)
- One promotional merchandise item included in conference delegate bag (at own expense)
- Acknowledgement during the opening and closing address
- Updated delegate list preceding the event

### Gold Sponsor, £8,000

- 3 complimentary registrations for the conference
- 10% discount on additional conference registrations
- Half-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Sponsor acknowledgement in all marketing campaigns leading up to the event
- Logo published on the Conference page of AfAA website
- Recognition on AfAA social media channels about the event
- Sponsor's table to display promotional materials
- Logo on the roll-up banners
- One complimentary insert into the conference delegate bags (at own expense)
- One promotional merchandise item included in conference delegate bag (at own expense)
- Acknowledgement during the opening and closing address
- Updated delegate list preceding the event

## Sponsorship Packages

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### **Silver Sponsor, £6,000**

- 2 complimentary registrations for the conference
- 10% discount on additional conference registrations
- Half-page advert in the Conference Brochure
- Logo printed in the Conference Brochure
- Sponsor acknowledgement in all marketing campaigns leading up to the event
- Logo published on the Conference page of AfAA website
- Recognition on AfAA social media channels about the event
- Sponsor's table to display promotional materials
- Logo on the roll-up banners
- One complimentary insert into the conference delegate bags (at own expense)
- One promotional merchandise item included in conference delegate bag (at own expense)
- Acknowledgement during the opening and closing address

### **Bronze Sponsor, £4,000**

- 1 complimentary registration for the conference
- 10% discount on additional conference registrations
- Half-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Sponsor acknowledgement in all marketing campaigns leading up to the event
- Logo published on the Conference page of AfAA website
- Recognition on AfAA social media channels about the event
- Logo on the roll-up banners

## Sponsorship Packages

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### Cocktail Reception Sponsor, £5,000

- 3 complimentary registrations for the conference
- 10% discount on additional conference registrations
- Full page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Sponsor acknowledgement in all marketing campaigns leading up to the event
- Logo published on the Conference page of AfAA website
- Recognition on AfAA social media channels about the event
- Logo on the roll-up banners
- Make a short welcome speech at the Cocktail Reception

### Luncheon Sponsor, £4,000

- 2 complimentary registrations for the conference
- 10% discount on additional conference registrations
- Half-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Sponsor acknowledgement in all marketing campaigns leading up to the event
- Logo published on the Conference page of AfAA website
- Recognition on AfAA social media channels about the event
- Logo on the roll-up banners
- Make a short welcome speech at the luncheon on day 2

### Dinner Sponsor, £4,000

- 2 complimentary registrations for the conference
- 10% discount on additional conference registrations
- Half-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Sponsor acknowledgement in all marketing campaigns leading up to the event
- Logo published on the Conference page of AfAA website
- Recognition in AfAA social media channels about the event
- Logo on the roll-up banners
- Make a short welcome speech at the dinner on day 2

# Sponsorship Booking Form

If you are interested in sponsoring, please complete and return the 'Sponsorship Booking Form' to [admin@africanarbitrationassociation.org](mailto:admin@africanarbitrationassociation.org)

Platinum Sponsorship	<input type="checkbox"/>	£10,000
Gold Sponsorship	<input type="checkbox"/>	£8,000
Silver Sponsorship	<input type="checkbox"/>	£6,000
Bronze Sponsorship	<input type="checkbox"/>	£4,000
Cocktail Sponsorship	<input type="checkbox"/>	£5,000
Luncheon Sponsorship	<input type="checkbox"/>	£4,000
Dinner Sponsorship	<input type="checkbox"/>	£4,000

**Invoicing details (please complete as you want it to appear on the invoice – note all fields MUST be completed in capital letters)**

Organisation name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Postcode/zip code \_\_\_\_\_

Country \_\_\_\_\_

Contact Name \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

I certify that I am authorised to sign this application and enter into this contract for sponsorship on behalf of the above named organisation.

Authorised signature \_\_\_\_\_

Date \_\_\_\_\_

Print name \_\_\_\_\_



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<https://www.africanarbitrationassociation.org>

