AfAA 2\textsuperscript{nd} Annual
International Arbitration Conference

Reform & Innovation in International Dispute Resolution: African Perspectives

3 - 5 June 2020 | Mövenpick Ambassador Hotel, ACCRA, Ghana
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Dear Friends and Colleagues,

We are delighted that Ghana has been chosen to host the 2nd AfAA Annual International Arbitration Conference, which will be held in Accra from 3rd to 5th June 2020. The first AfAA Annual Conference, held in Kigali, Rwanda, attracted global attention from the legal profession and the arbitration community, and received extensive coverage in the specialist press and wider media. We anticipate that the Accra Conference will bring together hundreds of lawyers, arbitrators, academics and other professionals from across the globe, including from among Africa’s preeminent arbitration practitioners. From 3rd to the 5th of June 2020, members will attend the AfAA Annual General Assembly (to be held in the afternoon of the first day) and will be joined in the Conference by other participants. The programme will cover themes which are both topical and pertinent to arbitration practice on the continent. We are confident that our sessions will be informative, invigorating and thought-provoking. The Conference will also feature an awards ceremony to recognise and celebrate the important contribution of African arbitration and ADR practitioners and institutions to the practice and development of international dispute resolution. Participating in, sponsoring and exhibiting at the 2nd AfAA Annual International Arbitration Conference will provide you invaluable opportunities for networking, learning and associating with one of Africa’s most promising and important annual events in international arbitration.

We look forward to welcoming you to Accra!

Best wishes

Fui S. Tsikata
Host Committee Chair and AfAA Board Member
About the Conference

African Arbitration Association (AfAA) is a non-governmental organisation (NGO) that works to develop the practice of international arbitration and international dispute resolution in Africa and to promote African arbitral seats and African practitioners globally.

The AfAA provides access to information and know-how; enhances awareness of Africa related arbitration events and activities; facilitates coordination among members of the African arbitration community and recognizes those who have made great contributions to the development of international arbitration and ADR in Africa.

The 2\textsuperscript{nd} AfAA Annual Conference will discuss reforms and innovation in international dispute resolution impacting Africa. It will conclude with the AfAA Awards in recognition and celebration of the important contributions of African arbitration and ADR practitioners and institutions to the practice and development of international dispute resolution.

The 1\textsuperscript{st} AfAA Annual Conference took place in Kigali in April 2018. This conference attracted hundreds of participants from all parts of the world. We anticipate that the 2\textsuperscript{nd} AfAA Annual Conference will have even more delegates in attendance.
Sponsorship & Exhibition

Sponsoring and/or exhibiting at the 2nd AfAA Annual Conference on International Arbitration will expose you to an unprecedented opportunity for you and your organisation to be associated with Africa’s most important annual event in international arbitration.

Why not showcase yourself, your organization and your brand at this premier event? Don’t miss out on an opportunity to make face-to-face connections with some of the continent’s key decision makers, meet potential clients, business partners, learn, discuss and network. As a sponsor of, advertiser or exhibitor at this conference, you will have a unique opportunity to increase your visibility as an international arbitration expert in Africa or interact with experts and users of international dispute resolution services in Africa.

We have a range of sponsorship, advertising and exhibiting opportunities to suit your budget and your needs. If for any reason, you cannot find a suitable package, you may propose an alternative avenue of support by contacting us at events@afaa.ngo
The AfAA was established in June 2018. In its first year, it won the Best Development Award at the Global Arbitration Review Awards.

It is the only genuine pan-African organisation that has been established by Africans to address issues affecting the development of international arbitration on the continent.

It 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.
About Accra
# Conference Synopsis

## Wednesday, 3 JUNE 2020

- **Registration** (09.30AM – 18.00PM)
- **Annual General Assembly** (14:00 PM – 16.00 PM)
- **COFFEE BREAK** (15:30AM – 15:45AM)
- **Opening Ceremony** (17:00 PM – 19.00 PM)
- **Cocktail Reception** (19:00 PM – 21.00 PM)

## DAY 1 – Thursday, 4 June 2020

- **Morning Session 1** (09.00AM – 10.30AM)
  - Welcome Remarks
  - Keynote Address
  - Panel 1
- **COFFEE BREAK** (10:30AM – 11:00AM)
- **Morning Session 2** (11:00AM – 12:30PM)
  - Panel 2
- **LUNCH** (12:30PM – 14:00)
- **Afternoon Session 1** (14:00PM – 15:30PM)
  - Panel 3
- **COFFEE BREAK** (15:30PM – 16:00PM)
- **Afternoon Session 2** (16:00PM – 17:30PM)
  - Panel 4

## DAY 2 – Friday, 5 June 2020

- **Morning Session 1** (09.00AM – 10.30AM)
  - Panel 5
- **COFFEE BREAK** (10:30AM – 11:00AM)
- **Morning Session 2** (11:00AM – 12:30PM)
  - Panel 6
- **LUNCH** (12:30PM – 14:00)
- **Afternoon Session 1** (14:00PM – 15:30PM)
  - Panel 7
- **COFFEE BREAK** (15:30PM – 16:00PM)
- **Afternoon Session 2** (16:00PM – 17:30PM)
  - Panel 8
- **Presentation of Awards** (19:00PM – 20:00PM)
- **DINNER** (20:00PM – 23:00PM)
**Sponsorship Opportunities**

**Platinum Sponsor, $30,000**
- Complimentary exhibition table
- Recurring screen show of your activities during the intervals
- Exclusive acknowledgment of your platinum status on the conference homepage
- 10 complimentary registrations for the conference
- 10 complimentary tickets to the Gala Dinner and Awards Ceremony
- Full-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- 200 word profile on the Conference Sponsorship website
- Logo published on the Conference website
- Recognition on AfAA social media channels about the event
- Logo on the Conference banner in the conference hall
- Logo on the roll-up banners
- One complimentary insert into the conference bags (at own expense)
- One promotional merchandise item included in conference bags (at own expense)
- Acknowledgement during the opening and closing address
- Updated delegate list proceeding the event

**Emerald Sponsor, $25,000**
- Complimentary exhibition table
- Exclusive acknowledgment of your emerald status on the conference homepage
- 7 complimentary registrations for the conference
- 7 complimentary tickets to the Gala Dinner and Awards Ceremony
- Full-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- 150 word profile on the Conference Sponsorship website
- Logo published on the Conference page of AfAA website
- Recognition on AfAA social media channels about the event
- Logo on the Conference banner in the conference hall
- Logo on the roll-up banners
- One complimentary insert into the conference delegate bags (at own expense)
- One promotional merchandise item included in conference bags (at own expense)
- Acknowledgement during the opening and closing address
- Updated delegate list proceeding the event
**Sponsorship Opportunities**

**Sapphire Sponsor, $20,000**
- Complimentary exhibition table
- Exclusive acknowledgment of your sapphire status on the conference homepage
- 5 complimentary registrations for the conference
- 5 complimentary tickets to the Gala Dinner and Awards Ceremony
- Full-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- 100 word profile on the Conference Sponsorship website
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the Conference banner in the conference hall
- Logo on the roll-up banners
- One complimentary insert into the conference bags (at own expense)
- One promotional merchandise item included in conference bags (at own expense)
- Acknowledgement during the opening and closing address
- Updated delegate list proceeding the event

**Ruby Sponsor, $15,000**
- Complimentary exhibition table
- Exclusive acknowledgment of your ruby status on the conference homepage
- 4 complimentary registrations for the conference
- 4 complimentary tickets to the Gala Dinner and Awards Ceremony
- Full-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- 80 word profile on the Conference Sponsorship website
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the Conference banner in the conference hall
- Logo on the roll-up banners
- One complimentary insert into the conference bags (at own expense)
- One promotional merchandise item included in conference bags (at own expense)
- Acknowledgement during the opening and closing address
- Updated delegate list proceeding the event
Sponsorship Opportunities

Gold Sponsor, $10,000
- Complimentary exhibition table
- Exclusive acknowledgment of your gold status on the conference homepage
- 3 complimentary registrations for the conference
- 3 complimentary tickets to the Gala Dinner and Awards Ceremony
- Full-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the Conference banner in the conference hall
- Logo on the roll-up banners
- One promotional insert included in conference bags (at own expense)
- Acknowledgement during the opening and closing address

Silver Sponsor, $9,000
- Complimentary exhibition table
- Exclusive acknowledgment of your silver status on the conference homepage
- 2 complimentary registrations for the conference
- 2 complimentary tickets to the Gala Dinner and Awards Ceremony
- Full-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the Conference banner in the conference hall
- Logo on the roll-up banners
- One promotional insert included in conference bags (at own expense)
- Acknowledgement during the opening and closing address

Bronze Sponsor, $8,000
- Complimentary exhibition table
- Exclusive acknowledgment of your bronze status on the conference homepage
- 1 complimentary registration for the conference
- 1 complimentary ticket to the Gala Dinner and Awards Ceremony
- Full-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the Conference banner in the conference hall
- Logo on the roll-up banners
- One promotional insert included in conference bags (at own expense)
- Acknowledgement during the opening and closing address
Sponsorship Opportunities

**Gala Dinner Sponsor, $7,500**
- 1 complimentary registration for the conference
- 15% discount on tickets to the Gala Dinner and Awards Ceremony
- Half-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the roll-up banners
- One promotional insert included in conference bags (at own expense)
- Short welcome speech at the Gala Dinner

**Lunch Day 1 Sponsor, $6,000**
- 1 complimentary registration for the conference
- 10% discount on tickets to the Gala Dinner and Awards Ceremony
- Half-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the roll-up banners
- One promotional insert included in conference bags (at own expense)
- Short welcome speech at Lunch

**Lunch Day 2 Sponsor, $6,000**
- 1 complimentary registration for the conference
- 10% discount on tickets to the Gala Dinner and Awards Ceremony
- Half-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the roll-up banners
- One promotional insert included in conference bags (at own expense)
- Short welcome speech at Lunch

**Cocktail Reception Sponsor, $5,500 - SOLD**
- 1 complimentary registration for the conference
- 5% discount on tickets to the Gala Dinner and Awards Ceremony
- Half-page advert in the Conference Brochure
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- Logo on the roll-up banners
- One promotional insert included in conference bags (at own expense)
- Short welcome speech at the Cocktail Reception
Sponsorship Opportunities

**Opening Ceremony Sponsor, $5,000**
- Branding within the ceremony area for the duration of the ceremony
- Logo on Opening Ceremony programme, featuring the running order and performance schedule
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
- 2 complimentary registrations for the conference

**Refreshments Day 1 Sponsor, $4,000**
- 1 complimentary registration for the conference
- Place own banner in the refreshments area
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event

**Refreshments Day 2 Sponsor, $4,000**
- 1 complimentary registration for the conference
- Place own banner in the refreshments area
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event

**Conference Video Recording Day 1 Sponsor, $2,800 - SOLD**
- 1 complimentary registration for the conference
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event

**Conference Video Recording Day 2 Sponsor, $2,800**
- 1 complimentary registration for the conference
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event

**Cocktail Live band Sponsor, $2,000 - SOLD**
- 1 complimentary registration for the conference
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website
- Recognition on AfAA social media channels about the event
Advertising/Exhibition Opportunities

**Conference Bags, $7,260**
- 1 complimentary registration for the conference
- Logo on the conference bags along with Conference logo
- One promotional insert included in conference bags (at own expense)
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website

**Exhibition Table, $2,500 (5 Remaining)**
- Exhibition table at the venue
- 2 complimentary registrations for the conference
- Logo included in the Conference Brochure
- Logo published on the Conference page with a URL link to your website

**Name Badges & Lanyards, $2,180 - SOLD**
- Logo on the lanyards
- Logo on Name badges
- Logo published on the Conference page with a URL link to your website

**Notepads, $1,375 - SOLD**
- Logo on the Notepads inserted in the conference bags
- Logo published on the Conference page with a URL link to your website

**Pens, $1,000 - SOLD**
- Logo on the pens inserted in the conference bags
- Logo published on the Conference page with a URL link to your website

If you would like to propose an alternative avenue of support, please contact us at events@afaa.ngo to discuss the possibilities.
If you are interested in sponsoring, please complete and return the ‘Sponsorship Booking Form’ to events@afaa.ngp

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<th>Sponsorship</th>
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<tr>
<td>Platinum Sponsorship</td>
<td>$30,000</td>
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<tr>
<td>Emerald</td>
<td>$25,000</td>
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<tr>
<td>Sapphire</td>
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<tr>
<td>Ruby</td>
<td>$15,000</td>
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<tr>
<td>Gold Sponsorship</td>
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<tr>
<td>Silver Sponsorship</td>
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<tr>
<td>Bronze Sponsorship</td>
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<tr>
<td>Gala Dinner</td>
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<td>Conference Bags</td>
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<tr>
<td>Lunch Day 1</td>
<td>$6,000</td>
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<tr>
<td>Lunch Day 2</td>
<td>$6,000</td>
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<tr>
<td>Cocktail Sponsorship</td>
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<tr>
<td>Opening Ceremony</td>
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<tr>
<td>Refreshments Day 1</td>
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<tr>
<td>Refreshments Day 2</td>
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<tr>
<td>Conference Video Recording Day 1</td>
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<tr>
<td>Conference Video Recording Day 2</td>
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</tr>
<tr>
<td>Exhibition Table</td>
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</tr>
<tr>
<td>Live Band</td>
<td>SOLD $2,000</td>
</tr>
<tr>
<td>Notepads</td>
<td>SOLD $1,375</td>
</tr>
<tr>
<td>Name Badges &amp; Lanyards</td>
<td>SOLD $2,480</td>
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<tr>
<td>Pens</td>
<td>SOLD $1,000</td>
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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 ___________________________________________________