

SPONSORSHIP OPPORTUNITIES

7th INTERNATIONAL
AIR CONDITIONING &
REFRIGERATION
EXHIBITION

C.I.C.A.D
Dakar, SENEGAL



16-18
June'22

MAIN SPONSORSHIP



WHAT WILL WE DO?

DIGITAL MARKETING

Through Facebook, Instagram, Website, E-mailing and LinkedIn;

- * 2 x E-mailing shots to the event database
- * 2 x Posts on social media (Facebook, LinkedIn, Twitter and Instagram)
- * Banner on the website of the exhibition and link to sponsor website
- * All E-mail marketing – internal and 3rd party campaigns (logo on email headers)
- * All paid advertisings done through social media will include the sponsor's logo.

We'll work with you to prepare a content once you send us your company profile, pictures and logos
We'll then distribute this content through emailing shot and social media channels as main sponsor

OUTDOOR & PRINTED ADS

Priority positioning of logo on:

- * All printed brochure
- * Outdoor advertising
- * Flyer & invitation
- * Press release

Additionally; A full page ad inside the cover page in the official exhibition catalogue

ONSITE BANNER & FLAG & VIDEO INTERVIEW

Exclusive Standing Banner & Flags at the entrance of the exhibition

- * 1 free standing banner at the entrance of the exhibition
- * 4 flags at the outside of the exhibition hall
- * Our team will conduct a short video interview with a senior representative of your company in the duration of the exhibition. This will focus on your participation and what will be showcased at the
- * Banner at VIP / B2B stands (in size h:250cm*w:1m)

POST-EVENT

- * 2 HTML mailings to the entire visitor database, by mentioning of your contribution and premium positioning in the show.
- * Comprehensive post event report; one full page dedicated to your company and your sponsorship.

ADDITIONAL BENEFITS

- * Enjoy the advantages of purchasing both stand area and sponsorship packaging at the same time;
- Take advantage of 30% discount for your stand booking
- * Facilitated meetings with key buyers
- * 30 complimentary VIP invitations to be sent to senior officials
- * 1000 complimentary exhibition invitations

INVITATION



VIP INVITATION



FAIR CATALOGUE



* All logos in the printed ads & documentary will be under the Main Sponsor title

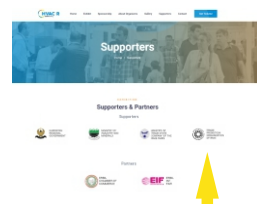
** All logos will be 20% larger than the Gold Sponsor.

*** Only one company entitles to Main Sponsorship.

SOCIAL MEDIA POST



WEB SITE



FLAG



Price: 25.000 Euro

GOLD SPONSORSHIP

WHAT WILL WE DO?



DIGITAL MARKETING

Through Facebook, Instagram, Website, E-mailing and LinkedIn.

- * 1 x E-mailing shot to the event database
- * 1 x Post on social media (Facebook, LinkedIn, Twitter and Instagram)
- * Banner on the website of the exhibition and link to sponsor's website
- * All E-mail marketing – internal and 3rd party campaigns (logo on email footers)
- * All paid advertising done through social media will include the sponsor's logo.

We'll work with you to prepare a content once you send us your company profile, pictures and logos. We'll then distribute this content through emailing shot and social media channels as gold sponsor

OUTDOOR & PRINTED ADS

Priority positioning of logo on:

- * All printed brochure
- * Outdoor advertising
- * Flyer & invitation
- * Press release
- * One page advertising on the show catalogue

ONSITE BANNER & FLAG & VIDEO INTERVIEW

Exclusive Standing Banner & Flags at the entrance of the exhibition

- * 1 free standing banner at the entrance of the exhibition
- * Our team will conduct a short video interview with a senior representative of your company in the duration of the exhibition. This will focus on your participation and what will be showcased at the

POST-EVENT

- * 1 HTML mailing to the entire visitor database, by mentioning of your contribution and premium positioning in the show.
- * Comprehensive post show report; one full page dedicated to your company and your sponsorship.

ADDITIONAL BENEFITS

- * Enjoy the advantages of purchasing both stand area and sponsorship packaging at the same time;
- Take advantage of 25% discount for your stand booking
- * Facilitated meetings with key buyers
- * 10 complimentary VIP invitations to be sent to senior officials
- * 500 complimentary exhibition invitations

INVITATION



VIP INVITATION



FAIR CATALOGUE

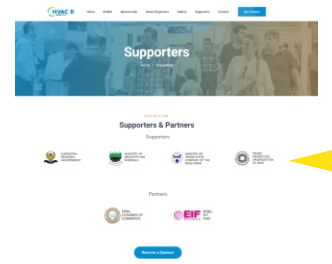


- * All logos in the printed ads & documentary will be under the Gold Sponsor title
- * Only 2 companies entitle to Gold Sponsorship.

SOCIAL MEDIA POST



WEB SITE



Price: 15.000 Euro