



Southern Africa
Impact Assessment Workshop
22 to 24 March 2010
Elephant Hills Continental
Victoria Falls, Zimbabwe



Are you for Better Regulation of the SADC ICT Market?

Recognising that it has been more than two decades since the first ICT regulator was established in the region, we acknowledge the fact that there have been great strides achieved in the development of the SADC ICT market. We also recognise the fact that regulation is essential to achieve the goals of the public policy and therefore better regulation is to be critically considered in SADC so as to improve the policymaking process. As we drive towards greater competition, credibility and welfare of SADC citizens, we should recognise the critical need for high quality regulation and regulation that is only used whenever appropriate.

In order to assist regulators and operators in Southern Africa to navigate with ease towards better regulation, the Communications Regulators' Association of Southern Africa (CRASA) in partnership with the NetTel@Africa and the Postal and Telecommunications Regulatory Authority of Zimbabwe (POTRAZ) are to conduct the **"Southern Africa Regulatory Impact Assessment Workshop"** Conference at elephant Hills Continental Hotel in Victoria Falls, Zimbabwe on **22 to 24 March 2010**.

The **"Southern Africa Regulatory Impact Assessment Workshop"** has provided the opportunities for sponsors or exhibitors to network create business alliances and to discuss business issues that will bring focus on your company's brand to the attention of decision makers of the region. The packages for sponsorship or exhibition have been uniquely tailored to your specific objectives and budget requirements.

The workshop is expected to bring together over 5000 participants from ICT industry, investment and development banks, consulting companies and other stakeholders to interact with the senior officials of information and communications regulatory agencies, governments and international organizations from the SADC region and other parts of the world. By securing a sponsorship, your company will have a tremendous opportunity to gain unprecedented exposure to top regional decision-makers in the field of information and communication regulation and the ICT industry. Use this opportunity to establish close relationships with your target market and best position your brand at this event. As a sponsor, your company will also receive conference-wide publicity as well as recognition.

The following sponsorships are available:

Sponsorship Categories

PLATINUM SPONSORSHIP:

USD 25,000

This platinum sponsorship includes:

- *Opportunity for the Chief Executive or a senior representative to take one slot for a presentation during the event.*
- *Opportunity to host gala dinner and/or excursion*
- *Three (3) complimentary registrations including all event material, refreshments and lunches*
- *Branding opportunities at the event venue and event materials*
- *Company brochures in the registration packets (material to be provided by the company)*
- *Sponsor profile in CRASA website*
- *Opportunity to act as moderator during the event*
- *Free exhibition area, if desired (space negotiable)*
- *Acknowledgement on the event program and free full page advert in the final report*
- *Linking company Banner on CRASA website for eight (8) weeks leading up to the event*

GOLD SPONSORSHIP:

USD 20,000

This gold sponsorship includes:

- *Opportunity for the Chief Executive or a senior representative to give a 15 minutes address and brief presentation during the event.*
- *Opportunity to host gala dinner.*
- *Two (2) complimentary registrations including all event material, refreshments and lunches*
- *Branding opportunities at the event venue and event materials*
- *Company brochures in the registration packets (material to be provided by the company)*
- *50% Discount on exhibition area*
- *Acknowledgement on the event program and final report.*
- *Linking company Banner on CRASA website for maximum of six (6) weeks leading up to the event*

SILVER (GALA DINNER) SPONSORSHIP:**USD 15,000**

This silver sponsorship includes:

- *Two (2) complimentary registration including all event material, refreshments and lunches*
- *Company brochures in the registration packets (material to be provided by the company)*
- *35% Discount on exhibition area*
- *Branding opportunities at the event venue and event materials*
- *Opportunity to host gala dinner.*
- *Acknowledgement on the event program and report.*
- *Linking company Banner on CRASA website for maximum of four (4) weeks leading up to the event*

BRONZE SPONSORSHIP:**USD 10,000**

This bronze sponsorship includes:

- *Two (2) complimentary registration including all event material, refreshments and lunches*
- *25% discount on exhibition area*
- *Company brochures in the registration packets (material to be provided by the company)*
- *Branding opportunities at the event venue and event materials*
- *Opportunity to host gala dinner.*
- *Acknowledgement on the event program and final report.*
- *Linking company Banner on CRASA website for maximum of two (2) weeks leading up to the event*

OTHER SPONSORSHIPS

(i) Corporate Dinner US\$1,000/Table of 10 People

(ii) Exhibition Only

- Exhibition Booth – 6m² at US\$ 2,800
- Additional Space will be available in increment of 2m² at a cost of US\$ 900.00
- Raw Space – 6m² at US\$ 1,800
- Additional Space for will be available in increment of 2m² at a cost of US\$ 500.00

Each Booth package includes:

- Standard booth size : 3m wide by 2 m deep
- Standard booth construction
- One table or counter and two standard chairs
- One power point and lighting
- Lunch and coffee breaks
- One complimentary full delegate registration

AVAILABLE ON REQUEST:

Other sponsorships are available on request and the sponsors will have an opportunity to be identified with the Conference by being acknowledgement on the Conference Program and in the final conference report.

Contacts

CRASA Secretariat:

Bridget Linzie is our contact on sponsorship of the conference at CRASA Secretariat, Telephone:

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