



WEAREAFRICA

MAKE YOUR MARK

BRANDING OPPORTUNITIES 2017



MEET THE TRIBE

We Are Africa is far more than a trade event. Each year we bring a carefully curated tribe of innovative African travel brands, world-class global buyers and savvy international press to Cape Town to tell their individual stories of Africa, meaning that your brand will be seen by the best in African travel.

2016 STATS

- **263 BUYERS**
- **255 EXHIBITORS**
- **15 INTERNATIONAL PRESS**
- **720 GLOBAL TRAVEL PROFESSIONALS WITH A FOCUS ON AFRICA**

2017 TARGET

- **283 BUYERS**
- **270 EXHIBITORS**
- **15 INTERNATIONAL PRESS**
- **720 GLOBAL TRAVEL PROFESSIONALS WITH A FOCUS ON AFRICA**

EXHIBITORS

From bush camps and safari lodges to urban palaces and beach resorts, the trailblazing exhibitors on We Are Africa's guest list come from all over the continent to showcase their vision. All our exhibitors are handpicked for their dynamic, forward-thinking approach to the future of the industry and represent the diversity of modern Africa.

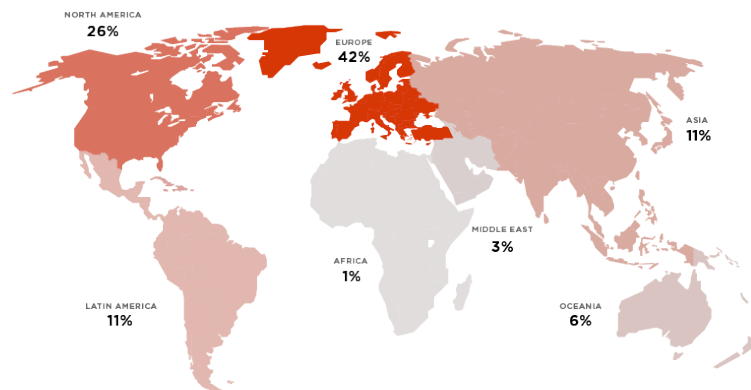
BUYERS

Combining a mix of big hitters from mature markets and rising stars from emerging markets, our buyers travel to We Are Africa from all over the world to discover both new product and new angles with which to sell Africa to their high-end clients.

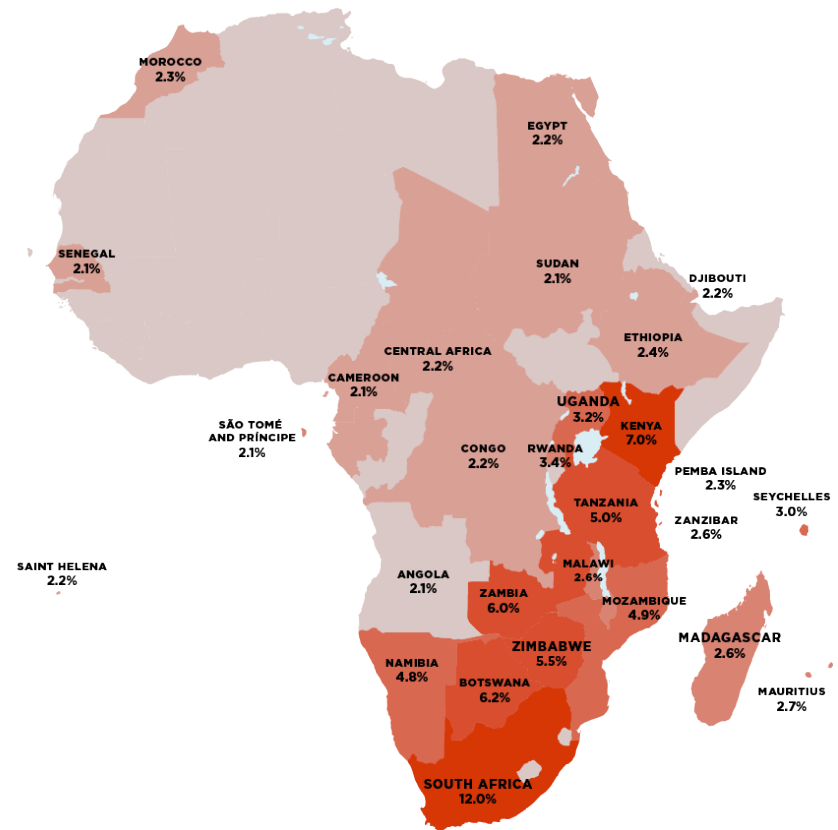
MEET THE TRIBE

Africa is fast becoming the world's hottest topic when it comes to travel. To make sure that the diversity of the continent is represented and the stories coming out of it are heard on a global scale, we carefully balance the geographical spread of our attendees. See where the tribe came from in 2016 and who you could be speaking to with your brand.

BUYER GEOGRAPHICAL BREAKDOWN (2016)



EXHIBITOR GEOGRAPHICAL BREAKDOWN (2016)





UN-CONFERENCE

For 2017, we are evolving the We Are Africa Conference into our first ever all-day 'un-conference'. This radical, immersive new format will provoke fresh thinking and generate collaborative insights in a relaxed and inspired setting, with the 'un-conference' already proving highly enjoyable and effective at other Beyond Luxury media events such as LE Miami, PURE Life Experiences and the Conservation Lab.

In 2016 our opening event was held at Cape Town City Hall where we welcomed Emmanuel de Merode, the Director of Virunga National Park in the Democratic Republic of Congo; Jochen Zeitz, founder of the Zeitz Foundation and the Long Run Initiative and co-founder of Zeitz MOCCA; along with a panel of young influencers from various corners of the continent.

<http://www.weareafricatravel.com/unconference/>

COST: £29,999

SOLD

- Naming rights to We Are Africa Un-conference 2017 (i.e. We Are Africa Un-conference 2017, brought to you by [YOUR BRAND]), ensuring your brand name is included and referenced in all communications regarding the un-conference including We Are Africa's show magazine: TRIBE
- Perceived and promoted as highly innovative brand leading in the industry, promoting a radical, future-facing event.
- Named in all Un-conference 2017 signage and collateral
- Listing on weareafricatravel.com as a supporting partner and branding on the dedicated un-conference page
- Branding on screens used and signage at the venue of the Un-conference 2017
- Supporting partner logo in TRIBE magazine and on partner boards at the show
- Branding included in all post-event marketing and seeding of video content
- Five- minute welcome address
- Advertisement in the official show catalogue (personally handed to over 700 delegates at the show and used as a point of reference throughout the year)
- Two additional delegate badges



..... **EVENING NETWORKING EVENTS**

To maximize your networking possibilities and exposure we hold three evening networking events open only to the We Are Africa tribe. Hosting any of these events gives you the opportunity to market your brand first-hand to international trade buyers and leading global press at the top end of the travel sector.

Co-host one of We Are Africa's 2017 Official Evening Networking Events.

COST: £20,000

**ONLY
TWO EVENTS
LEFT AVAILABLE**

- **Your branding on official communication marketing the social networking evening**
- **Your branding on official website programme**
- **Acknowledgement of co-host on all collateral /digital material relating to the WAA 2017 official social evening**
- **Your branding at entrance to WAA 2017 official social evening**
- **Your branding throughout the party venue**
- **Five-minute welcome speech**
- **Two additional delegate badges to show**
- **Full page advert in We Are Africa's official magazine, TRIBE**



INNOVATION ZONE TITLE PARTNER

Our Innovation Zone connects forward-thinking brands with We Are Africa's curated crowd of high-end African exhibitors and leading international buyers and press.

Last year one of the world's leading online companies, Paypal, powered the Innovation Zone. If you feel like you are an innovative company, why not become our Innovation Zone partner for 2017?

COST: £15,900

- **Naming rights to We Are Africa Innovation Zone 2017 (i.e. We Are Africa Innovation Zone 2017 powered by [YOUR BRAND]), ensuring your brand name is included and referenced in all communications regarding the Innovation Zone including We Are Africa's show magazine: TRIBE**
- **Daily presentations with access to over 700 of the leading players in high-end travel**
- **Prime positioning in the Innovation Zone**



INNOVATION AWARDS

The annual We Are Africa Innovation Awards reveal the most inventive, inspiring and unexpected achievements defining the next chapter of African travel, providing an opportunity to align your brand with the leading innovators in the industry.

<http://www.weareafricatravel.com/awards/>

COST: £29,999

- **Naming rights to Innovation Awards 2017 (i.e. Innovation Awards 2017, brought to you by [YOUR BRAND]), ensuring your brand name included and referenced in all communications regarding the Awards including We Are Africa's show magazine: TRIBE**
- **Named in all Awards signage and collateral, including on the 'step & repeat' board, used for photographs**
- **Listing on the We Are Africa website as a supporting partner and your logo on the dedicated Awards page**
- **Branding on screen and signage at the venue of the Awards**
- **Your logo will appear as a supporting partner in TRIBE and on partner boards at the show**
- **A representative from your company to speak for three minutes at the start of the Awards**
- **Two additional delegate badges**
- **Full page advertisement in the official show magazine (personally handed to over 700 delegates at the show and used as a point of reference throughout the year)**



MARKET

Perfectly nestled inside the Stadium, a few steps from the exhibition, We Are Africa's daily hosted lunch, MARKET, will provide a refreshing break from the morning's appointments and give your brand prime visibility each day of the show. Dates are available individually on 2, 3 and 4 May or for complete ownership by your brand from beginning to end.

COST: £19,999 FOR ALL THREE DAYS

**Brands have the opportunity to further enhance the experience through décor and entertainment at their own cost.*

- Venue hire of the MARKET lunch space at the Cape Town Stadium
- Event production
- Catering for up to 700 We Are Africa delegates, including consultation with you to ensure menu is reflective of your brand image
- Brand name included in all communication and references to the lunch/lunches including all signage and show collateral
- Full page advertisement in the official show magazine (personally handed to over 700 delegates at the show and used as a point of reference throughout the year)
- Branding including marketing of show lunches



MARKET PRIVATE TABLES

In 2017 we're maximising networking opportunities by offering our delegates private tables at our daily, easy access on-site MARKET lunches. Booking a private table allows you to connect with specific people of your choosing outside of your set appointment diary in a relaxed setting over a delicious, wholesome meal.

There are 3 private tables available per lunch on 2, 3 and 4 May.

COST: £1,999

**ONLY
SIX TABLES
LEFT TO BOOK**

- **Exclusive invitation of up to 10 buyers of your choice (all buyers to be from one specific region of your choice)**
- **A specially catered 12-seater table with premium table service, including champagne and oyster starter**
- **Brand signage on table**
- **Assistance sending out invitations to chosen buyers**



BILLBOARD ADVERTISING

Brands wishing to wow and impress can secure key billboard positions to captivate the tribe with an ingenious campaign message, cutting-edge graphics or magnificent photographs. Make sure your brand catches the eye of our tribe.

COST: £2,500

- **1 bespoke billboard designed with the graphics of your brand.**



PHOTOBOOTH

What better way to immortalise a great meeting or new connection than with a fun photograph you can instantly upload onto social media for everyone to see? Much more than just a novel souvenir, your brand will go round the show and the world in 80 seconds.

COST: £4,999

SOLD

- **Your company logo on the photobooth.**
- **Your company logo featured on each photo printed or shared on social media.**



WE ARE AFRICA BAG

Bag the tribe's attention with the We Are Africa bag and see your brand circulate around the show, the city and the world both during and after the show. Your logo or artwork will be positioned on the back of the bag.

This opportunity allows you to put your brand in the hands of over 700 delegates as part of a package that is received as part of the welcome to the show.

COST: £4,999

- **Bags produced and handed to all 700 delegates upon arrival**
- **Your company logo on the back of each bag**



APPOINTMENT SYSTEM & SCHEDULE

The Appointment Schedule connects We Are Africa's buyers, exhibitors and press both before and during the show by providing a platform for them to choose and check their appointments, guaranteeing you exposure throughout.

COST: £5,830

SOLD

- **Your brand logo on the banner at the top of the online appointment system (regularly accessed by over 700 delegates in the months running up to the show)**
- **Your brand logo on every official appointment system email (minimum of three) (sent to over 700 delegates in the months running up to the show)**
- **Your brand logo on the personalised PDF appointment schedule (downloaded by each delegate before the show and used as a constant reference throughout)**



LANYARDS

The lanyard is an essential fixture of the delegate badge that all We Are Africa attendees must wear to access the show floor in and around Cape Town Stadium, providing exposure throughout the days of the show.

- Your company logo on every lanyard.
- Worn by all 700 delegates for the full duration of the show.
- Ultra-high definition polyester.

COST: £5,500

SOLD



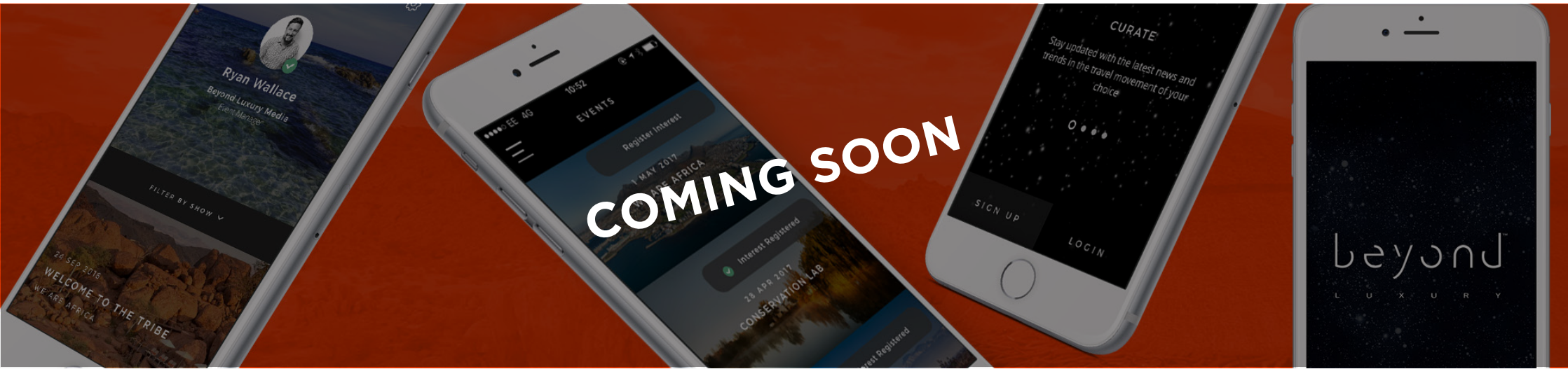
PEN & PAD

Brilliant ideas abound in a show that fosters innovation. We make sure that the tribe never forget any of these game-changing business ideas by giving them each a notebook and pen.

Align your brand with creative travel thinking by featuring your logo on both pen and pad, useful for any moment of inspiration, both at the show and at home.

COST: £4,900
SOLD

- **Handed to all 700 delegates as part of their show bag**
- **Your company logo on every notebook**
- **Your company logo printed on every pen**
- **Choose a pen colour of your choice to match your brand identity**
- **Price includes full production costs**

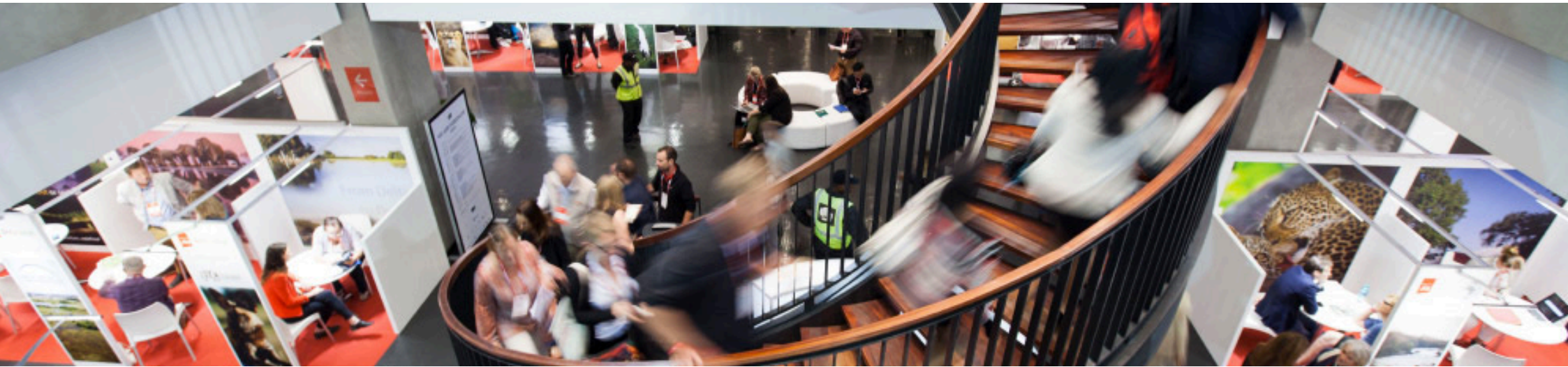


BEYOND LUXURY MEDIA APP

In 2017 the brand new Beyond Luxury app is going beyond expectations in the aim to become an everyday pocket essential for the luxury travel industry. The new app will allow you to connect with the global industry at any time and any place. You'll also be able to keep on top of the latest industry news and trends. You can discover and apply to attend mini industry events across the globe as well as the option to customise your profile and make it your own.

COST: £9,999

- **More information on the various branding opportunities to follow soon.**



WAY FINDER DOCUMENT

With over 200 exhibition stands and a variety of drink and food stations, our Way Finder is the official pocket map to help you navigate your way around the show floor. Having your brand name on this invaluable tool, complete with full exhibitor listing, show floor map and programme will offer you daily exposure throughout the show and access to the hands of over 700 delegates.

COST: £2,999

- Handed to all 700 delegates as part of their show bag
- Full page A4 ad on back of Way Finder
- Cover Page branding
- Branding on every page