



AFRICA ARENA 2017

INTERNATIONAL AFRICA TECH CONFERENCE

— A SILICON CAPE AND LA FRENCH TECH CONFERENCE —



SILICON CAPE
INITIATIVE



La
FRENCH TECH

AFRICA ARENA 2017

EVENT DETAILS



6 & 7 November 2017



Century City Conference Center

No. 4 Energy Lane, Century City, Cape Town, 7446, South Africa



500 Delegates

including over 50% international

A SILICON CAPE AND LA FRENCH TECH CONFERENCE

KEY SPONSORS / PARTNERS



SILICON CAPE
I N I T I A T I V E



La
FRENCH TECH

OTHER PARTNERS



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



PayGenius
SMART PAYMENTS



**This is
Cape Town**



WHY CAPE TOWN?

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INTRODUCTION

As a dynamic, innovative and well-connected city, Cape Town has the potential to become a major international hub for start-ups and is the perfect location to host this international event.

The **Silicon Cape** with its numerous actors is a **gateway between Africa and the rest of the world** especially for generating powerful partnerships in the innovation field.

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WHY CAPE TOWN?



Tourist Destination with direct International **Flights** to 17 Destinations



Quality Lifestyle with a Talented Community and **Culture of Innovation**



Access to Funding and tax incentives



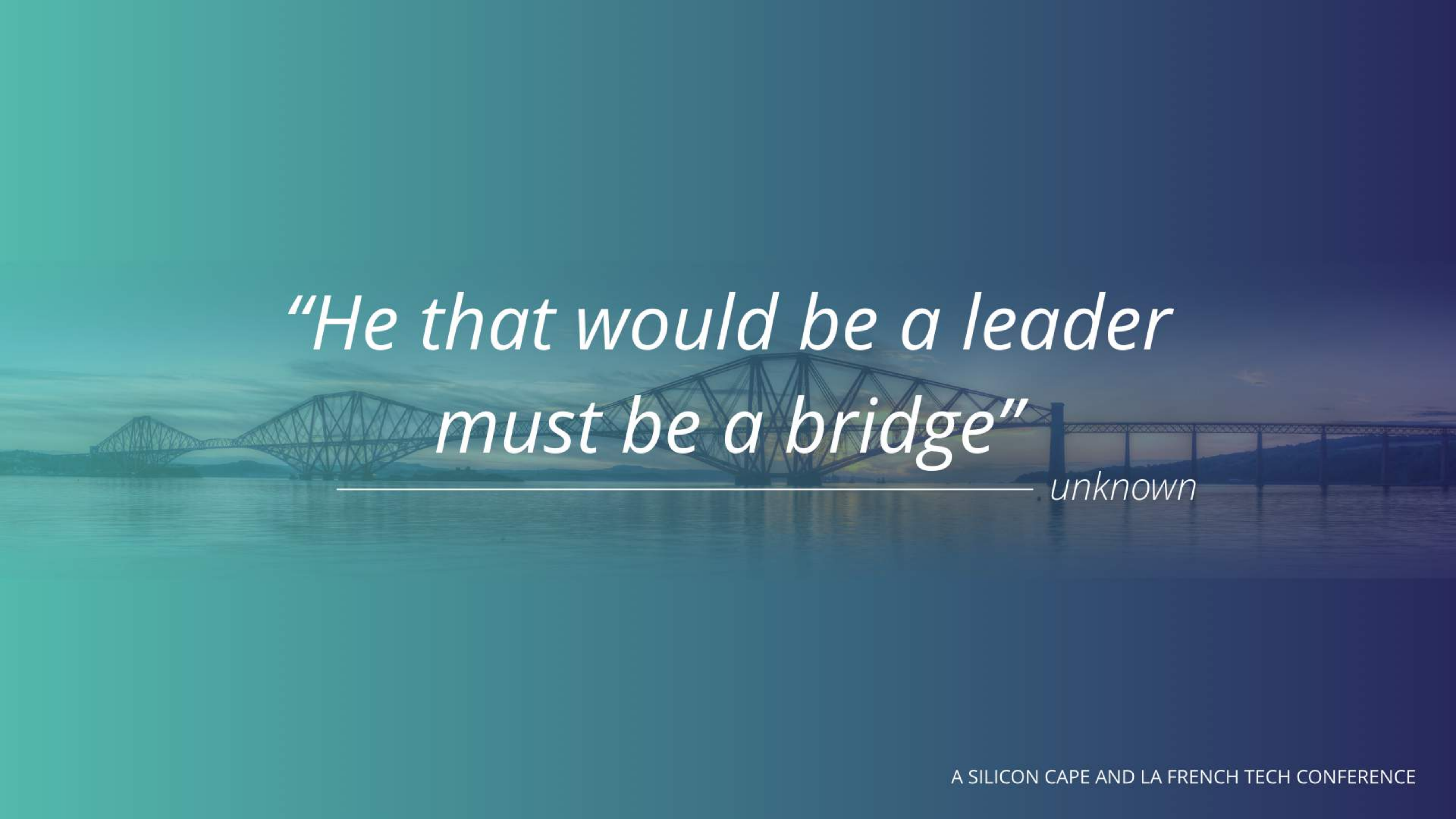
60% of South Africa's Tech Start-Ups are based in Cape Town



Silicon Cape: Cape Town's growing, vibrant tech ecosystem



Abundance of **Skilled Graduates** with **60% of population under 35**



*“He that would be a leader
must be a bridge”*

unknown



AFRICA ARENA

The Bridge in Innovation

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INTRODUCTION

This first edition of the **AfricArena Conference** stands as a bridge between the **International and Africa Tech Innovation Ecosystems**. It represents an opportunity to explore tomorrow's trends, discover today's best companies, Start-Ups & innovations, and be inspired by the most disruptive ideas and people of the moment.

South Africa's **digital ecosystem** and **La French Tech's network** of international partners will enable us to offer startups unique opportunities to accelerate their growth.

WHY SHOULD YOU COME TO **AFRICARENA 2017**

DISCOVER

Explore Business Possibilities and New Markets related to Africa

CONNECT

Collaboration opportunities with Investors, Start-Ups and Industry Leaders

SHOWCASE

Exhibit your Start-Up, Launch your product in front of Investors, future customers, Media & Co.

WIN

Pitch your ideas and Start-Up in the Arena Battle to attract Investors & win crowdfunding

ARENA BATTLE

We are no longer looking back!
Embracing the future with never before seen
technology that captures the minds of the impossible.

**Go face to face with other Start-Ups and Tech
ideas from all over the world.**

Start-Up & Tech Battle Arena is where it's going down.
Show us what you got and how you are going to do
achieve the extraordinary.

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EVENT THEMES



SMART CITY LIVING

(utility, management, mobility management, risk management...)



SMART AGRI

(ag-tech, agri-trade, green urban, hybrid farming...)



SMART COMMERCE

(m-commerce, user experience, FinTech...)



SMART EDUCATION

(e-learning...)



SMART MEDIA

(video game design, media, 3D animation, 3D printers...)



SMART TRAVEL

(online tourism...)

ARENA CHALLENGES

DO YOU HAVE THE WINNING SOLUTION?

Collaborate and work on challenges posed by leading companies and let's find out if you have the winning solution.

An architectural rendering of a modern urban development. The central focus is a large, curved building with a facade of vertical slats. To its left is a smaller, more angular building. In the foreground, there is a large, multi-tiered fountain with water spraying upwards. The surrounding area includes a paved plaza with people walking, trees, and a road with cars. In the background, a prominent mountain peak is visible under a cloudy sky. The entire scene is overlaid with a semi-transparent teal and purple gradient.

VENUE AND HOTELS

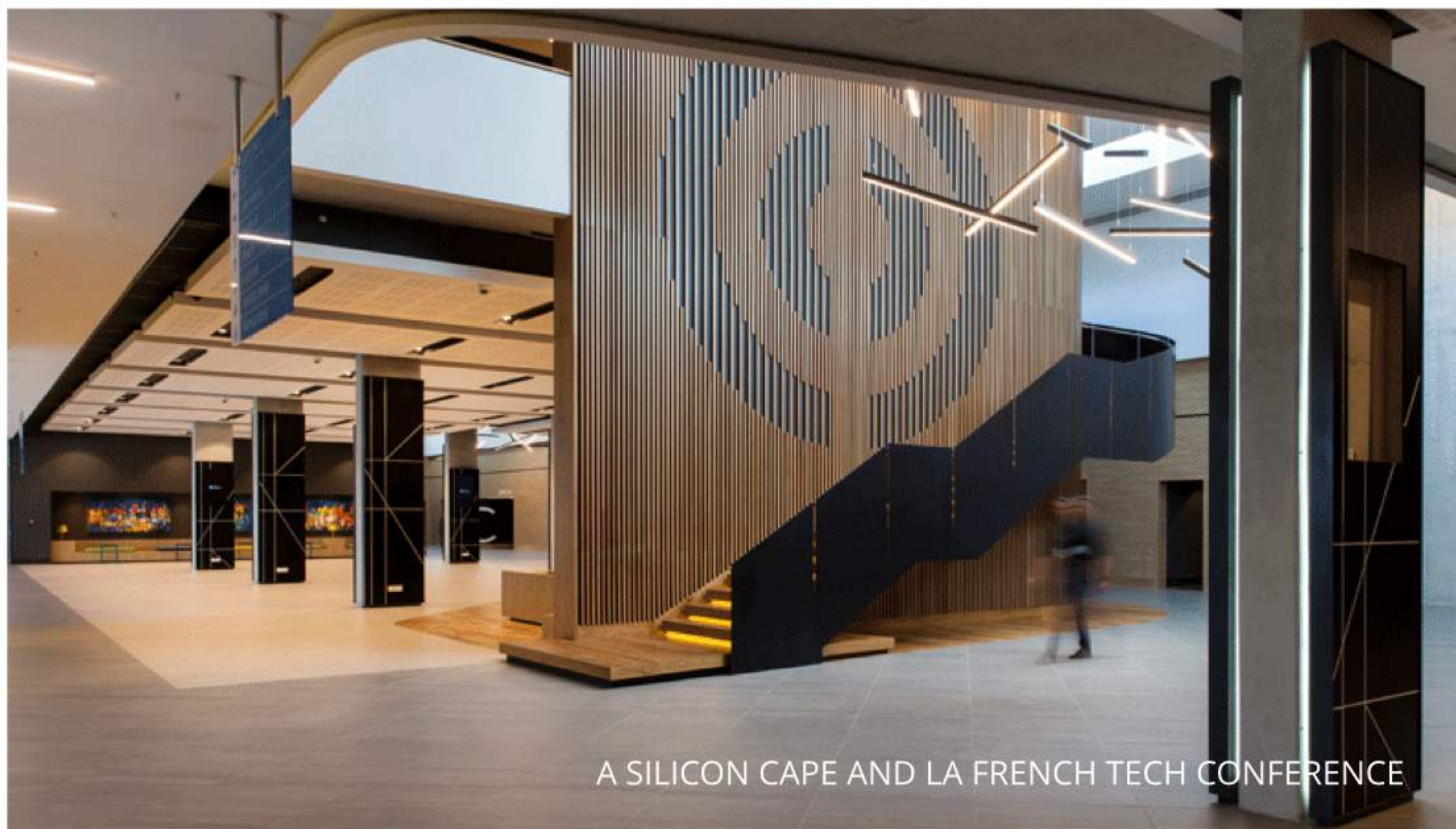
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CENTURY CITY

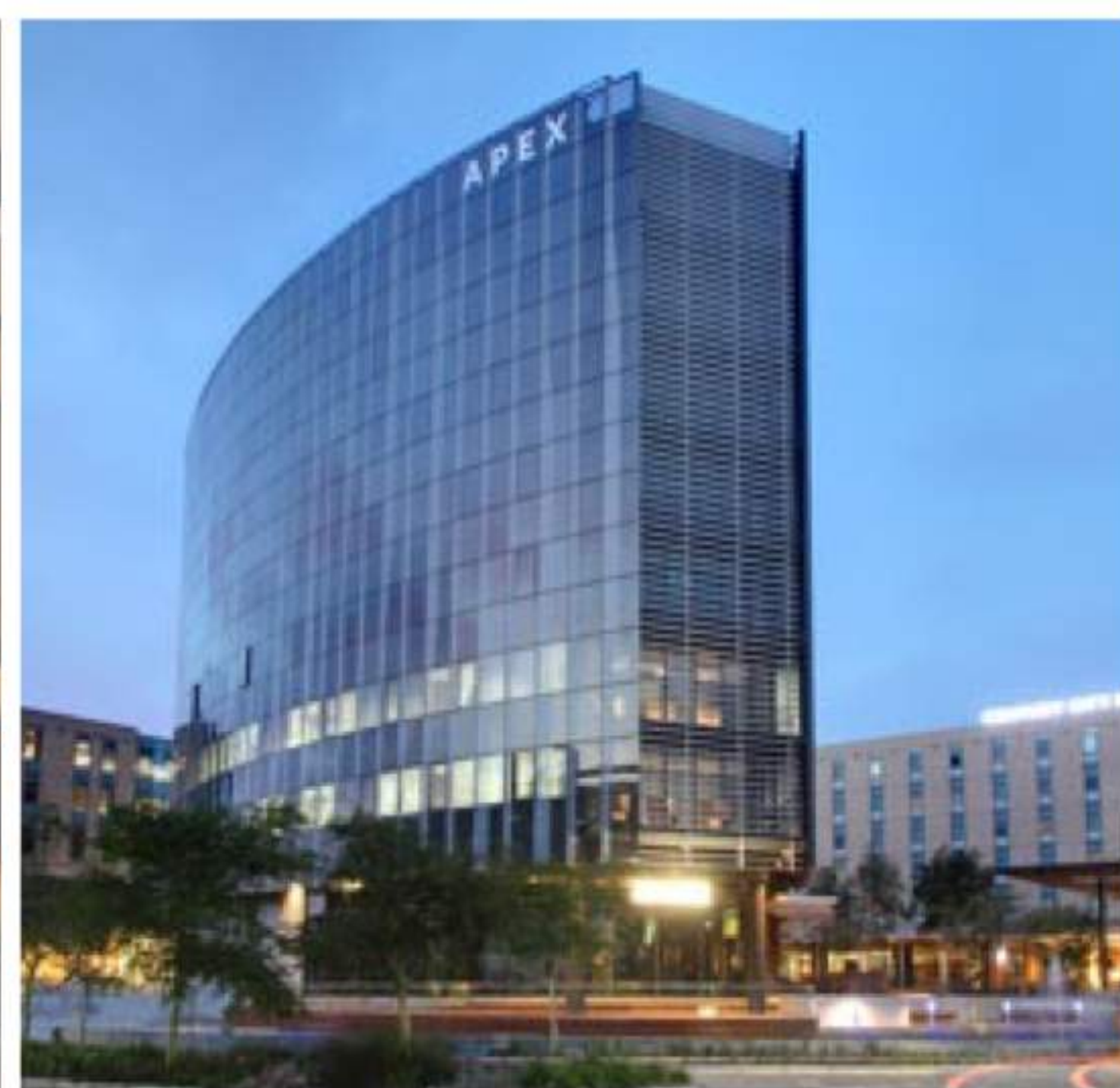
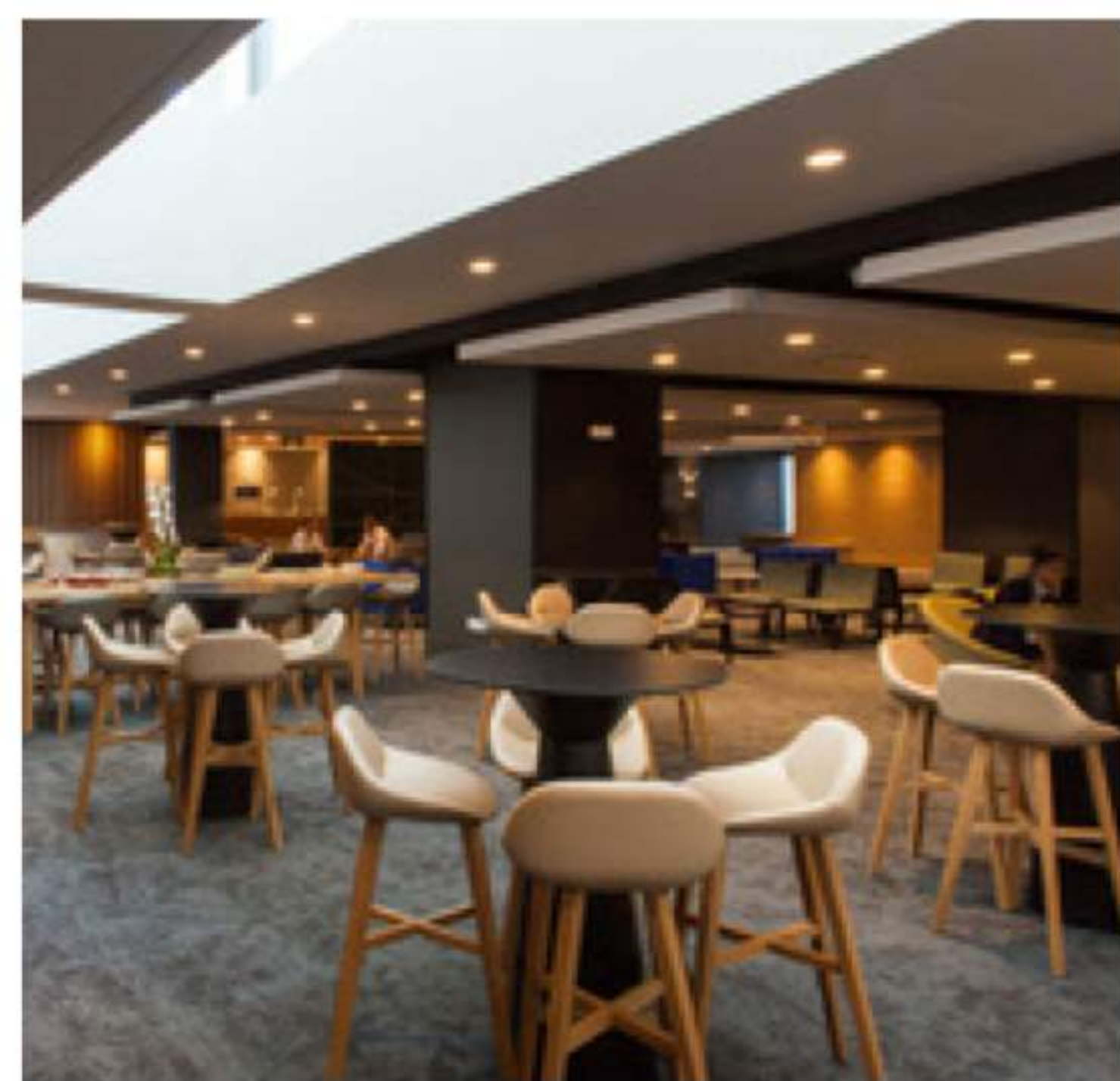
CENTURY CITY CONFERENCE CENTRE



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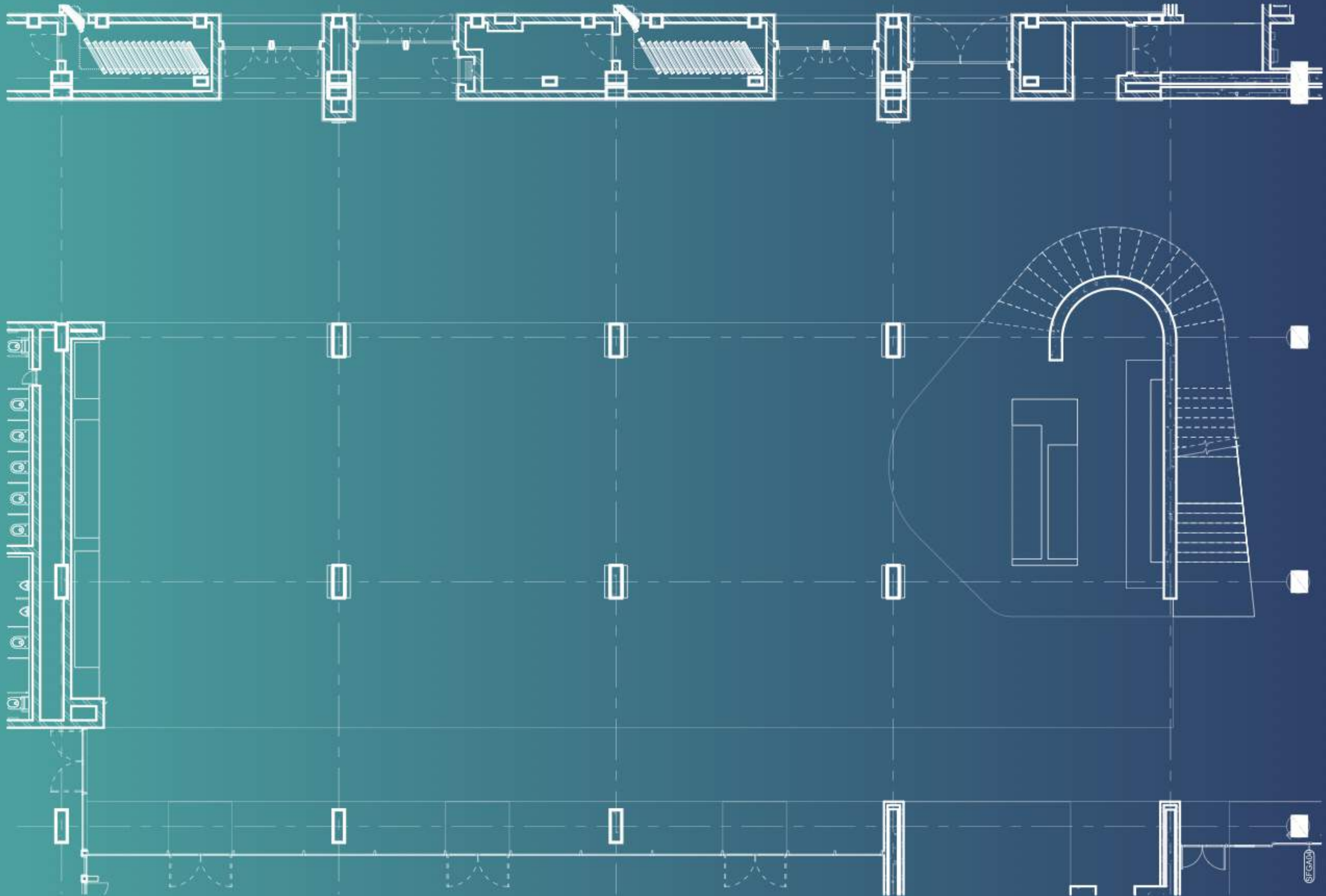
The image shows a detailed architectural floor plan of an exhibition space. A central grid is overlaid on the plan, with various dimensions marked. A large white rounded rectangle in the center contains the text 'FLOOR PLAN'. Below this, the text 'EXHIBITION 2x3m 27 units' is visible. The plan includes several long, narrow rectangular units, likely exhibition booths, and a staircase at the bottom center. The background is a gradient from teal to dark blue.

FLOOR PLAN

EXHIBITION 2x3m
27 units

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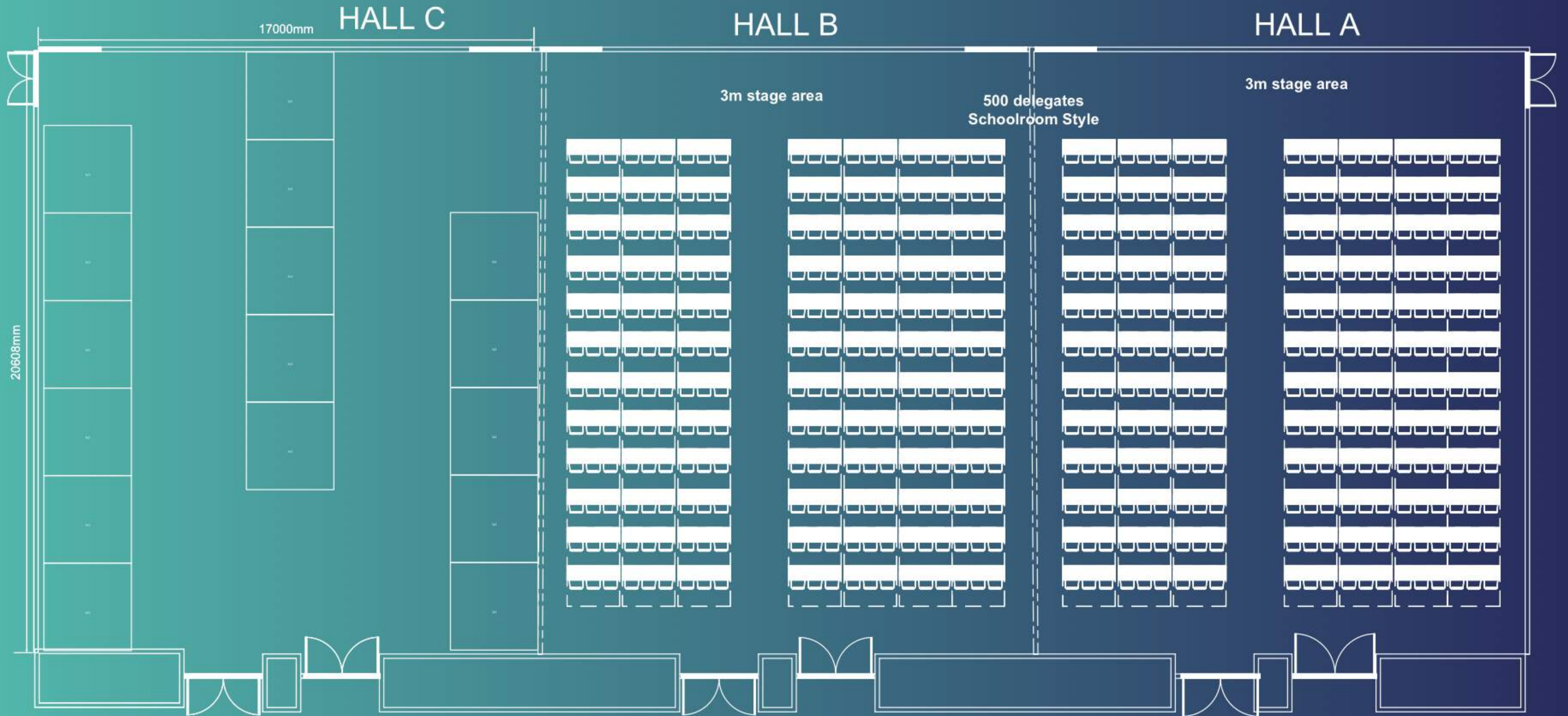
PRE-FUNCTION FOYER



EXHIBITION HALL D



EXHIBITION HALL C / CONFERENCE HALL A & B



KEY ELEMENTS

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KEY ELEMENTS

The organisation of such a conference aims to gather all the **tech stakeholders from Africa and beyond** in order to create an event, that is able to build strong relationships in this vast ecosystem and support the various initiatives that is launched by the tech start-ups in Africa.

It will underline the **key role played by the African entrepreneurs in the transformation of our world.**

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KEY ELEMENTS

- **500 attendees** from all over the world (entrepreneurs, investors, CEO, journalists...) with over 50% international
- Around **200 African and international companies**
- More than **30 speakers**
- **Workshops & Investor Pitching Opportunities**
- An **exhibition** and a **networking area** provided
- **48 hours' hackathon**
- Welcoming **Cocktail**
- A **Gala Evening** - Dinner and Networking
- Closing **Cocktail** with a **Ceremony Awards**

AMBITION

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COMMUNICATION

The ambition is to gather tech actors in Africa and from all over the world: **start-ups, entrepreneurs, incubators, investors, small and medium enterprises, big companies, bloggers influents, medias...**

The target audience will be **stakeholders in the innovation area participating and contributing to the development** of African start-ups and innovative projects in Africa. Marketing and promotion will be ensured by media, partners and the international network of La French Tech **(22 hubs in the world)** in Cape Town, South Africa, Africa and abroad.

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OBJECTIVES

The AfricArena2017 tech conference aims to become the **biggest African tech event of the continent**, as well as the most innovative and internationally recognised networking platform.

The main objectives are the following:

- Strengthening internationally the attractiveness of the tech start-ups in Africa
- Promoting the African tech ecosystem and its opportunities
- Attracting the entrepreneurs and investors in Africa
- Becoming the first tech conference in Africa in the coming years

WHY BE A SPONSOR?

AFRICARENA2017

BE A SPONSOR

The partners of AfricArena 2017 will **strongly support the event in diverse domains** (logistics, communication, program...). They will be given **exposure before and during the conference** (promotion, flyers, programs, ticket...).

The partners will be chosen by their capacity to mobilise tech actors in Africa. This will **improve a long-term impact** of the conference and the ability to create strong partnerships with local actors. Moreover, the mobilisation of the partners will allow for reduced costs of such an event.

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BE A SPONSOR

The sponsors will be divided into 3 categories:
Premium, Gold and Silver

Each partner will benefit from different service deliveries regarding their category and terms of visibility in the exhibition space, communication, participation to the conference and offered tickets. Each category will correspond to a certain invoiced amount.

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BE A SPONSOR

Each partner will be able to choose its involvement between 3 types of sponsoring:

PREMIUM

Maximum visibility
& Exclusive Services

GOLD

Medium visibility
& Services

SILVER

Visibility &
Services

	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER
SPONSORING	R348 600 / €24 900	R208 600 / €14 900	R110 600 / €7 900
EXPO	Double Stand in AfricArena Village	Stand in AfricArena Village	Stand in AfricArena Village
YOUR LOGO	Logo on all communication support* Large logo for Partner	Logo on all communication support* Medium logo for Partner	Logo on all communication support* Small logo for Partner
YOUR GOODIES	2 Brochures + 2 Items in the bag and at the reception desk	1 Brochure + 1 Item in the bag and at the reception desk	1 Flyer in welcome bag and flyers at the reception desk
DEDICATED WORKSHOP	1 Speaker + 1 Dedicated Workshops / Business Proposal Speeches	1 Speaker or 1 Dedicated Workshops / Business Proposal Speeches	-
YOUR COVERAGE	4 Pages in Information Booklet / 1 Advert in Conference Magazine**	2 Pages in Information Booklet / 1 Advert in Conference Magazine**	1 Pages in Information Booklet / 1 Advert in Conference Magazine**
YOUR PASS	15 Premium Passes	10 Premium Passes	5 Premium Passes
E-MARKETING	2 Emailers from AfricArena	1 Emailers from AfricArena	-
GALA DINNER	2 Packages x 10 Seats	1 Package x 10 Seats	5 Seats

***Communication Support** - Forum (roll-ups, screens, signage, photobooth), website, facebook banner, twitter banner, linkedin banner, emailer, email signatures from AfricArena team, printed program, event magazine.

****Conference Magazine** - 15 000 magazines will be printed before the event distributed in the welcome bags to the event participants and also available at the Gala Dinner.

COMBO PACKAGE: Partners of both NXSE and AFRICARENA 2017

	PLATINUM PARTNER 30% OFF	GOLD PARTNER 25% OFF	SILVER PARTNER 15% OFF
SPONSORING	R348 600 / €24 900	R208 600 / €14 900	R110 600 / €7 900
EXPO	Double Stand in AfricArena Village	Stand in AfricArena Village	Stand in AfricArena Village
YOUR LOGO	Logo on all communication support* Large logo for Partner	Logo on all communication support* Medium logo for Partner	Logo on all communication support* Small logo for Partner
YOUR GOODIES	2 Brochures + 2 Items in the bag and at the reception desk	1 Brochure + 1 Item in the bag and at the reception desk	1 Flyer in welcome bag and flyers at the reception desk
DEDICATED WORKSHOP	1 Speaker + 1 Dedicated Workshops / Business Proposal Speeches	1 Speaker or 1 Dedicated Workshops / Business Proposal Speeches	-
YOUR COVERAGE	4 Pages in Information Booklet / 1 Advert in Conference Magazine**	2 Pages in Information Booklet / 1 Advert in Conference Magazine**	1 Pages in Information Booklet / 1 Advert in Conference Magazine**
YOUR PASS	15 Premium Passes	10 Premium Passes	5 Premium Passes
E-MARKETING	2 Emailers from AfricArena	1 Emailers from AfricArena	-
GALA DINNER	2 Packages x 10 Seats	1 Package x 10 Seats	5 Seats

DISCOUNTS: only applicable to participants of both NXSE and AFRICARENA 2017

SPONSORING | A LA CARTE

CLASSIC STAND PACKAGE | R35 000 / €2 500

[2 x 3m] 6m² + high table + 2 chairs + stand branding + 2 Premium Passes and access to the Gala Dinner + 10 Classic 1 day passes for your guests

EXTRA STAND OPTION | R12 600 / €900

[2 x 2m] 4m² + 12 Classic 1 day passes for your guests

WORKSHOPS | R56 000 / €4 000

VIP Room where you can promote your company / services and products to your clients. Workshop guests will also have 2 hour access to the event on that same day.

CONFERENCE SPEAKER | R26 600 / €1 900

1 Speaker at the Conference of your choice

VIP EVENT SPONSORING | A LA CARTE

EVENT LAUNCH / OPENING COCKTAIL NETWORKING | R180 600 / €12 900

The opening cocktail of AFRICARENA 2017 Networking Opportunity including sponsorship branding, tailored event option to accommodate the sponsor's needs

GALA DINNER | R418 600 / €29 900

Branding at Gala Dinner, 15 min speech / presentation, tailored event option to accommodate the sponsor's needs

PACKAGE OF 10 TICKETS TO GALA DINNER | R35 000 / €2 500

EVENT TICKETS

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TICKET SALES

EARLY BIRD TICKETS

ARE AVAILABLE UNTIL

30 JUNE 2017

ONLINE BOOKING:

www.africarena2017.com

AFRICARENA 2017

TICKET SALES

PASS

PREMIUM

VIP Launch +
Full Access
for 2 Days

R5,040

€ 360
EARLY BIRD

INSTEAD OF
R8,400 / €600

PASS

CLASSIC 2 DAYS

AFRICARENA
Event Access
for 2 Days

R4,200

€ 300
EARLY BIRD

INSTEAD OF
R7,000 / €500

PASS

CLASSIC 1 DAY

AFRICARENA
Event Access
for 1 Day

R3,360

€ 240
EARLY BIRD

INSTEAD OF
R5,600 / €400

GALA DINNER

R980

€ 70
EARLY BIRD

INSTEAD OF
R1,680 / €120

AFRICARENA 2017

TICKET SALES

PASS

CONFERENCE

1 Conference +
Access to
Exhibition Area

R1,344

€ 96
EARLY BIRD

INSTEAD OF
R2,240 / €160

PASS

EXHIBITION

Access to
Exhibition Area
for 2 Days

R770

€ 55

PASS

START-UP

AFRICARENA
Event Access
for 2 Days

R2,520

€ 180
EARLY BIRD

INSTEAD OF
R3,360 / €240

GALA DINNER

R980

€ 70
EARLY BIRD

INSTEAD OF
R1,680 / €120

INCUBATORS + ACCELERATORS

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INCUBATOR & ACCELERATOR

If you are an incubator or accelerator, you can send us an email to arrange for **special packages / access to the event.**

- **2 Standard Exhibition Stands** - showcase your work, organisation and introducing your start-up.
- **Speaker options in the Arena** - have your winner start-ups pitch their current projects and vision during an Arena battle.
- **10 Full Event Passes for 2 Days**

PASS PACKAGE

AFRICARENA
Event Access
for 2 Days

R56,000

€ 4000

THANK YOU