

SPONSORSHIP OPPORTUNITY



October 30 - November 01 2025

Addis Ababa, Ethiopia

Organized by

EXHIBITION SPONSORSHIP PACKAGES

We are thrilled to invite you to the 2025 Premier Animal Husbandry International Trade Fair and Congress, the ultimate destination for the livestock, poultry, apiculture, and aquaculture industries across the continent. This year, we anticipate welcoming over 5,000 enthusiastic visitors and more than 100 exhibitors from around the globe, including key stakeholders, industry leaders, and policymakers. Together, we will foster collaboration, drive innovation, and tackle the pressing challenges facing these essential sectors.

As a sponsor of this prestigious event, you will gain exclusive visibility at the largest international trade fair for the livestock sector in Ethiopia and East Africa. Our diverse sponsorship opportunities are designed to elevate your brand and connect you with the dynamic agriculture and livestock markets across Africa. Join us in shaping the future of these vital industries and make your mark at this unparalleled gathering! By aligning your company with this leading international event, your company will:

Enhance Visibility: Position your brand among a diverse audience of industry professionals, decision-makers, and potential partners.

Network with Key Stakeholders: Connect directly with influencers, investors, and policy advocates in the livestock and aquaculture sectors.

Showcase Innovation: Present your products and services to a captivated audience eager for solutions and advancements in farming practices.

Target Audience

Our event will attract a wide range of participants, including:

- Farmers and producers
- Agribusiness professionals
- Researchers and academics
- Government officials and policymakers
- International organizations and NGOs

Become part of this transformative event as a sponsor. Contribute to shape the future of Africa's livestock industry while gaining significant exposure for your brand. We cordially invite you to explore the various sponsorship packages available and join us in fostering sustainable growth and innovation across Ethiopia and beyond.

4. CONFERENCE

4. 1 CONFERENCE SPONSORSHIP

BENEFIT	 SILVER USD 3,000.00	 GOLD USD 5,000.00	 PLATINUM USD 7,000.00	 DIAMOND USD 10,000.00
Logo and Profile				
Your logo will appear on the entire marketing campaign	✓	✓	✓	✓
Your logo on the event website footer hyperlink with your website	✓	✓	✓	✓
Logo and company description on the sponsor section of the event website hyperlinked to your site	(200 characters incl. space)	(300 characters incl. space)	(500 characters incl. space)	(100 characters incl. space)
If you exhibit in the show, your logo connected with your booth on every published hall plan (Both printed and digital)	✓	✓	✓	✓
Social Media				
Announcement about your company engagement on the event social media pages with your company logo	✓	✓	✓	✓
Email Campaigns				
logo with hyperlink in all e-newsletters and campaigns	✓	✓	✓	✓
Company description on e-newsletters	-	-	(200 characters incl. space)	(300 characters incl. space)
Exclusive preshow e-shot for the entire database	-	-	-	✓
Inclusion of your feedback on the edaily	-	-	2 nd e-daily	1 st e-daily
Press conference				
Logo on Backdrop	✓	✓	✓	✓
Recognition by the managing Director on his Speech	✓	✓	✓	✓
Opportunity to stand your company 1 rollup banner on the registration/refreshment area	-	-	✓	✓
Speaking opportunity on the press conference	-	-	-	✓
Onsite Branding				
Logo on main event signage's	✓	✓	✓	✓
Opportunity to put flag stand on assigned space in the venue compound	1 pc	2 pc	3 pc	4 pc
Opportunity to brand pillar in the registration area (designed by you and produced by us)	-	-	1 pillar	1 pillars
Inauguration Function				
3 minutes speaking opportunity for the company senior executive	-	-	-	✓
Your company PPT presentation (max 5 Slides) before the start of official opening ceremony	-	-	-	✓
Opportunity to place 1 roll up Banner in assigned space	-	-	-	✓
Reserved VIP Seat for the company senior executive	-	2nd row	2nd row	1st row

Acknowledgement				
Verbal acknowledgment on the Managing Director during the inauguration function	✓	✓	✓	✓
Issue certificate of appreciation stating your sponsorship tier	✓	✓	✓	✓
Opportunity for the company senior executive to handover Award for winners	-	-	-	✓
Conference				
Your logo on all published printed and digital event programme	✓	✓	✓	✓
Insertion of your company profile/brochure on the delegate's pack	-	✓	✓	✓
Opportunity to place roll-up banner in conference rooms (designed by you and produced by us)	1 conference	2 conferences	2 conferences	3 conferences
10-15 minutes Presentation slot in the conference	✓	-	1 slot	2 slot
Catalog				
Your logo as Sponsor on the thank you page	✓	✓	✓	✓
Advertisement opportunity in the exhibition catalog	Inside 1/4 page	Inside 1/2 page	Inside Full page	Full page on premium
Post-Event				
Logo on the post-show report sent out to entire data base	✓	✓	✓	✓
Logo on the conference proceeding sent out to entire conference participant	✓	✓	✓	✓
logo with hyperlink in the post-show thank you email	✓	✓	✓	✓

Sponsor a conference Session, hold a presentation, present a success story or a best practice or organize your own Symposium!

4.2 SESSION SPONSORSHIP

☐ USD 1,500

The sponsor can select a preferred session from one of the conference sessions and get the following benefits:

- Opportunity to place 2 roll up banners on the conference room
- Opportunity to distribute your company brochure for participants on the specific conference
- Get a 20-minute presentation opportunity (Content approved by the conference director)
- Logo on the event website
- Logo on the post show report thank you page
- Logo on the post event thank you email

4.3 SPEAKING SLOT IN ONE OF THE CONFERENCE/FORUM

☐ USD 500.00

Book a presentation slot and make use of 20 minutes and present your company to professional visitors on one of the conference platforms! Profit from other presentations, get more insight! Your presentation will be included in the congress programme.

4.4 RENT A MEETING ROOM

☐ USD 1000.00

You can rent a conference room with a capacity of 25-30 pax for half day.

The room will be equipped with PA system, LCD TV and seating. If you require different or more equipment, please contact us for a customized offer. We will integrate your event into the official conference programme according to topics and publish its title on our websites. It will also be included in our marketing campaign.

The price is subject to 15% Value Added Tax.

MARKETING OPPORTUNITIES

BRANDED BAGS ENTRANCE AREA – USD 500.00



Sponsorship of high quality laminated paper carrier bags featuring sponsor's logo/design on one side and the event logo on the other to be distributed to visitors on arrival at the exhibition. Opportunity also includes addition of single piece company literature/gift in the bags. The sponsor is responsible for the production and supply. Design and specification needs to be approved and agreed with the organizers. [Designed & Produced by Sponsor].

USB MEMORY STICKS – USD 500.00



Branded USB memory sticks will be handed out to VIP & Guest of Honors at the inauguration, providing them with a useful and permanent reference tool. USB memory sticks will include your own company information along with a full exhibitor list and details about the event. Sponsor is responsible for design and supply of USB sticks (the design should include the event logo, date & venue) and must be approved by the organizer.

NOTEPADS – USD 1,000.00



Sponsored notepads will be given to all conference delegates. Sponsor's logo and website will appear on all pages in the notepad. The sponsor is responsible for the design, publish and supply (the design should include the event logo, date & venue) and must be approved by the organizer.

PENS WITH YOUR LOGO AT THE VISITOR REGISTRATON AREA –

USD 1,000.00



Sponsored pens will be given to all conference delegates and visitors depending on the number of supplied pens. The sponsor is responsible for the design, manufacture and supply for the event.

REGISTRATION STAFF T- SHIRTS – USD 500



All registration staff will wear t-shirts emblazoned with your logo. A great way to present your brand in a funky and eye catching way which everyone will get the chance to see. The cost will cover design and t-shirt production.

PRODUCT LITERATURE ON VISITORS BAGS – USD 600.00



A great way to get your company & product information to buyer's hands as they enter the event. Sponsor to supply all materials.

MARKETING PACKAGES

GOLD SPONSORSHIP



USD 10,000.00

A great opportunity to put your logo and collateral in front of a receptive audience with time on their hand. Whether a meeting area or just a place for a five minute break, your branding will appear on event signages

Pre Event

- Logo will appear on entire marketing campaign
- Logo on event website hyperlink with your website
- Advertisement on the event social media pages
- Logo with hyperlink and company description (300 characters incl. blanks) in pre-event e-newsletter
- Company description (200 Character incl. Space) on the sponsor section of the event website hyperlinked to your site
- Logo on Press Conference Backdrop and Recognition on the Press Release

At Event

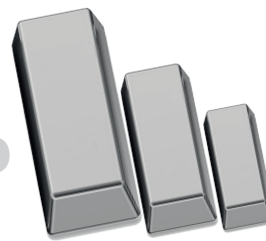
- Logo on main event signage's
- Verbal acknowledgement on the Managing Director during the inauguration function
- Your logo as Sponsor & inside half page advert in the exhibition catalogue
- Logo with hyperlink and company description (300 characters incl. blanks) in the opening day e-newsletter highlighting your company's involvement as your sponsorship title
- Issue certificate of appreciation/award stating your sponsorship on the inauguration program

Post Event

- Logo on post show report sent out to entire participants highlighting your company's involvement as your sponsorship title
- logo with hyperlink and company description (500 characters incl. blanks) in the post-show thank you newsletter highlighting your company's involvement as your sponsorship title



PLATINUM SPONSORSHIP



USD 15,000.00

As platinum sponsor, this package offers your company an unrivalled opportunity to be featured as the key player within the country furniture & interior sector. This package exclusively places you in the leading position and you will benefit from high profile branding, advertising exposure, PR and both on and off line marketing promotions throughout the campaign. So harness the power of furniture and interior expo marketing campaign and truly define your position in the furniture & interior sector of the region.

Pre Event

- Logo will appear on entire marketing campaign
- Logo on event website hyperlink with your website
- Advertisement on the event social media pages
- Logo with hyperlink and company description (300 characters incl. blanks) in pre-event e-newsletter
- Company description (300 Character incl. Space) on the sponsor section of the event website hyperlinked to your site
- Logo on Press Conference Backdrop and Recognition on the Press Release
- Opportunity to stand your company rollup banner on the press conference registration/refreshment area
- Digital banner on the event website

At Event

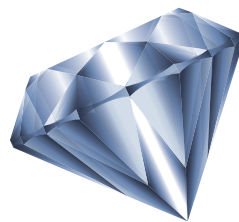
- Logo on main event signage's
- Verbal acknowledgement on the Managing Director during the inauguration function
- Your logo as Sponsor & advert inside full page in the exhibition catalogue
- Logo with hyperlink and company description (300 characters incl. blanks) in the opening day e-newsletter highlighting your company's involvement as your sponsorship title
- Your logo connected with your booth on every published hall plan (Both printed and digital)
- Insertion of your company giveaway materials on visitors' package
- Inclusion of your feedback on the e-daily
- Issue certificate of appreciation/award stating your sponsorship on the inauguration program

Post Event

- Logo on post show report sent out to entire participants highlighting your company's involvement as your sponsorship title
- logo with hyperlink and company description (500 characters incl. blanks) in the post-show thank you newsletter highlighting your company's involvement as your sponsorship title



DIAMOND SPONSORSHIP:



USD 20,000.00

This is your opportunity to enforce your brand in front of targeted audience comprised of key industry players, higher government officials, senior executives and management who will attend the opening, conference and business to business meetings to learn about issues that are impacting the furniture & interior sector. Over the 3 days of the event, more than 10,000 visitors and delegates are expected to attend the exhibition and conference sessions. All participants will be required to register before gaining access to the event, therefore ensuring your brand at the registration area makes an impact at the earliest possible opportunity.

Pre Event

- Logo will appear on entire marketing campaign
- Logo on event website hyperlink with your website
- Advertisement on the event social media pages
- Logo with hyperlink and company description (300 characters incl. blanks) in pre-event e-newsletter
- Company description (500 Character incl. Space) on the sponsor section of the event website hyperlinked to your site
- Logo on Press Conference Backdrop and Recognition on the Press Release
- Opportunity to stand your company rollup banner on the press conference registration/refreshment area
- Digital banner on the event website
- Speaking opportunity on the press conference
- Exclusive e-shot for entire database

At Event

- Logo on main event signage's
- Verbal acknowledgement on the Managing Director during the inauguration function
- Your logo as Sponsor & advert premium full page in the exhibition catalogue
- Logo with hyperlink and company description (300 characters incl. blanks) in the opening day e-newsletter highlighting your company's involvement as your sponsorship title
- Your logo connected with your booth on every published hall plan (Both printed and digital)
- Insertion of your company giveaway materials on visitors' package
- Inclusion of your feedback on the e-daily
- Opportunity to place one roll up Banner in a convenient place at the opening ceremony hall
- Your company PPT presentation (max 5 Slides) before the start of official inauguration function
- Speaking opportunity for the company senior executive during the opening session
- One speaking slot in the conference/forum
- Issue certificate of appreciation/award stating your sponsorship on the inauguration program

Post Event

- Logo on post show report sent out to entire participants highlighting your company's involvement as your sponsorship title
- Logo with hyperlink and company description (500 characters incl. blanks) in the post-show thank you newsletter highlighting your company's involvement as your sponsorship title
- Exclusive e-shot after for the entire participants



COMMERCIAL AND SPONSORSHIP OPPORTUNITY PACKAGES

PRE & POST EVENT OPPORTUNITIES

Your Logo on all Printed & Digital Hall
Plans **USD - 200.00**

Pre- & Post-Show
Newsletter **USD - 700.00**

Logo + Hyperlink in Pre-Registration Confirmation
Website **USD - 500.00**

Pre- Show E-Shot
USD - 350.00

Logo + Hyperlink in Visitor Pre-Registration
Website **USD - 425.00**

Post- Show E-Shot
USD - 400.00

Pre- Show Newsletter **USD - 350.00**

Pre- & Post- Show
Newsletter **USD - 700.00**

Post- Show Newsletter
USD - 350.00

EXHIBITION CATALOG OPPORTUNITIES

Back Cover Full Page
Advertisement **USD - 1000.00**

Full Page Advertisement - Premium
Position **USD - 600.00**

Front Cover Inside Full Page
Advertisement **USD - 800.00**

Inside Full Page
Advertisement **USD - 400.00**

Double Page Spread **USD - 700.00**

Inside Half Page
Advertisement **USD -250.00**

Back Cover Inside Full Page
Advertisement **USD - 600.00**



GRAB

THE OPPORTUNITIES

ORGANIZERS

Prana Events – Creating Platforms

Prana Events is a full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia. The company is established with an aim to support the event industry with Knowledge, technology and solutions.

Under the strong leadership of the founder and Managing Director - Mr. Nebeyu Lemma, who has a decade of expertise in managing international trade fairs and conferences, the company is staffed with young, hardworking and creative professionals that have high value and talent for their appointed position.

As Ethiopia is on the lead as the fastest growing economy in the world, Prana Events is committed to be in the forefront in the area of trade fair and exhibitions by delivering world class shows.

Expoteam For service Co., Ltd.

Expo Team Services Co. Ltd., is a leading international exhibitions and conference organizer mainly focusing on African markets development based in Khartoum Sudan.

Managed by the founding shareholder and accompanied by the values of a family business Expo team has specialized in organizing poultry, printing, security and machinery industry exhibitions in east and central Africa.

We also acquired the required skills and established a positive and influential network in the region, which gives us a competitive advantage.



Contact for Ethiopia and Worldwide:

Prana Events, Meron Solomon
Bolemedhaniyalem Lucky Building 5th Floor
P.O.Box: 16362 Addis Ababa, Ethiopia
Tel: +251 116 184365 Fax: +251 116 621202

Cell: +251996066631/+251 929 308366
Email: animalscience@pranaevents.net /
Nebeyu@fair-team.co
www.pranaevents.net



Contact for Sudan, North Africa and Middle East

Expo Team for Service Co. Ltd, Osama Moustafa
Hospital Street, Pantela building, Flat No. 101;
P.O.Box: 13 565 Khartoum 11111, Sudan
Tel: +249 183 745905 Fax: +249 183 745 906

Mobile: +249 912 273795
Email: simsim362002@yahoo.com
www.expoteam.info