

Formerly

African  
Utility Week

POWERGEN  
AFRICA

# Enlit Africa

# 7-9

JUNE 2022

**LIVE EVENT**

Cape Town, South Africa

**IT'S TIME TO MEET  
IN PERSON**

**Enlit is your inclusive guide to  
the energy transition.**

**SPONSORSHIP**

& Exhibition Prospectus

[www.enlit-africa.com](http://www.enlit-africa.com)

 EnlitAfrica

 @Enlit\_Africa

 Enlit-Africa

Created by

**VJKA**  
GROUP

# What is Enlit Africa?



**Enlit Africa is your inclusive guide to the energy transition.**

Enlit Africa is the new unifying brand for African Utility Week and POWERGEN Africa and continues to be Africa's premier meeting place for the entire power, energy and water value chain. Enlit Africa will bring our community together during a three-day, live event in Cape Town. This meeting will offer opportunities for those who seek to meet, do business and inspire each other, driving action into a working plan for the years ahead.



## Who attends?

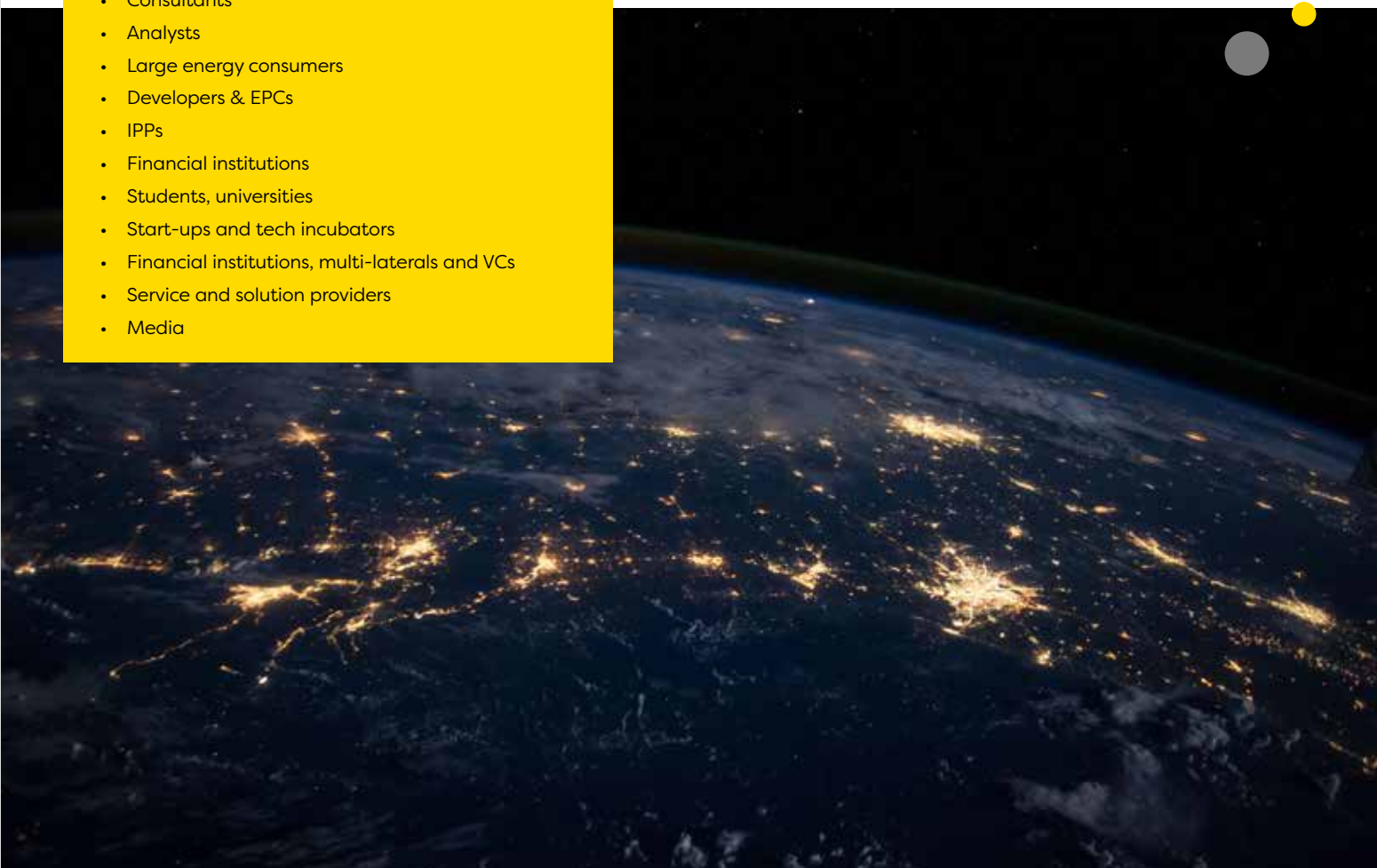
**The Enlit Africa community is made up of professionals representing the following industries:**

- Utilities
- Municipalities / Government
- Regulators
- Consultants
- Analysts
- Large energy consumers
- Developers & EPCs
- IPPs
- Financial institutions
- Students, universities
- Start-ups and tech incubators
- Financial institutions, multi-laterals and VCs
- Service and solution providers
- Media

## Energy is evolving.

So are we.

**The possibilities are endless.**



# Event Statistics

(based on live event 2019)



Customer Services & Management



Generation



Grid Edge Technologies



Finance/Investment



Distribution



Transmission



Smart Cities



Metering & Revenue Management



Water



IT/ICT

ATTENDEES

10,692



VIPs FROM  
**27 COUNTRIES**  
WORLDWIDE



440

DELEGATES



9

PAVILIONS



350

SPEAKERS



82

COUNTRIES



2

Knowledge Hubs located on the exhibition floor

Free for all attendees

## Regional breakdown



368

EXHIBITORS



80%

Africa



6%

Europe



5%

Asia



2%

Americas



0.6%

Middle East

# Bringing buyers together



Enlit Africa is the place where Africa's utilities, municipalities, large energy consumers, developers, EPCs, IPPs, OEMs, wholesalers and distributors come to meet and do business. If you could choose one event to attend every year, 'this is the one.'

## Who should exhibit?

If you offer the following type of products and services, then don't miss this unique opportunity to showcase your brand at Enlit Africa:

### WHY EXHIBIT?

**Generate leads.** Put faces to names and build relationships with the industry's key buyers and decision makers.

**Build your brand awareness** with the industry's most influential experts, buyers, importers and wholesalers.

**Create your own space** to host, engage and do business with potential buyers.

**Show commitment** and secure existing market share by being present where your customers are.

There is still no better way to **gain market intelligence** than through networking and building relationships with people on the ground.

**Meet local partners** to help bring your brand to Africa.

**Save time and money** by coming to the one place where the African energy industry comes to do business every year.

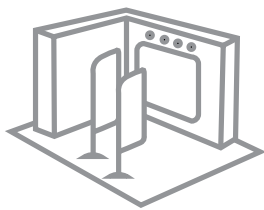
- AMI Infrastructure
- Digital Enterprise
- Components
- Power Plant/ Asset Management
- Artificial Intelligence
- Digital Transformation
- Geospatial Information Systems
- Predictive Analytics
- Asset Management
- Distributed Generation
- Hydro Power
- PV Equipment Providers
- Big Data Analytics
- Drones and Unmanned Aerial Vehicles (UAVs)
- Internet of Things (IoT)
- Renewable Integration
- Biomass Application & Equipment Suppliers
- Emissions Control
- Maintenance
- Renewables
- Blockchain Trading Systems
- Energy Services and Energy
- Measurement & Control
- Rural Electrification Management
- Tracking Systems Back-up
- Cloud Solutions
- Transmission & Distribution
- Energy Storage Technology
- Microgrids
- Consultants
- Utility-Scale Solar & Services
- Mobility Transformation
- CRM & Billing
- Virtual Power Plants (VPP)
- EPC
- Nuclear Plant Equipment, Development & Consulting
- Waste to Energy
- Field Service Management
- Engineering
- Future Energy Systems
- OEMs
- Diesel/Gas Engines
- Generation Technology
- Plant Safety

# Stand options

## for Enlit Africa Live



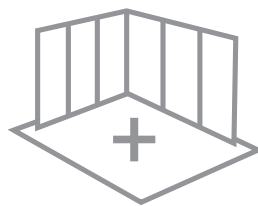
Each of our exhibition packages are formulated with a particular objective in mind. From show-stopping raw space packages, which allow you to stand out, to opportunities for a strong brand building presence within a lower budget. What are some of the goals for your participation? Are you looking purely for new contacts? Do you want to promote your brand? Do you want to be known as an industry expert in a specific field? Are you coming for market research or to benchmark your products against your competitors? Are you coming to cement relationships and upsell current clients?



### **RAW SPACE PACKAGE:** ZAR 6 200/USD 475/EUR 390

You want to showcase your brand to the max and stand out from your competitors. This stand can reflect your brand identity while also attracting more attendees.

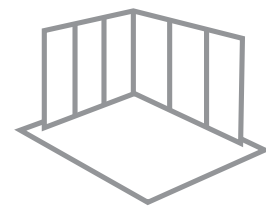
\* Rates exclude digital marketplace listing



### **ENHANCED SHELL SCHEME**

If you are looking to do some brand building while still keeping to a smaller budget, then enhanced shell is your best option. The stands have more space to showcase your logo and more added extras.

\* Rates on request



### **SHELL SCHEME:** ZAR 6 815/USD 525/EUR 425

The simplest package - great for anyone looking for a budget option. You can dress this stand up with printed graphics or extras like TVs and comfortable furniture. See examples overleaf and online.

\* Rates exclude digital marketplace listing



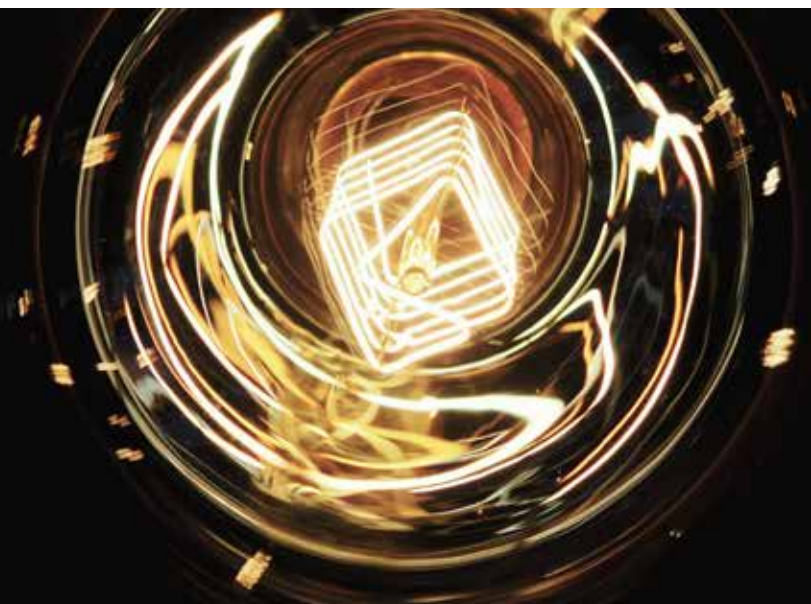
**FOR MORE INFORMATION AND TO ORDER YOUR PACKAGE,  
PLEASE CONTACT: [ERROL.BRYCE@CLARIONEVENTS.COM](mailto:ERROL.BRYCE@CLARIONEVENTS.COM)**

### **EACH EXHIBITION PACKAGE INCLUDES:**

- Discounted premium passes for your staff
- Exhibition staff passes
- Free visitor invitations for your clients
- Business profile listing

### **ADDITIONAL ITEMS FOR SHELL SCHEME PACKAGES:**

- Shell scheme panelling and fascia name board
- 1 table, 2 chairs, 1 light and 1 plug point per 9m<sup>2</sup> of space booked



# Build your own bespoke package



## SECURE YOUR CUSTOM SPONSORSHIP OPPORTUNITY!

The following options are designed to offer you maximum ROI on your investment, extending your ability to generate leads, project your brand and enhance your influence through thought leadership.

Our live sponsorship packages leverage our digital platform Enlit Africa-Connect to give you greater value for money and create a digital home for your business and content – available long after the event has ended.

With sponsor packages providing a blend of live and digital, we are able to make sure that your spend generates value for your business whether your target market is there in person or not.

## ENERGY MARKETPLACE LISTING

A 12-month company profile on Enlit Africa-Connect.

Your company profile includes: company information, contact details, social media routes to market, product listing and more. Seen by our community throughout the year, creating another touch point.

**PARTNER RATE: ZAR 16 500/USD 1 000/EUR 900**  
available to existing exhibitors

 [CLICK HERE TO EMAIL US](#)

 [VISIT ENLIT-AFRICA.COM/EXHIBIT](https://www.enlit-africa.com/exhibit)

**INTERESTED IN SPEAKING?**  
All sponsored speaking sessions, whether digital or live, will be broadcast on Enlit Africa-Connect as part of a month-long content plan. Contact details for attendees of our digitally broadcasted sessions will be shared with session sponsors as leads.

 [CLICK HERE TO ENQUIRE ABOUT SPEAKING](#)

### ENLIT AFRICA-CONNECT PRODUCTS:

Matchmaking	Videos & Social media
Insights	Digital events
Webinars	Podcasts
Training	Digital media content platforms
Energy marketplace	Print distribution
Digital mailers	



# Sponsor packages



Our packages are designed to maximise your value and ROI, extending your reach and influence in the Enlit community beyond the live event.

## DIAMOND PARTNER

### PACKAGE INCLUDES:

#### Speaking slots

- 1 x Keynote address speaking slot
- 2 x Strategic session sponsor

#### Delegate passes

- 15 x Delegate passes
- Limited free invitation links for visitors and staff
- 50% discount on additional conference passes

#### Sponsorship & branding

- Keynote sponsor
- Opening statement by a senior executive
- 1 x Commercial advert, opening, mid-interval and -closing interval broadcast directly to our audience
- 1 x Meeting room for max of 6 pax
- 12-month sponsor listing on Enlit Africa-Connect
- Headline sponsor branding on Live and Enlit Africa-Connect
- 12-month exhibition marketplace listing
- Closing credits feature
- Opportunity to brand all VIP seats during the keynote session - additional costs may apply
- 2 x Branded pillars in the main foyer of the exhibition halls advertising your company/brand
- Sponsor of the speaker HQ/speaker ready room

#### Enlit 365

- 2 x Technology showcases and 2 x bespoke webinars

#### ESI Africa Booth Spotlight

- Video Booth Interview:
  - Video Interview at your booth (edited to a 5-min video)
  - Video promoted in ESI Africa newsletter (3 instances), on the ESI Africa website and YouTube channel (Including boost)
- Content & Advertisement
  - Press release \* 6 (pre- and/or post-event)
  - 2 month banner on ESI-Africa.com
  - 1 p. advert + 1p. editorial in ESI1-22 – Premium placement
  - Your logo listed on the event edition's Enlit Africa Partner acknowledgment page
  - 2 dedicated mailers to ESI Africa 3rd party database

#### Social media support including:

- Coordinated social media campaign
- Welcome post promoted through our channels
- Social media posts 3 x pre-event; 2 x post-event
- 5 x Social media posts at event

#### Exhibitor marketing package:

- Logo and company description (50 words) in the virtual exhibition on the event website and on the event app
- Upload brochures and press releases in your virtual exhibition on the event website
- Access to your personalised exhibitor portal

#### And there's more:

- Company logo included on all on site signage pertaining to sponsorship and keynote venue. All marketing collateral, digital and hard copies on site

**ZAR 560 000/USD 43 000/EUR 35 000**

## PLATINUM PARTNER

### PACKAGE INCLUDES:

#### Speaking slots

- 1 x Strategic session sponsor

#### Delegate passes

- 10 x Delegate passes
- Limited free invitation links for visitors and staff
- 35% discount on additional conference passes

#### Sponsorship & branding

- Exclusive meeting room for your company for up to 6 pax
- 1 x Commercial advert opening
- 1 x Sponsor listing on Enlit Africa-Connect
- 1 x Banner add on Enlit Africa-Connect
- 1 x Exhibition marketplace listing
- Closing credits feature
- Opportunity for 1 member/panelist to speak on the selected strategic session
- 2 x Branded pillars in the main foyer of the exhibition halls advertising your company/brand

#### Enlit 365

- 2 x Technology showcase and 1 x Bespoke webinar

#### ESI Africa Booth Spotlight

- Video Booth Interview:
  - Video Interview at your booth (edited to a 5-min video)
  - Video promoted in ESI Africa newsletter (3 instances), on the ESI Africa website and YouTube channel (Including boost)
  - Video boosted on social media Advertisement + Content
  - Press release \* 4 (pre- and/or post-event)
  - 2 month banner on ESI-Africa.com
  - 1 p. advert + 1p. editorial in ESI1-22 – Premium placement
  - Your logo listed on the event edition's Enlit Africa Partner acknowledgment page
  - 1 dedicated mailer to ESI Africa 3rd party database

#### Social media support including:

- Coordinated social media campaign
- Welcome post promoted through our channels
- Social media posts 3 x pre-event; 2 x post-event
- 2 x Social media posts at event

#### Exhibitor marketing package:

- Logo and company description (50 words) in the virtual exhibition on the event website and on the event app
- Access to your personalised exhibitor portal

#### And there's more:

- Company logo included on all on site signage pertaining to sponsorship generic branding, all marketing collateral, digital and hard copies on site

**ZAR 300 000/USD 23 000/EUR 18 750**

# Sponsor packages



Our packages are here to maximise your value and ROI, extending your reach in the Enlit community through a mix of live events and digital and media marketing campaigns that keep your business engaged 365 days a year.

## GOLD PARTNER

### PACKAGE INCLUDES:

- **Speaking slots**
  - 1 x Strategic session sponsor
- **Delegate passes**
  - 8 x Delegate passes
  - Limited free invitation links for visitors and staff
  - 25% discount on additional conference passes

### Sponsorship & Branding

- 1 x Commercial advert during your session
- 12-month sponsor listing on Enlit Africa-Connect
- 1 x Banner ad on Enlit Africa-Connect
- 12-month exhibition marketplace listing
- Closing credits feature
- Opportunity for 1 member/panelist to speak in the selected strategic session
- 1 x Branded pillar in the main foyer of the exhibition halls advertising your company/brand

### Enlit 365

- 1 x Technology showcase

### ESI Africa Booth Spotlight

- Video Booth Interview:
  - Video Interview at your booth (edited to a 3-min video)
  - Video promoted in ESI Africa newsletter (2 instances) and hosted on the ESI Africa YouTube channel
- Content
  - Press release \* 2 (either pre- or post-event only)
- Advertisement:
  - 1 month banner on ESI-Africa.com
  - 1 p. advert in ESI1-22 (event edition)
  - Your logo listed on the event edition's Enlit Africa Partner acknowledgment page

### Social media support including:

- Coordinated social media campaign
- Welcome post promoted through our channels
- Social media posts 2 x pre-event and 2 x post-event
- 1 x Social media post at event

### Exhibitor marketing package:

- Logo and company description (50 words) in the virtual exhibition on the event website and on the event app
- Upload brochures and press releases in your virtual exhibition on the event website
- Access to your personalised exhibitor portal

### And there's more:

- Company logo included on all on site signage pertaining to sponsorship generic branding, all marketing collateral, digital and hard copies on site

**ZAR 225 000/USD 17 307/EUR 14 000**

## SILVER PARTNER

### PACKAGE INCLUDES:

- **Delegate passes**
  - 4 x Delegate passes
  - Limited free invitation links for visitors and staff
  - 15% discount on additional conference passes

### Sponsorship & Branding

Select one of the following menu items to sponsor:

- 1 x Commercial advert final interval
- 12-month sponsor listing on Enlit Africa-Connect
- 1 x Banner on Enlit Africa-Connect
- 12-month exhibition marketplace listing
- Closing credits feature
- Opportunity for 1 member/panelist to speak on the selected technical programme
- 1 x Branded pillar in the main foyer of the exhibition halls advertising your company/brand

### Enlit 365

- 1 x Technology showcase

### ESI Africa Booth Spotlight

- Video Booth Interview:
  - Video Interview at your booth (edited to a 3-min video)
  - Video promoted in ESI Africa newsletter (1 instance) and hosted on the ESI Africa YouTube channel
- Content:
  - Press release \* 1 (pre-event only)
- Advertisement:
  - Your logo listed on the event edition's Enlit Africa Partner acknowledgment page

### Social media support including:

- Coordinated social media campaign
- Welcome post promoted through our channels
- Social media posts 2 x pre-event and 1 x post-event
- 1 x Social media post at event

### Exhibitor marketing package:

- Logo and company description (50 words) in the virtual exhibition on the event website and on the event app
- Upload brochures and press releases in your virtual exhibition on the event website
- Access to your personalised exhibitor portal

### And there's more:

- Company logo included on all on site signage pertaining to sponsorship generic branding, all marketing collateral, digital and hard copies on site

**ZAR 136 000/USD 10 450/EUR 8 500**



# Sponsorship opportunities



## BUSINESS MATCHMAKING LOUNGE

- Exclusive branding in the Business Matchmaking Lounge across the three days
- 1 x Hostess provided to welcome guests – he/she may be dressed in a branded t-shirt/shirt provided by the sponsor
- Exclusive to delegates, VIPs and speakers only
- Opportunity to provide a gift/goodie bag within the lounge
- 2 x Refreshment breaks per day at selected times to be served
- Sponsor to sign off on the final branding structure of the lounge

**SPONSORSHIP COST: ZAR 200 000 EXCL VAT  
USD 15 400/EUR 12 500**

## UTILITY CEO FORUM

The Utility CEO Forum is an exclusive co-located event between African utility and IPP CEOs from all over Africa and our various expert partners. There is no better access to utility CEOs in Africa. The closed-door nature of the event allows for confidential and in-depth discussions for the most pressing issues concerning CEOs today.

Each investment into becoming an expert partner includes:

- 2 x Passes to the forum
- Access to CEO Forum dinner and all other networking related activities
- Strategic branding at the forum
- Opportunity to include thought leadership articles in the CEO Forum newsletter at no additional cost

**SPONSORSHIP COST: ZAR 250 000 EXCL VAT  
USD 19 250/EUR 15 625**

\*Year round networking

## PPE SPONSOR

- Branded sanitisation stations throughout the main foyer areas
- Branded floor markers for social distancing in a form of floor tiles
- All organiser staff to wear branded face masks with the sponsor logo
- All water dispensers to be branded in the main foyers of the exhibition. Throw away cups to be provided by the organisers
- All health and safety staff to wear branded high vis vests with the sponsor logo
- Temperature check point to be branded with sponsor logo

**SPONSORSHIP COST: ZAR 250 000 EXCL VAT  
USD 19 250/EUR 15 625**

## MUNICIPAL LEADERS FORUM

The Municipal Leaders Forum is a new networking and peer-to-peer learning platform for professionals looking to better manage their multiplicity's energy needs. Access to the forum provides excellent networking opportunities as well as unparalleled intelligence into opportunities within the municipal energy landscape. Sponsorship of the forum provides:

- Strategic brand placement at the forum
- 2 x passes to the forum
- Opportunity to join panel discussion, or present to forum participants.

**SPONSORSHIP COST: ZAR 150 000 EXCL VAT  
USD 11 550/EUR 9 375**

## INITIATE SPONSOR

- Opportunity to host the networking drinks at the end of the student challenge. Additional costs will apply.
- Prominent branding within Initiate area
- Opportunity to provide branded golf t-shirts for the students entering the Initiate challenge. T-shirts are required to have the Initiate and sponsor logo – this will be at an additional cost
- Sponsored lunch on day 1 for students and judges – specific location to be provided
- Sponsor to hand over the final prize alongside the organisers to the winner during the second day centre stage session.

**SPONSORSHIP COST: ZAR 150 000 EXCL VAT  
USD 11 550/EUR 9 375**

## VISITOR BAG SPONSOR

- Exclusive sponsorship across the 3 days
- Opportunity to have 2 pieces of material such as flyers, collateral, magazines inserted in bags
- Given to each visitor that attends the event
- Bags to be provided by the sponsor (ask us for help if you need to source suppliers)
- Required to have the Enlit branding on the bags and the organiser to approve before print
- Bags to be distributed at registration

**SPONSORSHIP COST: ZAR 150 000 EXCL VAT  
USD 11 550/EUR 9 375**

# Sponsorship opportunities



## DELEGATE BAG SPONSOR

- Exclusive sponsorship across the 3 days
- Opportunity to have 2 pieces of material such as flyers, collateral, magazines inserts in bags
- Given to each delegate that attends the event
- Bags to be provided by the sponsor and signed off by the organiser
- Bags to be distributed at registration

**SPONSORSHIP COST: ZAR 200 000 EXCL VAT  
USD 15 400/EUR 12 500**

\*Year round networking

## COFFEE POD SPONSOR

- 6 available pods placed on the expo floor across the three days – limited to one sponsor per pod
- 1 pod to be branded per sponsor across the 3 days
- Branding around the area and build of the area to be signed off by the sponsor
- Up to 800 cups of tea/coffee and refreshments served 3 times a day
- Exclusively served to delegates, speakers and VIPs

**SPONSORSHIP COST: ZAR 110 000 EXCL VAT  
USD 8 460/EUR 6 875**

## KNOWLEDGE HUBS

- Dedicated hub/conference area with exclusive branding to the sponsor on the selected day
- Data collected for attendees attending their sessions will be shared with the sponsor after the event
- Opportunity for the sponsor to provide collateral for attendees in the sessions. This can be in the form of a flyer, magazine etc.
- 1 x speaking slot/panelist in one of the sessions over the course of the day
- A session/slot dedicated to the sponsor. The session content to be agreed with organiser.

**SPONSORSHIP COST: PER DAY  
ZAR 180 000 EXCL VAT  
USD 13 850/EUR 11 250**

## DELEGATE, SPEAKER AND VIP LUNCH SPONSOR

- Exclusive daily sponsorship (up to three days can be booked)
- Exclusive branding in the delegate lunch area per day
- Exclusive to delegates, VIPs and speakers only
- 'Lunch hosted by' branding will be clearly visible throughout the lunch areas
- Opportunity for sponsor to provide 6 x pull up banners in the selected areas
- Opportunity for the sponsor to play a looping video during the lunch break within the lunch areas
- Sponsor to sign off on the final branding structure of the lounge

**SPONSORSHIP COST: ZAR 150 000 EXCL VAT  
USD 11 550/EUR 9 375**

## SPEAKER GIFTS

- Opportunity for the sponsor to supply their own branded gifts to all the speakers attending the show or for the organiser to source the speaker gifts at an additional cost
- Gifts given to speakers to be issued in the speaker lounge adjacent to the exhibition hall
- Opportunity for the sponsor to add a collateral piece in the speaker lounge
- Opportunity for one high-level executive of the sponsors company to have access to the speaker lounge for engagement/meet and greet

**SPONSORSHIP COST: ZAR 100 000 EXCL VAT  
USD 7 700/EUR 6 250**

## SOLD ITEMS

**OPENING NETWORK AND AWARDS FUNCTION**



**BADGE & LANYARD**



**REGISTRATION**



# Amplify packages



		DIAMOND 12 MONTH	PLATINUM 6-9 MONTH	GOLD 6 MONTH	SILVER 2 MONTH
		20% DISCOUNT	15% DISCOUNT	10% DISCOUNT	5% DISCOUNT
		ZAR 290 000 USD 22 300 EUR 19 090	ZAR 230 000 USD 17 690 EUR 15 140	ZAR 120 000 USD 9 230 EUR 7 900	ZAR 60 000 USD 4 615 EUR 3 950
DIGITAL CAMPAIGN	Monthly banner (On esi-africa.com homepage)	Included in the webinar campaign	Included in the webinar campaign	3	2
	Newsletter insertion (3 per week)	Newsletter sponsorship * 4 weeks	Newsletter sponsorship * 2 weeks	Banner insertion * 4 weeks	Banner insertion * 3 weeks
	Press releases	5	5	3	2
	Dedicated HTML mailer	2	1	1	-
	Lead generation campaign (linked to a unique contact form)	Included in the webinar campaign	Included in the webinar campaign	YES	NO
MULTIMEDIA	Expert profile page	12 months	6 months	-	-
	Webinar (12 weeks campaign)	1	1	-	-
	Morning coffee video	4	2	2	-
	Podcast	1 month campaign	1 month campaign	-	-
	Remarketing	20 000 impressions	15 000 impressions	10 000 impressions	-
CONTENT	Magazine insertion (Printed + Digimag)	Focus sponsorship: 1p. edi + banner	Chapter sponsorship: 1p. edi + banner	Inside front / Outside back cover	A4 page * 1
	Article published on website	YES	YES	YES	YES
	Insertion in the newsletter	3	3	2	1
	Social media post + tags	3	3	2	1
ELITES	African Power and Energy Elites 2023 ( <a href="#">click here for more info</a> )	Elites category sponsorship	1 full page of advertisement + 1 interview	-	-

# Digital Statistics



Enlit Africa is leading the way in the digital space across the sector and has the widest reach to power, energy and water industry professionals in Africa:

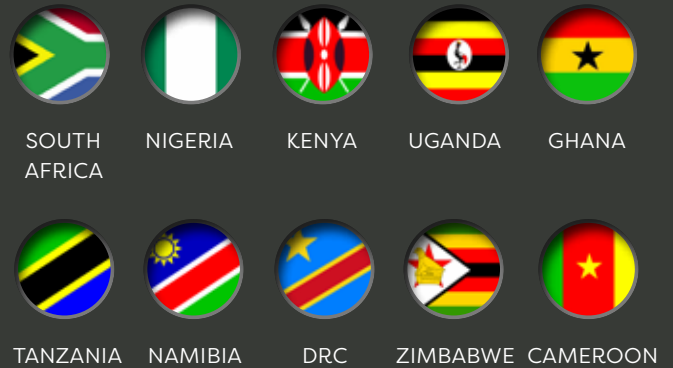
## Website statistics per annum



## Social media reach per annum



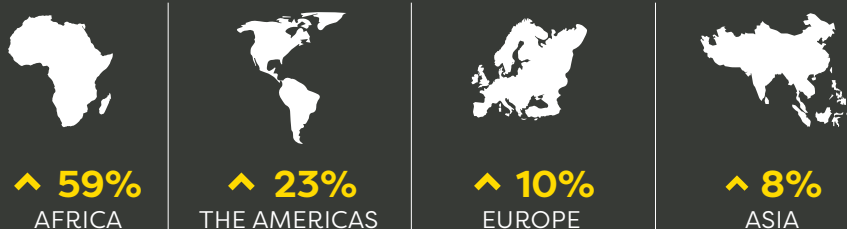
## TOP 10 AFRICAN COUNTRIES BY ATTENDANCE



## INDUSTRY SECTOR AREA OF FOCUS BREAKDOWN



## Regional breakdown



**88,000+ CONTACTS**



## Seniority level

