



S!TE

SWAHILI INTERNATIONAL
TOURISM EXPO

2024

Sponsorship Guide

8th Edition



GUIDE TO SPONSORSHIP, BENEFITS, BRANDING AND ADVERTISING OPPORTUNITY

AT
8th EDITION OF S!TE
11TH - 13TH OCTOBER 2024

Organized by



Is a must-see and attend tourism exhibition and event that take the format of international travel and trade exhibitions with a conference element focusing on topical tourism, marketing, sustainability, conservation and other market related issues. The event has proved to be an effective bridge between local operating tourism companies in East Africa especially Small and Medium Enterprises (SMEs) with international tourism markets. Since it's establishment in 2014 S!TE has become credible and influential platform for tourism networking and business transactions.

120+

Exhibitors from Africa
and Beyond

50+

Countries
represented

90%

of attendees have a
direct influence in
purchasing

3,000

Trade visitors from
East Africa and
Beyond

Meet the world's
international buyers in

3 days

120+

Buyers from strategic
tourist source markets

5 days

Hosted buyers FAM
trip

Who should exhibit at S!TE 2024

S!TE 2024



S!TE 2024 is definitely a platform for you to capture the fast-growing East Africa's travel market, forge new partnerships and strengthen existing business relations with the most important players in Africa and beyond. It's the leading Expo in the region attracting quality international buyers and is hosted in an art-of-state indoor venue in Dar es Salaam City. Travel and Tourism trade professionals across the following industry sectors will be represented within our visitors and exhibitor's profiles:

- Travel Agents/Tour Operators
- Hotels, Lodges and Safari Camps
- Tourist Attraction providers
- Domestic Airlines
- Regional Airlines
- International Airline
- Business Travel/ MICE
- Tourist Activity Providers
- Cultural Tourism Enterprises
- Arts and crafts suppliers
- Artists (performing art and craftsmen)
- Water sports and water transport providers
- Travel Technology and Safari Equipment
- Car Rentals and Car Conversions
- Destination Management Companies
- Tourism and Hospitality Educators and Researchers



Book your stand today at S!TE.tanzaniatourism.go.tz

Who should exhibit at S!TE 2024

We focus more on quality than quantity so S!TE 2024 is an opportunity to shine among the quality Exhibitors, Buyers, Investors and business visitors who will take part in our quality Travel and Tourism Expo. The cultural activities taking place within the Expo venue attracting all African countries to participate will make S!TE 2024 an inbound and outbound exhibition with distinction. B2B networking taking place in different programs is the nucleus of the exhibition. However, the cultural village will form eclectic heartbeat; with pulse that draws from the hidden treasures that lies within the continent. Come and be part of S!TE 2024 and benefit from well-arranged and managed programs such as;

- Tourism Exhibition with 120+ Exhibitors from 50+ countries
- Speed Networking for exhibitors and international buyers
- Seminars and workshops with educative presentations
- Investment forum with 200+ investors from all over the world
- B2B networking events with international buyers from all over the world
- FAM trips to NEW tourism attractions to sample NEW PRODUCTS
- Vibrant cultural village with energetic performances, Nyama Choma, local food and drinks
- Kids Corner, face paints, safari ruffle and family entertainments
- Networking in organized cocktail events



Exhibition Stands

Exhibition stands are available in several categories, size and styles (Tourism, suppliers, food, arts and crafts) and in different sizes to cater for different participants' needs. Companies planning to build and showcase their unique facilities will be given an opportunity to buy 'an open space' and do their creative construction as per terms and conditions.

Proposed Programme for S!TE 2024



DATE	ACTIVITIES
DAY 1 (THURSDAY) OCTOBER 10th 2024	Investment Forum
	Arrival of Invited Investors, buyers, regional and international media
	Pre-event briefing cocktail for S! TE 2024 buyers only
DAY 2 (FRIDAY) OCTOBER 11th 2024	Official opening ceremony with the guest of Honour
	Exhibition and seminar
	S! TE 2024 networking cocktail Party for Exhibitors, Sponsors, and Buyers
DAY 3 (SATURDAY) OCTOBER 12th 2024	Speed Networking in a ‘Deal Room’
	Exhibition and seminar
DAY 4 (SUNDAY) OCTOBER 13th 2024	Exhibition and seminar
	Swahili Fashion show
DAY 5 (MONDAY - SUNDAY) 14th – 18th October 2024	FAM Trips as per the flight schedule and itinerary
	Departure of Hosted buyers (Travel Agents, Tour operators, international media) & Investors as per flight schedule

Sponsorship Opportunities

“Reach out more customers, suppliers & prospective buyers”

Take this incredible opportunity to shine, do not miss to partner with S!TE 2024 as well as all of East African countries at large. The partnership and sponsorship packages have been designed to consider both cash and contributions of products or services. The marketing reach of your involvement to the event will be felt right from the time you sign up, during preparations, event time and beyond the show. The event will have a maximum coverage in all African countries’ media as well as those from the international tourism markets outside the continent. The Sponsorship Package details the various on-S!TE marketing opportunities available to companies and organizations who wish to align their products/brands with exciting international tourism trade exhibitions. Whether your target is the exhibitor, the visitor or media, use these opportunities to maximize and optimize your exposure at the exhibition.



S!TE 2024 Sponsorship categories



S!TE 2024



1. Kilimanjaro Event Partner

The Principal Event Partner package is the top prime partnering opportunity. The sponsor will gain maximum exposure pre-event, at S!TE 2024 opening events and during all phases of post event communications.

Pre-Event Brand Recognition

- Logo and Principal Partner recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and Principal Partner recognition on all printed and electronic materials distributed via the organizers
- Inclusion of your logo in our online platforms/social media
- JPG Banner advertisement with link on the event online platforms
- Inclusion and recognition in all S!TE 2024 marketing campaigns
- Collaboration with S!TE 2024 organizers in joint PR activities.
- Live Interaction Opportunities
- Senior company executive to make a brief speech at official S!TE 2024
- Brand visibility on billboards, Merchandise, and social media platforms.

Live Interaction Opportunities

- Senior company executive to make a brief speech at official S!TE 2024 cocktail party
- Constant interaction opportunities with buyers and investors in collaboration with show organizers
- Verbal acknowledgement as Principal Event Partner throughout the event.
- Brand visibility on billboards, Merchandise, and social media platforms.

Brand Recognition

- Full Page advertisement printed in buyers and investment guide/catalogue
- Logo and Principal Partner recognition in all multimedia created to promote the event
- Logo and Principal Event partner recognition printed on all signage created by the event organizers
- Promotional material included in buyer`s bags
- Maximum interaction in scheduled hosted buyer events
- Maximum opportunities to host buyers and address buyer`s during the event
- Opportunities to provide giveaways and company branded merchandise to buyers
- Brand visibility on billboards, Merchandise, and social media platforms.
- Exhibition stand/space at the prime 'Principal Event Partner' location: 1 stand of 6 X 3
- Brand visibility on billboards, Merchandise, and social media platforms.



TZS. 250,000,000.00
(Limited to 2 Sponsors)

2. Serengeti Event Partner

Serengeti Sponsorship of S!TE 2024 is the second highest level of sponsorship for this event. The sponsorship entitlements cover most of the event with extensive branding and direct contact opportunities.

Pre-Event Brand Recognition

- Logo and Sponsor recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and Sponsor recognition in all printed electronic materials distributed via the organizers
- Inclusion of your logo on the event online platforms/social media
- JPG Banner advertisement on social media platforms
- Inclusion and recognition in Silver Sponsor positioning in all event marketing campaigns
- Collaboration with S!TE 2024 organizers on joint PR activities in silver sponsor positioning
- Brand visibility on billboards, Merchandise, and social media platforms.

Live Interaction Opportunities

- Sponsor interaction opportunities with exhibitors, investors and high-profile buyers.
- Verbal acknowledgement as sponsor throughout the event through stage announcements five times per day
- Brand visibility on billboards, merchandise, and social media platforms.

Brand Recognition

- Advertisements printed in the event guide book
- Logo and sponsor recognition on all multimedia created to promote the event
- Logo and sponsor partner recognition printed on all signage created by the event organizers
- Promotional materials included in the event bags
- Sponsor level interaction in scheduled hosted buyer events
- Opportunities to provide giveaways and company branded merchandise to buyers.
- Brand visibility on billboards, Merchandise, and social media platforms.
- 6 X 3 Exhibition Booth/space in the prime 'Serengeti Event Partner' location
- Brand visibility on billboards, Merchandise, and social media platforms.



TZS. 150,000,000.00
(Limited to 2 Sponsoring Organizations)

3. Zanzibar Event Partner

Pre-Event Brand Recognition

- Logo and sponsor recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and sponsor recognition in all printed & electronic materials
- Inclusion of your logo with a web-link displayed on our social media platforms
- Recognition in silver sponsor positioning in all S!TE EXPO 2024 marketing campaigns banners, posters and other printed materials
- Brand visibility on billboards, Merchandise, and social media platforms.

Live Interaction Opportunities

- Sponsor interaction opportunities with buyers and investors in collaboration with show organizers
- Brand visibility on billboards, merchandise, and social media platforms.

Brand Recognition

- Advertisements printed in buyer guide Logo and sponsor recognition on all multimedia created to
- Promote the event and shown on S!TE 2024 event
- Logo and sponsor partner recognition
- Promotional materials included in buyer's bags
- Sponsor level interaction in scheduled hosted buyer events
- Opportunities to provide giveaways and company branded merchandise to buyers.
- Brand visibility on billboards, merchandise, and social media platforms.

Other Sponsorship benefits:

- Airtime mentions in all of the interviews that the organizers will do on radio and TV
- Banner advertising and logo placement on organizers online platforms
- Advertisement in the exhibitor catalogue including editorial
- 5 access passes for staff for all 4 days to the exhibition and all other key event programmes/events/side events
- 6 x 3 m exhibition space in the prime 'Zanzibar Event Partner' location
- Brand visibility on billboards, merchandise, and social media platforms.



TZS 100,000,000.00
(Limited to Four Sponsoring Companies)

4. Ground Transport Sponsorships

S!TE 2024 is expected to host over 120 buyers and 120 exhibitors from all over the world. The event is looking for various interested parties who can provide transport for various activities such as transfers to and from airports and hotels to and from the fair ground.

Sponsorship benefits:

- Airtime mentions in all of the interviews that the event organizer will do on radio and TV
- Display a small size logo to event print promotional Materials (poster, flyer and Catalogue)
- A free 3X3m. booth in a prominent position- branding to be agreed and signed off by the partner
- Display of one banner at the Event area
- All shuttles which will be offered will be bearing your sticker on both sides.
- You will be listed on A to Z info Pack as a transfer/Shuttle Partner which will be shared with all exhibitors and buyers attending the show.
- Brand visibility on billboards, Merchandise, and social media platforms.



SPONSOR LOGO



SPONSOR LOGO

5. Social Event Sponsorships

(i) 300 PCS of S!TE 2024 Team T-Shirt Co-Branding (Limit One Sponsor)

The requirement of the sponsorship is to produce 300 shirts; (100 for top managements and 100 for entire team and 100 for International Hosted Buyer) your organization will have the right to co-brand the shirts together with S!TE 2024 and TTB.

Cost for printing and designing the shirts are included in the shirt branding package amount. Designing and printing of the shirts will be done in consultation with the organizers with the approval of the sponsor. Sponsor will also get brand visibility on billboards, Merchandise, and social media platforms.

Cost of S!TE 2024 TEAM T-shirt Sponsorship - **TZS 9,000,000** (excluding VAT)

(ii) 300 PCS OF S!TE 2024 Team caps & Huts (Limit One Sponsor)

The branded caps and huts will be given to senior officials once they have gained access to the event ground. Delegates use these caps and huts throughout the duration of the exhibition and we ensure that the quality of the caps & huts will guarantee their use after the exhibition is over. The opportunity to brand the caps & huts is one that is always sought by exhibitors and sponsors alike as nowhere within the exhibition halls and outside.

(iii) 500 PCS of Co-Branded Bags (Limit to One Sponsor)

The branded bags will be given to each delegate/business visitors once they have gained access to the event ground. All the bags will contain printed material from the Trade show and will also be used to carry personal items. Delegates use these bags throughout the duration of the exhibition and we ensure that the quality of the bags lend itself to use after the exhibition is over. The opportunity to brand the bags is one that is always sought by exhibitors and sponsors alike as nowhere within the exhibition halls and outside is a company able to experience as much exposure. Sponsor will also get brand visibility on billboards, Merchandise, and social media platforms.

Cost of Bag Sponsorship – **TZS. 9,000,000** (Excluding VAT)



(iv) 1,000 PCS of Branded Lanyard (Limit to One Sponsor)

The lanyard with ID cards attached is one of the main methods of identification. All attendees will have to wear an ID Badge in order to gain access into the venue. This becomes a great branding opportunity over 500 delegates (buyers, invited investors, and tourism operators) will be provided a lanyard which they will wear for the duration of the exhibition providing excellent exposure to the buyer, sponsor, exhibitor and media. The sponsor of the lanyards is sure to experience an increase in brand awareness amongst all attendees. This will include the Lanyard and name tag. Sponsor will also get brand visibility on billboards, Merchandise, and social media platforms.

Cost of lanyard branding – **TZS. 6,000,000** (excluding VAT)



(v) Entrance / Registration Facility Branding TZS. 7,000,000 (Limited To One Sponsor)

The Registration Desk sponsor will be able to brand extensively on the registration Facility. Make your brand be the first attendees and exhibitors see. The material should be provided by sponsor. Sponsor will also get brand visibility on billboards, Merchandise, and social media platforms.

Cost of Registration Facility Branding – **TZS. 7,000,000** (Excluding VAT)

(vi) 10,000 PCS OF Wrist Bands (Limited To One Sponsor)

Wrist bands will be given to all participants entering the exhibition ground. Sponsor will be able to brand extensively on these individual bands. Make your brand be the first attendees and exhibitors see and use for all the 3 days. Sponsor will also get brand visibility on billboards, Merchandise, and social media platforms.

Cost of Wrist bands – **TZS. 5,000,000** (excluding VAT)

(vii) 200 PCS OF Fascia Stickers for Booth Identification (Limited To One Sponsor)

The Fascia stickers sponsor will be able to brand extensively each Tent/booth in the whole of the exhibition ground. Make your brand be the first attendees and exhibitors see everywhere even when locating their business partners and scanning who is exhibiting at S!TE 2024. Sponsor will also get brand visibility on billboards, Merchandise, and social media platforms.

Cost of Branded Fascia Stickers – **TZS. 10,000,000** (excluding VAT)

(viii) 200 PCS of Wheel Covers and Car stickers Co-Branding (Limited To One Sponsor)

The 200 branded wheel covers will be given to each participating organizations and other private and government institutions who will put them right away on their vehicles some days before the event, during and after the event. All given delegates will also use these wheel covers throughout the duration of the exhibition and we ensure that the quality of the designed and printed stickers lend itself to use after the exhibition is over. The opportunity to brand vehicles will also involve branding by printing well designed Car Stickers which is one that is always sought by most of exhibitors and sponsors. All buyers, exhibitors and shuttle buses serving the event shall have stickers (200 pcs) for the whole event period. Sponsor will also get brand visibility on billboards, Merchandise, and social media platforms.

Cost of Wheel Covers and Car Stickers Co-Branding – **TZS. 15,000,000** (Excluding VAT)

6. Accommodation Sponsorship for S!TE 2024

All sponsors providing 10 or more hotel rooms will receive the following benefits:

- 3x3 booth
- Extensive media coverage
- Brand visibility on billboards, Merchandise, and social media platforms
- Mentions during the opening of the event
- Complimentary entrance badges

All sponsors providing 1 to 5 hotel rooms will receive the following benefits:

- Media coverage
- Brand visibility on billboards, Merchandise, and social media platforms
- Mentions during the opening of the event
- Complimentary entrance badges

All sponsors providing 6 r to 9 hotel rooms will receive the following benefits

- Booth discount
- Media coverage
- Brand visibility on billboards, Merchandise, and social media platforms
- Mentions during the opening of the event
- Complimentary entrance badges

S!TE 2024 organizers do welcome any potential supplier who would like to shine and sponsor through donation of products or services such as provision of drinks (alcoholic and non-alcoholic), snacks during various events on the expo days, cocktail party, buyer's lounge catering services and investment forum/ events.

S!TE 2024



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SWAHILI INTERNATIONAL
TOURISM EXPO

For further information and clarifications,
kindly contact our Sponsorship Coordinator through:

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