

SPONSORSHIP

EXPLORE EAST AFRICA FOR TOURISM & INVESTMENT OPPORTUNITIES



**OCTOBER 8th - 10th
2021
ARUSHA**



EAST AFRICA COMMUNITY REGIONAL TOURISM EXPO 2021

EARTE 2021 SPONSORSHIP GUIDE

**YOUR GUIDE TO SPONSORSHIP, BENEFITS, BRANDING &
ADVERTISING OPPORTUNITIES**

Book your stand today at
www.tanzaniatourism.go.tz/eatrexpo2021

Organized by
Ministry of Natural Resource and Tourism





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About East Africa Regional Tourism Expo 2021

East Africa regional Tourism Expo (EARTE) brings the world to you, and promotes the whole of the East African Region to the world, allowing you to explore a world full of opportunities, all under one Expo.

Every business that will be showcased in the forthcoming EARTE 2021 will be joining our unrivalled regional and worldwide network of quality tourism EXHIBITORS, INVESTORS and BUYERS who drive business opportunities from every corner of the world. The expo offers great Opportunities to all local and international tourism operators and investors to diversify their businesses and tourism products, promote new products, expand their business to new tourism circuits/new routes, grow their businesses beyond borders and increase profitability.

150+

Exhibitors from
East Africa & beyond

10+

countries and regions
represented

70%

of attendees have a direct
influence in purchasing*

200+

Buyers from East Africa
International Regions

4,000

trade visitors from
East Africa & beyond

Meet the world's travel
buyers in

3 days



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Who Should Exhibit at EARTE EXPO 2021

EARTE EXPO 2021 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 East Africa and beyond. Travel and Tourism trade professionals across the following industry sectors will be represented within our visitors and exhibitor's profiles:

- Domestic Airlines
- Regional Airlines
- International Airlines
- Tourist Attraction providers
- Travel Agents/Tour Operators
- Hotels and Safari Camps
- 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



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Why you Should Exhibit at EARTE 2021

Our aim is quality more than quantity so EARTE 2021 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 well-arranged and managed programs

- Tourism Exhibition with 150+ Exhibitors from over 10 countries
- Speed Networking for exhibitors and buyers
- Seminars and workshops with educative presentations
- Investment forum with 200+ investors from all over the world
- B2B networking events with buyers from all over the world
- FAM trips to NEW tourism attractions to sample NEW PRODUCTS
- Vibrant cultural village with energetic performances, nyama choma and local food
- Kids Playground with swimming pool, face paints, safari ruffle, camel rides and entertainments
- Networking in organized cocktail events

Exhibition:

Exhibition stands are available in several categories (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



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The EARTE 2021 Program

No.	Activity	Date
1.	Exhibition set - up at Friedkin Recreation Centre-Arusha	Sept 27 th - Oct 05 th , 2021
2.	Venue Inspection and booth allocations	Oct 06 th 2021
3.	Arrival of Invited Investors, Buyers, Regional and International Media	Oct 07 th , 2021
4.	Exhibition and Seminars continue for three days	Oct 08 th - 10 th 2021
5.	Investment forum	Oct 08 th , 2021
6.	EARTE EXPO Networking Cocktail Party	Oct 8 th , 2021
7.	Speed Networking in a 'Deal Tent'	Oct 8 th , 2021
8.	Official Opening Ceremony	Oct 09 th , 2021
9.	FAM trips	Oct 11 th - 14 th 2021
10.	Departure of Hosted Buyers, Investors and buyers/media	Oct 15 th , 2021



● Tent Material - PVC

● Floor - Grass

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EART EXPO 2021 Proposed Exhibition ground layout



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Sponsorship Opportunities

“Reach out more customers, suppliers & prospective buyers”

Take this incredible opportunity to be seen, Do not miss to partner with EAST AFRICAN REGIONAL TOURISM EXPO 2021, MINISTRY OF NATURAL RESOURCES AND TOURISM 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. Maximum exposure is assured for all event partners and sponsors. 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 East African countries' media as well as those from the international tourism markets.

EARTE 2021 Sponsorship categories

Platinum Sponsor



Gold Sponsor



Silver Sponsor



Bronze Sponsor



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1. Platinum Event Partner - 50,000 USD (Limited To 2 Sponsors)

The Principal Event Partner package is the top prime partnering opportunity. The sponsor will gain maximum exposure pre-event, at **EARTE 2021** 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 EARTE 2021 marketing campaigns
- Collaboration with EARTE 2021 organizers in joint PR activities.

Live Interaction Opportunities

- Senior company executive to make a brief speech at official EARTE 2021 cocktail party
- Constant interaction opportunities with buyers and investors in collaboration with show organizers
- Verbal acknowledgement as Principal Event Partner throughout the event

During EARTE 2021 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

Exhibition

Exhibition stand/space in the prime 'Principal Event Partner' location: 1 stand of 6 X 6



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2. Gold Sponsor - 30,000 USD (Limited to Two Sponsoring Organizations)

Gold Sponsorship of **EARTE 2021** 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 Gold Sponsor recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and Gold 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 gold sponsor positioning in all event marketing campaigns
- Collaboration with EARTE 2021 organizers on joint PR activities in gold sponsor positioning.

On EARTE EXPO 2021 Brand Recognition

- Advertisements printed in the event guide book
- Logo and Gold Sponsor recognition on all multimedia created to promote the event
- Logo and Gold Sponsor partner recognition printed on all signage created by the event organizers
- Promotional materials included in the event bags
- Gold sponsor level interaction in scheduled hosted buyer events
- Opportunities to provide giveaways and company branded merchandise to buyers.

Live Interaction Opportunities

- Gold sponsor interaction opportunities with exhibitors, investors and high profile buyers.
- Verbal acknowledgement as Gold Sponsor throughout the event through stage announcements five times per day

Exhibition

6 X 6 Exhibition space in the prime 'Gold Event Partner' location



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3. Silver Sponsor – 15,000 USD (Limited to Four Sponsoring Organizations)

Pre Event Brand Recognition

- Logo and Silver Sponsor recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and Silver 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 EARTe EXPO 2021 marketing campaigns banners, posters and other printed materials

On EARTe 2021 Brand Recognition

- Advertisements printed in buyer guide Logo and Silver Sponsor recognition on all multimedia created to promote the event and shown on EARTe 2021 event
- Logo and Silver Sponsor partner recognition
- Promotional materials included in buyer's bags
- Silver sponsor level interaction in scheduled hosted buyer events
- Opportunities to provide giveaways and company branded merchandise to buyers.

Live Interaction Opportunities

Silver sponsor interaction opportunities with buyers and investors in collaboration with show organizers

Exhibition

6 x 6 m exhibition space in the prime 'Silver Event Partner' location



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4. Bronze Sponsor – 10,000 USD (Limited to Four Sponsoring Organizations)

Pre Event Brand Recognition

- Logo and Bronze Sponsor recognition in all printed and electronic materials distributed via the organizers
- Inclusion of your logo with a web-link displayed in our social media platforms
- Inclusion and recognition in Bronze sponsor positioning in all EARTE 2021 marketing campaigns

On EARTE 2021 Brand Recognition

- Advertisement printed in buyer guide
- Logo and Bronze Sponsor partner recognition printed in all signage created by the event organizers
- Promotional material included in buyer's bags
- Opportunities to provide giveaways and company branded merchandise to buyers

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

Exhibition

6 x 6 m exhibition space in the prime 'Bronze Event Partner' location



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5. Ground Transport Sponsorships

EARTE 2021 is expected to host over 200 buyers and 150 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:

- o Airtime mentions in all of the interviews that the event organizer will do on radio and TV
- o Display a small size logo to event print promotional Materials (poster, flyer and Catalogue)
- o A free 6X3m. booth in a prominent position- branding to be agreed and signed off by the partner
- o Display of one banner at the Event area
- o All shuttles which will be offered will be bearing your sticker on both sides.
- o You will be listed on A to Z list as a transfer/Shuttle Partner which will be shared with all exhibitors and buyers attending the show.



Sponsor logo



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6. Social Event Sponsorships

Branding

- (i) 300 PCS OF EARTE 2021 TEAM T-Shirt Co-Branding (LIMIT ONE SPONSOR)

The requirement of the sponsorship is to produce 300 shirts; (100 for top managements and 200 for entire team) your organization will have the right to co-brand the shirts together with EARTE 2021 and Government of Tanzania

Cost for printing and designing the shirts are included in the shirt branding package amount. Designing and printing of the shirts will be done by in consultation with the organizers with the approval of the sponsor.

Cost of EARTE 2021 TEAM T-shirt Sponsorship - 4,500 USD
(excluding VAT)

- (ii) 300 PCS OF EARTE 2021 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 is a company able to experience as much exposure. See the design below;
Cost of Caps & Huts Sponsorship - 4,500 USD (Excluding VAT)



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6. Social Event Sponsorships

(iii) Bag Co-Branding (LIMIT 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.

Cost of Bag Sponsorship - 4,500 USD (Excluding VAT)



(iv) Lanyard Branding (LIMIT 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

Cost of lanyard branding – 4,500 USD (excluding VAT) Please make a proper lanyard with EARTTE 2021 logo



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6. Social Event Sponsorships

- (v) Entrance / Registration Facility Branding 2,500 USD (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

Cost of Registration Facility Branding – 2,500 USD (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.

Cost of Wrist bands – 2,500 USD (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 EARTTE 2021.

Cost of Branded Fascia Stickers – 1,500 USD (excluding VAT)

- (viii) **400 PCS of Wheel Covers and Car stickers Co-Branding (LIMIT 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

Cost of Wheel Covers and Car Stickers Co-Branding – 2,500 USD (excluding VAT)



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6. Social Event Sponsorships

(ix) Hotel Partners (Limited to 15 Hotels).

The EARTE team is happy to receive 3 to 5 room complementary rooms from you on full board basis, where buyers (travel agents & tour operators, media and investors) with special invitation and Top Government Officials who will be attending the show will be accommodated, you will get a chance to become a hotel Partner whereby you will be listed into our A to Z list and all exhibitors and visitors will have a priority to book you during the expo since all your contact details will be shared.

EARTE 2021 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

Organized by:

Ministry of Natural Resources and Tourism (MNRT)

Hotline: +255.....

E-mail: earte2021@tanzaniatourism.go.tz

eartesales@tanzaniatourism.go.tz

Website: www.tanzaniatourism.go.tz/eartexpo



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