

7th Edition



SITE Sponsorship Guide 2023



site.tanzaniatourism.go.tz



TANZANIA
Unforgettable!



**GUIDE TO
SPONSORSHIP,
BENEFITS,
BRANDING
AND
ADVERTISING OPPORTUNITY**

AT
7th EDITION OF SITE
6th - 8th October 2023

ORGANIZED BY



S!TE

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 its establishment in 2014 S!TE has become credible and influential platform for tourism networking and business transactions.



Who Should Exhibit at S!TE 2023

S!TE 2023 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 Airlines
- 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 site.tanzaniatourism.go.tz

Why you Should Exhibit at S!TE 2023

We focus more quality than quantity so S!TE 2023 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 2023 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 2023 and benefit from well-arranged and managed programs such as;



- Tourism Exhibition with 200+ 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 2023

DAY	DATE	TIME	ACTIVITY
Tues, Wed & Thurs.	October 3rd - 5th, 2023	09:00 – 18:00	Exhibition setup at Mlimani City Conference Centre, Dar es Salaam
Wednesday and Thursday	October 4th - 5th, 2023	09:00 – 19:00	Venue inspection and booth allocations
Thursday	October 5th, 2023	09:00 – 19:00	Arrival of invited investors, buyers, regional and international media
Thursday	October 5th, 2023	18:00 – 21:00	Pre-event briefing cocktail for S!TE buyers only
Friday	October 6th, 2023	10:00 – 13:00	Official opening ceremony with Guest of Honor
Friday	October 6th, 2023	13:00 – 14:00	Exhibition and seminars
Friday	October 6th, 2023	14:00 – 15:30	Cultural dance performance
Friday	October 6th, 2023	15:30 – 16:00	Traditional performance
Friday	October 6th, 2023	16:00 – 16:30	Live band music
Friday	October 6th, 2023	18:00 - 19:00	Swahili fashion show
Friday	October 6th, 2023	18:00 – 21:00	S!TE networking cocktail party for exhibitors, sponsors and buyers

DAY	DATE	TIME	ACTIVITY
Saturday	October 7th, 2023	09:00 –11:00	Speed Networking in a ‘Deal Room’
Saturday	October 7th, 2023	09:00 –17:00	Exhibitions and seminar
Saturday	October 7th ,2023	10:00 – 16:00	Investment Forum
Saturday	October 7th ,2023	10:00 – 11:00	Traditional performance
Saturday	October 7th ,2023	11:30 – 13:30	Live band music
Saturday	October 7th ,2023	13:30 – 14:30	Traditional performance
Saturday	October 7th ,2023	14:30 – 15:30	Cultural dance performance
Saturday	October 7th ,2023	15:30 – 17:00	Live band music
Sunday	October 8th, 2023	09:00 – 17:00	Exhibition and seminars
Sunday	October 8th, 2023	10:00 – 11:00	Traditional performance
Sunday	October 8th, 2023	11:30 – 13:00	Live band music
Sunday	October 8th, 2023	13:00 – 14:30	Swahili fashion show
Sunday	October 8th, 2023	14:30 – 17:00	Cultural dance performance
Monday – Saturday	October 9th – 14th 2023	05:00 – 07:00	FAM Trips as per the flight schedule and itinerary
Saturday & Sunday	October 15th, 2023		

Depend on flight schedule 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 SITE 2023 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-site 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 2023 Sponsorship categories



Gold Sponsor



Silver Sponsor



Bronze Sponsor

1. Gold Event Partner TZS. 150,000,000.00 (Limited to 2 Sponsors)

The Principal Event Partner package is the top prime partnering opportunity. The sponsor will gain maximum exposure pre-event, at S!TE 2023 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 2023 marketing campaigns
- Collaboration with S!TE 2023 organizers in joint PR activities.

Live Interaction Opportunities

- Senior company executive to make a brief speech at official S!TE 2023 cocktail party
- Constant interaction opportunities with buyers and investors in collaboration with show organizers
- Verbal acknowledgement as Principal Event Partner throughout the event.

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 at the prime 'Principal Event Partner' location: 1 stand of 6 X 3



2. Silver Sponsor- TZS. 100,000,000.00 (Limited to Two Sponsoring Organizations)

Silver Sponsorship of S!TE 2023 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 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 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 2023 organizers on joint PR activities in silver sponsor positioning

Brand Recognition

- Advertisements printed in the event guide book
- Logo and Silver Sponsor recognition on all multimedia created to promote the event
- Logo and Silver Sponsor partner recognition printed on all signage created by the event organizers
- Promotional materials included in the event 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 exhibitors, investors and high-profile buyers.
- Verbal acknowledgement as Silver Sponsor throughout the event through stage announcements five times per day

Exhibition

6 X 3 Exhibition Booth/space in the prime 'Silver Event Partner' location



3. Bronze Sponsor – TZS 50,000,000.00 (Limited to Four Sponsoring Companies)

Pre-Event Brand Recognition

- Logo and Bronze Sponsor recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and Bronze 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 2023 marketing campaigns banners, posters and other printed materials

Brand Recognition

- Advertisements printed in buyer guide Logo and Bronze Sponsor recognition on all multimedia created to promote the event and shown on S!TE 2023 event
- Logo and Bronze Sponsor partner recognition
- Promotional materials included in buyer's bags
- Bronze sponsor level interaction in scheduled hosted buyer events
- Opportunities to provide giveaways and company branded merchandise to buyers.

Live Interaction Opportunities

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

Exhibition

6 x 3 m exhibition space in the prime 'Bronze Event Partner' location

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



4. Ground Transport Sponsorships

SITE 2023 is expected to host over 300 buyers and 200 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.



SPONSOR LOGO

5. Social Event Sponsorships

Branding

(i) 300 PCS of SITE 2023 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 SITE 2023 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.

Cost of SITE 2023 TEAM T-shirt Sponsorship - **TZ\$ 9,000,000** (excluding VAT)

(ii) 300 PCS OF SITE 2023 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.

6. Social Event Sponsorships

(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.

Cost of Bag Sponsorship – **TZ\$. 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

Cost of lanyard branding – **TZ\$. 6,000,000** (excluding VAT)



6. Social Event Sponsorships

(v) Entrance / Registration Facility Branding TZ\$. 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

Cost of Registration Facility Branding – **TZ\$. 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.

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 SITE 2023.

Cost of Branded Fascia Stickers – **TZS. 3,000,000** (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

Cost of Wheel Covers and Car Stickers Co-Branding – **TZS. 9,000,000** (Excluding VAT)



S!TE
SWAHILI INTERNATIONAL TOURISM EXPO

6. Social Event Sponsorships

(ix) Accommodation Partners for SITE 2023

The SITE Team is happy to receive 5 to 10 room complementary rooms from you on full board basis, where buyers (travel agents & tour operators and media) will stay during the event in Dar es salaam city and on their FAM trips to various attractions sites across the country. For Dar es salaam-based accommodation partners will be listed into our A to Z Info Pack list and all exhibitors and visitors will have a priority to book you during the expo since all your contact details will be shared. The rest of the accommodation partners will appear on SITE website and all other promotional collaterals. In exchange for the 5-10 complimentary room site shall provide one complimentary 3x3 shell scheme booth.

SITE 2023 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.

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

E-mail: info@site.tanzaniatourism.go.tz Hotline: **+255 766 028 927/ +255 689 008 940**

TANZANIA TOURIST BOARD (TTB)

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