



3G • CDMA • Satellite • Wi-Fi • WiMAX

Wireless Broadband East Africa

Panari Hotel, Nairobi, 29 November – 1 December 2006

Wireless Broadband West Africa

Muson Centre, Lagos, 4-6 December 2006

*Theme : Technologies & strategies to evolve
optimised networks*

LEAD SPONSOR



MOTOROLA

CO-SPONSOR



Press Release

8 August 2006

Motorola has announced its lead sponsorship of the Wireless Broadband Africa Forums to be held in Nairobi and Lagos at the end of November and early December in response to the growing deployment of wireless systems across the continent. QUALCOMM, leading developer of CDMA technology, is also supporting the event as a co-sponsor.

The East & West African Wireless Broadband Forums will provide a marketing and education platform to promote effective roll-out of the technology throughout Africa. These Forums follow the highly successful WiMAX & CDMA Forum held in Johannesburg in April 2006 (see http://new.aitecafrica.com/WiMAX_CDMA_Forum)

“Wireless Broadband East & West Africa will provide practical business and technology briefings to empower resellers, service providers and users to maximise their returns on the increasing investment that they will be making in wireless broadband technology over the coming years,” said Sean Moroney, Group Chairman of AITEC Africa, organisers of the events. “There is a compelling business and developmental case for extensive deployment of wireless broadband across Africa, in response to the rapid increase in demand for affordable data and voice connectivity. Which wireless technology is most appropriate to provide both data and VoIP services to business, residential, government and developmental users in both rural and urban settings? These Forums will provide participants with answers to crucial technical and business questions, enabling them to make the right deployment decisions.”

By providing a platform for vendors, service providers and users to network and share knowledge, the Forums will act as a catalyst to stimulate uptake of the right technologies to multiply connectivity across Africa.

Key Forum topics

- Strategic overviews of current and future technologies
- Evolving networks to 3G
- Key strategic issues in migrating networks to IP
- Can Fixed Wireless Access & WiMAX co-exist or will they clash?
- Which is right for your business – Fixed Wireless Access or WiMAX
- Cutting through the WiMAX ‘hype’: What are the manufacturers really saying?

- Global trends in CDMA 3G service
- Case studies on CDMA implementation by African operators
- 3G CDMA future: CDMA2000 and WDDMA implementation and roadmaps
- CDMA wireless broadband and WiMAX: Comparative case studies
- Case studies on GPRS deployment
- The relevance of Wi-Fi for African operators
- The impact of VoIP on African operators

Who is Wireless Broadband Africa aimed at?

WBA has several key audiences:

- ICT managers & network administrators in major corporates & public institutions
- Telecom operators: Senior managers and planners, engineering managers and staff, network managers
- Telecommunication policy-makers & regulators
- ISPs & Cyber Café Operators
- NGOs/civil society organisations directly involved with connectivity
- Media representatives
- Senior telecommunication engineering students
- Service providers, consultants and suppliers serving the telecommunications industry

Presentation Proposals

To propose a Forum presentation, send a brief outline to:
Sean Moroney, seanm@aitecafrica.com

To register as a delegate, log on to www.aitecafrica.com

Exhibition

An exhibition will be held as part of each Forum. Delegate refreshment and lunch breaks will take place in the exhibition area, thus ensuring circulation of all delegates around the exhibition stands.

Exhibition stand rates

Space only: £170/sq metre

Shell scheme (partitioning, lighting, power & fascia name): £190/sq metre

A 10% discount applies for exhibition bookings in both Forums.

Sponsorship Opportunities

Principal Event Sponsor

Sponsorship Fee	\$22,000 (one forum) \$35,000 (two forums)
Value of additional tangible benefits included (per forum)	\$11,012
Number of Companies to be awarded	One for each forum

Branding Benefits

- Branding on reception counter and sponsor's literature distributed from reception counter.
- Reception staff dressed in sponsor's corporate clothing
- Branding on all visitor, delegate, exhibitor, media and speaker badges
- Branding on speaker podiums and conference hall and breakout rooms
- Logo on visitor invitation cards
- Provision of speaker for Conference
- Sponsor's banner advert on the Aitec Africa website: www.aitecafrica.com
- Prominent branding on all pre-event publicity material and advertising (print and electronic)
- Mention in the press promotional material including advertisements and press releases

Tangible Benefits

- **2 Full colour pages** in Event Guide/Catalogue.
- **1 Full colour pages** in the CC Africa magazine (<http://aitecafrica.com/pages/compute.htm>)
- **Four (4) Complimentary** delegate registrations for the Conference
- 25% discount on up to **Ten (10)** additional delegate registration fees
- **Four (4) Complimentary** Gala Dinner tickets (over and above delegates)
- **Four (4) Complimentary** Invitations for Cocktail (over and above delegates)
- **Four (4) Complimentary** Invitations for Delegate Lunch (over and above delegates)
- **1 (4m x 3m) Exhibition stand with Shell scheme**

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Co-sponsor

Sponsorship Fee	\$12,500 (for one forum) \$20,000 (for two forums)
Value of additional tangible benefits included (per forum)	\$6,876
Number of Companies to be awarded	4 (Four)

Branding Benefits

- Branding on reception counter and sponsor's literature distributed from reception counter.
- Branding on all visitor, delegate, exhibitor, media and speaker badges
- Provision of speaker for Conference
- Sponsor's banner advert on the Aitec Africa website: **www.aitecafrica.com**
- Prominent branding on all pre-event publicity material and advertising (print and electronic)
- Mention in the press promotional material including advertisements and press releases

Tangible Benefits

- **One (1) Full colour pages** in Event Guide/Catalogue.
- **Half a colour page** in the CC Africa magazine (<http://aitecafrica.com/pages/compute.htm>)
- **Three (3) Complimentary** delegate registrations for the Conference
- 25% discount on up to **Six (6)** additional delegate registration fees
- **Two (2) Complimentary** Gala Dinner tickets (over and above delegates)
- **Two (2) Complimentary** Invitations for Cocktail (over and above delegates)
- **Two (2) Complimentary** Invitations for Delegate Lunch (over and above delegates)
- **1 (3m x 3m) Exhibition stand with Shell scheme**

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Gala Dinner Sponsor

Sponsorship Fee	\$13,500 (for one forum) \$21,500 (for two forums)
Value of additional tangible benefits included (per forum)	\$6,577
Number of Companies to be awarded	1 (One)

Delegates, exhibitors, speakers and the press will be invited for the gala evening dinner extravaganza on the first night of the Forum. A high-quality entertainment programme will be provided, in consultation with the sponsor. Guests will be provided with high-quality buffet dinner with complimentary beverages to include wine and fruit juices. (A cash bar will be available for other beverages unless the sponsor decides to also cover the additional beverages at its own expense.)

Branding Benefits

- Banner and other branding throughout the entertainment area
- Branding on web site, marketing materials, advertisements and press releases
- Branding on programme and Event Guide
- Company logo on Gala invitations.
- A company representative to make a short (five minutes) welcoming address at the function.
- Provision of speaker for Conference
- Sponsor's banner advert on the Aitec Africa website: **www.aitecafrica.com**
- Prominent branding on all pre-event publicity material and advertising (print and electronic)
- Mention in the press promotional material including advertisements and press releases

Tangible Benefits

- **1 Full colour pages** in Event Guide/Catalogue.
- **Half a colour page** in the CC Africa magazine (<http://aitecafrica.com/pages/compute.htm>)
- **Two (2) Complimentary** delegate registrations for the Conference
- 25% discount on up to **Six (6)** additional delegate registration fees
- **Six (6) Complimentary** Gala Dinner tickets (over and above delegates)
- **1 (3m x 3m) Exhibition stand with Shell scheme**

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Delegate Lunch Sponsor

Sponsorship Fee	\$6,500 (for one forum)
	\$10,500 (for two forums)
Value of additional tangible benefits included (per forum)	\$4,070
Number of Companies to be awarded	2 (Two)

The lunch hosts will be seated at the head table, where the most senior of the dignitaries in attendance will join them.

Branding Benefits

- Opportunity to address lunch guests
- Reserved Head table (s) for the hosts guests, including the most senior dignitaries in attendance
- Sponsor branding, including banners, in the lunch area
- Corporate identity in the dining room (to be supplied by host)
- Mention in the press promotional material including advertisements and press releases

Tangible Benefits

- **1 Full colour page** in Event Guide/Catalogue.
- **Half a colour page** in the CC Africa magazine
- **Two (2) Complimentary** delegate registrations for the Conference
- 25% discount on up to **Six (6)** additional delegate registration fees
- **Six (6) Complimentary** Invitations for the Delegate Lunch (over and above delegates)

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Cocktail Reception Sponsor

Sponsorship Fee	\$8,500 (one forum) \$13,500 (two forums)
Value of additional tangible benefits included (per forum)	\$4,710
Number of Companies to be awarded	1 (One)

The cocktail reception will be held at the end of the last day

Branding Benefits

- Banners in cocktail area (Hall branding).
- A company representative to make a short (five-minutes) welcoming address.
- Company logo on all cocktail invitations.
- Banners in venue of the Cocktail
- Mention in the press promotional material including advertisements and press releases.

Tangible Benefits

- **Half a colour page** in Event Guide/Catalogue.
- **Half a colour page** in the CC Africa magazine
- **Three (3) Complimentary** delegate registrations for the Conference
- 25% discount on up to **Eight (8)** additional delegate registration fees
- **Six (6) Complimentary** Invitations for Cocktail (over and above delegates)

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Plenary Session Sponsor

Companies are invited to host Plenary Sessions. Over the 2 days of the conference

Sponsorship Fee	\$4,500 (one forum) \$7,000 (two forums)
Value of additional tangible benefits included (per forum)	\$4,138
Number of Companies to be awarded	4 (Four)

there will be 2 morning and 2 afternoon sessions available

Branding Benefits

- Branding in the Forum room
- Branding on Forum documentation
- A company representative to make a short (five minutes) welcoming address at the opening of the Forum
- The Sponsor to be entitled to invite Ten (10) non delegate registrations to the sponsored plenary session
- Mention in the press promotional material including advertisements and press releases

Tangible Benefits

- **Half a colour page** in Event Guide/Catalogue.
- **Half a colour page** in the CC Africa magazine
- **Two (2) Complimentary** delegate registrations for the Conference
- 25% discount on up to **Five (5)** additional delegate registration fees

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Delegate Bag Sponsor

Sponsorship Fee	\$6,500 (one forum) \$10,500 (two forums)
Value of additional tangible benefits included (per forum)	\$2,538
Number of Companies to be awarded	1 (One)

Branding Benefits

- Display space in the reception area of the conference (table top/pop-up display)
- Company logo on all conference material
- Company logo in white on black background (on Briefcase)
- One page company profile inserted into the delegate pack

Tangible Benefits

- **Half a colour page** in Event Guide/Catalogue.
- **Two (2) Complimentary** delegate places
- 25% discount on up to **Five (5)** additional delegate registration fees
- Prices do not include production and transportation

Sponsor to provide all display, literature, exhibits and other such promotional items. Logos must be submitted within the given deadlines.

Speaker Presentation CD Sponsor

Sponsorship Fee	\$3,500 (one forum)
	\$5,600 (two forums)
Value of additional tangible benefits included (per forum)	\$705
Number of Companies to be awarded	1 (One)

Branding Benefits

- Full branding of the CD to be produced at the end of the forum for delegates

Tangible Benefits

- **One (1) Complimentary** delegate places
- 25% discount on up to **Two (2)** additional delegate registration fees

Additional Sponsorship Opportunities

Banners in Exhibition Area

Sponsorship Fee	\$2,000 (one forum) \$3,200 (two forums)
Value of additional tangible benefits included (per forum)	\$470
Number of Companies to be awarded	1 Complimentary delegate 4(Four)

Sponsorship Fee	\$1,200 (one forum) \$1,900 (two forums)
Value of additional tangible benefits included (per forum)	\$470
Number of Companies to be awarded	1 Complimentary delegate 4(Four)

Insertions in Delegate Packs

Press Room

Sponsorship Fee	\$2,500 (one forum) \$4,000 (two forums)
Value of additional tangible benefits included (per forum)	\$470
Sponsorship Fee	\$1,200 (one forum) \$2,000 (two forums)
Value of additional tangible benefits included (per forum)	\$470 (Four Hundred and Seventy USD)
Number of Companies to be awarded	1 Complimentary delegate 1 (One)
Number of Companies to be awarded	1 (One)

Internet Sponsorship

Exhibition

There will be an exhibition linked to the conference, providing an opportunity to network with participants in a unique educational setting. Exhibition rates are:

Prices:

Space Only: £170/sq metre

Shell Scheme: £190/sq metre

Included with space only and shell scheme stands (per stand of up to 12 sq metres):

- 2 x two Lunch invitations
- 2 x Two Cocktail Invitations
- Two Gala Dinner Invitations
- Corporate profile in the Event Guide

Included in shell scheme stands:

- Octanorm partitioning
- Table and 2 chairs
- Fascia name board
- Lighting
- Power point

Event Guide Advertising

Price:

A5 full page, four-colour

\$750 (one forum)

\$1,200 (two forums)

- Be seen by key decision-makers and buyers
- Provides maximum exposure to prospects.
- Reinforce the marketing of your participation in this Event.
- Expose your company to the high-level professionals and industry leaders who will attend the Summit.
- Ensure corporate recognition among the prime buying prospects that attend the exhibition.
- Help your company gain high levels of visibility and mind share within the ICT industry.
- Present your company as a true industrial leader

Delegate Fees

Price: \$470 per delegate

- Two Lunch invitations
- One Cocktail Invitations
- One Gala Dinner Invitation

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- Listing in the Event Guide

CONTACT DETAILS

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