



WEAREAFRICA

13-16 MAY 2019

# JOIN THE TRIBE

PARTNERSHIP OPPORTUNITIES



#NotOneStory



# CONNECT WITH THE TRIBE

TELL YOUR STORY

Our partnership opportunities are your chance to put your brand centre stage at We Are Africa and connect with the tribe.

From strategically featuring your brand on our event collateral, seen by every tribe member during the show and beyond, to partnering with our in-house creative and operations team to create immersive activations, this is a unique opportunity to boost your business, maximise your show experience and make your brand stand out at We Are Africa 2019.



# MEET THE TRIBE

We Are Africa is an innovative meeting place of over 850 of the leading minds in high-end African travel. As influencers not only within the high-end travel industry, but of high-end travellers worldwide, the We Are Africa tribe is a receptive and captive audience worth exposing your brand to.



CLICK TO RELIVE THE MAGIC OF WE ARE AFRICA



# WHO ARE OUR TRIBE?

THE TRIBE

## Carefully curated

Our 850-strong delegation is hand-selected from hundreds of applicants.

## Diverse

Our tribe is made up of the best names in high-end hospitality and unique experiential travel operators in Africa, as well as over 300 of the world's leading global buyers and international travel press.

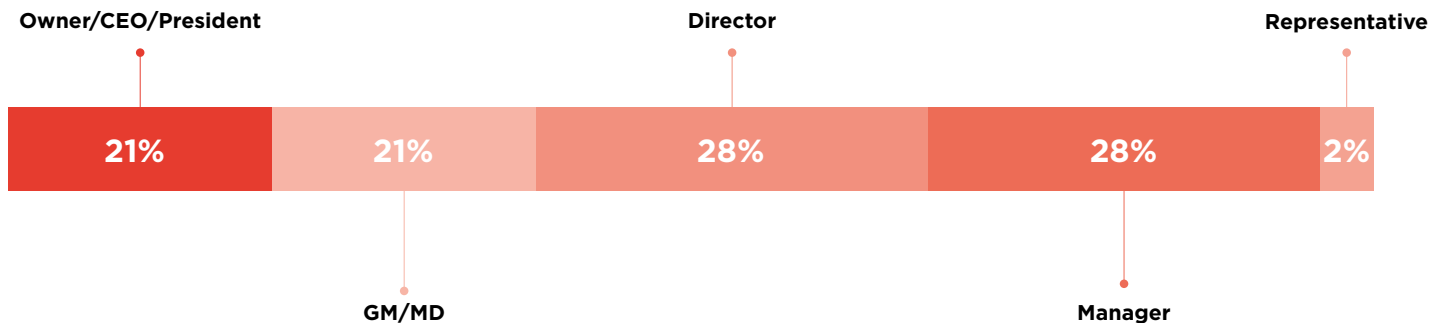
## High-end

Only the finest exhibitors representing Africa's high-end travel market are invited to attend.

## OUR 2018 TRIBE

EXHIBITORS	BUYERS	MEDIA
<b>445</b> DELEGATES FROM 318 HIGH-END AFRICAN & INDIAN OCEAN TRAVEL BRANDS	<b>364</b> DELEGATES FROM 287 HIGH-END INTERNATIONAL PRIVATE TRAVEL DESIGNERS	<b>23</b> LEADING INTERNATIONAL TRAVEL EDITORS & JOURNALISTS

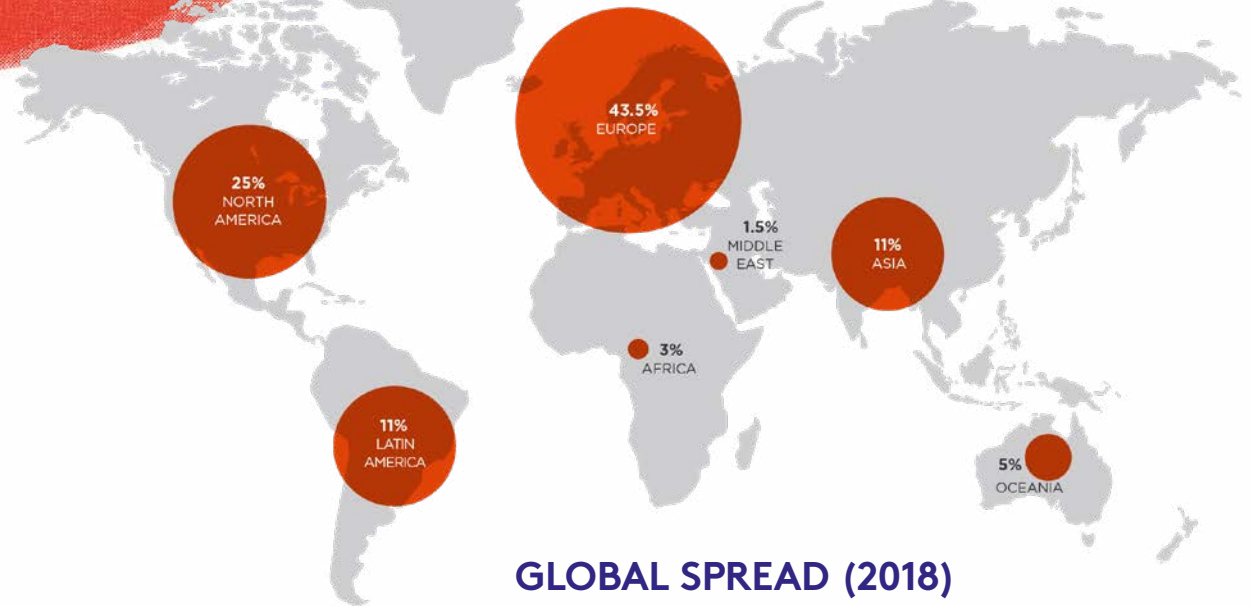
## SENIORITY OF DELEGATES



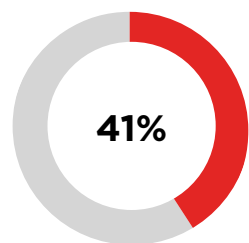
# THE BIGGER STORY

## BUYERS

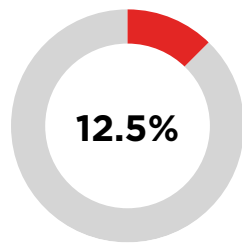
**364** BUYERS  
**41** COUNTRIES  
**66** HUB CITIES



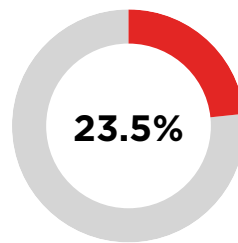
Our 2018 buyers represented **37,151** high-end travellers who visited Africa & the Indian Ocean Islands, each spending an average of US**\$1,137** per night.



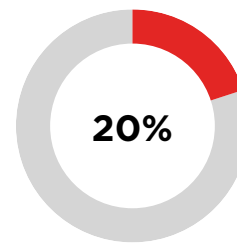
AFRICA SPECIALIST  
TOUR OPERATORS



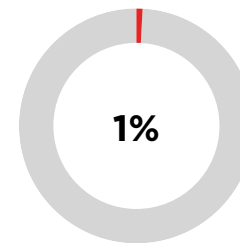
AFRICA SPECIALIST  
TRAVEL AGENTS



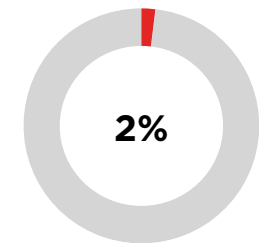
GENERAL TOUR  
OPERATOR FOR  
HIGH NET WORTH  
INDIVIDUALS



GENERAL TRAVEL  
AGENCY FOR  
HIGH NET WORTH  
INDIVIDUALS



BUSINESS TRAVEL  
& MICE AGENCIES



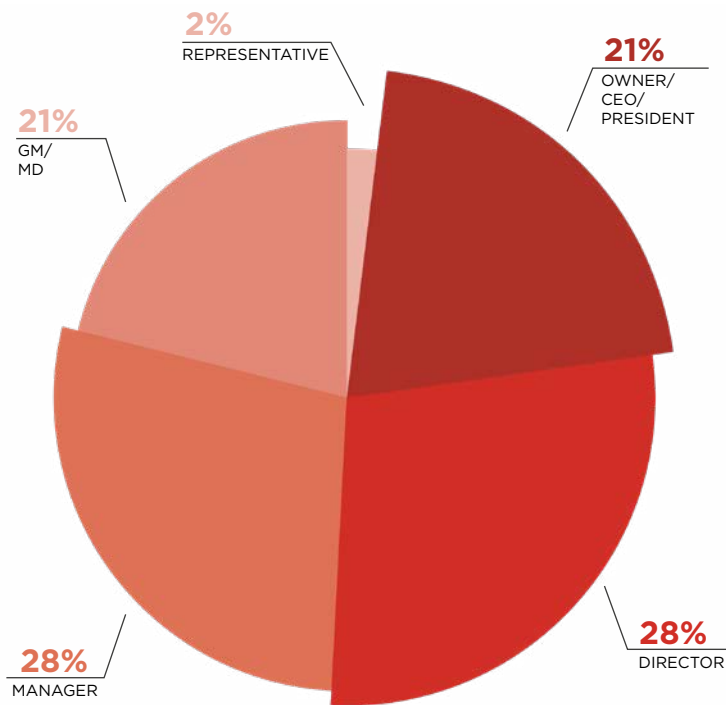
INDEPENDENT  
CONSULTANTS

# THE BIGGER STORY EXHIBITORS

EXHIBITOR

## GEOGRAPHICAL SPREAD (2018)

## EXHIBITOR SENIORITY BREAKDOWN





# THE BIGGER STORY **MEDIA**

MEDIA

We Are Africa 2018 hosted 23 top global editors and journalists, representing an array of prestigious publications. Check out our sample list below...

- Condé Nast Traveller United Kingdom
- Condé Nast Traveller Spain
- Condé Nast Traveler United States
- Departures
- Especially Africa
- Financial Times (How To Spend It)
- Getaway Magazine
- Matador Network
- Newsweek
- Tatler
- The Times LXXX
- Travesías Media



# UN-CONFERENCE *FUSE*

PARTNERSHIP OPPORTUNITIES

FUSE is our all-day un-conference featuring a line-up of inspirational speakers from within and outside the travel industry, as well as informal peer-to-peer discussions and workshops. Open to all delegates, it's a popular, productive way to kick off We Are Africa, with the aim of igniting a new vision for the future of high-end African travel and hospitality. This is your brand's opportunity to be named the official partner of FUSE and be strategically integrated into the show's content, branding and aesthetic.





# UN-CONFERENCE FUSE

## PARTNERSHIP OPPORTUNITIES

### DELIVERABLES

- Naming rights to FUSE 2019 (i.e. FUSE 2019, brought to you by [YOUR BRAND]), ensuring your brand name is included and referenced in all communications regarding the un-conference
- Perceived and promoted as a highly innovative brand leading in the industry as the face of inspiration at this radical, future-facing event
- Branding included in FUSE 2019 signage and collateral
- Listing on weareafricatravel.com as a supporting partner, including branding on the dedicated FUSE page
- Branding on screens and signage used at the venue of FUSE 2019
- Partner logo on the official event floor plan map signage and collateral and on partner boards at the show
- Branding included in all post-event marketing and seeding of video content
- Five- minute welcome address
- Full page advertisement in the official show catalogue (personally handed to over 850 delegates at the show and used as a point of reference throughout the year)
- Two additional delegate badges

**PARTNERSHIP VALUE: £30,000**





# LUNCH PROGRAMME MARKET

## PARTNERSHIP OPPORTUNITIES

Perfectly nestled inside the Stadium, a few steps from the exhibition, We Are Africa's daily hosted lunch, MARKET, will provide a refreshing break from the morning's appointments and give your brand prime visibility to over 850 attending delegates each day of the show. This is your opportunity to have complete ownership and creatively integrate your brand in the indoor and outdoor space.



## DELIVERABLES

- Venue hire of the MARKET lunch space at the Cape Town Stadium, for all three days
- Catering for up to 850 We Are Africa delegates, including a consultation with you to ensure menu is reflective of your brand image
- Your brand name included in the official programme, all communication and references to the lunches, including all signage and show collateral
- Full page advertisement in The List (personally handed to over 850 delegates at the show and used as a point of reference throughout the year)

\*Brands have the opportunity to further enhance the experience through décor elements and entertainment in consultation with our in-house creative and operations team.

**PARTNERSHIP VALUE: £24,999 (over 3 days of the Show)**



# TALK THE TALK

## PARTNERSHIP OPPORTUNITIES



Engage the tribe with your brand on a truly meaningful level with our branded speaker sessions. We will host 1 talk per day on each day of We Are Africa, taking place outside MARKET, where all delegates will eat lunch. This is an invaluable opportunity to associate your brand with thought-provoking, high-quality content in an intimate setting.

**PARTNERSHIP VALUE: £3999**

### DELIVERABLES

- Intimate speaking opportunities and brand engaging sessions will take place outside MARKET – 1 talk per day from the 14-16 May 2019
- Having great content associated to your brand elevates the perspective of all delegates
- Opportunity to include VR activations in our 'dome' space
- Brand exposure online and offline
- Up to 10-minute, intimate sessions
- Speakers provided by the brand
- Screen and microphone provided
- Social media coverage
- Inclusion on the We Are Africa official programme





# THE HAVEN

## PARTNERSHIP OPPORTUNITIES

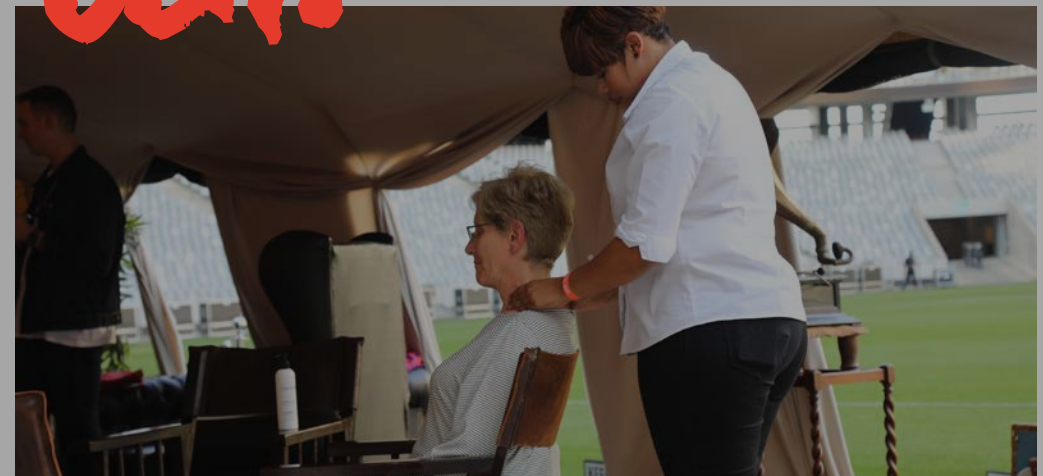
The Haven is a wonderful opportunity to showcase what makes your property so unforgettable. Situated pitchside at Cape Town Stadium, this inviting outdoor space will feature a multipurpose tent with limitless opportunities for customisation, from serving state-of-the-art wines and canapes; to a meeting point for inspiring minds to meet and relax. Inspired by old-world charm, The Haven is a blissful retreat from the hustle and bustle of the event: think antique décor, beautiful rugs and plush, laid-back seating, against the stunning backdrop of Cape Town Stadium.

**PARTNERSHIP VALUE: £15,000**

### DELIVERABLES

- Exclusive pitchside area
- Hostesses serving canapes & wine
- Active from Tuesday to Thursday, all day long
- Bar space, furniture and decoration included
- AV support if required
- Part of the We Are Africa official agenda
- Sneak peek campaign to all delegates before the show
- Great exposure to your ethos and brand aesthetic
- Form a deeper connection with delegates
- Possibility of hosting informal meetings at the space
- Great visual impact and brand recognition for all delegates

**SOLD OUT!**





# PRIVATE MARKET TABLES

PARTNERSHIP OPPORTUNITIES

# ONLY 5 LEFT



Maximise your networking opportunities and connect with delegates outside your appointment diary by hosting a private table at our daily, easy access on-site MARKET lunches. Booking a private table allows you to connect with specific people of your choosing in a relaxed setting over a delicious, wholesome meal. There are 3 private tables available per lunch on 14, 15 and 16 May 2019.

**PARTNERSHIP VALUE: £2399 (per day)**

## DELIVERABLES

- Exclusive invitation of up to 10 buyers of your choice facilitated by the We Are Africa Travel Relations Team
- A specially catered, 12-seater table with premium table service, including a wine pairing with each course
- Brand signage on table
- Assistance sending out invitations to chosen buyers



# CLOSING PARTY

## PARTNERSHIP OPPORTUNITIES

Go out with a bang and leave a lasting brand impression by partnering to present We Are Africa's closing (and biggest) evening event. Hosting our Closing Party gives you the opportunity to market your brand first-hand to international trade buyers and leading global press at the top end of the travel sector.

**PARTNERSHIP VALUE: £30,000**

### DELIVERABLES

- Your branding on official communication marketing the networking evening
- Your branding on official website programme/branding on website under collaborations
- Acknowledgement of co-host on all collateral/digital material relating to the WAA 2019 official networking evening
- Your branding at entrance to WAA 2019 official networking evening
- Your branding throughout the party venue
- Five-minute welcome speech
- Two additional delegate badges to show





# PHOTOBOOTH

## PARTNERSHIP OPPORTUNITIES



What better way to immortalise a great meeting or new connection than with a fun photograph you can instantly upload on to social media for everyone to see?

Much more than just a novel souvenir, your brand will go round the show and the world – in 80 seconds.

**PARTNERSHIP VALUE: £8,000**



# BILLBOARD ADVERTISING

## PARTNERSHIP OPPORTUNITIES

Secure a key billboard position on the show floor to captivate the tribe with an ingenious campaign message, cutting-edge graphics or breathtaking photos.

**PARTNERSHIP VALUE: £3,000**





# ELEVATOR BRANDING

Take your brand to new heights with this highly creative and innovative opportunity for We Are Africa 2019 – our biggest edition yet. An ‘elevator pitch’ like you’ve never experienced it before, your branding will feature for the duration of the show in all elevators or a staircase in Cape Town Stadium, which are in constant use by delegates (especially buyers) throughout the day.

**PARTNERSHIP VALUE: £5,000**

## DELIVERABLES

- Active throughout the show
- Two full-branded lifts or staircase
- Very high footfall
- Potential for smell, touch and hearing sensory combination – endless creative possibilities
- An original way to convey your brand messaging and let your creativity show
- Highly shareable and an irresistible photo opportunity
- Presence on all We Are Africa floors





# MARKETPLACE LOUNGES

A casual space for delegates to network, meet and grab a coffee in between appointments, each lounge has a prominent position on the show floor.

**PARTNERSHIP VALUE: £8,999**

## DELIVERABLES

- A couch
- 2-4 chairs
- Coffee and side table
- Carpet
- Branded stand signage
- Your brand name on a stick
- TFS banner includes front and back branding





# WE ARE AFRICA BAG

## PARTNERSHIP OPPORTUNITIES

Grab the tribe's attention with the We Are Africa bag and see your brand circulate around the show, the city and the world both during and after the show.

**PARTNERSHIP VALUE: £5,939**





# LANYARDS

## PARTNERSHIP OPPORTUNITIES

The lanyard is an essential fixture of the delegate badge that all We Are Africa attendees must wear to access the show floor in and around Cape Town Stadium, providing exposure on each day of the show.

**PARTNERSHIP VALUE: £6499**





# PEN AND NOTEBOOK

## PARTNERSHIP OPPORTUNITIES

**SOLD OUT!**

Brilliant ideas abound in a show that fosters innovation. We make sure that the tribe never forget any of these game-changing business ideas by giving them each a notebook and pen. Align your brand with creative travel thinking by featuring your logo on both pen and pad, useful for any moment of inspiration that strikes both at the show and at home.

**PARTNERSHIP VALUE: £7,129**

### DELIVERABLES

- Handed to all 850 delegates as part of their show bag
- Your company logo on every notebook
- Your company logo printed on every pen
- Choose a pen colour of your choice to match your brand identity
- Price includes full production costs



# WATERCOOLERS

## PARTNERSHIP OPPORTUNITIES

Environmentally friendly and sustainable, our branded, strategically placed watercoolers are essential for keeping the tribe happy and hydrated throughout We Are Africa.

**PARTNERSHIP VALUE: £3,999**

### DELIVERABLES

- Fully branded watercoolers positioned throughout the 4 levels of the show floor in specific, high-traffic areas
- Includes a watercooler symbol with your branding on each page of the map in The List, used by over 850 delegates to get around the show each day
- We would also include the watercooler symbol with your branding on the floor plan maps at registration, for additional exposure





# THE LIST

## PARTNERSHIP OPPORTUNITIES



With over 330 exhibition stands and a variety of food and drink stations, our Way Finder is the official pocket map to help you navigate your way around the show floor. Having your brand name on this invaluable tool, complete with full exhibitor listings, show floor map and programme, will offer you daily exposure throughout the show and access to over 850 delegates.

**PARTNERSHIP VALUE: £5,000**

### DELIVERABLES

- Handed to all 850 delegates as part of their show bag and on the showfloor
- Full page ad on back of The List

# APPOINTMENT SCHEDULE

## PARTNERSHIP OPPORTUNITIES

The Appointment Schedule connects We Are Africa's buyers, exhibitors and press both before and during the show by providing a platform for them to choose and check their appointments, guaranteeing you exposure throughout.

**PARTNERSHIP VALUE: £6,299**

## DELIVERABLES

- Your brand logo on the banner at the top of the online appointment phases (regularly accessed by over 850 delegates in the months running up to the show)
- Your brand logo on every official appointment system email minimum of three sent to over 850 delegates in the months running up to the show
- Your brand logo on the personalised PDF appointment schedule (downloaded by each delegate before the show and used as a constant reference throughout)



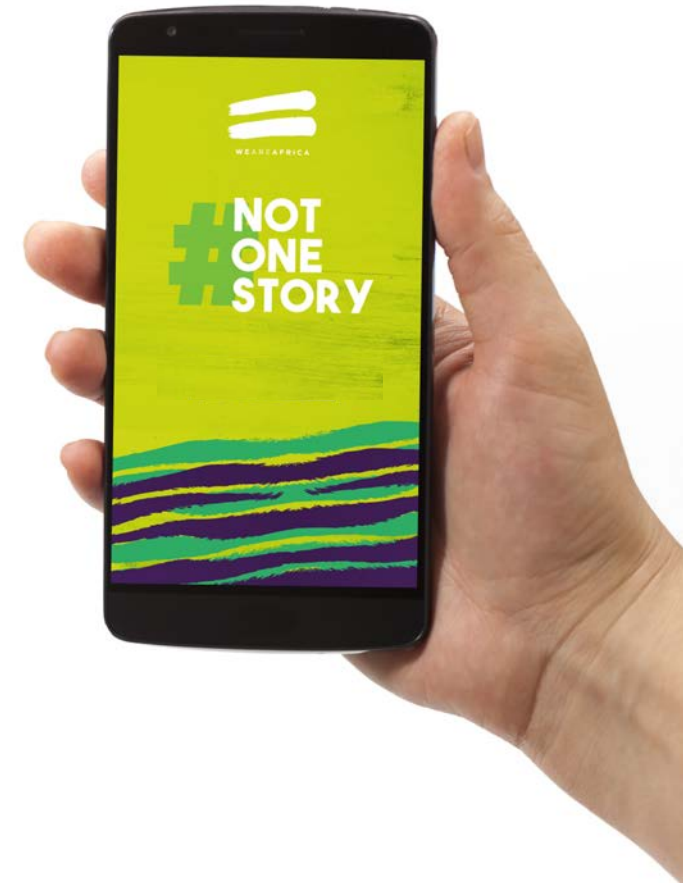


# EVENT APP

## PARTNERSHIP OPPORTUNITIES

The Beyond app is the ultimate tool for the We Are Africa tribe, allowing them to seamlessly connect before, during and after the show. The app hosts the full appointment diary schedule for each company, making it a valuable opportunity to get your brand noticed by all delegates.

**PARTNERSHIP VALUE: £9,999**





MAKE YOUR  
**MARK**

GOT AN IDEA WE HAVEN'T THOUGHT OF?  
GET IN TOUCH!

Please get in touch to discuss how to connect your  
brand with the tribe at We Are Africa 2019.



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