



International Road Federation
Fédération Routière Internationale
Federación Internacional de Carreteras



2022 SARF • IRF • PIARC

7TH REGIONAL CONFERENCE FOR AFRICA & PIARC INTERNATIONAL SEMINAR ON RURAL ROADS AND ROAD SAFETY

CONNECTING AFRICA THROUGH SMART, SAFE AND RESILIENT ROADS

18 - 20 OCTOBER 2022 | Cape Town International Convention Centre

CALL FOR
EXHIBITORS

October
2022
Cape Town

CALL FOR
SPONSORS

CONNECTING AFRICA THROUGH SMART, SAFE AND RESILIENT ROADS Stimulating Growth and Trade on the Continent

ABOUT

SARF (South African Road Federation) Regional Conferences for Africa have been successfully hosted on a regular basis since 1998 and are recognised as one of the flagship events for the roads sector in Southern Africa. They are gaining wider recognition globally with our co-hosts the **International Road Federation** and **PIARC (World Road Association)**.

Over 420 delegates and 35 exhibitors participated in the last event in Durban in 2018. The 7th Regional Conference for Africa & PIARC International Seminar will be taking place in Cape Town, South Africa at the CTICC from 18 - 20 October 2022.

The conference is aimed at the following sectors:

- Provincial and local government and roads agencies / authorities.
- Civil engineering contractors, consultants and suppliers.
- Road, bridge and tunnel builders and maintenance contractors.
- Traffic planning and management systems companies.
- ITS and communication companies.
- Road safety specialists and suppliers.
- Road lighting and signage companies.
- Procurement managers.

www.sbs.co.za/sarf2022

CALL FOR EXHIBITORS

A trade exhibition will run alongside the conference offering suppliers an outstanding opportunity to promote their products and services to influential speakers and delegates.

As spaces are limited, it is important to book early to secure prime areas and avoid missing out. Demand for exhibition space is expected to be greater than ever with the Government's commitment to investment in transport infrastructure.

The area available will be in the exhibition hall where mid-morning and mid-afternoon refreshment and lunch breaks, as well as the welcome cocktail party, will be held.

A limited amount of outdoor space* is also available on the lawns opposite the entrance to the exhibition hall and across the foyer, to display heavy vehicles and road construction equipment. This outdoor space is an optional extra for sponsors and indoor exhibitors only.

- Exhibition space ranges from 9m² to 27m².
- View exhibition layout [here](#).

EXHIBITION COSTS:

- Stand package: R2 800 per m² (excl VAT)
- Space only (*build your own stand*): R2 400 per m² (excl VAT)
- Outdoor space*: R500 per m² (excl VAT)

EXHIBITION SCHEDULE:

- 17 October 2022: Build-your-own-stand exhibitors build stands from 06h00 - 22h00
- 18 October 2022: Exhibitors dress stands from 06h00 - 11h00
- 18 October 2022: Live exhibition from 12h30 - 19h30
- 19 October 2022: Live exhibition from 08h00 - 17h30
- 20 October 2022: Live exhibition from 08h00 - 14h00
- 20 October 2022: Breakdown from 14h00 - 22h00



Submit your exhibition application online [here](#)

CALL FOR SPONSORS

Various types of commercially viable sponsorship opportunities are available to sponsors of the conference that provide a high degree of flexibility, combining a number of traditional branding elements with value-added opportunities for addressing the conference attendees and communicating your corporate message. Marketing and media releases about the conference will add further value to the packages. Whilst it is difficult to put a monetary value to such coverage in advance, the conference has always been popular with the trade journals and specialised media publications.

Gold, Silver and Bronze Sponsorship Packages

As a gold, silver or bronze sponsor of the conference, your company will be clearly identified as one of the most important contributors through visual branding and clear identification in all conference promotional material. Your branding will feature prominently throughout the conference.

Our gold, silver and bronze sponsorship packages provide the best of both worlds with prestige status, and the opportunity to promote your products and services through a dedicated exhibition space.

SPONSORSHIP BENEFIT	GOLD R100 000 + VAT	SILVER R75 000 + VAT	BRONZE R50 000 + VAT
Sponsor profile on the conference website, including: <ul style="list-style-type: none"> Company name and logo. 200-word company bio. Links to company website and social media platforms. Additional links to company or product brochures. 	✓	✓	✓
Company logo on the front of the printed conference programme and a colour advertisement inside.	2 x full page adverts	1 x full page advert	1 x half page advert
Company banner may be displayed in the two breakaway venues.	✓	✓	✓
Company logo to appear on directional signage.	✓	✓	✓
Run a promotional video during the conference breaks.	3-minute video	2-minute video	1-minute video
Company brochure may be included in delegate conference bag.	✓	✓	✓
Free conference tickets including access to the welcome cocktail party and gala dinner.	6 tickets Valued at R42 000	4 tickets Valued at R28 000	2 tickets Valued at R14 000
Free exhibition space in the hall where all catering takes place.	18m ² stand package valued at R50 400	12m ² stand package valued at R33 600	9m ² stand package valued at R25 200

Function Name Branding

PLENARY VENUE R200 000 + VAT

All the benefits of a GOLD sponsorship + branding of the main auditorium and the option to address the delegates / show a 5-minute video.

GALA DINNER R200 000 + VAT

All the benefits of a GOLD sponsorship + branding of the gala dinner venue and the option to address the delegates / show a 5-minute video.

WELCOME COCKTAIL PARTY R160 000 + VAT

All the benefits of a GOLD sponsorship + branding of the welcome cocktail party venue and the option to address the delegates / show a 3-minute video.

LUNCHES (3 days available) R75 000 + VAT

Acknowledgement in conference programme and option to show 2-minute video.

Sponsorship of Specific Items

- BRANDED CONFERENCE BAGS (X 400): R60 000 + VAT**
- CONFERENCE PROGRAMME (X 400): R60 000 + VAT**
- MOBILE APPLICATION: R60 000 + VAT**
- FULL PAGE ADVERT IN CONFERENCE PROGRAMME: R15 000 + VAT**

Contact Kim at info@sbs.co.za to discuss your sponsorship involvement in more detail

CONCLUSION

We would be happy to discuss the above options or any other ideas you may have in terms of how your company's participation can add value to the delegates in return for brand exposure.

We hope to conclude most of the major exhibitor and sponsorship agreements before the end of March 2022 so that we can include your names in the main wave of advertising.

We look forward to welcoming you on board as a sponsor/exhibitor of the SARF / IRF / PIARC 2022 conference and working with you to make it a valuable and rewarding event for all participants.

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