



11th ANNUAL CONFERENCE • 8 & 9 MAY 2024

Cape Town International Convention Centre

ABOUT THE WCPDF

The **Western Cape Property Development Forum (WCPDF)** is a registered non-profit organisation (246-760 NPO). Founded in 2008 to create awareness and address the challenges that face the property development and construction industry, its subscribed members today reaches well into the thousands, and represents the full production line of private and public property projects and associated infrastructure provision. The WCPDF is also actively engaged in education and transformation of our industry.

With a voluntary Management Committee of 45 representing 18 associations, the WCPDF actively engages government to provide input and give feedback on draft legislation and policy. While the industry is always impacted by national legislation, the most critical development issues tend to occur at regional and municipal levels, and this is where the WCPDF's chief focus lies.

For more about the WCPDF, visit www.wcpdf.org.za

ABOUT WCPDF ANNUAL CONFERENCE

The WCPDF annual conference has increasingly become a major event on the property development and construction industry calendar. Recognised for its success in bringing together thought leaders from the public and private sector involved in fixed-capital investment, every year it stimulates robust discussion and debate that lead to collaborative solutions to grow our industry and economy.

Conference delegates and session participants range across the Built Environment, from large-scale and micro-developers, specialist consultants, contractors and industry service providers to members of the financial and legal fraternity.

The conference has also seen consistent growth year-on-year with delegates attending from outside the Western Cape, as well as among the public sector from across the province and beyond.

Each year, we break our own targets for delegate numbers; from less than 100 at our first conference in 2014, our 2023 conference saw more than 360 attendees. Our delegate target for 2024 is 400 and up to 18 exhibitors with their representatives.

The event will once again take place at the **Cape Town International Convention Centre (CTICC)** from **Wednesday, 8 to Thursday, 9 May 2024**.

CONFERENCE THEME

IGNITING GROWTH AND INNOVATION

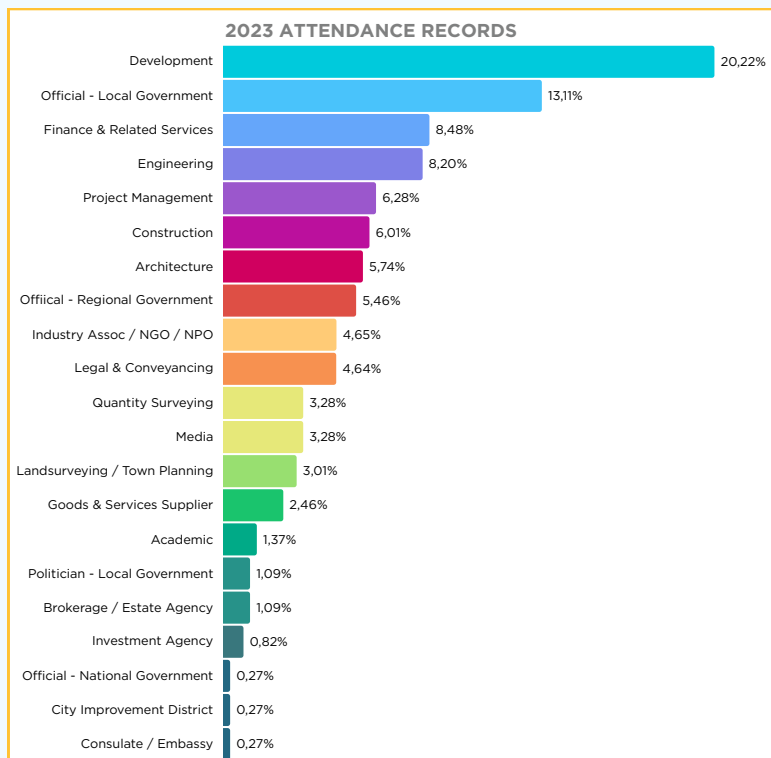
At our 2023 conference, we saw numerous Western Cape politicians and officials undertake to collaborate with the private sector to Get.Things.Done. They agreed to try new ideas, engage in more results-driven dialogue, set a precedent for the rest of the country, and get the economy going again.

How far have we come in a year and has the Western Cape industry itself taken the lead? How have we collectively - public and private sector alike - stepped up to ignite the sparks from the 2023 event? What are the new challenges we face, and how far have we embraced innovation?

And, most importantly: what are the unique opportunities that the Western Cape offers?

Our sub-themes for 2024:

MOBILITY = ECONOMIC ACTIVITY • DEFINING AND TACKLING AFFORDABILITY • THE IMPORTANCE OF BIG DATA • ENERGY INNOVATIONS IN THE WESTERN CAPE • UNDERSTANDING LAND DEMAND & AVAILABILITY



sbs.co.za/wcpdf2024





CALL FOR SPONSORS & ADVERTISERS

WHY SPONSOR?

The annual WCPDF conference has become an important event on the industry calendar for sponsors as well as delegates. For our sponsors, it offers an opportunity to increase brand recognition while networking with key private and public representatives involved in property development and construction from throughout the Western Cape. Together with heightened awareness of your products and services, participation as a sponsor, involvement in the annual conference:

- Ensures you are recognised as a supporter of economic investment and development
- Offers a highly representative platform for engaging with potential customers and future business partners
- Develops rapport with industry colleagues as well as with political leaders and other decision-makers
- Opens doors for exploring new opportunities in the property development sectors, identifying emerging trends and sparking new ideas.

ABOUT OUR SPONSORSHIP OFFERING

We are offering a range of bespoke sponsorship opportunities in which your company/organisation will be identified as the exclusive sponsor of a branded event or item, or enabler of a conference session.

In addition to the unique exposure associated with each opportunity, all sponsors will receive the following benefits:

- Sponsor profile on the conference website including:
 - Company logo
 - 200-word company bio
 - One marketing/product video
 - Links to company website and social media platforms
 - Additional links to company or product brochures
- Acknowledgement in pre- and post-conference emails
- Company logo on the inside cover of the official conference booklet

COMPLIMENTARY CONFERENCE TICKETS

Sponsors will be entitled to the following free two-day conference tickets based on sponsorship spend:

R25 000 to R30 000 = 1 free ticket
R35 000 to R40 000 = 2 free tickets
R60 000 plus = 3 free tickets

We would be happy to discuss our sponsorship and advertising opportunities or any other ideas you may have in terms of how your company's participation in our WCPDF 2024 conference can add value to delegates in return for brand exposure. We look forward to welcoming you on board as a sponsor or advertiser and to working with you to make it a valuable and rewarding event for all participants.

Please contact Demi on demi@sbs.co.za to discuss your sponsorship involvement in more detail or [RESERVE YOUR SPONSORSHIP / ADVERTISEMENT ONLINE HERE.](#)

SPONSORSHIP OPPORTUNITIES

DAY 1 OFFICIAL NETWORKING EVENT | R65 000 excl. VAT

Always a conference highlight and attended by delegates as well as other guests, the event sponsor will receive: Acknowledgement on all conference programmes • Recognition by MC accompanied by on screen branding, followed by a 10-minute address by the sponsor • Two pull-up banners to be displayed in networking area.

OFFICIAL CONFERENCE BOOKLET | R50 000 excl. VAT

A keepsake with our delegates, the A5-sized booklet will: Display the sponsor's logo on the front cover • Allocate one page within the opening/welcoming pages of the booklet to be used for sponsor's editorial content (related to the conference theme) or an advertisement.

DAY 1 or DAY 2 REFRESHMENT BREAKS (x 3 per day) | R8 000 per refreshment break, excl. VAT

Acknowledgement on all conference programmes • Recognition by MC prior to/directly after the break accompanied by on-screen branding • One pull-up banner to be displayed in networking area

DAY 1 or DAY 2 LUNCH BREAK | R12 000 per day, excl. VAT

Acknowledgement on all conference programmes • Recognition by MC prior to lunch break accompanied by on-screen branding • One pull-up banner to be displayed in networking area

ENABLER OF A THEMED CONFERENCE SESSION | R35 000 per session, excl. VAT

Acknowledgement on all conference programmes • 1-minute video to be played as delegates enter session • Recognition by MC accompanied by on-screen branding

ENABLER OF DAY 1 OR 2 KEYNOTE SESSION | R30 000 per session, excl. VAT

Acknowledgement on all conference programmes • Recognition by MC upon session introduction accompanied by on-screen branding

BRANDED CONFERENCE BAGS FOR ALL DELEGATES | R60 000 excl. VAT

BRANDED NAME BADGES & LANYARDS FOR ALL DELEGATES | R10 000 excl. VAT

ADVERTISING OPPORTUNITIES

Opportunities are also available for advertisers as follows:

- **Double-page advertisement** in our A5 conference booklet: **R9 500 excl. VAT**
- **Full-page advertisement** in our A5 conference booklet: **R6 500 excl. VAT**
- **Half-page advertisement** in our A5 conference booklet: **R3 500 excl. VAT**
- **A5 conference bag pamphlet insert:** **R5 000 excl. VAT**

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CALL FOR EXHIBITORS

ABOUT THE WCPDF EXHIBITION

A two-day exhibition will run alongside the conference, offering a limited number of exhibitors an outstanding opportunity to enhance their brand image and promote their products and services while networking with upwards of 400 senior decision makers from both the public and private sectors.

Up to 18 exhibition stands (9m²) will be made available in the Clivia Conservatory and Jasminum Restaurant (where all refreshment breaks, lunches and the end of day one official Networking Event will take place).

We would be happy to discuss your exhibition requirements or any other ideas you may have in terms of how your company's participation in our WCPDF 2024 exhibition can add value to delegates in return for brand exposure, for example combining stands if a larger stand is required. We look forward to welcoming you on board as an exhibitor at our 2024 conference, and to working with you to make it a valuable and rewarding event for all participants.

Please contact Demi on demi@sbs.co.za to discuss your involvement as an exhibitor in more detail or RESERVE YOUR EXHIBITION STAND ONLINE [HERE](#).

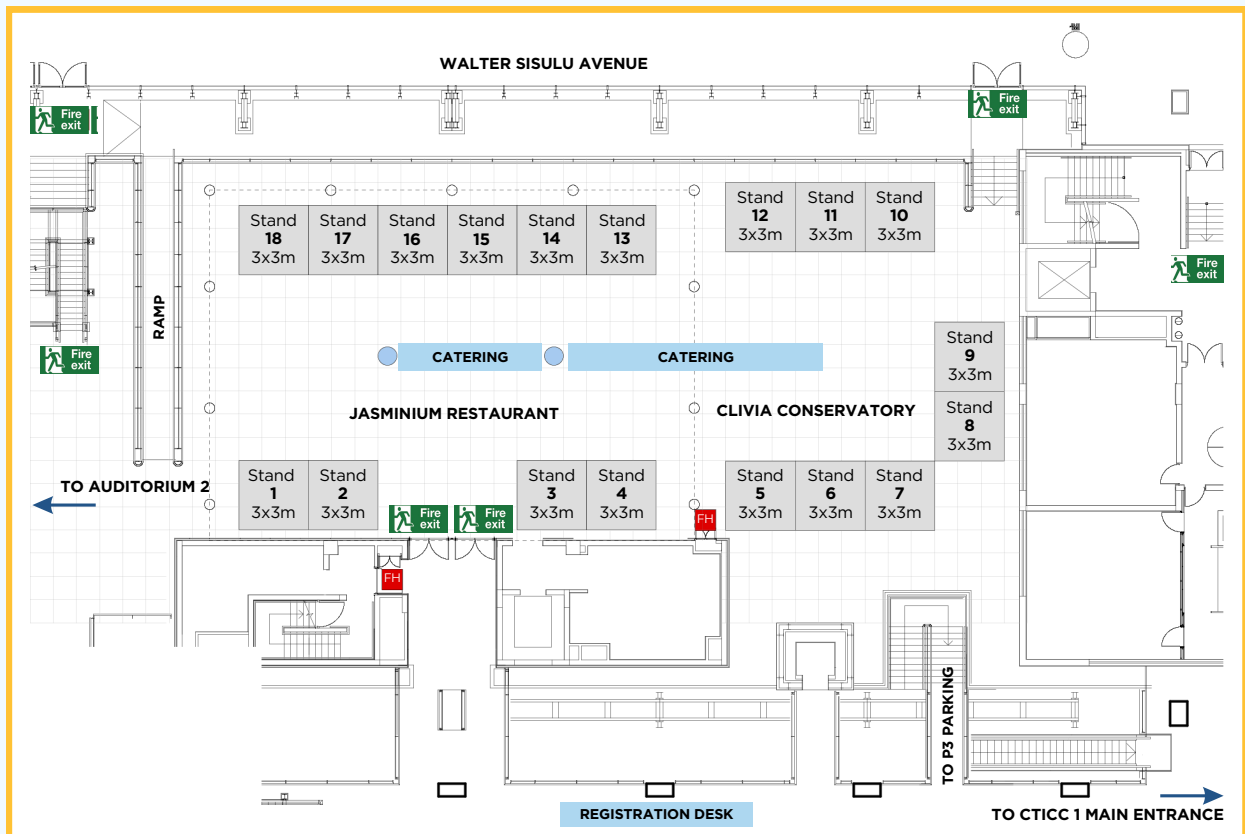
EXHIBITION COSTS: R3 500 per m² excl. VAT for a 9m² stand, including:

- Fabric wall, fascia name board, carpeting, lighting and 15-amp power point.
- Two exhibitor badges providing access to all daily catering, including the networking event.
- Exhibitor profile on the conference website including:
 - Company logo
 - 200-word company bio
 - One marketing/product video
 - Links to company website and social media platforms
 - Additional links to company or product brochures
- Company name and 50-word profile inside the official conference booklet.
- OPTIONAL FURNITURE AND GRAPHICS PACKAGES available - please discuss your requirements with us.

All exhibitors to please note: access to the conference is not included.

EXHIBITION SCHEDULE:

Tuesday, 7 May 2024: Setup from 10h00 to 20h00
 Wednesday, 8 May: Live exhibition from 10h00 to 19h30
 Thursday, 9 May: Live exhibition from 07h30 to 15h30
 Thursday, 9 May: Breakdown from 15h30 to 20h00



View the latest exhibition floorplan at: <https://sbs.co.za/wcpdf2024/#Exhibition>

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