

THE  
**POWER &**  
**ELECTRICITY**  
WORLD Africa 2019

THE  
**POWER**  
GENERATION  
SHOW Africa 2019

THE  
**TRANSMISSION &**  
DISTRIBUTION  
SHOW Africa 2019

THE  
**ONSITE**  
GENERATION  
SHOW Africa 2019

Co-located with:

THE  
**SOLAR**  
SHOW Africa 2019

THE  
**ENERGY**  
**EFFICIENCY**  
SHOW Africa 2019

Sandton Convention Centre, Johannesburg, South Africa  
Tuesday, March 26, 2019 - Wednesday, March 27, 2019

Host Utility



Endorsed by



Created by



## Executive summary

Many African countries have experienced impressive economic growth numbers in recent years. To maintain this growth, it is imperative that African governments increase their power generation, transmission and distribution capacity.

In an effort to secure their power security, many African countries have introduced new power infrastructure build programs. It is estimated that Africa needs to raise and spend over US\$800bn to achieve universal access to power.

They are working with other partners with the aim of achieving universal access to power in Africa within the next 10 years. The East African Community's infrastructure development plan is another case in point.

## Your opportunity

The 22<sup>nd</sup> annual Power & Electricity World Africa is Africa's largest and most holistic power and electricity business event: an exhibition, series of seminars, and strategic conference.

But the show is much more than this. It consisted of over 40 different African countries represented in the form of utilities, governments, municipalities, large energy users and IPPs and developers. It is a place where innovation and expertise is showcased, solutions are found and learning is done.

Power & Electricity World Africa is the place where solution providers find new business.

### It focuses on everything the power sector needs:

- How to maintain a power plant and all the equipment within it
- How to ensure that smart metering technology benefits the power supply network
- How smart metering technology can improve operational efficiency
- How to ensure security of power supply
- How to integrate renewable energy to the grid
- How to expand electricity networks
- How to benefit from energy efficiency implementation
- How to source new solutions

### Comprised of:

- An international exhibition
- Free technical seminars
- A multi-track conference


Please take the time to examine our offer. I'm sure you'll be as excited as we are.

### Hızır Çelikoğlu

Official Sales Representative

## Proposed package details

### Option 1: Shell Scheme

| <b>BUSINESS DEVELOPMENT</b>  |  |
|--|--|
| <ul style="list-style-type: none"> <li>· Shell Scheme Stand: allowing for individual design in the booth and placement of graphics and posters</li> <li>· Side and rear walls (shell scheme)</li> <li>· 1 x fluorescent</li> <li>· 2 x chairs and 1 x table</li> <li>· 1 x electrical outlet</li> <li>· Carpeting</li> <li>· Fascia board with company name</li> <li>· Listing in exhibition catalogue &amp; website (with click-through)</li> </ul> |  |

| <b>EDUCATION &amp; THOUGHT LEADERSHIP</b>   |
|---|
| <ul style="list-style-type: none"> <li>· 1 x 30 minute onfloor sminar presentation</li> </ul> |

| <b>BRANDING</b>  |
|--|
| <b>Logo branded on:</b> <ul style="list-style-type: none"> <li>· Website - and linked to exhibitor website</li> <li>· Logo and profile in the show guide (Max 50 Words)</li> </ul> |
| <b>Social Media:</b> <ul style="list-style-type: none"> <li>· Through Facebook, Twitter, LinkedIn</li> </ul>   |
| <b>Onsite signage</b> <ul style="list-style-type: none"> <li>· All related event advertising</li> </ul>  |
| <b>Post-event</b> <ul style="list-style-type: none"> <li>· Comprehensive post event report</li> </ul>  |

Investment amount: USD 525 per sqm (excl. VAT)

## Option 2: Raw Space

|  |
|--|
| <b>BUSINESS DEVELOPMENT</b>  |
| <ul style="list-style-type: none"> <li>· Bring and build your own stand</li> </ul>   |
| <b>EDUCATION &amp; THOUGHT LEADERSHIP</b>  |
| <ul style="list-style-type: none"> <li>· 1 x 30 minute onfloor sminar presentation</li> </ul>  |
| <b>BRANDING</b>  |
| <b>Logo branded on:</b> <ul style="list-style-type: none"> <li>· Website - and linked to exhibitor website</li> <li>· Logo and profile in the show guide (Max 50 Words)</li> </ul> |
| <b>Social Media:</b> <ul style="list-style-type: none"> <li>· Through Facebook, Twitter, LinkedIn</li> </ul>   |
| <b>Onsite signage</b> <ul style="list-style-type: none"> <li>· All related event advertising</li> </ul>  |
| <b>Post-event</b> <ul style="list-style-type: none"> <li>· Comprehensive post event report</li> </ul>  |

Investment amount: USD 399 per sqm (excl. VAT)