



SPONSORSHIP AND EXHIBITION PORTFOLIO

Coming on board as an official sponsor of, or exhibitor at, the 1st Southern African Mountain Conference ([SAMC2022](#)) is an ideal opportunity to associate your organisation with this event, and allows you to connect with the local and international mountain research, policy, and practitioner community. Attracting over 200 delegates, SAMC2022 will provide opportunities for co-learning and knowledge-sharing, combined with networking for delegates, exhibitors, and sponsors.

We invite your organisation to participate in this event as a sponsor and/or exhibitor. This will be a valuable opportunity to showcase your organisation to the southern African market and extend your footprint into Africa and beyond.

Why Sponsor:

- Demonstrate support and commitment to the advancement of knowledge in the sustainable development of southern African mountains
- Promote your company brand to a wider audience
- Develop collaborative partnerships and business leads
- Understand better the southern African environment in this field
- Network with top academics, professionals, decision makers, and policy makers who have extended networks across the globe
- Enjoy social-networking events
- Include your logo on all Conference documentation
- Gain knowledge and insight in the latest thinking on sustainability, ecology, climate change, and communities in mountain areas in southern Africa



Conference Synopsis

The 1st Southern African Mountain Conference (SAMC2022) will take place at a location in the Maloti-Drakensberg Mountains, from 14 to 17 March 2022. The theme of the Conference '***Southern African mountains – their value and vulnerabilities***'.

Africa has 11% of the world's mountains, and 20% of its total surface area is made up of mountains. They are home to more than 202 million people. Despite their importance, African mountains are facing socio-economic changes driven by local and global forces.

15+
countries

+

Mountains play a key role in sustainable development and their importance will increase in the future as they play a significant role in economic development, environmental protection, ecological sustainability and human well being. They are vital sources of water for agricultural, industrial and domestic use. They include major centres of biodiversity, which often coincide with centres of cultural diversity where traditional ecological knowledge is maintained. In an increasingly urbanising world, mountain areas are key locations for tourism, sport, and recreation.

200+
delegates

+

All this is true for the mountains of southern Africa; however, while more is known about the mountains of eastern and northern Africa, relatively little is widely known about the mountains of southern Africa. SAMC2022 aims to raise the visibility of work being done in this region, bringing together scientists, policy makers, practitioners, and other important and interested stakeholders.

70
speakers

+

Southern African mountains comprise those south of the Congo Rainforest and Lake Rukwa, and include the mountainous islands of the western Indian Ocean. Thus, SAMC2022 is targeting Angola, the Comoros, the Democratic Republic of the Congo [southern mountains], Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, La Réunion, South Africa, southern Tanzania, Zambia, and Zimbabwe.

2
networking events

=

From interest expressed thus far, we are expecting participants from Angola, the Comoros, the Democratic Republic of Congo, Eswatini, France, Germany, Italy, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, La Réunion, Switzerland, Tanzania, the United Kingdom, Zambia, Zimbabwe, and South Africa.

1
great conference

Sponsorship

SAMC2022 has created a flexible sponsorship menu, with numerous packages available to suit all budgets. This includes cash or in-kind sponsorships.

There are opportunities for sponsorship of this key gathering (which is the first of its kind in southern Africa) at **Diamond, Platinum, Gold, Silver, Bronze and Standard levels** – Thabana Ntlenyana, Mafadi, Mulanje, Moro do Moco, Maromokotro and Inyangani (named after some of the majestic mountains in southern Africa – see descriptions below).

In addition, there are opportunities in the **a la carte sponsorship** menu, which can be taken up individually or linked to the tiered sponsorship.

Cash sponsorships go towards defraying the costs related to hosting SAMC2022 (e.g. venue, equipment and set-up costs). Your sponsorship will also contribute to funding the travel and accommodation costs of prominent keynote speakers in the field nationally and internationally, as well as contribute to the costs of attendance of deserving postgraduate students.

- THABANA NTLINYANA, meaning ‘beautiful little mountain’ in Sesotho, is the highest peak in southern Africa – standing at 3,482m (11,424ft). It is on the Mohlesi ridge of the Maloti-Drakensberg, north of Sani Pass
- Within South Africa, the highest point is MAFADI peak, at 3,450m (11,319ft). It lies on the border with Lesotho in the Injisuthi area. The Sotho name for the peak is Ntheleli.
- Sapitwa Peak, the highest point on MOUNT MULANJE (also known as the Mulanje Massif) is the highest peak in Malawi, standing at 3,002m (9,849ft). This large inselberg lies in southern Malawi.
- MORRO DO MOCO in the Huambo Province in the western part of Angola, is the highest mountain in that country. Reaching a height of 2,620m (8,596ft) at its highest point, in 2014 it was identified as one of Angola’s ‘seven wonders’.
- The highest peak in Madagascar, at 2,876m (9,436ft), is MAROMOKOTRO (or Maromokotra). It is situated inside the northern part of the island, in the Tsaratanana Massif, which lies inside the Tsaratanana Reserve.
- INYANGANI, at 2,592m (8,504ft) is the highest point in Zimbabwe, situated in the Nyanja part of the Manica Highlands.

What about COVID-19?

We are aware that there are uncertainties surrounding COVID-19 and the impact this may have on SAMC2022. However, we are keeping abreast of all developments in this regard, and if necessary will adjust the format of SAMC2022.

In our planning, we are preparing for three possible outcomes. First prize: a fully onsite conference; however, we are also prepared for a hybrid conference or a fully virtual conference – should the need arise. All stakeholders, participants and partners will be kept informed on a regular basis.

Contact Details:

SAMC2022 Conference Secretariat

secretariat@samc2022.africa OR info@samc2022.africa

Sponsorship Packages

<p style="text-align: center;">Diamond /Thabana Ntlenayana</p> <p style="text-align: center;">ZAR 120 000 (GBP 6 000; USD 8 000; EUR 6 500)</p> <p style="text-align: center;">Only one (1) partner</p>	<p style="text-align: center;">Platinum /Mafadi</p> <p style="text-align: center;">ZAR 80 000 (GBP 4 000; USD 6 000; EUR 4 350)</p> <p style="text-align: center;">Maximum 2 partners</p>
<p style="text-align: center;"><u>Includes:</u></p> <ul style="list-style-type: none"> ◆ Profiled as the Diamond Sponsor ◆ One full-page, 4-colour advertisement in Conference Programme (artwork provided by sponsoring company) ◆ Logo listed on the sponsors’ page in Conference Programme ◆ Logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas ◆ Logo on holding slide between sessions ◆ Logo and link on SAMC2022 website ◆ One (1) 100-word corporate profile featured on sponsors page of website ◆ One (1) 100-word corporate profile in Conference Programme ◆ Branding on the delegate bag, together with SAMC2022 logo and logo of the sponsor of the delegate bags ◆ One delegate bag insertion (up to 4 pages – material to be provided by sponsor and to be prearranged with Conference Organiser) ◆ Logo roll up banner featured on stage backdrop during Conference Opening, Plenary Sessions, and Closing Session (banner to be provided by sponsor) ◆ Logo on SAMC2022 registration form ◆ Acknowledgement as the Diamond Sponsor in press releases for the event ◆ Verbal acknowledgement as the Diamond Sponsor during the Opening Session, Gala Dinner and Closing Session ◆ Two (2) premium exhibition spaces and one (1) unique high profile outdoor space ◆ Five (5) complimentary registrations to attend the Conference ◆ Two (2) tickets to the Gala Dinner ◆ A “Meet and greet suite” available for one day, for you to arrange a function for selected invited guests ◆ Diamond Sponsor may place pop up banners en route to Conference in designated places ◆ Diamond Sponsor may place pop up banners in venue grounds (space to be allocated by Conference Organiser) 	<p style="text-align: center;"><u>Includes:</u></p> <ul style="list-style-type: none"> ◆ Profiled as a Platinum Sponsor ◆ One full-page, 4-colour advertisement in Conference Programme (artwork provided by sponsoring company) ◆ Logo listed on the sponsors’ page in Conference Programme ◆ Logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas ◆ Logo on holding slide between sessions ◆ Logo and link on the SAMC2022 website ◆ One (1) 100-word corporate profile featured on sponsors page of website ◆ One (1) 100-word corporate profile in the Conference Programme ◆ One delegate bag insertion (up to 2 pages – material to be provided by sponsor and to be prearranged with Conference Organiser) ◆ Logo roll up banner featured on the stage backdrop during the Conference Opening, Plenary Sessions, and Closing Session (banner to be provided by sponsor) ◆ Acknowledgement as a Platinum Sponsor in press releases for the event ◆ Verbal acknowledgement as a Platinum Sponsor during the Opening, Gala Dinner and Closing Session ◆ Two (2) exhibition spaces ◆ Four (4) complimentary registrations to attend the Conference ◆ A “Meet and greet suite” available for half a day (07:00 to 13:00 or 14:00 to 20:00), for you to arrange a function for selected invited guests ◆ Platinum Sponsors may place pop up banners en route to the Conference in designated places ◆ Platinum Sponsors may place pop up banners in venue grounds (space to be allocated by Conference Organiser)

<p style="text-align: center;">Gold /Mulanje ZAR 60 000 (GBP 3 000; USD 4 000; EUR 3 250)</p>	<p style="text-align: center;">Silver /Moro do Moco ZAR 40 000 (GBP 2 000; USD 3 000; EUR 2 175)</p>
<p style="text-align: center;"><u>Includes:</u></p> <ul style="list-style-type: none"> ◆ One half-page, 4-colour advertisement in the Conference Programme (artwork provided by sponsoring company) ◆ Company logo listed on the sponsors' page in the Conference Programme ◆ Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas ◆ Company logo on the holding slide between sessions ◆ Company logo and link on SAMC2022 website ◆ Acknowledgement as a Gold Sponsor by the Chairperson ◆ Gold Sponsors will be exclusively branded at the following events: <ul style="list-style-type: none"> ○ Keynote Address (Afternoon Day 1) ○ Keynote Address (Morning Day 2) ○ Keynote Address (Morning Day 4) ◆ Two (2) exhibition spaces ◆ Three (3) complimentary registrations to attend the Conference ◆ Gold Sponsors may place pop up banners within venue grounds (space to be allocated by Conference Organiser) ◆ Insert one-page promotional material in delegate packs (to be prearranged with the Conference Organiser) 	<p style="text-align: center;"><u>Includes:</u></p> <ul style="list-style-type: none"> ◆ One quarter-page, 4-colour advertisement in the Conference Programme (artwork provided by sponsoring company) ◆ Company logo listed on the sponsors' page in the Conference Programme ◆ Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas ◆ Company logo on the holding slide between sessions ◆ Company logo and link on SAMC2022 website ◆ Acknowledgement as a Silver Sponsor by the Chairperson ◆ One (1) exhibition space ◆ Two (2) complimentary registrations to attend the Conference ◆ Silver Sponsors may place pop up banners within venue grounds (space to be allocated by Conference Organiser) ◆ Insert one-page promotional material in delegate packs (to be prearranged with the Conference Organiser)
<p style="text-align: center;">Bronze / Maromokotro ZAR 20 000 (GBP 1 000; USD 1 500; EUR 1 100)</p>	<p style="text-align: center;">Standard / Inyangani ZAR 10 000 (GBP 500; USD 675; EUR 550)</p>
<p style="text-align: center;"><u>Includes:</u></p> <ul style="list-style-type: none"> ◆ Company logo listed on the sponsors' page in the Conference Programme ◆ Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas ◆ Company logo on the holding slide between sessions ◆ Company logo and link on SAMC2022 website ◆ One (1) exhibition space ◆ One (1) complimentary registration to attend the Conference ◆ Acknowledgement as a Bronze Sponsor by the Chairperson ◆ Insert (one page) promotional material in delegate packs (to be prearranged with the Conference Organiser) 	<p style="text-align: center;"><u>Includes:</u></p> <ul style="list-style-type: none"> ◆ Company logo listed on the sponsors' page in the Conference Programme ◆ Company logo on sponsor recognition boards displayed in high-traffic areas ◆ Company logo and link on the SAMC2022 website

A la Carte Sponsorship Opportunities

The a la Carte Sponsorship menu offers sponsors the opportunity to contribute towards certain specific events or items. These may be selected separately and individually or added to one of the selected tiers.

➤ Sponsored Plenary Session of the Conference Programme

Sponsoring a specific session in the Conference Programme will provide sponsors with the additional exposure to the full set of delegates, and show support for the keynote speaker in that session. The session you choose to sponsor would be titled after your company.

Value: ZAR 30 000 [GBP 1 500; USD 2 175; EUR 1 625] (Maximum: 4 partners)

Benefits:

- Exclusive branding and naming of the session being sponsored
- Company logo listed on the sponsors' page in the Conference Programme
- Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas
- Company logo on the holding slide between sessions
- Company logo and link on SAMC2022 website
- One (1) exhibition space
- One (1) complimentary registration to attend the Conference
- Acknowledgement as a sponsor by the Conference Chairperson
- Insert (one page) promotional material in delegate packs (to be prearranged with Conference Organiser)

➤ Sponsored Capacity Development Workshop

Sponsoring a satellite workshop which will take place during the SAMC2022 conference is a great opportunity to support interested parties from research and industry with regard to capacity development of early career and the next generation of researchers. The workshops planned for the conference are: (1) academic publishing and sharing research; and (2) writing a winning grant proposal – or any other suitable topic (do be agreed upon with the Local Organising Committee).

Value: ZAR 40 000 [GBP 2 000; USD 3 000; EUR 2 175] (Maximum 2 partners – one for each workshop)

Benefits:

- Exclusive branding and naming of the workshop being sponsored
- Company logo listed on the sponsors' page in the Conference Programme
- Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas
- Company logo on the holding slide between sessions
- Company logo and link on SAMC2022 website
- One (1) exhibition space
- One (1) complimentary registration to attend the Conference
- Insert (one page) promotional material in delegate packs (to be prearranged with Conference Organiser)

➤ Sponsorship of Postgraduate student attendance

Master's and Doctoral students are the future of our mountains – the management and sustainability of our mountains will depend upon their wisdom. Be a part of creating this future – by sponsoring deserving students from southern Africa.

Sponsorship per student: ZAR 20 000 [GBP 1 000; USD 1 350; EUR 1 100] (includes registration, accommodation, participation in events, and contribution towards travel costs).

Benefits:

- Company logo listed on the sponsors' page in the Conference Programme
- Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas

- Company logo on the holding slide between sessions
- Company logo and link on SAMC2022 website
- One (1) exhibition space
- One (1) complimentary registration to attend the Conference
- Acknowledgement as a Sponsor by the Conference Chairperson
- Insert (one page) promotional material in delegate packs (to be prearranged with Conference Organiser)

➤ **Additional partnership opportunities**

These opportunities provide sponsors with the **core sponsorship benefits**:

- Company logo listed on the sponsors' page in the Conference Programme
- Company logo on sponsor recognition boards displayed in high-traffic areas
- Company logo and link on the SAMC2022 website.

Conference Networking reception (14 March 2022) - max 5 sponsors	R 12 000 [GBP 575; USD 800; EUR 650]
Conference Gala Dinner (16 March 2022 – max 8 sponsors	R 15 000 [GBP 750; USD 1 000; EUR 825]
Conference Happy Hour (15 or 16 March 2022)	R 20 000 [GBP 1 000; USD 1 500; EUR 1 100]
Best Poster Prizes (1 st , 2 nd and 3 rd)	R 10 000 [GBP 500; USD 675; EUR 550]
Best Student Presentation Prizes (1 st , 2 nd and 3 rd)	R 10 000 [GBP 500; USD 675; EUR 550]
Best Photograph Prizes (1 st , 2 nd and 3 rd)	R 10 000 [GBP 500; USD 675; EUR 550]
Delegate Bags (Exclusive) All delegates and exhibitors will receive a Conference Bag. This is the item that delegates keep long after the conference, and thus provides a unique opportunity to promote your company logo and brand. Yours will be the only logo on the bag, besides the SAMC2022 logo and the Diamond Sponsor's logo.	R 50 000 [GBP 2 500; USD 3 675; EUR 2 700]
Lanyards & Name badges (Exclusive) All conference delegates, exhibitors, and other attendees will wear the sponsor's lanyards. This item has proven time and again to be an effective marketing tool to promote your organisation. All lanyards and name badges will carry the SAMC2022 logo and the sponsor logo. The lanyards will be distributed at the time of registration.	R 5 000 [GBP 250; USD 350; EUR 270]
Photo Booth (Exclusive) Photo booths add fun and excitement to an event, and create lasting memories that bring a smile to the face of those who were there.	R 10 000 [GBP 500; USD 675; EUR 550]
T-shirts (Exclusive) Hoodies (Exclusive) The most common, staple clothing item - branded with the SAMC2022 logo and your company logo - another lasting item providing ongoing advertising.	R 12 000 [GBP 575; USD 800; EUR 650] R 40 000 [GBP 2 000; USD 3 000; EUR 2 175]

➤ **In-kind sponsorship**

Over-and-above the possible in-kind sponsorship identified in the section on 'Additional partnership opportunities', there are various possibilities for in-kind sponsorship – such as Notepads and pens for all conference delegates (to be included in the delegates' conference bags); Unique give-aways (e.g. USB sticks, phone chargers, power banks, headphones, pen sets, branded caps, snacks and candy, sunscreen, toiletry bag items, etc.); Barista Bar; etc.

➤ **Tailor-made packages**

Sponsorship packages can be put together, combining various of the above opportunities, or other unique opportunities. Price is negotiable based on budget available and package being offered. These can be discussed with the Conference Secretariat.

Sponsor benefits chart

	Diamond	Platinum	Gold	Silver	Bronze	Standard	Plenary Session	Workshop	Postgraduate students
Advertisement in Programme (4 colour)	1 page	½ page	½ page	¼ page					
Logo in sponsors page in Programme	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on sponsors recognition board	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on holding slide between sessions	✓	✓	✓	✓	✓	✓	✓	✓	✓
Log on SAMC2022 website with link	✓	✓	✓	✓	✓	✓	✓	✓	✓
1x100 word profile on SAMC2022 website	✓	✓							
1x100 word profile in Programme	✓	✓							
Branding on delegate bags	✓								
Delegate bag insertion	4 pages	2 pages	1 page	1 page	1 page	1 page	1 page	1 page	1 page
Logo roll up banner as stage backdrop	✓	✓							
Logo on SAMC2022 registration form	✓								
Acknowledgement in press releases	✓	✓							
Acknowledgement by Conference Chair	✓	✓	✓	✓	✓	✓	✓	✓	✓
Acknowledgement in Opening & Closing Sessions & Gala Dinner	✓	✓							
Exhibition space	2	2	2	1	1	1	1	1	1
Unique high profile outdoor space	✓								
Complimentary registrations	5	4	3	2	1		1	1	1
Complimentary tickets to Gala Dinner	2								
Meet & Greet suite	Full day	Half day							
Pop up banners en route	✓	✓							
Pop up banners on venue grounds	✓	✓	✓	✓					
Exclusive branding at Keynote Address			✓						
Exclusive branding at Session							✓	✓	

If you are interested in sponsoring SAMC2022 in any way, please contact the Conference Secretariat at info@samc2022.africa

Exhibition Space

R6 000 [GBP 300; USD 400; EUR 325] per exhibition space for the duration of the Conference

Includes:

- One exhibition space (3m x 3m) in the venue adjacent to the plenary meeting hall with one table and two chairs, plus electricity points
- Insert into the delegate packs, to be provided by the exhibitor and approved by the Conference Organiser
- Logo and promo blurb included in conference material
- Overnight security

Does not include:

- Transport and freight costs, storage, special materials, carpets or furnishing apart from what is specified
- Set up
- Telephone, computer and data lines installation/rental
- Dedicated stand security

Set up must commence and be completed on Sunday, 13 March 2022, and exhibits taken down on Thursday, 17 March 2022 after 17:00 or Friday, 18 March 2022 before 10:00.

Pop-up Exhibitions

In order to support local industry, tourism and artists, space will be available from the entrance of the hotel and along the passage way. One table and one chair will be provided. Costs per exhibition space are:

One (1) day:	R 200
Two (2) days:	R 350
Full duration of Conference:	R 500 per exhibition space

- Allocation of display areas will be done on a first come, first served basis.
- The exhibitor is responsible for arranging all display material and equipment, including provision of back or side boards, if required.
- Full payment for your exhibition space is required at the time of confirmation of the reservation.

**If you are interested in having an exhibit at SAMC2022, please contact the
Conference Secretariat at info@samc2022.africa**

Conference administration by The Peaks Foundation NPC
thepeaksfoundation.org

