



WORLD BUSINESS WEEK
ON AFRICA



ATIGS ADVERTISING BROCHURE

Build Your Brand, Generate Leads and Drive Traffic

Africa Trade and Investment Global Summit (ATIGS) offers advertising options across many media channels including website, e-Newsletter, digital magazine, contests, social and more. We pride ourselves on being partners with our advertisers and consulting with them to meet their unique business needs throughout the entire process. Increase your marketing impact by taking advantage of the low-cost/high-value advertising opportunities to reach a prestigious audience on a global scale.

Maximize your Visibility at Africa Trade and Investment Global Summit 2018.

WHY ADVERTISE

Inform the industry of your company, products & services leading up to ATIGS 2018

Increase brand awareness

Position your company, products & services in front of the ATIGS group of companies

Increase awareness of your participation at ATIGS 2018

Connect with over 2,000 participants

Associate your brand with the official media that has exclusive access to all the latest ATIGS news and interviews with senior industry figures

Position your company, products & services in front of the key stake holders

Digital publications sent to the pre-registered ATIGS attendees

Packed with interviews and comments from industry leaders

And much more!

ADVERTISE IN THE OFFICIAL SUMMIT PROGRAM



The ATISG Conference Program is the printed program distributed on-site on June 25 & 26 to all attendees to reference the technical program, sessions, workshops, and exhibitors on June 25 & 26, 2018. The Conference Program is used by attendees as a reference tool throughout the year.

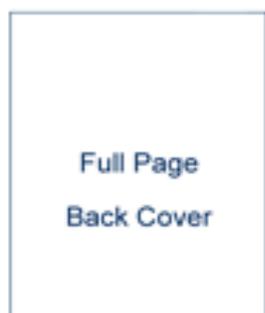
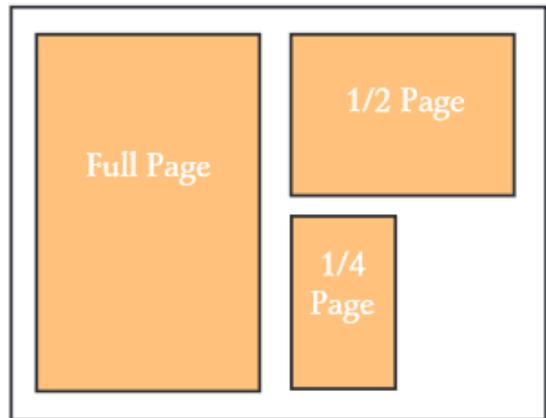
Inside Front Cover Advertisement: \$550
[Exclusive Opportunity]

Inside Back Cover Advertisement: \$450
[Exclusive Opportunity]

Full Page Advertisement: \$350
[Limited Availability]

Half Page Advertisement: \$200
[Limited Availability]

Quarter Page Advertisement: \$149
[Limited Availability]



OFFICIAL SUMMIT PUBLICATION



Trade and Investment WORLD NEWS



Trade and Investment World News is the official biennial magazine of Global Attain Advancement LLC. The Magazine features happenings in the world of trade and investment. It's main contains are leading edge articles, notable world trade and investment events, resources for global investors and exporters, up-close look at the people and policies that drive global trade and investment, and relevant announcements from various sectors that drive growth and development. It is published every two years and distributed at Africa Trade and Investment Global Summit (ATIGS) and World Industrial Conference (WIC) which are organized by Global Attain Advancement and its partners.

Trade and Investment World News is the official summit magazine for ATIGS 2018. The magazine content and concepts will be overseen by ATIGS participants. It is estimated that the 2018 special edition of Trade and Investment World News will have a circulation of over 10,000 copies which will appear together with the programme for ATIGS 2018 and its sponsors companies. The magazine will be on display in the summit area such as the exhibition halls, on the industry press stand and in the entrance areas. The magazine will be published in English and it's estimated total circulation includes the distribution at Africa Trade and Investment Global Summit (ATIGS) 2018 in Washington, DC (USA).

Don't miss this opportunity to put your brand in front of highly-targeted audience at ATIGS 2018.

(Advertise in the Trade and Investment World News 2018 Edition)

- Back Cover of Trade and Investment World News: **\$1,000**
- Inside Front Cover of Trade and Investment World News: **\$700**
- Inside Back Cover of Trade and Investment World News: **\$500**
- Full Page Ad in Trade and Investment World News: **\$200**
- Half Page of Trade and Investment World News: **\$100**
- Quarter Page of Trade and Investment World News: **\$50**

EMAIL DISTRIBUTION

Global Attain Advancement delivers an extensive HTML pre-event marketing campaign from June 2017 through June 2018 to promote the event to potential attendees. Have your company banner ad featured in one of these HTML messages.

Email distributions must be scheduled in advance and are available on a first-come, first-served basis. Email distributions will be conducted by show management. Your direct mail recipient list will be sent to a third-party mail house of your choice.

Let all participants of ATIGS 2018 know what your company will show and demonstrate during the conference. The email content prepared on your side (preserving your graphical choices and branding information) will be distributed by the conference organizers to all registered participants of the conference.

+4 Weeks Before Event (Contact us for Pricing)

4 Weeks Before Event: \$250

3 Weeks Before Event: \$350

2 Weeks Before Event: \$450

1 Weeks Before Event: \$650

This opportunity will sell out quick so contact us for a schedule of availability.

TRANSPORTATION & SHUTTLE ADVERTISING

We provide bus banner advertising on the official transportation and shuttle buses. Transportation and shuttle advertisement opportunities provides a maximum brand exposure as attendee's ride shuttle buses between their hotels and meeting venues, airports, tours and site visits. You can generate leads and boost awareness among more than 2,000+participants at ATIGS 2018. As a transportation & shuttle advertiser, you'll have the opportunity to elevate your exposure and stand out to a global audience of wind industry professionals.

Bus Banners

2' x 16' Banner: **\$1,500/banner**

2' x 24' Banner: **\$2,000/banner**

2' x 35' Banner: **\$3,000/banner**

Bus Wraps

Queen Kong: **\$5,000/wrap**
King Kong: **\$8,000/wrap**
Full Wrap: **\$10,000/wrap**

Bus Interior Wraps

Bus Step Wrap: **\$800/bus**
Bus Aisle Wrap: **\$1,000/bus**

Other Advertising Options

Headrests

Single Sided: **\$400/sign***
Double Sided: **\$800/sign***

Razor Sail Sign

Single Sided: **\$1,200**
Double Sided: **\$2,000**
*\$25 set up fee/graphic

EVENT COVERAGE ADVERTISEMENT OPPORTUNITY

This opportunity allows us to engage with a major renown news TV outlet to cover the Africa Trade and Investment Global Summit 2018. Event coverage will include recording and broadcast of an editorially relevant panel discussion, within the Summit's programme. The news TV outlet anchor will moderate the discussion. Also included are branded interviews coming from the event, as well as pre- and post-promotion of the broadcast:

Event Coverage has various avenues for IMPACT to you

- Showcase association with ATIGS and thought leadership to a relevant audience of key decision makers.
- Branding benefit from the brand exposure on air and online.
- Continuity the debate is placed online and a 60 second vignette will be broadcast at high frequency after the event for lasting impact.
- All videos can be used as marketing collateral.

The news TV outlet we will engaged will have viewers which have a higher propensity than average to be affluent and influential.

Full Event Coverage Advertisement: \$15,000 (Exclusive)

- ✓ Insert your company logo
- ✓ Pre campaign consisting of 10 pre-promotional spots to promote the upcoming broadcast. Promo's carry your branding.
- ✓ 1-hour panel discussion hosted by the news TV outlet anchor. The panel discussion will be broadcast in full on the news TV channel.
- ✓ Your branded billboards around the broadcast; start, end and advertisement breaks.
- ✓ Branded crossings on the day of the summit. Interviews with key stakeholders are recorded at the summit and selected interviews will be broadcast on the news TV outlet.
- ✓ One rebroadcast of the panel discussion on the news TV channel including your branding.
- ✓ The broadcast will be posted on the news Tv outlet. As such, you can share the broadcast with key stakeholders.
- ✓ A 60 second vignette will feature one of your organization executive interviewed at the event on a relevant topic of the summit.
- ✓ Price excludes VAT and Agency Commission

POCKET GUIDE ADVERTISING OPPORTUNITY

Place your company advertisement in the Pocket Guide. All ATIGS 2018 attendees will receive this guide and use it to navigate through the event.

The Pocket Guide is the primary tool attendees use to navigate the summit areas—and it's an excellent way to build your brand among industry professionals. Containing every detail attendee need, the Pocket Guide is distributed to every ATIGS attendees at the Registration Desk and throughout the summit areas. It is also kept and circulated afterwards as a reference directory of business contacts and services in the Trade and Investment industry.

The pocket guide rates are as follow:

Back Cover: \$600

Inside Front Cover: \$400

Inside Back Cover: \$300

Full Page Ad: \$150

Half Page: \$100

Quarter Page: \$50

OTHER OPPORTUNITIES

Entrance Vehicle: \$5,000 [Exclusive Opportunity]

Placement of a vehicle at entrance area of Omni Shoreham Hotel on June 20, and June 21, 2018.

Floor Markers: \$500 (Limited Opportunities – 15 Available)

Place your advertisement on the floor of the ATIGS TPAs and IPOs Exhibition. This eye-catching floor marker will easily direct your prospects to your booth. Custom shaped floor graphics are available upon request and priced separately. Global Attain Advancement will work with you to customize a package with multiple floor markers for bigger impact!

Benefits include:

One color floor marker – 2" x 4"

Production, installation, removal

Balloon Advertising: \$1,000 [Exclusive Opportunity]

Balloon Ads will float in a strategic area at the summit and will carry your boldly printed message for all to see.

USB Inclusion: \$250 (Multiple Opportunities Available)

This is an economical way to increase awareness of your company, product or work. The USB will be provided to all delegates. Inclusions can be in the form of:

Advertising—such as a flyer, brochure, poster or video.

Information—such as a research or evaluation report summary.

Summit Website Banner Advertising: \$500 (Multiple Opportunities per month)

Display your company ad in the form of a banner ad & link directly to your own website.

The summit website is regularly visited by thousands of attendees & potential show prospects so your banner will benefit from the heavy traffic on the summit website.

Specifications: Bottom Banner (horizontal): 468x60 rotates on homepage, links to your website. * Exhibitor provides banner ad copy. Your company's banner will get exposure to sponsors, attendees and prospects.

Mobile App Advertising: (Multiple Opportunities)

Nearly half of ATIGS attendees will download and use the ATIGS 2018 mobile app in advance and on-site at the summit. Reinforce your brand message and drive additional attendee traffic to your booth or show event by advertising on the ATIGS 2018 mobile app.

Investment:

Main splash page: \$1,000 exclusive

Sectional ads: \$500 each

Message alerts: \$250 each (Limit 3 per day)

Social Media Wall: \$1,000 (Multiple Opportunities)

We will have a Social Media Wall that will run the ATIGS 2018 Twitter and Facebook feeds. Advertise in this new opportunity by having your custom banner ad placed on the screen. There will be two locations, one by the Exhibit Floor and one by the Technical Program.

This opportunity includes:

1. Your logo and sponsorship status recognized on:
 - a. Web page
 - b. Page in Conference Program/Exhibit Guide
2. Your custom banner ad on Social Media wall that is a continuous run of Twitter and

CUSTOM ADVERTISEMENT PACKAGE

We are open to any new advertising ideas or opportunities. If you have anything you would like to do at ATIGS 2018, please let us know, we are open to suggestions. Just tell us your goals and we'll build a customized advertisement package that meets your company's needs. If you purchase 3 or more ATIGS advertising packages, we will take 20% of the total advertising price.

AD SUBMISSION SPECIFICATIONS

Please help ensure that we have all items needed to reproduce your ad with the highest possible quality. Low-resolution, color mode, font, and transparency issues are the most common errors found in submitted artwork. Failure to provide high-resolution art works can result in a poor representation of your ad.

HOW TO SEND FILES

Email completed advertising files to atigs@gadvancement.com.

Please use the advertiser's name in the ad file and/or folder file name, for example:
CompanyXYZ.pdf.

ADVERTISEMENT PAYMENT

Direct Link: www.atigs2018.eventbrite.com

ADVERTISING

Payment Steps

1. Visit <https://atigs2018.eventbrite.com>
2. Click on TICKETS
3. Scroll down and Select your advertisement and Quantity
4. Click CHECKOUT
5. Fill in your Information
6. Click Pay Now
Good to go!



Instant Email
Receipt



Eventbrite®



DEADLINES & PAYMENT TERMS

Space/Payment: **May 1, 2018** • Materials Due: **May 1, 2018**

Payment for ad space is due at space deadline.

All signed agreements are firm. No cancellations accepted.

No agency commission or cash discounts permitted.