



African Energy Week



African Energy Week

Prospectus

The V&A Waterfront
Cape Town, South Africa
09-12 November 2021

At the Forefront of the
African Energy Industry

African Energy Week 2021, an interactive **exhibition and networking event**, will unite global and African energy stakeholders, drive industry growth, and **promote Africa as the destination for Africa-focused events**.

Speak
speakers@aw2021.com

Sponsor & Exhibit
sales@aw2021.com

Attend
registration@aw2021.com

Media
media@aw2021.com

General enquiries
news@energychamber.org

www.aw2021.com



Overview

African Energy Week (AEW) 2021 is the African Energy Chamber's (AEC) first-ever interactive exhibition and networking event that seeks to unite African energy stakeholders, drive industry growth and development, and promote Africa as the destination for African-focused events.

The four-day high-level conference comprises networking sessions, innovative exhibitions, one-on-one private meetings, and much more. The event is set to include industry delegates, movers and shakers and African and global industry leaders and speakers from the energy, oil and gas sector.

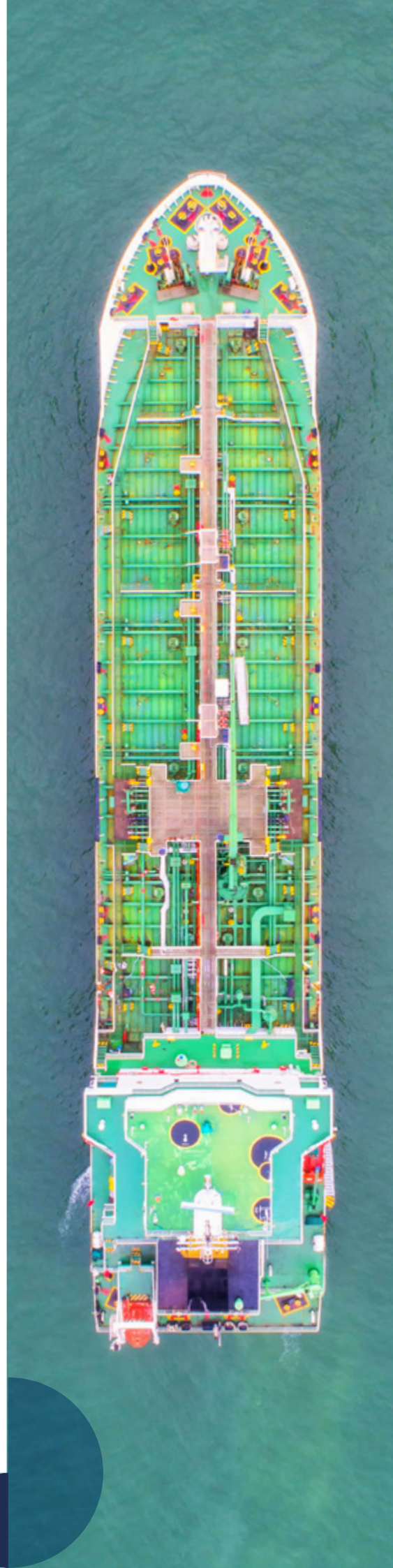
The theme for the week, 'At the Forefront of the African Energy Industry,' aims to emphasise a core focus on the African energy sector, with specific attention being given to Africa's role within the global energy transition.

AEC is proud to host AEW 2021 which signifies the first-ever African Energy Village that has been designed to comprise a hub of venues designed to host 700 delegates from Africa's energy sector. Attendees will be granted the opportunity to choose which sessions they wish to participate in, with broadened sponsorship opportunities whilst adhering to COVID-19 protocols.

The concept of an Energy Village lends itself more to the theme of networking with a focus placed on the African energy sector's advancements in the energy transition; the progress made towards renewable energy solutions; and how the continent can address investment opportunities and challenges with the aim of creating an enabling environment.

Additionally, the Energy Village enables companies to explore sponsorship opportunities with high-level reception options including lunches and cocktail events, as well as panel discussions and a golf tournament. This concept ensures increased exposure for companies, and additionally creates the opportunity for more exclusive sessions, enabling intimate networking opportunities.

AEW 2021 demonstrates the AEC's commitment to African people and African energy. With a focus on attracting a global audience to Cape Town, AEW 2021 represents Africa's ideal energy conference where decisions regarding the future of the continent's natural resources and energy sectors will be made.





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Program

Exploring the current forces shaping the continent's energy market, the first-ever AEW conference will deliver a program driven by Africa for Africa. By focusing on the African narrative, AEW places a focus on Africa's role in the global energy sector.

This year's AEW program will comprise a discussion on Africa's role in the global energy transition, emphasizing how the continent is fortifying itself as a global energy contender.

The comprehensive program will encompass key discussion topics such as: sustaining and enhancing profitable operations in a post-COVID-19 environment; **Africa as a powerhouse for renewables; how Africa can create value from the energy transition; the impact of the Africa Free trade Agreement; the golden age of natural gas in Africa; reforming African power generation monopolies;** and so much more.



In addition, African Energy Week will be delivering a third dimension to the week-long talks, through hosting site visits at key energy projects in and around Cape Town.

Koeberg Nuclear Power plant

N1 City Mall water to energy project

Floating solar PV project

Graham wine estate

New Horizon waste to energy project (Athlone)

Lourensford wine estate solar project

Dimension Data ICT project

UWC hydrogen project

Table mountain cable power plant

**Sites to be confirmed*

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Why Attend?

An interactive networking experience

By using a hub as a central point of engagement, which branches out across different venues, the African Energy Village enables participants to determine their own program and engage with events they are most interested in.

A multi-platform approach

AEW 2021 presents sponsorship and attendance opportunities across multiple platforms, including in-person, online streaming services and the event's micro-website, enabling global attendance and increased engagement.

An Africa-focused initiative

AEW 2021 is committed to African people and African energy by focusing on investment, African oil and gas, renewables, and the energy transition. The event represents the Ideal platform for deal-making and decisions regarding Africa's energy future.

Driving Investment

Through premier workshops and facilitated one-on-one meetings, AEW 2021 showcases Africa's top commercial opportunities for investors.

Showcasing African Success

Strategically designed for ease of exposure, the Energy Village exhibition platform showcases African energy projects, investment opportunities, and technological innovations driving growth across the continent.



Why Sponsor?

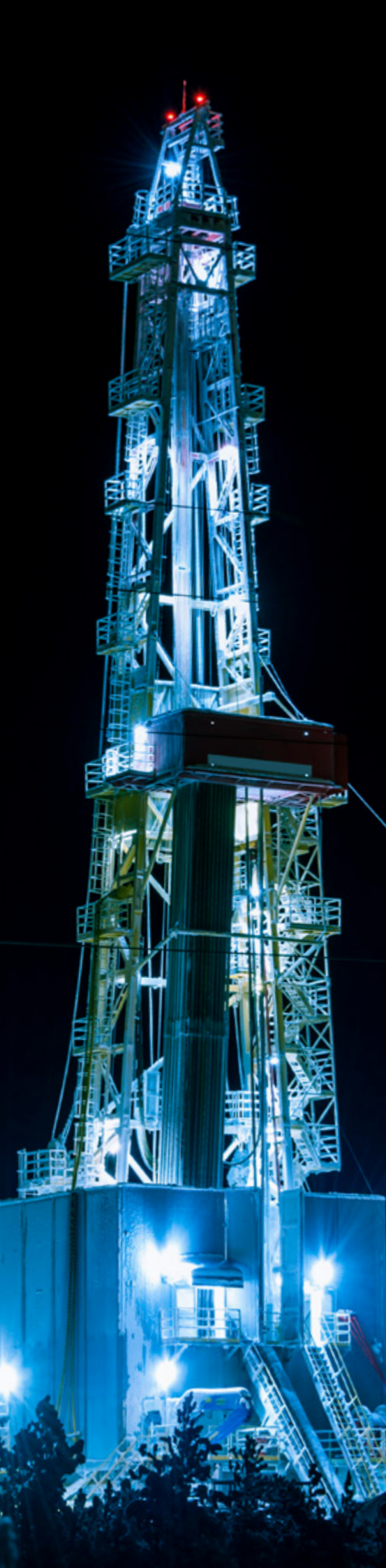
Compared to more traditional conferences, AEW 2021 hosts a variety of sponsorship options intended to create more opportunities and increase brand exposure for participating companies. **By utilizing the concept of the Energy Village, AEW 2021 not only spreads sponsorship opportunities across multiple venues and over a myriad of session structures, but across multiple platforms through physical, in-person delegations as well as the event's micro-website, applications, and streaming services.**

AEW 2021 recognizes the value of tailor-made branding experiences and therefore, by providing each company with their own area to be branded according to specific branding initiatives and company identity, the event ensures company exposure is more prominent.



Through premium sponsorship opportunities including conference arena's, breakaway rooms, workshops, lunches and cocktail lounges, networking receptions and a beach club, AEW 2021 maximizes sponsorship and engagement. What's more, the event's golf tournament presents new sponsorship opportunities whereby brand exposure is made more interactive and impactful. By investing in AEW 2021 and taking advantage of the range of sponsorship opportunities, you are not only participating in Africa's top energy conference, but immersing yourself in a one-of-a-kind experience.





Key Topics

Making energy poverty history by 2030 and **the future of the African oil and gas industry.**

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African upstream, midstream and downstream opportunities, partnerships and potential.

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African oil, gas and finance in the face of the energy transition – boosting African financing institutions such as the African Development Bank, the African Export-Import Bank, the African Finance Corporation, Africa50, the Industrial Development Corporation and the Development Bank of Central African States.

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Local content, women in energy and an energy transition made in Africa.

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Making African energy competitive for investment into a decarbonized Africa.

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The role of the Organization of the Petroleum Exporting Countries, the Gas Exporting Countries Forum, the International Energy Agency, the African Petroleum Producers Organization, the International Association of Geophysical Contractors, and the American Petroleum Institute and Africa.

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Africa's gas miracle and its potential in Senegal, Mozambique, Nigeria, Ghana, South Africa, Algeria, Tanzania, Equatorial Guinea, Congo-Brazzaville, and Angola.

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Small-scale Liquefied Natural Gas, intra-African trade and the African Continental Free Trade Agreement.

Registration for AEW2021 can be done on our website at

<https://aew2021.com/product/african-energy-week-2021-delegate-pass/>



Diamond Sponsorship

All Sponsorships Include:

ONLINE & DIGITAL

Web promotion via logo on our event page and website, social media promotion and sponsor email sendouts.

STAGE & PRINT

Conference branding with your logo on stage backdrop, event sponsor banners, and the conference brochure.

VIP TREATMENT

Recognition for each level of sponsorship and greater exposure for Diamond level sponsors.

ALL ACCESS

Top-level access for all allocated VIP / delegate passes within package and ability to set up private meetings in advance.

Contact sales@aew2021.com for pricing

PREMIUM COCKTAIL CRUISE

Your company as designated host sponsor of an elite cocktail cruise and dedicated stage time dedicated to your company's chief executive for a speech at the function.

*Ability to invite your clients to attend,
6 tickets available*

MEDIA MANAGEMENT PLAN

We schedule interviews with top international media for your executives. Fully managed press conference if your company has announcements for the media

DEDICATED DESIGN TEAM

The AEW graphic design team is at your service to design any materials you need for marketing and promotion at the conference.

DELEGATE BENEFITS

12 delegate passes for you and your team and the opportunity to distribute your own promotional materials in delegate bags. Premium back cover advertisement in the conference brochure.

RELATIONSHIP BROKER

A dedicated relationship broker to work with your team - ensuring that you get the meetings, create the relationships and initiate the deals you are targeting.



Platinum Sponsorship

All Sponsorships Include

ONLINE & DIGITAL

Web promotion via logo on our event page and website, social media promotion and sponsor email sendouts.

STAGE & PRINT

Conference branding with your logo on stage backdrop, event sponsor banners, and the conference brochure.

VIP TREATMENT

Recognition for each level of sponsorship and greater exposure for Platinum level sponsors.

ALL ACCESS

Top-level access for all allocated VIP / delegate passes within package and ability to set up private meetings in advance.

Contact sales@aew2021.com for pricing

DEDICATED EVENT

Your company as designated host sponsor of one invitation-only investor breakfast or cocktail function with customized guest list and networking facilities, and stage time for a speech/presentation.

MEDIA MANAGEMENT PLAN

We schedule interviews with top international media for your executives. Fully managed press conference if your company has announcements for the media.

PREMIUM PLACEMENTS

Play your corporate video on the big screen during selected investor breakfast or cocktail function. Premium placement advertisement in the conference brochure.

DELEGATE BENEFITS

10 delegate passes for you and your team and the opportunity to distribute your own promotional materials in delegate bags.

RELATIONSHIP BROKER

A dedicated relationship broker to work with your team - ensuring that you get the meetings, create the relationships and initiate the deals you are targeting.

PREMIUM COCKTAIL CRUISE

4 tickets



Gold Sponsorship

All Sponsorships Include

ONLINE & DIGITAL

Web promotion via logo on our event page and website, social media promotion and sponsor email sendouts.

STAGE & PRINT

Conference branding with your logo on stage backdrop, event sponsor banners, and the conference brochure.

VIP TREATMENT

Recognition for each level of sponsorship and greater exposure for Gold level sponsors.

ALL ACCESS

Top-level access for all allocated VIP / delegate passes within package and ability to set up private meetings in advance.

Contact sales@aeW2021.com for pricing

TAKE YOUR PLACE

Your company is the sole sponsor of one of the following premium, high-traffic areas at the ECP AEW event, ensuring maximum visibility to our entire audience. One sponsor only per area.

- Registration
- VIP lounge
- Lunch area
- VIP Interview Room area
- Workshop area

PREMIUM PLACEMENTS

Play your corporate video on the big screen during a networking or lunch break. Premium placement advertisement in the conference brochure.

DELEGATE BENEFITS

8 delegate passes for you and your team.

PREMIUM COCKTAIL CRUISE

3 tickets



Silver Plus Sponsorship

All Sponsorships Include

ONLINE & DIGITAL

Web promotion via logo on our event page and website, social media promotion and sponsor email sendouts.

STAGE & PRINT

Conference branding with your logo on stage backdrop, event sponsor banners, and the conference brochure.

VIP TREATMENT

Recognition for each level of sponsorship and greater exposure for Silver Plus level sponsors.

ALL ACCESS

Top-level access for all allocated VIP / delegate passes within package and ability to set up private meetings in advance.

Contact sales@aew2021.com for pricing

CHOOSE ONE OF THE TAILORED PREMIUM SPONSOR BENEFITS.

Availability for each is limited.

PREMIUM NETWORKING

Your company hosts a day of networking breaks during the conference with branded items included for exposure (at least one break per morning and one per afternoon).

Only two available.

PREMIUM EXPOSURE

Take your choice of custom branding placement on delegate bags, notepads and pens or Covid-19 protocol sanitizing pack, event app, branded umbrellas or sponsored Wifi

Only one sponsor for each item

PREMIUM DEALMAKING

Your company gets a branded meeting room with elite sponsor concierge service and preferential access for your team.

Limited numbers.

PREMIUM ENGAGEMENT

A package of sponsored content with data analytics on the AEW website and social media channels, with our content and design team dedicated to gaining you greater engagement and reach.

DELEGATE BENEFITS

5 delegate passes and 2 Premium cocktail cruise passes for your team and the opportunity to distribute your own promotional materials in delegate bags.

ADVERTISEMENT

In the conference brochure you get a full-page advertisement designed in-house.



Silver Sponsorship

All Sponsorships Include

ONLINE & DIGITAL

Web promotion via logo on our event page and website, social media promotion and sponsor email sendouts.

STAGE & PRINT

Conference branding with your logo on stage backdrop, event sponsor banners, and the conference brochure.

VIP TREATMENT

Recognition for each level of sponsorship and greater exposure for Silver level sponsors.

ALL ACCESS

Top-level access for all allocated VIP / delegate passes within package and ability to set up private meetings in advance.

Contact sales@aew2021.com for pricing

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PREMIUM DEALMAKING

Your company gets a branded meeting room with elite sponsor concierge service and preferential access for your team. Limited numbers, only two available.

PREMIUM ENGAGEMENT

A package of sponsored content with data analytics on the AEW website and social channels, with our content and design team dedicated to gaining you greater engagement and reach. Only two available.

DELEGATE BENEFITS

4 delegate passes and 1 Premium cocktail cruise passes for your team and the opportunity to distribute your own promotional materials in delegate bags.

ADVERTISEMENT

In the conference brochure you get a full-page advertisement designed in-house.



Bronze Plus Sponsorship

Contact sales@aew2021.com for pricing

ONLINE & DIGITAL

Web promotion via logo on our event page and website, social media promotion and your logo on sponsored email sendouts

STAGE & PRINT

Conference branding with your logo on stage backdrop, event sponsor banners, and the conference brochure.

VIP TREATMENT

Top-level access with the ability to set up private meetings in advance.

DELEGATE BENEFITS

2 delegate passes for you and your team.

WORKSHOP SESSION

Host your own workshop session on the second stage for 45 minutes.
Details and timing subject to availability.



Bronze Sponsorship

Contact sales@aew2021.com for pricing

ONLINE & DIGITAL

Web promotion via logo on our event page and website, social media promotion and your logo on sponsored email sendouts

STAGE & PRINT

Conference branding with your logo on stage backdrop, event sponsor banners, and the conference brochure.

VIP TREATMENT

Top-level access, with the ability to set up private meetings in advance.

DELEGATE BENEFITS

2 delegate passes for you and your team.



Other Sponsorship Options

PANEL DISCUSSIONS / SESSION SPONSOR

sales@aw2021.com

KEYNOTE SESSION SPONSOR

sales@aw2021.com

Please contact

speak@aw2021.com

for more information

SPEAKER SLOTS

10 – 15 mins

sales@aw2021.com

Please contact

speak@aw2021.com

for more information

TRANSPORT

Please contact

Katie@aw2021.com

for more information on how to sponsor transport
for the event.

DELEGATE PASSES

Member Delegate Pass

Discounted rate and extra access for members of the African Energy Chamber.

4 day ticket (9, 10, 11 November + Golf Tournament on the 12th November) = \$990 per person

1 day ticket = \$450

Non-member Delegate Pass

Standard pricing and access to conference, workshops and networking events.

4 day ticket (9, 10, 11 November + Golf Tournament on the 12th November) = \$1.490 per person

1 day ticket = \$750

Virtual Pass

3 day pass (9-11 Nov) = \$200

Vaccinated participants qualify for a \$200 discount. Please email sales@aw2021.com with proof of vaccination to apply.

By purchasing a ticket to AEW 2021 it is understood and accepted that strict Covid-19 protocols will be in place and that a Covid-19 test is a necessity each day the event is attended. In the event that a test is refused or that the Covid-19 protocols are not adhered to, no admission to the event will be permitted.

Other Sponsorship

Golf Day

SPONSOR THE DAY

Contact sales@aeuw2021.com for pricing

- Sponsor's brand is aligned with all materials and branding, exposure of the Sponsor is at its prime.
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.
- Opportunity to select format for the day (Four ball, better ball, etc)
- Prime banner placements
- 1 x 4 ball team booking
- Opportunity to present prize
- Opportunity to welcome and players

GOLF DAY WELCOME PACK

Contact sales@aeuw2021.com for pricing

- Branded goody bag
- Includes branded balls, tees and golf club cover
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.

COVID-19 PACK

Contact sales@aeuw2021.com for pricing

- Branded Covid-19 safety pack
- Pack will contain branded mask and sanitizer
- Branded sanitizing station
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.



GOLF DAY LUNCH SPONSOR

Contact sales@aew2021.com for pricing

- Lunch area to be branded with Sponsor's logo
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.

HOLE IN ONE

Prize sponsored: Contact sales@aew2021.com for pricing

- Prize branded with Sponsor logo
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.

NTP NEAREST THE PIN

Prize sponsored: Contact sales@aew2021.com for pricing

- Prize branded with Sponsor logo
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.

LONGEST DRIVE

Prize sponsored: Contact sales@aew2021.com for pricing

- Prize branded with Sponsor logo
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.

SPONSOR A HOLE (7 AVAILABLE)

Per hole: Contact sales@aew2021.com for pricing

- Dedicated hole to be branded with Sponsor branding
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.

GOLF CARTS

Contact sales@aew2021.com for pricing

- Two carts are included for every team – 2 x carts per 4 ball
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.
- All carts will be branded with sponsor logo
- 1 x 4 ball team booking

CADDY SPONSOR

Contact sales@aew2021.com for pricing

- 2 complimentary caddies are included for each team – 1 x caddy per person
- Caddies will wear Sponsor's brand (bibs / t-shirts) – walking billboard
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.
- 1 x 4 ball team booking

GOLF SHIRTS & CAPS

Contact sales@aew2021.com for pricing

- Can be taken with welcome pack at reduced rate of \$7,000*
- All attire to be branded with Sponsor logo
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.

PRIZE GIVING SPONSOR

Contact sales@aew2021.com for pricing

- Location of prize giving to be branded
- Opportunity to present prize
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.

WATERING HOLE (HOLES 4 & 8)

Contact sales@aew2021.com for pricing

- Dedicated hole to be branded with Sponsor branding
- Conference branding with your logo on entrance backdrop at golf day, event sponsor banners, and the golf day brochure.



MULLIGAN

A Mulligan (a do-over) will also be for sale during the golf day where all proceeds go to a charity.

Per Mulligan: Contact sales@aew2021.com for pricing



Exhibition Raw Space

SPACE ONLY:

Per m² : **Contact** sales@aew2021.com
for pricing

MINIMUM STAND SIZE:

6m² (24m² and above: **Contact**
sales@aew2021.com **for pricing**)

FOR EVERY 6M²

1 delegate pass

INCLUDES:

Space only

For exhibitor's own cost:

Electrical power point, carpet, stand,
lighting and furniture

Note: Exhibitor must use pre-approved
stand building services provided by AEW
third party contractors



Outdoor Exhibition

Contact
sales@ae2021.com
for pricing

FOR EVERY 6M²

1 delegate pass
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INCLUDES:

5 x 5 snow peak tent + flooring and simple lighting
.....

For exhibitor's own cost:

Electrical power point, stand and furniture
.....





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