



2nd

EAST AFRICAN REGIONAL TOURISM EXPO

#earte2022

23-30 | 09 | 2022 BUJUMBURA BURUNDI

Organized by the East African Community and Hosted by the Republic of Burundi

Opening and closing ceremonies will be honored by the presence of H.E. Evariste Ndayishimiye, Chair of the EAC



SPONSORSHIP GUIDE

YOUR GUIDE TO SPONSORSHIP, BENEFITS, BRANDING AND ADVERTISING OPPORTUNITIES



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About EAC Regional Tourism Expo 2022

EAC Regional Tourism Expo 2022 (EARTE'22) brings the world to you and promotes the whole of the East African Region to the world, allowing you to explore the world full of opportunities, all under one EXPO.

The 1st EAC Regional Tourism EXPO was held in Arusha, Tanzania in October 2021. The EXPO attracted a range of stakeholders from within the EAC region as well as outside the region including exhibitors, hosted buyers, media and attendees.

It was estimated that about 185 exhibitors participated at the EXPO against the projected 150 exhibitors. The event attracted over 2,700 attendees.



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The 2nd EAC Tourism EXPO will be hosted by the Republic of Burundi in Bujumbura from 23rd - 27th September 2022. This will take place as follows:

- i) 23rd September 2022 – Registration of Exhibitors and Networking Cocktail Party;
- ii) 24th – 26th September 2022 – Exhibitions, Seminars and Investment Forum;
- iii) 27th September 2022 – World Tourism Day Celebrations in Bujumbura, Burundi.



Hosted buyers and media will proceed on a fam trip to different tourism sites in the Republic of Burundi from 27th – 30th September 2022

Every business that will be showcased in the forthcoming EARTE'22 will be joining a regional and worldwide network of quality tourism EXHIBITORS, INVESTORS and BUYERS who drive business opportunities from every corner of the world. The EXPO offers great opportunities to all local and international tourism operators and investors to rethink their business models, promote new products, expand their business to new tourism circuits/new routes, grow their businesses beyond borders and increase profitability.



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250+

EXHIBITORS
FROM EAC AND BEYOND

10+

COUNTRIES
REPRESENTED

5 days

OF MEETING WORLD TRAVEL
BUYERS AND CELEBRATING
TOURISME

120+

INTERNATIONAL AND
REGIONAL BUYERS

2500+

TRADE VISITORS
FROM EAC AND BEYOND



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Who Should Exhibit at EARTE'22

EARTE'22 is a platform for you to capture the fast-growing East African travel market, forge new partnerships and strengthen existing business relations with the most important players in East Africa and beyond. Travel and Tourism trade professionals across the following industries will be represented within our visitors and exhibitor's profiles:

- EAC Tourism Boards
- Government Institutions
- Domestic Airlines
- Regional Airlines
- International Airlines
- Tourism SME's
- Tourist Attraction providers
- Financial Institutions
- Travel Agents/Tour Operators
- Hotels and Safari Camps
- Business Travel/MICE
- Tourist Activity Providers
- Cultural Tourism Enterprises
- Arts and crafts suppliers
- Artists (performing art and craftsmen)
- Water sports and water transport providers
- Travel Technology and Safari Equipment
- Tourism and Hospitality Educators and Researchers
- Car Rentals and Car Conversions



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Why you should exhibit at

Our aim focuses on quality than quantity, EARTE'22 therefore presents an opportunity to shine among the quality Exhibitors, Buyers, Investors and business visitors who will take part in our quality Travel and Tourism Expo's well-arranged and managed programs

- Tourism Exhibition with 250+ Exhibitors from over 10 countries
- Speed Networking for exhibitors and buyers
- Seminars and workshops with educative presentations
- Investment forum to highlight tourism investment opportunities in the region
- B2B networking events with buyers from all over the world
- FAM trips to NEW tourism attractions to sample new products
- Celebrating World Tourism Day with all EAC Partner States
- Kids Playground with swimming pool, face paints, safari raffle, camel rides and entertainments
- Networking in organized cocktail events

at EARTE'22



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EXHIBITION

Exhibition stands are available in several categories (Tourism, suppliers, food, arts and crafts) and in different sizes to cater for different participants' needs. Companies planning to build and showcase their unique facilities will be given an opportunity to buy 'an open space' and do their creative construction as per terms and conditions



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Sponsorship Opportunities

“Reach out more customers, suppliers & prospective buyers”

Take this incredible opportunity to be seen. Do not miss to partner with East African Community and host country Republic of Burundi.

The partnership and sponsorship packages have been designed to consider both cash and contributions of products or services. Maximum exposure is assured for all event partners and sponsors. The marketing reach of your involvement to the event will be felt right from the time you sign up, during preparations, event time and beyond the show. The event will have a maximum coverage in all East African countries' media as well as those from the international tourism markets.



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US\$
20,000
Limited to 2 Sponsors

The Principal Event Partner package is the top prime partnering opportunity. The sponsor will gain maximum exposure pre-event, at EARTE'22 opening events and during all phases of post event communications.

a. Pre-Event Brand Recognition

- Logo and Principal Partner recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and Principal Partner recognition on all printed and electronic materials distributed via the organizers
- Inclusion of your logo in our online platforms/social media
- JPG Banner advertisement with link on the event online platforms
- Inclusion and recognition in all EARTE'22 marketing campaigns
- Collaboration with EARTE'22 organizers in joint PR activities.

b. Live Interaction Opportunities

- Senior company executive to make a brief speech at official EARTE'22 cocktail party
- Constant interaction opportunities with buyers and investors in collaboration with show organizers
- Verbal acknowledgement as Principal Event Partner throughout the event

c. During EARTE'22 Brand Recognition

- Full Page advertisement printed in buyers and investment guide/catalogue
- Logo and Principal Partner recognition in all multimedia created to promote the event
- Logo and Principal Event partner recognition printed on all signage created by the event organizers
- Promotional material included in buyer`s bags
- Maximum interaction in scheduled hosted buyer events
- Maximum opportunities to host buyers and address buyer's during the event
- Opportunities to provide giveaways and company branded merchandise to buyers

d. Exhibition

- Exhibition stand/space in the prime 'Principal Event Partner' location: 1 stand of 6 X 6



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US\$
15,000
Limited to 4 Sponsors

Silver Sponsorship of EARTE'22 is the second highest level of sponsorship for this event. The sponsorship entitlements cover most of the event with extensive branding and direct contact opportunities.

a. Pre-Event Brand Recognition

- Logo and Gold Sponsor recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and Gold sponsor recognition in all printed electronic materials distributed via the organizers
- Inclusion of your logo on the event online platforms/social media
- JPG Banner advertisement on social media platforms
- Inclusion and recognition in gold sponsor positioning in all event marketing campaigns
- Collaboration with EARTE'22 organizers on joint PR activities in gold sponsor positioning.

b. On EARTE'22 Brand Recognition

- Advertisements printed in the event guide book
- Logo and Gold Sponsor recognition on all multimedia created to promote the event
- Logo and Gold Sponsor partner recognition printed on all signage created by the event organizers
- Promotional materials included in the event bags

- Gold sponsor level interaction in scheduled hosted buyer events
- Opportunities to provide giveaways and company branded merchandise to buyers.

c. Live Interaction Opportunities

- Gold sponsor interaction opportunities with exhibitors, investors and high profile buyers.
- Verbal acknowledgement as Gold Sponsor throughout the event through stage announcements five times per day

d. Exhibition

- 6 X 6 Exhibition space in the prime Silver Event Partner' location



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US\$
10,000
Limited to 6 Sponsors

Silver Sponsorship of EARTE'22 is the second highest level of sponsorship for this event. The sponsorship entitlements cover most of the event with extensive branding and direct contact opportunities.

a. Pre-Event Brand Recognition

- Logo and Gold Sponsor recognition in all media advertisements
- Your promo sent to entire marketing list via HTML marketing emails
- Logo and Gold sponsor recognition in all printed electronic materials distributed via the organizers
- Inclusion of your logo on the event online platforms/social media
- JPG Banner advertisement on social media platforms
- Inclusion and recognition in gold sponsor positioning in all event marketing campaigns
- Collaboration with EARTE'22 organizers on joint PR activities in gold sponsor positioning.

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Ground Transport Sponsorships

EARTE'22 is expected to host over 120 buyers and 250 exhibitors from all over the world. The event is looking for various interested parties who can provide transport for various activities such as transfers to and from airports and hotels; to and from the fair ground and hotels; and FAM Trips.

a. Sponsorship benefits

- Airtime mentions in all of the interviews that the event organizer will do on radio and TV
- Display a small size logo to event print promotional Materials (poster, flyer and Catalogue)
- A free 6X3m. booth in a prominent position- branding to be agreed and signed off by the partner
- Display of one banner at the Event area
- All shuttles which will be offered will be bearing your sticker on both sides including Host Logo
- You will be listed on A to Z list as a transfer/Shuttle Partner which will be shared with all exhibitors and buyers attending the show.



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OTHER SPONSORSHIP PACKAGES



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BRANDING

a. 300 pcs of EARTE'22 Team T-shirt co-branding (Limited to 1 Sponsor)

- The requirement of the sponsorship is to produce 300 shirts; (100 for top managements and 200 for entire team) your organization will have the right to co-brand the shirts together with EARTE'22 and Government of Burundi
- Cost of printing and designing the shirts are included in the shirt branding package amount. Designing and printing of the shirts will be done in consultation with the organizers with the approval of the sponsor.
- Cost of EARTE'22 Team T-shirt Sponsorship - 4,500 USD (excluding VAT)

b. 300 pcs of EARTE'22 Team Caps & Hats (Limited to 1 sponsor)

- The branded caps and hats will be given to senior officials once they have gained access to the event ground. Delegates use these caps and hats throughout the duration of the exhibition and we ensure that the quality of the caps & hats will guarantee their use after the exhibition.
- The opportunity to brand the caps & hats is one that is always sought by exhibitors and sponsors alike as nowhere within the exhibition halls and outside is a company able to experience as much exposure. See the design below;
- Cost of EARTE'22 Caps & Hats Sponsorship - 4,500 USD (Excluding VAT)

c. EARTE'22 Bag Co-Branding (Limited to 1 Sponsor)

- The branded bags will be given to each delegate/business visitors once they have gained access to the event ground. All the bags will contain printed material from the Trade show and will also be used to carry personal items. Delegates use these bags throughout the duration of the exhibition and we ensure that the quality of the bags lend itself to use after the exhibition is over.
- The opportunity to brand the bags is one that is always sought by exhibitors and sponsors alike as nowhere within the exhibition halls and outside is a company able to experience as much exposure.
- Cost of EARTE'22 Bag Sponsorship - 4,500 USD (Excluding VAT)



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d. EARTE'22 Lanyard Branding (Limited to 1 Sponsor)

- The lanyard with ID cards attached is one of the main methods of identification. All attendees will have to wear an ID Badge in order to gain access into the venue. This becomes a great branding opportunity over 500 delegates (buyers, invited investors, and tourism operators) will be provided a lanyard which they will wear for the duration of the exhibition providing excellent exposure to the buyer, sponsor, exhibitor and media.
- The sponsor of the lanyards is sure to experience an increase in brand awareness amongst all attendees.
- Cost of Lanyard and name tag branding – 4,500 USD (excluding VAT) Lanyard must have EARTE'22 logo

e. EARTE'22 Entrance / Registration Facility Branding 2,500 USD (Limited to 1 Sponsor)

- The Registration Desk sponsor will be able to brand extensively on the registration facility. Make your brand be the first attendees and exhibitors see. The material should be provided by sponsor
- Cost of EARTE'22 Registration Facility Branding – 2,500 USD (excluding VAT)

f. EARTE'22 Wristbands, 100,000 pcs (Limited to 1 Sponsor)

- Wristbands will be given to all participants entering the exhibition ground. Sponsor will be able to brand extensively on these individual bands.
- Make your brand be the first attendees and exhibitors see and use for all the 3 days.
- Cost of EARTE'22 Wrist bands – 2,500 USD (excluding VAT)

g. EARTE'22 Fascia Stickers for Booth Identification - 250 Pcs (Limited to 1 Sponsor)

- The Fascia stickers sponsor will be able to brand extensively each Tent/booth in the whole of the exhibition ground.
- Make your brand be the first attendees and exhibitors see everywhere even when locating their business partners and scanning who is exhibiting at EARTE'22.
- Cost of Branded EARTE'22 Fascia Stickers – 1,500 USD (excluding VAT)



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CONTACT US



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SALES REPRESENTATIVE

EVENT MANAGER

BANK ACCOUNTS

Account number: 02104582331

Bank Name: BRB (Central Bank)

Account name: CONFERENCE EXPO- EARTE 2022

BIF

Account number: CC13532

Bank Account number: 01104581902

Bank Name: BRB (Central Bank)

Account name: CONFERENCE EXPO EARTE 2022 EUR

EUR

Account number: CC13533

Bank Account number: 01104583809

Bank Name: BRB (Central Bank)

Account name: CONFERENCE EXPO EARTE 2022 USD

USD



h. Hotel Partners (Limited to 15 Hotels).

The EARTE'22 team is happy to receive 3 to 5 complementary rooms from you on full board basis, where

buyers (travel agents & tour operators, media and investors) with special invitation and Top Government Officials who will be attending the show will be accommodated, you will get a chance to become a hotel Partner whereby you will be listed into our A to Z list and all exhibitors and visitors will have a priority to book you during the expo since all your contact details will be shared.

i. EARTE'22 Social Events

EARTE'22 organizers do welcome any potential supplier who would like to shine and sponsor through donation of products or services such as provision of drinks (alcoholic and non-alcoholic), snacks during various social events on the expo days. Such social events include:

- cocktail party,
- buyer's lounge catering services
- Sporting events



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