

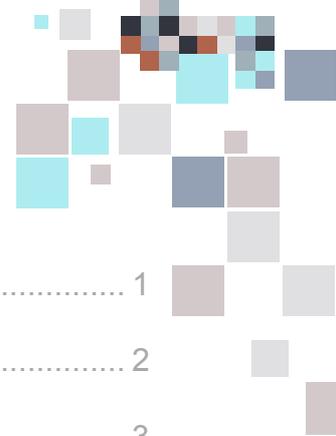


 **WISA** | **2020**  
Water Institute of  
Southern Africa | **ONLINE CONFERENCE**

7 - 11 December 2020 | South Africa

SPONSORSHIP & EXHIBITION PROSPECTUS

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# WISA CHIEF EXECUTIVE OFFICER

## COVID-19

The outbreak of Covid-19 resulted in the postponement of the much-anticipated WISA 2020 Biennial Conference to December 2020. As a learning organisation, WISA is learning every day during this pandemic, and we hope to leverage these lessons to improve our future offerings. With this approach in mind, we are forging ahead with planning for our WISA 2020 Conference and embracing the benefits that digital has to offer.

You may be aware that many organisations have cancelled or postponed their events planned for this year. We at WISA do not see this as a solution, hence our decision to proceed with our conference and set a new standard for industry events as we comply with the Covid-19 regulations set out by government.

We are confident that we can create a virtual conferencing experience that provides meaningful engagement and incorporates all the important aspects of a physical conference, and we invite you to experience this before the conference. The virtual conference platform we will be using is fully cloud-based and has an integrated mobile app for ease of access and attendee interaction. The virtual platform also includes live support to assist participants with any challenges they may experience. Importantly, the virtual conference experience differs significantly from webinars, which we have seen an abundance of during lockdown. The platform allows for fully interactive parallel sessions, keynote presentations, poster sessions, workshops, panel discussions, meetings hubs and exhibitions. The benefits for our delegates are numerous. Attendees can participate in live polls and Q&As with speakers who can share their presentations and other information for download. The platform also allows you to take notes during every session which will be collated and emailed to you. Most significantly, all presentations will be available on demand after the conference to watch at any time. There are ample sponsorship opportunities available, including banner positions, virtual conference bags, video ads and graphics embedded in livestreams. "For exhibitors, there is a virtual trade corner with instant video meetings and chat features. As with a physical conference, time will be allocated in the programme for engagement.

A virtual conference will also allow us to reach a wider audience, and all our partners, sponsors and exhibitors to reach a global audience, for longer. We are so sold on virtual that we expect to incorporate a virtual element in most, if not all, of WISA's conferences and events in the future,

post Covid-19. We hope that you will embrace the virtual conference and join us on our journey to setting new conferencing standards for the future.

## Water sector

It is imperative that South Africa embraces a few fundamental shifts around water. Our water resources are limited, and we must start doing more with less.

Covid-19, water usage and hygiene, water economics and urbanisation are both an opportunity for economic growth and a threat to livability, into the future. We find that an uncertain future underpins the planning of our cities and the management of our ecosystems. With increasing numbers of people living in metropolitan areas, water, energy and materials need to be carefully used, reused and renewed.

Water is an integral part of all sectors, and it is time to stop looking at it in isolation. We hope that by expanding the 2020 conference to include a broader range of governmental departments we will be able to ensure that water is valued, conserved and protected across all sectors.

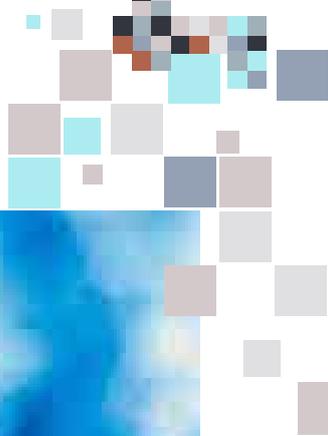
In a country such as South Africa, the work done by the water sector has a major influence on the sustainability and success of our communities and our economy. For WISA, our biennial conference reflects the vital role that we must play, as factors such as climate change and an ever-burgeoning population have necessitated an adaptation to the new, water-constrained normal.

I invite you to participate in the 2020 WISA Biennial Conference, and immerse yourself in the discussions, interact with fellow delegates and speakers on our digital platform, and expand your horizons throughout this new form of learning and communication. Help us action the change that South Africa needs to ensure that the country has access to clean, safe water that is preserved and protected by all of society.

**Dr Lester Goldman**  
**WISA CEO**



# THE ORGANISING COMMITTEE CHAIR



The WISA Biennial Conference and Exhibition is the region's biggest water conference – bringing together water sector professionals and other stakeholders from across the country and beyond. This year's conference is expected to be bigger and better than ever before – even during these difficult times.

Our past conferences have provided a platform to discuss problems and solutions facing the water and related sectors. Now is the time to create mechanisms and an enabling environment to set us on a path of implementation and impact. Water is everyone's business, and everyone should be involved in ensuring we have water security. This is now more important than ever as we need to navigate issues of pandemics, climate change, weather variability, demand growth, infrastructure needs and so forth. For this reason, this year's conference will be held under the theme 'All hands on deck' and our sub-themes which will read as a to-do list:

1. Reduce water demand and increase supply
2. Manage the resource for a capable ecology
3. Manage and monitor effective water and sanitation services and infrastructure
4. Govern and regulate the sector
5. Improve raw water quality and management
6. Develop skills and technology innovations and disruptors

The conference will consider the broader impacts of water on society and the environment. We hope to have as many as eight government departments on board, reflecting the integral role of water in all that we do. The need to close the science-policy-implementation chasm is of a high priority.

As always, the next instalment of the WISA Conference will feature informative knowledge sharing sessions and networking opportunities as well as several conference tracks to ensure that there is something for everyone. We will also be increasing the number of workshops for a more interactive experience.

We hope that you will join us for an exciting, insightful and educational instalment of this premier water meeting on the continent. The conference will be virtual using a professional platform that will enable you to have a full conference experience. It is time to action change in the water sector; we hope you will respond to the clarion call to get all hands on deck!

***Keep safe!***

***Dr Shafick Adams***  
***Chair of the OC***



## MOTIVATION & RATIONALE

If you offer products or services in the water sector, the Biennial WISA Conference and Exhibition has always been the best place to be seen and heard. This year is no different. The organisers of #WISA2020 have met the challenge of the Covid-19 pandemic and have put together a conference which is bigger, better, and more exciting than ever before.

#WISA2020 is one of southern Africa's largest gatherings of people in all spheres of the water sector, and this year it is going 100% virtual, with all the benefits and opportunities that this new way of meeting is able to bring.

One of the big advantages of a virtual meeting is that we can throw off all the restraints imposed by the traditional conference model. As a sponsor or an exhibitor, your presence at #WISA2020 will last at least six months longer than the usual conference week. There are a host of other benefits too.

### By signing up now as a sponsor you will:

- Increase your pre-conference exposure through marketing coverage (website / social media / mailers);
- Raise your profile above your competitors;
- Increase recognition and drive traffic to your Trade Corner display / website;
- Benefit from the marketing platform through branding and acknowledgement;
- Contribute to and be actively involved in the development and growth of the industry and those that work in the water sector;
- Deliver a greater ROI. Sponsoring an event can often be cheaper and have a higher return on investment than a TV commercial or other advertising methods;
- Contribute to the resilience of the vital water sector; and
- Increase your company's reputational profile.

For exhibitors, #WISA2020 offers a Virtual Trade Corner which takes the concept of exhibiting to a whole new level. If you are expecting the kind of online meeting that we have become accustomed to, you are going to be surprised at the capabilities of our gold standard conferencing platform. We are confident that the features and capabilities that you can take advantage of will allow you to exceed all your marketing and networking targets for the event.



### The Virtual Trade Corner will allow you to use your own virtual space to:

- Host gold standard interactive video chats with delegates;
- Pre-book one-on-one meetings with delegates;
- Launch new products;
- Strengthen current product popularity;
- Generate sales leads;
- Reach new specific markets;
- Meet with a high level, sector specific audience;
- Be recognised;
- Build brand trust: if you exhibit then you are more likely to be considered a serious business player;
- Enhance Visibility: you might have a strong online presence, but to strengthen and grow your brand, there also needs to be a real visibility. People buy from people;
- Build market intelligence – get to know your competitors and their products; and
- Keep up with industry trends and products that compliment your business.

# MOTIVATION & RATIONALE

## Technical programme

- The central theme for WISA 2020 is “#All Hands on Deck” with the following sub-themes running through the programme (detailed information can be found on the page on the website [www.wisa2020.org.za](http://www.wisa2020.org.za)):



## ABOUT WISA

The Water Institute of Southern Africa (WISA) was formed in 1987 when the Southern African branch of the Institute of Water Pollution Control, originally founded in 1937, was disbanded. At the beginning of 2000, WISA was incorporated as a Non-Profit Company under the Companies Act of 2008. This means that WISA shall use its funds and assets solely to further its stated aims and objectives and no funds or assets

shall be distributed to any other person or body. WISA has also been recognised as a professional body by SAQA in 2013.

Currently, the institute has approximately 3300 members and is growing steadily on an annual basis. The institute embodies a multidisciplinary approach and as such, members are drawn from all spheres of employment and varying disciplinary backgrounds.

## How do you book your place?

step 1



Complete the sponsorship and exhibition booking form

step 2



Sign your exhibition / sponsorship contract

step 3



Pay your first deposit

step 4



Enjoy your sponsorship benefits! (see Sponsorship Book for details)

## PROGRAMME OUTLINE

DATE / TIME	DESCRIPTION
<b>FRIDAY, 4 DECEMBER 2020</b>	
09:00 – 16:00	Pre-conference workshops
11:00 – 14:00	Interactive Trade Corner
<b>SATURDAY, 5 DECEMBER 2020</b>	
09:00 – 12:00	Open Day – Virtual Trade Corner    Open to Public
<b>MONDAY, 7 DECEMBER 2020</b>	
08:30 – 17:00	Technical Programme
12:00 – 14:30	Interactive Trade Corner
Evening	Happy Hour
<b>TUESDAY, 8 DECEMBER 2020</b>	
08:30 – 17:00	Technical Programme
12:00 – 14:30	Interactive Trade Corner
Evening	Official Side Events
<b>WEDNESDAY, 9 DECEMBER 2020</b>	
08:30 – 17:00	Technical Programme
12:00 – 14:30	Interactive Trade Corner
Evening	“Kom Ons Braai”
<b>THURSDAY, 10 DECEMBER 2020</b>	
08:00 – 17:00	Technical Tours (TBC)
09:00 – 16:00	Workshops
11:00 – 15:00	Interactive Trade Corner
<b>FRIDAY, 11 DECEMBER 2020</b>	
08:00 – 17:00	Technical Tours (TBC)
09:00 – 16:00	Workshops

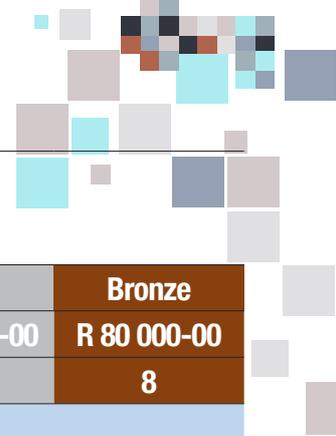
## THEME



#allhandsondeck

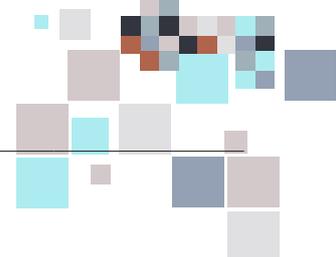
Southern Africa is facing increasing water demands to meet the needs of a rapidly growing and urbanising population, changing lifestyles, and economic growth.

WISA2020 aims to speed up delivery and bring purposeful feedback to the leadership of South Africa. The sector offers opportunities for economic growth, improvement in environmental, human and animal health. But we need to have #AllHandsOnDeck to address the water crisis caused by insufficient water infrastructure maintenance and investment; recurrent droughts and floods driven by climatic variation; inequities in access to services; deteriorating raw water quality; and a lack of skilled water practitioners. WISA 2020 provides a platform for these issues to be discussed, solutions to be shared and decisions to be taken. The meeting will culminate in a Pledge to Action - an #AllHandsOnDeck call for local and regional players to work together towards a sustainable water future.



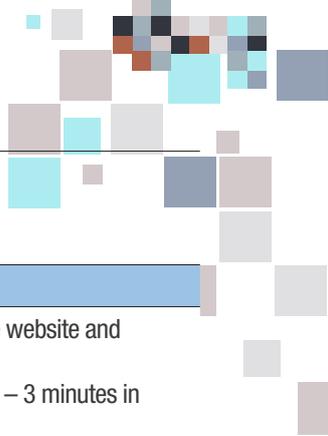
# VIRTUAL PARTICIPATION PACKAGES

Description	Anchor	Platinum	Gold	Silver	Bronze
Price (excl. VAT)	R 800 000-00	R 650 000-00	R 250 000-00	R 190 000-00	R 80 000-00
Number Available	1	2	4	6	8
<b>Pre-Conference Exposure</b>					
Acknowledgement of participation in all marketing material distributed prior to the conference in all emailers sent via the WISA mailing list	Yes – all emailers	Yes – all emailers	Yes – all emailers	Yes – all emailers	Yes – all emailers
Logo on conference website with URL link and company description	Yes 300 words	Yes 200 words	Yes 110 words	Yes 80 words	Yes 50 words
Video on conference website	Yes (to be supplied by sponsor)	Yes (to be supplied by sponsor)	-	-	-
Banner advert on conference website	Yes Home page	Yes Programme page	Yes Registration	Yes Sponsor / Exhibition	-
Social media exposure	Short interview / sponsored social media advertisement	Short interview / sponsored social media advertisement	3 x posts with URL link	2 x post with URL link	1 x post with URL link
Dedicated Alert distributed via the mobile app prior to the conference	Yes x 2	Yes x 2	Yes x 1	Yes x 1	-
Listing on the conference mobile app (sponsor page)	Yes 300 words	Yes 200 words	Yes 110 words	Yes 80 words	Yes 50 words
Listing on Trade Corner page of the mobile app (logo, URL link, contact details & 50 word write-up)	Yes	Yes	Yes	Yes	Yes
Press release compiled and distributed to relevant publications	Yes	Yes	-	-	-
<b>At Conference Exposure</b>					
Listing on the conference mobile app (sponsor page)	Yes 300 words	Yes 200 words	Yes 110 words	Yes 80 words	Yes 50 words
Listing on Trade Corner page of the mobile app (logo, URL link, contact details & 50 word write-up)	Yes	Yes	Yes	Yes	Yes
Featured in welcome video to be played at the conference while delegates wait for the sessions to start	Yes	-	-	-	-
Exposure in all conference newsletters (one newsletter per day during the conference) – logo only	Yes	Yes	Yes	Yes	Yes
Additional exposure in one of the daily newsletters	1 page advert 1 editorial page	1 page advert 1 editorial page	1 page in newsletter	1 page in newsletter	1 page in newsletter
Exhibition / Display in the Trade Corner of Virtual Platform	Yes	Yes	Yes	Yes	Yes



## VIRTUAL PARTICIPATION PACKAGES

Description	Anchor	Platinum	Gold	Silver	Bronze
Opportunity to invite clients who are not delegates to attend the Open Day on Saturday, 5 December 2020 at no cost	Yes	Yes	Yes	Yes	Yes
Video loaded onto trade corner on virtual platform	Yes	Yes	Yes	Yes	Yes
Number of exhibitors to man the virtual trade corner	8	6	4	2	2
Complimentary full conference delegates	115	90	30	25	10
Banner advert on virtual platform timeline (home page)	Yes	-	-	-	-
5 min presentation slot during technical programme	Yes	Yes	-	-	-
Acknowledgement in “Thank You to our Sponsors” digital ad, which will be displayed on the virtual platform	Yes	Yes	Yes	Yes	Yes
Downloadable brochure in resource centre for delegates to access	Yes	Yes	Yes	Yes	-
Opportunity to host a workshop / round table discussion (1 hour in duration) – interactive sessions are limited to 50 attendees. Broadcast presentations have unlimited attendance	Yes	Yes	Additional cost	Additional cost	Additional cost
<b>Post Conference Exposure</b>					
Copy of attendee database (where permission is granted)	Yes	Yes	Yes	Yes	Yes
Exposure for 6 months after the conference on the virtual conference platform – full programme will be available for on demand viewing to paid up delegates	Yes	Yes	Yes	Yes	Yes
Post conference exposure on the WISA 2020 website until the 2022 conference website goes live	Yes	Yes	Yes	Yes	Yes



# PRIMARY PARTICIPATION OPPORTUNITIES

Option	Cost	Benefits
<b>Virtual Conference Platform</b>	<b>Cost</b> <b>R 110 000-00</b>  <b>1x available</b>	<ul style="list-style-type: none"> <li>• Company write up (80-words), logo and URL link on conference website and conference mobile app sponsors</li> <li>• Video on conference website (to be supplied by the sponsor): 2 – 3 minutes in duration</li> <li>• Banner advert on virtual platform timeline (homepage)</li> <li>• Exhibition space in the virtual platform Trade Corner – Acknowledgment as Virtual Conference Platform Sponsor</li> <li>• “Live time” to interact with attendees in Trade Corner</li> <li>• One video (2-3 minutes) uploaded to trade corner to highlight products / services</li> <li>• Downloadable brochure in Trade Corner and resource centre for delegates to access</li> <li>• Brochure on the conference mobile app under sponsors page</li> <li>• Digital Advert to be displayed during transition between speakers during the plenary session on the virtual platform (during 1 session)</li> <li>• 2 x Adverts in Conference Newsletter (2 different days)</li> <li>• 1 x Editorial in digital copy of conference proceedings (copy to be supplied)</li> <li>• 10 x complimentary access passes to virtual conference</li> <li>• Host a virtual workshop / product demo (1 hour in duration)</li> <li>• Logo featured in a 'Thank You to our Sponsors' digital advert which will be displayed on the virtual platform</li> <li>• Analytics – list of everyone who viewed the virtual platform (where permission is granted)</li> </ul>
<b>Mobile App</b>	<b>Cost</b> <b>R60 000-00</b>  <b>1 x available</b>	<ul style="list-style-type: none"> <li>• Branding on Mobile Application (all pages) – co-branding with conference branding</li> <li>• 1 x Insert into delegate bag</li> <li>• Branding on Conference website and in final programme book with URL link and 50-word write-up</li> <li>• Company write up (50-words), logo and URL link on conference website and conference mobile app under sponsors page</li> </ul>
<b>Attendee Resource Centre on website and mobile app</b> <i>(Place where delegates can success on demand videos / download abstracts / sponsors info packs etc.)</i>	<b>Cost</b> <b>R 80 000-00</b>  <b>1x Available</b>	<ul style="list-style-type: none"> <li>• Company write up (50-words), Logo and URL link on Conference website and mobile app under sponsors page</li> <li>• Electronic banner and logo on Attendee Resource Centre page</li> <li>• 2 x Adverts in Conference Newsletter (2 different days)</li> <li>• 1 x Editorial in digital copy of conference proceedings (copy to be supplied)</li> <li>• Info pack for download on Attendee Resource Centre page</li> <li>• Exhibition space on the virtual platform Trade Corner</li> <li>• “Live time” to interact with attendees in Trade Corner</li> <li>• One video (2-3 minutes) uploaded to your trade corner to highlight products / services</li> <li>• Brochure on conference mobile app under sponsors page</li> <li>• Digital advert to be displayed during transition between speakers on the virtual platform (during 1 session)</li> <li>• 8 x complimentary access passes to virtual conference</li> <li>• Logo featured in a 'Thank You to our Sponsors' digital advert, which will be displayed on the virtual platform</li> <li>• Analytics – list of everyone who viewed the virtual platform (where permission has been granted)</li> </ul>



## PRIMARY PARTICIPATION OPPORTUNITIES

<p><b>Social Media Partner</b></p> <p><i>(Social media will be used to engage with delegates before, during and after conference and sessions.)</i></p>	<p><b>Cost</b></p> <p><b>R 65 000-00</b></p> <p><b>1x Available</b></p>	<ul style="list-style-type: none"> <li>• Gain exposure across all #WISA2020 social media channels;</li> <li>• Engage will the audience through daily social media posts (during the conference)</li> <li>• 1 post a week prior to the conference on #WISA2020 social media channels (content to be provided)</li> <li>• Feature your company logo on the official cover picture of the #WISA2020 social media pages</li> <li>• 2 x Adverts in Conference Newsletter (2 different days)</li> <li>• 1 x Editorial in digital copy of conference proceedings (copy to be supplied)</li> <li>• 3 x complimentary access passes to virtual conference</li> <li>• Company write up (50-words), Logo and URL link on Conference website, mobile app under sponsors page</li> </ul>
<p><b>Welcome Video</b></p>	<p><b>Cost</b></p> <p><b>R 20 000-00 per day</b></p> <p><b>5 x Available</b></p>	<ul style="list-style-type: none"> <li>• 2 min video highlighting a product / service or information e.g. water wise tips</li> <li>• Analytics – list of everyone who viewed the advert (where permission has been granted)</li> <li>• One company per day</li> <li>• Video to run during the plenary session on the selected day</li> </ul>

## CONTENT-DRIVEN SPONSORSHIP OPPORTUNITIES

Option	Cost	Benefits
<p><b>Host a virtual workshop / product demo</b></p> <p><i>(During a lunch / break or post conference slot)</i></p> <p><i>NOTE: interactive sessions limited to 50 participants</i></p> <p><i>Standard presentation broadcast format – unlimited participants</i></p>	<p><b>R 37 500-00</b></p>	<ul style="list-style-type: none"> <li>• Company write up (50-words), logo and URL link on conference website, conference mobile app under sponsors section</li> <li>• Inclusion on Satellite Meetings page on conference website</li> <li>• Inclusion on the conference mobile app and digital programme book as an official workshop / product demo</li> <li>• Logo and listing as sponsor on the virtual platform programme</li> <li>• 1 x Electronic invitation to be distributed to registered delegates prior to the conference</li> <li>• 1 x Dedicated alert on the mobile app prior to the conference, and one reminder during the conference</li> <li>• 2 x Adverts in Conference Newsletter (2 different days)</li> <li>• Pop-up electronic banner during session</li> <li>• 1 x Live Poll during the workshop / product demo – with analytics supplied after the conference</li> <li>• 4 x complimentary access passes to virtual conference</li> <li>• Six months' time frame – product demo / workshop will be available for on-demand viewing for 6-months post conference</li> <li>• Analytics – list of everyone who viewed the workshop / product demo</li> <li>• Logo featured in a 'Thank You to our Sponsors' digital ad which will be displayed on the virtual platform</li> </ul>



# CONTENT-DRIVEN PARTICIPATION OPPORTUNITIES

<p><b>Poster Session Sponsor</b></p>	<p><b>Cost</b> R 20 000-00</p> <p><b>1 x Available</b></p>	<ul style="list-style-type: none"> <li>• Company write up (50-words), logo and URL link on the conference website, conference mobile app under sponsors section</li> <li>• Inclusion on the mobile app and digital programme book as the official poster session sponsor</li> <li>• Logo and listing as sponsor on the virtual platform programme</li> <li>• Logo in poster gallery – poster session listing page</li> <li>• 1 x Dedicated alert on the mobile app prior to the conference, and one reminder during the conference</li> <li>• 2 x complimentary access passes to virtual conference</li> <li>• Analytics – list of everyone who viewed the poster session</li> </ul>
<p><b>Panel Discussion Sponsor</b></p>	<p><b>Cost</b> R 30 000-00</p> <p><b>2 x Available</b></p>	<ul style="list-style-type: none"> <li>• Company write up (50-words), logo and URL link on conference website, conference mobile app under sponsors section and the Trade Corner of the virtual platform</li> <li>• Inclusion on the mobile app and online programme as an official panel discussion sponsor</li> <li>• Logo and listing as sponsor on the virtual platform programme</li> <li>• Logo on panel discussion session</li> <li>• 1x Dedicated alert on the mobile app prior to the conference, and one reminder during the conference</li> <li>• 2 x Complimentary access passes to virtual conference</li> <li>• Analytics – list of everyone who viewed the panel discussion (where permission granted)</li> </ul>
<p><b>Session Survey or Poll Sponsor</b></p>	<p><b>Cost</b> R 5 000-00</p>	<ul style="list-style-type: none"> <li>• Company write up (50-words), logo and URL link, on conference mobile app under the sponsors page</li> <li>• 1 x Live Poll / Session Survey (content to be provided) by sponsor</li> <li>• Analytics – poll results to be supplied in Excel format after the conference.</li> </ul>
<p><b>Virtual Think Tank / Round Table Session</b></p> <p><i>(For example a student targeted session/s and have a university or SETA sponsor the session)</i></p> <p><i>NOTE: interactive sessions are limited to 50 participants</i></p>	<p><b>Cost</b> R 37 500-00</p> <p><b>6 x available on workshop days</b></p>	<ul style="list-style-type: none"> <li>• Company write up (50-words), logo and URL link on conference website, on conference mobile app under sponsors page</li> <li>• Inclusion on Satellite Meetings page on conference website</li> <li>• Inclusion on the conference mobile app and online programme as a Think Tank/ Round Table session</li> <li>• 1 x Electronic invitation to be distributed to registered delegates prior to the conference</li> <li>• 1 x Dedicated alert on the mobile app prior to the conference, and one reminder during the conference</li> <li>• 2 x Adverts in Conference Newsletter (2 different days)</li> <li>• 1 x Editorial in digital copy of conference proceedings</li> <li>• Pop- up electronic banner during session</li> <li>• 1 x Live Poll</li> <li>• 2 x complimentary access passes to virtual conference</li> <li>• Analytics – poll results to be supplied in Excel after the conference</li> <li>• List of attendees who viewed the session (where permission granted)</li> <li>• Logo featured in a 'Thank You to our Sponsors' digital ad which will be displayed on the virtual platform</li> </ul>

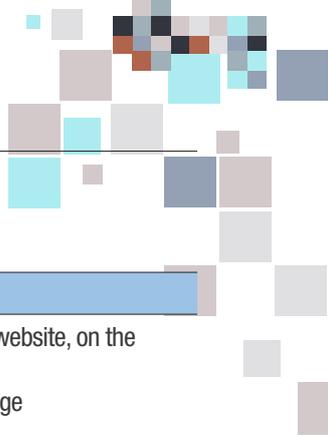


# CONTENT-DRIVEN PARTICIPATION OPPORTUNITIES

<p><b>Key Note Speaker Sponsor</b></p> <p><b>Cost</b> R 20 000-00</p> <p><b>3 x available</b></p>	<ul style="list-style-type: none"> <li>• Acknowledgement of sponsorship by speaker</li> <li>• Sponsor logo to appear on programme</li> <li>• Sponsor acknowledgement / logo to appear on speaker biography on conference website and mobile app and virtual conference platform</li> <li>• Sponsor logo on opening slide</li> <li>• Sponsor video clip after presentation</li> <li>• 2 x Adverts in Conference Newsletter (2 different days)</li> <li>• 1 x Advert in digital copy of conference proceedings</li> <li>• Company write up (50-words), logo and URL link on Conference website and on mobile app under sponsors page</li> </ul>
<p><b>Podcast on conference website and/or mobile app</b></p> <p><b>Cost</b> R 10 000-00</p> <p><i>(subject to approval by the OC)</i></p>	<ul style="list-style-type: none"> <li>• Logo and URL link on Podcast page on conference website or mobile app</li> <li>• Company write up (50-words), logo and URL link on conference website and on the conference mobile app on the sponsors page</li> <li>• 1 x Advert in Conference Newsletter (1 x day during the conference)</li> <li>• Advert or brochure uploaded to the conference mobile app on the sponsors page</li> <li>• Logo on mailer to delegates promoting the podcasts</li> </ul>

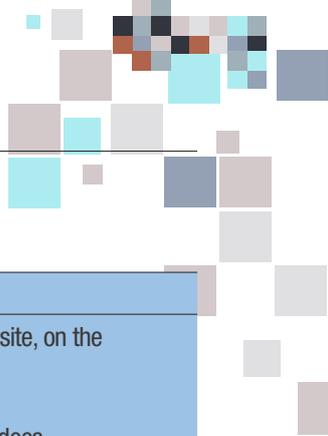
# ADVERTISING PARTICIPATION OPPORTUNITIES

Option	Cost	Benefits
<b>Digital Advert</b>	<b>Cost</b> R 5 000-00	<ul style="list-style-type: none"> <li>• 1 x Static advert will be displayed during transition between speakers on the virtual platform during a selected session</li> </ul>
<b>Video Advert (One company per day)</b> <b>Video to run during each break on the selected day</b>	<b>Cost</b> R 10 000-00 <b>6 Opportunities</b>	<ul style="list-style-type: none"> <li>• 2 Minute video highlighting a product / service or information e.g. water wise tips</li> <li>• Analytics – list of everyone who viewed the advert (where permission granted)</li> </ul>
<b>Targeted Alerts</b>	<b>Cost</b> R 3 500-00	<ul style="list-style-type: none"> <li>• 1 x Alert to targeted delegates on the virtual conference platform and conference mobile app.</li> </ul>
<b>Electronic Brochure on mobile app</b>	<b>Cost</b> R 5 000-00	<ul style="list-style-type: none"> <li>• Electronic brochure uploaded to the conference mobile app on the sponsors page</li> </ul>
<b>Rolling Banner Ad on Platform timeline (homepage)</b>	<b>Cost</b> R 15 000-00 <b>3 x available</b>	<ul style="list-style-type: none"> <li>• Banner advert that will display on the home page of the WISA 2020 Online Conference website and the virtual conference platform virtual platform timeline (homepage)</li> <li>• Hyperlink your banner ad to the URL of your choice</li> <li>• Will be live for the duration of the conference and for 6 months after the conference for on demand viewing.</li> </ul>
<b>Digital Banner Ad in weekly Conference Newsletter (per newsletter)</b>	<b>Cost</b> R 5 000-00 per month	<ul style="list-style-type: none"> <li>• Banner ads that will appear in the weekly conference newsletter distributed by email to WISA's members and mailing list of past conference attendees</li> <li>• Advert can be placed in weekly pre-conference newsletter or daily newsletter distributed during the conference</li> <li>• Hyperlink your banner ad to the URL of your choice</li> </ul>



# NETWORKING PARTICIPATION OPPORTUNITIES

Option	Benefits
<p><b>Pause Break Sponsor</b></p> <p><b>Cost</b> R 20 000-00 per break</p> <p><b>6x available</b></p>	<ul style="list-style-type: none"> <li>• Company write up (50-words), logo and URL link on the conference website, on the conference mobile app sponsors page</li> <li>• Brochure uploaded to the conference mobile app on the sponsors page</li> <li>• Logo on pop up banner during the pause break</li> <li>• Pause break activity (sponsor to provide activity, subject to approval of the organising committee) – see examples below.</li> <li>• 1 x Complimentary access pass to virtual conference</li> <li>• Analytics – list of everyone who logged in to the virtual conference platform on the relevant day</li> <li>• Acknowledgement of sponsorship on pause break page and on programme page of the mobile app</li> <li>• Logo featured in a 'Thank You to our Sponsors' digital advert which will be displayed on the virtual conference platform</li> </ul> <p><b>Examples of pause break activities</b> – sponsor can provide their own material / ideas (subject to approval by the Organising Committee)</p> <p><b>Movement / Mindfulness slot</b></p> <ul style="list-style-type: none"> <li>• 5 min video to get delegates moving and a create a time of focussed relaxation</li> <li>• Fitness challenge</li> </ul> <p><b>Surprise and Delight Moment</b></p> <ul style="list-style-type: none"> <li>• Delegate give away – can be to all delegates, or targeted delegates etc.</li> </ul> <p><b>Cocktail or Barista Demo you can try at home</b></p> <ul style="list-style-type: none"> <li>• Experts guide delegates through the process of making a special WISA/Sponsor cocktail or coffee – recipes will be sent to delegates who can post pics of their creations on Eventstream</li> <li>• Curated DJ playlist for download</li> </ul>



# NETWORKING PARTICIPATION OPPORTUNITIES

Option		Benefits
<b>Happy Hour / On a Lighter Note / Watch Party</b>  (Official networking event)	<b>Cost</b> <b>R 40 000-00</b>  <b>2x Available</b>	<ul style="list-style-type: none"> <li>• Company write up (50-words), logo and URL link on Conference website, on the conference mobile app sponsors page and uploaded</li> <li>• Brochure uploaded to the conference mobile app sponsors page</li> <li>• Acknowledgement of sponsorship on all meal vouchers sent to attendees</li> <li>• 2 min video displayed at start of networking function</li> <li>• Happy Hour activity (sponsor to provide activity, subject to approval of the organising committee) – see examples below.</li> <li>• Acknowledgement during the 10 min entertainment slot</li> <li>• Analytics – list of everyone who took part in the Happy Hour (where permission granted)</li> <li>• Logo featured in a 'Thank You to our Sponsors' digital advert which will be displayed on the virtual conference platform</li> </ul> <p><b>Examples of Happy Hour Activities</b> – company to decide on their own ideas (subject to approval of the Organising Committee)</p> <ul style="list-style-type: none"> <li>• “Kom ons Braai” activity</li> <li>• Create a marketing campaign upfront</li> <li>• Fun activity to do as a group at the office, or something that the delegate’s whole family can participate in</li> <li>• Create hype of the activity with pics on the event stream page of the conference mobile app – e.g. posting of pics</li> <li>• Have a WISA executive e.g. Lester, to host / braai with</li> <li>• Prizes – most creative / delightful menu and / or “spirit prize”</li> <li>• Create a slide show of pics to display at the next morning plenary</li> </ul>

# OTHER PARTICIPATION OPPORTUNITIES

Option		Benefits
<b>Gamification Prizes</b>	<b>Cost</b> <b>R 8 000-00</b>  <b>3 x Available</b>	<ul style="list-style-type: none"> <li>• Logo and URL link on conference website and mobile app sponsors page</li> <li>• Acknowledgement as sponsor of the prize on voucher sent to prize winner</li> <li>• Logo featured in a 'Thank You to our Sponsors' digital ad which will be displayed on the virtual conference platform</li> </ul>



# TRADE CORNER OPPORTUNITY (VIRTUAL EXHIBITION)

Option	Cost	Benefits
<b>Display Space in the “Chat with Us” Trade Corner (virtual exhibition)</b>	<b>R 25 000-00</b>	<ul style="list-style-type: none"> <li>• Interactive meeting space on the virtual conference platform Trade Corner includes 2 exhibitor delegates</li> <li>• “Live time” to interact with attendees each day</li> <li>• Company information to remain on virtual conference platform for 6 months after the conference (for the duration of the On Demand viewing)</li> <li>• Upload 1 video (2-3 minutes) to highlight your product / services</li> <li>• Upload your company brochure on the virtual platform Trade Corner</li> <li>• Logo featured in a ‘Visit our Trade Corner’ digital ad which will be displayed on the virtual conference platform</li> <li>• Logo and URL link on Conference website and mobile app under the Trade Corner page</li> <li>• Participation in the Treasure Hunt / Build a puzzle to drive people to your exhibition stand in the Trade Corner</li> <li>• Dates that the Trade Corner is open for live interaction with delegates:               <ul style="list-style-type: none"> <li>➢ Friday, 4 December 2020 – Pre-Conference Workshops</li> <li>➢ Saturday, 5 December 2020 – Open Day for exhibition (exhibitors to invite their clients to attend at no charge)</li> <li>➢ Monday, 7 to Wednesday, 9 December 2020 – Technical programme</li> <li>➢ Thursday, 10 and Friday 11 December 2020 – Workshop programme</li> </ul> </li> </ul>
<b>Additional exhibitor delegates</b>	<b>R2,750</b>	<ul style="list-style-type: none"> <li>• Access to back end of exhibitor Trade Corner for live interaction with delegates.</li> <li>• Attendance of any conference sessions outside of the live exhibition times</li> <li>• Access to meeting scheduler</li> </ul>



**Conference Secretariat:**  
Scatterlings



**SCATTERLINGS**

MEETINGS | CONFERENCES | EVENTING

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