

**ICT NATIONAL SYMPOSIUM:**  
The Role of ICT & 5G in driving Forward  
Uganda's Critical Sectors

**FOCUS:** Exploring the Dynamics of AI,  
Cybersecurity & Digital Transformation

**THE 2024  
SPONSORSHIP  
PROPOSAL**

## OVERVIEW

The ICT Association of Uganda is a multi-stakeholder initiative formed by private individuals with the vision of providing guidance to individuals and organizations in the private sector and offering advisory services to the government. It's a great initiative that can help in the growth and development of the ICT industry in Uganda. The ICT Association of Uganda conducts research and advocates for the adoption and usage of development informatics, which involves the appropriate use of information and communication technologies (ICTs) to achieve development goals. Their primary goal is to extend the benefits of ICTs to all sectors of Uganda through

professionalism. The ICT Association of Uganda seeks to become the foremost and largest forum for ICT practitioners, managers, researchers and policymakers to share their knowledge and experience on the technology, adoption, localization, management and policy of development informatics in Uganda. Currently the Society has over 800 members, 300 are professionals, 200 graduate members and 160 companies who work together, share knowledge about the new practices and trends of ICT in order to advance excellence in design and professional practice for a sustainable built environment. An ICTAU partner is an individual/Organization or company who pays to obtain the right to participate in the association's activities/events.

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# WHY SPONSOR?



## AMPLIFY YOUR PORTFOLIO

Tap into our comprehensive database of thousands of industry stakeholders, investors, and influencers.

## CONNECT WITH KEY STAKEHOLDERS

Consolidate months of partner, investor, and supplier interactions in just two events (Annual Symposium & Dinner).

## GENERATE LEADS

Reach a powerful audience in a cost and time effective manner. Generate more than just visibility, cultivate meaningful and lucrative business connections.

## PROMOTE BRANDING

Create a link between your brand and your solution through a powerful medium.

## ESTABLISH THROUGH LEADERSHIP

Highlight your expertise and creativity and present yourself as the foremost expert in your field.

## SECURE FACILITATED MEETINGS

Utilize a specialized B2B matchmaking services to meet the critical decision makers you want to reach.

## PREPARE FORBIDS AND RFQS

Get ahead of the competition by connecting with key public and private stakeholders in search of proven technologies and expertise.

# SPONSORSHIP OPPORTUNITIES

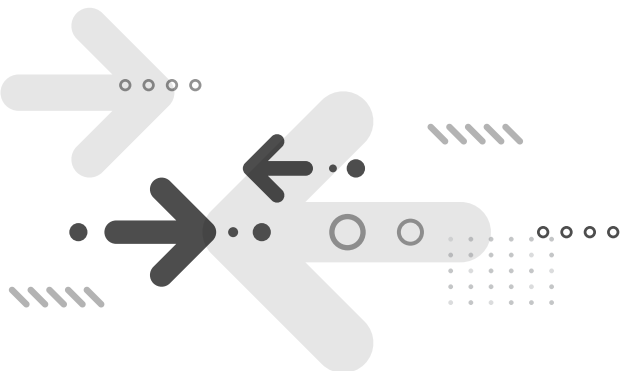
## Benefits

### Pre-event marketing:

- Logo placement under specific sponsorship tier (diamond/presenting, gold, silver, bronze) and logo on published promotional material prior to the event – this includes advertising the event through media, strategic and association partners.
- Acknowledgement of sponsor status and logo on published promotional material prior to the event – this includes advertising the event through media, strategic and association partners.

### Post-event:

- Copy of the full post event report which will feature results of a non site survey conducted with delegates.
- Status and acknowledgement in all the post -event marketing activities which will include :press releases and dedicated emails to event attendees.



# SPONSORSHIP OUTLINE OF CATEGORY LEVELS

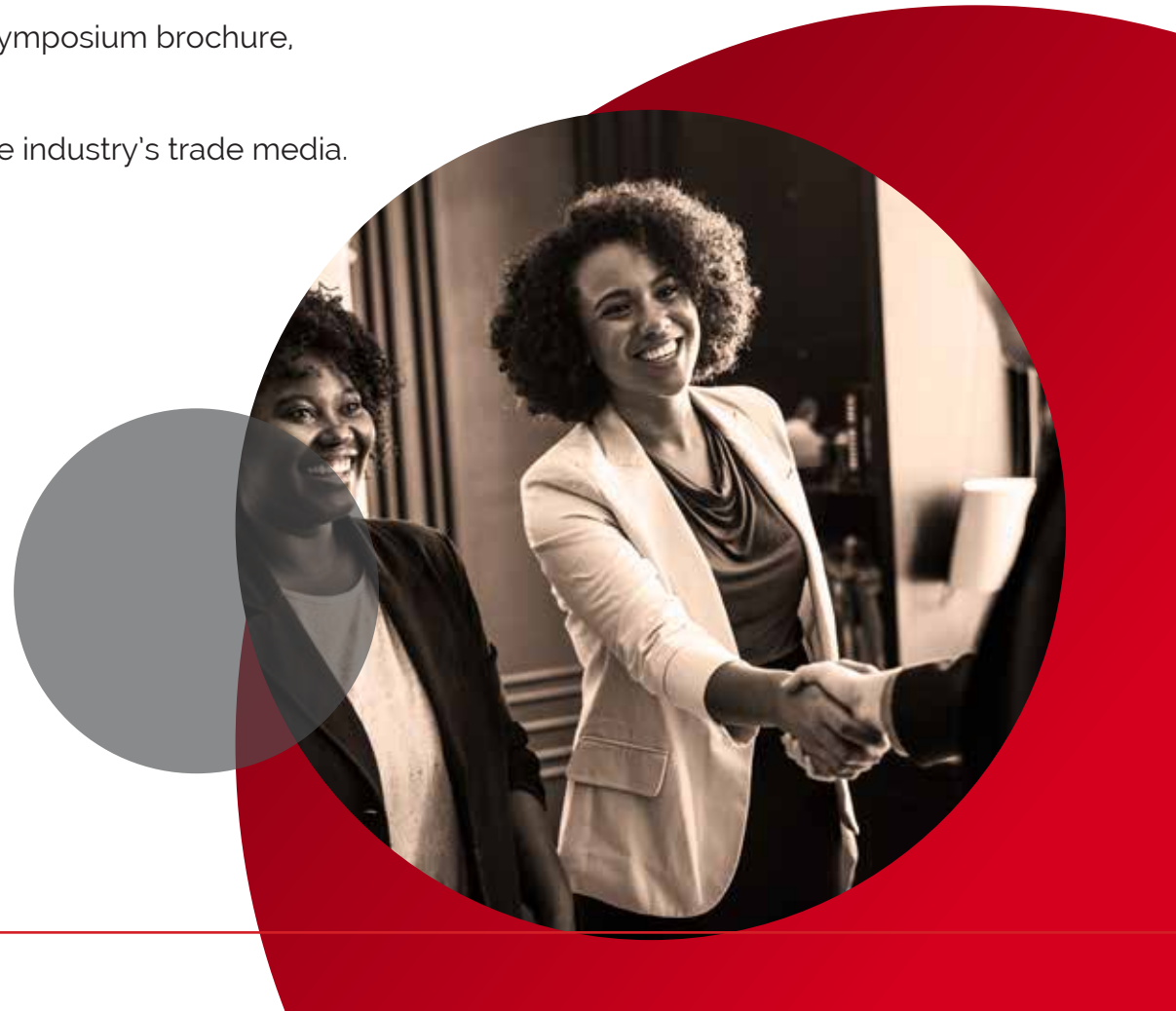
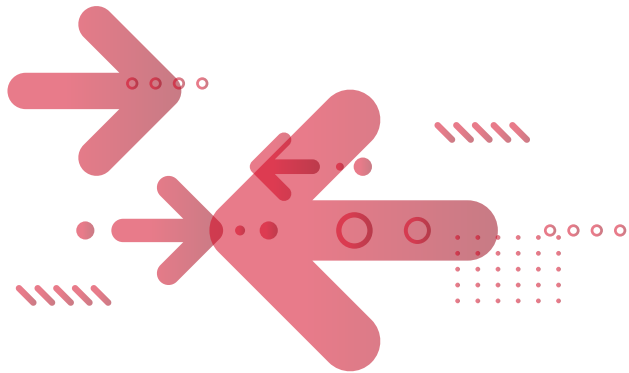
<b>PLATINUM</b> Exclusive	<b>GOLD</b> 4 Partners	<b>SILVER</b>	<b>BRONZE</b> 6 Partners	<b>EXHIBITOR</b> Unlimited restriction
<p><b>60,000,000UGX</b></p> <p>Presentation and video at Symposium &amp; Annual Dinner- 10minutes</p> <p>Advertising on the Association's website home page- 6months</p> <p>Advertising on the Association's social media pages(Facebook, Twitter, Instagram WhatsApp)- 6months</p> <p>Display of the company profile and logo on the screens at the event- Throughout the event</p> <p>Participation in the panel discussion session- At the event</p> <p>Double booth exhibition -At the event</p> <p>Brand presence &amp; literature distribution - At the event</p> <p>A direct link of the Platinum partners website will be added on the ICTAU's website - Six months</p> <p>Full page advertising space in the upcoming event journal - Before the event</p> <p>Official recognition as our platinum partner - At the event</p> <p>Company logo attached on all the association's branding materials (brochures, flyers, teardrops, pullupbanners) - For the event</p> <p>Eight attendance slots for the event -At the event</p> <p>Provision of a list of architects that attended the event for follow up - After the event</p> <p>Placement of Company logo on the association Newspaper advert - Before the event</p> <p>Reward of a plaque as our Platinum / sole partner - After the event</p> <p>Specifications of your products after members satisfaction survey - After the event</p> <p>Listing on the recommended suppliers list - After the event</p> <p>Onefactory /premises visit under terms and conditions- After the event</p>	<p><b>30,000,000UGX</b></p> <p>Advertising on the Association's website home page- 3months</p> <p>Advertising on the association's social media pages(Facebook, Instagram, Twitter, WhatsApp)- 3 months</p> <p>Presentation and video at a Symposium &amp; Annual Dinner - 10minutes</p> <p>Half page advertising space in the event Magazine - <i>Before the events</i></p> <p>No competitor from your industry - <i>At the event</i></p> <p>Recognition as a Goldpartner - <i>At the event</i></p> <p>Single exhibition booth - <i>At the event</i></p> <p>Brand presence and Distribution of literature - <i>At the event</i></p> <p>Company logo attached on all the association's branding materials (brochures, flyers, teardrops, pullupbanners)- <i>For the event</i></p> <p>Company logo attached on all the association's branding materials (brochures, flyers, teardrops, pullupbanners)- <i>Before the event</i></p> <p>Four attendance slots for the event- <i>For the event</i></p> <p>Reward of plaques as our gold partners- <i>At the event</i></p>	<p><b>10,000,000UGX</b></p> <p>Advertising on the association's website homepage- 2months</p> <p>Advertising on the association's socialmedia pages (Facebook, Twitter, Instagram and WhatsApp)- 2months</p> <p>Selecting of 2 presenters at the event to advertise your company- <i>10 minutes at the event</i></p> <p>Single exhibition booth - <i>At the event</i></p> <p>A quarter page advertising space in the journal - <i>Before the event</i></p> <p>Literature distribution and brand presence- <i>At the event</i></p> <p>Company logo attached on all the association's branding materials (brochures, flyers, teardrops, pullupbanners) - <i>before the event</i></p> <p>Official recognition as a silver partner - <i>At the event</i></p> <p>Reward of a Plaque as our silver partners- <i>At the event</i></p> <p>Three attendance slots for the event - <i>At the event</i></p> <p>Placement of Company logo on the association's Newspaper advert-<i>At the event</i></p>	<p><b>6,000,000UGX</b></p> <p>Advertising on the association's website - 1month</p> <p>Advertising on the association's socialmedia pages(Facebook, Instagram, Twitter, WhatsApp)- 1month</p> <p>Selecting of 2 presenters at the event to advertise your company - 5 minutes at the event</p> <p>Display of the company logo on the journal - <i>Before the event</i></p> <p>Company logo attached on all the association's branding materials (brochures, flyers, teardrops, pullupbanners) - <i>Before the event</i></p> <p>Recognition as a Bronze partner - <i>At the event</i></p> <p>Single prime booth - <i>At the event</i></p> <p>Reward of a certificate as our bronze partner - <i>Six months</i></p> <p>Brand presence and literature distribution - <i>At the event</i></p> <p>Two attendance slots for the event- <i>For the event</i></p>	<p><b>3,000,000UGX</b></p> <p>Recognition as an exhibitor - <i>At the event</i></p> <p>Brand presence and literature distribution - <i>At the event</i></p> <p>One attendance slot for the event - <i>At the event</i></p> <p>Reward of a certificate as our exhibitor - <i>At the event</i></p> <p>Advertising on the association's socialmedia pages- <i>Two weeks</i></p>

# BENEFIT FROM A BIGGER OPPORTUNITY TO SHOWCASE YOUR POTENTIAL BEYOND THE EVENTS

ICTAU works with many **CTO's** and **IT Executives**, most of whom will attend the Symposium. We have developed a year-round promotion campaign to ensure that your customers are there too!

This is not limited to;

- **Extensive direct mail and e-mail campaigns** comprising the symposium brochure, electronic adverts, socialmedia.
- **Advertising campaigns** (print, electronic, SEO and online) in the industry's trade media.
- **VIP and complimentary invitations** sent to stakeholders.
- **Promotion** at ICTAU Networking events and meetups.



Your partnership with ICTAU will include maximum impact and coverage to a receptive community



**24000+**  
socialmedia followers



**1,000**  
email recipients



**6,000**  
attendees



Gain access to the tactical planning, insightful foresight, and essential strategizing necessary to lead Uganda's ICT agenda- reserve your sponsorship package today!

For any further information, please donot hesitate to  
Contact us /WhatsApp: +256 789 581 006  
Email: [secretariat@ictau.ug](mailto:secretariat@ictau.ug)

Thank you for taking the time to review our partnership proposal.