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www.ittelecomdigest.com

Dear Sir/Madam,

3RD WEST AFRICAN INFORMATION AND COMMUNICATIONS TECHNOLOGY CONGRESS (WAFICT CONGRESS 2011): REQUEST FOR SPONSORSHIP

The 3rd West African Information & Communications Technology Congress (WAFICT), is here! And, great companies are racing to grab great sponsorship categories. Scheduled to hold **October 18-20, 2011 at the New Expo Hall, Eko Hotel, Lagos**, with confirmed participation of global, regional and national players in the ICT world, this is the platform to launch your company into the heart of the customer. The Conference theme is ***“An Emerging New Frontier: – Opportunities and Potentials for Deployment of Broadband Services.”*** Indeed, it is a fitting occasion to celebrate the 10th Anniversary of the Nigerian Telecom Revolution, and open a new chapter with Broadband.

WAFICT is being organised by *IT & Telecom Digest* in conjunction with the UK-based Commonwealth Telecommunications Organisation (CTO) (www.cto.int).

In recognition of your company’s frontline role in the Nigerian and African economy and how presence and visibility in the WAFICT Congress 2011 can greatly benefit your company and impact the sector, we are glad to offer you an opportunity to sponsor the **WAFICT Congress 2011**. We invite your esteemed company to sponsor this Congress.

From the resounding success in last year’s outing, WAFICT Congress has become the leading ICT event for the sub-region and this reputation will define the direction operators and players in the region will follow in the years ahead. With this categorisation as the biggest and most professional conference in the region, companies that want to get the most exposure will not miss the opportunity to sponsor and attend this conference.

Endorsed by the Federal Ministry Communication Technology, and supported by the Nigerian Communications Commission, WAFICT Congress 2011 will be declared open by the Honourable Minister of Communication Technology, Mrs. Omobola Johnson, alongside other ministers from across West Africa, regulators as well as other dignitaries like you. The Commonwealth Telecommunications Organisation is working with us as Partners in organising this important event.

Why your Company should sponsor the WAFICT Congress 2011:

1. Associate your Company and its Brand with innovation, enterprise, hard work, excellence, creativity and investment by sponsoring WAFICT Congress 2011.

2. Gain Visibility; Position your company as a market Leader: Sponsoring WAFICT Congress 2011 helps you gain visibility of the ICT industry, government, regulators and professionals from the sub region and abroad; and this demonstrates that your company is an industry champion and is committed to the Nigerian community, West African Market and the World at large.

3. Be associated with Sub-region's Leading Communications Operators and Events: For the last 10 years, W.Afri.Tel has been assisting leading players in the industry to present their products and services to the market thereby staying ahead of competition. Now, WAFICT Congress, co-locating with W.Afri.Tel offers you an even greater opportunity to talk to leaders of the ICT industry, government officials, regulators, all from across West Africa and beyond. This will strategically place your business on the front burner as these key decision makers make their plans for the year and the years to come.

4. Network with the industry's most influential people: Your participation at the WAFICT Congress 2011 provides you an unparalleled networking opportunity with our esteemed decision makers in the sub-region.

5. Stand out from competition: As a sponsor you will have the opportunity to present a paper and have 10 free delegates' seats to the conference and see your brand at many high-profile points throughout the event. Make your company the envy of your peers!

6. Publicity: A vital benefit, among several others is publicity, the media is mobilised, print and electronic, and the marketing campaign associated with them; these offer excellent branding opportunities to suit every budget to ensure your company's profile is at the forefront as far as the industry is concern. All advertisement materials will carry the sponsor's logo as major sponsor of WAFICT 2011.

7. Venue branding: As a further benefit, the sponsor will brand the event venue with products, banners and distribute information materials/hand bills to further pass the message about its products and services to the influential and key decision makers at the three-day event.

8. Corporate leadership: Through consistent market drive and positive collaboration with our magazine, the sponsor will gain or strengthen its strong hold on the Nigerian and West African market. By sponsoring WAFICT Congress 2011, the sponsor will gain further by consolidating its leadership position of its given sector.

SPONSORSHIP CATEGORIES and BENEFITS:

1. DIAMOND SPONSOR: N12,000,000

- 10 Corporate rollup banners at all sessions throughout the event.
- 10 free delegates to the conference
- 18 Square metres of exhibition space at W.Afri.Tel (sponsor is free to request and pay for additional exhibition space)
- Full colour advert in the event brochure - Outside back page
- Logo in Newspaper Advert & mention in Radio jingle
- Free distribution of souvenir at plenary and all streaming Sessions
- 3 guaranteed speaking slots, one at the plenary and two at Streaming Sessions
- Logo on conference bag
- Logo and name on the event website and linked to sponsor's website

2. PLATINUM SPONSOR: N10,000,000

- 8 corporate rollups at the plenary and all streaming sessions throughout the event
- Number of free delegates 8
- 9 Square metres of exhibition space at W.Afri.Tel (sponsor is free to request and pay for additional exhibition space)
- Full colour advert in the event brochure-Inside back page
- Newspaper & Logo mention in Radio advertisement
- 3 speaking slots-One in each Session
- Logo on conference Umbrella
- Logo and name in the event website

3. GOLD SPONSOR: N8,000,000

- 2 corporate backdrops at the Lunch throughout the event
- Number of free delegates 6
- Full colour advert in the event brochure-page 3
- Radio campaign only
- 2 speaking slots-One in each Session
- Logo and name in the event website

4. SILVER SPONSOR: N6,000,000

- 1 corporate backdrop at the Lunch throughout the event
- Number of free delegates 4
- Full colour advert in the event brochure-ROP
- Newspaper campaign only
- 2 speaking slots-One in each Session

5. BRONZE SPONSOR: N4,000,000

- 1 Corporate backdrop at the Tea/Coffee break throughout the Event
- Number of free delegates 2
- Full colour advert in the event brochure-ROP
- 1 speaking slot at the streaming Session

Segments available for sponsorship apart from the full sponsorship package are as follows.

WAFICT 2011 SEGMENTS SPONSORSHIP CATEGORIES/BENEFITS

1. Sponsorship of Dinner-Day 1: N 4,000,000

- 4 corporate rollups banners at the dinner venue
- 1 free corporate roundtable of 4 seats at the dinner
- Sponsors to be included in the welcome speech recognition by the Host
- Opportunity to network directly with the industry players

2. Sponsorship of Awards Night Dinner- N6,000,000

- 6 corporate rollups banners at the venue
- 1 free corporate roundtable of 6 seats
- Sponsors to be included in the welcome speech recognition by the Host
- Make sure the attendees to the Gala Nite goes home with your brand in their hand
- A Full-page Colour Advert in the Awards Night Brochure

3. Sponsorship of WAFICT Radio & Newspaper Campaign: N5,000,000

- Number of free delegates to the conference - 5
- Mention in the radio/newspaper advertisement
- Opportunity to network directly with the industry players
- Logo and name in the event website and brochure

4. Sponsorship of Telecom Hall of Fame Plaques: N3,000,000

- 2 corporate rollup banners at the Gala Nite
- 2 free tickets to the dinner awards Gala Nite
- Logo and name on the event website and brochure
- Sponsor to make brief speech during the Awards Nite
- Opportunity to network directly with the industry players

5. Table Costs @ the Awards Dinner Nite (*Company's Name Clearly Placed on the table for visibility and effect*).

- Corporate – (8 persons): N1,000,000
- Individual – N80,000

Benefits: Corporate: *Best view of activities, dinner during the event and photo mention in post event edition of IT & Telecom Digest Magazine*

Please advise us on the category you would like to sponsor. All drafts/cheques should be made payable to: **IT & TELECOM DIGEST or BELMANG LTD.**

Thank you in anticipation of your worthy participation at this noble and epoch-making event.

Sincerely yours,



MKPE ABANG
Editor-in-Chief