



datacentrix
showcase
the reality of singularity

2017

26-27 JULY 2017

SPONSOR BRIEFING

Better together.

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Better together.

Datacentrix Showcase 2016 in review



28 local and international technology partners



Over 1,100 attendees



30 sponsor breakaway sessions with a combined attendance of over 1,200 delegates



Retained the bulk of the attendees throughout the day



Profiled an entire industry under one roof, in one day



Achieved the EMEA (Europe, Middle East, Africa) award for the best marketing partner of the year by Veritas Technologies for our efforts and innovation at the Showcase.



Vision

- To become the go-to-event for strategic advice and information on emerging technology solutions and strategies.
- To equip organisations to survive beyond the digital age and into the realm of Singularity.
- To explore how we can harness the business opportunities that stem from the required shift in business models.
- To illustrate the power of our partnership.
- To use the Showcase as a learning opportunity for all of Datacentrix' customer facing employees.

Two-day event format

- Central exhibition hub
- Five levels of sponsorship
- 27 sponsorship opportunities
- A sales force learning plenary session
- An exclusive CEO/CIO breakfast
- An opening plenary session with a renowned, international keynote speaker
- Limited sponsor breakaway sessions throughout the day
- Opportunity to present customer success story breakaway sessions, co-hosted with Datacentrix
- A lunchtime interactive panel discussion
- A flexible format that allows delegates to come and go as their schedules allow
- QR code scanning at all stands and breakaway sessions
- Lucky draw prizes throughout the day



Objectives



Awareness

Raise customer awareness about the technology solutions that are available to support their businesses beyond the digital age and into the realm of Singularity.



Partnerships

Develop a better understanding of the relationship between Datacentrix and our partners and how we work and what we can achieve together.



Attendance

Encourage mass attendance using a focused marketing and advertising plan.



Networking

Create active networking opportunities throughout the day.



Lead generation

Generate legitimate business leads and cement future customer engagement opportunities.



Market positioning

Strengthen Datacentrix' market positioning as an integrated ICT solutions provider.



Relationships

Develop stronger customer and partner relationships.



Responsiveness

Create a customer-specific response to the technology challenges that our customers are experiencing.

Event theme

The Reality of Singularity

Technology is becoming more integrated into our lives and our bodies, disrupting civilisation and life as we know it.



3D printed organs



Online connected pacemakers and insulin pumps that feed real-time information



The integration of data analytics and algorithms with human decision making



The birth of artificial intelligence that is taking over human decision making ... and more



Is this the first phase of Singularity?

People and organisations will become far more data-dependent in how they make decisions, develop products and services, and interact with customers, employees and stakeholders at all levels.

How should business respond to the era of Singularity?

Let's harness the power of this technology revolution together.



Framework agenda

Tuesday, 25 July **Stand building and set up**

Wednesday, 26 July **Closed Showcase for Datacentrix employees and participating partners**

11:30-12:45 Registration for exhibitors and employees
13:00-15:00 Datacentrix' sales force learning plenary
15:00-17:00 Showcase 2017 grand opening for exhibitors and employees only
17:00 Central exhibition hub will be locked

Thursday, 27 July **The Datacentrix Showcase 2017**

06:30-09:00 Registration and central exhibition hub opening
07:00-08:30 Exclusive CEO/CIO breakfast
09:30-11:10 Opening plenary and international keynote speaker
11:30-15:55 Breakaway sessions commence
12:00-13:30 Lunch will be served inside and outside
13:00-14:00 Interactive panel discussion
16:00-19:30 Prize giving, closing address, cocktails, entertainment and networking
20:00 After party at Joe Parker's Comedy Club

Friday, 28 July **Strike and breakdown**

Target audience

- Existing and new public and private sector customers
- Our technology partners
- Customer facing employees
- Datacentrix management and executive directors
- Business analysts, key shareholders and investors
- Media representatives

Marketing and the media

- Proactive media and social media activities
- Printed and electronic invitations
- Print and electronic advertising
- Dedicated Showcase website
- Dedicated Showcase Infocentrix and eCentrix issues

Sponsorship opportunities

DETAILS	DIAMOND	PLATINUM	GOLD	SILVER	DISPLAY
Number of packages available	1	2	8	10	6
Sponsorship package	R850,000	R550,000	R350,000	R150,000	R45,000
Number of sponsor delegates	10	8	6	4	2
Pre-defined stand layout and size	8mx6m	6mx3m	3mx3m	2mx2m	1mx0.5m
Screen size on stands	55"	42"	42"	32"	27"
Number of breakaway sessions	2	2	1	-	-
Sales force learning plenary participation	Yes	Yes	-	-	-
Opening plenary session participation	Yes	-	-	-	-
Executive CEO/CIO breakfast	Yes	-	-	-	-
Lunchtime, interactive panel discussion in the Ill Grande Movie Theatre	Yes	-	-	-	-
Co-branding with Datacentrix: Delegate badge	Yes	-	-	-	-
Co-branding with Datacentrix: Delegate lanyard	Yes	-	-	-	-
Co-branding with Datacentrix: Conference shoulder bag	Yes	Yes	-	-	-
Co-branding with Datacentrix: Interview wall	Yes	Yes	-	-	-
Branding: Datacentrix sales awards dinner (menus and presentation)	Yes	Yes	-	-	-
Recognition at Datacentrix sales awards dinner	Yes	Yes	Yes	-	-
Branding: Hanging banners	Yes	Yes	Yes	-	-
Branding: Holding screen during the opening plenary session	Yes	Yes	Yes	Yes	Yes
Infocentrix participation	3xA4 pages (1 advert, 2 editorial)	2xA4 pages (1 advert, 1 editorial)	1xA4 page (editorial)	1/2 page (profile)	1/4 page (profile)
Branded promotional item inserts into the conference bags	Yes	Yes	Yes	Yes	Yes
Branded promotional item giveaways	Yes	Yes	Yes	Yes	Yes
The Showcase website branding	Yes	Yes	Yes	Yes	Yes
The Showcase website individual profile page	Yes	Yes	Yes	Yes	-
Branding: Print and electronic invitation	Yes	Yes	Yes	Yes	Yes
Branding: Print and electronic advertising	Yes	Yes	Yes	Yes	Yes
Branding: Post-event thank you mailer to all delegates	Yes	Yes	Yes	Yes	Yes
Mention in post-event press article	Yes	Yes	Yes	Yes	Yes
Branding: Post-event video branding	Yes	Yes	Yes	Yes	Yes
Prize sponsorships	Yes	Yes	Yes	Yes	Yes

Exclusive branding opportunities

Patio coffee bar (Branding of the bar, cups)	R50,000
Outside tent area (Pop up banners, teardrop/feather banners)	R50,000
Cocktail event (Branding on coasters, banners)	R200,000
Comedy evening (Branding on coasters, banners)	R250,000

The nature of the branding at these opportunities is open to discussion.

Early bird discount

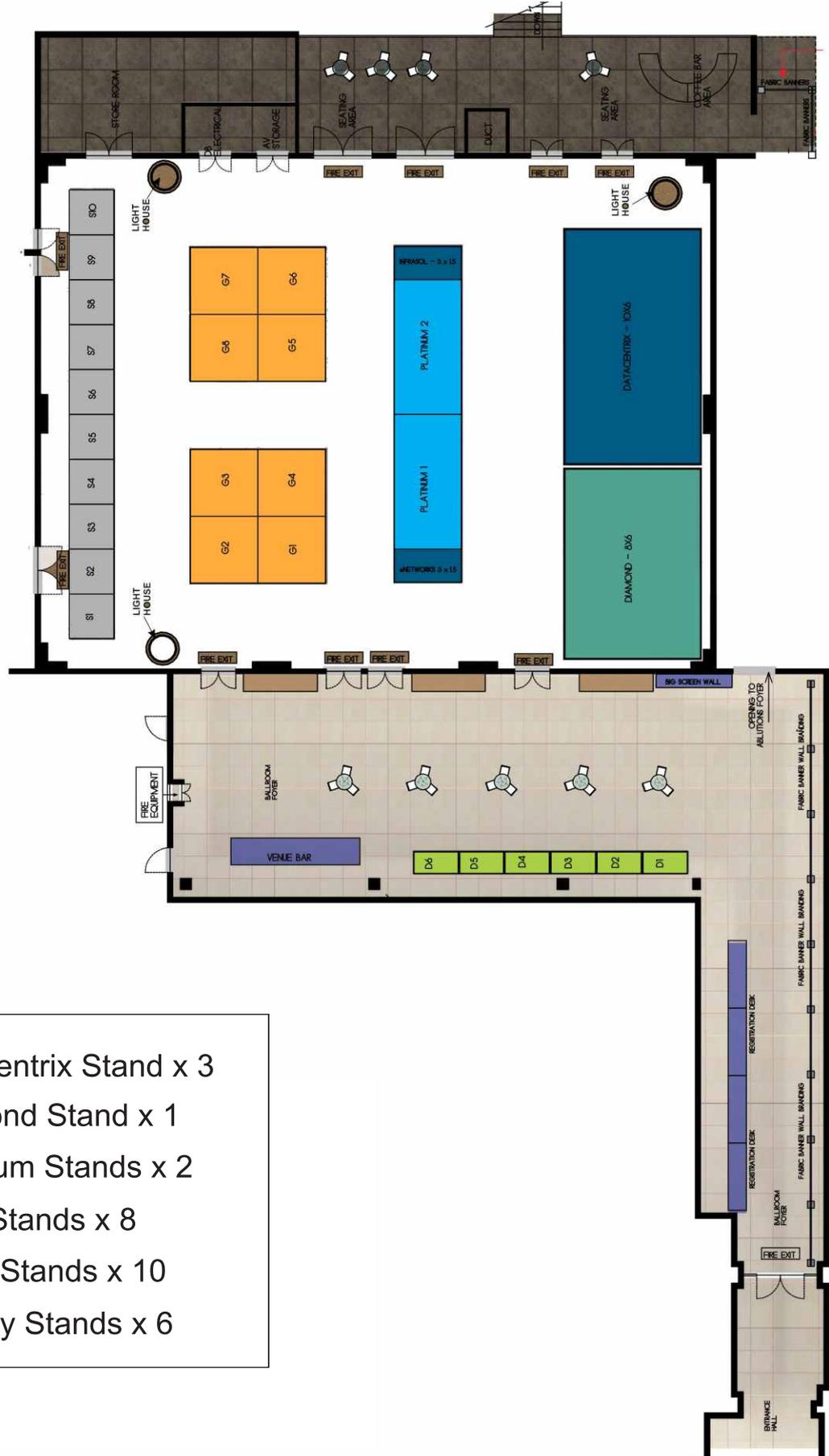


All bookings that are accompanied by full payment before 28 February 2017 will receive a 10% discount.

Sponsor delegates

- The number of delegates per sponsorship package is fixed.
- A charge of R1,500 for additional sponsor delegates will apply.
- All sponsor delegates need to register via the Showcase website.
- Pre-registration facilities will be available to all sponsor delegates on 26 July 2017.
- All sponsor delegates are requested to please adhere to a corporate dress code.

Preliminary floor plan



- Datacentrix Stand x 3
- Diamond Stand x 1
- Platinum Stands x 2
- Gold Stands x 8
- Silver Stands x 10
- Display Stands x 6

Commitment form

Sponsor company name: _____

Authorised signatory: _____

Sponsorship package: _____

Purchase order or PA number: _____

Datacentrix contact person: _____

Date: _____

Sponsor signature: _____

Terms and conditions

- All prices are quoted in South African Rands and exclude VAT.
- The sponsorship packages are available on a first-come basis.
- All sponsorship packages need to be confirmed with Elzette du Preez (contact details below).
- Finalisation of the sponsorship booking requires a copy of the signed contract and payments as follows:
 - A 20% holding deposit needs to accompany all sponsorship commitment forms.
 - A 10% early bird discount applies to bookings and full payments that are made by 28 February 2017.
 - Signed contracts and outstanding 80% payments are due by 30 April 2017.
 - No sponsor will be allowed to attend the event as an exhibitor if full payment has not been received by 30 June 2017. Non-compliance will result in the forfeiture of the holding deposit.

Please return your completed commitment form to:

Elzette du Preez
Marketing coordinator, Datacentrix
Call: 084 696 3000
Email: edupreez@datacentrix.co.za

For further information on the content of the Datacentrix Showcase 2017, please contact:

Rudie Raath
Datacentrix technology strategist
Call: 082 374 9390
Email: rraath@datacentrix.co.za



**Imagine what
we can achieve
together.**