datacentrix showcase 2017

the reality of singularity

2017

Sponsors Briefing

November 2016

Datacentrix Showcase 2016 in review

28 local and international technology partners

Over 1,100 attendees

30 sponsor breakaway sessions with a combined attendance by 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

How do we top this in 2017?

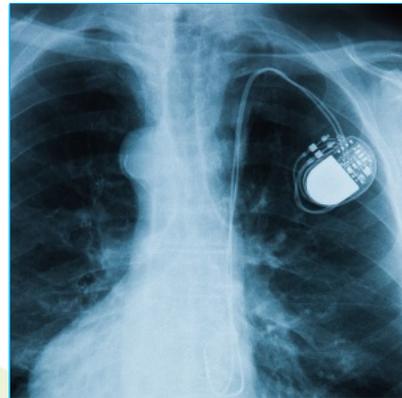**Event Theme for Showcase 2017:**

The reality of Singularity

The reality of singularity

Technology is becoming more integrated into our lives and our bodies, disrupting civilisation and life as we know it.
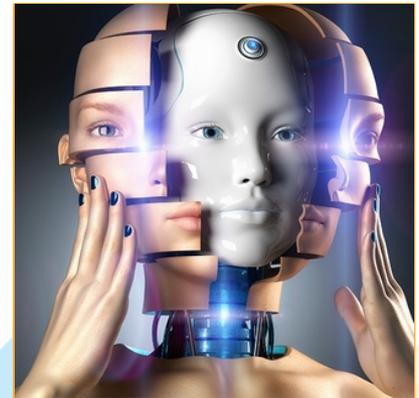
3D printed organs	Online connected pacemakers and insulin pumps that feed real-time information	The integration of data analytics and algorithms with human decision making	The birth of artificial intelligence that is taking over human decision making

The reality of singularity

Is this the first phase of Singularity?

How should business respond to the era of Singularity?

Datacentrix – harnessing the power of the technology revolution.

Vision

To become the go-to-event for strategic advice and information on emerging technology solutions and strategies.

To use the Showcase as a learning opportunity for all of Datacentrix' customer facing employees

To equip organisations to survive beyond the digital age and into the realm of Singularity.

To explore how we can harness the business opportunity that stems from the shift in business models.

Two-day event format

Central **Exhibition** Hub

5 levels of sponsorship

27 sponsorship opportunities

An **exclusive** CIO breakfast

Opening plenary with international keynote **speaker**

Limited sponsor **breakaway** sessions

Two-day event format (continued)

Co-hosted **success story** breakaway sessions

Lunchtime interactive **panel** discussion

Flexible format

QR code **scanning** at all stands and breakaways

Lucky draw prizes throughout the day

Learning opportunity for customer-facing staff

Objectives

Raise customer **awareness** about emerging technology

Develop a better understanding of the power of our **partnership**

Encourage mass **attendance**

Create active **networking** opportunities

Generate legitimate business **leads**

Enhance our **market positioning**

Develop stronger customer and partner **relationships**

Drive customer-specific **responses** to existing technology challenges

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

The media and marketing

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

Framework agenda

Tuesday, 25 July
Stand building and set up

Wednesday, 26 July
Closed Showcase for Datacentrix employees and partners

13:00-15:00
Datacentrix plenary session for staff

15:00-17:00
Grand opening for exhibitors and employees only

17:30-22:00
Datacentrix sales awards dinner
(internal staff only)

Thursday, 27 July
The Datacentrix Showcase 2017

06:30-09:00
Registration and exhibition hub opening

07:00-08:30 Exclusive CEO/CIO breakfast

09:30-11:10 Opening plenary and keynote

11:30-15:55 Breakaway sessions commence

12:00-13:30 Lunch will be served in & outside

13:00-14:00 Interactive panel discussion

16:00-19:30 Prize giving, closing address, cocktails, entertainment and networking

20:00 Exclusive After party, Comedy Club

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 sizes on stands	55"	42"	42"	32"	27"
Number of breakaway sessions	2	2	1	-	-
Sales force learning plenary session participation	Yes	Yes	-	-	-
Opening plenary session participation	Yes	-	-	-	-
Executive CIO/CEO breakfast	Yes	-	-	-	-
Lunchtime, interactive panel discussion	Yes	-	-	-	-
Co-branding with Datacentrix: Delegate badge	Yes	-	-	-	-
Co-branding with Datacentrix: Delegate lanyard	Yes	-	-	-	-
Co-branding with Datacentrix: Conference 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	-	-

Sponsorship opportunities (continued)

DETAILS	DIAMOND	PLATINUM	GOLD	SILVER	DISPLAY
Branding: Hanging banners	Yes	Yes	Yes	-	-
Branding: Holding screen during the opening plenary session	Yes	Yes	Yes	Yes	Yes
Infocentrix participation	3 A4 pages (1 advert, 2 editorial)	2 A4 pages (1 advert, 1 editorial)	1 A4 page (1 editorial)	½ page (profile)	¼ page (profile)
Branded promotional inserts into 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 pages	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

Packages are available on a first come, first-served basis once the package is confirmed, the contract is signed and paid in full. Prices are quoted in South African Rands and exclude VAT.

Additional exclusive branding opportunities

| Patio coffee bar	Outside tent area	Cocktail event	Exclusive Comedy evening
Branding of the bar, cups	Pop up banners, tear drop/feather banners	Branding on coasters, banners	Branding on coasters, banners
R50,000	**R50,000**	**R200,000**	**R250,000**

EARLY BIRD OFFER

10% discount on all bookings and full payments received by 28 February 2017.

Approved floorplan

datacentrix showcase 2017 — better together

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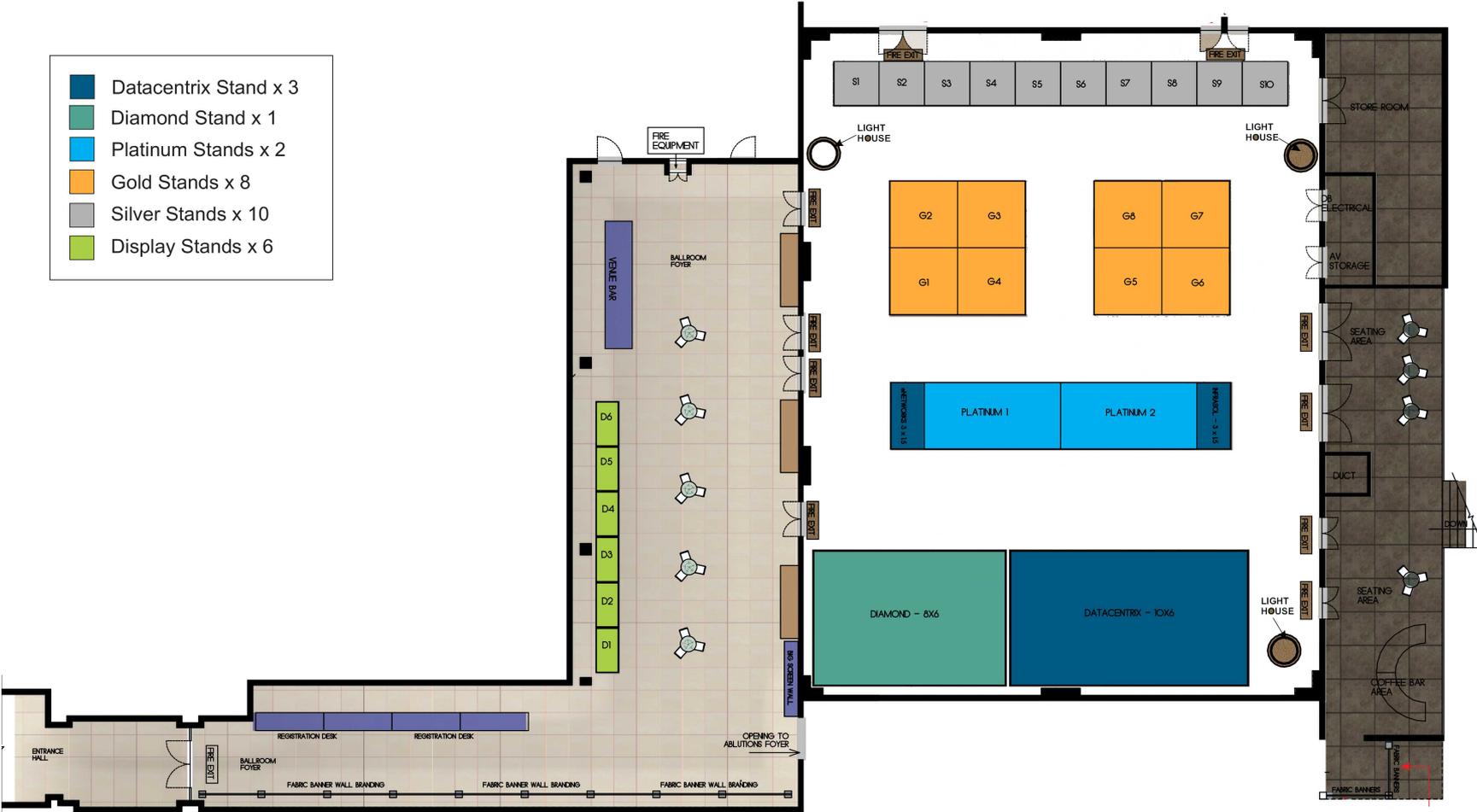
Website

Password Protected Downloads

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Imagine what we can achieve together.