



14 November 2014

Dear SAVCA Member

### **SAVCA 2015 Conference Publications: Advertising Opportunities**

We are progressing well with producing research and editorial publications for the 2015 SAVCA conference. Two of the reports to be launched at the conference provide an opportunity for advertising by SAVCA's members. The publications will enjoy focused coverage at the conference, through panel discussions dedicated specifically to the topics discussed. In addition, the publications will be distributed in hardcopy format at SAVCA events throughout 2015, and will be disseminated in electronic format.

A. The details of the two reports, and the advertising opportunities, are as follows:

#### **SAVCA Case Study Compendium (A4-sized booklet, +- 45 pages)**

*The SAVCA Case Study Compendium* features case studies of sixteen portfolio companies from SAVCA-member funds, representing a range of industries and fund-manager styles. This compilation illustrates the notable contribution by private equity to job creation, governance improvement and sustainable development. The launch of the publication coincides with a high-profile panel discussion at the 2015 SAVCA Conference.

##### **Placement and cost:**

In the body of the publication:	R15 000 (plus VAT)
The outside back page of the publication:	R40 000 (plus VAT)
Inside front page, opposite the Contents page:	R25 000 (plus VAT)
Inside back page	R20 000 (plus VAT)
Double-page spread	R25 000 (plus VAT)

#### **The Evolution of Private Equity in South Africa (Slightly smaller than A4, +-25 pages)**

*The Evolution of Private Equity in South Africa* is a mini stand-alone magazine that presents the story of the development of South African private equity over the past two to three decades. The feature reflects on the local industry's journey to maturity, with insights and anecdotes from respected private equity practitioners, investors and advisors. The launch of the publication coincides with a high-profile panel discussion at the 2015 SAVCA Conference.

##### **Placement and cost:**

In the body of the publication, full page:	R15 000 (plus VAT)
In the body of the publication, half page:	R 8 000 (plus VAT)
The outside back page of the publication:	R40 000 (plus VAT)
Inside front page, opposite the Contents page:	R25 000 (plus VAT)
Inside back page	R20 000 (plus VAT)
Double-page spread	R25 000 (plus VAT)

B. Distribution of the two publications:

The two publications will be disseminated as follows:

- Hardcopies will be distributed at the SAVCA 2015 Conference
- Hardcopies will be made available at SAVCA functions throughout the year
- Hardcopies will be made available at SAVCA events for LPs, including the quarterly SAVCA LP Breakfasts
- Hardcopies will be presented to regulators and policymakers with whom SAVCA meets throughout the year
- The report will be available electronically on the SAVCA website, and will be distributed via SAVCA's electronic platforms, including:
  - Newsletters
  - Dedicated emails
  - Via the SAVCA LinkedIn profile
  - Through Twitter

**Should you be interested in taking up this opportunity, please contact the SAVCA office as soon as possible, and by no later than Friday 28 November 2014.**

Kind regards



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