



SAVCA 2016

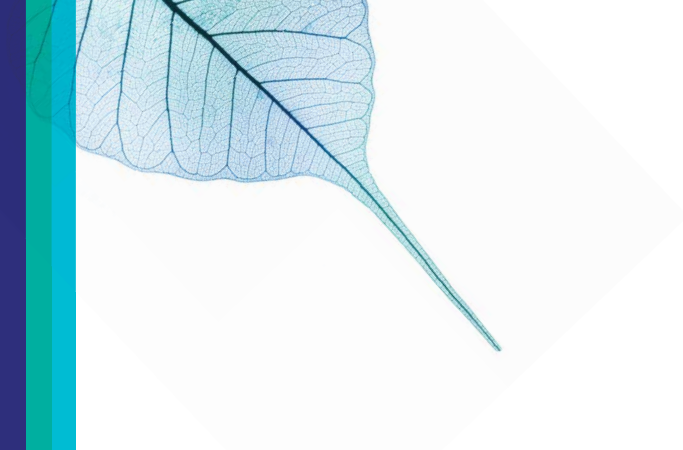
Annual Private Equity Industry Conference

17 and 18 February 2016
Spier Wine Estate,
Stellenbosch,
South Africa

Sponsorship Prospectus



Dealing in Abundance



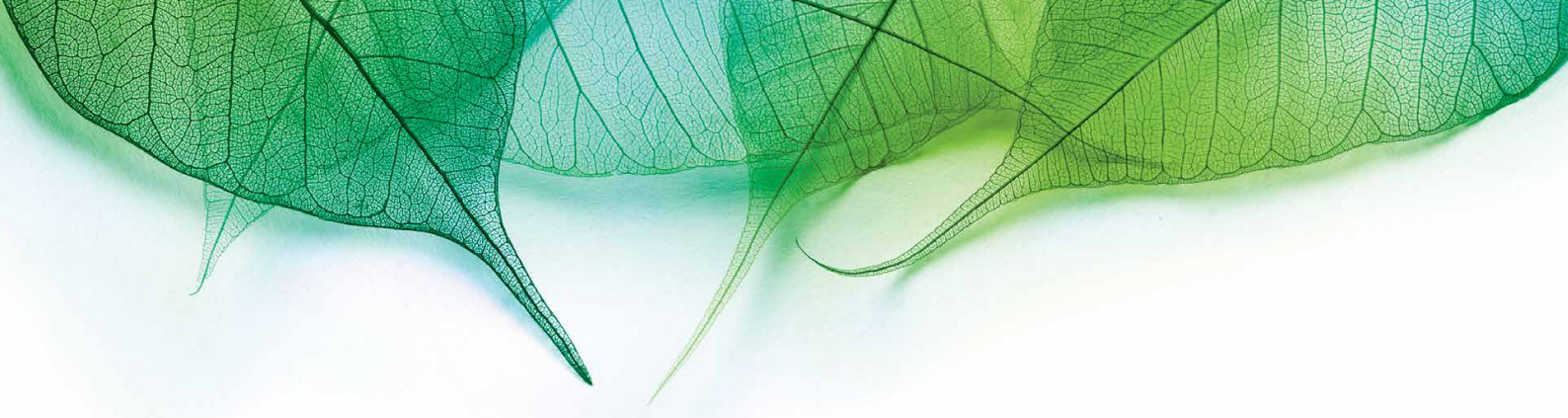
Contents	Page
Background to SAVCA and its annual conference	1
Programme Outline	2
Sponsorship Opportunities Summary	3
Package Options	4
Lead Sponsor R250 000	4
Co-Sponsor R170 000	5
Exhibitor R100 000	6
Hospitality Lounge R100 000	7
LP Master Class R100 000	8
Social Events Sponsor R100 000	9
Keynote Speaker Sponsor R100 000	10
Host to MC R50 000	11
Networking Breaks R30 000 per break	12
Notebook/pen R50 000 including product	13
Brochure Distribution R10 000 plus brochures	14
Lead Media Partner on request	15
Research Partner on request	16
Draft Conference floor plan	17

Contacts

Scatterlings Conference & Events
Carolyn Ackermann
+27 (0)21 422 2402
E-mail caro@soafrica.com

SAVCA

Erika van der Merwe
+27 (0)11 268 0041
E-mail: erika@savca.co.za



Background to SAVCA and its annual conference

The Southern African Venture Capital and Private Equity Association (SAVCA) is a non-profit industry association representing nearly 90 private equity and venture capital fund managers in Southern Africa, who collectively manage more than R170bn in assets.

SAVCA was established in 1998 and its mission is to promote the private equity and venture capital industry by engaging with regulators and legislators on matters affecting the industry, providing relevant and insightful research, offering training and creating meaningful networking opportunities for industry players.

SAVCA has presented an annual private equity industry conference since the early years of inception. The conference is a highlight of the industry calendar and a key deliverable by SAVCA to its members.

Following a successful conference in February 2015, SAVCA will present its next industry conference on Wednesday 17 and Thursday 18 February 2016, at Spier Wine Estate, Stellenbosch, South Africa.

Objectives of the conference

- Showcase the Southern African private equity and venture capital industry
- Promote the private equity and venture capital asset class in general
- Create a compelling context for networking and information sharing amongst industry players
- Establish a platform for building and solidifying SAVCA's relationships with industry organisations, investors, regulators, members and the media

Target Audience for the conference

- Senior representatives from private equity fund managers active in South Africa, Southern Africa and other parts of Africa
- Institutional investors into private equity funds
- Regulators and policymakers
- Service providers to the private equity industry (including bankers, lawyers, advisors, consultants)
- Senior members of businesses seeking private equity funding

Theme of the 2016 Conference: Dealing in Abundance

The theme for this conference is “Dealing in Abundance”, a statement about the role of private equity in supporting the enhancement and expansion of businesses, the community and the economy. The role of active stewardship played by private equity fund managers, their strategic insight, operational nous and extensive networks are valuable elements in helping business owners, employees and community stakeholders to flourish. In short, the theme is consistent with our view that private equity is a force for good.

The theme is also a reference to the pick-up in deal activity, including acquisitions and exits, that our members are reporting. By February 2016, we'll have a great deal more to discuss!



Programme Outline

Wednesday 17 February 2016

Conference Registration
08:00 to 15:30

LP Master-class

08:00 - 10:00 Registration
10:00 - 12:30 LP Master-class
12:30 - 13:30 LP Master-class lunch (master-class delegates only)
13:30 - 15:00 LP Master-class
15:00 - 15:30 Afternoon refreshments

SAVCA 2016 Conference

15:30 - 17:30 SAVCA2016 Conference starts
17:30 - 19:30 Members' & Delegates' Reception

Thursday 18 February 2016

SAVCA 2016 Conference continues
07:00 - 08:00 Early morning refreshments
08:00 - 17:00 Conference continues
17:00 - 19:00 Closing Cocktail Function

Exhibition set-up and strike times:

Tuesday 16 February 2016
10:00 - 18:00 Exhibition set up
Thursday 18 February 2016
17:30 - 20:00 Exhibition strike



Dealing in Abundance

2016 SAVCA Annual Private Equity Industry Conference 17, 18 February 2016 | Spier Wine Estate, Stellenbosch

Summary of Sponsorship Opportunities



Description	Lead Sponsor	Co-Sponsor	Exhibitor	Hospitality Lounge	LP master-class	Social Event Sponsor	Keynote Speaker Sponsor	Host to MC	Networking breaks	Notebooks	Brochure Distribution	Lead Media Partner	Research Partner
Value and Price, excl VAT (14%)	R 250 000	R 170 000	R 100 000	R 100 000	R 100 000	R 100 000	R 100 000	R 50 000	R30 000	R 50 000	R 10 000		
Number available	on request	on request	on request	1	1	2	3		3	1	4	1	1
Company exposure	1st level	2nd level	3rd level					4th level			5th level		
Pre-Conference Exposure													
Company positioned as .(name). sponsor	Lead sponsor	Co-Sponsor	Exhibitor	Hospitality Lounge	LP master-class	Social Event	Keynote Speaker Sponsor	Host to MC	Networking breaks	Product sponsor	On-site marketing	Lead Media Partner	Research Partner
Logo on Conference website with URL link and company description	✓ 250 words	✓ 150 words	✓ 100 words	✓ 100 words	✓ 100 words	✓ 100 words	✓ 100 words	✓ 30 words	✓ 30 words	✓ 30 words	✓ logo & URL link	✓ 150 words	✓ 75 words
Logo to appear on all marketing material distributed prior to the conference	✓	✓										✓	✓
Logo to appear on at least three (3) marketing emails distributed before the conference			✓	✓	✓	✓	✓		✓	✓			
Manage your own independent marketing campaign	✓	✓											
Exposure at the Conference													
CEO /Company participation	Panel participant in a morning or afternoon session of the main conference	Panel participation in an afternoon session of the main conference											
Acknowledgment in Plenary Session (electronic looped logos / branding)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing and logo in Programme Book	✓ 250 words	✓ 150 words	✓ 100 words	✓ 100 words	✓ 100 words	✓ 100 words	✓ 100 words	✓ 30 words	✓ 30 words	✓ 30 words	✓ logo and www	✓ 150 words	✓ 75 words
Colour advert in Programme Book	Full page	Half page										Half page	
Additional dedicated sponsor branding opportunity													
Exhibition / Display space	3 x 2 stand	3 x 2 stand	3 x 2 stand	3 x 3 stand in Simonsberg/Stellenberg rooms (also refreshment/ lunch venue)									
Complimentary delegates	6 (includes speakers, representatives at exhibition stand)	2 (includes speakers, representatives at exhibition stand)	1 (includes representative at exhibition stand)	1 (includes representative at exhibition stand)	1	1	1					2 (this includes journalists and crew)	1
Access to delegates list ** See T&C	✓ Two weeks before the conference	✓ Two weeks before the conference	✓ Two weeks before the conference	✓ Two weeks before the conference	✓ Two weeks before the conference	✓ Two weeks before the conference	✓ Two weeks before the conference	✓ At the conference	✓ At the conference	✓ At the conference		✓ At the conference	✓ At the conference



Package Options

1st - Level
Exposure

Lead Sponsor

R250 000

Pre-conference exposure and benefits

- Your company will be positioned as Lead Sponsor on all marketing and communications material
- Company logo on conference website with URL link and company description (250 words). (This logo and URL placement will be made once your deposit is received)
- Company logo to appear on all marketing material distributed prior to the conference
- The right to manage your own independent marketing campaign

Exposure and benefits at the conference

- CEO or other senior company participation in a morning or afternoon session, subject to agreement with SAVCA
- Acknowledgment in Plenary Session (electronic, looped logos)
- Listing and logo in Conference Programme Book (250 words)
- Full-page advert in Conference Programme Book
- Exhibition stand (3m x 2m)
- Complimentary delegate passes: Six (6), including speakers and representatives at exhibition stand
- Access to delegate list two weeks prior to the conference

Special note:

- The package price excludes VAT
- There is no exclusivity attached to this package; SAVCA reserves the right to sign up sponsors at its own discretion
- A maximum of six (6) Lead Sponsorship packages will be available
- Private Equity sponsors and Advisory and Product sponsors will be considered
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information
- The final exhibition floor plan will be made available at the end of September 2015. Lead sponsors will be given first opportunity to select their stands, on a first-come, first-served basis



Co-Sponsor

R170 000

Pre-conference exposure and benefits

- Your company will be positioned as Co-Sponsor on all marketing and communications material
- Company logo on conference website with URL link and company description (150 words). (This logo and URL placement will be made once your deposit is received)
- Company logo to appear on all marketing material distributed prior to the conference
- The right to manage your own independent marketing campaign

Exposure and benefits at the conference

- CEO or other senior company participation in an afternoon panel session, subject to agreement with SAVCA
- Acknowledgment in Plenary Session (electronic, looped logos)
- Listing and logo in Conference Programme Book (150 words)
- Half-page advert in Programme Book
- Exhibition space (3m x 2m)
- Complimentary delegate passes: Two (2), including speakers and representative at exhibition stand
- Access to delegate list two weeks prior to the conference

Special note:

- The package price excludes VAT
- There is no exclusivity attached to this package; SAVCA reserves the right to sign up sponsors at its own discretion
- A maximum of six (6) Co-Sponsor packages will be available
- Private Equity sponsors and Advisory and Product sponsors will be considered
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information
- The final exhibition floor plan will be made available at the end of September 2015. Once Lead Sponsors have made their selection, Co-Sponsors will be given the opportunity to select their stands, on a first-come, first-served basis

Exhibitor

R100 000

Pre-conference exposure and benefits

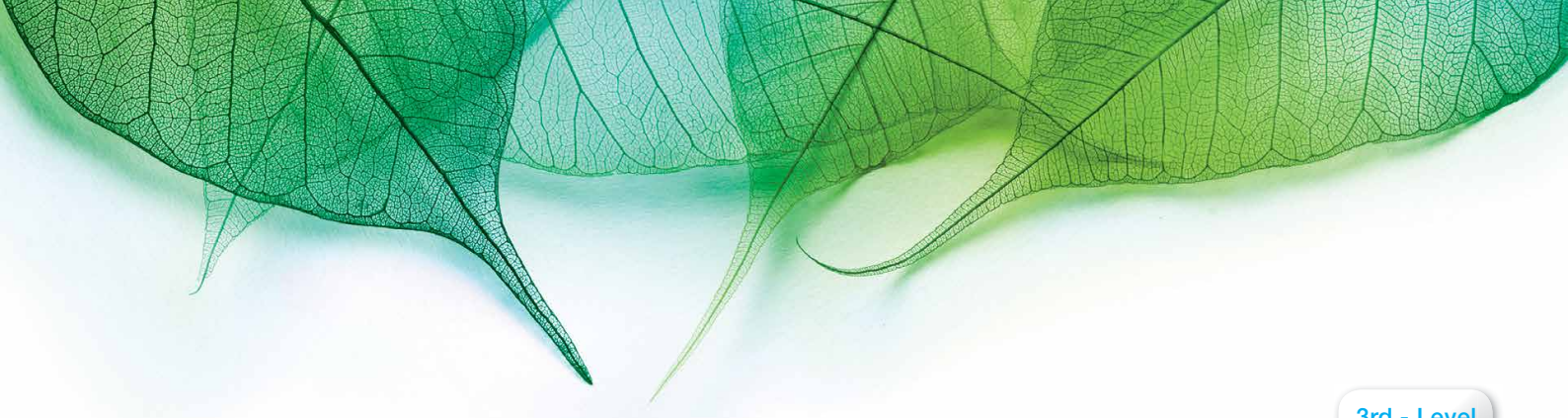
- Your company will be positioned as Exhibitor on all marketing and communications material
- Company logo on conference website with URL link and company description (100 words)
(This logo and URL placement will be made once your deposit is received)
- Company logo to appear on at least three (3) marketing emails distributed before the conference, between July 2015 and January 2016)

Exposure and benefits at the conference

- Acknowledgment in Plenary Session (electronic, looped logos)
- Listing and logo in Conference Programme Book (100 words)
- Exhibition stand (3m x 2m)
- Complimentary delegate passes: One (1), including representative at the exhibition stand
- Access to delegate list two weeks prior to the conference

Special note:

- The package price excludes VAT



Hospitality Lounge

R100 000

Pre-conference exposure and benefits

- Your company will be positioned as Hospitality Lounge Sponsor on all marketing and communications material
- Company logo on conference website with URL link and company description (100 words). (This logo and URL placement will be made once your deposit is received)
- Company logo to appear on at least three (3) marketing emails distributed before the conference, between July 2015 and January 2016)

Exposure and benefits at the conference

- Acknowledgment in Plenary Session (electronic, looped logos)
- Listing and logo in Conference Programme Book (100 words)
- Hospitality area (3m x 3 m)
- Complimentary delegate pass: One (1), including representative at the stand
- Access to delegate list two weeks prior to the conference

Special note:

- The package excludes VAT
- There is no exclusivity attached to this package; SAVCA reserves the right to sign up sponsors at its own discretion
- Private Equity sponsors and Advisory and Product sponsors will be considered
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information
- The final exhibition floor plan will be made available at the end of September 2015

LP Master-Class

R100 000

Pre-conference exposure and benefits

- Your company will be positioned as LP Master-Class Sponsor on all marketing and communications material
- Company logo on conference website with URL link and company description (100 words) (This logo and URL placement will be made once your deposit is received)
- Company logo to appear on at least three (3) marketing emails distributed before the conference, between July 2015 and January 2016)

Exposure and benefits at the conference

- CEO or company participation in the LP Master-Class session
- Acknowledgment in Plenary Session of main conference (electronic, looped logos)
- Listing and logo in Conference Programme Book (100 words)
- Branding of Master-Class venue
- One complimentary delegates pass to the main conference
- Access to delegate list two weeks before the conference

Special notes:

- Package price excludes VAT
- The Master-Class will take place on 17 February 2016 from 10h00-15h00
- The Master-Class will take place in the same venue as the SAVCA2016 conference (Auditorium at Spier Conference Centre). Only digital and printed branding (flyers, banners, etc.) will be accepted. All marketing material is to be removed from the venue at the end of the master-class, and before the next session
- There is no exclusivity attached to this package; SAVCA reserves the right to sign up sponsors at its own discretion
- Private Equity sponsors and Advisory and Product sponsors will be considered
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information



Social Event Sponsor

R100 000

SAVCA Members and Conference Opening Function: Wednesday 17 February 2016

Pre-conference exposure and benefits

- Your company will be positioned as Social Event Sponsor on all marketing and communications material
- Company logo on conference website with URL link and company description (100 words). (This logo and URL placement will be made once your deposit is received)
- Company logo to appear on at least three (3) marketing emails distributed before the conference, between July 2015 and January 2016)

Exposure at the networking event and at the conference

- Senior company representative to welcome guests at the social event
- Placement of two (2) pull-up banners at the social event
- Acknowledgment in Plenary Session of the main conference (electronic, looped logos)
- Listing and logo in Conference Programme Book (100 words)
- One (1) complimentary pass to the main conference, plus two (2) guests to the social function only
- Access to delegate list two weeks before the conference.

Special notes:

- Package price excludes VAT
- There is no exclusivity attached to this package; SAVCA reserves the right to sign up sponsors at its own discretion
- Private Equity sponsors and Advisory and Product sponsors will be considered
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information

Keynote Speaker Sponsor

R100 000

Pre-conference exposure and benefits

- Your company will be positioned as Keynote Speaker Sponsor on all marketing and communications material
- Company logo on conference website with URL link and company description (100 words) (This logo and URL placement will be made once your deposit is received)
- Company logo to appear on at least three (3) marketing emails distributed before the conference, between July 2015 and January 2016)

Exposure and benefits at the conference

- Senior company representative to give a brief (two-minute) introduction to a keynote speaker (excludes morning keynote speaker)
- Acknowledgment in Plenary Session (electronic, looped logos)
- Acknowledgment in Plenary Session of the main conference (electronic, looped logos)
- Listing and logo in Conference Programme Book (100 words)
- One (1) complimentary pass to the main conference
- Access to delegate list two weeks before the conference

Special notes:

- Package price excludes VAT
- There is no exclusivity attached to this package; SAVCA reserves the right to sign up sponsors at its own discretion
- Private Equity sponsors and Advisory and Product sponsors will be considered
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information



Host to the MC

R50 000

Pre-conference exposure and benefits

- Your company will be positioned as Host to the MC on all marketing and communications material
- Company logo on conference website with URL link and company description (30 words). This will only be done once the deposit payment is received
- Company logo to appear on marketing material distributed prior to the conference (at least three times between July 2015 and January 2016)

Exposure and benefits at the conference

- Acknowledgment as Host to the MC, in speaker slide for the morning opening session
- Acknowledgment in Plenary Session (electronic, looped logos)
- Listing and logo in Conference Programme Book (30 words)
- Access to delegate list at the conference

Special notes:

- Package price excludes VAT
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information

Networking breaks

R30 000 per break

Pre-conference exposure and benefits

- Your company will be positioned as Networking Break Sponsor on all marketing and communications material
- Company logo on conference website with URL link and company description (30 words). This will only be done once the deposit payment is received
- Company logo to appear on marketing material distributed prior to the conference (at least three times between July 2015 and January 2016)

Exposure and benefits at the conference

- Acknowledgment in Plenary Session (electronic, looped logos)
- Listing and logo in Conference Programme Book (30 words)
- Access to delegate list after the conference.

Special notes:

- Package price excludes VAT
- Only flyers, coasters and other printed material can be distributed during the networking break. Due to other exhibitors and sponsors sharing the area, no banners can be used
- There are three networking breaks available for sponsorship: morning refreshment, lunch and afternoon refreshment, on Thursday 18 February 2016
- Special catering and bar arrangements can be made with Spier (at an additional cost to the sponsor) i.e. Milk Shakes, Smoothies, etc.
- There is no exclusivity attached to this package; SAVCA reserves the right to sign up sponsors at its own discretion
- Private Equity sponsors and Advisory and Product sponsors will be considered
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information



Notebook/pen

R50 000 including product

Pre-conference exposure and benefit

- Your company will be positioned as Product Sponsor on all marketing and communications material
- Company logo on conference website with URL link and company description (30 words). This will only be done once the deposit payment is received
- Company logo to appear on marketing material distributed prior to the conference (at least three times between July 2015 and January 2016)

Exposure and benefits at the conference

- Acknowledgment in Plenary Session (electronic, looped logos)
- Distribution of branded notebooks at registration or in the conference room
- Listing and logo in Conference Programme Book (30 words)
- Access to delegate list at the conference

Special notes:

- Package price excludes VAT
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information
- SAVCA will source the notebook/pen per delegate

Brochure distribution

R10 000 plus brochures

Pre-conference Exposure

- Company logo on conference website with URL link and company description (30 words). This will only be done once the deposit payment is received

Exposure and benefits at the conference

- Acknowledgment in Plenary Session (electronic, looped logos)
- Logo and website address in Conference Programme Book
- Access to delegate list at the conference
- Display and availability of brochures for all delegates (350 copies) in a brochure stand in the refreshments and lunch area

Special notes:

- Package price excludes VAT
- The delegate list provided as part of this package will include details only for those delegates who give permission for the sharing of their information
- SAVCA will provide a brochure stand. All left-over brochures must be collected immediately after the conference



Lead Media Partner on request

Pre-conference exposure and benefits

- Your company will be positioned as Lead Media Partner on all marketing and communications material
- Company logo on conference website with URL link and company description (150 words). This will only be done once the contract is signed
- Company logo to appear on all marketing material distributed prior to the conference

Exposure and benefits at the conference

- Acknowledgment in Plenary Session (electronic, looped logos)
- Listing and logo in Conference Programme Book (150 words)
- Half-page advert in Programme Book
- Complimentary delegate passes: Two (2), including journalists and technical crew
- Access to delegate list at the conference

Special note:

- SAVCA will only consider a media partner that can guarantee broadcast coverage and advertising as part of the agreement

Research Partner on request

Pre-conference exposure and benefits

- Your company will be positioned as Research Partner on all marketing and communications material
- Company logo on conference website with URL link and company description (75 words). This will only be done once the contract is signed
- Company logo to appear on all marketing material distributed prior to the conference

Exposure and benefits at the conference

- Acknowledgment in Plenary Session (electronic, looped logos)
- Listing and logo in Conference Programme Book (75 words)
- Complimentary delegate passes: One (1)
- Access to delegate list at the conference

Terms and Conditions

To secure a sponsorship and exhibition, please complete the Application Form and return to caro@soafrica.com

Invoicing and Payment details

- All rates exclude 14% VAT
- After confirmation of the sponsorship and/or exhibition booking, an invoice for a 50% deposit of the agreed amount will be sent for immediate payment on receipt of invoice
- Payment of the remaining 50% will be payable by 30 October 2015
- Any new bookings received after 30 October 2015 will be liable for 100% of the invoice cost – immediately payable on receipt of invoice
- Payments can be done via EFT, Bank Deposit or Credit Card
- Should payment not be received by the due dates, the Conference Office retains the right to release and re-sell the stand position or re-sell the sponsorship package

Cancellation Policy

- The sponsorship and exhibition deposit payment of 50% is non-refundable
- Cancellations of stands and sponsorships will still be accepted up to 30 October 2015
- Full sponsorship and exhibitor cancellation fees will be applicable from 1 November 2015 onwards
- Please forward all cancellations in writing to the conference office

Liability Insurance

- The Exhibitor / Sponsor agree to be responsible for his property and person and for the property and persons of his employees and agents and for and third party who may visit his space. The Exhibitor / Sponsor shall hold harmless the Host and Organiser from any and all damages/claims including those usually covered by a fire and extended – coverage policy. The Exhibitor/Sponsor will have to provide proof of the applicable public liability insurance

Draft Conference floor plan

Based on feedback from the 2015 conference, the SAVCA2016 exhibition will now include the foyer of the conference centre at Spier as well as the Simonsberg/Stellenberg rooms. These rooms will also be used for refreshments and lunch. A comfortable networking area will be created with seating for informal meetings and discussions. Exhibition stands have been allocated to both areas to ensure maximum exposure. Please note that this is a draft floor plan.

