

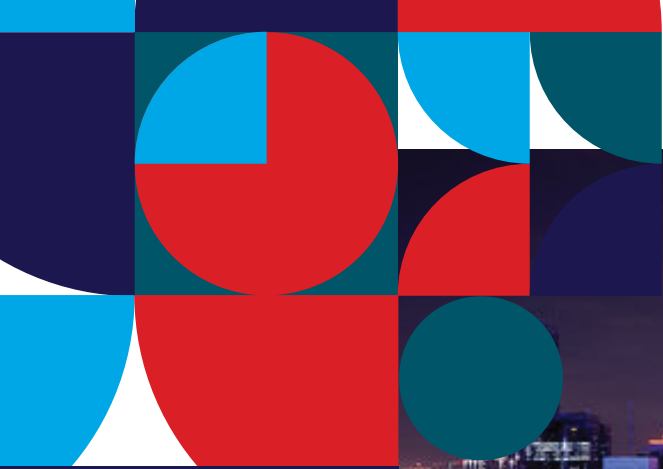


SPONSORSHIP & EXHIBITION **PROSPECTUS** **2024**



A A S
A F R I C A A N N U A L S U M M I T

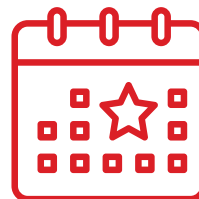
**NAVIGATING RISK:
STRATEGIES AND SOLUTIONS FOR
INSURANCE PROFESSIONALS**



COME TOGETHER

2024 AAS SUMMIT

22nd - 25th OCTOBER, 2024
DIAMONDS LEISURE BEACH &
GOLF RESORT, DIANI



A A S
A F R I C A A N N U A L S U M M I T

SPONSOR & EXHIBITOR
PROSPECTUS

INVITATION TO SPONSOR

We are delighted to invite you to participate in the highly anticipated "Navigating Risk: Strategies and Solutions for Insurance Professionals" Summit, taking place from October 22-25, 2024, at the Diamonds Leisure Beach & Golf Resort in Diani, Kenya.

This premier event offers an unparalleled platform to showcase your brand, products, and services to a captive audience of key decision-makers and influencers from the insurance and surveying sectors. Don't miss this opportunity to:

- Gain extensive visibility and recognition among industry leaders
- Connect with potential clients and foster valuable partnerships
- Demonstrate your commitment to driving innovation and growth

Our tailored Sponsorship Packages and dynamic Exhibition Area provide the perfect setting to elevate your brand, network with professionals, and explore lucrative business opportunities.

Secure your spot today and be a part of this transformative event shaping the future of risk management.

Elevate your brand, ignite connections, and drive success at the "Navigating Risk" summit!

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PROSPECTUS

Personal Contact
Put a face on your brand – the best way to create and maintain relationship with your target customers.



Connect with Prospective Clients and Showcase Services/Products While Identifying Top Talent

Gain Invaluable Industry Insights and Assess Market Dynamics to Uncover New Business Prospects



Elevate Brand Exposure to Eminent Industry Leaders and Influencers Nationwide

Garner Real-Time Feedback on Emerging Technologies, Service Offerings, and Product Innovations



Presence
Show your commitment to the sector and support the community that supports your business

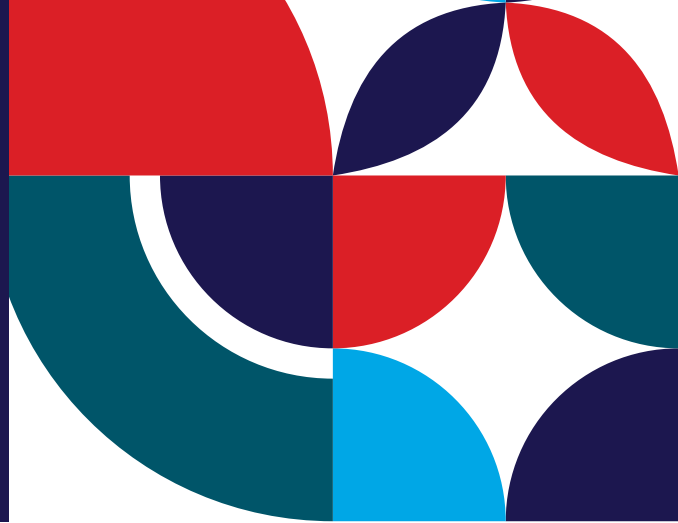
WHY SPONSOR



SUMMIT TOPICS

- **Loss Adjustment - Fire Claims and Associated Perils**
 - **Business Interruption Policies**
 - **Insurance Investigation and Fraud**
 - **Fraud Investigation and Detective Framework in Motor Insurance**
 - **Marine Claims and Documentation**
 - **Fertilizer Transport from Cargo Surveyor's Perspective**
 - **Claims Recoveries**
 - **Vessel Survey and Inspection**
 - **Digital Marketing for Marine Surveyors and Loss Adjusters**
 - **Association of Kenya Insurers (AKI)**
- 

SPONSORSHIP OPPORTUNITIES



Sponsorship packages are linked to key events or opportunities within the conference program.



A F R I C A A N N U A L S U M M I T
2024

SPONSOR & EXHIBITOR
PROSPECTUS

PLATINUM SPONSOR

Kshs 2,000,000 (USD 15,000)

- **Premier Speaking Opportunity:** 10-minute Keynote Address at the Conference Opening Ceremony
- **Exclusive Online Visibility:** Rotating Front Page Sponsor Spotlight on the PMS Website
- **Brand Integration:** Co-branding on Conference Materials (Banners, Program Guide) with PMS
- **Captive On-Site Promotion:** Branded Presence in the Main Conference Hall
- **Impactful Print Advertising:** Full-Page Ad in the Conference Program
- **Engaging Audio-Visual Showcase:** 2-Minute Video Ad During Session Breaks
- **Sponsorship Recognition:** mention as platinum sponsor at the beginning of every summit day
- **Esteemed Evening Access:** Complimentary Entry for 4 Guests to the Gala Dinner
- **Direct Audience Outreach:** Opportunity to Distribute Promotional Items to All Delegates
- **Elevated Gala Experience:** 5-Minute Featured Speaking Slot at the Gala Dinner
- **Prolonged Brand Reinforcement:** 3-Month Sponsor Recognition on PMS Website & Post-Event Publicity
- **Distinguished Honor:** Certificate of Recognition Presented by the Chief Guest

REGISTRATION

- **Summit Participation Package:** 5 full conference registrations including daily catering, access to all sessions, the Welcome Reception, and the Conference Dinner.
- **Prominent Exhibition Space:** Priority in the selection of an exhibition booth for 2 days at a prime location with daily lunch for Booth Staff.

SPONSORSHIP
LEVEL 1

SPONSORSHIP LEVEL 2

GOLD SPONSOR

Kshs 1,500,000 (USD 12,000)

- **Esteemed Opening Spotlight:** 5-Minute Keynote Address at the Conference Inauguration
- **Integrated Brand Immersion:** Co-branding with PMS on Conference Collaterals (Banners, Program Guide)
- **Captive Audience Visibility:** Branded Footprint in the Main Conference Hall
- **Impactful Print Promotion:** Half-Page Advertisement in the Conference Program
- **Engaging Multimedia Feature:** 1.5-Minute Video Ad Showcased During Session Breaks
- **Sponsorship Recognition:** mention as gold sponsor at the beginning of every summit day.
- **Prestigious Evening Experience:** Complimentary Entry for 3 Guests to the Gala Dinner
- **Widespread Brand Reinforcement:** Co-branding on Abstract Book and Conference Website
- **Enduring Brand Impression:** 3-Month Sponsor Recognition on PMS Website & Post-Event Publicity
- **Distinguished Honor:** Certificate of Recognition Presented by the Chief Guest

REGISTRATION

- **Summit Participation Package:** 3 full conference registrations including daily catering, access to all sessions, the Welcome Reception, and the Conference Dinner.
- **Prominent Exhibition Presence:** Premium Location Booth for 2 Days with Lunch for Booth Staff



SILVER SPONSOR

Kshs 1,000,000 (USD 8,000)

- **Spotlight Moment:** 3-Minute Keynote Address During Conference Opening
- **Brand Integration:** Co-Branding with PMS on Conference Collaterals (Banners, Program Guide)
- **Impactful Print Exposure:** Quarter-Page Advertisement in Conference Booklet
- **Captive On-Site Visibility:** Branded Presence in Main Conference Hall
- **Sponsorship Recognition:** mention as silver sponsor at the beginning of every summit day.
- **Multimedia Showcase:** 1-Minute Video Advertisement During Session Breaks
- **Prestige Evening Experience:** Complimentary Entry for 2 Guests to the Gala Dinner
- **Extended Brand Reinforcement:** 3-Month Sponsor Recognition on PMS Website & Post-Event Publicity
- **Distinguished Honor:** Certificate of Recognition Presented by the Guest of Honor

REGISTRATION

- **Summit Participation Package:** 2 full conference registrations including daily catering, access to all sessions, the Welcome Reception, and the Conference Dinner.
- **Prominent Exhibitor Footprint:** Prime Location Booth for 2 Days with Lunch for Staff

SPONSORSHIP
LEVEL 3

SPONSORSHIP LEVEL 4

BRONZE SPONSOR

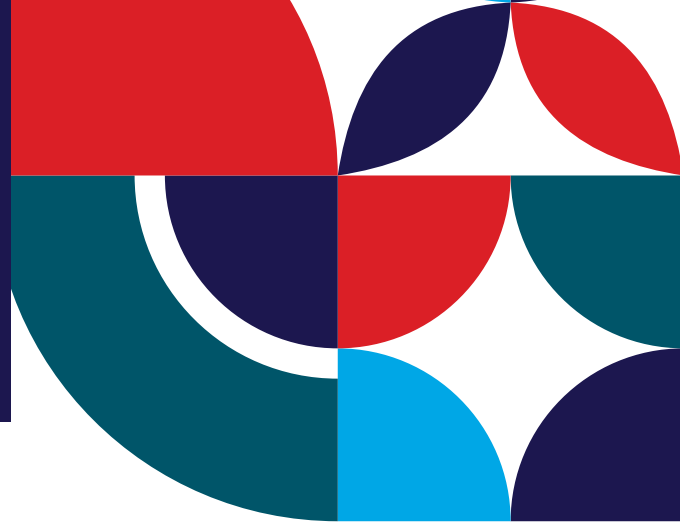
Ksh 500,000 (USD 4,000)

- **Spotlight Speaking Opportunity:** 2-Minute Address During Conference Opening
- **Integrated Brand Visibility:** Co-Branding with PMS on Conference Collaterals (Banners, Booklets)
- **Captive Audience Branding:** Branded Presence in Main Conference Hall
- **Sponsorship Recognition:** mention as bronze sponsor at the beginning of every summit day.
- **Multimedia Showcase:** 30-Second Video Ad Spot During Session Breaks
- **Prestigious Evening Access:** Complimentary Entry for 1 Guest to the Gala Dinner
- **Brand Amplification:** Sponsor Recognition on PMS Website and 1-Month Post-Event Publicity.
- **Distinguished Honor:** Certificate of Recognition Presented by the Guest of Honor

REGISTRATION

- **Summit Participation Package:** 1 full conference registrations including daily catering, access to all sessions, the Welcome Reception, and the Conference Dinner.
- **Prominent Exhibition Space:** Prime Location Booth for 2 Days with Lunch for Staff

OTHER SPONSORSHIP PACKAGES



Gala Dinner Kshs. 1,700,000 (USD 13000)

A conference dinner is held during the evening of the last conference day. This is always well attended as participants take the opportunity to network and establish contacts in a relaxed setting. There is generally a pre-dinner beverage followed by a sit down 3 course meal. ***Only one Summit Dinner Sponsorship available.***

- **Signage:** As sponsor of the conference dinner your company name and logo will be featured at the dinner venue
- **Company Literature and Giveaway:** At the conference dinner, you will have the opportunity to distribute items of your company's literature and gifts/giveaways.
- **Presentation:** As sponsor of the dinner you will have the opportunity to address the attendees during the evening.
- **Company Literature and Giveaway:** You will have the opportunity to distribute items of your company's literature and gifts/giveaways at a display table.
- **Summit Attendance:** As a sponsor of the conference dinner one representative of your organization can attend the full conference



Welcome Cocktail Kshs. 1,200,000 (USD 10000)

Before the conference officially commences, as attendees arrive and register the evening prior, you'll have the chance to introduce your company and its offerings. This usually occurs through a relaxed meet and greet session, providing an optimal setting for informal interactions with participants. This session typically spans two hours. Additionally, there's an opportunity for one company to sponsor a welcome cocktail during this time. ***Only one Welcome Cocktail Sponsorship available.***

BENEFITS

- **Signage:** as a sponsor of the welcome cocktail you are entitled to provide appropriate signage in the area.
- Opportunity for a representative from your organization to make a presentation at the event.
- **Company Literature and Giveaway:** At the welcome cocktail you can distribute items of your company's literature and gifts/giveaways at a display table.
- As the welcome cocktail sponsor your company's name and logo will appear on the conference website and on a display board in the conference registration area.
- Company acknowledgement as a sponsor at the registration area.



Summit Lunch Kshs. 800,000 (USD 7000)

Whilst taking place within the formal framework of the conference, sponsoring a lunch provides the opportunity to emphasise your organisation's services or products in a congenial setting. ***Two Summit Lunch sponsorships are available.***

- **Signage:** as a sponsor of a conference lunch you are entitled to provide signage in the lunch room on the day of your sponsored lunch. Signage will be restricted to only that of the lunch sponsor for the given day.
- **Presentation:** Time can be allocated for a short presentation, or a demonstration.
- **Company Literature and Giveaway:** At your conference lunch, you will have the opportunity to distribute items of your company's literature and gifts/giveaways.
- As a conference lunch sponsor your company's name and logo will appear on the conference website and on a display board in the conference registration area.
- One reserved table during lunch break in a prime position



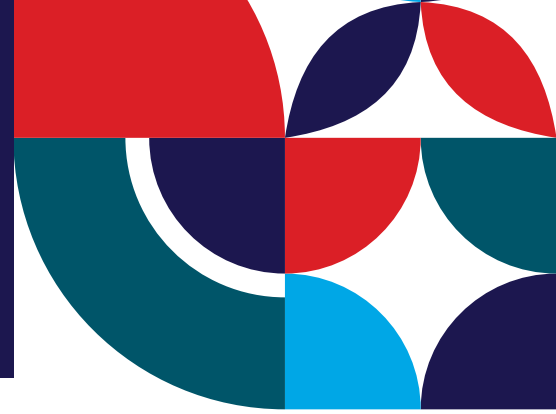
Summit Refreshment Breaks Kshs. 400,000 (USD 3500)

There are two refreshment breaks on each day of the conference. In addition to tea and coffee, soft drinks are served together with snacks such as cookies and fruit etc. Conference attendees often linger over a drink and a snack for discussions during and after these breaks. Sponsorship includes tea and coffee breaks for a single day of the conference. ***Four Refreshment Break Sponsorships are available.***

- **Signage:** as a sponsor of a day's refreshment breaks, your company's name and logo will be prominently featured for the full day in the area where the snacks and beverages are served.
- **Company Literature and Giveaway:** At conference refreshment breaks, you will have the opportunity to distribute items of your company's literature and gifts/giveaways at a display table.
- **Summit Brochures:** As a conference refreshment break sponsor your company's name and logo will appear on the conference website and on a display board in the conference registration area.

For more information, to book a stand or sponsorship opportunities please email BMweu@pacificmarinesurveyors.co.ke

EXHIBITION OPPORTUNITIES



Why Exhibit?

PSM has established itself as the premier platform for International marine surveyor and loss adjusters in Africa. As one of the continent's most anticipated conferences in the industry, it attracts a diverse audience of insurance and marine professionals, corporate entities, investors, and industry experts from around the globe. The event provides an unparalleled opportunity to network, showcase your products and services, and forge new partnerships within the insurance sector. Here are some compelling reasons why your organization should consider exhibiting at PSM:

- **Unrivalled Exposure:** With hundreds of influential stakeholders and decision-makers in attendance, your presence will ensure maximum exposure and visibility for your brand and products.
- **Networking Opportunities:** By exhibiting at PSM, you will have unparalleled opportunities to connect with key players in the insurance sector, fostering strategic alliances and expanding your professional network.
- **Brand Enhancement:** By showcasing your innovative products and solutions, you will reinforce your brand's credibility, attract investors, and gain recognition as a catalyst for positive change in the insurance industry.

KEY DATES FOR EXHIBITORS

TUES 22 OCTOBER

- Exhibitor bump in
- Welcome Reception

WED 23 OCTOBER

- Exhibition open
- Summit sessions

THU 24 OCTOBER

- Exhibition open
- Summit sessions
- Summit Dinner
- Exhibition bump out
- Summit Close

FRI 25 OCTOBER

- Post Summit Tours

EXHIBITION OPPORTUNITIES

EXHIBITION STAND - Kshs. 15,000 Per Day

- A manned stand where you can showcase and demonstrate your products.
- We provide a table in a prominent position near the Registration desk.
- A poster can be displayed in the immediate area of the Registration desk.
- We will photograph your stand and send this to you.
- From the time your booking is confirmed we will include your logo on the conference website with a link to your website.

EXHIBITION BOOTH - Kshs. 30,000 Per Day

- A basic booth 3m x 3m where you can showcase and demonstrate your products.
- We provide a table, 2 chairs, and fascia branding in a prominent position.
- You will be provided with a participant list as the conference commences.
- A poster can be displayed in the immediate area of the Registration desk and inside the breakout rooms.
- A leaflet/brochure/promotional item can be given to participants on arrival.
- From the time your booking is confirmed we will include your logo on the conference website with a link to your website.
- A timetabled slot on the conference program to give a presentation (this will be in a breakout room during one of the refreshment breaks).
- One representative is invited to attend the conference dinner to further network with the participants.
- Refreshment breaks will be available in prominent locations throughout the Exhibition Hall.



INCLUSIONS:

Two complimentary exhibitor passes per stand/booth. Exhibitor passes entitled:

- Full access to the exhibition area but not the general program
- Access to the Opening Ceremony and Welcome Reception.
- Morning and afternoon refreshment
- Lunch

EXHIBITION SCHEDULE

The Exhibition will be held from 23rd -24thOctober 2024

Exhibition Opening Hours			
Exhibition set-up	Tuesday	22ndOctober 2024	10:00am- 5:00pm
Exhibition open	Wednesday	23rdOctober 2024	9:00am- 4:30pm
Exhibition open	Thursday	24thOctober 2024	9:00am - 4:30pm

* **Exhibitors will have access to their assigned booth space from 9:00am-4:30pm on Wednesday and Thursday. Exhibition stands/booths will be brought down from Thursday 5:30pm to Friday 18th October 2024. 6:00pm.** Please ensure that you remove your equipment/materials, advertisements, etc. by this time

Access to the exhibition is authorized on presentation of a badge issued by the organizer. Exhibitors' badges will be issued on the exhibition set up date.

* All booths must be kept open and properly staffed during open exhibit hours. Premature packing and /or dismantling will not be permitted.

PLEASE COMPLETE AND SUBMIT THIS APPLICATION FORM TO
BMweu@pacificmarinesurveyors.co.ke

CONTACT DETAILS

Contact name:

Company name:

Email:

SPONSORSHIP PACKAGES

Platinum

Gold

Silver

Bronze

OTHER SPONSORSHIP PACKAGES

Gala Dinner

Welcome Cocktail

Summit Lunch

Summit Breaks

EXHIBITION OPPORTUNITIES

Exhibition Stand

Exhibition Booth

TERMS AND CONDITIONS

1. All sponsorship is with the Client
2. Receipt of a booking form confirms your intention to sponsor/exhibit.
3. Confirmation is subject to approval by the conference committee.
4. Payment must be made within 30 days of invoice, with all payments finalised at least 14 days prior to the event.
5. All cancellations must be made in writing to www.pacificmarinesurveyors.co.ke
6. The Sponsor/Exhibitor shall not damage any of the provided items at the venue. Any resulting damages must be paid to the supplier or venue by the exhibitor directly.
7. The conference committee and Event & Conference Co. or any of its staff/ volunteers shall not be held responsible for any loss, damage or theft of the exhibitor stand or products.
8. Payments made to Event & Conference Co. are held on behalf of the client, by contractual agreement.

PAYMENT: An invoice will be forwarded to the listed contact upon receipt of a signed booking form.

CONTACTS



+254 705 413 208 | +254 723 393 330

BMweu@pacificmarinesurveyors.co.ke
info@pacificmarinesurveyors.co.ke

www.pacificmarinesurveyors.co.ke

P.O Box 82627 - 80100 Mombasa

Head Office:

Furaha Plaza, 2nd Floor, Nkrumah Rd.
Mombasa, Kenya

Nairobi Office:

Vision Plaza, Mombasa Rd.1st Floor, Unit No. 29
Nairobi, Kenya