

AFRICAN CHOICE TRADE SHOW
EXHIBITION
AND SEMINAR

SPONSORSHIP PROPOSAL

Exposing African-owned Businesses

Presented by
Equilibrium
Consult Ltd

March 31st – April 1st, 2023



IN PARTNERSHIP WITH



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Equilibrium Consult Ltd

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A background image showing a close-up of two hands shaking in a firm grip, with a thumbs-up gesture visible on the right hand. The scene is set in a bright, modern office environment with large windows in the background. A green semi-transparent box is overlaid on the left side of the image, containing the title and presenter information. A vertical decorative bar with a colorful geometric pattern is located on the right edge of the green box.

Application for Sponsorship

Presented by
Equilibrium Consult Ltd

Attention:

Dear Sir/Madam,

APPLICATION FOR SPONSORSHIP TO EXECUTE A TRADE SHOW

The Management of Equilibrium Consult Limited writes to solicit your sponsorship for the "AFRICAN CHOICE TRADE SHOW" AND SEMINAR (ACTS Exhibition). The sponsorship is for the execution of the exhibition, seminar, and networking dinner.

While the main goal is to expose African-owned businesses, it will be streamed on social media and aired on the mainstream media to achieve its objectives. A large number of African-owned businesses are struggling to gain exposure.

Equilibrium Consult Limited, in conjunction with the Ghana Investment Promotion Center, aim to put these businesses in front of hundreds of customers to showcase their products. We are committed to bringing vendors from various African countries to benefit and capitalize on the array of opportunities present in one of the most interesting exhibitions in Africa. The dates for the event are set for March 31st – April 1st, 2023 for the exhibition and seminar at Efua Sutherland Children's Park, Accra Ghana, and April 2nd for the ACTS networking dinner.

MANAGEMENT



BACKGROUND

Efua Sutherland Children's Park provides serenity, greenery, pruned trees, and a natural ambiance befitting the event. To successfully execute the trade show, considerations have been given to security, publicity, parking lot, exhibition booths, logistics, and protocol. We have put together, a database of 1000 African-owned businesses in preparation for the exhibition. This post-Covid-19 trade show exhibition is strategically designed to provide insights on new developments in the market.



OBJECTIVES OF THE TRADE SHOW

- **Bringing buyers and sellers together**
- **To influence government business policies**
- **To improve trade relations among Africans**
- **To expose African-owned businesses**



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7 MAJOR BENEFITS OF THE TRADE SHOW

- **Networking**
- **New products launch**
- **Meet new partners**
- **Brand awareness**
- **Rapid expansion of sales leads database**
- **Generate hot leads**
- **Close deals with new customers**

TARGET PARTICIPANTS (All African Businesses across the world)

- **Manufacturers**
- **Banks, Insurance companies**
- **Non-Governmental Organizations**
- **Import and Export Companies**
- **Employees and the general public**
- **Government Agencies**
- **Entrepreneurs**
- **Small & Medium Scale Enterprises**
- **Real Estate Companies**
- **Fintech**



PUBLICITY STRATEGY

- Extensive adverts in the print & electronic media
- Press Conference & media presentations
- Handbills distribution & newspaper inserts
- Large billboards
- Social media
- Outdoor Banners
- Press Interviews
- Bulk SMS & Emails
- TV & Radio adverts





Sponsorship Opportunities

See how you can get your brand in front of hundreds of customers

HEADLINE SPONSOR

GHS 50,000.00

- **Appointment as the OFFICIAL PARTNER**
- **Branding of Trade Show, dinner & press conference venues with your banners**
- **Mention in all Print & Electronic Media Adverts**
- **Logo on backdrops at the venue**
- **Full compliments and acknowledgement during the exhibition**
- **Special booth for the duration of the exhibition**

PRINCIPAL SPONSOR

GHS 40,000.00

- **Appointment and Recognition as PRINCIPAL SPONSOR**
- **Branding of exhibition, dinner & press conference venue with your banner**
- **Mention in all Electronic and Print & Social media**
- **Logo on backdrops at the Trade Show venue**
- **Logo on website as a Principal Sponsor**
- **Full compliments and acknowledgement during the exhibition**
- **Special exhibition booth for duration of exhibition**

GOI D SPONSOR

GHS 30,000.00

- **Partial Branding of exhibition, dinner venue with your company banner**
- **Mention in all the Electronic and Print media**
- **Full compliments and acknowledgement during the exhibition**
- **Free booth for duration of the exhibition**
- **Logo on backdrops at the venue and sections**
- **Partial Branding of press conference venue**

SILVER SPONSOR

GHS 20,000.00

- **Selected partial branding of exhibition venue with your company banner**
- **Mention in selected Electronic and Print media adverts**
- **Full compliments and acknowledgement during the exhibition**
- **Free exhibition booth for duration of the exhibition**
- **Logo on backdrops at the venue and sections**
- **Partial branding of press conference venues**

BRONZE SPONSOR

GHS10,000.00

- **Selected partial branding of the exhibition venue with your company banner**
- **Mention in selected Electronic and Print media adverts**
- **Full compliments and acknowledgement during exhibition**
- **Free exhibition booth for duration of the exhibition**
- **Partial branding of press conference venues**

ADVERTISING RATES:

- Six (6) square meters’ boothGHS1000.00
- Nine (9) square meters’ boothGHS1500.00
- Pull-up stand display @ exhibition venue GHS500.00
- Corporate presentation to participants.....GHS1000.00





EQUILIBRIUM CONSULT LIMITED – SERVICES

- New Business/Market Development and Facilitation.
- Management and Corporate Consultancy.
- Trade & Investment Seminars, Trade-Shows & exhibitions, conference Organization and Management
- Ghana Centered Business Advisory Services.
- Manufacturers' Representatives and Agents in Ghana Market.
- Real Estate Services.



EQUILIBRIUM CONSULT LIMITED

Contact Us

For any questions or
clarifications.

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Bankers

·Account name: EQUILIBRIUM
CONSULTS LIMITED
·Bank name: CBG LTD.
Sakumono Branch
·Account number:
1290853100001

Acknowledgement and Resources

Management Team



**AUSTIN C.
NGURUKWEM**

MANAGING DIRECTOR



**BELINDA
PWAMANG
ESQ.**

LEGAL ADVISER



**BENJAMIN
KWEKU
NETTEY LARBI**

MANAGEMENT
CONSULTANT



**BULLI
GUINEVERE
AOAEH**

ACCOUNTING
CONSULTANT



**NKECHI
ROSIER
ONUOHA**

HEAD OF
MARKETING

Acknowledgement and Resources

Executive Committee



**ABOAGYE
PETER**



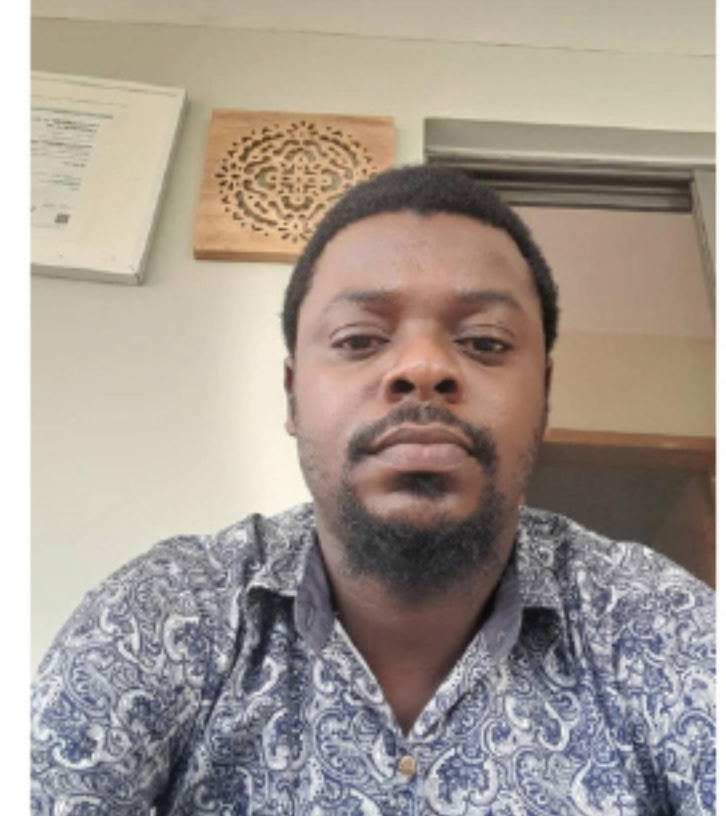
**CATHERINE
NAKPIMA
KUUZEGH**



**OLIVER K.M
AZIATOR**



**JACQUELINE
SODUGU ALEXIS
SONGOTUAH**



DAVID AGUZEY