IATF Intra-African Trade Fair 2020

AFREXIMBANK PROMOTED BY | African Union IN COLLABORATION WITH | HOSTED BY RWANDA

Intra-African Trade Fair

Exhibition Stand Packages

TRANSFORMING AFRICA

Kigali, Rwanda

1-7 September 2020

www.intrafricantradefair.com

Why Exhibit?

The AFREXIMBANK Intra-African Trade Fair will provide sponsors with a marketing opportunity to create a high-profile association. It is a way to develop relationships from which both parties can benefit and to ensure that all possible opportunities are pursued.

The 2020 Intra-African Trade Fair is unique in Africa, consisting of a 7-day trade show that provides a platform for sharing trade, investment and market information and enabling buyers and sellers, investors and countries to meet, discuss and conclude business deals. It provides an opportunity for exhibitors to showcase their goods and services, engage in Business to Business (B2B) exchanges and conclude business deals.

IATF provides a platform for entry into a single market of over one billion people joined together under the African Continental Free Trade Area.

The objectives of the Intra-African Trade Fair include:

- To bring together continental and global players to showcase and exhibit their goods and services, and to explore business and investment opportunities in Africa
- To serve as a marketplace where buyers and sellers of goods and services meet and explore business opportunities
- To provide a platform for B2B exchanges and development of business opportunities
- To share trade, investment and market information with stakeholders including investors, SMEs, the informal sector, Africans in Diaspora, and to identify solutions to address the challenges affecting intra-African trade
- For Afreximbank and other financial institutions, to share information about their trade finance and trade facilitation interventions that will support intra-African trade
- To discuss topical issues affecting intra-African trade and provide practical and effective solutions
- To deploy multi-country and multi-company pavilions that will serve as one-stop shop for intra-African trade and investment opportunities in Africa

Value added benefits for exhibitors, will include:

- Access to the exhibitor portal
- Online Diary
- Exhibitor Listing Online
- Social Media Exposure
- Virtual Trade Fair-365 digital networking platform
- Trade & Investment Conference
- Business to Business and Business to Government Meetings

STAND PACKAGES

Floor Space

Description	9m2	18m2	27m2	36m2
Floor space, including a Single-Phase DB only	$3 020,00	$5 540,00	$8 060,00	$10 580,00

Stand Package 1A

Configuration Options

9m2 – 3m x 3m

18m2 – 6m x 3m

27m2 – 9m x 3m

36m2 – 6m x 6m or 12m x 3m

Description	9m2	18m2	27m2	36m2
Stand Package Option 1	$3 295,00	$6 090,00	$8 885,00	$11 680,00

Items Included	9m2	18m2	27m2	36m2
Exhibitor Registration Fee (Principal Exhibitor)	☑	☑	☑	☑
Cost per additional co-exhibitor	$400,00	$400,00	$400,00	$400,00
Floor Space	☑	☑	☑	☑
Stand Carpets	☑	☑	☑	☑
Octanorm Walling	☑	☑	☑	☑
Fascia Board with Company Name	☑	☑	☑	☑
Stand Lighting	1	2	3	4
Electrical Sockets	1	2	3	4
Table	1	2	3	4
Chairs	2	4	6	8
Dustbin	1	2	3	4
Exhibitor Badges	4	6	9	12

STAND PACKAGES CONTINUED

Stand Package 1B

Configuration Options

9m2 – 3m x 3m

18m2 – 6m x 3m

27m2 – 9m x 3m

36m2 – 6m x 6m or 12m x 3m

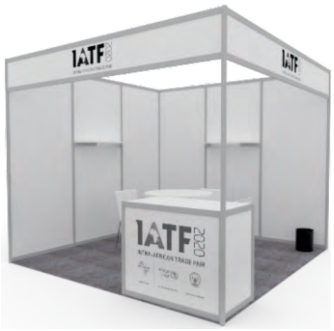
*Including printed graphics

Description	9m2	18m2	27m2	36m2
Stand Package Option 1*	$3 880,00	$7 260,00	$10 640,00	$14 020,00

Items Included	9m2	18m2	27m2	36m2
Exhibitor Registration Fee (Principal Exhibitor)	☑	☑	☑	☑
Cost per additional co-exhibitor	$400,00	$400,00	$400,00	$400,00
Floor Space	☑	☑	☑	☑
Stand Carpets	☑	☑	☑	☑
Octanorm Walling	☑	☑	☑	☑
Fascia Board with Company Name	☑	☑	☑	☑
Wall Mounted Stand Graphics	☑	☑	☑	☑
Stand Lighting	1	2	3	4
Electrical Sockets	1	2	3	4
Table	1	2	3	4
Chairs	2	4	6	8
Dustbin	1	2	3	4
Exhibitor Badges	4	6	9	12

STAND PACKAGES CONTINUED

Stand Package 2A



Configuration Options

9m2 – 3m x 3m

18m2 – 6m x 3m

27m2 – 9m x 3m

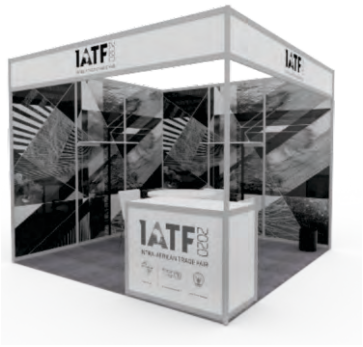
36m2 – 6m x 6m or 12m x 3m

Description	9m2	18m2	27m2	36m2
Stand Package Option 2	$3 545,00	$6 590,00	$9 635,00	$12 680,00

Items Included	9m2	18m2	27m2	36m2
Exhibitor Registration Fee (Principal Exhibitor)	☑	☑	☑	☑
Cost per additional co-exhibitor	$400,00	$400,00	$400,00	$400,00
Floor Space	☑	☑	☑	☑
Stand Carpets	☑	☑	☑	☑
Octanorm Walling	☑	☑	☑	☑
Fascia Board with Company Name	☑	☑	☑	☑
Stand Lighting	1	2	3	4
Electrical Sockets	1	2	3	4
Table	1	2	3	4
Chairs	2	4	6	8
Dustbin	1	2	3	4
Lockable Cupboard with Company Logo	1	2	3	4
Wall Mounted Shelves	3	6	9	12
Exhibitor Badges	4	6	9	12

STAND PACKAGES CONTINUED

Stand Package 2B



Configuration Options

9m2 – 3m x 3m

18m2 – 6m x 3m

27m2 – 9m x 3m

36m2 – 6m x 6m or 12m x 3m

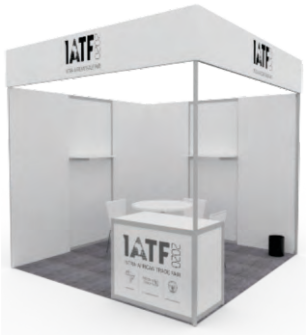
*Including printed graphics

Description	9m2	18m2	27m2	36m2
Stand Package Option 2*	$4 130,00	$7 760,00	$11 390,00	$15 020,00

Items Included	9m2	18m2	27m2	36m2
Exhibitor Registration Fee (Principal Exhibitor)	☑	☑	☑	☑
Cost per additional co-exhibitor	$400,00	$400,00	$400,00	$400,00
Floor Space	☑	☑	☑	☑
Stand Carpets	☑	☑	☑	☑
Octanorm Walling	☑	☑	☑	☑
Fascia Board with Company Name	☑	☑	☑	☑
Wall Mounted Stand Graphics	☑	☑	☑	☑
Stand Lighting	1	2	3	4
Electrical Sockets	1	2	3	4
Table	1	2	3	4
Chairs	2	4	6	8
Dustbin	1	2	3	4
Lockable Cupboard with Company Logo	1	2	3	4
Wall Mounted Shelves	3	6	9	12
Exhibitor Badges	4	6	9	12

STAND PACKAGES CONTINUED

Stand Package 3A



Configuration Options

9m2 – 3m x 3m

18m2 – 6m x 3m

27m2 – 9m x 3m

36m2 – 6m x 6m or 12m x 3m

Description	9m2	18m2	27m2	36m2
Stand Package Option 3	$3 970,00	$7 440,00	$10 910,00	$14 380,00

Items Included	9m2	18m2	27m2	36m2
Exhibitor Registration Fee (Principal Exhibitor)	☑	☑	☑	☑
Cost per additional co-exhibitor	$400,00	$400,00	$400,00	$400,00
Floor Space	☑	☑	☑	☑
Stand Carpets	☑	☑	☑	☑
Octanorm Walling	☑	☑	☑	☑
Fascia Board with Company Name	☑	☑	☑	☑
Stand Lighting	1	2	3	4
Electrical Sockets	1	2	3	4
Table	1	2	3	4
Chairs	2	4	6	8
Dustbin	1	2	3	4
Lockable Cupboard with Company Logo	1	2	3	4
Wall Mounted Shelves	3	6	9	12
Exhibitor Badges	4	6	9	12

STAND PACKAGES CONTINUED

Stand Package 3B

Configuration Options

9m2 – 3m x 3m

18m2 – 6m x 3m

27m2 – 9m x 3m

36m2 – 6m x 6m or 12m x 3m

*Including printed graphics

Description	9m2	18m2	27m2	36m2
Stand Package Option 3*	$4 555,00	$8 610,00	$12 665,00	$16 720,00

Items Included	9m2	18m2	27m2	36m2
Exhibitor Registration Fee (Principal Exhibitor)	☑	☑	☑	☑
Cost per additional co-exhibitor	$400,00	$400,00	$400,00	$400,00
Floor Space	☑	☑	☑	☑
Stand Carpets	☑	☑	☑	☑
Octanorm Walling	☑	☑	☑	☑
Fascia Board with Company Name	☑	☑	☑	☑
Wall Mounted Stand Graphics	☑	☑	☑	☑
Stand Lighting	1	2	3	4
Electrical Sockets	1	2	3	4
Table	1	2	3	4
Chairs	2	4	6	8
Dustbin	1	2	3	4
Lockable Cupboard with Company Logo	1	2	3	4
Wall Mounted Shelves	3	6	9	12
Exhibitor Badges	4	6	9	12

Virtual Trade Fair

IATF Virtual provides Visitors unable to attend the event in person, a dynamic, convenient and cost-efficient way to visit the IATF, network with exhibitors to identify investment and business opportunities and source products. In real time during the event. And for a sustained period after the event. During the event. And for a sustained period after the event.

Registration is free.

Visitor Features:

- Participate in the full program of live Speaker simulcasts and watch all missed speaker presentations on demand.
- Visit exhibitors at their virtual booths and engage via live text, audio, group and one-on-one chat.
- Visitors in different time zones can leave a message for exhibitors to contact them.
- Use an 'electronic briefcase' to collect brochures and other exhibitor collateral and share with colleagues via email.
- Networking Lounge - Reach out to relevant business contacts, initiate private conversations and join special interest groups.
- Access country and trade information from the Resource Center.
- Engage intra-African trade experts, who will share their expertise on various aspects of trade and export/import finance.
- Receive relevant news, event and opportunity updates.
- Get dedicated assistance from the Help Desk.

Company Pavilions

Companies will also have their own pavilions or stands where they will showcase their products.

This option is open to all sectors that have an interest in showcasing goods or services that they produce.

National Pavilions

National Pavilions are allocated to individual countries to enable them to best structure their exhibitions to meet their own unique objectives, enabling them to showcase their flagship industries in a manner that gives them the best level of exposure at the Trade Fair and thus enhancing business transaction opportunities.

They will cater for both private sector and public sector exhibitors including SMEs and those in the informal sector.

Pavilions need to meet the minimum recruitment of 300m² to be considered a pavilion at IATF.

Early Bird rates for the pavilions is charged at $90/m²

DIGITAL REGISTRATION

The digital registration fee will give you access to various benefits as listed below:

- Access to the Exhibitor Portal
- Access to an Online Diary for each exhibiting company to manage their own appointments.
- Exhibitor listing on the IATF Africa Website.
- Inclusion in the IATF Africa Show Guide Exhibitor Listing.
- Feature on IATF Africa Social Media.
- Exclusive access to 2 Speed Networking Sessions (only available to Exhibitors).