



CENTURION, SOUTH AFRICA

SEPTEMBER 17-21



## SPONSORSHIP OPPORTUNITIES FOR U.S. COMPANIES AT AFRICA AEROSPACE & DEFENCE 2014

Sponsorship, advertising and branding can play an integral part in your Africa Aerospace & Defence event strategy and play a significant role in helping you achieve your ROI objectives. The U.S. Pavilion & U.S. Events offer a wide range of opportunities designed to channel the right buyers to your company, enhance your company's profile & visibility in the marketplace and result in sales of your products and solutions.

U.S. Pavilion packages offer a variety of sponsorship levels to match all budgets. Opportunities are available throughout the following programs:

- **United States - South Africa Border Surveillance Technology Cooperation Symposium (16 September 2014)**

Kallman Worldwide, organizers of the US Pavilion at AAD and the U.S. Embassy in South Africa are pleased to present this symposium taking place in Pretoria on the eve of the biennial AAD. This full-day, invitation only event will feature presentations by U.S. and South African representatives from government, private sectors and NGOs who have an interest in land and air surveillance technologies and network & communications interoperability which are seen as the solution to the burgeoning border security and poaching problems afflicting many African nations. The day ends with a networking reception with the invited Guest of Honor, U.S. Ambassador Patrick Gaspard. [Click here for Symposium Agenda.](#)

- **U.S. Pavilion Exhibitor Lounge/Meeting Point (17-21 September 2014)**

Centrally located in the U.S. Pavilion, the U.S. Exhibitor Lounge/Meeting Point is a highly trafficked hub of activity used throughout the duration of the show for U.S. Pavilion Exhibitors, their invited guests, pavilion visitors and delegations to network, grab a refreshment or conduct a planned meeting.

Through the course of the week many hundreds of exhibitors and visitors will have spent a collective several thousand hours of time in the Official U.S. Exhibitor Lounge/Meeting Point, retaining a lasting impression of the branding information that is displayed in the facility.

- **U.S. Pavilion Welcome Reception & Opening Ceremony (17 September 2014)**

As the official USA presence at Africa Aerospace & Defence, the U.S. Pavilion has its own Opening Ceremony attended by the highest ranking U.S. government officials and invited international guests.

The ceremony takes place at the entrance of the U.S. Pavilion on the morning of September 17, 2014. It is preceded by a VIP Welcome Reception which offers brilliant networking opportunities—and is followed by a VIP tour of the Official U.S. Pavilion.

The ceremony consists of the playing of the National Anthem, brief remarks by top U.S. government representatives (who will recognize the sponsor of the ceremony) and the Pavilion organizer, and then the cutting of the ceremonial ribbon indicating the Pavilion is open for business.

Detailed information regarding the programs and available sponsorship packages are outlined on the following pages. Please contact us for more information or if you would like to discuss a customized solution more aligned with your specific goals.

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**Sponsorship Package 1****\$5,000 USD****Official Sponsor of U.S.-S.A. Symposium** (16 September 2014)

- Opportunity to participate in a panel discussion during the symposium program and recognition as a sponsor with signage during this session
- Opportunity to be the official sponsor of the U.S.-S.A. Symposium Lunch
- Opportunity to be the official sponsor of the U.S.-S.A. Networking Reception
- Recognition as a sponsor with company logo on all signage throughout the U.S.-S.A. Symposium and in the printed symposium guide
- Opportunity to distribute literature on tables in the symposium break area
- Name recognition on all printed materials listing sponsors on [www.Kallman.com](http://www.Kallman.com)

*CSIR Conference Centre venue for this edition of the Symposium.***Official Sponsor of U.S. Pavilion Welcome Reception & Opening Ceremony**

(17 September 2014)

- Sponsoring company name/logo strategically positioned on backdrop and lectern
- Mention of Sponsor during opening speech
- Sponsor name and logo on invitation
- Full Page Advertisement in the "Guide to U.S. Exhibitors" distributed throughout the event
- Name recognition on all printed materials listing sponsors on [www.Kallman.com](http://www.Kallman.com)

*Symposium in 2012*[Click here for Symposium Agenda.](#)**Sponsorship Package 2****\$4,000 USD****Official Sponsor of U.S.-S.A. Symposium** (16 September 2014)

- Opportunity to participate in a panel discussion during the symposium program and recognition as a sponsor with signage during this session
- Recognition as a sponsor with company logo on all signage throughout the U.S.-S.A. Symposium and in the printed symposium guide
- Opportunity to distribute literature on tables in the symposium break area

**Official Sponsor of U.S. Pavilion Welcome Reception & Opening Ceremony** (17 September 2014)

- Sponsoring company name/logo strategically positioned on backdrop and lectern
- Mention of Sponsor during opening speech
- Sponsor name and logo on invitation
- Full Page Advertisement in the "Guide to U.S. Exhibitors" distributed throughout the event
- Name recognition on all printed materials listing sponsors and on [www.Kallman.com](http://www.Kallman.com)

[Click here for Symposium Agenda.](#)

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If you would like to book one of the sponsorship packages above to help you further engage visitors of the U.S. International Pavilion, please contact us today and we will be happy to work with you.

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### Sponsorship Package 3

**\$3,000 USD**

**Official Sponsor of U.S.-S.A. Symposium** (16 September 2014)

- Opportunity to participate in a panel discussion during the symposium program and recognition as a sponsor with signage during this session
- Opportunity to be the exclusive sponsor of one coffee break throughout the U.S.-S.A. Symposium (welcome refreshments; mid-morning; mid-afternoon)
- Recognition as a sponsor with company logo on all signage throughout the U.S.-S.A. Symposium and in the printed symposium guide
- Opportunity to distribute literature on tables in the symposium break area

[Click here for Symposium Agenda.](#)

### Sponsorship Package 4

**\$2,500 USD**



*U.S. Pavilion Meeting Point  
in 2012*

**U.S. Pavilion Exhibitor Lounge/ Meeting Point** (17-21 September 2014)

- Company name / logo displayed on entrance header and on graphics within Exhibitor Meeting Point
- Recognition in print and electronic pre-show promotional materials mentioning sponsors
- Recognition on the [www.Kallman.com](http://www.Kallman.com)

### Sponsorship Package 5

**\$2,500 USD**



*U.S. Pavilion Opening Ceremony  
Africa A&D 2012*

**Official Sponsor of U.S. Pavilion Welcome Reception & Opening Ceremony**  
(17 September 2014)

- Logo on the invitation cards distributed to VIP "distinguished visitors" inviting them to the Welcome Reception and Opening Ceremony at U.S. International Pavilion
- Recognition signage displayed at either side of a podium platform erected for the opening ceremony
- Mention of sponsor during Welcome Speech
- Recognition in print and electronic pre-show promotional materials mentioning sponsors
- Recognition on [www.Kallman.com](http://www.Kallman.com)



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