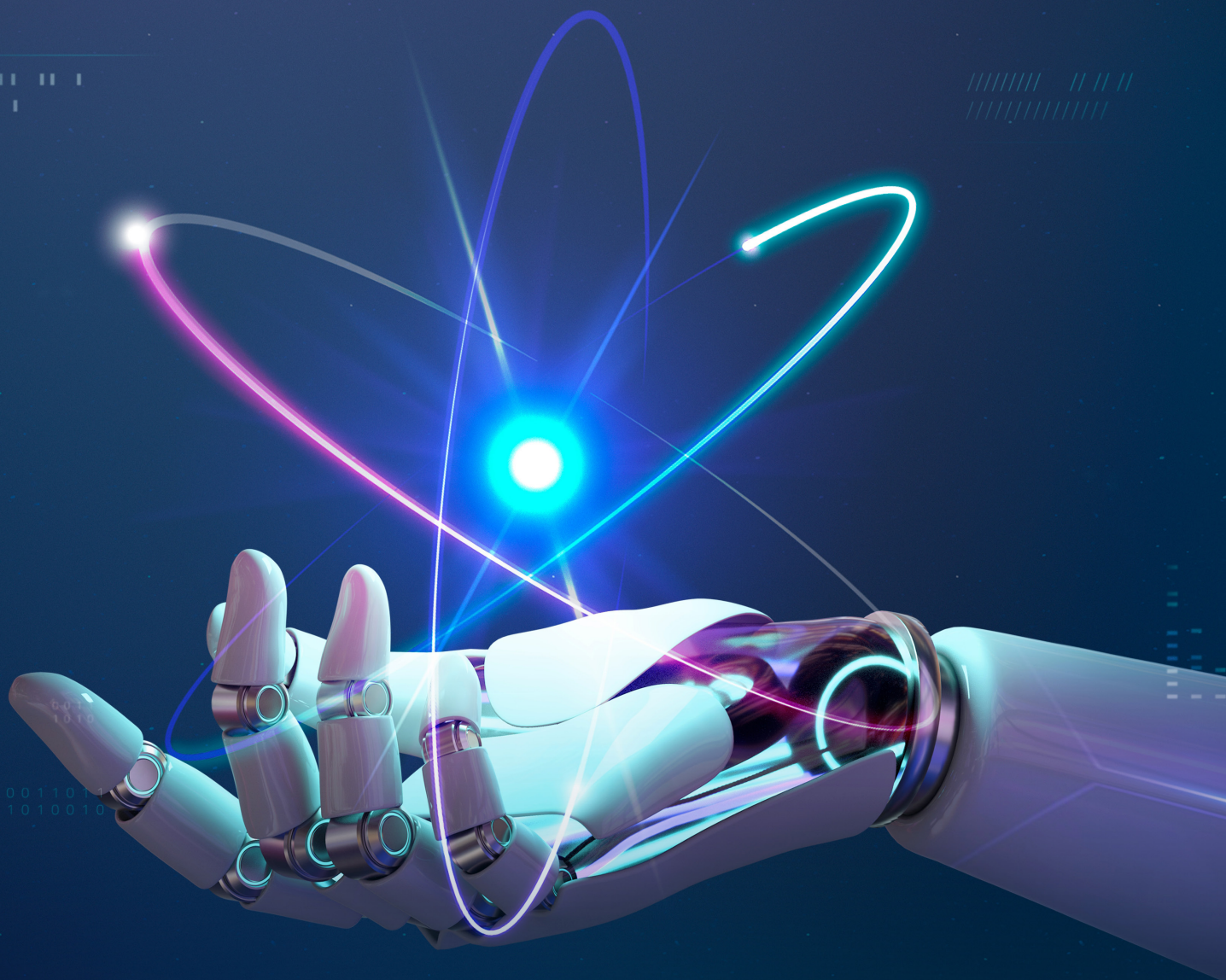


EAST AFRICA | WEST AFRICA | SOUTH AFRICA | MIDDLE EAST



SMART INDUSTRY

AGILE · SAFE · CONNECTED

10TH AUGUST 2023
NAIROBI, KENYA

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SMART INDUSTRY

AGILE • SAFE • CONNECTED

10th August 2023

Smart Industry Summit, the premier event for senior technology and business leaders in the manufacturing, logistics, warehousing, and supply chain industry in Africa. This summit will bring together industry experts, thought leaders, and key decision makers to discuss the latest advancements in technology and its impact on the manufacturing and supply chain industry.

As the fourth industrial revolution continues to unfold, Industry 4.0 technologies such as artificial intelligence, the Internet of Things, and blockchain are reshaping the way we approach manufacturing and logistics. The manufacturing sector holds great promise for Africa as it navigates its post-pandemic recovery. According to experts, the sector is expected to reach \$666.4 billion by 2030, a significant increase of over \$200 billion from its 2015 figures.

At the summit, attendees will have the opportunity to hear from industry leaders on topics such as:

- The integration of Industry 4.0 technologies in the manufacturing process
- The future of logistics and supply chain management
- The impact of Industry 4.0 on workforce and skills development
- Real-world examples of Industry 4.0 success stories in Africa
- Smart factories and Industry 4.0 technologies in improving efficiency and productivity in manufacturing
- The use of data analytics and machine learning in the supply chain
- The impact of Industry 4.0 on the design and development of new products
- Cybersecurity considerations for Industry 4.0 and smart factories
- The use of virtual and augmented reality in the manufacturing process
- Best practices for implementing Industry 4.0 technologies
- The role of robotics and automation in Industry 4.0
- The use of blockchain in supply chain management and logistics
- The impact of Industry 4.0 on global trade and logistics networks.

This event is designed for senior leaders in the manufacturing, logistics, warehousing, and supply chain industry, including CEOs, CTOs, CIOs, and heads of operations. Don't miss this opportunity to gain valuable insights and network with your peers in the industry.

Target Audience

- CEOs and C-level executives in the manufacturing, logistics, warehousing, and supply chain industry
- Heads of operations and departmental managers in the manufacturing, logistics, warehousing, and supply chain industry
- Technology leaders and decision makers in the manufacturing, logistics, warehousing, and supply chain industry
- Supply chain and logistics professionals
- Manufacturing and production managers and engineers
- Business Development and strategy leaders from the manufacturing and supply chain industry
- IT/OT leaders and professionals
- Researchers and academics in the field of manufacturing and supply chain technology.
- Government officials and policymakers interested in smart industry
- Investors and venture capitalists looking for opportunities in smart industry

Duration: Full Day

Invited Guests: 100-120 pax

Format: Hybrid

Attendee Demographics



2022 BY NUMBERS

564



Mentions

657



Interactions

1300K



Reach

290



Shares

600



Likes

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10th August 2023

PARTNERSHIP DEGREE

360°
\$15,000

180°
\$12,000

90°
\$8,000

45°
\$5,000

Why Sponsor?

Sponsorships at the Smart Industry Summit are specifically designed to provide value and interaction for both attendees and sponsors through brand visibility and networking opportunities.

- Gain brand exposure and access to C-level executives, the decision makers who drive demand for enterprise applications, products and services
- Multiple opportunities to network with senior level technology buyers and providers in a structured yet informal environment
- A limited number of sponsorship opportunities with value-added benefits are available on a first-come, first-serve basis.
- The event is promoted throughout all our channels – Print, Mobile and Web giving your brand maximum exposure
- With a small-targeted audience, lead generation becomes personalized and effective.

PARTNERSHIP OVERVIEW	3 available	5 available	10 available	15 available
	360°	180°	90°	45°
PRE-EVENT	\$15,000.00	\$12,000.00	\$8,000.00	\$5,000.00
Invitation Email Branding	√	√	x	x
Confirmation Email Branding	√	√	x	x
Reminder Email Branding	√	x	x	x
Social media mentions	3	2	1	1
Press release on cioafrica.co	√	√	Available at added cost	Available at added cost
Logo on Marketing Collateral	√	√	√	√
Logo on Event Website	√	√	√	√
Profile on Event Website	200 words	150 words	100 words	100 words
DURING EVENT				
In-Person Experience				
Delegate Attendance				
Sponsor delegate tickets	4	3	2	1
Sponsor Customer Passes (invites to be pre-approved by dx ⁵)	6	4	3	2
Brand Engagement				
Forum opening recognition	√	x	x	x
Video Advert	60 Sec	40 Sec	30Sec	15 Sec
Logo on sponsor board	√	√	√	√
Social Media Mentions	6	4	2	2

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PARTNERSHIP OVERVIEW	3 available	5 available	10 available	15 available
	360°	180°	90°	45°
Pre-built & Branded Expo Booth	√	√	Available at added cost	Available at added cost
Venue branding rollup banners (to be provided directly by the sponsor)	4	2	1	1
Educational Engagement				
Speaking Slot (not keynote)	1	Available at added cost	Available at added cost	Available at added cost
Panellist or Moderator Slot	1	1	Available at added cost	Available at added cost
Virtual Experience				
Chat engagement on virtual platform, with speakers and attendees	√	√	√	√
Product videos and brochures	6	4	2	2
Waiting Room Branding	√	√	√	√
Squeeze backs	4x	2x	1x	Group
Logo on sponsor board	√	√	√	√
Virtual Networking Lounge	√	√	x	x
ROI				
Attendee List	Registered	Attended	Attended	Attended
POST EVENT				
Editorial in CIO Africa Magazine - print	√	x	x	x
Editorial on dx ⁵ digital	√	√	x	x
Social Media Mentions	1	1	1	1
Print Advert	Double Spread	1 Page	½ Page	¼ Page
Online banner advert	Half-Page	Leader board	Medium Rectangle	None
Main Plenary Session-on-Demand	√	x	x	x
Proof of Execution Report	√	√	√	√

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