

CLOUD & SECURITY ROADSHOW



TANZANIA



UGANDA



ETHIOPIA

Sponsorship Prospectus

Accelerating Tech Leadership Across East Africa





About the Roadshow

It's no longer a debate that Cloud computing and cybersecurity are pivotal to any organisation's success. The East Africa Cloud and Cybersecurity Roadshow is designed as a crucial conduit for propagating essential knowledge and best practices across the region. This roadshow is more than a series of events; it's a strategic campaign aimed at elevating the technological prowess of East Africa, addressing the growing need for advanced security and cloud solutions.

Distinct Features of the Roadshow:

- **Focused Messaging:** Each destination within the roadshow is a targeted platform for delivering powerful cloud and cybersecurity messages, resonating with local and regional needs.
- **Audience Profile:** Primarily CIOs, cloud computing experts, and cybersecurity professionals - individuals with significant influence over technology purchasing decisions in their organizations.

Roadshow Calendar:

Kampala, Uganda	May 15th, 2024
Dar es Salaam, Tanzania	May 9th, 2024
Addis Ababa, Ethiopia	May 30th, 2024

Why Sponsor

Brand Visibility and Lead Generation:

- **Targeted Exposure:** Direct access to decision-makers and influencers in technology across multiple East African markets.
- **Brand Amplification:** Your brand prominently displayed at one or multiple destinations, ensuring sustained visibility throughout the roadshow.
- **Lead Generation:** Opportunities to engage with a high-quality audience, collecting valuable leads for future business growth.
- **Strategic Alignment with Market Needs:**
- **Essential Messaging:** Play a pivotal role in driving the narrative on cloud and cybersecurity, aligning your brand with these critical areas in technology.
- **Regional Influence:** Position your company as a key player in shaping the future of tech in East Africa, demonstrating commitment to regional development.



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dx⁵ is a trusted and dependable voice, that creates quality content to generate knowledge, trust and deep relationships with our community.

We know that the way buyers evaluate technology purchases has changed dramatically and this is why our content is so valuable for those looking to make a purchase. We use our assets to bring your brand, products, and services closer to your potential buyers. We understand the environment and context, and this, matters.

Sponsorship Opportunities

Tailored to Your Objectives:

- Single Destination Sponsor: Focus your impact on a specific city, aligning your brand closely with the local tech community.
- Multi-Destination Sponsor: Amplify your reach across the region, establishing a strong presence at multiple stops of the roadshow.

Packages:

- Customizable options ranging from keynote sessions to exhibition spaces, designed to maximize your visibility and engagement.



	360° 4 Countries	180° 3 Countries	90° 2 Countries	45° 1 Country
Exclusive (US\$)	48,000	36,000	24,000	15,000
Co-sponsored (US\$)	27,200	20,400	13,600	8,500

Benefits:

	Exclusive	Co-sponsored
Keynote	1	0
Speaking Slots	3	2
Panel Slots	2	1
Moderator Slot	1	0
Attendee List	✓	✓
Leads Capture System	✓	✓
Editorial in CIO Africa Magazine - Print	✓	✓
Event Microsite Branding	✓	✓
Venue Branding	2 Banner	1 Banner
Logo on Backdrop	✓	✓
Editorial on CIO Africa - Online	✓	✓
Social Media Mentions on all CIO Africa Assets	2 x 4	1 x 4
Print Advert on CIO Africa Magazine	Full Page	Half Page
Benner Advert on CIO Africa – Online	2 Weeks	1 Week
Proof of Execution Report	✓	✓

Past Event Success:





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dx⁵ | Kenya: Chief Information Officer Africa Ltd trading as dx⁵
Company Registration: PVT-V7UY3J37
604 Limuru Road, eDevelopment House
P.O. Box 49475 00100, Nairobi, Kenya

dx⁵ | South Africa: dx5ve (Pty) Ltd.
Company Registration: 2019 / 575141 / 07
Corner William Nicol Drive and Sloane Street,
Bryanston, 2191, Johannesburg, Gauteng, South Africa