



**SMART
GOV**
S U M M I T

JULY 24-25, 2024
Nairobi, Kenya

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The Smart Government Summit stands at the forefront of Africa's digital transformation, bridging the gap between advanced digital technologies and government operations. This pivotal event comes at a time when Africa's digital landscape is witnessing exponential growth, with increasing internet access and mobile connectivity shaping public sector innovation. The summit is a critical confluence for discussing the integration of digital solutions in government, offering a unique perspective on the future of digital government in Africa.

Why Sponsor

Sponsoring the Smart Government Summit offers several compelling benefits:

1. **Brand Visibility:** Gain exposure to a concentrated audience of government and tech leaders.
2. **Thought Leadership:** Position your company as an innovator in digital government solutions.
3. **Networking Opportunities:** Connect with decision-makers, influencing future tech adoption.
4. **Market Access:** Enter or expand in the growing digital government market in Africa.
 - Strategic Partnerships: Forge relationships with government bodies and other tech firms.
5. **Insight and Influence:** Gain insights into government needs and influence digital strategy discussions.

Topics & Themes

1. **AI and Machine Learning in Governance:** Exploring the use of AI for enhancing public services and policy making.
2. **Data and Analytics for Decision Making:** Leveraging data analytics in government operations for informed decision-making processes.
3. **Digital Transformation in Public Sector:** Examining the role of technology in transforming government services and operations.
4. **Innovations in E-Governance:** Showcasing new technologies and approaches in digital governance.
5. **Digital Infrastructure Development:** Strategies for building robust digital frameworks in government.
6. **Cybersecurity and Data Protection:** Addressing the challenges of securing government data.
7. **Digital Service Delivery:** Innovating public service delivery through digital platforms.
8. **Public-Private Partnerships:** Collaborating for tech advancement in government.
9. **Digital Literacy and Inclusion:** Ensuring equitable access to digital government services.

Event Format

The format of the Smart Government Summit will typically include:

- **Keynote Presentations:** Insights from industry leaders and policymakers.
- **Panel Discussions:** Expert discussions on topics like AI, cybersecurity, and data analytics.
- **Workshops and Seminars:** Interactive sessions for deeper exploration of specific subjects.
- **Networking Sessions:** Opportunities for attendees to connect and form collaborations.
- **Technology Demonstrations:** Showcasing cutting-edge innovations and solutions.
- **Roundtable Discussions:** Focused dialogues on niche areas within digital government.
- **Special Interest Groups (SIGs):** Dedicated meetings for attendees with shared specialized interests or challenges, fostering deeper engagement and collaboration in specific areas of digital governance.



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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.

Target Audience

The Smart Government Summit will be attended by a diverse group of participants, including:

- **Senior Government Officials:** Ministers, Directors, and Policy Makers from various African countries.
- **Technology Leaders:** CIOs, CTOs, and IT executives from leading tech companies.
- **Representatives from International Organizations:** Delegates from global policy and development agencies.
- **Innovators and Experts in Digital Technology:** Specialists in digital transformation and cybersecurity.
- **Private Sector Executives:** Leaders from companies providing digital solutions to the government sector.

Sponsorship Opportunities

- **AI and Machine Learning in Governance:** Exploring the use of AI for enhancing public services and policy making.
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\$33.69bn

global smart government market growth in 2022-23

\$100bn

is expected to be invested in smart Government technologies by 2025

The smart government market is expected to grow to

\$66.99bn

in 2027 at a CAGR of 18.7%



Governments and public sector organizations across the world are trying to balance essential, and often conflicting, demands: to deliver better, more relevant public services centred on the needs of the citizens and businesses they serve; to reduce costs and improve the efficiency of their operations; and to reinvent supply chains to deliver services quickly, cheaply and effectively."

Alan Brown, Digitizing Government:
Understanding and Implementing New Digital Business Models

PARTNERSHIP DEGREE

360°
\$20,000

180°
\$15,000

90°
\$10,000

45°
\$6,500

PARTNERSHIP OVERVIEW	5 available	6 available	10 available	15 available
	360°	180°	90°	45°
PRE-EVENT	\$20,000.00	\$15,000.00	\$10,000.00	\$6,500.00
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
Registration gift bag goodies (items provided by sponsor and to be pre-approved by dx ⁵)	√	√	√	x
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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