

PLATFORM ECONOMY

FOR DIGITAL TRANSFORMATION AND INCLUSIVE GROWTH

SPONSORSHIP OPPORTUNITIES

12 - 14 SEPTEMBER 2023
Inkosi Albert Luthuli International
Convention Centre (ICC Durban)



communications
& digital technologies

Department:
Communications & Digital Technologies
REPUBLIC OF SOUTH AFRICA



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GovTech 2023 in a Nutshell

GovTech 2023 is the 15th edition of South Africa's world-class platform for private and public sector and citizens engagements. This year's conference seeks to facilitate:

- ICT collaboration and knowledge exchange
- Open and shared dialogue
- Free sharing of information
- Enabled possibility of adoption of technologies
- Enablement of a platform for market space and transformation of the sector

The theme for GovTech 2023 - **“Platform Economy for Digital Transformation and Inclusive Growth”** - places the spotlight on transformation of how ICT services are going to be provisioned by suppliers, and acquired by users. This will be done through the establishment of an ecosystem that will bring the supply side and demand side of ICT services acquisition and thereby accelerating service delivery and innovation for the benefit of all in South Africa.

As such, GovTech 2023 explores a digital transformation that will enable transformation to a citizen-centric future – a future where supply chain is streamlined; meaningful and beneficial ICT partnerships are leveraged on; services are delivered from where they are best developed; access to ICT market place by all ICT providers, inclusive of SMMEs, start-ups, women and access to excellence in the ICT industry is effectively facilitated.

Delegates will be provided with a cross section of existing platforms and international experiences, an opportunity to analyse critical success factors, insight into lessons learnt and the business steps needed to make the development of the economic platform ecosystem a reality in South Africa.

GovTech 2023 will showcase innovative technologies and solutions used to enable service delivery and also serve citizens better. These will be provided in the solution/exhibition centre by various ICT service providers, OEMS, SMMEs and start-ups. Taking place over three days, the conference

offers thought leadership sessions, top international and local keynote speakers, and global best practices. It is geared to update, educate and inform delegates on the business benefits and why this digital transformation platform is a must for service delivery, inclusivity and access to ICT market.





Who will attend?

- Directors General
- Deputy Directors General
- CIOs
- CTOs
- C-level Executives
- IT Directors
- Senior-level leaders across all levels of government, who are involved in the evaluation, selection, procurement, or management of technology
- Top-level representatives from large, medium, and small ICT organisations

What's in it for you?

The 15th annual SITA GovTech Conference & Exhibition provides the perfect channel for your company to attract new business, meet new partners, and reach the government technology market. It is also the perfect place to brand your company, launch new products and services, and add value to existing customer relationships.

Depending on your level of support and the type of sponsorship, you will have the following opportunities:

- Engagement with policy decision makers and government business decision makers, in an exclusive executive session.
- Participation in the deputy minister's SMMEs and start-ups engagement session.
- Engagement with the SITA board of directors and executives.
- Hosting of own sessions.

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DON'T MISS OUT!



What's in it for you?

- Presentation of service offerings and promotion of brand on a sidebar stage to a sitting audience at the exhibition centre.
- provisioning of a thought leadership piece for publication on the GovTech website after the conference.
- Advertising on the GovTech 2023 event edition magazine.
- Handing out of the awards at the gala dinner.

In addition to the above, again depending on the level of support and the type of sponsorship opportunity selected, you will benefit from the following:

- Lead generation
- Direct access to an audience made up of current clients and prospects
- Relationship marketing
- Demonstration of your products and services
- Enhanced company profile
- Significant marketing advantages
- Increased business potential
- Brand awareness and building

- Networking opportunities
- Enhanced partners relationships
- Increased credibility as a brand
- Return on Investment

This year, we will not have sessions after lunch. We have made the afternoon sessions available for delegates to spend time at the exhibition centre thus increasing the foot traffic to your exhibition stands.

In exchange for your partnership support you will receive an attractive package of benefits, designed to maximise your company's ICT profile to a key government audience. An estimated 3000 representatives from public and private sectors are expected to attend the 15th annual GovTech conference.

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Primary Sponsorship

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Sponsorship level	Zettabyte	Exabyte	Petabyte	Terabyte	Gigabyte	Megabyte
Quantity	1	2	3	4	4	30
Sponsorship Fee	3 000 000	2 500 000	1 500 000	1 000 000	880 000	110 000
SPONSORSHIP BENEFITS						
Sponsor Holding Room at the Conference Venue	Yes	n/a	n/a	n/a	n/a	n/a
Sponsor Meeting Room	n/a	Yes	Yes	Yes	Yes	n/a
Hosting of Own Meeting/ Session at GovTech	Yes	Yes	Yes	n/a	n/a	n/a
Plenary Speaker/ Key Note Address	Yes	Yes	n/a	n/a	n/a	n/a
Ministerial Policy Discussion Facilitator	Yes	n/a	n/a	n/a	n/a	n/a
Bilateral Engagement with Shareholder Representative and SITA Board (Level 1)	Yes	n/a	n/a	n/a	n/a	n/a
Bilateral Engagement with Shareholder Representative and SITA Board (Level 2)	n/a	Yes	n/a	n/a	n/a	n/a
Bilateral Engagement with Shareholder Representative and SITA Exco (level 3)	n/a	n/a	Yes	n/a	n/a	n/a
Ministerial Policy Discussion Attendance (C level Executive Session)	Yes	Yes	Yes	Yes	Yes	n/a
Executive Leadership Panel Member	Yes	Yes	Yes	Yes	n/a	Yes
One on one meeting at GovTech with SITA Executives and Board Members	Yes	Yes	Yes	Yes	n/a	n/a
Sidebar Presentation in the Exhibition Center (Technical/ Demos)	Yes	Yes	Yes	Yes	Yes	n/a

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Track Scene Setting Speech (Subject Specific)	Yes	Yes	Yes	Yes	n/a	n/a
GovTech Magazine	Double Spread Advertorial and Thought Leadership piece	Double Spread Advertorial	A4 Advert	1/2 Advert	Logo and Discription (30 words)	n/a
Sponsor Gala Dinner Table Allocation	2	1	1	1	1	n/a
Awards/ Gala Dinner Main Table Allocation	1 Shareholder's/ Chairperson's table	1 Shareholder's/ Deputy Chairperson's table	1 Shareholder's/ MD's table	1 Executive table	1 Executive table	n/a
Awards/ Gala Dinner Looping Logo	Yes	Yes	Yes	Yes	Yes	n/a
Branding on Street Poles	Yes	n/a	n/a	n/a	n/a	n/a
Logo on delegates bags	Yes	n/a	n/a	n/a	n/a	n/a
GovTech TV	Yes	Yes	Yes	Yes	Yes	n/a
Promotional video at Plenary Sessions	Yes	Yes	Yes	Yes	n/a	n/a
Promotional video at the Track Sessions	Yes	Yes	Yes	Yes	Yes	n/a
Logo on-site on GovTech Banners	Yes	Yes	Yes	Yes	Yes	Yes
Logo on GovTech banner in Exhibition venue	Yes	Yes	Yes	Yes	Yes	Yes
PR/ Interviews across various platforms (limited)	Yes	Yes	Yes	n/a	n/a	n/a
Branding - Logo on billboards (limited)	Yes	Yes	Yes	Yes	Yes	n/a



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Brochure/ Promotional item in the Conference Bag	Yes	Yes	Yes	Yes	Yes	Yes
Logo on GovTech App	Yes	Yes	Yes	Yes	Yes	Yes
Company Hyperlinked logo on GovTech Website	Yes	Yes	Yes	Yes	Yes	Yes
Acknowledgement at the closing function	Yes	Yes	Yes	Yes	Yes	Yes
Branding at the GovTech Golf	Watering Hole	Watering Hole	Hole	Hole	Hole	n/a
Golf Players	6	4	4	4	2	1
Complimentary conference admission	20	18	14	12	8	5
Exhibitors passes	7	6	5	4	3	2
Additional Exhibitor Passes at a cost of R8690.00	5	4	3	2	3	2
Exhibition booth space (m ²)	9*9m	8*8	7*7	6*6	5*5	3*3 (Shell scheme)
Stand Height Restrictions	7m	6.5m	6m	5m	4m	2.5m

NB: The exhibitors are provided with space for building stands at their own cost, 3*3 are provided a shell scheme but can be customized at sponsor's own cost.

Outsourced Staff providing kiosk services (i.e. slush puppies, speciality coffees and waffles) who are not allocated a sponsor complimentary pass must pay full delegate fee.



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Digital Awards & Gala Dinner

Digital Awards/ Gala Dinner Partner

Quantity	1
Sponsorship Fee	R1 100 000
SPONSORSHIP BENEFITS	
Speaker Slot at the Awards/ Gala Dinner	15 Minutes
Reserved Tables at the Awards/ Gala Dinner	2
Branding on the Awards/ Gala Dinner Menu	Logo
Opportunity to give a gift to all attendees	Optional
Branding on Various Media Platforms (Limited)	Yes
GovTech TV	Yes
Branding on the Venue signage	Yes
Branding in the exhibition centre	Yes
Logo on conference website	Hyperlink Logo
Brochure/ Promotional item in the Conference Bag	Yes
Branding at Plenary/ Track sessions	Yes
Advert in the GovTech Magazine	1/2
GovTech Golf	4 Ball
Complimentary conference admission	5



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Sponsorship **Booking Form**

Official Company Name:

Contact Name: Title:

Street Address:

Code:

City: Province:

Tel: Mobile:

Email:

Primary Sponsorship

- ☐ Zettabyte ☐ Terabyte
- ☐ Exabyte ☐ Gigabyte
- ☐ Petabyte ☐ Megabyte

Hospitality Sponsorship

- ☐ Digital Awards/ Gala Dinner

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Terms & Conditions

SITA GovTech 2023

1. Selection of sponsorship for GovTech conference or items is on a first come, first served basis.
2. The sponsoring organisation is expected to submit the signed, official sponsorship agreement, which constitutes the formal contractual and legally binding commitment to participate in the conference as a sponsor.
3. Sponsorship is ONLY secured upon receipt of a signed contract.
4. Payment is required in full upon signed contract prior to the conference of which 30% is non-refundable.
5. All sponsorship contracts are final and cannot be retracted.
6. SITA reserves the right to decline sponsorship.

7. SITA reserves the right to amend the rules and regulations governing sponsorship at its discretion.

Signed on behalf of (Company Name)

I hereby accept and agree to the terms of
the **SPONSORSHIP BOOKING for GOVTECH 2023**

Authorised signatory only.

____/____/20____

Reserve your space now!

Be a part of GovTech 2023.

Sponsorships and Exhibition:
govtechsponsorship@sita.co.za

Sponsorship & Exhibition Team:
Mickey Bond: (+27) 0 833 762 972
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 **GovTECH** ²⁰²³

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