

**2<sup>nd</sup> Grade Sponsor**

**Fee - USD 5,885.00**



**Benefits to be provided**

- You will be provided 9 sq. m. display tent at the exhibition ground free of charge
- Your being the 2<sup>nd</sup> grade sponsor will be announced on ETV for one time.
- You will be provided half page advert space free of charge in the special Magazine to be published
- Your company logo will appear on one full color digital banner to be hoisted in the city at selective places
- Your being 2<sup>nd</sup> grade sponsor will be announced 3 times at the event ground during different functions
- Your having sponsored the event will be announced while the exhibition is publicized in the city with the use of auto-promotion
- While promoting the exhibition, you will be provided a spot for your logo to appear for one time in one well-read newspapers

**3<sup>rd</sup> Grade Sponsor**

**Fee - USD 4,705.00**



**Benefits to be provided**

- You will be provided 9 sq. m. display tent at the exhibition ground free of charge
- Your being the 3<sup>rd</sup> grade sponsor will be announced on F.M Radio for one time
- You will be provided half page advert space free of charge in the special Magazine to be published
- Your company logo will appear on one full color digital banner to be hoisted in the city at selective places
- Your being 3<sup>rd</sup> grade sponsor will be announced 2 times at the event ground in between different functions
- Your having sponsored the event will be announced while the exhibition is publicized in the city with the use of auto-promotion
- While promoting the exhibition, you will be provided a spot for your logo to appear for one time in one well-read newspapers

**PARTICIPATION AGREEMENT**

I hereby agree to be the Honorary or \_\_\_\_\_ Grade Sponsors of the Exhibition and herewith agree to pay the full payment i.e. USD \_\_\_\_\_

Name and Position of Authorizing Person \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ Seal \_\_\_\_\_

Note:- Please send digital advertisements to appear in the magazine and on digital banners as well as to be broadcast on television and radio with this participation form.



Afro Dan P.L.C is cordially inviting your esteemed organization/company to make use of this ideal opportunity to promote your activities at the Expo and through advertising in the business catalogue which will enable you to tap the huge market and investment opportunity of Ethiopia and to strengthen and further nurture the people to people and business relationship that exists between our two sisterly countries.

For your further action, please find the forms containing the different sponsorship grades and rates and the space and rates to advertise in the business information catalogue. Please be informed to remit the payment for your selection to our Bank and Account Number i.e. **COMMERCIAL BANK OF ETHIOPIA, MESKEL SQUARE BRANCH A/N 0171835691700** and to send your advertisement materials by DHL to our companies full address below.

For further information contact our Communication Desk through Tel. 0115-549160/0911641053/0912868506; E-mail:- [afro-dan@ethionet.et](mailto:afro-dan@ethionet.et) / [befekadubekele@yahoo.com](mailto:befekadubekele@yahoo.com)

Afro Dan P.L.C avails itself of this opportunity the assurances of its highest commitment to provide you a service that best meets the objectives of your participation

**Company Full Address**

Afro Dan Plc

Addis Ababa Exhibition Center or

Lebre Zeit Road Tegene Bldg 1<sup>st</sup> Floor

P.O. Box 647

Tel: 251-115-549160-63

Mobile:- 251-911-641053/912868506

Fax: 251-115-549162

E-mail: [afro-dan@ethionet.et](mailto:afro-dan@ethionet.et)

Website: [www.afrodanplac.com](http://www.afrodanplac.com)

Addis Ababa

With best regards,



**Enkutatash International Expo 2011**  
**Application to Participate at the Expo and Advertise in the Special Magazine**

Company Name \_\_\_\_\_ Business Sector \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Position \_\_\_\_\_  
 Address/Country \_\_\_\_\_ City \_\_\_\_\_ Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_ E-mail \_\_\_\_\_ P.O. Box \_\_\_\_\_

**1. Booth Requirements** (Minimum Space to be provided is 9m2)

In-Door Space \_\_\_\_\_ sq. m. X 50 USD X 15 Days      USD = \_\_\_\_\_  
 Out-Door Space \_\_\_\_\_ sq. m. X 40 USD X 15 Days      USD = \_\_\_\_\_  
 Rub-Hall \_\_\_\_\_ sq. m. X 50 USD X 15 Days      USD = \_\_\_\_\_  
 Registration Fee      USD = 500.00  
 Total      USD = \_\_\_\_\_

**2. Magazine Space Requirements**

No.	Type	Price in USD
1.	Full color Articles up to four inside pages	2,352.00
2.	Back Cover outside full page	2,058.00
3.	Back cover inside full page	1,470.00
4.	Front cover Inside full page	1,765.00
5.	Logo Front Cover plus one page inside	885.00
6.	Book mark one side	530.00
7.	Inside page folios top, bottom or on paper edge	385.00
8.	Book Spine	705.00
9.	Full page inside	470.00
10.	Half page inside	355.00
11.	Quarter page inside	235.00

**Participation Confirmation**

We confirm to participate at the Expo by paying USD \_\_\_\_\_ for the stand and USD \_\_\_\_\_ to advertise in the magazine including 15% VAT \_\_\_\_\_ the total amount of which will be USD \_\_\_\_\_ In words \_\_\_\_\_

Approval Given by:- Name \_\_\_\_\_ Position \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_ Seal \_\_\_\_\_

**Note:** Please note that 100% of the total amount has to be paid upon submission of this application form and to provide us digital materials for the advertisements.

**ENQUTATASH INTERNATIONAL EXPO 2011**

**SPONSORSHIP FORM**

**Participant Information**

- Name of Organization \_\_\_\_\_
- Address \_\_\_\_\_ Sub City \_\_\_\_\_ Kebele \_\_\_\_\_ H.N \_\_\_\_\_
- Tele. \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Sponsorship Grade and Participation Fee**

**Honorary Sponsor**

Fee - USD 11,760.00

**Benefits to be provided**

- You will be provided 12 sq. m. display stand (booth) at the exhibition ground free of charge
- Your being the honorary sponsor will be announced on TV to be transmitted three times.
- You will be provided inside full page advert space free of charge in the special Magazine to be published for the festival
- Your company logo will appear on the front cover of the Magazine
- Your company logo will appear on three full color digital banners to be hoisted in the city at selective places
- Your being honorary sponsor will be announced 5 times at the event ground in between different functions
- Your having sponsored the event will be announced while the exhibition is publicized in the city with the use of auto-promotion
- While promoting the exhibition, you will be provided a spot for your logo to appear in three well-read newspapers of the city.

**Grade Sponsor**

Fee - USD 8,825.00

**Benefits to be provided**

- You will be provided 9 sq. m. display space in a sub-hall at the exhibition ground free of charge
- Your being the 1<sup>st</sup> grade sponsor will be announced on TV to be transmitted two times.
- You will be provided in side full page advert space free of charge in the special Magazine to be published for the festival
- Your company logo will appear on the front cover of the Magazine
- Your company logo will appear on two full color digital banners to be hoisted in the city at selective places
- Your being 1<sup>st</sup> grade sponsor will be announced 4 times at the event ground during different functions
- Your being 1<sup>st</sup> grade a sponsor will be announced while the exhibition is publicized in the city with the use of auto-promotion
- You will be provided a spot for your logo to appear in two well-read newspapers of the city.

