

# EVENT PROFILE

THE AWA 2024 THEME;

“UNITING SKIES; ADVANCING COLLABORATIVE SYNERGY BETWEEN MILITARY AND CIVIL AVIATION IN AFRICA”



22<sup>nd</sup> to 26<sup>th</sup>  
April 2024



Kenneth Kaunda Int'l Airport  
ZAF Airport



SUMMIT



EXHIBITION



CSR



AIR SHOW



Republic of Zambia  
Ministry of Transport  
and Logistics



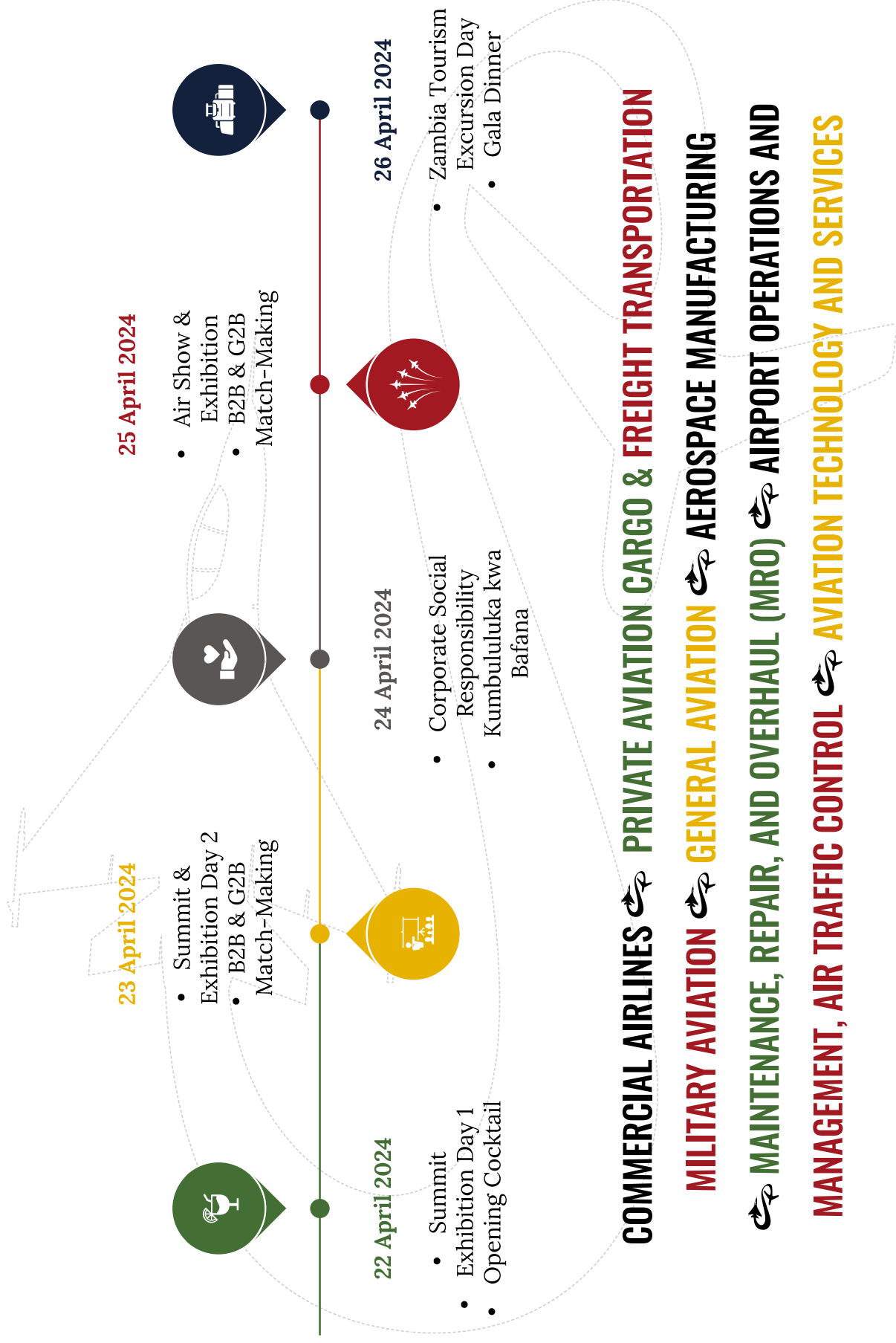
Republic of Zambia  
Ministry of Tourism



DDFS  
Zambia Limited



# AWA 2024 AT A GLANCE



**COMMERCIAL AIRLINES ✈️ PRIVATE AVIATION CARGO & FREIGHT TRANSPORTATION**

**MILITARY AVIATION ✈️ GENERAL AVIATION ✈️ AEROSPACE MANUFACTURING**

**✈️ MAINTENANCE, REPAIR, AND OVERHAUL (MRO) ✈️ AIRPORT OPERATIONS AND**

**MANAGEMENT, AIR TRAFFIC CONTROL ✈️ AVIATION TECHNOLOGY AND SERVICES**

# ABOUT AWA 2024

The theme “**Uniting Skies; Advancing Collaborative Synergy Between Military and Civil Aviation in Africa**” embodies the

overarching goal of the Aviation Week Africa 2024 Summit. It emphasizes the imperative of fostering unity and collaboration across the military and civil aviation sectors to drive advancements and synergies that will benefit the entire African continent. The theme sets the tone for the summit’s focus on bringing together diverse stakeholders to work towards common goals and shared progress in the aviation industry.

The Aviation Week Africa 2024 aims to serve as a platform for fostering the growth and development of the aviation industry in Africa, with a focus on both military and civil aviation. The overarching goal is to address the unique challenges and opportunities facing the African aviation sector and to facilitate collaboration among stakeholders to drive progress.

## Key Areas of Importance for Military Aviation

- Security and Defense:** Enhancing capabilities for

border security, surveillance, and response to emerging threats.

- Technology and Equipment:** Modernizing military aircraft fleets, maintenance, repair, and overhaul (MRO) capabilities, and integrating new technologies for enhanced operational effectiveness.

### 3. Training and Capacity Building:

Developing human capital, skills, and expertise to ensure a competent and prepared military aviation workforce.

## Key Areas of Importance for Civil Aviation

- Infrastructure Development:** Improving airport facilities, air traffic management systems, and navigation infrastructure to support the growing demands of air travel.

### 2. Regulatory Framework:

Strengthening regulatory oversight, safety standards, and compliance to international aviation regulations.

- Market Growth and Connectivity:** Expanding air routes, promoting regional and international partnerships, and enhancing connectivity to drive economic growth and tourism.

### 2. Industry Leaders:

Networking opportunities, market insights, and potential partnerships to drive business growth, innovation, and sustainable practices.

### 3. Regulators and International Organizations:

Enhanced understanding of regional challenges and opportunities, paving the way for coordinated support, capacity building, and technical assistance to strengthen the African aviation sector.

## Collective Responsibility of the Summit

The summit aims to engage various stakeholders, including government officials, industry leaders, regulators, and international organizations, to collectively address the challenges and opportunities in African aviation. This involves fostering dialogue, sharing best practices, and committing to collaborative efforts to drive positive change across the industry.

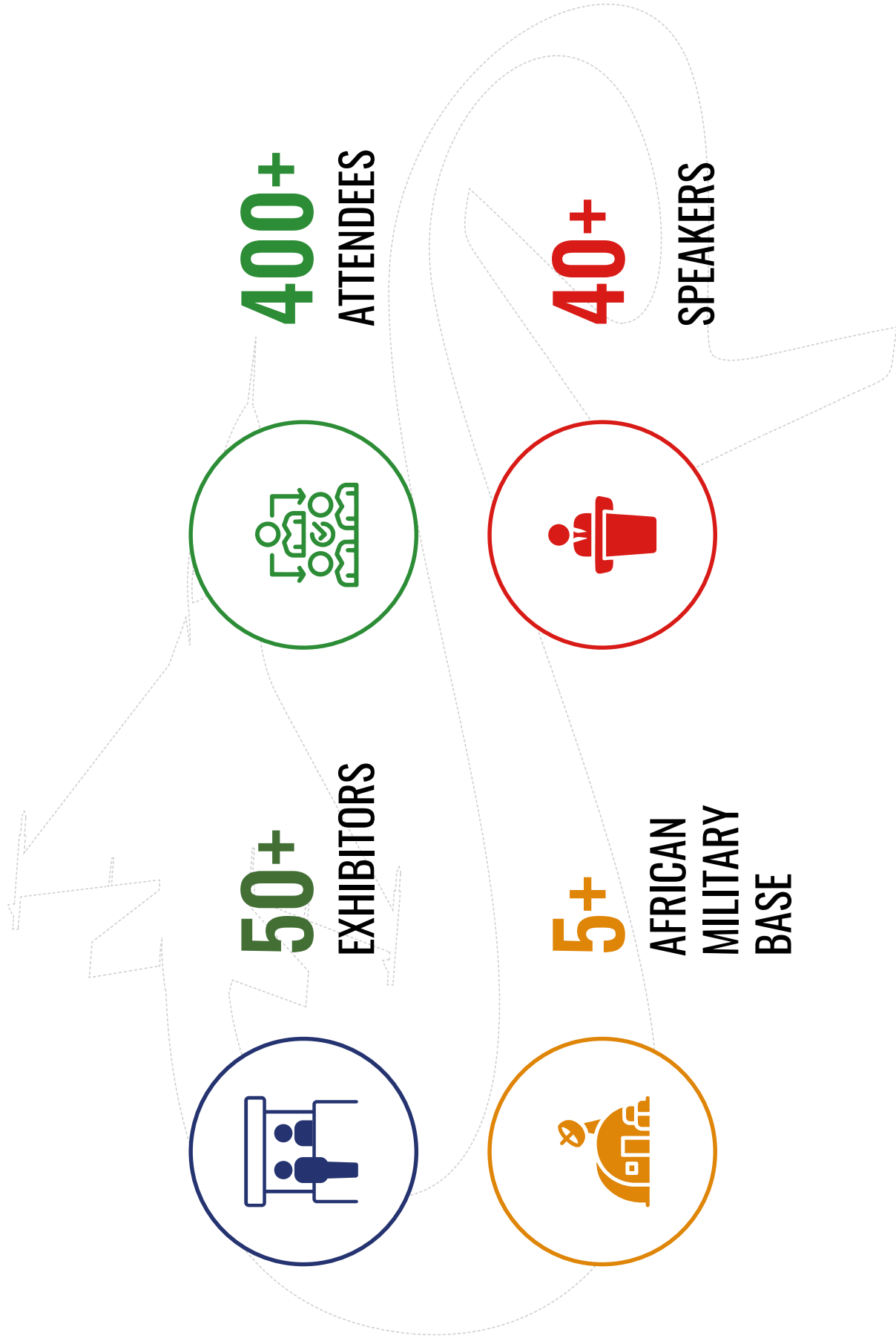
## Outcome of the Summit to Participating Stakeholders

### 1. Government Officials:

Access to insights and recommendations for policy development, regulatory enhancements, and investment opportunities to support the growth of both military and civil aviation.

Overall, the Aviation Week Africa 2024 Summit aims to catalyze positive developments that will benefit the African continent as a whole, promoting economic growth, security, and connectivity through advancements in military and civil aviation.

# AWA 2024 PROJECTED NUMBERS





# AWA 2024 FEATURES



## Keynote Addresses

Renowned leaders from both civil and military aviation sectors will share insights and strategies for enhanced collaboration.



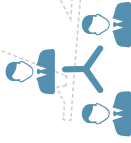
## Exhibition Area

Showcasing cutting-edge technologies, innovations, and advancements in both civil and military aviation.



## Panel Discussions

Engaging discussions on fostering partnerships, technology integration, and operational synergies.



## Networking Opportunities

Facilitating connections among industry stakeholders, fostering collaborations for a sustainable future.



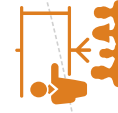
## CSR Flights for the Underprivileged

Demonstrating the industry's commitment to social responsibility by organizing special flights catering to underprivileged communities, showcasing the humanitarian side of aviation.



## Air Show

A spectacular showcase of aerial prowess, featuring thrilling performances, aircraft displays, and demonstrations highlighting the technological advancements in both civil and military aviation.



## Youth Engagement Initiatives

Dedicated sessions and workshops encouraging the participation of young minds in shaping the future of aviation, fostering enthusiasm and learning among the next generation.



## African Country Representatives

Participation from government officials and delegates representing numerous African nations, fostering dialogue and cooperation on a continental scale.

This landmark event represents a unique opportunity for industry leaders, government officials, and aviation enthusiasts to collaborate, exchange ideas, and explore ways to enhance cooperation between civil and military aviation, while also addressing societal needs and empowering the youth.

## Ticket Price:

Ordinary	ZMW500
VIP	ZMW1,000
VVIP	ZMW2,000



# SPONSORSHIP PACKAGES

## FIRST CLASS

# \$50,000

This Package is limited to two sponsors and it offers you one of the highest levels of visibility throughout the conference and exhibition. The First Class Sponsorship includes the following items;

- Exclusive sponsorship one of (x500)
  - a) Lanyards
  - b) Conference Bag
  - c) Registration Desk
  - d) Opening Ceremony
- 2 x session sponsorship, which includes a noncommercial paper presentation includes a noncommercial paper presentation (one session preceded by a 10-minute speaking slots)
- Logo placement and company description on the event backdrop, digital screens and official website Acknowledgement of sponsor status and logo placement on all published promotional materials produced for the event.
- 80-word company description in the official show catalogue
- Logo placement on all non-directional signage at the event
- The opportunity to send one email blast to all the registered attendees prior to the event
- A full-page colour advert in the official show catalogue
- 18 sqm exhibition booth (entails x2 standard booths) Placement of collateral (to be supplied by sponsor) in the delegate bag
- 4 complimentary delegate passes valid for event

## BUSINESS CLASS

# \$30,000

This sponsorship is designed for companies seeking to establish a prominent profile and it creates a close association of your brand with the event. The Business Class Sponsorship package is being offered to 5 companies and it includes the following items: A choice of ONE of the following:

- Exclusive Sponsorship one of (x500)
  - a) Lanyards
  - b) Conference Bag
  - c) Registration Desk
- 1 x session sponsorship, which includes a non-commercial paper presentation (one session preceded by a 10-minute speaking slot)
- Logo placement and company description on the event backdrop, digital screens and website
- Acknowledging of sponsor status and logo placement on all published promotional material produced for the event
- Logo placement and 80-word company description in the show guide
- A full-page colour advert in the show guide 18 sqm exhibition booth
- Placement of collateral (to be supplied by sponsor) in the delegate bag
- 3 complimentary delegate passes valid for both dates of the event

All Economy Plus will have a strong presence and high-level exposure at the event and will get to access lead generation opportunities. The Economy Plus Sponsorship is being offered to an unlimited number of companies and it includes the following: A choice of ONE of the following:

- Exclusive Sponsorship one of (x500) a) Lanyards
- b) Conference Bag
- c) Tea/Coffee Station Branding
- Pre-Plenary presentation – 10 mins
- Logo placement and company description on the event backdrop, digital screens and website Acknowledgement of sponsor status and logo placement on all published promotional material produced for the event
- Logo placement and 50-word company description in the show guide
- 9 sqm exhibition booth
- Placement of collateral (to be supplied by sponsor) in the delegate bag
- 3 complimentary delegate passes valid for both dates of the event



# PARTICIPATION FEES

## DELEGATE

### LOCAL | IN-PERSON

Attend conference in person in Lusaka, Zambia. Covers the delegate for

- All break away sessions and workshops
- Lunch
- Welcome Cocktail
- Air Show

**ZMW4,500**

## DELEGATE

### INTERNATIONAL | IN-PERSON

International Attendee for the conference in person in Lusaka, Zambia. Covers the delegate for

- All break away sessions and workshops
- Lunch
- Welcome Cocktail
- Air Show

**US\$400**

## EXHIBITOR

Exhibitors get two days to showcase their products and services in the exhibition. Area. The exhibition area is where the delegates break for tea during the conference. Exhibitors are also listed online for virtual attendees to get their contact, brochures and online links. An exhibition stand comes with;

- Exhibition Stand 3m x 3m or 2m x 2m
- Company name print
- Power socket, bin, table and two chairs
- Online profile

**3M X 3M US\$1,850 | ZMW24,500**  
**2M X 2M US\$1,500 | ZMW20,500**

## SPONSOR

### WELCOME COCKTAIL

All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed sociable evening over food, drinks and local entertainment. The sponsor is invited to present welcome remarks during the function and have a exclusive marketing materials and branding throughout the function. All arrangements with transport are made by the organiser.

**US\$15,000 | ZMW250,000**

## SPONSOR

### AWARDS GALA DINNER

All participants enjoy the opportunity to network with fellow industry colleagues and friends during the gala dinner and entertainment. The sponsor is invited to present welcome remarks during the function and have exclusive marketing materials and branding throughout this function.

**US\$20,000 | ZMW300,000**

## SPONSOR

### OPENING CEREMONY

The opening ceremony kick-starts the conference with a highly interactive gathering of high-ranking government officials and of course the guest of honor, media, delegates, exhibitors, etc. High brand visibility is associated with this activity which entails – branding of the room and a presentation by your company's top executive will you articulate your vision, mission, products and services to the audience attending in-person and those connected online.

**US\$15,000 | ZMW300,000**

## SPONSOR

### CONFERENCE BAG

All event participants are given a conference bag containing inserts at registration. Inside the conference bag is usually the welcome pack consisting of the event program and other essential guides about the conference and the city of Lusaka (where to go, what to do, etc.) Your company's full colour logo will be exclusively printed on the conference bag. The bag is also a take-me-home and will outlive the life of the event.

**US\$15,000 | ZMW300,000**

## SPONSOR

### LANYARDS

All event participants are given a lanyard at registration. Attached to the name tag is a lanyard worn by all participants. Your company's full colour logo will be exclusively printed on these name tag in a highly visible format.

**US\$10,000 | ZMW 200,000**

## SPONSOR

### REGISTRATION DESK

Also known as the reception desk of the event, the registration desk registers each and every person entering the event guaranteeing visibility and repeated visibility throughout the event. Sponsor will brand the desk and additionally can distribute promotional materials.

**US\$15,000 | ZMW250,000**

## SPONSOR

### CUSTOM

Customized sponsorship – Aviation Week Africa 2024

- Exhibition. Stand 3m x 3m
- Presentation, 10 minutes
- Panel Discussant
- Magazine Advert A4
- Logo on selected promotional materials

**PRICE ON APPLICATION**

## CSR

- 520 Caps
- 520 Round Neck T-shirts
- 520 Water Bottles
- 520 Bags

**US\$7,500**

## EVENT CATALOGUE

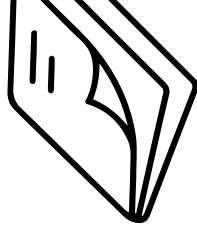
### A4 ADVERT

### STANDARD PLACEMENT

**\$1,000 ZMW15,000**

### PRIME PAGE

**\$2,000 | ZMW30,000**











# AWA 2024



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