

BI

INNOVATION & TECH FEST

Online

# Partner Pack

21-23 September 2020

A Digital Event Experience With A Difference



## About Eventful People

At Eventful, we truly believe in the power of people, which is why we bring innovative and passionate people together, and showcase the incredible progress they're driving. Our events are special because we create an atmosphere where connections, idea sharing, learning and growth happens. Join us at **BI Innovation & Tech Fest Online** to see for yourself.

## Why a BI Innovation & Tech Fest

Online

**BI Innovation & Tech Fest Online** offers an immersive digital event and exhibition experience with a difference. There has never been a greater need to learn, grow, innovate and cultivate meaningful connections. We create this space so that extraordinary things can happen.

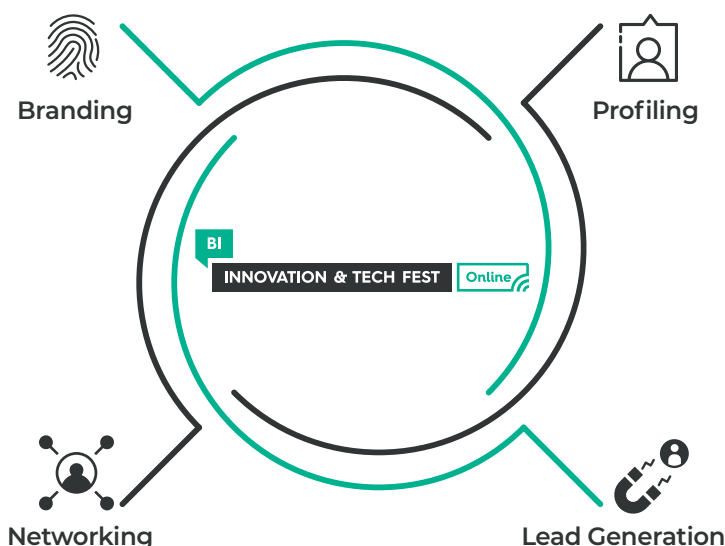
## Our totally unique recipe

We start by running virtual research groups with BI customers, where we listen and learn about industry challenges, trends and technology investment plans. This unique process ensures pure and accurate research is generated through debate and discussion. From these groups, a Community summary of hot topics is compiled, highlighting the key content areas that emerged in the research. These topics form the basis of our conference agenda.



Because the conference is built by the community, its foundation rests on the issues they deal with every day. They have the questions. You have the answers. BI Innovation & Tech Fest Online is where it all comes together. A powerful sense of ownership from the community is created because by the time the event occurs, the energy and momentum required for a successful event is driven by the target audience.

Our goal is to help relevant & exciting partner companies connect with customers. Our platform provides you with an opportunity to profile your organisation and key consultants, in front of customers and fellow partners through the opportunity to present on our agenda, chair tracks, exhibit and network at the event.



## As a partner of BI Innovation & Tech Fest Online,

you have access to an array of opportunities across branding, profiling, networking and lead generation. What's more, you're able to listen and learn from our global thought leaders, as well as hear the real stories from customers in the space.

# Exclusive Partnership Opportunities

## #1 Diamond Partner

R90 000

Limited to 1 partner

The Diamond Partnership profiles one organisation as the top partner for the first ever BI Innovation & Tech Fest Online. This partnership gives you the maximum exposure possible and profiles your organisation as a leader in the BI space.

### What this opportunity offers:

- Prominent positioning, participation & 1 x 2-3 minute video advertisement to play at your virtual stand in the exhibition space
- 2 x Solution Bites (video advertisements)
- 1 x speaking slot (customer case study, solution showcase or participation in an interactive session)
- Introduce the keynote speaker on each day and moderate Q&A (Chairperson)
- Chair 2 x additional sessions on the agenda
- Brand the Login Lobby and make a great first impression on delegates as they arrive
- Logo on keynote speaker screens
- Host 1 x virtual Happy Hour
- Facilitate 2 x virtual customer research groups
- Host 1 x post-event virtual networking function or webinar
- Dedicated Diamond Partner Announcement in an email to our mailing list and on our LinkedIn page
- Prominent position in the BI Innovation & Tech Fest Info Pack
- 1 x build-up video
- 1 x build-up blog
- Prominent logo recognition on event conference website
- 15 tickets for internal use or to be given as gifts (Ts & Cs apply)
- Access to event networking list

## #2 Premier Partner

R50 000

Limited to 2 partners

The exclusive opportunity for two organisations to be positioned as the Premier Partners for this event. Includes the opportunity to submit and present on the agenda, and gain brand exposure through a variety of channels, including a video advertisement and facilitation of a virtual research group of BI customers. Your organisation will be given both high visibility and subtle exposure through a variety of channels.

### What this opportunity offers:

- Prominent positioning, participation & 1 x 2-3 minute video advertisement to play at your virtual stand in the exhibition space
- 1 x Solution Bite (video advertisement)
- 1 x speaking slot (customer case study, solution showcase or participation in an interactive session)
- Chair 2 x sessions on the agenda
- Host 1 x virtual Happy Hour
- Facilitate 1 x virtual customer research groups
- Premier Partner Announcement in an email to our mailing list and on our LinkedIn page
- Prominent positioning in the BI Innovation & Tech Fest Info Pack
- 1 x build-up video or blog
- Prominent logo recognition on the event website
- 8 tickets to be used internally or given as gifts (Ts & Cs apply)
- Access to event networking list

# Exclusive Partnership Opportunities

## #3 Content Partner

R30 000

Limited to 5 partners

If your organisation is looking to present their exciting content on the agenda, then this is the opportunity for you. You'll get a speaking slot, a blog or video content opportunity, as well as participation in our virtual exhibition space and more.

### What this opportunity offers:

- Participation in virtual exhibition space
- 1 x 2-3 minute video advertisement to play at your virtual stand in the exhibition space
- 1 x speaking slot (customer case study, solution showcase or participation in an interactive session)
- Content Partner Announcement in an email to our mailing list and on our LinkedIn page
- Feature in the BI Innovation & Tech Fest Info Pack
- Logo recognition on the event website
- 1 x build-up video or blog
- 5 tickets to be used internally or given as gifts (Ts & Cs apply)
- Access to event networking list

## #4 Digital Partner

R15 000

Unlimited

Is your organisation at the forefront of all things digital? Then you'll want to be profiled as the Digital Partner for BI Innovation & Tech Fest Online. Brand awareness will be driven across our digital marketing channels, and you'll have plenty of networking opportunities through participation in the virtual exhibition space.

### What this opportunity offers:

- Participation in virtual exhibition space
- Digital Partner Announcement in an email to our mailing list and on our LinkedIn page
- Feature in the BI Innovation & Tech Fest Info Pack
- Logo recognition on the event website
- 2 tickets to be used internally or given as gifts (Ts & Cs apply)
- Access to event networking list

## #5 Start-up Partner

R5 000

Unlimited

Is your organisation a Start-Up in the BI space? Do you have exciting new technology to showcase? This is the perfect opportunity to be profiled as the Start-Up Partner across the BI community. You'll get to showcase your tech in the virtual Start-up Hub, as well as gain brand exposure across a variety of channels.

### What this opportunity offers:

- Participation in virtual Start-up Hub
- 1 x 10-minute speaking slot (pitch opportunity)
- Start-up Partner Announcement in an email to our mailing list and on our LinkedIn page
- Feature in the BI Innovation & Tech Fest Info Pack
- Logo recognition on the event website
- 1 ticket to be used internally or given as a gift (Ts & Cs apply)
- Access to event networking list

# Reserve Your Place

To reserve your place at BI Innovation & Tech Fest Online:

1. Select your **Partner Opportunity** of choice on the next page

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2. Review and sign the **terms and conditions** at the bottom of page 7

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3. Complete and sign the **contract** on page 8

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4. Return all **documentation** to:  
[inneke@eventfulpeople.com](mailto:inneke@eventfulpeople.com)

# Contract 2020

## Secure Your Partnership

Diamond Partner	R90 000 (+VAT)	Limited to 1 partner	<input type="checkbox"/>
Premier Partner	R50 000 (+VAT)	Limited to 2 partners	<input type="checkbox"/>
Content Partner	R30 000 (+VAT)	Limited to 5 partners	<input type="checkbox"/>
Digital Partner	R15 000 (+VAT)	Unlimited	<input type="checkbox"/>
Start-up Partner	R5 000 (+VAT)	Unlimited	<input type="checkbox"/>



*The world is currently going through a time of unprecedented change, and this change is likely to be ongoing. One thing that will never change is the need to learn, grow, innovate and cultivate meaningful connections.*

BI INNOVATION & TECH FEST

# Terms & Conditions

2.

These Terms and Conditions (Terms) apply between the commercial partner identified below as Partner Company (you or your) who is booking a commercial partnership package (Sponsorship/Partnership) for the exhibition or conference (Event) that is organised by Eventful People (Pty) Ltd 2010/000135/07 (we or us).

## Allocation of Space:

We allocate event space and partner category on a first-come, first-served basis.

## Exhibition Attendees:

We make reasonable attempts to attract quality attendees to this Event, but we do not guarantee specific volumes of visitors or levels of qualification or any minimum business.

## Fee:

You agree to pay the commercial partnership fees for the partner category that you have booked. We reserve the right to terminate these Terms if we have not received payment in full on time. 50% of the sponsorship fee is due upon reservation. The remaining balance is due 1 month prior to the Event. All Fees are in South African Rand (ZAR) and exclude VAT.

## No Refunds:

To the maximum extent permitted by law, the Fee is not refundable. We do not accept any liability for any losses or damages that may arise in such cases.

## Cost:

You shall be solely responsible for all costs in relation to your attendance at the Event (including, without limitation, any travel costs, staff, insurance, and any costs relating to the booth or merchandise package that you booked for the Event).

## Errors:

You agree that we will not be liable for any errors or omissions in the Event directory or other materials.

## Licence to Use Logo and Name:

You grant us a worldwide, non-exclusive, royalty free, sub-licensable licence to use your logos and trademarks to promote your sponsorship of the Event.

## Event Recording:

You agree that you will not record the Event through the use of multimedia including photography, video, audio, online streaming. If you do intend to record the Event, you will need to get permission from us.

## Intellectual Property:

You agree not to offer for sale or advertise goods or services at the Events, that misrepresent or infringe any intellectual property rights.

## Behaviour:

You agree that you and your personnel will act professionally, respectfully and responsibly at all times while attending the Event. We reserve the right to prohibit entry to the Event or reject any person from the Event based on behaviour that we deem inappropriate. You agree to abide by the Partner Kit, any house rules of the Event venue and any applicable laws. In particular, you will comply with any health and safety requirements whilst attending the Event. It is your responsibility to comply with any legal requirements in relation to games of chance and trade promotions that you may be providing at your booth.

## Booth:

The general rule of the exhibit floor is to be a good neighbour. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the allocated booth space. Apart from the allocated booth space, no part of the conference venue and its grounds may be used by you for commercial purposes without our prior written permission.

## The Partner Kit:

Move-in/move-out dates and times, delivery details, timing, furniture hire, security and all relevant information pertaining to the Partner's involvement at the Event will be published in the Partner Kit.

## Sound and Video:

Sound and video productions relating to the Partner's equipment will be permitted if tuned to a reasonable level and if not objectionable to neighbouring Partners.

## Lighting:

In the best interest of the Event, we reserve the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs, lights or lasers is not permitted.

## Subletting/Sharing:

Sharing, trading, or subletting of exhibit space is prohibited.

## Substitutions:

The rights conferred under these Terms are personal and cannot be transferred or assigned without our prior written consent.

## Exhibitor Insurance:

You must hold with an established and reputable insurer public liability insurance with an indemnity limit of ZAR 20,000,000.

## Liability and Indemnity:

Despite anything to the contrary and to the maximum extent permitted by law you must indemnify us and hold us harmless from and against any liability, loss, cost or damage in connection with any claim relating to your use of our services, breach of these Terms, your attendance at the Event or any applicable laws or regulations unless the liability, loss, cost or damage is caused by our wilful default, negligence or breach of these Terms. We may at any time, with or without giving notice, in our absolute discretion and without giving any reason, cancel or postpone the Event, change its venue or withdraw any Sponsorship without any liability towards you. To the maximum extent permitted by law, our aggregate liability to you arising under or in connection with these Terms whether based on breach of contract, delict (including negligence), statute or otherwise will not exceed an amount equal to the fees paid to us by you.

## Severance:

If a provision of these Terms is held to be void, invalid, illegal or unenforceable, that provision is to be read down as narrowly as necessary to allow it to be valid or enforceable, failing which, that provision (or that part of that provision) will be severed from these Terms without affecting the validity or enforceability of the remainder of that provision or the other provisions.

## Privacy:

Since Eventful People is not established in the EU and doesn't currently target EU individuals as attendees at South African based conferences, the GDPR does not currently apply to us. However, as many Partner Companies have adopted the GDPR in their global businesses, and also in line with the South African Protection of Personal Information Act 2013, sharing of attendee details with Partner Companies is based on the attendee consent: <https://techfestivals.com/hr/privacy-policy/>

## Terms:

These Terms including the Partner Kit and any other documents expressly incorporated herein by reference constitute the entire agreement between you and us with respect to the subject matter hereof and supersede all other communications, whether written or oral. These Terms may be modified or amended only by our written agreement.

## Governing law:

These Terms are governed by and construed in accordance with the laws of South Africa.

Partner Company .....

Contact Name .....

# Contract

Please Print All Information Requested and Sign in the Space Provided.

As a representative of the Partner Company, I ..... have read the Terms and Conditions on page 15 and hereby acknowledge that I have read this agreement to be bound by its terms and conditions and accept this contract on behalf of ..... and agree to pay the total sum payable as per the Payment Schedule (+ VAT).

Signature: .....

## Payment Schedule

First 50% of package due and payable upon signing contract.

Final 50% of package due and payable 1 month prior to **BI Innovation & Tech Fest Online**.

Contact Name .....

Job Title .....

Email .....

Phone Number .....

Postal Address .....

Company Name .....

Billing Address .....

Vat No .....

## Event Contact

Contact Name .....

Job Title .....

Email .....

Phone Number .....

## Finance Contact

Contact Name .....

Job Title .....

Email .....

Phone Number .....

## Approving Contact

Contact Name .....

Job Title .....

Email .....

Phone Number .....