

**SOCIAL
MEDIA
WEEK**

13 - 15 June 2019

The Hilton Hotel, Durban

www.smwdurban.com

The future we imagine is HERE.

#SMWDurban The Future Is Here



Smw Durban is a global annual premiere conference that aims to bring together industry leaders in online marketing, social media and tech.

The intention is to give these executives, entrepreneurs or professionals access to ideas, technology and platforms to take their brands to the next level It has been hosted in 25+ CITIES globally It originated from New York It has been running for 10 years globally 10 000 SPEAKERS 75 000 ATTENDEES to dates



WHO WE ARE EXPECTING

1.DIGITAL MARKETERS

Storytelling is one of the most powerful marketing tools. Digital marketers will be from advertising and digital agencies, as well as government and corporate



2.BRAND STRATEGISTS

Through creating quality content, you build customer trust. Strategists know how to help you build your brand



3. INFLUENCERS

What is a digital or social media influencer and are they great for your brand? How impactful is their presence and following?



4.WORLD CLASS SPEAKERS

Through creating quality content, you build customer trust. Strategists know how to help you build your brand

Attendance Profile

Social Media Week is the key meeting place for Digital Marketers, Brand Managers, Social Influencers, Small Business Owners and Entrepreneurs, Media Planners, IT, business executives, Designers and Developers in Africa.

The conference will attract senior decision makers from South Africa and other African countries who are seeking to advance their knowledge of the latest in the social media space and business technology solutions, including innovations and communications tools. Social Media Week 2019 will unite local and international digital marketers, social media influencers, heads of marketing and small business owners and entrepreneurs, brand managers as well as heads of innovation and strategy to discuss the techniques and tools required to implement a seamless digital and social media strategies and campaigns that will generate increased brand awareness, drive profitability and customer eccentricity.



Reasons to attend

Hear real transformation stories from social media influencers whose lives have been changed by social media and have overcome the scourge of hardships and Poverty

Discover tomorrow's digital and social media tools to solve mission critical marketing issues and create new opportunities for your brand or business.

Develop a road map New Process in Social Media and Digital Marketing.

Address the challenges specific to your industry with our industry specific sessions.

Masterclass and discussion streams to using and monetising Social Media Influence.

A platform to share insights with leading influencers and marketers



Conference Topics

How to Maximize on Affiliate Marketing
Women taking over the Tech space and the 4th Industrial evolution
Digital Content curation . How to master it

Developing winning Social Media Marketing Strategies
Road map for your brand or organisation
The Rise of Social Influencers in driving sales and brand awareness

The Future of E commerce and it's impact on Entrepreneurship The
acceleration of AI and digital transformation
Using analytics to accelerate brand development and new business
Accelerating digital usage by small business and entrepreneur



Return on Investment

- Access to leading digital content curators and marketers
- Great and pivotal conversations on the future of social media
- Experience local products from Tech and retail brands
- Marketing and networking opportunities
- Partnership/collaborations opportunities
- Experience all things Social Media, E-commerce and Innovative
- Meet the powerful digital influencers and social bloggers
- Leading insights or ideas from the best in the digital game



HOW TO PARTICIPATE

- Speak at #SMWDurban
- Sponsor a conversation or panel Discussion
- Be our Headline Sponsor (Only 2 Opportunity)
- Be our Masterclass Session Partner
- Partner with our Influencer Travel Experience.
- Partner with our influencer awards dinner.
- Participate as a Partner as session partner in the conference and in other variety of ways.
- Exhibit your products or brand at #SMWDurban
- Partner with us at our the closing VIP Party
- Partner with us with the under 40 CEO panel Discussion



PLATINUM PARTNERSHIP

R1 900 000

Platinum "SMW Durban" Anchor

- Overall Headline Sponsor of Social media Week Durban 2019.
- A 30-minute presentation on the day of your choice.
- Prominent Branding at throughout Social Media Week.
- Prime Exhibition space at the Hilton Hotel.
- Logo on our website as a Headline Sponsor.
- Logo on conference material and Invitation.
- Mention on SMW Durban Press Release.
- Branding on stage and backdrop.
- Headline Speaker at the main part of the conference.
- Advertising on all media platforms (PR, SM, Outdoor, TV, Email).
- Two tables at the influencer awards ceremony.
- 10 tickets to the 3-day conference including Welcome Cocktail.
- Distribution of promotional items in our attendees' goodie bags.
- The announcement of headline Sponsor before and after the event.
- Interview on Social Media Week TV.
- Access to our database of guests and attendee list.
- Full Page Full-Colour Advert on SMW Brochure.
- Acknowledgement of your sponsorship from the podium and on screen.
- Extensive branding of your organisation (Up to 2 wall banners and 8 pull up banners).
- 5 min video advert during breaks (provided by sponsor).
- 728x90 Leaderboard banner for 30 days on Social Media Week Website.
- 50% discount for all additional attendees.
- 3X6 exhibition space.
- Double page spread and one-page sponsor forward with a picture of the representative on the smwdurban program booklet.

GOLD PARTNERSHIP

R900 000

Gold "SMW Conference" Partner

- Gold Conference partner during Social Media Week Durban 2019.
- Prominent Branding at the main conference.
- Exhibition opportunity space at Social Media Week (6x3m).
- Speaker opportunity from your organization - 20-minute presentation.
- One table at the closing dinner ceremony.
- 5 tickets to the 3-day conference.
- Distribution of promotional items in our attendees' goodie bags.
- The announcement of headline Sponsor before and after the event.
- A participating role for two company representatives on two different panel discussions.
- 5 free delegate passes to 3-day conference attendance including Welcome Cocktail.
- 25% discount for additional attendees.
- 300x250 online banner on Social Media Week website.
- Logo on invitation and screen.
- Mention on one SMW Press Release as a partner of the Social Media Week.
- Half page advert in the conference brochure.
- Company logo and link on the website identified according to sponsorship priority.
- Visible branding of your organisation at the event: 6 pull up banners.
- Double page spread on the SMWDurban program booklet.



SMW INFLUENCER AWARDS GALA HOST PARTNER . - R450 000.00

Silver "Influencer Awards" Partner

- Logo on our website as a partner.
- Branding on the red carpet and inside the venue.
- Exhibition opportunity during day conference.
- Sponsor address at the SMW Influencer Awards Gala.
- Panel Speaker opportunity from the organization.
- Two tables at the SMWDurban Influencer Awards Gala.
- 10 tickets to the 3 Day conference and all the master classes.
- A participating role for one company representative on one-panel discussion.
- Maximum 3-minute video on the Awards Gala Audio Visual Screens.
- 15% discount for additional guests.
- Logo on invitation and collateral.
- Delegate Bag Inserts. Company logo and link on website in order of sponsorship.
- Full Page and front cover mention on the smwdurban program booklet.



SMW VIP Welcome Party. - R95 000.00

- Branding at the welcome cocktail event.
- Logo on our website as a Bronze Partner.
- Panel Speaker opportunity from the organisation.
- One table at the SMWDurban Influencer Awards Gala.
- Mention on all social media platforms till the event.
- Exhibition vendor table. A participating role for one company representative on different panel discussions.
- 5 All Access Delegate passes to all conferences.
- 10% discount for additional guests. Logo on the invitation.
- Delegate bag inserts.
- Website mention in order of sponsorship.
- Half Page Advert on the smwdurban program booklet.



Masterclass Partner - R75 000

- Exclusive branding of the selected master class sessions.
- Present a topic of your choice & craft your own agenda in sponsored master class.
- Company collateral included during the masterclass session.
- Verbal recognition of sponsorship from the podium of the masterclass. Promotional company exposure on all our social media platforms. Company logo and link on the event website.
- 1 Press Release about your company products on Social Media Week Website.
- Access to the master class attendee list.
- 4 complimentary delegate passes to all masterclasses
- 8 Delegate passes at your masterclasses.
- Logo placement on the smwdurban program booklet.



SMWDURBAN VIP INFLUENCER CLOSING PARTY PARTNER R150 000

VIP Party Partner

This partnership gives you an opportunity to activate your brand at the closing party of the smwdurban with all the VIP Influencers in attendance.

Branding inside and outside the venue.

Designated VVIP section for your guest at the venue.

Special bar tab to the value of R20 000 for your VIP guests.

10 all access delegate passes to the 3-day conference.

One table of ten to the smwdurban influencer awards dinner.

Company logo and link on the website.

Logo in the event brochure. Logo in promotional emails.

Opportunity to conceptual an activation of choice at the closing party.



Registration Partner

R 5 5 0 0 0

The registration area is just the right place to make that perfect first impression. Every delegate MUST come through to the registration area to receive their accreditation, lanyard and conference bag. It will be a visible area as this is the first sponsor attendees will see upon arrival at the Social Media Week.

- 2 pull-up banners at the registration table for the 3-day conference.
- 2 All Access Delegate passes to the 3 day event
- 2 VIP guest to attend the awards
- 2 VIP Access Passes to the closing VIP Party
- 2 Welcome Cocktail Passes
- Marketing Brochure next to the registration table.
- Marketing brochure on the registration table.
- Logo placement on the smwdurban program booklet



SMW "VIP Influencer Travel" Partner

R280 000.00



The pre-social media week “invitation only” VIP Influencer experience will host 30 of the most influential attendees, including key speakers, social influencers, bloggers, sponsors and high powered brand and marketing managers to Durban the day before the conference. The travel experience will be conceptualised jointly between the smwdurban organisers and the partner for the premium influencers that have been carefully selected to be part of this experience that should make social media week and our partner's brand trend even before the conference commences.

10 all access delegate passes to the 3 Day Conference.

Logo on the invitation to the Influencers, Bloggers and Media for the travel experience.

Company logo and link on the website of your brand.

One information flyer inserts into each delegate bag.

Company logo will be placed on all publicity materials for the conference.

2 pull up banners on arrival and at the departure lounges.

Full Page advert on the smwdurban program booklet.

one table of 10 at the smwdurban influencer awards dinner.

10-minute address upon departure and arrival of the travel experience.

Opportunity to provide memorabilia to the influencers.

EXHIBITION PACKAGES

Corporate Exhibitor - PACKAGES R 45 950 | SMW Vendor - PACKAGES R 25 950

Corporate Exhibitor - PACKAGES R 45 950

- 3x3 Exhibition Space
- A participating role for one company representative on a panel discussion.
- 2 free delegate passes.
- 5% discount for additional guests.
- Logo on the invitation to VIP guests and delegates.
- Delegate bag inserts.
- Company logo and link on the website in order of sponsorship priority.

SMW Vendor - PACKAGES R 25 950

- 1 free delegate pass.
- Vendor Exhibition table.
- Logo on the invitation.
- Company logo and link on the website in order of sponsorship priority.
- One complimentary registration to the conference.
- Company logo will be placed on all publicity materials for the Congress.
- Company logo on the smwdurban booklet.



S O C I A L M E D I A W E E K P R O G R A M M A G A Z I N E

The SMW 2108 Programme Guide (Full-colour booklet) is a publication given to every attendee and is referenced continually during the conference. It is a key navigational tool for the conference and will include the complete agenda and timeline, master class and session information as well as details on speakers, sponsors and exhibitors.

+Full Magazine Partner: R120, 000

Full Page Ad-Back Cover: R12,000

Full Page Ad- Inside Front or inside Back: R10,000

Full Page Ad- inside: R8, 500

Half Page: R7 500

Social Media Week Delegate Invasion



The SMW 2019 Delegate Invasion is a special group booking of a recognized delegation by your organization that is sent to the Social Media Week, where your organization sends a minimum of 5 delegates to the Social Media Week to participate in all the activities at a special rate who can also participate in panel discussions in some of the masterclasses in particular fields. These groups also qualify for a premium discount at our partner hotels. The Premium and Platinum Delegation Invasion organization also get profiled on the SMW magazine and digital platforms including social media and SMW website.

SMW Delegation Invasion Packages are as follows:

- + 5 x All Access Pass Bronze Delegation Package : R25,000 (save R7 500)
- + 10 x All Access Pass Silver Delegation Package : R55,000 (save R10 000)
- + 20 x All Access Pass Premium Delegation Package : R95,000 (save R35 000)
- + 30 x All Access Pass Platinum Delegation Package : R145, 000 (save R50 000)

All Delegate invasion packages have access to all masterclasses and cocktail events at SMW 2018

FOR MORE INFORMATION

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