

SOCIAL MEDIA WEEK

18- 21 June 2020

ICC Durban

www.smwdurban.com

"Creative Disruption in the 4th Industrial Revolution"

SOCIAL
MEDIA
WEEK

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JOHANNESBURG

Connect
Learn
Share

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#SMWDurban

The World's Premium
Online Media,

Digital Marketing
and Tech Event

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ABOUT SMWDurban

Creative Disruption in the 4th Industrial Revolution

Social Media Week is a global annual premier 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, originated from New York and running for 10 years globally.

With over 10 000 speakers, 75 000 attendees and 500 partners to date. This event is one of the biggest social media event in the world.



01

YOUTH & SMALL BUSINESSES

With a huge focus on building and educating the youth on the use of social media in order to make money. As well as to aid startups in growing their business

02

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

03

BRAND STRATEGISTS

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

04

WORLD CLASS SPEAKERS

We will be bringing in international speakers that are world class leaders in digital and social media.

WHO ARE WE EXPECTING

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 2020 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 centricity.



CONFERENCE TOPICS

The Reconstruction of the B2B Digital Model

Building a positive digital environment for the New
Generation



Social Commerce: Community Builder or Destroyer

What content helps drive conversion via social,
and what hinders it

The Evolution of Artificial Intelligence

How AI is designed - The ins and outs



Nobody Trusts or Cares. Here's How to Sell Anyway

How to optimise the production of content to
incorporate the consistent, pioneering changes in
the digit

Creating with Intention

How to effectively grow and engage your audience



With Great Influence Comes Great Responsibility

The Art and Science of Matching Brands and
Influencers for a Great Campaign

Reasons to Attend



01

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



02

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



03

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



04

Develop a Roadmap New Process in Social Media and Digital Marketing.



05

Masterclasses and discussion streams to using and monetising Social Media Influence



06

A platform to share insights with leading influencers and marketers

HOW TO PARTICIPATE

01

Speak at SMWDurban

02

Sponsor a conversation or panel discuss

03

Be our headline sponsor (only 2 opportunities)

04

Be our masterclass session partner

05

Partner with our travel experience

06

Partner with our influencer awards dinner

07

Exhibit your products or brands at smwdurban

08

Partner with us at our closing VIP Party

09

Partner with us with the under 40 CEO panel discussion



Houdini Presentation

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



ANCHOR PARTNER

ANCHOR Presenting Partner - R5 000 000
(Your title will be x presents SMWDurban2020)

- Overall Anchor partner of Social Media Week Durban 2020
- A 30-minute presentation on the day of your choice
- Prominent Branding throughout Social Media Week 2020
- Prime Exhibition space at the Durban International Convention Centre
- Logo on our website as an Anchor Partner
- 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 Social Media Influencer Awards (SMIA 2020)
- 40 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
- Communication with our database of guests and attendee list
- Full Page Full-Colour Advert on SMW Brochure /Magazine
- Sponsors Full Page address on the SMW brochure/magazine
- Acknowledgement of your sponsorship from the podium and on screen
- Extensive branding of your organisation 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.

SMWDurban HEADLINE PARTNER

Headline Partner (in association with X) - R2 500 000

- Headline Conference Partner during Social Media Week Durban 2020
- Prominent Branding at the main conference
- Exhibition opportunity space at Social Media Week (6x3m)
- Speaker opportunity from your organisation - 20 minute presentation
- One table at the Social Media Influencer Awards Ceremony (SMIA)
- 30 tickets to the 3-day conference including Startup Weekend
- 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
- 30 free passes to Welcome and closing Cocktail parties
- 25% discount for additional attendees
- 300x250 online banner on Social Media Week website
- Logo on invitation, on screen and all other collateral
- Mention on one SMW Press Release as a partner of the Social Media Week
- Full page advert in the conference brochure/magazine
- Company logo and link on the website identified according to sponsorship priority
- Visible branding of your organisation at the event: 6 pull up banners
- 2 min video presentation on the conference screens
- Logo and mention on all paid and un paid advertising.





SMW STARTUP WEEKEND HEADLINE PARTNER

SMW Startup Weekend Partner (in association with X) - R1 200 000

- Headline Startup Weekend Partner during Social Media Week Durban 2020
- Prominent Branding at the main conference
- Exhibition opportunity space at Social Media Week (6x3m)
- Speaker opportunity from your organisation - 20 minute presentation
- One table at the Social Media Influencer Awards Ceremony (SMIA)
- 20 tickets to the 3-day conference including Startup Weekend
- 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
- 20 free passes to Welcome and closing Cocktail parties
- 25% discount for additional attendees
- 300x250 online banner on Social Media Week website
- Logo on invitation, on screen and all other collateral
- Mention on one SMW Press Release as a partner of the Social Media Week
- Full page advert in the conference brochure/magazine
- Company logo and link on the website identified according to sponsorship priority
- Visible branding of your organisation at the event: 6 pull up banners
- 2 min video presentation on the conference screens
- Logo and mention on all paid and un paid advertising.



SMW INFLUENCER (SMIA) AWARDS SPONSOR

Influencer Awards Partner - R850 000

- Logo on our website as a partner
- Branding on the red carpet and inside the venue
- Exhibition opportunity during the day conference
- Sponsor address at the SMW influencer awards gala
- Panel speaker opportunity from the organisation
- 2 tables at the SMWDurban Influencer Awards Dinner
- 10 tickets to the 3-day conference including Startup Weekend
- Distribution of promotional items in our attendees' goodie bags
- A participating role for two company representatives on one panel discussions
- 10 free delegate passes to 3-day conference attendance including Welcome Cocktail
- 15% discount for additional attendees
- Logo on invitation and screen
- Mention on one SMW Press Release as a partner of the Social Media Week
- Full page advert in the conference brochure/magazine
- Company logo and link on the website identified according to sponsorship priority
- Visible branding of your organisation at the event.

Special
Presentation
Design



SMIA
SOCIAL MEDIA INFLUENCER AWARDS



CODEFEST/HACKATHON SPONSOR

SMWDurban Codefest Partner - R450 000

- Main SMWDurban Codefest Sponsor
- An enclosed area with sole company branding
- Prominent Branding at throughout Social Media Week.
- Presentation opportunity
- 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 in the coding area.
- Advertising on all media platforms (PR, SM, Outdoor, TV, Email).
- One table at the closing dinner ceremony.
- 5 tickets to the 3-day conference including Startup Weekend
- Distribution of promotional items in our attendees' goodie bags.
- Half Page Full-Colour Advert on SMW Brochure /Magazine.
- Acknowledgement of your sponsorship from the podium and on screen.
- 5 min video advert during breaks (provided by sponsor).
- 50% discount for all additional attendees.



SMWDurban Travel SPONSOR

SMWDurban Travel Partner - R350 000

Travel sponsor for our international speakers, influencers and smwdurban team.

- 5 tickets to the 3-day conference including Startup Weekend
- Logo on the invitation to the Influencers, speakers, government, Bloggers and Media travelling too smwdurban
- Company logo and link on the website
- 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 lounge before boarding and at the 3 day Conference
- Full page advert on smwdurban magazine
- Branding and logo on vehicles and at the hotel.

SMW CLOSING PARTY SPONSOR

VIP Closing Partner - R250 000

- SMW VIP Closing Party Ceremony Host partner
- Logo on our website as a partner
- Branding at the event
- 3x3 Exhibition showcase opportunity during day conference
- Sponsor address at the SMW Closing Party
- Panel Speaker opportunity from the organisation
- 5 tickets to the 3-day conference including Startup Weekend
- A participating role for one company representative on one panel discussion
- Logo on invitation and collateral
- Delegate Bag Inserts
- Company logo and link on website in order of sponsorship.



SMW Welcome Cocktail SPONSOR

VIP Closing Partner - R150 000

- Branding at the welcome cocktail event
- Logo on our website as a partner
- Branding at the event
- 3x3 Exhibition Showcase opportunity during day conference
- Sponsor address at the SMW welcome party
- Panel Speaker opportunity from the organisation
- 5 tickets to the 3-day conference including Startup Weekend
- A participating role for one company representative on one panel discussion
- Logo on invitation and collateral
- Delegate Bag Inserts
- Company logo and link on website in order of sponsorship
- Half page advert in smwdurban magazine.





SMWDurban BRANDING PARTNER

SMWDurban Branding Partner - R120 000

Sponsor for all branding collateral.

- Prominent Branding at the main conference
- Exhibition opportunity space at Social Media Week (3x3m)
- Speaker opportunity from your organisation - 20 minute presentation
- One table at the Social Media Influencer Award Ceremony (SMIA)
- 5 tickets to the 3-day conference including Startup Weekend
- Distribution of promotional items in our attendees' goodie bags
- Logo on invitation and screen
- Half page advert in the conference brochure/magazine
- Company logo and link on the website identified according to sponsorship priority
- Logo on all branding material.

ENTERPRISE DEVELOPMENT & INNOVATION SHOWCASE PARTNER

**SMWDurban Enterprise Development & Innovation Showcase
Partner - R90 000 (R45 000 until the 30 September 2019)**

- 30 access passes to the SMW Startup Convention
- 10 Vendor showcases spots
- Access to Market and businesses attending the event
- Access to the 2 Day Exhibition and Showcase
- Enterprise Development Partnership Branding
- Table of 10 to the social media influencer awards
- Logo and mention as an enterprise development partner
- Spot for branding at the event



SMW MAGAZINE PARTNER

The SMWDurban 2020 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, masterclasses and session information as well as details on speakers, sponsor 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: R6 000

SMWDurban2020

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MASTERCLASS PARTNER

SMWDurban Masterclass Partner - R85 000

- Hosting of exclusive masterclass by your organisation
- Exclusive branding of master class area
- Present a topic of your choice & craft your own agenda in sponsored master class
- Company collateral included in attendee welcome package
- Company logo and link on the event website.
- Access to the master class attendee list.
- 4 complimentary delegate passes.



PRESENTATION PARTNER

SMWDurban Presentation Partner - R75 000

Your company representative is allowed to make a 15 minute presentation at the conference , as determined by the content development process at the conference.

- 2x3 exhibition stand
- Admission for the four (4) delegates to attend the conference
- Prime recognition in the programme directors remarks
- Logo placement on website.

SMWDurban2020

"Creative Disruption in the 4th Industrial Revolution"





REGISTRATION

Sponsor

SMWDurban Registration Partner - R65 000

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 and startup weekend
- 3 tickets to the 3-day conference including Startup Weekend
- 2 VIP guest to attend the SMW Influencer Awards dinner
- 2 VIP Access Passes to the closing party
- 2 Welcome Cocktail passes
- Marketing brochure on registration table
- Logo placement on the smwdurban program booklet.

EXHIBITION PACKAGES

Corporate Exhibition | SMW Vendor



Corporate Exhibitor R 45 000

- 3x3 Exhibition Space
- A participating role for one company representative on a panel discussion.
- 4 free delegate passes to conference
- 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 Exhibition Budget Package R 25 950

- 2 free delegate pass to conference
- Vendor Exhibition table.
- Logo on the invitation.
- Company logo and link on the website in order of sponsorship priority.
- One information flyer inserts into each delegate bag.
- Company logo will be placed on all publicity materials for the Congress.

SMW SME Vendor Showcase R6 500

- 2 free delegate pass to startup weekend
- SMWDurban table
- Company logo and link on the website
- One complimentary registration to the conference.
- Company logo will be placed on the SMWDurban website.
- Showcase over 3 days including startup weekend



SMW COLLATERAL SPONSOR

Conference Opportunities

- Conference Bags Sponsor: R20 500
- Ticket & Lanyards Sponsor: R15 000
- Conference Notepad and Pen Sponsor: R12 000
- Branded Water Bottles: R10 000

SMW DELEGATION INVASION PACKAGES

- + 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 2020



FOR MORE INFORMATION PLEASE CONTACT:

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