

# THE 4TH ANNUAL MEETING OF THE ID4AFRICA MOVEMENT

24-26 April 2018, Abuja, Nigeria



## ID4AFRICA 2018

Harmonization of Identity Schemes



YOU ARE WELCOME

Hosted by



Organized by



EXHIBITION / SPONSORSHIP OPPORTUNITIES

# NETWORK WITH OVER 1200 IDENTITY STAKEHOLDERS

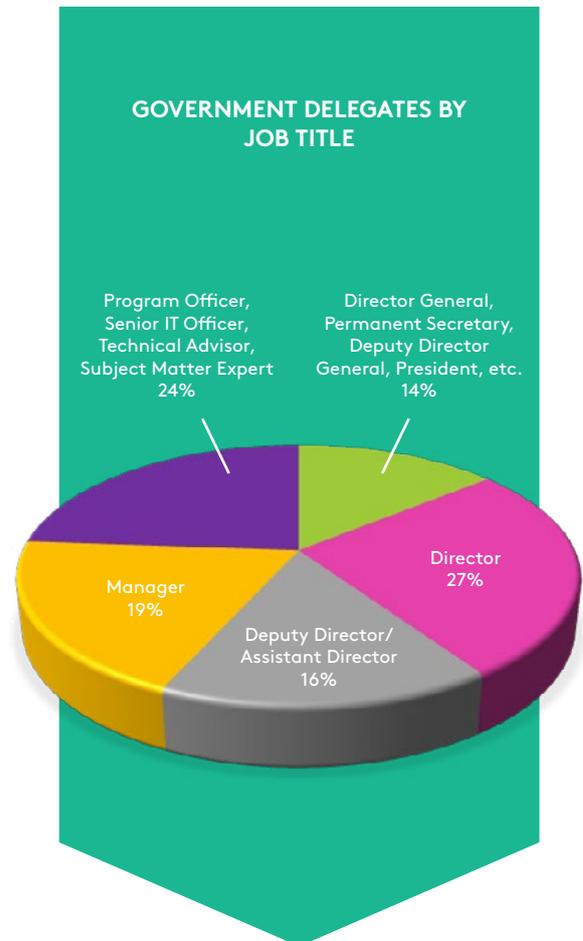
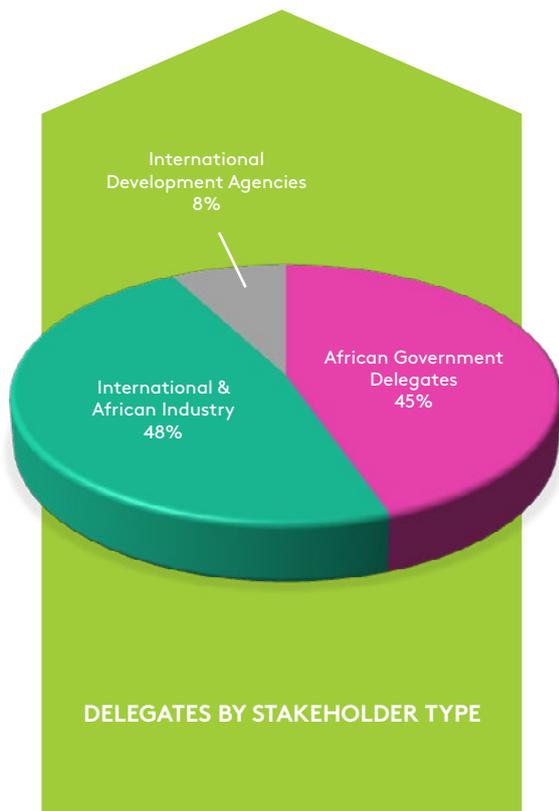
The Annual Meeting of the ID4Africa Movement is the industry's **leading event focused on digital identity and identity systems in the African continent** and the developing world. It is the region's most sought-after, high quality, intense meeting focused on knowledge exchange with significant opportunities for networking.



**Michiel Loeff**  
GenKey

*“What an event! No one can imagine a better place to understand what is ongoing in Africa on the Identity front. Also the best gathering for leads on business in Africa.”*

Since the inaugural event in Tanzania, 2015, ID4Africa continues to attract **significant representations from every sector** within the identity ecosystem in Africa and is consistently attended by senior decision-makers from all stakeholders and organisations.



In April 2017, the movement achieved another milestone, with an Annual Meeting in Windhoek, Namibia, that was characterized as *bigger, better and more pertinent than ever*. The event attracted over 900 delegates that spent three full days in intense discussions; over 400 of whom were African government delegates, nominated by their countries. This is **MORE THAN DOUBLE** the African government figure for Kigali in 2016. They benefited from a groundbreaking program designed to respond to what the 2<sup>nd</sup> edition identified as priorities. It was accompanied by one of the **largest identity and biometrics expositions in the world** where nearly 100 international leading companies exhibited and demonstrated their latest capabilities in identity technologies and solutions, all adapted for Africa.

## ABOUT ID4AFRICA

### A tripartite inclusive pan-African Movement

ID4Africa is a multi-stakeholder Movement that promotes the transparent and responsible adoption of digital identity in the service of development in Africa. The aim is to share experience and establish real world best practices that set the correct expectations for what is involved in launching and sustaining successful identity programs. The Movement holds an Annual Meeting in a different African country each year.

## OUR VISION

Legal identity for all in Africa as a driver of social and economic development (Consistent with Sustainable Development Goal 16.9).



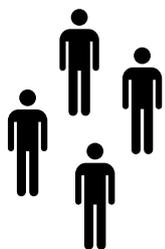
## BIRTH OF A MOVEMENT

True to our Pan-African commitment, the Annual Meeting of the ID4Africa Movement is held in a different African country each year. The inaugural event was held in Tanzania, followed by milestone events in Rwanda and Namibia that demonstrated the strength and sustainability of the movement; and we look forward to an even more impactful Meeting scheduled for April 24-26, 2018 in Abuja, Nigeria. Join us!

In 2017, Windhoek, 82% of vendors agreed that their participation as exhibitors raised their profile in the African Market.

## AND WE CONTINUE TO GROW!

Record-Setting Attendance! Expecting over 1200 Attendees in Abuja, 2018!



(Inaugural Year)  
310 Attendees



Over 600  
Attendees



Over 900  
Attendees



Over 1200  
Expected

2015

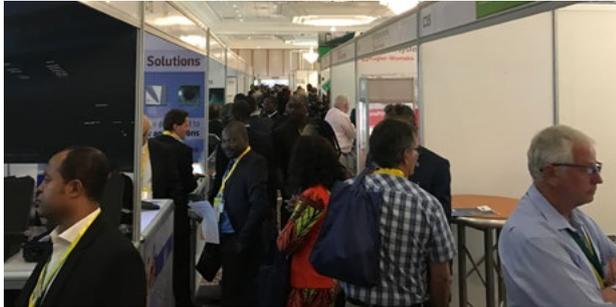
2016

2017

2018

# ALTOGETHER 3 AMAZING DAYS AT AFRICA'S LARGEST EXPO ON DIGITAL IDENTITY

## Why you cannot afford missing ID4Africa 2018



● **Annually attended by decision-makers** from government and development agencies from **OVER 80 NATIONS (with more than 50% from African countries)** with growing participation from Asia, Europe and the Americas!

● **THE BEST opportunity to demonstrate your company's products and services** to the largest cross-section of identity stakeholders from Africa and around the world!

● **Unique platform for knowledge-sharing & discussions** on important new developments, products and services related to digital identity infrastructure and management in Africa!

● **Network with a growing representation of your potential customers** including government

officials from relevant ministries responsible for delivering government services and benefits to citizens in Africa.

● **Meeting place for the worldwide identity supply chain:** ID4Africa has created the environment where global suppliers of identity document materials, components, and manufacturing equipment are able to network and build relationships with the secure ID document manufacturers supplying the world's identity ecosystem. By exhibiting at the ID4Africa Expo, you will automatically get access to this B2B marketplace with 130-140 world leading suppliers and solutions providers assembled under one roof.



## OUR IMPACT IN WINDHOEK, 2017

*“ The only get-together of that scale with almost every important actor in the field covering not only Africa but also experts beyond ”*

**Valerie Khan**  
World Food Programme

**N. Owusu-Appiah**  
Birth & Death Registry, Ghana

*“ Excellent Movement. ID4Africa is the best ID Summit I have ever attended. Kudos to all who make it happen for the Movement. I just love ID4Africa! ”*

**Nicolas Jaouen**  
Infineon

*“ The undisputed must attend event for professionals and government agencies involved in the adoption and diffusion of digital identity in Africa ”*

# YOUR PARTICIPATION IN ID4AFRICA 2018: CUSTOMIZE YOUR INVESTMENT



This year's event offers you a multitude of opportunities to participate as a stakeholder to promote your company, your offerings, expertise, experience and to support your brand.

With maximal flexibility in mind and in order to allow you to customize your participation depending on your budget and needs, we created an "à la carte" program where you can select the elements that are most pertinent to your marketing and business development objectives in this coming year. More explicitly, you can choose from a menu of offerings in 4 categories:



# INNOVATIONS IN THE 2018 ANNUAL MEETING THAT WILL POSITIVELY IMPACT YOUR PARTICIPATION

- ▶ The **ID4AFRICA FORUM AND EXPOSITION** now offers vendors more time to network and conduct business development with target end customers and partners over a full three-day period, **unlike other industry events which limit the exposition to 2 days only.**

This year we are taking a **more active role in shaping sourced content.** Each session is provided with a list of **KEY TOPICS** which are used to determine the pertinence of the presentation and to ensure the coherence of the session and its adherence to the stated theme.

- ▶ **DIGITAL HEALTHCARE SYMPOSIUM (DigiHealth).** This by far was one of the clearest requests from the government delegates that had expressed their frustration with the identity systems supporting their national healthcare schemes. This year we are responding by creating a **full day symposium** dedicated to all aspects of patient management in healthcare placed in the context of digital transformations of the healthcare practice in Africa.

The **FISHBOWL**, a session which allows the entire audience to participate as panelists in a moderated discussion, was a huge success in 2017. Unfortunately, it was limited in time. Delegate participation was phenomenal and the issues raised were highly pertinent and actionable. This year we will pick up where we left off last year and try to allow for more dialogue with **an expanded 2-hour session, where everyone in the audience is on the panel.**

- ▶ The **GAME CHANGING INNOVATION** session was also **expanded** to allow for more breakthroughs that have the potential to be disruptive to be presented.

In 2018, we will hold **9 INFOCUS SESSIONS** dedicated to the most pressing identification issues on the continent. Each of the InFocus sessions consists of 5 presentations around a thematic topic. They are designed to address a key set of questions and keywords that are used to guide the individual presentations towards coherence and enhance their impact and relevance. **This is expanded from last year.**

- ▶ In response to consistent feedback, and in view of the importance we attach on getting the different stakeholders to connect and dialogue, **we increased the NETWORKING TIME from last year.**

**IDSECURITY SYMPOSIUM (IDSec)** was a great success in 2017. We are reformatting it in 2018 on a **full day 3-sessions format** still focused on all matters related to document security but **approached from a deeper perspective.**

# 1 Exhibiting Opportunities

## Exhibiting Packages Include:

- 1 panel shell scheme/ booth, power sockets & spotlights
- Company Logo printed on fascia board of each booth panel
- Company logo, URL & 100-Word corporate message on the event website (English & French)
- Publication of exhibitor logo and 100-Word corporate message in the conference event guide (in English & French)
- Categorization and listing of primary industry coverage in the conference event guide
- Company logo listed on the exhibition floor plan

- layout inside the conference brochure
- Company logo shown on all e-Marketing campaigns
- Complimentary passes to attend all main conference sessions
- Favorable discounted rates for additional delegate passes
- Highlight of event participation on the ID4Africa Twitter page (@ID4Africa)
- Listing in post-event e-Marketing proceedings distributed to all ID4Africa participants

**All packages include refreshment, lunch, free access to Wi-Fi and the ID4Africa Event Mobile App**



Area	Size	Price (USD)	Event Passes
F	6mx3m	Contact us	6
E	5mx3m	Contact us	5
D	4mx3m	Contact us	4
C	3mx3m	Contact us	3
B	3mx2m	Contact us	2
A	2mx2m	Contact us	2



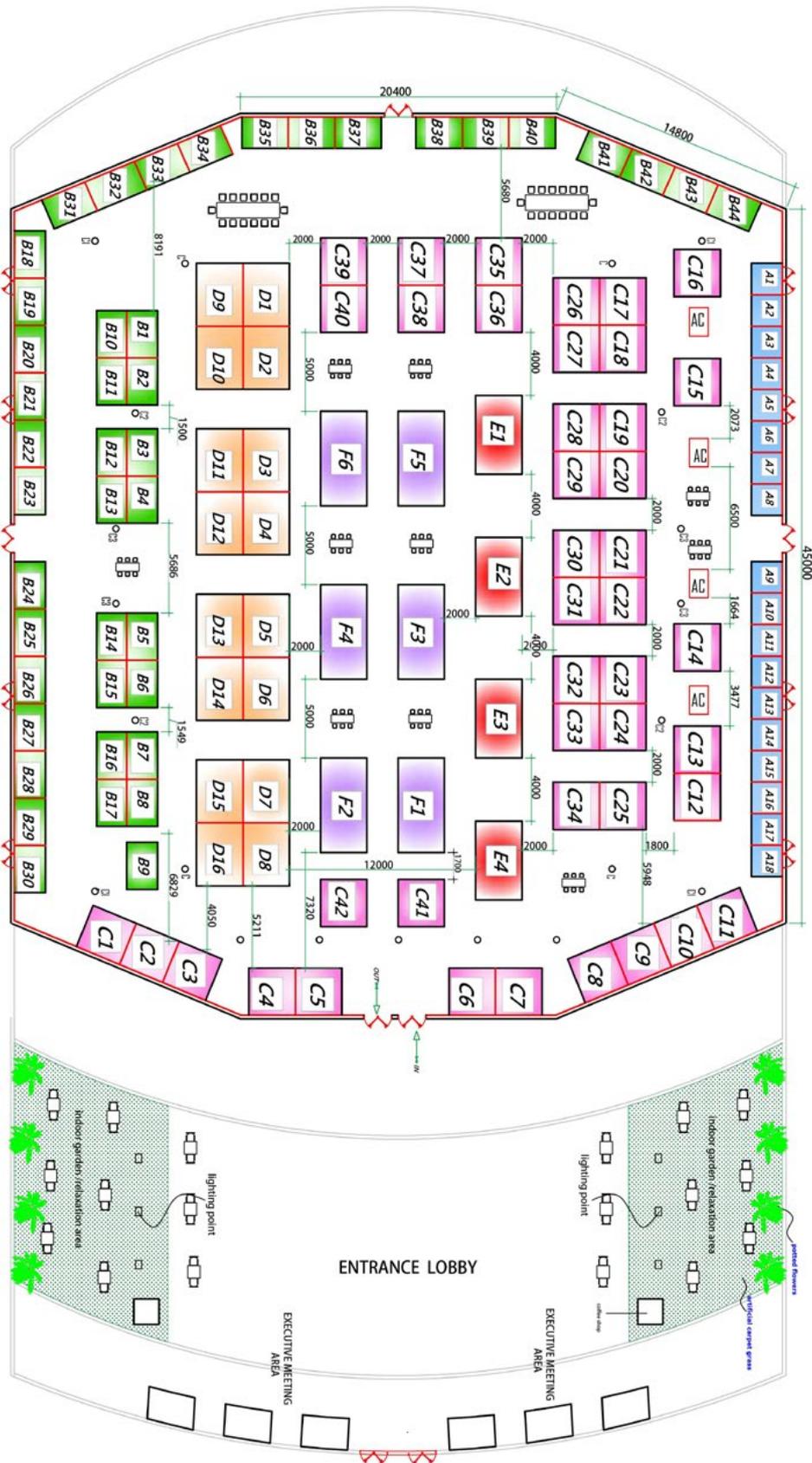
**David Gerulski**  
Integrated Biometrics

“ No other identity event in the world provides our organization with such qualified, direct interaction with influential prospects and partners ”

**Cyrille Volentier**  
Evolis

“ ID4Africa 2017 was great, efficient, right sized as far as attendance and content packed. Great quality leads with key influencers and decision makers. Looking forward to seeing you in 2018! ”

# Floor Plan:



<p><b>A</b></p>  <p>2mx2m(4sqm) 18</p>	<p><b>B</b></p>  <p>2mx3m(6sqm) 44</p>	<p><b>C</b></p>  <p>3mx3m(9sqm) 42</p>
<p><b>D</b></p>  <p>3mx4m(12sqm) 16</p>	<p><b>E</b></p>  <p>3mx5m(15sqm) 04</p>	<p><b>F</b></p>  <p>3mx6m(18sqm) 06</p>

## Speaking Opportunities

If you wish to be a speaker during our conference, please apply for the [2018 Program Outline](#).

### PLENARY HEADLINE

Price Not Listed

Sessions where the entire assembly can attend. Held in the largest hall on Day 1 & 3 it involves a one-way flow of presentations from leading representatives of stakeholders along with a brief Q&A.

**OFFERS:** 20 min. speaking slot including 5 min. Q&A within dedicated speaking slot.

### INFOCUS

Price Not Listed

Held during Day 2, the InFocus (InF) sessions will involve series of presentations and discussions grouped together around a theme and led by a renowned expert. The themes are selected to be most pertinent to the African context for 2018.

**OFFERS:** 20 min. speaking slot including 5 min. Q&A within dedicated speaking slot OR participation in 45 min panel on subject.

### GAME CHANGING SESSION

Price Not Listed

Held on Day 3, this is a session where the spotlight is focused on innovations that have the potential of being disruptive. In 2017, these were Blockchains, open data, mobile and new biometric fingerprint breakthroughs from academia. The 2018 Game Changing session focus will be decided at a later date. **Book your space early!**

**OFFERS:** 25 min. speaking slot including 5 min. Q&A within dedicated speaking slot. Limited to one industry speaker.



### IDSEC SYMPOSIUM

Price Not Listed

A mini-conference session held parallel to the InF sessions and will exclusively focus on document and credential security tracks.

**OFFERS:** 20 min. speaking slot including 5 min. Q&A within dedicated speaking slot.

### DIGIHEALTH

Price Not Listed

A full day symposium dedicated to all aspects of patient management in healthcare placed in the context of digital transformations of the healthcare practice in Africa.

**OFFERS:** 20 min. speaking slot including 5 min. Q&A within dedicated speaking slot.

#### Benefits also include:

- Company logo, URL & 100-Word corporate message on event website page and conference event guide
- Company logo on all pre-event e-Marketing material
- Highlight of event participation on the ID4Africa Twitter page (@ID4Africa)
- Company or product banner advert on the ID4Africa Mobile Event App
- 2 complimentary conference passes

# Branding & Promotional Opportunities

## Lunch Sponsor

----- 1 Sponsor/day - max 3 sponsors  
(Contact us for our Prices)

- 2 Customized Roll-up banners acknowledging lunch sponsorship at the lunch area
- Company Logo with URL on event website page
- Company logo with URL on all e-Marketing campaigns
- Name & logo acknowledgement of lunch sponsorship printed in the conference program
- 1 complimentary conference pass

## Exclusive Lunch Sponsor!

----- Exclusive Lunch Sponsor for 3 days  
(Contact us for our Prices)

In addition to the above listed benefits, the exclusive lunch sponsor will enjoy:

- 1 large-sized wall banner in the lunch area highlighting lunch sponsorship
- Customized napkins with company logo
- 1 Feature full page article or advert printed in the conference catalogue
- Company logo and sponsor title placed on each lunch table
- Additional 2 conference passes (3 in total)

## Refreshment Sponsor

----- 1 Sponsor/day  
(Contact us for our Prices)

- Customized Roll-up banner acknowledgment of refreshment sponsorship at each entrance of the exhibition hall dinner
- Company Logo with URL on event website page
- Company logo with URL on all e-Marketing campaigns
- Company logo placed on each refreshment table station
- 1 complimentary conference pass

## Exclusive Refreshment Sponsor!

----- Exclusive Refreshment Sponsor for 3 days  
(Contact us for our Prices)

In addition to the above listed benefits, the exclusive refreshment sponsor will enjoy:

- 2 Suspended ceiling banner acknowledging refreshment sponsorship, placed inside the exhibition hall
- Customized napkins with company logo
- Name & logo acknowledgement of refreshment sponsorship in the conference program
- Additional 2 conference passes (3 in total)

## Conference Bag Sponsor

----- Price not listed

- Company logo printed on ID4Africa conference bags, distributed to all participants during registration and used throughout the conference for 3 days
- Opportunity to insert 1 company information item plus one branded souvenir
- Company logo listed on pre-event e-Marketing campaigns
- 1 Complimentary conference pass

## Name Badge Sponsor

----- Price not listed

- Company logo printed on ID4Africa conference & expo badges
- Opportunity to add company QR code that will link to the company website
- Company logo listed on all e-Marketing campaigns
- 1 Complimentary conference pass

## WiFi Branding

----- Price not listed

- Printed & online introduction acknowledgment of Wi-Fi sponsorship
- Company logo listed on all e-Marketing campaigns
- 1 Complimentary conference pass

## Transportation Sponsor

----- max 2 Sponsors  
(Contact us for our Prices)

- Customized Banners advertised on each shuttle bus (2-3 buses per sponsor)
- Logo listed on event website page (with URL) and in conference catalogue
- Company logo listed on all e-Marketing campaigns
- 1 complimentary conference pass per sponsor

## Exclusive Transportation Sponsor

----- Exclusive Transportation Sponsor for 3 days  
(Contact us for our Prices)

- Large company banner advertising on all shuttle buses
- 1/2 page advert in the conference event guide
- Company logo listed on all e-Marketing campaigns
- Total 3 complimentary conference

## Exclusive Fishbowl Session Sponsor

----- Price not listed

In the Fishbowl the audience is the panel. Highly interactive and moderated discussion session that focuses on the current issues around identity.

**OFFERS:** Company logo and tagline highlighted and kept on the screen for the majority of the session (after the preliminaries and when the dialogue begins). The moderator will highlight and thank the sponsor 3 times over the course of the three hours—beginning, middle and end.

## Exclusive Rapid-fire Sponsor

----- Price not listed

While there are no opportunities to speak, there is an opportunity to sponsor the Rapid-Fire Session.

**OFFERS:** Company logo and tagline will be highlighted and kept on the screen for the majority of the session. The moderator will highlight and thank the sponsor 2 times over the course of 1 hour at the beginning (or middle) and end.

## USB Key Sponsor

----- Price not listed

The USB key contains the conference materials that will be distributed to the delegates.

**OFFERS:** An opportunity to include your marketing/promotional material inside the USB as well as one signature logo on the surface of the USB key itself.

**Large Wall Banners****3 Days Exclusive!**

Reach over 1200 identity stakeholders for over 10 hours per day for 3 days with prominent visibility throughout the ID4Africa conference by securing the event's largest commercial wall banner centrally located at the outside entrance of the exhibition building.

Maximize on the highest level of delegate traffic visiting the expo during each forum break and hours more of networking opportunities made even more possible at ID4Africa 2018.

- 1 Large Wall Advertisement Banner in the lunch area for 3 days Price not listed
- 1 Pillar Advertisement Banner at the lunch area for 3 days Price not listed

**Exhibition Banners**

Price not listed

Enhance your company's exposure with double-sided advertising banners centrally placed within the foyer area of the Exhibition hall entrance for 3 days.

**Event Catalogue Branding**

- 1 Full Page colour or b/w advert
- 1/2 Page colour or b/w advert
- 1/4 Page colour or b/w advert

Prices  
Not  
Listed

**Article Feature**

- 3 Pages Article with up to 3 images
- 1 Page Article with up to 1 image

# ATTAINING A SPONSORSHIP DESIGNATION

Your cumulative level of participation in the above 4 categories of opportunities is what determines your level of sponsorship and you will be automatically designated as a sponsor depending on what threshold you exceed. Getting to a threshold status is very important as it brings with it a host of additional benefits and brand recognition opportunities at no extra cost to you.

**This year there are 3 levels of sponsorship categories:**

Category Threshold

- Platinum
- Gold
- Silver

**The threshold is measured against your cumulative investment and does NOT represent**

**additional cost. Your investment for the purpose of determining your sponsor level includes what you spend on exhibition space, program participation, advertisement and branding.**



**For example:**

If your cumulative investment caps reaches/exceeds a certain value, then you will be automatically designated a Gold Sponsorship title without any additional cost to you. The table below provides the list of privileges attributed to the three sponsorship levels.

THRESHOLD LEVEL	Platinum	Gold	Silver
<b>PRICE (USD)</b>	<b>Contact us</b>	<b>Contact us</b>	<b>Contact us</b>
Company logo printed on the conference banner	✓	✓	✓
Company logo printed on the conference Event Guide cover page	✓	✓	✓
1 A4 Page feature article inside conference Event Guide	✓		
1 Full Page advert (A4 Size) on the outside back/inside front/inside back cover of the conference Event Guide (first come first choice).	✓		
1 Half Page advert within the Conference Event Guide		✓	
1 Quarter Page advert inside the conference Event Guide			✓
1 Full Page advert (A5 Size) inside the conference publication	✓		
1 Half Page advert (A5 Size) inside the conference publication		✓	
2 Months Banner advert with designated URL on the ID4Africa 2018 registration landing page	✓		
1 Month Banner advert with designated URL on the ID4Africa 2018 registration landing page		✓	
Opportunity to distribute literature inside the conference rooms	✓		
Company logo, URL & 100 Word corporate message on the 2018 event website	✓	✓	✓
Company logo & 100 Word corporate message listed in the 2018 Conference Event Guide	✓	✓	✓
Company logo listed on all e-Marketing campaigns	✓	✓	✓
Additional free delegate passes	Three	Two	Two

# AND THE MOVEMENT CONTINUES...

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**2015**

Tanzania



June 2-4, 2015

**2016**

Rwanda



May 24-26, 2016

**2017**

Namibia



April 26-28, 2017

**2018**

Nigeria



April 24-26, 2018

**SEE YOU IN ABUJA**

## CONTACT US FOR DETAILS

### DON'T MISS THIS OPPORTUNITY BOOK YOUR PACKAGE TODAY!

Don't forget to check out the **"ID4Africa 2017 Report"** along with the "ID4Africa 2018 Program Document" and see why you can't afford to miss ID4Africa 2018!



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