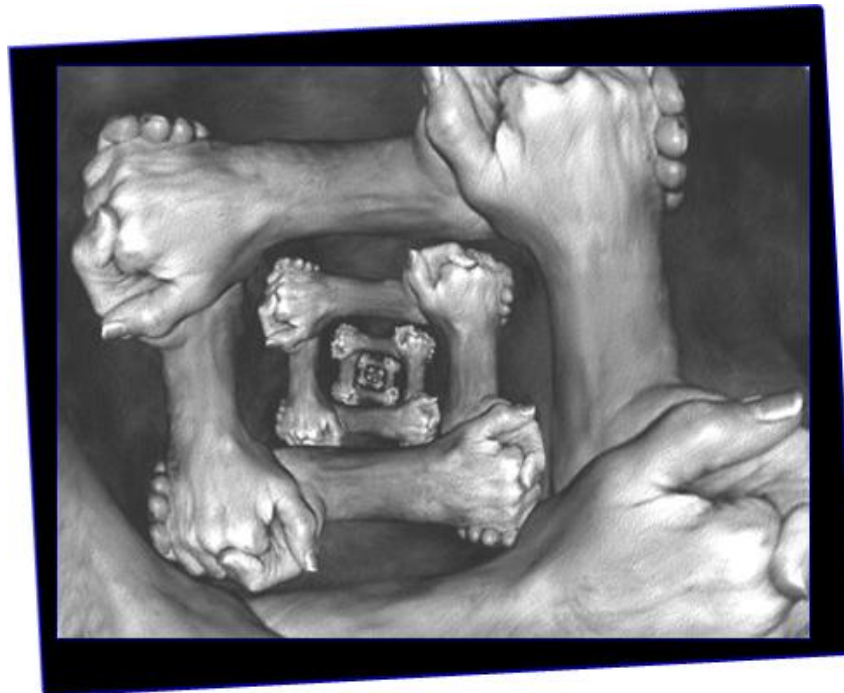




18th – 19th October 2010, Emperors Palace, Johannesburg, South Africa



PARTNERSHIP PROSPECTUS

Outstanding sales & intelligent marketing opportunities
that bring the Channel Partners community to you



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Warm Greetings

Thank you very much for your interest in Channel Partners Africa 2010. This is the communications industry's only Conference & Expo in Africa devoted exclusively for indirect sales organizations – distributors, vendors, retailers, consultants, systems integrators (SI), technology deployment consultancies, value-added resellers (VAR), managed service providers (MSP), systems original equipment manufacturers (OEM) and other such organizations.

Often channel partner prospecting and recruitment done solely in-house, can be slow to generate channel revenues and expensive to implement. Companies new to channel sales may find it difficult to attract channel partners. Even companies with a solid sales team often find their sales force too busy with existing account management to spend the necessary time prospecting.

Wherever you are with regard to developing and managing your channel programs, you cannot escape one simple truth – “If you keep doing what you're doing; you'll keep getting what you are getting”. Channel Partners Africa 2010 offers you unparalleled access to connect directly with channel partners, continue long-term relationships, gain market perspectives, discuss current needs and search for ways to grow your market share. Today, one of the best ways to connect with customers is the same as it was 50 years ago, face-to-face.

Get ready for Channel Partners Africa 2010; an extremely focused, niche business-to-business show which attracts a qualified audience of senior management decision makers. This is a one-of-a-kind, high-value networking and educational event with many benefits.

Thank you again for your interest in Channel Partner Africa 2010. We look forward to providing you with a platform to attract the next generation of channel partners.

D. Guillermo

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1. CONCEPT

Every industry needs a leading event that brings together the industry experts and players to discuss, enhance and add benefit to the arena. Channel Partners Africa 2010 is **THE** event for Africa!

The Conference & Expo features a **2-day director-level conference** where ideas, knowledge, intelligence and relationships really make a difference.

The conference has been structured to provide ample opportunity for you to network, deliberate and explore new ideas. Learn about business solutions that will help you reduce time to market, get closer to your channel partners and build profitability.

Exhibitions are perhaps the most powerful form of marketing that a company could undertake. It is the only form of media that can engage all five senses: sight, smell, touch, taste and hearing... all at the same time.

2. WHAT MAKES CHANNEL PARTNERS AFRICA 2010 UNIQUE

Channel Partners Africa 2010 is the place where serious business contacts are made and where business gets done.

- A senior level meeting place where decision makers strike up new partnerships and cement key relationships
- It facilitates meetings between your Channel sales force and key prospects
- It is extremely cost-effective
- It is attended by real decision makers
- It is supported by an extremely targeted marketing campaign
- It works with all parts of the global industry to create a very special event
- It has extensive networking opportunities
- A content-driven agenda, created by, and delivered by C-level executives
- That offers sponsorship packages that create year-round advantage
- It is the only event of its kind in Africa in 2010

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3. ABOUT THE CONFERENCE

It is a focused, high quality conference addressing the interests and needs of all sectors of the dynamic and evolving Channel Partners market.

The conference programmes are based on the complex needs of high-level executives. It is a platform for the industry to talk about growth, development and opportunity, as well as, investment and return.

This is where you will hear from leading industry practitioners who are shaping the future of this huge market in Africa. Senior level speakers attract senior level delegates who are decision-makers; the result will be direct business leads and key contacts to grow your business.

This is the perfect place to do new and better business. We offer you a great opportunity to gain direct access to new business prospects, delivering you a real return on your investment.

- World-class interactive 2 day conference experience
- An interactive conference providing you with strategies to gain real returns on your investments
- International experts and local industry leaders
- Case-study driven conference with an interactive panel format that stimulates ideas and discussion
- The industry standard event where participants get ideas, information and form new relationships
- The event where solution providers make key contacts and build their client base
- Stay informed of news and trends impacting your business

4. MINI-THEATRE PRESENTATIONS

Your perfect marketing opportunity!

Present your product and service to your target audience in one of the four Presentation theatres.

- Position and profile yourself as a global industry leader
- Showcase new applications, projects, technologies to a targeted audience of decision-makers
- Build your prospect database
- This is your opportunity to position your brand and business before Africa and the world's top channel partners

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5. ABOUT THE EXHIBITION

A revolutionary new exhibition format – unlike anything you've experienced

Our exhibition floor plan design has been created in such a way as to maximize access to the key decision makers attending the conference.

Our exhibition presents:

- A high impact, interactive platform – designed to maximise the business experience for participants
- A truly comprehensive gathering that is unmatched within the African Channel market
- An outstanding opportunity for high-value solution vendors to demonstrate products, recruit Channel Partners and increase their profile

These are just a few of the things that exhibitions, and only exhibitions, bring to your marketing efforts in a measurably cost-effective way.

The Exhibition will allow you to attain virtually all of your marketing goals at the same time: from long-term brand building to immediate sales; from researching the market to generating media coverage; from launching new products to entertaining loyal customers; from educating prospects to collecting high-quality leads.

EXHIBITIONS WORK!

It's true the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. If you had to design from the ground up a marketing medium that's perfectly suited to this kind of relationship-building and customer retention, it would probably look remarkably like exhibitions, the most direct form of direct marketing ever. Channel Partners Africa 2010 lets you do it all in one bold stroke.

Even a company that knows nothing about exhibiting would find it difficult to come away from Channel Partners Africa 2010 without generating new business. After all, the business comes to you. Channel Partners Africa 2010 Exhibition team has designed a highly interactive networking zone with one purpose in mind – to allow the exhibitors to establish contacts, network, learn, showcase products and services ...and do business.

We will work closely with every sponsor and exhibitor. You'll be updated with the latest marketing plans for the show. And we will meet with you to discuss how we can help you drive traffic to the show, to your stand and to your seminar.

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6. INTIMATE CONTACT OPPORTUNITIES

Dedicated networking space and technology solutions that allow all participants to connect, exchange information, schedule meetings, and follow-up with each other.

Our networking zone features:

- High impact, no fuss, low cost, interactive concept – designed to maximise the business experience for participants
- An outstanding opportunity for high-value solutions vendors to demonstrate products, recruit partners and increase their profile
- A showcase of world-class vendors and providers of products and services to African countries
- The best place in Africa to network and do deals

Take advantage of this opportunity to host meetings on site, share strategies, offerings and plans and facilitate opportunities.

6.1 BUSINESS MATCHMAKING

The key objective of the Business Matchmaking Program is to create an easy platform to facilitate one-on-one, face-to-face meetings between speakers, sponsors, exhibitors, delegates, and visitors.

We will effectively profile all confirmed attendees. They will receive a unique online account to login, view their matching report, select who they want to meet and schedule their meetings. All participants have access to their meetings by date, time and location with profiles on who they are meeting. It is good to formalise meetings instead of hoping to meet certain individuals.

6.2 HIGH-SPEED NETWORKING

Have you ever been to any traditional networking events and think it's a complete waste of time?

Do you always end up hanging with people you know in your own comfort zone?

Or meeting people you don't need to meet?

Speed Networking is here to change all that for you!!

Speed Networking is networking on steroids. It is a systematic way for you to multiply your contacts! FAST!

Speakers, sponsors and delegates get the opportunity to meet each attendee face to face for an intensive 30 seconds. If they have what you need, you mark them off. Expect a flurry of business cards exchanges.

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6.3 PANEL DISCUSSIONS

These “chat show” style sessions offer you the chance to ask the questions you want answers for. You won't get a better chance than this to question the leading players in the industry directly.

6.4 ROUND TABLES DISCUSSIONS

Delegates have the option to choose from various topic areas with each topic led by an industry expert. These interactive round table discussions are set up specifically for delegates to come away with different insights into issues that like-minded companies are facing.

6.5 NETWORKING LUNCHEONS

Virtually all Oxygen Events Management's luncheons are stand up buffets to offer delegates the opportunity to mingle with all their colleagues instead of being seated next to a limited number of peers. This ensures that networking amongst delegates is maximized.

6.6 COCKTAIL FUNCTION

The official cocktail reception is designed to be an informal function staged at the end of day one of the event. Attendance will be from the delegates, sponsors, exhibitors and guests. This is a fantastic branding and networking opportunity.

6.7 CAREER ZONE

Be able to post vacancies and source candidates at the Career zone. We will be hosting an on-floor Career zone. This new innovation has been designed to:

- Highlight critical skill shortages
- present industry training programmes
- showcase job opportunities for new potential employees and
- allow recruiters to source new, fresh talent

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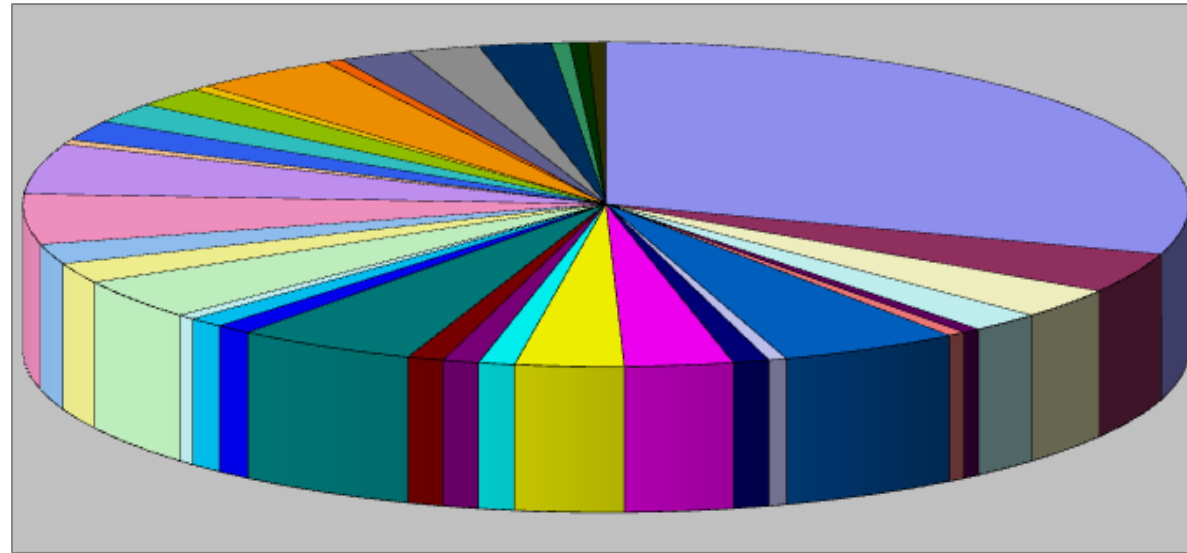
7. WHO WILL ATTEND?

Attracting over 1000 delegates, not only from Africa but also worldwide. They will come together at Channel Partners Africa 2010 to network, do business and learn about your world-class solutions. Take part in Channel Partners Africa 2010 and you will reach top-level executives and decision makers including:

- Business Development Directors
- Channel Directors
- Chief Executive Officers
- Chief Operations Officers
- Chief Technical Officers
- Communications Directors
- Head of Strategy
- Managing Directors
- Marketing Directors
- Owners
- Presidents
- Sales Directors
- Strategic Planning Managers
- Technical Directors

There will be 20+ hours for attendees to network with you and hear more about YOUR business. Two days of workshops, presentations, case studies, and interactive discussions as well as a cutting-edge exhibition with more than 50 companies showcasing a range of products and solutions.

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South Africa	USA	Nigeria	UK
Switzerland	Tunisia	Uganda	United Arab Emirates
Denmark	Namibia	Germany	Cameroon
Democratic Republic of Congo	Algeria	Kenya	New Zealand
France	Israel	Tanzania	Zimbabwe
Botswana	Ghana	Angola	Senegal
Mauritius	Mozambique	Malawi	Madagascar
Lesoto	Niger	Egypt	China
India	Brazil	Ivory Coast	Mali

Can you afford not to showcase your partner value proposition to this executive gathering of decision makers?

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8. WHO SHOULD SPONSOR & EXHIBIT?

Are you looking to recruit new Channel Partners?

Do you need to improve the performance of your existing channel partners?

Are you looking for an understanding of industry best practice in managing and supporting your partners?

If the answer to any of these questions is YES, then this 2 day conference and exhibition is a must for you.

Exhibitors and Sponsors can launch their new channel programs and showcase their portfolio of products and services to potential Channel Partners to expand market growth.

- New business partners and distributors – especially for international and start-up companies
- Bandwidth Management
- Billing & CRM vendors
- Cable Operators
- Channel Management Software Vendors
- Companies providing turnkey networks, switches and routers
- Conferencing Equipment Vendors
- Conferencing Providers
- Business Analysts
- Consulting firms
- Converged Services
- Data Network Hardware/Software Vendors
- Equipment Manufacturers
- Fibre Optic Networks
- Fixed and Mobile Telecom Operators
- Government and regulatory authorities
- Infrastructure network providers
- Internet & Broadband Service Providers
- Internet Telephony Service Providers
- Investment bankers and analysts
- IP Contact Centre
- IP Switching
- Management software companies
- Manufacturers and suppliers
- Marketing Support Companies
- Mobile Device and Accessories Manufacturers
- Network Service Providers
- Remote Access
- Routing & Firewalls
- Security System/Software Vendors
- VoIP

Channel Partners Africa 2010 is much more than a conference and expo. It is where serious business takes place in a serious business environment.

Contact Thoni Ratshikhopha now on +27 (0) 11 475-4788 or thoni@oxygenevents.co.za to secure your opportunity at Africa's most important Channel Partners Conference & Expo

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9. WHY SPONSOR?

How much does tomorrow's Channel Partners market mean to your business. How much could it mean? You can position your brand alongside other industry leaders while receiving the best market exposure to a targeted audience of industry decision makers.

If you are serious about this avenue, and want to:

- Identify and recruit new Channel Partners
- Build your reputation as a partner
- Have face-to-face meetings with your best prospects and build your database
- Position and profile yourself as an industry leader
- Engage and develop long standing relationships with Africa's Channel Partners
- Increase your brand recognition – Africa as well as globally
- Create new partnerships and alliances
- Strengthen existing Partner relationships
- Showcase new applications, projects, technologies to a targeted audience of decision-makers
- Demonstrate products, answer questions, overcome objections and meet your market face-to-face
- Harnesses all five senses to drive home your messages

Sponsoring will highlight the role your organization plays in the market

- Raise your profile and visibility
- Showcase the strength and depth of your operations, products and services
- Deliver your message into the African market
- Generate unparalleled new sales leads and partnerships in a rapidly growing marketplace

There is simply no better opportunity than at Channel Partners Africa 2010

- Our sponsors enjoy unparalleled market exposure that culminates in face-to-face meetings with existing customers and new business prospects
- We undertake a comprehensive global marketing campaign which reaches the highest echelons of your target markets
- Delivering you value, before, during and after the event!

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**Before the event**

You would be involved in Direct Mail campaigns involving tens of '000s of brochures and mailings / Trade Advertising / Email and Fax marketing / Telemarketing / Public and PR promotions and campaigns / etc.

At the event

You could be involved in Thought-leadership via an agenda presence or benefit from Branding, Profiling and Exhibiting.

After the event

Our team will put together a comprehensive Post Event Report with an in-depth analysis of the event. This will help you to clearly determine your ROI.

Our focused marketing campaign targets senior decision-makers across the full generation field and culminates in face-to-face meetings with your customers and key prospects.

While there are a number of sponsorship opportunities available, our events are always in high demand and the best packages go quickly.

We will be happy to discuss a sponsorship package with you that we will tailor to your specific goals and requirements and ensures that you achieve maximum impact at Channel Partners Africa 2010.

10. AN OUTSTANDING MARKETNG CAMPAIGN

We have implemented a strategic marketing campaign that provides you with exposure to your target market and results in face-to-face meetings with your customers and prospects. The campaign guarantees quality conference attendance.

We use the following media to promote the Channel Partners Africa 2010:

- Advertisements and editorial coverage in trade publications – We conduct a strategic advertising campaign in key industry publications
- Public relations – Our media partnerships and a series of media releases will ensure exposure in relevant media
- Direct mail - Thousands of conference brochures are distributed to a targeted audience of decision makers
- Telemarketing - A dedicated team of account managers will contact your target market to guarantee their participation in the event
- E-mail and fax marketing campaigns - Every week will see a campaign dedicated to a specific portion of our target audience

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11. COMPARE US AGAINST OTHER MEDIA

As a marketer, you've never had so many marketing media to choose from. Some may boast 'interactivity' – but what is more interactive than a conversation between people? Others may claim to be 'direct' – but can you get any more direct than face-to-face? Still others focus on targeting – but none can put you in front of a self-selected audience of active buyers.

No one would say that exhibitions should be the only medium in your marketing plan. But many would agree that exhibitions are the pinnacle of the marketing pyramid – that they deliver completely what other media can only get you a step closer to personal interaction with real buyers.

Many of the other marketing media such as TV, radio, billboards, press advertising are expensive and unfocused. You'll pay from R100 000 upwards for a TV ad, or over R45 000 for a full-page ad in a newspaper. Or around R40 000 if you want to venture into outdoor advertising. All on the off-chance that your prospects will stumble across them!

Yet these media aren't effective when targeting specific niche business-to-business communities. So you pay a lot and only reach a fraction of your audience.

At Oxygen Events Management, we drill down to find out exactly who it is that you want to meet. We sift out the key decision makers - your customers - and put you face-to-face with them.

Your customers are important to us. We go all out to provide them with a great experience. We educate them. We find out what makes their businesses tick. We create valuable meeting opportunities for them. We help them source solutions for their businesses.

At the same time, we actively generate business opportunities for you.

Which other media can claim to be this flexible and proactive?

Try us.

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12. HOW TO GET INVOLVED

It's easy to participate in - we provide everything you need from one service-friendly point of contact.

READY SET GROW

Interested in:

- Positioning your company as a leader in this sector
- Networking with the major role players in this sector
- Creating brand awareness about your company and solutions
- Building your prospect database
- Providing a speaker for the conference
- Showcasing your solutions at the event
- Acquiring delegate passes for your key clients and for my senior staff
- Conducting an industry survey at the event

Call us now for available Sponsorship & Expo packages

Call: +27(0)114754788

+27(0)848157784

Email: thoni@oxygenevents.co.za

Fax: 0865139839

13. ABOUT OXYGEN EVENTS MANAGEMENT

Oxygen Events Management's is an *Eye to Eye* Marketing Company. Our goal is to discover what drives 21st century organisations in growing industry sectors, in order to provide information on trends and developments that are ahead of the market. It's a bit like being a commercial detective! This information is then disseminated via conferences, trade exhibitions and training solutions – and involves the highest levels of business and government. Our corporate culture is unique in that it focuses on knowledge, creativity, self-discovery and smart working practices, and combines ancient wisdom with modern thinking. Imagine Leonardo da Vinci meeting Bill Gates for a brainstorming discussion....

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