

25-1-2019

Dear Sir/Madam

INVITATION TO PARTNER, EXHIBIT OR PARTICPATE IN THE TOURISM AND TECHNOLOGY SUMMIT 2019.

Brandworld Media in partnership with Technology Mirror is organising the first ever TOURISM AND TECHNOLOGY SUMMIT AND AWARD NIGHT in Nigeria with the theme **BUILLDING A NEW ECOSYSTEM FOR TOURISM IN AFRICA.>>>INNOVATION . DISRUPTION . TECHNOLOGY.**

The future of Tourism is Digital.With the arrival of disruptive brands like AirBnB,Uber,Amadeus,Booking.com etc.The Tourism landscape globally has changed irrevocably.

The Tourism ecosystem in Africa is evolving rapidly and now is the right time to connect and attract the best brains using technology as a launch pad to change the narratives.

There are new intersections for African narratives and opportunities in Afrotourism.Technology is an open avenue which creatives can explore to build businesses and create opportunities for prosperity around them.

Africa has huge potentials for Tourism through their youthful population but is still struggling with an uncharted and uncoordinated roadmap to achieve huge windfalls from that sector. Experts have advised on how to reconstruct the Tourism ecosystem in Africa through Technology by identifying challenges and opportunities.

Emerging Startups and an SME Ecosystem could just be the trigger needed for the role in redefining Tourism in Africa as a whole.

Our role at TOURISM AND TECHNOLOGY SUMMIT is to develop a hub for this emerging innovations and provide a platform to showcase these innovations to the world and by extension invite venture capitalists and equity investors to have a buy in into some of these innovations.

The primary aim for this community would be to engender solutions to numerous problems facing the tourism sector in Africa and how it can be easier to deploy technology to solve these problems

The ONE day Summit will create the platform for experts in Information and Communication Technology (ICT) industry to exchange ideas with their counterparts in the Tourism/Travel industry on how to drive it with contemporary technologies, with the goal of growing the industry, increasing quality, yielding a higher returns on investment to investors in the industry and creating business opportunities for the ICT/Telecoms industries.

An **AWARD/DINNER NIGHT** same day will recognise organisations in both sectors for their contribution to the growth and development of the African Economies.

We are aware that your brand is a key player in the industry and has solutions that appeal to diverse sector of the world’s economy, we therefore invite your company to select a role for your organization at this first ever **Tourism and Technology Summit 2019** where key players in the tourism/travel industry will have a first-hand experience of your solutions.

There is speaking opportunities, exhibition opportunities, partnership opportunities where partners can offer skills as equity and sponsorship categories that are open to sponsors.

Please find attached a schedule of participation/exhibition and sponsorship opportunities. Also attached is the detailed proposal of the event.

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| **Item no** | **Benefits** | **Platinum**  **(N3,000,000)** | **Gold**  **(N2,000,000)** | **Silver**  **(N1,000,000)** | **Exhibiting ONLY**  **(N)** |
| 1 | Lead Exhibitor with full opportunity | **Yes** | **Yes** | **Yes** | **No** |
| 2 | Commercial Presentation during the conference | **Yes**  **15mins** | **Yes**  **10mins** | **Yes**  **7mins** | **No** |
| 3 | Branding of the conference hall | **Yes** | **Yes** | **No** | **No** |
| 4 | Branding of Networking areas | **Yes** | **No** | **No** | **No** |
| 5 | Profile Listing in the event brochure | **Yes** | **Yes** | **Yes** | **Yes** |
| 6 | Advert placement size in the Event Brochure | **Full Page** | **Half Page** | **Quarter Page** | **No** |
| 7 | Advert placement period on event website | **12 months** | **6 months** | **3 months** | **1 month** |
| 8 | No of delegates at the Conference and award night | **7** | **5** | **4** | **2** |

We shall be glad to discuss your areas of interest and confirmation of your participation or sponsorship by phone or email at your earliest convenience.

We also have a special template package for our partners different from the above, tailored to meet the needs of their specific area of participation, details will be discussed in a followup document as partners indicate interest especially for those exhibiting.

Our emails are

[brandworldx@hotmail.com](mailto:brandworldx@hotmail.com) and [editor@technologymirror.com.ng](mailto:editor@technologymirror.com.ng).

Miss Clara Chinwe Okoro can be reached by telephone at +234 8023032954 +234 7031233729 and Mr Isaiah Erhiawarien on 08023313302,08111813094.

We appreciate your kind consideration of this letter and await your favourable response.

Sincerely

Clara Chinwe Okoro Isaiah Erhiawarien

Executive Director Project Consultant

Brandworld Media Technology Mirror.