



MESSE
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SIGN UP NOW and maximise your marketing exposure from now until IFAT Africa 2023!

Participation in IFAT Africa 2023 could be one of your best-ever marketing and brand building investments. In addition to reaching the continent's top industry decision-makers at the actual trade event, sponsors and exhibitors are also eligible to participate in our comprehensive communications and marketing programmes, which are now underway and run until after IFAT Africa in July this year.

Sign up now to benefit and enjoy value-added exposure opportunities worth potentially hundreds of thousands of rands, if you take advantage of these added-value opportunities!

Messe Muenchen India firmly believes in supporting our sponsors' and exhibitors' marketing objectives, so we are continually expanding our marketing reach and promoting our supporters across those platforms where impact is the greatest during this time of global change and innovation.

Sign up now to maximise your marketing exposure:

From the moment you sign up to participate in IFAT Africa 2023, you will be invited to take advantage of multiple opportunities to increase your product, technology, brand and company presence by integrating it into our own high impact campaigns.

These multi-platform campaigns target key stakeholders across the world, and the continent, including media and decision-makers from our comprehensive databases. Our exhibitors and sponsors will be promoted via extended touchpoints to make a strong and longer-lasting marketing impact. These touchpoints include face to face engagement, digital newsletters, our digital banner advertisements and key social media platforms.

As a sponsor or exhibitor, you will have the opportunity to extend your marketing via our:

- Social media platforms, including facebook, Twitter and LinkedIn
- Digital platforms, including digital newsletters, to the event website and catalogue
- Marketing collateral and media releases

**Start benefiting from a comprehensive, cross-platform
IFAT Africa marketing campaign now!**



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How to participate

1. Submit your news releases

Send us your press releases and good quality pictures for publication on our website and inclusion in our newsletter.

We're looking for your:

- Company news
- Thought leadership
- Good news stories
- Team successes
- New products and solutions
- Innovations, ideas and solutions
- Examples of best practice

2. Feature on a spotlight newsletter

Don't be left out! Send us a high-res logo, photos or your product and/or team, and a 100-word description of your company/product/tech/service offering.

3. Stand out with multimedia

Send us your 30 – 60 second videos outlining your company, new products and innovations you'll have on show at IFAT Africa 2023.

4. Join our brains trust

Establish your experts as industry thought leaders by making them available for media interviews as part of the IFAT Africa brains trust. If your company's recognised experts are willing to make themselves available for future interviews on industry trends, challenges and solutions, please let us know.

5. Send us your social news

Send us your team news, company updates and brief product announcements – along with good quality pictures – for sharing via our social media channels. Don't forget to include your social media hashtags and tag @IFATAfrica to maximise reach and keep our social media audience updated.

Take part in the IFAT Africa new normal challenge! Send us a picture of you and your team hard at work from home or at the office. Caption it and include your social media handles, and we'll post it.

July 5-7, 2023

Gallagher Convention Center, Johannesburg,
South Africa

www.ifat-africa.com

See us at IFAT Africa at Gallagher Convention Centre, July 5-7, 2023, 2021! IFAT Africa is the leading trade fair for water, sewage, refuse and recycling in Southern Africa. Delivering new business opportunities, global perspectives and strong networking platforms, IFAT Africa is co-located with analytica Lab Africa for broad reach across an interconnected value chain. For more information, go to <https://ifat-africa.com/>

6. No time to prepare your own social media messaging?

We've written some for you:

We'll be on show at IFAT Africa, July 5-7, 2023! Get there to see our latest solutions! #tradeshows #water #waste #refuse #sewage #sanitation

What are the latest trends in African water and waste management? Register for @IFATAfrica2023 to see us there and find out! #tradeshows #water #waste #refuse #sewage #sanitation #IFATAfrica

Get to IFAT Africa, July 5-7, 2023, to see our latest services and solutions. Click here to find out more <https://ifat-africa.com/>

Note: You can submit news any time from now until the end of the show in July 2023. There is no restriction on the number of posts that you send to us. For maximum benefit, plan to send us a few content posts or news releases a month, and we'll give you the touch points to our communities to help grow your marketing and sales objectives from now until the show.

Don't miss this opportunity to take a more integrated approach to your event marketing and reach our database of key industry stakeholders.

Send your content to Betty Sichivula at email: betty@blueberryconcepts.co.za

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Africa