

23RD ANNUAL

THE SOLAR SHOW

Africa 2020

31 MARCH – 1 APRIL 2020

Sandton Convention Centre, Johannesburg, South Africa

INNOVATION, INVESTMENT,
INFRASTRUCTURE – ENERGY FOR THE PEOPLE

8000
ATTENDEES

650
DELEGATES

300
EXHIBITORS

350
SPEAKERS

3
CONFERENCES

Co-located with:

**POWER &
ELECTRICITY**
WORLD Africa 2020

THE
CLEAN
TECHNOLOGY
SHOW Africa 2020

THE
ENERGY
STORAGE
SHOW Africa 2020

THE
ELECTRIC
VEHICLES
SHOW Africa 2020

THE
SMART
ELECTRICITY
SHOW Africa 2020

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f Power & Electricity World Africa

@powerafrica #powerafrica

Created by:
SPARK SOMETHING
TERRAPINN

AN EVENT FOR THE BRAVE NEW WORLD OF ENERGY

Built on 23 years of history, The Solar Show Africa is about innovation, investment and infrastructure – energy for the people!

It's about the big ideas, market disruptions and keeping your finger on the pulse of trends that can meet our energy demands and change the daily lives of all Africans across the continent.

Our mission is to maintain this forum as the industry meeting place where industry professionals come to see the latest energy disruptions and tech, learn how to deliver bankable, sustainable, clean generation projects as well as the newest storage, battery and solar solutions that are transforming how we supply energy in Africa.

Our event is a multi-brand exhibition with thousands of attendees and a ground breaking conference. Every year, we welcome utilities, government, IPP's, large end users, disruptors and innovators, all looking to procure from, and collaborate with the best in the world.

Yingli Solar, Vestas, SMA, Mitsubishi, Rubicon, ABB, GE, Siemens, Voith, IBM, Mott MacDonald, Solar World Africa, Arup, Seraphim, Jinko Solar... just to name a few, have all leveraged The Solar Show Africa as their once-a-year opportunity to meet and do business with new and existing customers.

Billions of dollars of business have either been initiated, influenced or concluded at this show.

Our conference is a C-level platform that focusses on global trends and practical innovative energy applications as well as how market players can capitalise on business opportunities across the continent.

Year on year, the event and conference provides our partners with access to over 650 African utility and IPP decision makers, who traditionally are difficult to reach. And most importantly, the show allows them to meet real buyers.

The Solar Show Africa continues to be the meeting place for buyers, sellers and their partners to do the deals that drive Africa's energy sector, so it is with good reason that over 40 African countries attend each year.

This is THE place where buyers and the energy community find solutions to their challenges.

You should join us too!

Combining our history with our passion for innovation, we are committed to bringing you a unique and forward thinking event for you to promote your brand, generate new business and sales leads and spearhead the growth of your business.



Become a change agitator, book your sponsorship or exhibition space. Call **Roschan Reddy** on +27 (0) 11 516 4045 or email Roschan.Reddy@terrapinn.com, or contact **Sian Buys** on +27 (0) 11 516 4065 or Sian.Buys@terrapinn.com



23

YEARS

8000

ATTENDEES

650

DELEGATES

350

SPEAKERS

300

EXHIBITORS

40+

AFRICAN COUNTRIES

EVENT AT A GLANCE

EXPO



- 300 exhibitors
- 3 halls

THE
SOLAR
SHOW Africa 2020

THE
**ENERGY
STORAGE**
SHOW Africa 2020

THE
**CLEAN
TECHNOLOGY**
SHOW Africa 2020

THE
**ELECTRIC
VEHICLES**
SHOW Africa 2020

**POWER &
ELECTRICITY**
WORLD Africa 2020

**POWER
GENERATION** **SMART
ELECTRICITY** **ONSITE
GENERATION**

THE
WATER
SHOW Africa 2020

FREE CONTENT



- Solar
- Clean tech and innovation
- Electric vehicles
- Battery and storage
- Skills Development
- Energy Innovation Arena
- Energy for Commerce
- EPC University

CONFERENCE CONTENT



SOLAR
STORAGE
FINANCE
CLEAN ENERGY
GENERATION
T&D AND SMART ELECTRICITY
COUNTRY STORIES

WORKSHOPS



- SLA's
- Finance models
- Revenue and billing

PARTNER EVENTS



Women in Energy

- In partnership with AWEaP

GenX

- Youth in energy initiative

Electric Vehicle Seminar
Africa Boardroom

- Exclusive to sponsors only

NETWORKING



- Networking App
- African Boardroom cocktail party
- After party on day 1



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PAST SPONSORS & EXHIBITORS



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WANT TO MEET DECISION MAKERS?

THE AFRICA BOARDROOM

NOWHERE ELSE WILL YOU HAVE THE OPPORTUNITY TO MEET
FACE TO FACE WITH UTILITIES, IPPS AND GOVERNMENT FROM
OVER 40 AFRICAN COUNTRIES.

Pre-event meeting service:

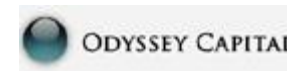
The African boardroom is an exclusive meeting service for sponsors only.

This service GUARANTEES our sponsors meetings with African energy utilities and IPPs. The Africa Boardroom service has pre-selected 40 of the top African buyers in the energy space. This is your chance to get face time with a decision maker who would typically take months to secure a meeting with. This is the perfect opportunity to get exclusive insights into projects and influence policy.



Limited to sponsors only! Call **Roschan Reddy** on +27 (0)11 516 4045 or email Roschan.Reddy@terrapinn.com,
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INFLUENTIAL BUYERS



Sponsor or exhibit at the show to meet with these buyers. Call **Roschan Reddy** on +27 (0) 11 516 4045 or email Roschan.Reddy@terrapinn.com, or contact **Sian Buys** on +27 (0) 11 516 4065 or Sian.Buys@terrapinn.com

INFLUENTIAL BUYERS

A.F.S.E.C. SOUTH AFRICA
A.S.E.A.
ABERME
ABU QIR FERTILIZERS & CHEMICAL INDUSTRIES COMPANY (AFC)
ADEID
AFRICA FINANCE CORPORATION
AFRICA GREEN CO
AFRICA INSTITUTE CSR
AFRICAN DEVELOPMENT BANK
AFRICAN ENERGY COMMISSION
AFRICAN LEGAL SUPPORT FACILITY
AGENCE BENINOISE POUR LE DÉVELOPPEMENT DES ÉNERGIES RENOUVELABLES
AGENCE DE RÉGULATION DU SECTEUR DE L’ELECTRICITE - CONGO BRAZZAVILLE
AITEO
ALDWYCH INTERNATIONAL LTD
AMADER
ANER
ANTENNA FOUNDATION & OOLUX LTD
APUA
ARCELORMITTAL
ARSEL
ASHA
ASSOCIATION OF WOMEN IN ENERGY - MALI
AUTC
BANKYMOON
BATTCO
BELGIAN INVESTMENT COMPANY FOR DEVELOPING COUNTRIES (BIO)
BIO - BELGIAN INVESTMENT COMPANY FOR DEVELOPING COUNTRIES
BOTSWANA MINISTRY OF MINERALS ENERGY AND WATER RESOURCES
BRIGHTSUN ENERGY
BUSHVELD ENERGY
C.M.E.N. SA
C.S.I.R.
CAPITAL MANAGEMENT BOTSWANA CARBON TRUST
CARBON WAR ROOM
CEET TOGO
CENTRAL AFRICA POWER POOL
CENTRAL ELECTRICITY BOARD MAURITIUS CHADIAN MINISTRY OF PETROLEUM AND ENERGY CHANCELLOR HOUSE HOLDINGS (PTY) LTD

CHINA SINGYES ENGINEERING (H.K) COMPANY LTD
CHLORIDE EXIDE
CIE
CIGRE
CIPREL
CITY OF EKURHULENI
CITY OF TSHWANE
CITY POWER JOHANNESBURG
CLUFF TRADE & INVESTMENTS
COBRA SOUTH AFRICA
COMMUNAUTÉ ELECTRIQUE DU BÉNIN
CRESCO PROJECT FINANCE
CROSS BORDER INFORMATION LTD
DBSA
DEPARTMENT OF ENERGY
DEPARTMENT OF INFRASTRUCTURE DEVELOPMENT
DEVELOPMENT BANK OF CENTRAL AFRICAN STATES
DUPONT DE NEMOURS INTERNATIONAL SARL
EAST AFRICAN POWER POOL
ECOWAS CENTRE FOR RENEWABLE ENERGY & ENERGY EFFICIENCY
EDM - MALI
EDM (MOZAMBIQUE)
EGBIN POWER PLC
EKO ELECTRICITY DISTRIBUTION
ELECTRICIDADE ET A.G.UAS DE GUINEE BISSAU - EAGB
ELECTRICITY COMPANY OF GHANA
ELECTRICITY CONTROL BOARD OF NAMBIA
ELECTRICITY GENERATION COMPANY (MALAWI) LTD (EGENCO)
ELECTRICITY REGULATORY AUTHORITY
ELECTRICITY SOCIETY OF NIGER
EMBASSY OF CENTRAL AFRICA REPUBLIC IN SOUTH AFRICA
ENERGY & WATER RESOURCES ENGINEERING
ENERGY AND MINERAL DEVELOPMENT
ENERGY AND WATER UTILITIES REGULATORY AUTHORITY
ENERGY MINES AND WATER (MALI) LANDS MINES AND ENERGY - LIBERIA MINES AND ENERGY OF ETHIOPIA PETROLEUM ENERGY & MINES -
ENERGY SYSTEMS GROUP (PTY) LTD ENFINITY
ENERGY UTILITY CORPORATION LIMITED

(EUCL) OF RWANDA
ESKOM
ESS AFRICA
ETHIOPIAN CHAMBER OF COMMERCE
ETHIOPIAN ELECTRIC POWER
ETHIOPIAN ELECTRICITY UTILITY-UNIVERSAL ELECTRIC ACCESS PROGRAM
EUROPE SOLAR INNOVATION CO LTD EWURA
EXXARO
FEDERAL MINISTRY OF ENERGY OF NIGERIA
FOREIGN AGRICULTURE SERVICE U.S.D.A.
GAMECHANGE SOLAR
GAS 2 POWER
GENERAL ELECTRICITY CO OF LIBYA - GECOL GHANA GRID CO OF GHANA LTD
GIGAWATT GLOBAL
GLOBAL AFFAIRS CANADA
GLOBAL RESULTS
GNE FINANCE
GREEN BUILDING COUNCIL
GREEN ZONE ENERGY
GREENLINK SOLAR
GRIDCO
GROWTHPOINT PROPERTIES
GRUPO COBRA SOUTH AFRICA
HARITH FUND MANAGERS
HARITH GENERAL PARTNERS
HYDRO POWER ASSOCIATION OF UGANDA
IBADAN ELECTRICITY DISTRIBUTION COMPANY
ILLINOIS POWER COMPANY & TUCSON ELECTRIC POWER COMPANY
INDEPENDENT POWER TANZANIA LIMITED
INFRASTRUCTURE CONCESSION REGULATORY COMMISSION OF NIGERIA
INSPIRED EVOLUTION INVESTMENT MANAGEMENT (PTY) LTD
IPP-PROJECTS
JOHANNESBURG MUNICIPALITY
KAIROS TECHNO SOLUTIONS LTD
KARACHI ELECTRIC SUPPLY COMPANY
KARLSRUHE INSTITUTE OF TECHNOLOGY
KELVIN DOE FOUNDATION
KELVIN POWER STATION (PTY) LTD
KENGEN
KENYA POWER & LIGHTING CO. LTD
L’AGENCE NIGERIENNE POUR

L’ELECTRIFICATION RURALE
LAVAYO ENERGY
LESOTHO ELECTRICITY COMPANY
LESOTHO HIGHLANDS DEVELOPMENT AUTHORITY
LOGOS INDUSTRIES
LOS ANGELES CLEANTECH INCUBATOR.
MAINSTREAM ENERGY SOLUTIONS
MASSACHUSETTS INSTITUTE OF TECHNOLOGY
MATLENGE ENERGY
MATSOGO A TSIPI TRADING AND PROJECTS
MINISTER OF LANDS MINES AND ENERGY OF ETHIOPIA
MINISTERE DE L’ÉNERGIE DES MINES DE L’EAU ET DE L’ENVIRONNEMENT
MINISTRY OF COMMERCE AND SUPPLIES
MINISTRY OF DEVELOPMENT AND INVESTMENT AND INTERNATIONAL COOPERATION
MINISTRY OF ECONOMY, PLANNING & LAND PLANNING (CAMEROON)
MINISTRY OF ELECTRICITY OF EGYPT
MINISTRY OF ENERGY (KENYA)
MINISTRY OF ENERGY & HYDRAULICS - CONGO BRAZZAVILLE
MINISTRY OF ENERGY OF ZAMBIA
MINISTRY OF ENERGY, MINES, WATER & ENVIRONMENT, MORROCCO
MINISTRY OF MINES & ENERGY OF NAMIBIA
MINISTRY OF MINES ENERGY AND QUARRIES – BURKINO FASO
MINISTRY OF MINES ENERGY AND WATER – BENIN
MINISTRY OF PETROLEUM AND ENERGY OF CHAD
MINISTRY OF WATER RESOURCES IRRIGATION AND ELECTRICITY OF ETHIOPIA
MINISTRY OF WATER RESOURCES IRRIGATION AND ELECTRICITY OF SUDAN
MINISTRY OF YOUTH INDIGENISATION AND ECONOMIC EMPOWERMENT
MULILO ENERGY PARTNERS PTY LIMITED
MUNGUYA PROPERTY DEVELOPERS
NATIONAL AFRICAN FEDERATED CHAMBER OF COMMERCE
NATIONAL POWER QUEENS CLUB NETWORKED ENERGY SERVICES NEW SOUTHERN ENERGY NSE NIGELEC
NATIONAL POWER TRAINING INSTITUTION OF NIGERIA
NERSA

NIASA
NIGER DELTA POWER HOLDING COMPANY LIMITED (NDPHC)/NATIONAL INTEGRATED POWER PROJECT (NIPP)
NIGERIAN BULK ELECTRICITY TRADING PLC
NIGERIAN ELECTRICITY REGULATORY COMMISSION (NERC)
NIGERIAN INFRASTRUCTURE CONCESSION REGULATORY COMMISSION
NORED ELECTRICITY NAMIBIA
NUCLEAR INDUSTRY ASSOCIATION OF SOUTH AFRICA OMNISOLAR
OMVS (ORGANISATION POUR LA MISE EN VALEUR DU FLEUVE
PEAC
PEC METERING
PLANNING - NIGER
POWER 52 INC
PRASA
RAND WATER
RBJ GREEN MOBILITY
REGIDESO S.A
RENEW POWER
RENEWABLE ENERGY ASSOCIATION OF ZIMBABWE
REPUBLIQUE DU BURUNDI MINISTERE DE L’ENERGIE ET DE MINES
RES4AFRICA
REYKJAVÍK GEOTHERMAL
RURAL ELECTRIFICATION AGENCY
RURAL ELECTRIFICATION AGENCY-NIGERIA
S.B.E.E.
S.N.E. CONGO
S.N.E.L.
SA MANUFACTURING
SAIPPA
SAMANCOR
SANEDI
SAPVIA
SASOL LTD
SENELEC
SHARJAH ELECTRICITY & WATER AUTHORITY - SEWA
SHUMBA ENERGY
SIDA
SINELAC
SNE (CHAD)
SNEDAI GROUPE
SOCIEDEAD DE ELECTRICIDAD DE GUINEA

ECUATORIAL - SEGESA
SOCIETE FINANCIERE DE DEVELOPPEMENT (DRC)
SOCIÉTÉ NATIONALE D’ELECTRICITE(SNE)
SOCIÉTÉ TUNISIENNE DE L’ELECTICITÉ ET DU GAZ
SOLOGRID INC.
SOMELEC
SONABEL
SONELGAZ
SOUTHERN AFRICAN FEMALES IN ENERGY EFFICIENCY
SOUTHERN AFRICAN POWER POOL S A P P SPECIALISED BATTERY SYSTEMS
STEG
SUMITOMO MITSUI BANKING CORP SWAZILAND ELECTRICITY BOARD
SWAZILAND ELECTRICITY COMPANY GOLD FIELDS
SWAZILAND ENERGY REGULATORY AUTHORITY SYNNOVE ENERGY LLC
TANZANIA ELECTRIC SUPPLY CO TELECOM TECHNIQUES
THE EGYPTIAN ELECTRICITY HOLDING COMPANY
THE INNOVATIONS ILLAGE SEED COMPANY
THE NETHERLANDS DEVELOPMENT FINANCE COMPANY F.M.O.
THE WORLD BANK GROUP
TINO SOLUTIONS LIMITED TRANSMISSION COMPANY OF NIGERIA TSHWANE MUNICIPALITY
TRANSNET
U.N. AND WORLD BANK INITIATIVE SUSTAINABLE ENERGY FOR ALL
U.S. ENERGY ASSOCIATION
U.S.T.D.A.
UGANDA ELECTRICITY GENERATION COMPANY LTD
UMEME
UNIVERSITY OF THE WESTERN CAPE
VANTAGE MEZZANINE PTY LTD
VOLTA RIVER AUTHORITY
WEATHERHAWK SOLAR
WEST AFRICAN POWER POOL (WAPP)
WORLD FUEL SERVICES
WORLDSVIEW TECHNOLOGIES
ZESA
ZIMBABWE ENERGY COUNCIL
ZPC

Sponsor or exhibit at the show to meet with these buyers. Call **Roschan Reddy** on +27 (0) 11 516 4045 or email Roschan.Reddy@terrapinn.com, or contact **Sian Buys** on +27 (0) 11 516 4065 or Sian.Buys@terrapinn.com

350 INFLUENTIAL SPEAKERS

Including leading disruptors, innovators, utilities and financiers from across the entire energy spectrum including IPPs and thought leaders who are changing the way we deliver energy to the world.

All will come together in a series of keynote sessions, interviews, panels, debates, roundtables and more, delivering content that inspires, challenges assumptions, drives collaboration and explores new ways of fostering innovation, access to energy and sustainable supply.



3 CONFERENCES IN 1

THE FUTURE OF ENERGY IS NOW. UTILITIES, IPPS, GOVERNMENT AND END USERS ALIKE ARE RAPIDLY ADAPTING TO THIS NEW ENERGY PARADIGM. TO REMAIN RELEVANT, POWER PROVIDERS ARE CONSTANTLY LOOKING FOR KNOWLEDGE AND BEST PRACTICE ON ADDITIONAL SERVICES, FUTURE-PROOFING BUSINESS MODELS, THE SOLAR AND RENEWABLE EXPLOSION, STAYING CUSTOMER CENTRIC AND HOW TO DELIVER SUSTAINABLE, CLEAN POWER TO A CHANGING WORLD AND CONSUMER.

The Solar Show Africa conference brings together the brightest and most innovative minds. These inspirational keynotes and pioneers are already changing energy generation methods and are shaping the way renewables will help to meet growing demand across Africa!

THE
SOLAR
SHOW Africa 2020

THE BUSINESS OF SOLAR
STORAGE & BATTERY
OPPORTUNITY AND INNOVATION
CLEAN TECHNOLOGY
EFFICIENCY

POWER &
ELECTRICITY
WORLD Africa 2020

GENERATION
SMART ELECTRICITY
FINANCE AND INVESTMENT
PROJECTS AND NEW BUSINESS

WOMEN
IN ENERGY
SEMINAR

MARKET DYNAMICS
SKILLS AND LEADERSHIP
ENTREPRENEURSHIP
AFRICAN STORIES

For 23 years, delegates have flocked to the conference to get first-hand knowledge on upcoming projects, investment opportunities across the continent and innovations that will help utilities deliver energy.

Do you want to speak alongside these industry leaders?
Call Roschan on +27 (0) 516 4045 or Sian on +27 (0) 11 516 4065

From keynote presentations, practical case studies and country spotlights to interactive roundtable discussions and workshops, The Solar Show Africa gives you the opportunity to showcase your expertise in a multitude of formats.

Our agenda is designed to excite, provoke, inspire and captivate!

Opportunities are limited - premier speaking presentations and lead positions are ONLY available for gold sponsors and above. These are allocated on a first come first serve basis!

AGENDA AT A GLANCE

DAY 1 – TUESDAY, 31 MARCH 2020

BIG PICTURE

3 Disruptive, world class keynotes

RESERVED - TITLE SPONSOR					
SOLAR	STORAGE	FINANCE	GENERATION	T&D	COUNTRY STORIES
TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6
Megatrends	Advancements & business models	Big picture	Generation reform - design and operations	Digitisation & Automation	East Africa
Next-gen solar	Adoption	Private equity and project finance	Decentralisation	Smart grids, demand response models	
GOLD SPONSORSHIP – Opportunities are available across the conference agenda for high profile solution providers who want to showcase thought leadership					

Networking, lunch & exhibition viewing

SOLAR	STORAGE	FINANCE	GENERATION	T&D	COUNTRY STORIES
TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6
Adoption	Storage and the utility	Renewable investment	Clean coal	Blockchain and SCADA	Southern Africa
Off-grid	Storage breakthroughs	Alternative investment strategies	Embracing smart power	Network planning	
GOLD SPONSORSHIP – Opportunities are available across the conference agenda for high profile solution providers who want to showcase thought leadership					

Exhibition viewing, networking & refreshments

ROUNDTABLE DISCUSSIONS

Now is your chance to get really interactive! Engage with buyers on a roundtable topic of your choice. Sponsorship opportunities available!

KEYNOTE SESSIONS

RESERVED - PLATINUM SPONSOR

2 Disruptive, world class keynote speakers

PARTY! PARTY! PARTY!

DAY 2 – WEDNESDAY, 1 APRIL 2020

BIG PICTURE

3 Disruptive, world class keynotes

RESERVED - PLATINUM SPONSOR					
SOLAR	CLEAN ENERGY	FINANCE	GENERATION	SMART ELECTRICITY	COUNTRY STORIES
TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6
Inverters	Smart renewable systems	Brownfield financing	Regulation and policy	Smart electricity	Central Africa
Grid Integration	Hydropower	Financial Engineering	Nuclear	Microgrids	North Africa
GOLD SPONSORSHIP – Opportunities are available across the conference agenda for high profile solution providers who want to showcase thought leadership					
ROUNDTABLE DISCUSSIONS					

Now is your chance to get really interactive! Engage with buyers on a roundtable topic of your choice. Sponsorship opportunities available!

Networking, lunch & exhibition viewing

SOLAR	CLEAN ENERGY	FINANCE	GENERATION	SMART ELECTRICITY	COUNTRY STORIES
TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5	TRACK 6
Rural electrification	Emissions: Cut it out!	Risk management	LNG	Big Data, Big Opportunity.	West Africa
GOLD SPONSORSHIP – Opportunities are available across the conference agenda for high profile solution providers who want to showcase thought leadership					

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THE EXHIBITION

A WORLD-CLASS EXPERIENCE FOR INNOVATORS ACROSS THE ENTIRE ENERGY INDUSTRY. THE SOLAR SHOW AFRICA IS MORE THAN JUST AN EVENT, IT'S A CATALYST FOR THE GROWTH AND DEVELOPMENT OF THE POWER INDUSTRY.

READY TO
DISRUPT
SOMETHING?

SOURCE SALES
LEADS

ENSURE BRAND
POSITIONING

MEET NEW
CUSTOMERS

CLOSE DEALS

12 MONTHS OF
EXPOSURE

A variety of opportunities to meet your objectives

PREMIUM SPONSORSHIP

This option is for innovative companies serious about the power industry in Africa. Sponsorship packages are tailored to meet your specific marketing goals, but typically include high visibility speaking slots, moderation roles, large prominent stands and facilitated meetings.

CO-HOSTED EVENTS

Private lunches, pre-event workshops, dinners, cocktail parties – we have various other opportunities that are available. Our team will work with you to produce the most relevant format.

EXHIBITION STAND

With over 300 exhibition stands available on the show floor, there's a variety of sizes and designs available. The earlier you reserve the better the position you'll secure. Exhibitors also have the option to take a speaking slot in one of the seminars.

EXHIBIT LITE (4m² & 6m²)

There are a limited number of 4m² and 6m² stands available to genuine small businesses. If you are a small business and you've got an innovative solution for the energy sector, then contact us to discuss pod availability.



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WHO SHOULD SPONSOR OR EXHIBIT

THE
SOLAR
SHOW Africa 2020



Turnkey suppliers,
developers and consulting
engineers



Photovoltaic (PV)



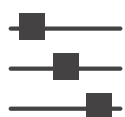
Concentrating Solar Power
(CSP)



Solar thermal and water
heating



Mounting and racking
solutions



Manufacturing solutions



Distributors and resellers



Financial services, law
firms and advisory



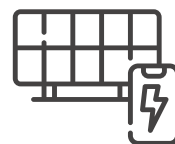
Inverters



Operation and maintenance



EPC contractors



PV components



Call **Roschan Reddy** on +27 (0)11 516 4045 or email Roschan.Reddy@terrapinn.com, or contact **Sian Buys** on +27 (0) 11 516 4065 or Sian.Buys@terrapinn.com to sponsor or exhibit.

LOOKING FOR SOMETHING DIFFERENT?

Take a different approach to sponsorship at The Solar Show Africa. Get your brand in front of our unique tailor-made audience.



AFRICA BOARDROOM



TRACK ROOM



REGISTRATION



VENUE SIGNAGE



PRE EVENT WORKSHOPS



COCKTAIL PARTY



BAGS AND LANYARDS



MEETING HUB SPONSORSHIP

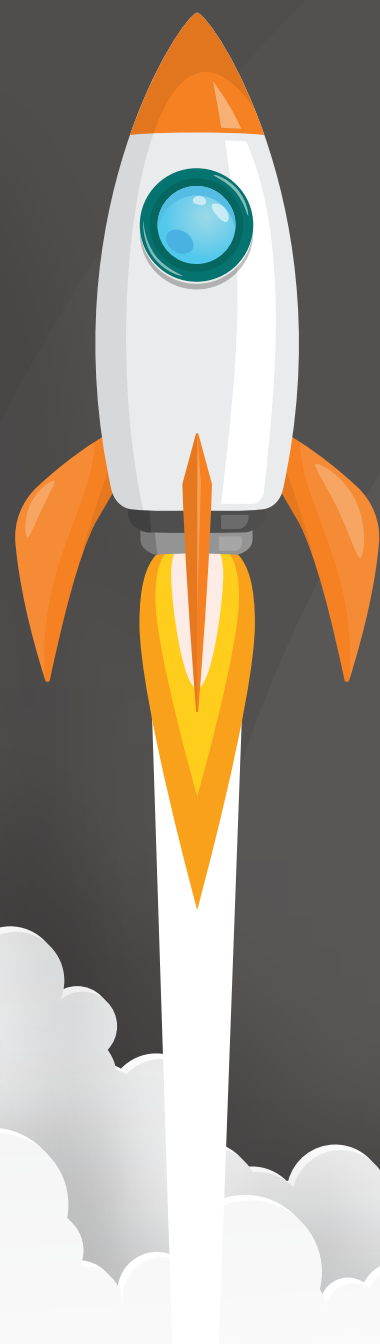


SEMINARS

Get your brand in the hands of the best. Call **Roschan Reddy** on +27 (0) 11 516 4045 or email Roschan.Reddy@terrapinn.com, or contact **Sian Buys** on +27 (0) 11 516 4065 or Sian.Buys@terrapinn.com

START-UP PAVILION

WITH THE EXPLOSION OF NEW AND INNOVATIVE COMPANIES WITHIN THE ENERGY SECTOR, THE SOLAR SHOW AFRICA PRESENTS ONE OF THE BIGGEST OPPORTUNITIES ON THE CONTINENT FOR START-UPS TO GAIN EXPOSURE TO THE INDUSTRY.



APPLY FOR A FREE START-UP POD

A FREE OPPORTUNITY FOR START-UP COMPANIES WITHIN THE ENERGY SPACE TO:

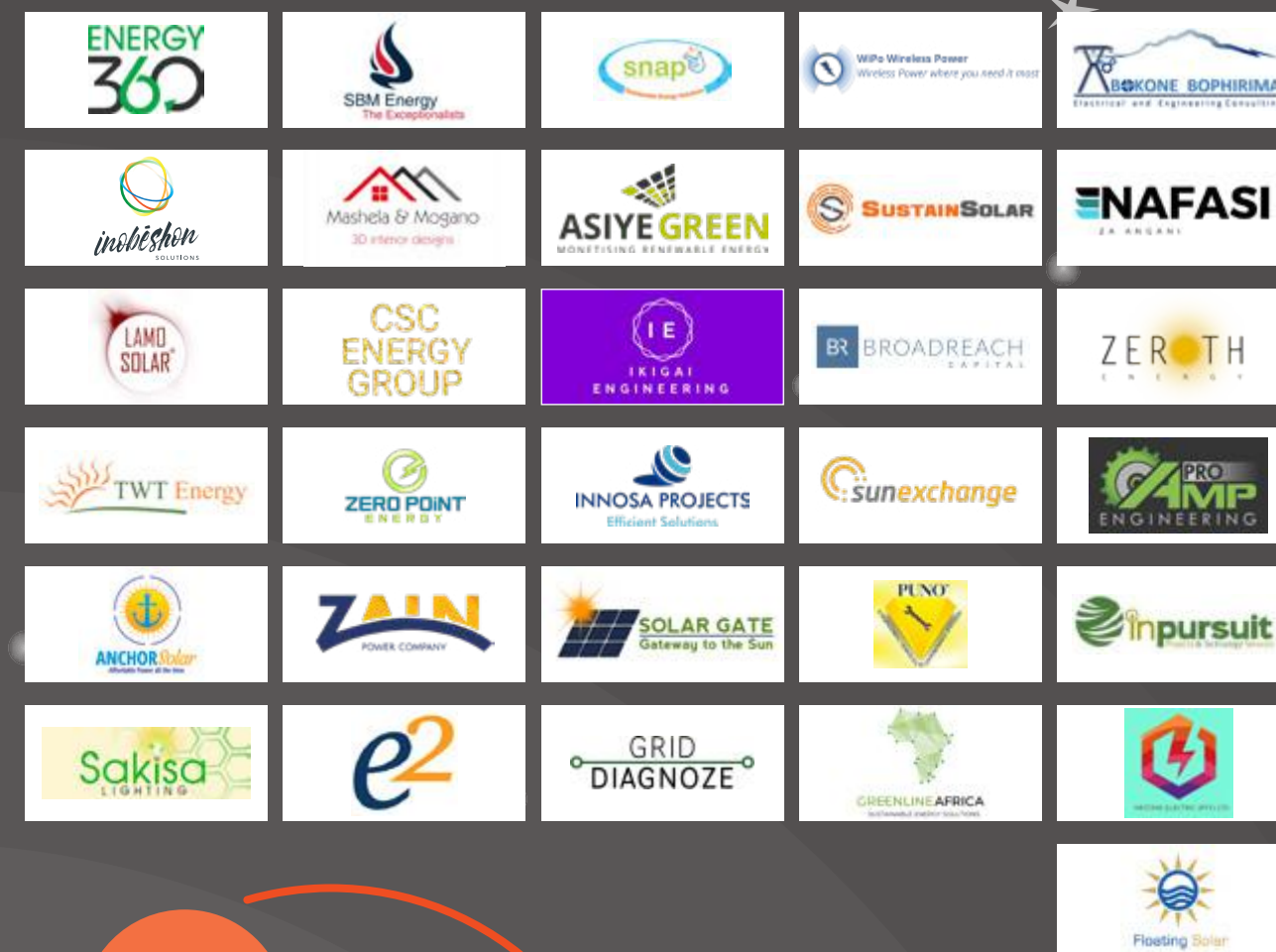
- Increase sales leads
- Gain massive exposure
- Showcase their innovative solutions
- Network with 8000+ energy professionals
- Get a foot in the door

Apply for your stand at Brian.mushongera@terrapinn.com. T's & C's apply

IN 2020, OUR START UP PAVILION PROMISES TO BE BIGGER AND BETTER THAN EVER BEFORE.

Hosting the latest technology companies in energy, you can be seen as an enabler of innovation and a support for local entrepreneurship! **Sponsor now!**

PAST STARTUPS:



SPONSORSHIP OPPORTUNITY

Contact **Roschan Reddy** on +27 (0) 11 516 4045 or Roschan.Reddy@terrapinn.com, or contact **Sian Buys** on +27 (0) 11 516 4065 or Sian.Buys@terrapinn.com to find out how your brand can own this space.

THE SOLAR SHOW AFRICA 2020 SEMINARS

The Solar Show Africa seminars are free to attend. Structured around the core energy themes of the exhibition, it offers visitors an unparalleled peer-to-peer learning opportunity. It allows leading innovators and solutions providers to show their thought leadership.

You can ensure potential customers have a hands-on experience with your products and the latest technology entering the market.

- ✘ **SOLAR**
- ✘ **CLEAN TECH AND INNOVATION**
- ✘ **ELECTRIC VEHICLES**
- ✘ **BATTERY AND STORAGE**
- ✘ **ENERGY INNOVATION ARENA**
- ✘ **ENERGY FOR BUSINESS**
- ✘ **SKILLS DEVELOPMENT**
- ✘ **EPC UNIVERSITY**

Get your brand in the hands of the best. Call **Roschan Reddy** on +27 (0) 11 516 4045 or email Roschan.Reddy@terrapinn.com, or contact **Sian Buys** on +27 (0) 11 516 4065 or Sian.Buys@terrapinn.com

WOMEN IN ENERGY SEMINAR

IN PARTNERSHIP WITH



ALONG WITH OUR PROUD PARTNER AFRICAN WOMEN IN ENERGY AND POWER, THIS SEMINAR HAS BEEN DESIGNED TO HIGHLIGHT THE OPPORTUNITIES FOR WOMEN IN THE ENERGY INDUSTRY.

Increasing women participation, driving policy and opportunity as well as how closing the gap for women-owned SMEs can drive growth in Africa, are just some of the hard-hitting topics being addressed.

**THIS WILL BE THE LARGEST-EVER
REPRESENTATION OF WOMEN
IN ENERGY AT A WORLD-CLASS
AFRICAN EVENT!**

This platform will attract all professionals and decision makers who are empowering women in the energy sector as well as promoting entrepreneurship and gender balance.

GET YOUR BRAND IN FRONT OF LEADING WOMEN IN ENERGY!

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THE ELECTRIC VEHICLES SHOW

Africa 2020

THE FUTURE OF ELECTRIC MOBILITY IN AFRICA

The shift towards electric mobility is gaining momentum as SA joins the global electric vehicle revolution!

Manufacturers expect EV's to go mainstream in SA within the next 5 years, sparking progress in lobbying the government to support EV initiatives and technology – especially for incentives on local battery manufacture.

As plans for local manufacture unfold and millions in private investment are spent on charging infrastructure across the country and in major hubs, stakeholders expect industry developments to explode from 2020 onwards.

The sector is still in its infancy, but is set to grow exponentially in the next few years.

The Electric Vehicles Show Africa brings together EV technology and solution providers, government, utilities, integrators and all key stakeholders who are developing and implementing these innovative technologies in the energy and transport space.

The show encompasses

- An exhibition showcasing the world's best EV technologies and solutions
- An Electric Vehicles seminar focussed on EV innovation, the impact on our energy demands and infrastructure and the impact of EV's in Africa

Co-located with Power & Electricity World Africa and The Solar Show Africa, the event will attract 8000 industry stakeholders! There simply is no better place for you to connect with the industry.

JOIN US!

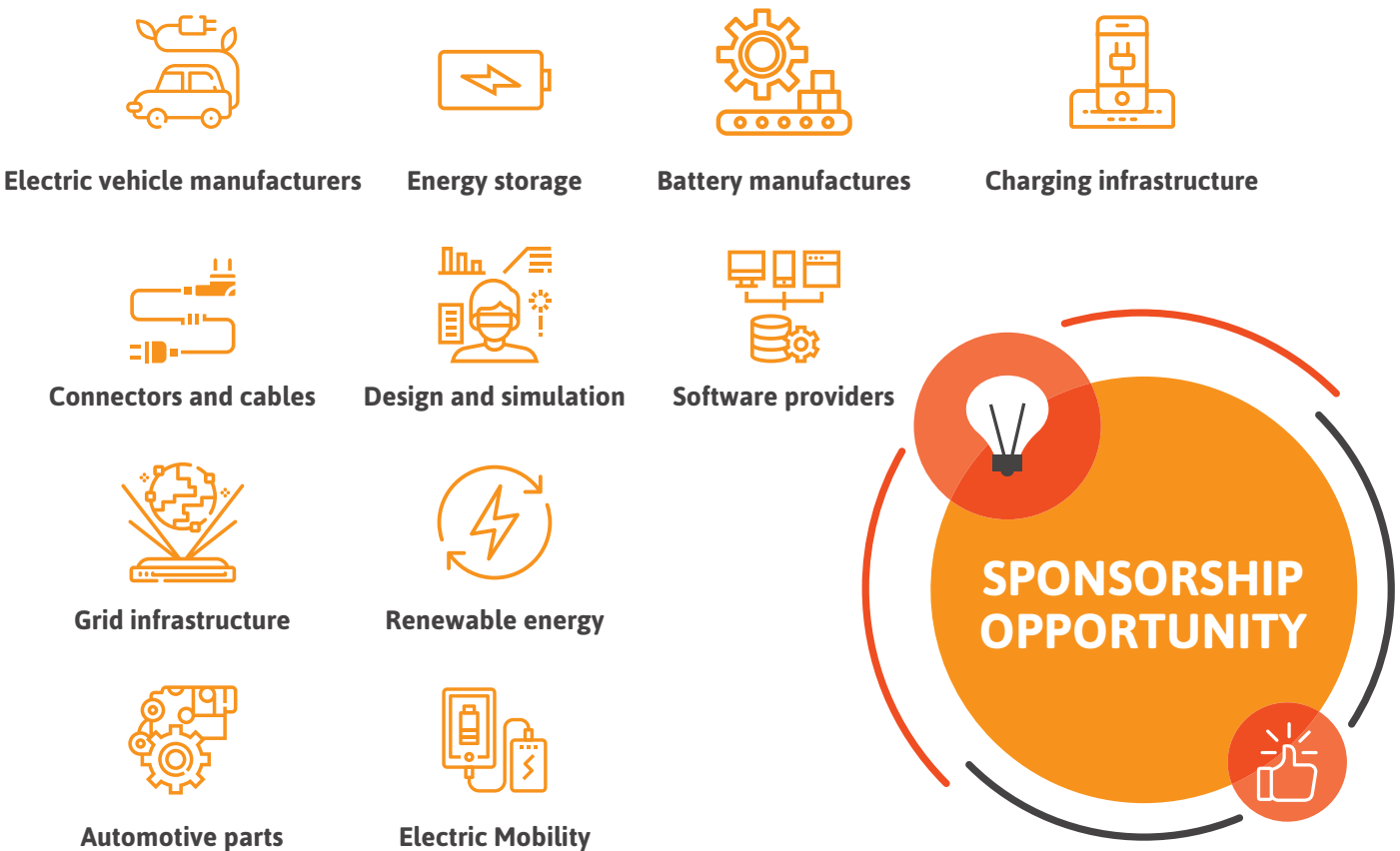
THE ON-FLOOR SEMINAR PROVIDES THE IDEAL PLATFORM FOR YOU TO SHOWCASE THOUGHT LEADERSHIP AND TO CHALLENGE THE TRENDS SHAPING EV'S AND OUR ENERGY INFRASTRUCTURE.

NEW
FEATURE

TOPICS ON THE AGENDA INCLUDE:

- Sustainable energy, sustainable transport
- Implementation of EV technology into vertical industries
- Next gen batteries
- Charging infrastructure, costs and implementation
- Energy demand management and renewable alternatives
- Are EV's the secret to a 100% renewable grid?
- EV and energy storage
- The changing city scape
- Examine alternative uses for long-range battery technology
- Rebates and incentives for adoption

WHO SHOULD SPONSOR:



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MEET AND ENGAGE WITH BUYERS

BUILDING RELATIONSHIPS IS AT THE VERY CORE OF WHAT WE DO.

With a 23 year history of attracting all sectors of the energy sector, from senior decision makers, vendors and manufacturers, to end users, we are dedicated to creating a meeting place for the entire industry.

That's why we build hours of networking into the conference and the exhibition – because when we know you're meeting the right people to learn from and do business with, we're happy.

Here's a few ways to make invaluable connections at The Solar Show Africa:

ROUNDTABLES

Where else can you sit down with senior executives of government authorities and utilities from across Africa and the rest of the world? These interactive sessions are designed to discuss innovative trends and technologies, as well as learn about the latest developments in regional projects.

SPEED NETWORKING

With hundreds of potential customers and partners to meet, this is your chance to network with everyone in one room. Quick, efficient and fun, speed networking is a great opportunity to establish valuable relationships in a crowd of like-minded professionals.

NETWORKING PLATFORM

Take control of your time at the show by proactively contacting fellow attendees and arranging meetings in advance with our online platform. With an built-in matchmaking feature, it's easier than ever to find who you need to meet at the show and prearrange those vital meetings.

AFTER PARTY

After a busy day of networking and business at the show, we like to build in a bit of time to unwind, situated in a beautiful location surrounded by good food and better company. It's a good opportunity to make connections in a more informal setting, and enjoy what South Africa has to offer.



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8 REASONS WHY THIS IS A GREAT MARKETING OPPORTUNITY

1 2 3 4

Get your brand in front of 8000 energy professionals and buyers

To create and reinforce leadership in these markets

To meet and partner with the best utilities in Africa

To launch new products, initiatives & segments

5 6 7 8

To open new market opportunities especially geographically

To market, prospect, sell

To establish partnerships and collaborations

Leverage our extensive marketing campaign

INTEGRATED MARKETING CAMPAIGN TO ATTRACT THE RIGHT AUDIENCE

Our marketing campaign kicks off twelve months prior to the event and is a fully integrated digital campaign using a variety of channels:

3RD PARTY MARKETING

Solo emails
Newsletter banners
Web banners
List rental
Google display
Trade press/partners

REMARKETING



EVENT WEBSITE



SALES TEAM



EVENT BROCHURE



EMAIL AWARENESS CAMPAIGNS



FACEBOOK ADVERTISING



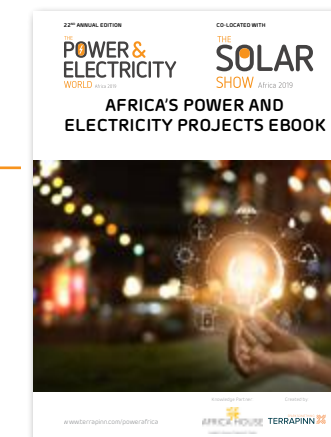
DIRECT BOOKINGS

BOOK NOW

EMAIL NURTURE BY VERTICAL



CONTENT MARKETING



SOCIAL: TWITTER & LINKEDIN



Book your sponsorship or exhibition packages now. Call **Roschan Reddy** on +27 (0) 11 516 4045 or email Roschan.Reddy@terrapinn.com, or contact **Sian Buys** on +27 (0) 11 516 4065 or Sian.Buys@terrapinn.com



SPONSORSHIP PACKAGES

BENEFITS	TITLE	PLATINUM	GOLD	SILVER	STREAM
EDUCATION & THOUGHT LEADERSHIP					
Keynote presentation	✓ Opening	✓ Plenary			
VIP stream host	✓				✓
Conference track presentation	✓	✓	✓		
Panel discussion				✓	
Roundtable host	2	✓	✓	Removed	
Workshop host	✓	✓	✓		
Presentation on the onfloor seminar	4	3	2	1	
BUSINESS DEVELOPMENT					
Exhibitor Space	72m ²	48m ²	36m ²	24m ²	15m ²
Facilitated meetings	20	10	7	4	
Complimentary VIP conference passes	20	10	7	4	2
Exclusive networking function host	✓				
Access to networking app	VIP	VIP	✓	✓	✓
Access to speed networking	✓	✓	✓	✓	✓
Access to Africa Boardroom	✓	✓			
Complimentary access to all networking functions	✓	✓	✓	✓	✓
BRANDING & MARKETING					
Email blasts to event database (Reports, white papers, case studies, etc)	3	2	1	1	1
Month of marketing (Extra email blasts, social media & website posts)	3	2	1	1	
Pre-event, onsite & post event signage & branding:					
Exclusive feature wall banner (approx 9m x 2.5m)	✓				
Speaker podium	✓				
Holding slides	✓				
Full colour advert in show directory	Double page	Full page	Full page	Half page	
Conference seat drops	✓				
Free standing banner in the conference room	4	2	1	1	2
Free standing banner in the registration area	2	1	1		
Free standing banner in the exhibition hall	2	1			
Logo on conference brochure	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓
Logo on visitor ticket	✓	✓	✓	✓	✓
Logo on show guide	✓	✓	✓	✓	✓
All related event advertising	✓	✓	✓	✓	✓
Post event:					
HTML mailing to the entire attendee list	2	1			
Complimentary post event report	✓	✓	✓	✓	✓



THE SOLAR SHOW Africa 2020

THE
CLEAN
TECHNOLOGY
SHOW Africa 2020

THE
ENERGY
STORAGE
SHOW Africa 2020

THE
ELECTRIC
VEHICLES
SHOW Africa 2020

GET INVOLVED

Sponsor - Speak - Exhibit

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