

# EXHIBITOR PROSPECTUS

**THE 5TH ANNUAL  
CONFERENCE  
OF THE AFRICAN  
ASTRONOMICAL  
SOCIETY**



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**MARCH 23 - 28, 2025**

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# INVITATION LETTER

On behalf of the Secretariat of the African Astronomical Society (AfAS) and the Organising Committee of the 2025 Annual Conference and General Assembly (AfAS-2025), we are thrilled to invite your organisation to participate as an official exhibitor and/or sponsor. The AfAS-2025 conference will be hosted by the University of South Africa (UNISA) in Pretoria, South Africa, from 23 to 28 March 2025, in a hybrid format to accommodate both in-person and virtual participation. This event promises to bring together leading professionals, researchers, students, education and outreach officers, policymakers, and international partners from Africa and beyond. It celebrates Africa's growing contributions to the field of astronomy and offers a prime opportunity to position your organisation at the forefront of this dynamic and expanding community.

By exhibiting at AfAS-2025, your organisation will gain unparalleled visibility among an engaged audience of approximately 200 on-site participants, 400 online attendees, and at our public outreach events. AfAS-2025 is an exceptional platform to showcase your products, services, or initiatives to a targeted audience actively shaping the future of astronomy. The programme will include discussions on astronomy's latest scientific advancements, impactful outreach initiatives, and innovative education activities. Sessions will also focus on leveraging astronomy for development, fostering youth interest in science, strengthening collaborative networks within Africa and globally, and highlighting updates on projects and the legacy of the International Astronomical Union General Assembly (IAU-GA2024).

As an exhibitor, you will enjoy benefits designed to maximise your exposure and engagement, including high-impact branding opportunities in both physical and digital spaces, direct access to potential collaborators, and opportunities to showcase your offerings through interactive displays, presentations, and networking sessions. Your organisation will also be included in our comprehensive marketing and communication materials, ensuring your brand stands out before, during, and after the event.

We offer a range of flexible sponsorship and exhibition packages tailored to your needs, ensuring your organisation's goals are met effectively. This is a unique chance to be part of a transformative event that connects you with a vibrant and influential network of astronomy professionals and enthusiasts. We eagerly look forward to your participation and are excited to work together to make AfAS-2025 a resounding success for everyone involved.

Best regards,  
Dr. Charles Takalana  
AfAS Interim Head of Secretariat

# WELCOME TO SOUTH AFRICA

The AfAS annual conference and the General Assembly, AfAS-2025, will be hosted by the University of South Africa (UNISA), South Africa, from 23 - 28 March 2025. This event is a cornerstone for advancing the goals of the African Astronomical Society (AfAS) and plays a key role in driving Africa's astronomy research, education, and outreach efforts. With participants ranging from leading researchers, policy makers, educators, communicators, and students the conference will serve as a platform to deepen international collaborations, exchange ideas, and build stronger networks that support the growth of astronomy across the continent.

UNISA, Africa's largest open distance learning institution, is a fitting host for such an event. The university has been pivotal in promoting access to higher education across the continent, and hosting AfAS-2025 aligns perfectly with its commitment to fostering scientific advancement in Africa.

Hosted by:



The conference will not only highlight cutting-edge research but will also feature workshops, educational initiatives, and outreach programs designed to engage African youth in the field of astronomy. By emphasising the role Africa plays in the global scientific landscape, AfAS-2025 seeks to inspire a new generation of African astronomers and promote homegrown discoveries that push the boundaries of our understanding of the universe.

From innovative science projects to grassroots educational programs, the event will celebrate the diverse and powerful contributions of science in Africa to the global body of knowledge. Join us at UNISA as we gather to engage on the future of astronomy in Africa.



# AfAS COMMUNITY

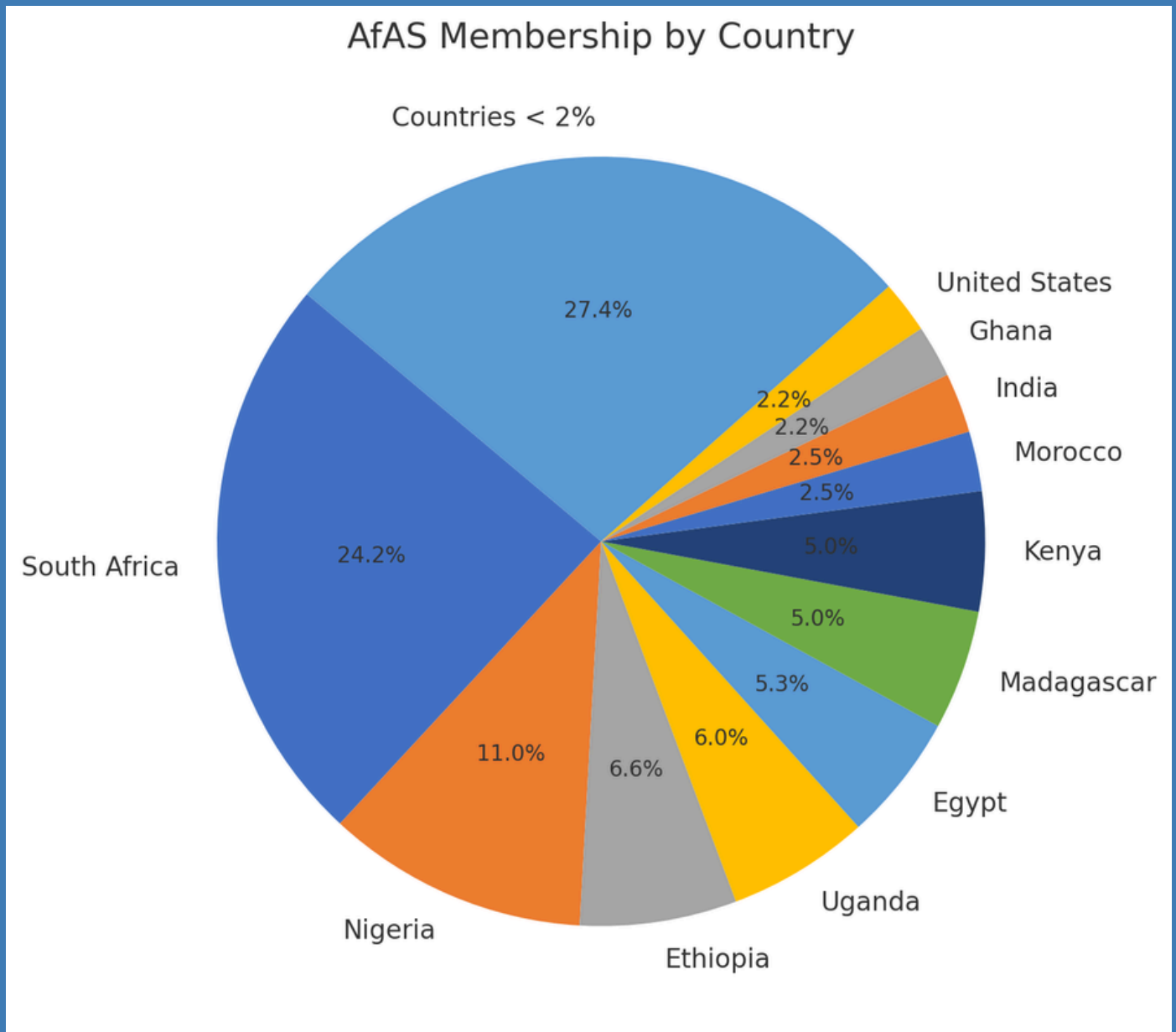
## AfAS MEMBERSHIP REPRESENTATION BY NATIONALITIES

Total AfAS Membership: 386

Full Membership = 232

Student Membership = 89

Associate Membership = 65



AfAS Membership is open to individuals from outside the continent who are interested in joining. Currently, more than 80% of the members represent over 54 nationalities worldwide.

# PROGRAM

The conference programme is set to encompass an array of enriching and engaging activities:

- Science Talks
- Education, Development, and Outreach Talks
- Special Sessions
- Public Outreach Events
- Networking and Side Meetings
- AfAS Business Meeting



Beyond enriching intellectual pursuits, our conference also offers an array of enjoyable social events, cultivating spirit of unity and collaboration among participants:

- Welcome reception
- Gala Diner



# EXHIBITION INFORMATION

To take up any exhibition or sponsorship opportunity, please complete the exhibitor application form at the link below:  
(link here)

Should you have any questions about exhibiting/sponsoring or if you would like to receive information about enhancing your participation at the AfAS-2024 please contact the AfAS Secretariat:

✉ Mr. Moloko Makwetja

☎ +27 79 222 1482 (moloko.makwetja@afasociety.org)

- Exhibitors and sponsors will have access to the conference rooms, exhibition area, and to the tea and lunch.
- Exhibitors will qualify for the cleaning of public areas and walkways.
- Exhibitors will receive one electrical plug point per exhibition area.
- Items such as extra electrical plug points, flat screens for multimedia, DB Boards, specialised carpeting, lights, etc., can be ordered at additional costs.



# JOIN OUR PREVIOUS EXHIBITORS AND SPONSORS



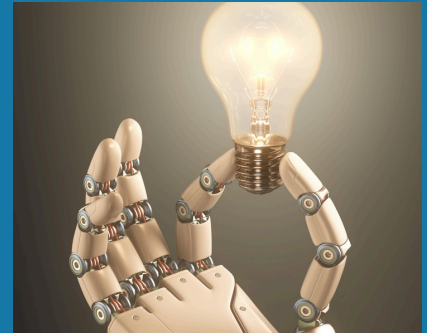
# WHO SHOULD EXHIBIT?



Academic  
Institutions



Research Centres  
and Facilities



Technology  
companies



Publishers and  
Media



Government and  
Agencies



Non-profit  
Organisations





# OPTION 1: SHELL SCHEME EXHIBITION

- Exhibitor profile, logo and URL link on the AfAS Conference website
- 2 complimentary full registration
- Shell Scheme exhibition space

Available Shell Scheme options:		
Stand Size	Price: South African Rand (ZAR)	Price: Euros (€)
06m <sup>2</sup> : 3m x 2m	R10 000	€ 550
09m <sup>2</sup> : 3m x 3m	R15 000	€ 800
12m <sup>2</sup> : 3m x 4m	R20 000	€ 1 150
16m <sup>2</sup> : 4m x 4m	R25 000	€ 1 350

## Items included in the Stand:

- 1 Table
- 3 Chairs
- 1 Projector
- 1 Electric outlet
- 1 Trash bin

## Optional:

- Digital signs
- Flooring
- Display Units
- Reception Desk



## OPTION 2:



### **CUSTOM STAND (PREMIUM) AVAILABLE**

PRICE TO BE CONFIRMED FOLLOWING ENGAGEMENT  
BETWEEN THE EXHIBITER AND THE SUPPLIER



#### **Can be included:**

- Branded Graphics
- Furniture
- Display Units
- Interactive Elements
- Lighting
- Flooring
- Promotional Materials
- Audio-Visual Equipment
- Interactive Stations



## OPTION 3: FLOOR SPACE ONLY



Cost for exhibition space only (no shell scheme framework):

- Table and full-length linen + two chairs
- exhibitor profile, logo and URL link on the AfAS Conference website
- 2 complimentary full registration

Available Floor space options:		
Stand Size	Price: South African Rand (ZAR)	Price: Euros (€)
06m <sup>2</sup> : 3m x 2m	R6 000	€ 350
09m <sup>2</sup> : 3m x 3m	R8 000	€ 450
12m <sup>2</sup> : 3m x 4m	R12 000	€ 650
16m <sup>2</sup> : 4m x 4m	R15 000	€ 800

## OPTION 4:



Cost for advertising with branding only

South African Rand (ZAR)	Euros (€)
R7 500	€ 380

- Branding, logos on the Conference banners and website etc.
- This does not include a physical exhibition space.
- This package does not include access to the conference rooms and exhibition areas.
- exhibitor profile, logo and URL link on the AfAS Conference website

## EXHIBITION SCHEDULE



23 March 2025	Exhibitor's Installation Day (09h00 – 20h00)
24 - 27 March 2025	The exhibition space will open at 08h00 and will close at 17h00 each day All exhibition stands must be staffed during exhibition hours
28 March 2025	The exhibition space will open at 08h00 and will close at 15h00

# SPONSORSHIP OPPORTUNITIES



## **Platinum Sponsor (1 x package): R 450,000**

- Exhibition Booth: 1 x Complimentary 16m<sup>2</sup> priority booth or floor space selection (including 1 table, 3 chairs, 1 TV Screen, 1 electric outlet, dust bin)
- Conference Registrations: 4 x Complimentary AfAS-2025 Registrations
- Event Access: 4 x Welcome Reception Tickets and 4 x Gala Dinner Tickets
- Brand Recognition: Sponsor Recognition during Official Events, side events, and educational outreach programs
- Marketing Visibility: Logo on Official communique, and Mobile Conference platforms; Inclusion of your organisation's information in the Press Pack; Insert in the Delegate Conference Pack (to be provided by sponsors); Logo on Official Website and Signage



## **Gold Sponsor (2 x packages): R 300,000**

- Exhibition Booth: 1 x Complimentary 16m<sup>2</sup> booth or floor space selection (including 1 table, 3 chairs, 1 TV Screen, 1 electric outlet, dust bin)
- Conference Registrations: 2 x Complimentary IAU GA 2024 Registrations
- Exclusive Event Access: 2 x Welcome Reception Tickets and 2 x Gala Dinner Tickets
- Brand Recognition: Sponsor Recognition during Official Events, side events, and educational outreach programs
- Marketing Visibility: Logo on Official communique, and Mobile Conference platforms; Inclusion of your organisation's information in the Press Pack; Insert in the Delegate Conference Pack (to be provided by sponsors); Logo on Official Website and Signage; Display of your corporate logo in the Conference Programme



## **Silver Sponsor: R 150,000**

- Exhibition Booth: 1 x Complimentary 12m<sup>2</sup> booth or floor space (including 1 table, 3 chairs, 1 TV Screen, 1 electric outlet, dust bin)
- Conference Registration: 1 x Complimentary IAU GA 2024 Registration
- Exclusive Event Access: 1 x Welcome Reception Ticket and 1 x Gala Dinner Ticket
- Marketing Visibility: Logo on Official communique, and Mobile Conference platforms; Inclusion of your organisation's information in the Press Pack; Insert in the Delegate Conference Pack (to be provided by sponsors); Logo on Official Website and Signage; Display of your corporate logo in the Conference Programme



## **Bronze Sponsor: R 75,000**

- Exhibition Booth: 1 x Complimentary 12m<sup>2</sup> booth or floor space (including 1 table, 3 chairs, 1 TV Screen, 1 electric outlet, dust bin)
- Exclusive Event Access: 1 x Welcome Reception Ticket and 1 x Gala Dinner Ticket
- Marketing Visibility: Logo on Official communique, and Mobile Conference platforms; Logo on Signage; Display of your corporate logo in the Conference Programme; Inclusion of your organisation's information in the Press Pack

# OTHER SPONSORSHIP OPPORTUNITIES



## Student grant sponsorship

South African Rand (ZAR)	Euros (€)
R 200 000	€ 10 000

## Virtual platform sponsor

South African Rand (ZAR)	Euros (€)
R 150 000	€ 8 000



## AfAS 2024 Hackathon participants

South African Rand (ZAR)	Euros (€)
R 100 000	€ 5 000

# OTHER SPONSORSHIP OPPORTUNITIES

## Welcome Reception

South African Rand (ZAR)	Euros (€)
R 100 000	€ 5 000



- **Logo and Description:** Sponsor's logo and description featured prominently on the conference website.
- **Email Blast:** Inclusion in an email blast to pre-registered attendees with sponsor recognition.
- **Event Programme:** Company logo on the programme as the First Tier (Main) Event Sponsor.
- **Delegate Registrations:** Full delegate registrations to attend the conference.
- **Exhibition Stand:** One exhibition stand (3m x 3m Shell Scheme).
- **Menu Recognition:** Inclusion of tag line/logo on the event menu.
- **Dinner Invitations:** Invitations to the welcome dinner.
- **Guest Welcome:** Opportunity for a company representative to give a short welcome speech at the event.

# OTHER SPONSORSHIP OPPORTUNITIES



## Conference Dinner

South African Rand (ZAR)	Euros (€)
R 150 000	€ 8 000

**Logo Placement:** Sponsor's logo featured on the conference website.

**Email Blast:** Inclusion in an email blast to pre-registered attendees with sponsor recognition.

**Delegate Registration:** Full delegate registration for the event.

**Programme Tag Line:** Inclusion of a tag line on the programme (e.g., Organisation X has sponsored this event).

**Exhibition Stand:** One exhibition stand (3m x 3m Shell Scheme).

**Menu Recognition:** Inclusion of tag line/logo on the dinner menu.

**Guest Welcome:** Opportunity for a company representative to give a short welcome speech at the event.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Entertainment – Welcome Reception or Gala dinner (R30,000 / €1 500)

- Programme Tag Line: Inclusion of a tagline on the programme (e.g., Organisation X has sponsored this event).
- Acknowledgment: Sponsor thanked at the event.

## Local Key-Note Speaker (R20,000 / €1 000)

- Programme Tag Line: Inclusion of a tagline on the programme (e.g., Organisation X has sponsored this event).
- Acknowledgment: Sponsor thanked at the event.

## Conference Bags and Lanyards (R40,000 / €2 000)

- Programme Tag Line: Inclusion of a tagline on the programme (e.g., Organisation X has sponsored this event).
- Logo Placement: Organisation logo on conference bags and lanyards.
- Acknowledgment: Logo and sponsorship acknowledgment included on the conference branding.



