



## Exhibition & Sponsorship Opportunities

Hosted by



Uganda Revenue Authority

Organized by



WORLD CUSTOMS ORGANIZATION

Corporate Sponsor



HUAWEI

The World Customs Organization and the Uganda Revenue Authority (URA) are pleased to be jointly organizing the 4th WCO Global AEO Conference, which will take place in Kampala, Uganda from 14<sup>th</sup> to 16<sup>th</sup> March 2018 with the theme “Promoting Mutual Recognition of AEOs to Strengthen and Secure Global Trade.”

The Global AEO Conference gathers representatives from Customs administrations, the business community, the government as well as policymakers and academics to discuss the successes and challenges of Customs and the private sector in implementing AEO programmes.

## Participant Profile

The 2018 WCO Global AEO Conference will provide a unique opportunity to participants to discuss multiple topics related to the security and facilitation of the global trade supply chain, and also to experience African hospitality, while taking in the splendour of the country, known as the “Pearl of Africa.”

It will bring together the representatives of the border and enforcement agencies, Directors General, Senior Operational Officers and field experts from Customs Authorities, technology sector, international organizations and others involved in the international trade arena. It is anticipated that representatives from various governmental agencies, technology providers, research institutes, international organizations, consulting companies and other businesses who are interested in better securing the supply chain while improving trade facilitation will attend the Kampala Conference.

Attendees will have an opportunity to participate in this dialogue and share their experiences both on a personal level and with a wider audience.

Visitors can also learn more during the workshops (break-out sessions) and by visiting the booths of the sponsors of this event.

### **Why Participate as an Exhibitor, Sponsor or Advertiser?**

- Establish and reinforce your company’s position by taking a presence at this premier meeting.
- Benefit from face-to-face contact with a very specific target market and interact with usually difficult-to-access high level decision makers on a cost effective and informal basis.
- Position yourself as a leading and insightful expert.
- Reach the WCO universe through your presence on meeting materials such as Forum announcements and website.
- Build market share and new customer relationships during challenging economic times.
- Update your market knowledge and learn about new developments in your sector from your fellow trade participants.

The Sponsorship & Exhibition opportunities available at the WCO Global AEO Conference are outlined in this document. Please be advised that early booking is strongly advised in order to secure your preferred option and avoid disappointment.

## Conference Venue

### Kampala Serena Hotel



The venue and primary hotel for accommodation for the WCO Global AEO Conference is Kampala Serena Hotel. Preferential rates (half price) have been negotiated for the participants to the Conference.

The hotel is an inspirational blend of 5-star polish, pan-African panache, social style and business reliability. Ideally located at the very heart of Kampala, the luxury business hotel stands amidst 7.2 acres of landscaped grounds and water gardens. An oasis of cool and green, encircled by the seven hills of Kampala, this 152-room world-class hotel is the focal point of national, regional, business, political and social life.

Drawing its architectural inspiration from the abundance of Uganda's lakes and rivers, the hotel has been created around a central water theme, which manifests itself both in the extensive water gardens and in the hand-carved panels and shimmering mosaics with which it is decorated.

Inspirationally styled as a Kampala showcase for Ugandan art, this unique 5-star hotel offers; an international conference center, a garden auditorium, a roof-top terrace, a rock-sculptured pool terrace, three restaurants, two bars and the Moorish palace of the 'Maisha Mind Body and Spirit Spa'.

## Exhibition Area

The Conference Center, Victoria Hall, is located in the compound of the Kampala Serena Hotel and the Exhibition area is located on the first floor of the Conference Center. All coffee & networking breaks and lunches will take place in and around the exhibition area. The breakout sessions on 15<sup>th</sup> March, will take place in the following rooms: Victoria, Katonga A, Katonga B, Achwa, Kyoga, Nile and VIP

The Exhibition gives attendees an opportunity to meet suppliers that will demonstrate their latest technological breakthroughs and innovations. Suppliers of diverse solutions, from analytical software to non-Intrusive Inspection technologies will be able to network with Senior Customs officials from around the world.

## Preliminary Exhibition Schedule

### Exhibition Set Up

09:00 – 18:00, Tuesday, 13 March 2018

### Exhibition Open

09:00 – 18:30, Wednesday, 14<sup>th</sup> March 2018

09:00 – 17:30, Thursday, 15<sup>th</sup> March 2018

09:00 – 13:00, Friday, 16<sup>th</sup> March 2018

### Exhibition Dismantle

14:00 – 18:00, Friday 16<sup>th</sup> March 2018

### Forum Secretariat

WCO Event's team is the organizer of this Forum and has a dedicated Exhibition & Sponsorship Management team to work with you to maximize your Return on Investment (ROI). For enquiries and bookings, please contact the Event Manager (above).

### Event Manager

**Mr. Ludovic Thanay**

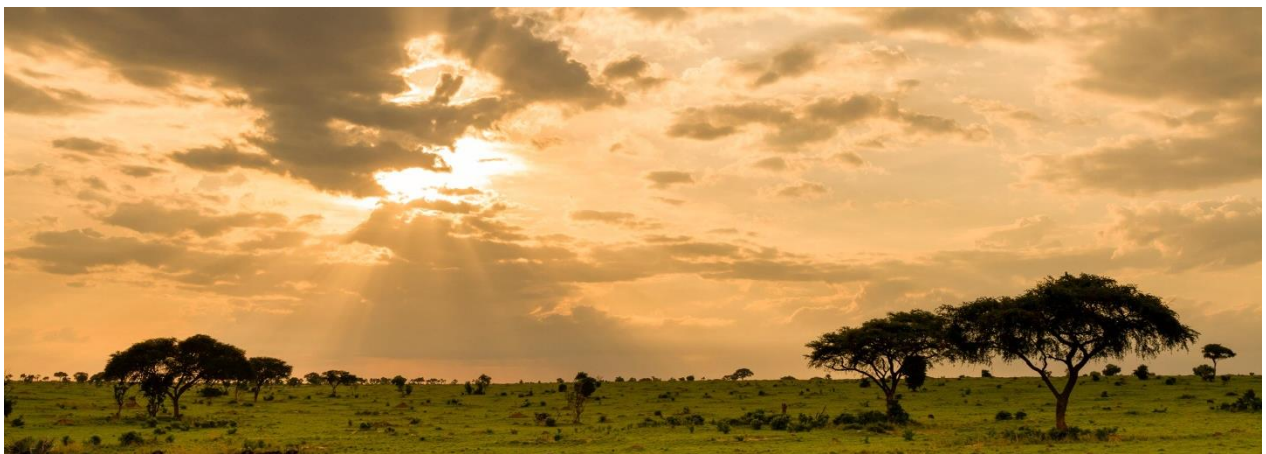
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# Exhibition Floor Plan

## WCO EXHIBITION FLOOR PLAN 2018



**KEY**

- 1** Booth size is (3x2)m
- Cocktail Table
- Banquet Chair

Sponsorship Opportunities		Corporate Sponsor € 50,000	Diamond Sponsor € 40,000	Platinum Sponsor € 30,000	Gold Sponsor € 20,000	Silver Sponsor € 15,000	Bronze Sponsor € 10,000
1	Special Recognition as Corporate Event Sponsor throughout the Forum	✓					
2	Welcome Cocktail		✓				
3	Co-Sponsor of Dinner on Day 1 with Host administration	✓					
4	Sponsor of Lunch on Day 1			✓			
5	Sponsor of Lunch Day 2			✓			
6	Sponsor of Grab-and-go lunch on Day 3		✓				
7	Sponsor of Conference Tour (First Come, first served basis)				✓		
8	Sponsor of Refreshment & Contact breaks (Only 5 opportunities available)				✓		
9	Standard booths (3x2 metres)	✓	✓	✓	✓	✓	✓
<b>Speaking Opportunities</b>							
10	First Keynote Address on Day 1	✓					
11	Second Keynote Address on Day 1		✓				
12	One Plenary Speaking Opportunity on Day 1			✓			
13	One Plenary Speaking Opportunity on Day 3			✓			
14	Moderator (Depending on availability and Speaker)	✓	✓				
15	Breakout sessions - 25 minutes slots (Gold – morning, Silver – afternoon, Bronze – late afternoon)				✓	✓	✓
<b>Branding / Advertisements</b>							
16	Interview in Teaser Video	✓					
24	Lanyards	✓					
17	Conference badges	✓					
18	Conference bags	✓					
19	Interview in Conference video	✓	✓	✓			
20	Advertisement on Event's website	✓	✓	✓	✓	✓	✓
21	Company logo on holding slides	✓	✓	✓	✓	✓	✓
22	Company logo / blurb on website / Forum programme	✓	✓	✓	✓	✓	✓
23	Advertisement in Forum programme (Artwork to be supplied by sponsor)	✓	✓	✓	50% discount x € 750	35% discount x € 750	25% discount x € 750
24	Company insert in Delegate bag (A4 printout or giveaway item -limited amount)	✓	✓	✓	500 € per item (max. 1000 units)	650 € per item (max. 1000 units)	1000 € per item (max. 1000 units)
<b>EXHIBITION OPPORTUNITIES</b> (includes logo and blurb on Website, Programme and a delegate bag per company)							
25	Standard booth - 3x2m= 6sqm – Includes the following : 2 chairs, 1 table, spot lights, waste paper basket, electricity socket, printing of name on fascia of booth and participation in dinners / lunches / networking breaks / Conference tour						4000

## Booking form

Please complete in **BLOCK CAPITALS** and return this form to:

**Mr. Ludovic Thanay**

Executive Officer

World Customs Organization

30 Rue du Marché, B-1210 Brussels,

Belgium

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F: +32 (0)2 2099 292

E: [Ludovic.Thanay@wcoomd.org](mailto:Ludovic.Thanay@wcoomd.org)

<b>Company Name:</b>	<b>Contact Person:</b>
<b>Tel/Fax:</b>	<b>Email:</b>
<b>Postal Address:</b>	
<b>Sponsorship/Exhibition requested (include amount to be paid) –</b> <i>Example: Diamond Sponsor €40,000</i>	
(include 3 choices for booth selection, if appropriate; exhibition floor plan is included on previous page)	

TERMS & CONDITIONS - 50% of amount is due immediately with the balance due within 30 days of the date of the invoice. Invoices must be paid within 30 days of the invoice date. Payment can be made by bank wire transfer, and instructions will be included in the invoice.

All bank charges are the responsibility of the sender. Wire transfers must be in euro. If the Client fails to submit full payment 1 month prior to the event, WCO can cancel the Client's participation in the Conference & Exhibition. Upon receipt of the booking form, participation will be confirmed in writing by the Exhibition & Sponsorship Team together with the issuing of an invoice for the amount owing. Refunds of sponsorship costs will be based on the following schedule:

- **Before 15 February 2018 – 50% of the total due will be refunded.**
- **On or after 15 February 2018 – no refund available.**

In the event of a cancellation of an exhibition space a service fee of **€500** applies for each space cancelled before **15 February 2018**. After this no refunds will be made unless the space is resold.

Cancellations for both sponsorship and exhibition must be submitted in writing to the WCO.

In the event that the conference is postponed for any given reason, the exhibitor/sponsor will not be entitled to cancel the exhibition space /sponsorship or to obtain monetary compensation, but the benefits that have been agreed will remain in place for the rescheduled event.

In the event that the conference is cancelled for any given reason, the WCO will refund the exhibition/sponsorship money to the relevant company, minus any benefits that have been received by the company prior to the cancellation and any expenses incurred by WCO with respect to the provision of the agreed benefits.