



Guidelines on Commercial Components of Evidence 2023

Background

The Africa Evidence Network (AEN) is a member-based not-for-profit organisation, which has grown into a broad community of over 4,000 diverse people who share a vision to see an end to poverty and inequality in Africa. It has a mission to facilitate connections and collaborations that contribute to this vision by increasing Evidence-Informed Decision Making (EIDM) together.

We have goals to foster collaboration among professionals engaged in or supporting EIDM in Africa, increase knowledge and understanding of EIDM, share capacities across the EIDM ecosystem, improve the enabling context by promoting EIDM in Africa, and advocate for Africa's full voice and participation in the national, regional, and global movements to increase EIDM. Our Evidence series of events is one of the platforms to reach our goals.

The EVIDENCE series was launched in 2014 as a biennial event hosted by the AEN. The series began as an [in-person colloquium in 2014](#) to bring together members of the AEN to explore how to enhance the overlaps in their work to support EIDM in Africa. In 2016, the event series was rebranded as EVIDENCE. Since the inception colloquium, the Network has hosted [EVIDENCE 2016](#), [EVIDENCE 2018](#) which included EVIDENCE ONLINE 2018, and [EVIDENCE 2020 ONLINE](#) and EVIDENCE 2022.

The key purpose of our EVIDENCE events is to facilitate engagement, broker understanding, and support the impact of EIDM in Africa. The theme and format of each EVIDENCE event is always unique, shaped by what members want to take forward, as well as impacted by external factors (e.g., the COVID-19 pandemic). Irrespective of its distinct blend of virtual and in-person activities, every single EVIDENCE event has delivered on its core purpose: engage, understand, impact.

Introducing Evidence 2023

At the tail-end of EVIDENCE 2022, the stage was set for the next regional event on EIDM when host country and dates were announced for Evidence 2023. Uganda is hosting this multidisciplinary practitioner-community across the continent and beyond, from 13 – 15 September 2023, in Entebbe.

Substantial progress has been made in establishing different layers of responsibilities, just as with all necessary deliverables, prior to the main event in September. Below is a summary of progress made thus far:

- Thematic work streams and their respective working groups were activated in January, seeking to animate content and practitioner experiences before, during and after the event
- Concept for the event was published in February 2023
- A guideline, calling for content submissions from among practitioners focused on the continent was also issued in February
- A draft (framework) programme was created in March 2023, awaiting further refinement based on content received, as well as other logistical considerations

Aimed at leveraging this event to inspire greater degree of content creation for the practice, a larger proportion of the event sessions have been dedicated to capturing a wide variety of explicit and tacit knowledge produced within the field. Our content and practice sessions are therefore fused with networking, cultural and inspirational sessions, and provision is made for stakeholders to participate either in-person at the Protea hotel, Entebbe or virtually through a dedicated streaming platform. Event organizing partners, [Conference South Africa](#), have demonstrated through previous Evidence events their ability to facilitate these multi-modal gatherings.

Financing options for network events

A major concern for the network has been funding sources for its different kinds of events. Different modalities for financing our events are being considered, to augment our largely inconsistent grant-support over the years. Different options considered have included potential charging of membership dues, participation fees, among others. But caution has been exercised, to a large extent, not to create financial bottlenecks for member participation. This document therefore provides guidance on mechanisms to accommodate commercial elements into Evidence 2023, for potential evaluation and learning.

Commercial options for Evidence 2023

As with any major professional gathering, it is envisaged that the network could leverage its comparative (numeric) advantages to generate some income from its different activities. For Evidence 2023 therefore, commercial elements envisaged include corporate sponsorships, premium side events, and commercial market spaces.

About 150 professional network members are envisaged to assemble in-person for this regional event, sharing common spaces for three days. Previous events have assembled about 500 extra followers using the virtual streaming platform, notwithstanding the over 1,000 audience engaged via social media (Twitter, Facebook and LinkedIn).

Potential subscribing entities may include the following:

- business organisations operating locally in Uganda, within the East African sub-region, or regionally across Africa
- corporate entities that share similar values with the AEN (see vision, mission, objectives and corporate values)

Corporate sponsorships

For corporate entities, there is opportunity to choose to subscribe either as (high-end) title sponsors or as (lower-end) sponsors of specific segments of the event.

Title sponsorships levels

These are targeted at corporate entities interested in being profiled as sponsors of the entire event. Below are a bouquet of packages, and their associated benefits for subscribing organisations. We weave flexibility into this option, accommodating either financial and/or in-kind (product/service) deals. In-kind offers may have to be valued at the respective packages indicated. Next is a detailed description of packages.

Engagement opportunities	Visionary (20,000 USD)	Leadership (15,000 USD)	Strategic (10,000 USD)	Supporting (5,000 USD)
WEBSITE AND COMMUNICATION				
Logo & hyperlink to Subscriber's website on Evidence 2023 website	☐	☐	☐	☐
Logo on promotional/communication e-mails	☐	☐	X	X
Social Media Post	☐	☐	X	X
VIRTUAL PLATFORM				
Logo on Sign in Page	☐	X	X	X
Rotating Banner on Home Page (870 x 155) Provided by Subscriber	Dedicated	Dedicated	Shared	Shared
Rotating banner Hyperlink	☐	☐	X	X
Rotating banner Description	☐	X	X	X
Push notification Acknowledging Subscriber	4	2	X	X
VIRTUAL SESSIONS				
Logo on Lower third	☐	X	X	X
Sponsor Logo on Holding Side	Dedicated	Dedicated	Shared	Shared
15 second Promotional Video Played Before Session (Provided by Sponsor)	☐	X	X	X
1min Promotional Video Played During Break (Provided by Sponsor)	☐	☐	X	X
Verbal acknowledgement of sponsorship during conference opening and closing sessions, prioritised according to the value of the package	☐	☐	☐	X
VIRTUAL EXHIBITION				
Virtual Exhibition Stand	☐	☐	☐	☐
Logo and Description on Exhibitor Listing Page	☐	☐	☐	☐
Logo and Description on Exhibitor Profile Page	☐	☐	☐	☐
Brochure Download (PDF format, 5 MB limit)	3	2	1	1
Hyperlink to External URL	2	2	1	X
Embedded Video on Exhibitors Page (Supplied by Sponsor)	5	3	2	1
Exhibitor Word Description	250 words	200 words	150 words	100 words
Ranked according to package	1	2	3	4

ON-SITE SPEAKING & EXHIBITION OPPORTUNITIES				
Corporate-sponsored premium side event of choice	2	1	X	X
Media match-up (opportunity to meet with media)	☐	☐	X	X
ACKNOWLEDGMENT & VISIBILITY				
Conference website and digital programme	☐	☐	☐	☐
Official on-site sponsor signage with acknowledgment of sponsor level	☐	☐	☐	☐
Plenary slide show	One Full Slide	Half Slide	Quarter Slide	1/8th Slide
Post-event strategic engagements	☐	☐	X	X

NB: All exhibitor documents, links and videos will be made available for participants in the resource gallery; and all materials, videos, documents, logos are to be provided by the Subscriber.

Event segment sponsorships

Specific segments of the main programme are equally available for sponsorships. These are open to all, but targeted mostly at organisations in which individual members of the network currently work, aiming to promote equally visibility and branding for these organisations. Interested organisations may indicate the preferred segments to sponsor when completing the [subscription form](#).

Segment	Quantity	Duration	Value (USD)	Benefits
1. Live inspiration sessions	2	30 mins	300.00	1. Positive brand recognition 2. Attracting new customers
2. Collective reflection session	2	15-60 mins	200.00	
3. Wind-down & socialisation sessions	2	30 mins	500.00	
4. Live summary sessions	2	5 mins	100.00	
5. Live Africa Talk session	1	60 mins	500.00	
6. Live AELA Prize session	1	10 mins	300.00	
7. AELA Category prizes	3	200 USD each	600.00	

Premium side events

There will be 2 options for side events – cocktail roundtable showcases and convening side events.

Cocktail roundtable showcases

These will typically involve a dedicated set-up, providing opportunity for a subscribing organisation to specially interact with their audience, in a relaxing cocktail-styled environment. An organisation may choose to display a pull up banner behind their table.

Dimensions	Rate (USD)	Components
Cocktail round table set-up	250.00 per day	1 high table with 2/3 high chairs

Convening side events

There are 3 opportunities for convening side events during Evidence 2023. Two of these (day 1 and 3) will last for 60 minutes, while the sole opportunity for day 2 will last for 30 minutes. Potential subscribers may therefore indicate in advance their preferred use for these convening sessions, which

may include workshops, round table meetings, panelled discussions, learning labs, town-halls or other events. The following configurations are available for convening side events.

Configuration	Rates (USD)	
	30 minutes	60 minutes
Less than 10 people	1,000.00	1,900.00
Up to 20 people	1,500.00	2,800.00
More than 20 people	2,000.00	3,600.00

Unlike cocktail roundtable showcases, a key condition for these side events will be that they may be operational ONLY at their programme-allocated times. Proposed side events should equally be directly related to the spirit (goals and objectives) of Evidence 2023 (see [Concept note](#)).

Organisers of side events are primarily responsible for securing attendance to their sessions. The AEN may only **facilitate** the process of registering for and attending these sessions.

Commercial market spaces

Location for Evidence 2023 provides an opportunity to create a commercial market space, where interested commercial entities may subscribe to spaces to display and sell their products. These may typically include food and beverage organisations, as well as purveyors of creative and artistic works (goods and services).

A negotiable rate (50-100 USD) will be charged for the entire duration of the event. This opportunity is deliberately created to facilitate an experience of Ugandan culture by this cohort of visiting EIDM professionals.

Procedure to subscribe for a package

Three options have been detailed above for commercially engaging with Evidence 2023 (corporate sponsorships, premium side events, and commercial market spaces). Below are details to complete a subscription for the event.

Subscription forms

To subscribe to any of these, interested organisations are required to submit a completed [subscription form](#). Apart from detailing the subscribing organisation, the form requires an indication of the selected package(s), details of any side events, as well as preferred payment terms. There is also an opportunity to suggest any essential logistical arrangements to be made, in view of the selected package.

As much as possible, and for the sake of logistical considerations, all subscriptions should be made at least 2 months before event dates.

Invoicing and payment

Following submission of a [subscription form](#), an electronic invoice will be sent to the Contact person(s) indicated during the subscription. Feedback will be expected from the subscribed organisational Contacts to confirm or make any alterations on the invoice. Allocation of packages will be on a first-come-first-serve basis, hence invoices that remain unconfirmed for 10 working days will automatically be rendered void.

Contact details

For more information, please contact:

Event Organisers (ConfSA): info@confsa.co.za

Africa Evidence Network (AEN): info@africaevidencenetwork.org