



FUTURE PROOFING
FOR BUSINESS EXCELLENCES

22nd - 24th November 2023

MEDIA, BRANDING & EXPERIENTIAL
BENEFITS PROSPECTUS





dx⁵ formerly CIO Africa: Who are we?

Digital transformation (DX) is a strategic approach to enterprise innovation built around integrating digital technologies into businesses processes, products and solutions and stakeholder engagement.

dx⁵ was built on a passion for transformative technology and authentic community connection. We create, support and activate digital transformation across the African continent through multiple C-Suite connections, driving change and growth in a variety of industries.

dx⁵ intelligent connectors

LEVERAGING THE POWER OF TECHNOLOGY COMBINING PEOPLE, PROCESSES & SOLUTIONS TO DRIVE DIGITAL TRANSFORMATION ACROSS AFRICA



Connecting Stakeholders

The CIO 100 Symposium & Awards is designed to connect digital solutions, influencers and experts to key stakeholders in multiple industries looking to transform, automate and secure their processes and operations.

Choose how you engage with key stakeholders through a variety of opportunities that we have designed to fit different budgets whilst still ensuring you get maximum exposure at the CIO 100 Symposium & Awards.

Our approach

People buy from people.

Building awareness and cultivating trust through consistency is what results in customer loyalty.

Continuous engagement built on a deep understanding of your customer needs and challenges is how you build sustainable relationships.



Your exposure

This is why we have designed experiences at CIO 100 to include non-traditional formats which deepen your brand exposure and are more likely to create positive and memorable impact on your target audience.

To sponsor, please contact: customersuccess@dx5ve.com

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2022 BY NUMBERS



84M

Reach



15.5K

Interactions



7.8K

Likes



7.7K

Shares



6,978

Mentions

Get ready to experience the future of technology at the Annual CIO 100 Awards and Symposium! This premier event brings together senior technology and business leaders from across the region to explore the latest technology trends, strategies, and innovations that are shaping the future. This event is designed to provide a platform for attendees to stay current on the latest technology trends and strategies, hear from industry leaders and experts, network with peers, and gain insight into how other companies are utilizing technology to drive innovation and growth.

This year's event will feature keynote presentations from business leaders, case studies from CIOs and IT Directors, and panel discussions on a wide range of topics including Artificial Intelligence and its impact on business, Cybersecurity and data protection, Cloud computing and its role in digital transformation, Internet of Things and Industry 4.0 and Digital transformation and its impact on the workforce.

The event is not just about learning, it is also about recognition, celebration and inspiration. We will be recognizing and honoring the top companies that have used technology in the most innovative ways and have achieved remarkable business outcomes. This is an opportunity to network with industry leaders, share best practices, and be recognized for your achievements.

Topics

The Symposium will cover a wide-range of business and technology topics that fuel the digital transformation agenda in multiple formats including keynotes, panel discussions, ideation sessions and fireside chats. Topics to be covered include:

- **AI-mazing:** Harnessing the Power of Artificial Intelligence for Business Success
- **Cloud Nine:** Navigating the Digital Transformation with Cloud Computing
- **IoT Revolution:** How Industry 4.0 is Changing the Game
- **Cyber Savvy:** Strategies for Protecting Your Business in the Digital Age
- **The Future of Workforce:** Navigating the Impact of Digital Transformation
- **5G:** Connecting the Future
- **Blockchain Breakthrough:** Unlocking the Potential of Distributed Ledger Technology
- **Quantum Computing:** Unlocking the Potential of the Future
- **Automation Nation:** Navigating the Impact of Robotics and Automation on the Workforce
- **Reality Check:** Exploring the Potential of Virtual and Augmented Reality
- **Smart Cities:** Building the Cities of Tomorrow
- **Digital Identity Management:** Navigating the Challenges and Opportunities
- **FinTech Frontier:** Exploring the Impact of Digital Payments on the Economy
- **Quantum Shield:** Protecting Data in a Quantum Computing Era
- **Edge of Innovation:** Harnessing the Power of Edge Computing
- **Neuromorphic Computing:** Unlocking the Potential of Neuromorphic Hardware
- **Spatial Shift:** Navigating the Impact of Spatial Computing on Industries

Attendee Demographics



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Why you should sponsor

Sponsorships at the CIO 100 Symposium and Awards is specifically designed to provide value and interaction for both attendees and sponsors through brand visibility and networking opportunities.

Brand exposure: Sponsoring the CIO 100 Symposium and Awards provides an opportunity for companies to showcase their brand and products to a highly-targeted audience of senior technology and business leaders. This can help to increase brand awareness and visibility among potential customers, partners, and investors.

Networking opportunities: The CIO 100 Symposium and Awards provides an opportunity for companies to connect and network with other technology leaders and decision-makers. This can help to establish new business relationships and partnerships and can also provide valuable insights into industry trends and best practices.

Thought leadership: Sponsoring the CIO 100 Symposium and Awards provides an opportunity for companies to position themselves as thought leaders in their industry. By participating in panel discussions, giving keynote speeches, or hosting workshops, companies can share their expertise and insights with attendees, which can help to establish them as experts in their field.

Lead generation: Sponsoring the CIO 100 Symposium and Awards can help companies to generate leads and connect with potential customers. Attendees are senior technology and business leaders who are looking for innovative solutions to drive their business forward, and sponsorship provides the opportunity to connect with them and discuss potential solutions.

Showcase innovation: CIO 100 Symposium and Awards is focused on recognizing and celebrating companies that have used technology in the most innovative ways. Sponsoring the event provides an opportunity to showcase the innovative solutions and services that the company is offering to the target audience, which can help to create a positive brand image and differentiate the company from its competitors.

Stay current: The event is focused on the latest technology trends, strategies and developments. It provides a great opportunity for companies to stay current with the latest technology trends and be aware of the innovations that are shaping the future.



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SPONSOR LEVEL

PLATINUM
USD 40,000

GOLD
USD30,000

SILVER
USD 20,000

BRONZE
USD 10,000

SPONSORSHIP OVERVIEW	5 available	6 available	10 available	15 available
	360°	180°	90°	45°
PRE-EVENT	\$40,000.00	\$30,000.00	\$20,000.00	\$10,00.00
Invitation Email Branding	√	√	x	x
Confirmation Email Branding	√	√	x	x
Reminder Email Branding	√	x	x	x
Social media mentions	3	2	1	1
Press release on cioafrica.co	√	√	√	√
Television Interview	√	x	x	x
External Press Release	√	√	x	x
Logo on Marketing Collateral	√	√	√	√
Logo on Event Website	√	√	√	√
Profile on Event Website	200 words	150 words	100 words	100 words
DURING EVENT				
<i>In-Person Experience</i>				
Delegate Attendance				
Sponsor delegate tickets	5	4	3	2
Sponsor Customer Passes (invites to be pre-approved by dx ⁵)	6	4	3	2
Brand Engagement				
Forum opening recognition	√	√	x	x
Video Advert	45 Sec	30 Sec	20Sec	10 Sec
Logo on sponsor board	√	√	√	√
Social Media Mentions	6	4	2	2
Registration gift bag goodies (items provided by sponsor and to be pre-approved by dx ⁵)	√	√	√	x

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Pre-built & Branded Expo Booth	Stand Type A	Stand Type B	Stand Type B	Stand Type C
Venue branding rollup banners (to be provided directly by the sponsor)	4	2	1	1
Digital Banners at Venue	4	2	1	1
Educational Engagement				
Keynote Speaking Slot	√	x	x	x
Speaking Slot	√	√	x	x
Panel Speaking Slot	x	√	√	√
Moderator Slot	√	x	x	x
Special Interest Groups (SIGs)				
Number of PAX	20 pax	10 pax	Available at added Cost	Available at added Cost
Awards Sponsorship				
Branded Award	√	√	Available at added Cost	Available at added Cost
ROI				
Attendee List	Registered & Attended	Attended	Attended	Attended
POST EVENT				
Editorial in CIO Africa Magazine - print	√	x	x	x
Editorial on dx ⁵ digital	√	√	x	x
Social Media Mentions	1	1	1	1
Print Advert	Double Spread	1 Page	½ Page	¼ Page
Online banner advert (2 weeks)	Half-Page	Leader board	Medium Rectangle	None
Proof of Execution Report	√	√	√	√

MORE OPPORTUNITIES AVAILABLE ON DEMAND

Golf Sponsorship	4 Options Available	Thought-Leadership Article	4 Available
Welcome Cocktail	1 Available	Interview Series	4 Available
Fireside Chat	2 Available	Press Release	4 Available
Welcome Dinner	1 Available		
Pre-Gala Cocktails	1 Available		
Gala Dinner	1 Available		

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Connect • Engage • Transform

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