

Standard Bank BIOMASS FAIR 2021

 Otjiwa Safari Lodge, Namibia

Call for Sponsorship and Exhibitors

**Research
Symposium**
3 June 2021

**Industry
Conference**
4 June 2021

Expo
4-6 June 2021



Standard Bank



What is the Biomass Fair 2021?

Standard Bank BIOMASS FAIR 2021 (BF 2021) is an event tailored towards the blossoming biomass sector in Namibia and the region at large. For the first time, the Biomass Fair platform is taking place over four days, comprising a Research Symposium (3 June 2021), an Industry Conference and Networking Dinner (4 June 2021), and the Expo (4 – 6 June 2021). Each specific event has a specific target audience, and has a specific purpose, with the overall aim of formalising and promoting the budding biomass industry in Namibia.

Standard Bank BIOMASS FAIR 2021 will be taking place at the Otjiwa Safari Lodge, 40 km south of Otjiwarongo, along the B1 highway, offering a modern conferencing venue and ideal surroundings for biomass product and technology showcasing and field demonstrations. The venue is also in the bush encroachment heartland of Namibia, providing the perfect setting for an engaging event.

Format & Expectations

Standard Bank BIOMASS FAIR 2021 is expected to engage over 3 000 visitors across its four-day format, with the following exciting array of activities:

Please note, due to COVID-19 regulations we might not be able to host big groups and therefore opted for a digital streaming solution. The presentations will be streamed worldwide to accommodate all international visitors!

- 🌱 **Research Symposium, 3 June** – the first day will kick off with a symposium to get the creative juices flowing. The applied research focus will ensure relevance to a wide audience, and with over 15 local and international speakers, will offer presentations on cutting edge research on biomass-related topics.
- 🌱 **Industry Conference, 4 June** – the second day will set the gears in motion, with the focus being on industry, including markets, technologies, products, and services. The conference will host over 15 high level speakers from Namibia and abroad, to engage the audience with trends and opportunities.
- 🌱 **Networking Evening, 4 June** – the evening will offer a targeted networking platform, specifically for biomass buyers and sellers to engage with one another. In a relaxed setting, with drinks and a warm atmosphere, buyers and seller will be invited to attend the dinner. For reservations per table (10 or 6 persons), contact Roelien, +264 (0)81 124 0081
- 🌱 **NCA's AGM, 5 June** – The Annual General Meeting of the Namibia Charcoal Association will be held from 8:00 to 10:00.
- 🌱 **Expo, 4 - 6 June** – the ultimate biomass showcase event, hosting over 120 exhibitors, product, and technology demonstrations. The best way to wrap up the Biomass Fair 2021. Family friendly, with food and beverages on offer. This event will see crowds of people from far and wide attend, accompanied by media.

Previous Events

Biomass Technology Expo 2019

The Biomass Technology Expo 2019 attracted over 120 exhibitors and over 1 500 visitors on 9 August 2019. It received high praise from its exhibitors and guests alike, leaving many surprised by the scale and attendance of the event.

Biomass Technology Demonstration Day 2018

The BTDD 2018 attracted 300 visitors and 30 exhibitors, on 20 October 2018. This was the pilot event, planned to test the interest of the biomass sector. It was deemed a success, as it proved there was interest, both from local and international exhibitors, as well as from the public.

Event Partners

This year's event partners are:

-  Namibia Biomass industry Group
-  Namibia Charcoal Association
-  De-bushing Advisory Service
-  Namibia University of Science and Technology
-  GIZ-MEFT Bush Control and Biomass Utilisation Project
-  Kickstart Namibia
-  Mikel-Jes Music Production

Becoming a Sponsor

Standard Bank BIOMASS FAIR 2021 is in need of strategic sponsorship partners for the new and improved event format. This year's event is bigger and better – and needs strategic sponsors who see the biomass industry for what it is, a huge growth opportunity for the country and the region.

Sponsors will form part of a targeted, high-impact and pioneering event. The event has already grown beyond Namibia's borders, and as such, this year's iteration will gain even more exposure on a regional level, with specific focus on the Southern African Development Community.

Sponsors will gain exposure through a variety of platforms, including pre-event, event, and post-event marketing efforts, including television and radio coverage, print media, digital media, and others. Not only that, the sponsors will be given opportunities to address and engage the event participants at various points throughout the format.

Sponsorship tiers offer a package that suits each sponsors' specific needs, as follows.

Sponsorship Packages



The **DIAMOND** sponsor is the champion of the Biomass Fair 2021 and was scooped up by Standard Bank. Being the premier sponsor, the **DIAMOND** sponsor will receive exclusive sponsorship benefits, as follows:

- As Diamond Sponsor, Standard Bank received the exclusive event naming rights and thus the event of this year is called: “*Standard Bank BIOMASS FAIR 2021*” throughout event promotion.
- Full event branding – large logos included within all visual platforms (digital and print), and specific mentions in all television and radio platforms.
- Full event branding rights – branded banners at event entrance, welcoming area, main hall, food court, entertainment area, etc.
- Branding included on event sponsorship banners (at event)
- Branded pre-event social media boosts (x 10)
- Press interviews (TV & Radio) at Expo (Day 3)
- 20-minute opening presentation at Industry Conference (Day 2)
- 10-minute opening speech at Networking Evening (Day 2)
- Branded flyers in gift bags, handed to all Expo visitors
- Branded gifts in gift bags, handed to all Expo visitors
- Exhibition stand (min. 6 x 6 m) at the Expo, including exclusive furnishings
- 20 x all-event passes for sponsor (excluding Networking dinner)

DIAMOND Sponsorship Cost: N\$ 250 000



The **GOLD** sponsors of the Standard Bank BIOMASS FAIR 2021 are the industry leaders. **GOLD** sponsors will receive premium sponsorship benefits, as follows:

- Full print-media branding – logos included within all visual platforms (digital and print)
- Event branding rights – branded banners at entrance, welcoming area, and main hall.
- Branding included on event sponsorship banners (at event)
- Branded pre-event social media boosts (x 3)
- Exclusive press interviews (TV & Radio) at Expo (Day 3)
- 15 minute speaking slot at Industry Conference (Day 2)
- Branded flyers in event bags, handed to all Expo visitors
- Exhibition stand (min. 5 x 5 m) at the Biomass Expo, including furnishings
- 10 x all-event passes (excluding Networking dinner tickets)
- GOLD Sponsorship Cost: N\$ 100 000**



The **SILVER** sponsors of the Standard Bank BIOMASS FAIR 2021 are the industry upcomers. **SILVER** sponsors will receive optimal sponsorship benefits, as follows:

- 🌱 Full print-media branding – logos included within all visual platforms (digital and print)
- 🌱 Branding included on sponsorship banners (at event)
- 🌱 Branded pre-event social media boost (x 1)
- 🌱 Branded flyers in event bags, handed to all Expo visitors
- 🌱 Exhibition stand (min. 4 x 4 m) at the Biomass Expo, including furnishings
- 🌱 4 x all-event passes (excluding Networking dinner tickets)

SILVER Sponsorship Cost: N\$ 50 000



The **BRONZE** sponsors of the Standard Bank BIOMASS FAIR 2021 are the biomass industry supporters. **BRONZE** sponsors will receive basic sponsorship benefits, as follows:

- 🌱 Branding included on sponsorship banners (at event)
- 🌱 Branded pre-event social media blast
- 🌱 Branded business cards in event bags, handed to all Expo visitors
- 🌱 Exhibition stand (min. 3 x 3 m) at the Biomass Expo, excluding furnishings
- 🌱 2 x all-event passes (excluding Networking dinner tickets)

BRONZE Sponsorship Cost: N\$ 10 000

Event Pricing Tables

Event Pricing Table – Visitors

Online registrations can be made via webtickets.com.na – open from 15 March 2021

	Research Symposium 3 June (Thur)	Industry Conference 4 June (Fri)	Expo 4-6 June (Fri, Sat & Sun)
Visitor pass, at gate	N\$ 150	N\$ 150	N\$ 150
Visitor pass, online	N\$ 100	N\$ 100	N\$ 100
Children U/12	Free	Free	Free

Financial Support Table – Demonstrators and International Exhibitors

	Small (>100 kg)	Medium (>500 kg)	Large (>1 000 kg)
Exhibitor, international			EUR 0.15 per km
Demonstrator, SADC countries	N\$ 2.40 per km	N\$ 6.00 per km	N\$ 12.00 per km
Demonstrator, international	EUR 0.20 per km	EUR 0.40 per km	EUR 0.70 per km

* International exhibitors are eligible for financial support from the event partners.

Event Pricing Table – Exhibitors

Online registrations can be made via webtickets.com.na – open from 15 March 2021

	Research Symposium 3 June (Thur)	Industry Conference 4 June (Fri)	Expo 4 - 6 June (Fri, Sat & Sun)
Exhibitor, small (3x3m)	Not applicable	Not applicable	N\$ 1 000
Exhibitor, medium (4x4m)	Not applicable	Not applicable	N\$ 1 500
Exhibitor, large (5x5m)	Not applicable	Not applicable	N\$ 2 000
Demonstrator, small (20x20m)	Not applicable	Not applicable	N\$ 500
Demonstrator, medium (50x50m)	Not applicable	Not applicable	N\$ 1 000
Demonstrator, large (100x100m)	Not applicable	Not applicable	N\$ 1 500

* Exhibitors are limited to 2 persons per stand

* 2 x all-event passes (excluding Networking dinner tickets)

* Financial support is based on ONE WAY distance from origin to event, AS THE CROW FLIES.

SADC exhibitors R 2.40/km one way, as the crow flies. (SADC includes Namibia)

Support is only payable after attending the event

Invoices need to be sent to: Biomass Fair, PO Box 314, Windhoek, Namibia, Att: Klaudia

klaudia@biomassfair.com.na

Please note, in case of event cancellation, all registration fees will be refunded.

Accommodation in Otjiwarongo

Name	Telephone	Email	Price Range (per person, per night)	Distance to Biomass Fair
Casa Forno Country Hotel	+264 67 304 504	info@casaforno.com	N\$ 990	40 km
C'est Si Bon Hotel	+264 67 301 240	cestsibon@iway.na	N\$ 890 - 990	40 km
Village Boutique Hotel	+264 67 306 679	infovillage@iway.na	N\$ 995	39 km
Bush Pillow Guesthouse	+264 67 303 885	reservations@bushpillow.hypermart.net	N\$ 700	40 km
Out of Africa Lodge	+264 67 303 397	levaneck@iway.na	N\$ 595	38 km
Hadassa Guesthouse	+264 67 307 505	hadassa@otjiweb.com	N\$ 850	38 km
Kamaku Guesthouse	+264 67 307 408	kamaku@iway.na	N\$ 610	40 km
Mo-nize Villa Guesthouse	+264 81 148 1919	NA	N\$ 370	39 km
Lion's Den Guest House	+264 67 304 205	panthera@mweb.com.na	N\$ 700	46 km

Accommodation close to Otjiwarongo

Otjiwa Safari Lodge	FULLY BOOKED			0 km
Weaver's Rock Guest Farm	+264 67 304 885	rtc@iway.na	N\$ 370 - 750	22 km
Weaver's Rock Camping	+265 67 304 885	rtc@iway.na	N\$150	22 km
Okonjima Luxury Bush Camp	+264 67 314 000	info@okonjimalodge.com	N\$ 8 000	30 km
Okonjima Plains Camp	+265 67 314 000	info@okonjimalodge.com	N\$ 3 295 - 4 495	35 km
Okonjima Campsite	+266 67 314 000	info@okonjimalodge.com	N\$ 600	33 km
Waterberg Guest Farm	+264 81 751 4866	reservations@waterbergnamibia.com	N\$ 1 631 - 2 304	45 km
Hamakari Guest Farm	+264 67 306 633	hamakari@iway.na	N\$ 2 300	73 km
Hamakari Guest Farm Camping	+265 67 306 633	hamakari@iway.na	N\$ 250	73 km
Frans Indongo Lodge	+264 67 304 945	indongo@afol.com.na	N\$ 1 036 - 1 050	83 km
Tana Safaris Bushcamp	+264 81 124 1370	frik@mtcmobile.com.na	N\$ 350	75 km

For any Biomass Fair related information

please contact Roelien

roelien@biomassfair.com.na +264 (0)81 124 0081

An ATM will be available on site