

1. Background

The Ethiopian government has made the development of ICT as one of its strategic priorities so as to implement the new growth and transformation plan. The ICT policy, the incentives and the rise of government expenditure in ICT infrastructure and service are the reflection the government's commitment to use ICT as a tool for rapid economic growth. The trends in the development of ICT indicate that there is a dynamic growth of ICT infrastructure and services in the country. In addition, there are untapped ICT market opportunities for domestic and foreign investors, especially following the enormous national demand due to its multi-dimensional role and emphasis given to the ICT sector in achieving the growth and transformation plan.

As ICT is a catalyst for other sectors, and an industry by itself, promotion and awareness creation to the users, developers, suppliers, researchers etc is highly important. Among the methodologies used for this purpose, ICT exhibition and conference is considered as one of the means for boosting the development endeavors of the sector at the national level. Several initiatives have been made so far in this aspect, and improvements are being registered.

Therefore, in order to increase the level of ICT awareness at the grass roots level and promote its potential role to the growth of our economy, we need to expose, expand and orient the needs, features, and importance of ICT in a sustainable manner.

Cognizant of all these facts and following the encouraging growth momentum in the ICT sector and conducive political environment, the ministry as part of its mission has been taking the initiatives of conducting a regular exhibition and conference on a yearly basis as part of its program in promoting the developments of the sector in a sustained manner. As part of this,

Ministry of Communication and Information Technology of Ethiopia (MCIT) is organizing 5th ICT Exhibition 2012 from June 06- June 10, 2012, at Addis Ababa Exhibition Hall.

The organizers are inviting more than 200 Local and International Exhibitors around the country and major IT delegates from all over the world. They are expecting more than 400,000 visitors during this event. In this large arena most of the companies will have opportunity to

promote their business as well as display their products. The five-day long ICT Exhibition, bazaar and Conference will have desktops, laptops, mobile phones, i-pods, DVDs, and many other latest gadgets from electronics and information technology. The ministry of Communication and Information Technology is organizing this year's Exhibition, which is 5th time with a motto of *"ICT: a Gateway for Growth & Transformation"*.

1.1 Objectives of the Event

1.1.1 The Overall Objective of the Event

This event, therefore, is intended to increase the level of ICT awareness at the grass root level, and promote its implications to national growth. It is aimed to bring multi-stakeholders together to share knowledge, experiences and encourage partnership through discussing various current side issues of the sector in light of promoting the position of the sector amongst the major policy makers, international bodies, developmental investors, academia, research institutes, development partners and relevant governmental and non-governmental organizations; with a view of achieving a coordinated effort amongst them towards the realization of the sector's growth potentials and its contribution to the success of the new growth and transformation plan of the country. Further, it is intended to create a platform where ICT products and services will be showcased and sold at an affordable price.

1.1.2 The Specific Objective of the Event

The specific objective of this event includes, but not limited to:

- provide information on developments and achievements in the ICT sector in Ethiopia;
- promote Government ICT community service
- create awareness on emerging technologies;
- promote local developments and innovations;
- demonstrate and promote local talents, expertise, know-how and export potential;
- sensitize on the potential applications of ICT and choice of technology for effective business and individual solutions;
- sensitize on career opportunities in the ICT sector;

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The 5th ICT Exhibition, Bazaar & Conference

- attract a high number of visitors, both with private and professional interest in ICT;
- present Ethiopia as an attractive emerging market for foreign companies and potential investors in the ICT sector
- support the Ethiopian public sector and private ICT sector in their efforts to strengthen the market and fully exploit ICT related export opportunities

1.2 Unique Features of the Event

Unique features of this year's event is, It is organized during which the national demand for ICT sector is booming locally, the sectoral operators are striving to align themselves with current global situations and during which investors, government organizations, and other partners from abroad and local are also showing their keen interest towards the sector.

It is estimated that more than 350,000 visitors will visit the exhibition, while 200 exhibitors will showcase their products and services. 20 micro enterprises, incubation operators on ICT area and individual ICT innovators will get an opportunity to promote their products/services for free.

This exhibition will also include the disabled, Game, training and kids' corners, which will orient these groups about the alternative solutions that ICT can provide to them. The information/awareness corner will increase the ICT skills of visitors on the existing and new technologies. The bazaar gives visitors to purchase ICT products at reasonable price. The various competitions and prize attached with them will encourage participants and visitors to come to the event. Technology supported entertainments will make visitors familiar with ICT's applications to the day to day life.

I. Event Details

Dates

Exhibition June 06- June 10, 2012

Inauguration: June 06

Closing Ceremony June 10, 2012 onwards

ICT: 2012 Ethiopia
The 5th ICT Exhibition, Bazaar & Conference

The exhibition will be held from June 06- June 10, 2012, while the conference will be held on June 08, 2012

Venue:

The exhibition will be held at the Addis Ababa exhibition center. Exhibitors will showcase their products/services in the entire compound of the center.

Venue Preparation: June 04, 2012

Move in/move-out times

Move-in: June 05, 2012 from 11:00 a.m. 4:000.m.

Move-out: June 11, 2012 from 9:00 a.m.-4:00 p.m.

Hours

The exhibition will be opened on June 06, 2012 and will be visited in the following hours.

June 06, 2012 from 11:00 a.m to 7:00 p.m.

June 11, 2012, from 9:00 a.m to 7:00 p.m.

II. Who are the exhibitors?

This event will give opportunities for public and government institutions, private companies and civic organizations focusing on ICT to promote their products/services. Thus, it hoped that the following organizations will participate in the event.

- ✓ Information Technology offices (government and NGO)
- ✓ Business Application (Software) developing companies
- ✓ Telecommunication Services providers
- ✓ IT colleges
- ✓ IT training centers
- ✓ Web designing and hosting Service Providers
- ✓ Online Services providers
- ✓ Digital Media services providers
- ✓ Networking Solutions providers
- ✓ Security Solutions providers

ICT: 2012 Ethiopia
The 5th ICT Exhibition, Bazaar & Conference

- ✓ Digital advertising service providers
- ✓ Mobile and mobile accessories suppliers
- ✓ Call centers
- ✓ Cable technologies providers
- ✓ Computer and computer accessories suppliers
- ✓ Printers, scanners and copiers suppliers
- ✓ Stationary products suppliers
- ✓ Educational software suppliers
- ✓ ICT professionals associations
- ✓ New technology innovators,
- ✓ Broad Cast & Satellite
- ✓ IT Security
- ✓ Banks & Finance Institutions
- ✓ Insurance Companies

III. Why should you join this event as sponsor/exhibitor?

In this event, different and unique activities will be performed to meet the objectives mentioned above. These activities will create several opportunities for organizations to participate in the event at different levels.

As sponsor:

- You will demonstrate your commitment to and active support for the growth of the ICT sector
- You will be recognized as a supporter of this event through different promotional means
- You will get an opportunity to showcase your new products/services so as to have visitors update their knowledge and understanding about your products/services
- You will get an opportunity to market your products/services to wide range of potential customers through close interaction

ICT: 2012 Ethiopia
The 5th ICT Exhibition, Bazaar & Conference

- You will create brand awareness and acceptance
- You will promote the important contribution your organization
- has made towards to the creation of an informed society
- You will enhance your networking and organization profile

As an exhibitor

- You will stand in a large crowd of your target market and will get an opportunity to have a face to face discussion with them
- You will attract potential clients and generate sales
- You will enhance your public relations, networking and company profile
- You will build long term relationship
- Your company name and products/services will be posted in the ICT catalog.

- Promote their company and/or product awareness
- Maximize their exposure and position of their company as an industry leader
- Reinforce relationships with existing buyers and partners
- Build relationships with potential customers
- Present the benefits of their product and services

As a visitor:

Visitors are expected to benefit more from this exhibition as they are the main target for this exhibition. It is known that they can be individuals, government and non-government organizations, students of higher learning institutions, etc.... Regardless of their type;

- ✓ They will be exposed to new technologies
- ✓ They will get ICT products at reasonable price
- ✓ They will get valuable information in using ICT for their personal development
- ✓ they will get an opportunity to meet different ICT companies

IV. Promotion of the Event

The event will be promoted extensively to attract the attention of the targeted market. The promotion will include:-

- **Printed materials:-** The event will be promoted in the selected news papers for more than 12 weeks, banners and posters will be posted in prime position in the city

ICT: 2012 Ethiopia
The 5th ICT Exhibition, Bazaar & Conference

- **Press coverage**
- **Television and Radio Advertisement:-** the event will be promoted extensively through the national TV, Radio and FM programs
- Posters
- Brochures
- Web-site/ electronic advertisement
- In-door and out-door advertisements
- leaflets
- Press conference dedicated to the opening of the exhibition
- Magazine of the event will be published
- PR campaign: PR campaign is designed to ensure best coverage.

V. Competition Types

The event will also include various innovation competitions among local best ICT innovators such as;

- ✓ ICT week (ETV Question and Answer)
- ✓ Best Presenter for the visitor with it's Stand
- ✓ Research paper Presenters Award
- ✓ Best innovative product.
- ✓ Best Event Logo Designer for the 5th ICT Exhibition

VI. Booking and Payment Schedule

Exhibitors are encouraged to book as early as possible, as space is limited, and booths will be allocated strictly in order of the date the deposit payment and application to exhibit form is received. *In order to confirm your exhibition space, you need to complete exhibitor registration form and send full payment.*

ICT: 2012 Ethiopia
The 5th ICT Exhibition, Bazaar & Conference

In order to confirm your sponsorship, we will require you to complete the attached sponsorship application form and send it along with 50% advance payment upon booking. Reservation will be taken on first come first served basis. All the remaining payments for sponsors must be completed before 1 month of the starting date.

- **Space:** First the allocation of space will be made to the minimum standard of similar events. Mechanisms will be devised to obtain a balance between the expected large number of participants and utilization of the space available, through allocating the space both on fixed booth size and on demand basis of the exhibitors; (i.e. based on the individual company's specific needs).
- The Organizer has the sole and absolute discretion in relation to the admission of Exhibitors. Until an Exhibitor's application made by way of Application Form has been accepted by the Organizer, no rights to exhibit are granted notwithstanding payment or acceptance of the full Booth Service Fee submitted with the application.
- All Exhibitors must be legally registered companies/businesses carrying on business

Payment

- Where the Application Form is submitted in hard copy, the appropriate Booth Service Fee, which shall be non-refundable, must accompany each application.
- For all other application methods including where the Application Form is submitted electronically via the Exhibitor Online Platform, the appropriate Booth Service Fee, which shall be non-refundable must be submitted by the Exhibitor following the application, in accordance with any instructions set out in any request for payment made by the Organizer.

The Booth Service Fee and all other monies payable to the Organizer are exclusive of all taxes. Any applicable tax payable in respect of the payment made for participation in the Exhibition will be the responsibility of the Exhibitor. If at any time there is any withholding or deduction in respect of any taxes, duties or other charges that the Exhibitor would need to apply in accordance

Use of Online Services

Subject to service availability and the consent of the Organizer, the Exhibitor may use online

ICT: 2012 Ethiopia
The 5th ICT Exhibition, Bazaar & Conference

services provided by the Organizer

Exhibitors can register to showcase their products/services in pavilion 1, 2, 3 and the outside area of the exhibition center.

The fee for local participant is

- Registration fee is 100.00Birr
- For hall 1, 2 and 3: 50.00 Birr per square meter /m² per day
- For outdoor: 40.00 Birr per square meter per day

The fee for international participant is

- Registration fee is 100.00 USD
- For hall 1, 2 and 3: 20.00 USD per square meter per day
- For outdoor: 15.00 USD per square meter per day

*Minimum booth size is 9 m²

* A customized additional booth order should be a multiple of the minimum booth size (9m²)

VII. Facilities

The following facilities are readily available freely for each rent of 9m² booth:

- 2 Chairs
- 1 Table
- 2 Spot lights
- 1 Socket
- 1 Dust