

BI

AI

# INNOVATION & TECH FEST

**24-25 AUGUST 2026**  
**THE MARRIOTT HOTEL – MELROSE ARCH**  
**JOHANNESBURG**



# ABOUT EVENTFUL PEOPLE

At Eventful People, we specialize in creating unforgettable events that connect industry leaders, innovators, and decision-makers. With over a decade of experience, we have built a global reputation for delivering exceptional event experiences that inspire, inform, and drive business success.

Our events are meticulously curated with a focus on high-quality content, engaging speakers, and meaningful networking opportunities. Partnering with Eventful People means aligning your brand with thought leadership, innovation, and excellence, offering you unmatched visibility and opportunities to connect with your target audience in impactful ways.





# ABOUT BI + AI INNOVATION & TECH FEST

The BI + AI Innovation & Tech Fest is South Africa's most forward-thinking gathering for Business Intelligence, Data Analytics, and Artificial Intelligence leaders. It brings together data professionals, analysts, engineers, and technology decision-makers who are shaping the future of intelligent, data-driven organisations.

Designed for those who sit at the intersection of BI and AI, the Fest is a dynamic blend of visionary keynotes, practical case studies, hands-on learning, and collaborative discussions. Attendees engage with local and global experts to explore how modern analytics, automation, and AI-powered intelligence are transforming performance, strategy, and innovation across every industry.

The event highlights cutting-edge developments in areas such as advanced analytics, machine learning, generative AI, modern data architecture, data governance, and real-time insights. More importantly, it focuses on real, applicable solutions – the tools, approaches, and capabilities that BI + AI teams can implement immediately to elevate decision-making and unlock new business value.

As the data landscape evolves, the worlds of BI and AI are no longer separate, they are deeply intertwined. This evolution positions the Fest at the centre of where organisations are heading: a world where BI and AI together enable faster insights, smarter decisions, and stronger competitive advantage.

More than an event, BI + AI Innovation & Tech Fest is a community – a space where South Africa's data leaders connect, collaborate, and shape what's next for analytics and intelligence on the continent. It's also a platform where innovative solution providers can showcase expertise, present thought leadership, and build meaningful relationships with customers driving transformation.



# REASONS TO PARTNER WITH US

## Targeted Audience Access

Reach a highly engaged audience of industry professionals, decision-makers, and influencers.

## Brand Visibility

Elevate your brand's presence with prominent placement across event marketing materials, both online and onsite.

## Thought Leadership

Showcase your expertise and insights by presenting presentations, demos, panel discussions, or workshops.

## Networking Opportunities

Engage with potential clients, partners, and industry peers through structured and informal networking sessions.

## Showcase Innovation

Display your latest products, services, or technology solutions to an audience eager to adopt cutting-edge advancements.

Capture high-quality leads from engaged attendees who are actively seeking solutions and new ideas.

## Lead Generation

## Industry Leadership

Align your company with a leading event that champions progress, innovation, and industry best practices.

Our goal is to help innovative partner companies connect with customers by offering opportunities to present, chair tracks, exhibit, and network, creating meaningful engagement and connections.



# PREVIOUS PARTNERS



accelera  
digital  
group

Google Cloud



Ch.  
CALYBRE



BTC. ecosystem.Ai



EXCEL  
ACADEMY

iOCO



intellinexus



OFFER ZEN

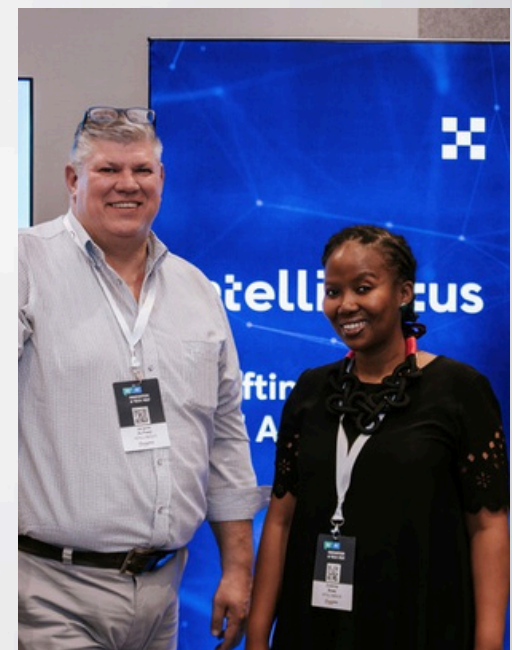


Qlik®



NTT Data







# PREVIOUS ATTENDING ORGANISATIONS





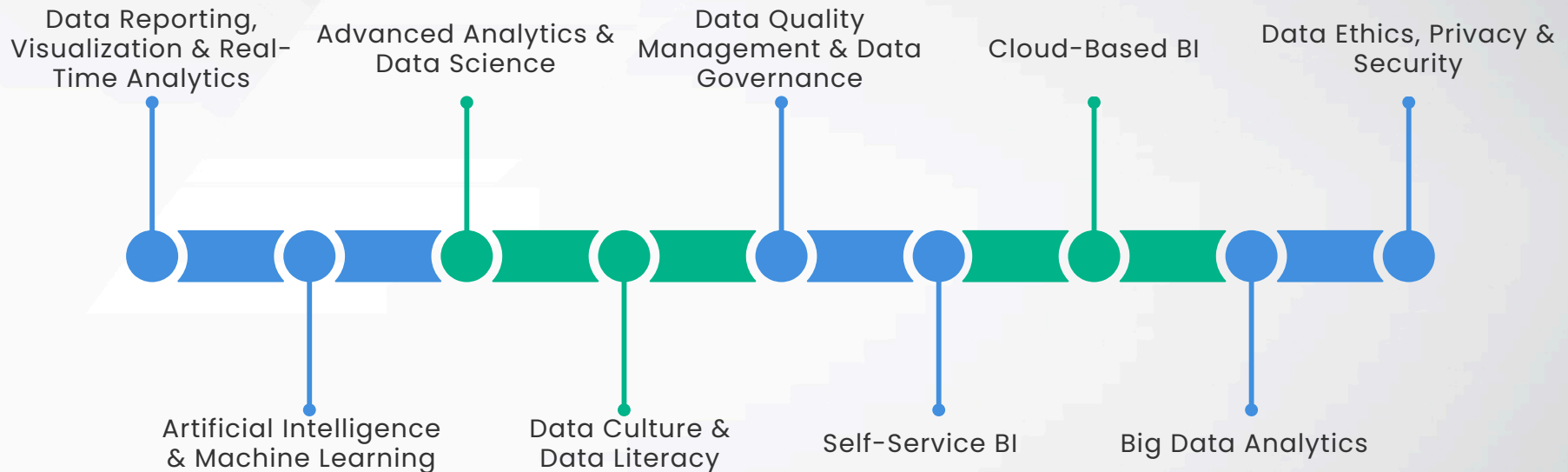


# COMMUNITY HOT TOPICS

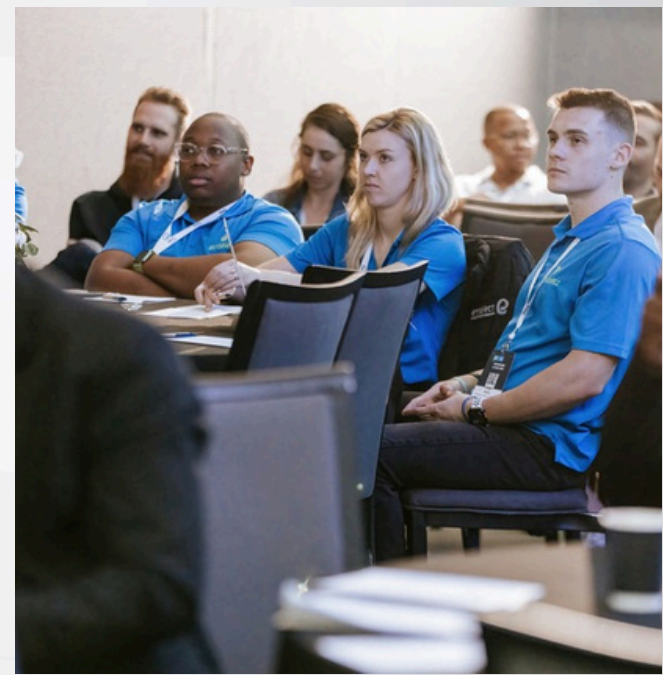
These are the key talking points for the BI + AI Innovation & Tech Fest.

Every year, Eventful People host round table discussions with a hand-selected group of senior BI and AI individuals, from a wide range of industries and organisations, to learn about their challenges, successes and future aspirations in the BI and AI space. We use these findings, in addition to the other research conducted by our production team, to form the blueprint for our conference, ensuring our conference agenda is built on accurate insights from the community itself, addressing the issues they face daily.

The result is a powerful sense of ownership from the audience, driving the energy and success of the event.









LIMITED TO 1  
COMPANY

**R200,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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#### **WHAT YOU GET AS A DIAMOND PARTNER**

Included in this package:

- **LED light box structure**  
(excluding graphic)
- **10 conference passes**  
(additional passes will be at an additional cost)

## **DIAMOND PARTNER**

Join us as a Diamond Partner at BI + AI Innovation & Tech Fest, the premier gathering of BI and AI professionals passionate about the future of work, technology, and innovation. This is your opportunity to position your brand at the forefront of BI and AI transformation, engage with senior decision-makers, and showcase your expertise to a highly targeted audience. As a Diamond Partner, you will enjoy unparalleled visibility, thought leadership opportunities, and access to influential leaders shaping the future of BI and AI. This partnership goes beyond sponsorship—it's a chance to connect, collaborate, and lead the conversation on the biggest challenges and opportunities in BI + AI tech and innovation.

#### **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- 1 × 30-minute keynote speaking slot
- 2 × 30-minute speaking slots to the community of your choosing
- Prominent positioning in the exhibition area, with a larger exhibition space
- Be profiled as the lunch sponsor on both days
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played during the opening
- Chair a track on the agenda

#### **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event.
- Access to the lead Capture App in order to connect with customers post conference.

LIMITED TO 1  
COMPANY

**R170,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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## **WHAT YOU GET AS A PREMIER PARTNER**

Included in this package:

- **LED light box structure**  
(excluding graphic)
- **7 conference passes**  
(additional passes will be at an additional cost)

# **PREMIER PARTNER**

As a Premier Partner at BI + AI Innovation & Tech Fest, your brand will be at the forefront of shaping the future of data-driven decision-making and AI-powered transformation. This exclusive opportunity allows you to connect with senior leaders, showcase your expertise, and engage with a forward-thinking community driving the next wave of innovation in business intelligence and artificial intelligence. With premium brand exposure and a powerful platform to share thought leadership, your organisation will be at the centre of conversations defining the future of BI and AI technology. Be part of the movement shaping the future—let's take your business to the next level!

### **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- 2 × 30-minute speaking slots to the community of your choosing
- Prominent positioning in the exhibition area with a larger exhibition stand
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played during the opening
- Chair a track on the agenda

### **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference

LIMITED TO 1  
COMPANY

**R150,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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## **WHAT YOU GET AS AN ESPRESSO PARTNER**

Included in this package:

- **A lounge area to network with delegates**
- **5 conference passes**  
(additional passes will be at an additional cost)

# **ESPRESSO PARTNER**

Fuel conversations, connections, and creativity as the Espresso Partner at BI + AI Innovation & Tech Fest. This exclusive sponsorship offers a unique opportunity to engage with attendees in a relaxed and social setting by sponsoring the event's vibrant Espresso hub. As the Espresso Partner, your brand will be prominently featured in this high-traffic networking hub, ensuring maximum visibility among business leaders as they recharge, connect, and exchange ideas. It's the perfect way to align your brand with both innovation and hospitality, creating a memorable presence in a casual yet professional environment. Make your mark where the best conversations begin—over great coffee.

## **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- Branded Espresso Bar
- 1 × 30 Minute Speaking Slot
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Chair a track on the agenda

## **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference



LIMITED TO 1  
COMPANY

**R150,000**

EXCLUDING VAT

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**\*Package excludes  
furniture & TV screens. Our  
team can assist with this  
request.**

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### **WHAT YOU GET AS A NETWORKING DRINKS PARTNER**

Included in this package:

- **LED light box structure**  
(excluding graphic)
- **5 conference passes**  
(additional passes will  
be at an additional  
cost)

# **NETWORKING DRINKS PARTNER**

As the Networking Drinks Partner, your brand will take centre stage at the most anticipated networking event of the conference—where industry leaders, BI and AI innovators, and data experts come together to unwind, connect, and exchange groundbreaking ideas in a relaxed, social setting. With your brand prominently featured throughout the networking area, this exclusive sponsorship offers prime visibility and a powerful platform to engage with key decision-makers. Align your brand with collaboration, innovation, and meaningful connections in an atmosphere designed for high-value conversations and relationship-building. Host the networking experience that everyone will remember—position your brand at the heart of BI and AI innovation!

### **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- Branding of the Drinks Bar
- 1 × 30-minute speaking slot
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Chair a track on the agenda

### **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference

LIMITED TO 1  
COMPANY

**R130,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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## WHAT YOU GET AS AN INNOVATION PARTNER

Included in this package:

- **LED light box structure**  
(excluding graphic)
- **5 conference passes**  
(additional passes will be at an additional cost)

# INNOVATION PARTNER

Step into the future of Business Intelligence and AI as an Innovation Partner at the BI + AI Innovation & Tech Fest. This exclusive opportunity is designed for trailblazing companies pushing the boundaries of what's possible with AI, machine learning, and data analytics to revolutionise industries. As an Innovation Partner, your brand will be at the forefront of the next generation of intelligent solutions, showcasing disruptive technologies that are transforming the way businesses operate. With access to cutting-edge content opportunities, VIP networking, and high-impact event exposure, this partnership will place your brand as a key influencer driving workplace transformation and industry disruption. Don't just keep up—define the future.

## BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 1 × 30-minute speaking slot
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played during the opening
- Chair a track on the agenda

## LEAD GENERATION:

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference

LIMITED TO 1  
COMPANY

**R120,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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### **WHAT YOU GET AS A DIGITAL ENGAGEMENT PARTNER**

Included in this package:

- **LED light box structure**  
(excluding graphic)
- **5 conference passes**  
(additional passes will be at an additional cost)

# **DIGITAL ENGAGEMENT PARTNER**

Maximize your brand's impact across every digital touchpoint as the Digital Enablement Partner at HR + L&D Innovation & Tech Fest. This exclusive opportunity ensures your brand enjoys prime visibility on the conference app, digital signage, and interactive displays, keeping you front and center with attendees both online and on-site. As the Digital Engagement Partner, you'll enhance the event experience by seamlessly connecting participants to key content, sessions, and networking opportunities—all while positioning your brand as a leader in HR and L&D technology. Stay top-of-mind with decision-makers and showcase your commitment to digital transformation and innovation.

### **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- 1 × 30 minute speaking slot
- Your logo will feature prominently on the event mobile App
- 2 × PUSH notifications from your organisation to delegates during the event
- Your logo will feature on digital displays throughout the event
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Chair a track on the agenda

### **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference



LIMITED TO 1  
COMPANY

**R110,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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### **WHAT YOU GET AS AN EXECUTIVE LOUNGE PARTNER**

Included in this package:

- **LED light box structure**  
(excluding graphic)
- **5 conference passes**  
(additional passes will be at an additional cost)

# **EXECUTIVE LOUNGE PARTNER**

Elevate your brand by creating a space for industry leaders as the Executive Lounge Partner at the BI + AI Innovation & Tech Fest. This exclusive partnership places your brand at the heart of high-level networking, providing a stylish, comfortable retreat where professionals in AI, data analytics, and business intelligence can connect, recharge, and engage in meaningful conversations. With prominent branding throughout the lounge, your company will be top of mind as decision-makers and thought leaders gather in this exclusive setting. Align your brand with hospitality, comfort, and impactful networking in an environment designed for meaningful interactions.

### **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- A comfortable and engaging Lounge space in the expo area
- Popcorn stand is always a drawing card with delegates – and comes inclusive in this package
- 1 × 30 minute speaking slot
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Chair a track on the agenda

### **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference

LIMITED TO 1  
COMPANY

**R100,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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## **WHAT YOU GET AS A SUSTAINABILITY PARTNER**

Included in this package:

- **LED light box structure** (excluding graphic)
- **5 conference passes** (additional passes will be at an additional cost)

# **SUSTAINABILITY PARTNER**

Take the lead in sustainability and innovation as the Sustainability Partner at the BI + AI Innovation & Tech Fest. This exclusive sponsorship aligns your brand with the event's commitment to sustainable business practices, positioning you as a leader in eco-friendly initiatives within the AI, data analytics, and tech industry. As the Sustainability Partner, your company will be celebrated for driving positive change—whether through reducing waste, supporting renewable solutions, or promoting sustainable tech innovations. With prominent visibility throughout the event, this is your chance to showcase your dedication to a greener future and inspire others to adopt more sustainable practices in the rapidly evolving world of AI and business intelligence.

## **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- 1 × 15-minute address to the entire audience about your sustainability impact
- 1 × 30 minute speaking slot
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Chair a track on the agenda

## **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference

LIMITED TO 1  
COMPANY

**R100,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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## **WHAT YOU GET AS A SPOTLIGHT PARTNER**

Included in this package:

- **LED light box structure** (excluding graphic)
- **5 conference passes** (additional passes will be at an additional cost)

# **SPOTLIGHT PARTNER**

Make a bold first impression as the Spotlight Partner at BI + AI Innovation & Tech Fest. This exclusive sponsorship places your brand front and centre at the main entrance, ensuring high-impact visibility as attendees arrive and immerse themselves in the festival experience. With prime branding in this key location, your organisation will be positioned as a leading force in BI and AI innovation. Align your brand with the energy, excitement, and transformative conversations shaping the future of work from the very first moment.

## **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- Your logo will be prominently displayed at the entrance of the event
- Introduce the opening keynote speaker
- Morning breakfast snacks will be branded with your logo
- 1 × 30-minute speaking slot
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Chair a track on the agenda

## **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference

LIMITED TO 1  
COMPANY

**R100,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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## WHAT YOU GET AS A WELLNESS PARTNER

Included in this package:

- **LED light box structure** (excluding graphic)
- **5 conference passes** (additional passes will be at an additional cost)

# WELLNESS PARTNER

Make a lasting impact on the well-being of professionals in AI, business intelligence, and tech as the Wellness Partner at the BI + AI Innovation & Tech Fest. This unique sponsorship positions your brand at the forefront of health and well-being, offering attendees access to wellness activities, relaxation zones, and branded wellness resources to recharge both mentally and physically. By aligning your brand with holistic well-being initiatives, you will demonstrate your commitment to fostering a healthier, more balanced future for industry professionals. Be the brand that helps attendees thrive—inside and outside the workplace.

## BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 1 × 30-minute speaking slot
- Prominent logo recognition on event website
- 2 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Chair a track on the agenda

## LEAD GENERATION:

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference



UNLIMITED  
COMPANIES

**R80,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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### **WHAT YOU GET AS AN EXHIBITION & CONTENT PARTNER**

Included in this package:

- **LED light box structure**  
(excluding graphic)
- **3 conference passes**  
(additional passes will be at an additional cost)

# **EXHIBITION & CONTENT PARTNER**

Elevate your brand as the Exhibition & Content Partner at the BI + AI Innovation & Tech Fest, where you'll have the opportunity to showcase your innovative solutions and thought leadership in the rapidly evolving world of business intelligence and AI technologies. This comprehensive sponsorship package provides dedicated exhibition space, allowing you to engage directly with attendees, while also offering the chance to contribute valuable insights to the conference agenda. As the Exhibition & Content Partner, your organisation will be recognized for driving meaningful conversations and showcasing cutting-edge strategies that are shaping the future of BI and AI.

### **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- 1 × 30-minute speaking slot
- Logo recognition on event website
- 1 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area

### **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference

UNLIMITED  
COMPANIES

**R60,000**

EXCLUDING VAT

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**\*Package excludes furniture & TV screens. Our team can assist with this request.**

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## WHAT YOU GET AS AN EXHIBITION PARTNER

Included in this package:

- **LED light box structure**  
(excluding graphic)
- **3 conference passes**  
(additional passes will be at an additional cost)

# EXHIBITION PARTNER

The Exhibition Partner package at the BI + AI Innovation & Tech Fest offers dedicated exhibition space to connect directly with key decision-makers and tech leaders in AI and data analytics. This is your opportunity to engage in meaningful conversations, showcase your cutting-edge solutions, and position your brand as a leader in the rapidly evolving AI and BI landscape. Stand out among industry innovators, connect with top-tier decision-makers, and elevate your brand within a community that's shaping the future of artificial intelligence and business intelligence technology.

## BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- Logo recognition on event website
- 1 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area

## LEAD GENERATION:

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference

UNLIMITED  
COMPANIES

**R30,000**

EXCLUDING VAT

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**\*Package excludes  
furniture & TV screens. Our  
team can assist with this  
request.**

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# INTERNATIONAL VISIBILITY PARTNER

The International Visibility Partner package at BI + AI Innovation & Tech Fest is designed for global analytics, data, and AI solution providers who want to reach Africa's rapidly expanding BI and AI market – without needing to be physically present. This package places your brand at the heart of South Africa's leading BI and AI innovation event, connecting you directly with senior decision-makers across data, analytics, business intelligence, AI, IT, and digital transformation functions. Whether your goal is to test the market, build brand awareness, or establish a footprint in Africa, this is your opportunity to showcase your solutions, elevate your global presence, and position your organisation as a forward-thinking leader shaping the future of data and AI on the continent.

## **BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:**

- Logo recognition on event website
- 1 × LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area

## **LEAD GENERATION:**

- Dedicated account manager to assist with lead generation before, during and after the event
- Access to the lead Capture App in order to connect with customers post conference



# PARTNERSHIP UPGRADES

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## **PHOTOBOOTH / BRANDED PHOTO WALL** **R20,000**

A photobooth or photo wall featuring your brand logo will be made available for delegates to have their photos taken to remember the conference in a fun way.

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## **BAGS** **R10,000**

Greatly valued by attendees, the bags create high visibility for your company both during the event and beyond. A bag to be handed to each attendee at registration (bags provided by you)

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## **MORNING SMOOTHIES OR JUICE SHOTS** **R10,000**

A branded bar will be erected on the morning of day 1 or day 2 of the conference where delegates can kick-start their day with a refreshing, revitalizing smoothie or juice shot compliments of your company.

## **BRANDED CONFERENCE LANYARDS** **R20,000**

Maximize your brand visibility at BI + AI Innovation & Tech Fest 2026 with premium branded lanyards! Worn by every attendee, lanyards offer a prime marketing opportunity to keep your brand front and center throughout the event.

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## **CHARGE BAR** **R15,000**

Branded device charging station (provided By Eventful People). Since becoming a paperless conference, delegates are reliant on their mobile devices to navigate the event, choose their sessions etc. Batteries always run low, so the charge bar is a great way to engage with customers, allow them to charge their devices, and connect with them while they drop off and collect their beloved devices.

# WEBINARS

**R100,000**

**Post-conference, at a date & time of your choice. Can be booked throughout the year.**

- Hosting the webinar – your expert hosts and moderates alongside a speaker / thought leader. You can either choose the speaker or we can assist.
- Content curation assistance
- Branding – invitation, registration, and webinar platform
- Supporting Resources where needed
- Host the ongoing chat environment that will be set up for you to continue to engage with the attendees.
- Access to participant data. In compliance with the POPI act.
- Follow-up thank you emails



# WHAT SOME OF THE INDUSTRY LEADERS HAVE TO SAY

An excellent blend of strategy, technology, demos, and networking. As both a presenter and participant, I left inspired by the calibre of speakers and the practical solutions showcased. A must-attend, see you in 2026!

Meshack Shabalala  
AI & Data Science Lead,  
Massmart Group

The BI + AI Innovation & Tech Fest was outstanding — a blend of practical insights and forward-thinking ideas. I especially valued the cross-industry conversations and the focus on responsible, value-driven AI.

Simone Pozniak  
Head: Data & Analytics,  
Webber Wentzel

The BI + AI Innovation & Tech Fest delivered exactly what today's data-driven leaders need — forward-thinking insights, practical strategies, and cutting-edge case studies. The networking was top-tier, creating meaningful engagement with peers and thought leaders.

Kgomotso Kgatitsoe  
Specialist Information Management Consultant,  
South African Reserve Bank

BI + AI 2025 was a phenomenal success. Two days of engaging speakers, innovative demos, and insightful discussions. Perfectly coordinated with space for social interaction and networking. I can't wait for 2026.

Nischen Govender  
Data & Analytics Leader,  
Woolworths

The conference was very well organised, with friendly and efficient staff ensuring everything ran smoothly. The sessions were insightful, and the exhibition area showcased valuable solutions. A great opportunity to learn, connect, and engage.

Mariam Abdulla  
Business System Analyst,  
Cullinan Holdings

An enriching and memorable experience. The audience engagement during my session was exceptional, and the speaker lineup was world-class. Beyond the sessions, I made meaningful connections and partnerships I look forward to growing.

Sibusiso Ngubeni  
Executive Head: Data & Analytics,  
Standard Bank



# CONTRACT

**BI + AI Innovation & Tech Fest**

**24-25 August 2026**

**The Marriott Hotel – Melrose Arch, Johannesburg**

<input type="checkbox"/>	Diamond Partner	R200,000 +VAT	Includes 10 passes	Limited to 1 Partner
<input type="checkbox"/>	Premier Partner	R170,000 +VAT	Includes 7 passes	Limited to 1 Partner
<input type="checkbox"/>	Espresso Partner	R150,000 +VAT	Includes 5 passes	Limited to 1 Partner
<input type="checkbox"/>	Networking Drinks Partner	R150,000 +VAT	Includes 5 passes	Limited to 1 Partner
<input type="checkbox"/>	Innovation Partner	R130,000 +VAT	Includes 5 passes	Limited to 1 Partner
<input type="checkbox"/>	Digital Engagement Partner	R120,000 +VAT	Includes 5 passes	Limited to 1 Partner
<input type="checkbox"/>	Executive Lounge Partner	R110,000 +VAT	Includes 5 passes	Limited to 1 Partner
<input type="checkbox"/>	Sustainability Partner	R100,000 +VAT	Includes 5 passes	Limited to 1 Partner
<input type="checkbox"/>	Spotlight Partner	R100,000 +VAT	Includes 5 passes	Limited to 1 Partner
<input type="checkbox"/>	Wellness Partner	R100,000 +VAT	Includes 5 passes	Limited to 1 Partner
<input type="checkbox"/>	Exhibition & Content Partner	R80,000 +VAT	Includes 3 passes	Unlimited
<input type="checkbox"/>	Exhibition Partner	R60,000 +VAT	Includes 3 passes	Unlimited
<input type="checkbox"/>	International Visibility Partner Package	R30,000 +VAT	-	Unlimited

As a representative of the Partner Company, I \_\_\_\_\_  
 have read the Terms and Conditions on the following page and hereby acknowledge that I have read this agreement to be  
 bound by its terms and conditions and accept this contract on behalf of \_\_\_\_\_  
 and agree to pay the total sum payable as per the Payment Schedule (+VAT).

**Signature** \_\_\_\_\_

# CONTRACT

**BI + AI Innovation & Tech Fest**

**24-25 August 2026**

**The Marriott Hotel – Melrose Arch, Johannesburg**

## Payment Schedule

**First 50% of package due and payable upon signing contract.**

**Final 50% of package due and payable 1 month prior to BI + AI Innovation & Tech Fest**

## Contact Details

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

Company Name \_\_\_\_\_

Postal Address

\_\_\_\_\_

Billing Address

\_\_\_\_\_

Company VAT No.

\_\_\_\_\_

## Event Contact

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

## Finance Contact

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

# TERMS + CONDITIONS

These Terms and Conditions (Terms) apply between the commercial partner identified below as Partner Company (you or your) who is booking a commercial partnership package (Sponsorship) for the exhibition or conference (Event) that is organised by The Eventful Group (Pty) Ltd 2010/000135/07 (we or us).

**Allocation of Space:** We allocate event space and partner category on a first-come, first-served basis.

**Exhibition Attendees:** We make reasonable attempts to attract quality attendees to this Event, but we do not guarantee specific volumes of visitors or levels of qualification or any minimum business.

**Fee:** You agree to pay the commercial partnership fees for the partner category that you have booked. We reserve the right to terminate these Terms if we have not received payment in full on time. 50% of the sponsorship fee is due upon reservation. The remaining balance is due 1 month prior to the Event. All Fees are in South African Rand (ZAR) and exclude VAT.

**No Refunds:** To the maximum extent permitted by law, the Fee is not refundable. We do not accept any liability for any losses or damages that may arise in such cases.

**Cost:** You shall be solely responsible for all costs in relation to your attendance at the Event (including, without limitation, any travel costs, staff, insurance, and any costs relating to the booth or merchandise package that you booked for the Event).

**Errors:** You agree that we will not be liable for any errors or omissions in the Event directory or other materials.

**Licence to Use Logo and Name:** You grant us a worldwide, non exclusive, royalty free, sub-licensable licence to use your logos and trademarks to promote your sponsorship of the Event.

**Event Recording:** You agree that you will not record the Event through the use of multimedia including photography, video, audio, online streaming. If you do intend to record the Event, you will need to get permission from us.

**Intellectual Property:** You agree not to offer for sale or advertise goods or services at the Events, that misrepresent or infringe any intellectual property rights.

**Behaviour:** You agree that you and your personnel will act professionally, respectfully and responsibly at all times while attending the Event. We reserve the right to prohibit entry to the Event or reject any person from the Event based on behaviour that we deem inappropriate. You agree to abide by the Partner Kit, any house rules of the Event venue and any applicable laws. In particular, you will comply with any health and safety requirements whilst attending the Event. It is your responsibility to comply with any legal requirements in relation to games of chance and trade promotions that you may be providing at your booth.



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**Booth:** The general rule of the exhibit floor is to be a good neighbour. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the allocated booth space. Apart from the allocated booth space, no part of the conference venue and its grounds may be used by you for commercial purposes without our prior written permission.

**The Partner Kit:** Move-in/move-out dates and times, delivery details, timing, furniture hire, security and all relevant information pertaining to the Partner's involvement at the Event will be published in the Partner Kit.

**Sound and Video:** Sound and video productions relating to the Partner's equipment will be permitted if tuned to a reasonable level and if not objectionable to neighbouring Partners.

**Lighting:** In the best interest of the Event, we reserve the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs, lights or lasers is not permitted.

**Subletting/Sharing:** Sharing, trading, or subletting of exhibit space is prohibited.

**Substitutions:** The rights conferred under these Terms are personal and cannot be transferred or assigned without our prior written consent.

**Exhibitor Insurance:** You must hold with an established and reputable insurer public liability insurance.

**Liability and Indemnity:** Despite anything to the contrary and to the maximum extent permitted by law you must indemnify us and hold us harmless from and against any liability, loss, cost or damage in connection with any claim relating to your use of our services, breach of these Terms, your attendance at the Event or any applicable laws or regulations unless the liability, loss, cost or damage is caused by our wilful default, negligence or breach of these Terms. We may at any time, with or without giving notice, in our absolute discretion and without giving any reason, cancel or postpone the Event, change its venue or withdraw any Sponsorship without any liability towards you. To the maximum extent permitted by law, our aggregate liability to you arising under or in connection with these Terms whether based on breach of contract, delict (including negligence), statute or otherwise will not exceed an amount equal to the fees paid to us by you.

**Severance:** If a provision of these Terms is held to be void, invalid, illegal or unenforceable, that provision is to be read down as narrowly as necessary to allow it to be valid or enforceable, failing which, that provision (or that part of that provision) will be severed from these Terms without affecting the validity or enforceability of the remainder of that provision or the other provisions.

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**Privacy:** Since Eventful People is not established in the EU and doesn't currently target EU individuals as attendees at South African based conferences, the GDPR does not currently apply to us. However, as many Partner Companies have adopted the GDPR in their global businesses, and also in line with the South African Protection of Personal Information Act 2013, sharing of attendee details with Partner Companies is based on the attendee consent. <https://www.eventfulpeople.com/privacy-policy/>

**Terms:** These Terms including the Partner Kit and any other documents expressly incorporated herein by reference constitute the entire agreement between you and us with respect to the subject matter hereof and supersede all other communications, whether written or oral. These Terms may be modified or amended only by our written agreement.

**Governing Law:** These Terms are governed by and construed in accordance with the laws of South Africa.

**Partner Company:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_