

HR

L&D

INNOVATION & TECH FEST

21-22 JUNE 2027

THE MARRIOTT HOTEL - MELROSE ARCH
JOHANNESBURG



ABOUT EVENTFUL PEOPLE

At Eventful People, we specialise in creating world-class events that bring together industry leaders, innovators and decision-makers to share ideas, challenge conventional thinking and build meaningful connections. With more than a decade of experience, we have built a strong reputation for delivering engaging event experiences that inspire new thinking, spark valuable conversations and drive business success.

Our events are carefully curated around the issues and opportunities that matter most to the communities we serve. Through industry research and ongoing engagement with professionals and thought leaders, we develop high-quality programmes featuring relevant content, leading speakers and practical insights – all within an environment designed to encourage genuine networking, knowledge sharing and collaboration.

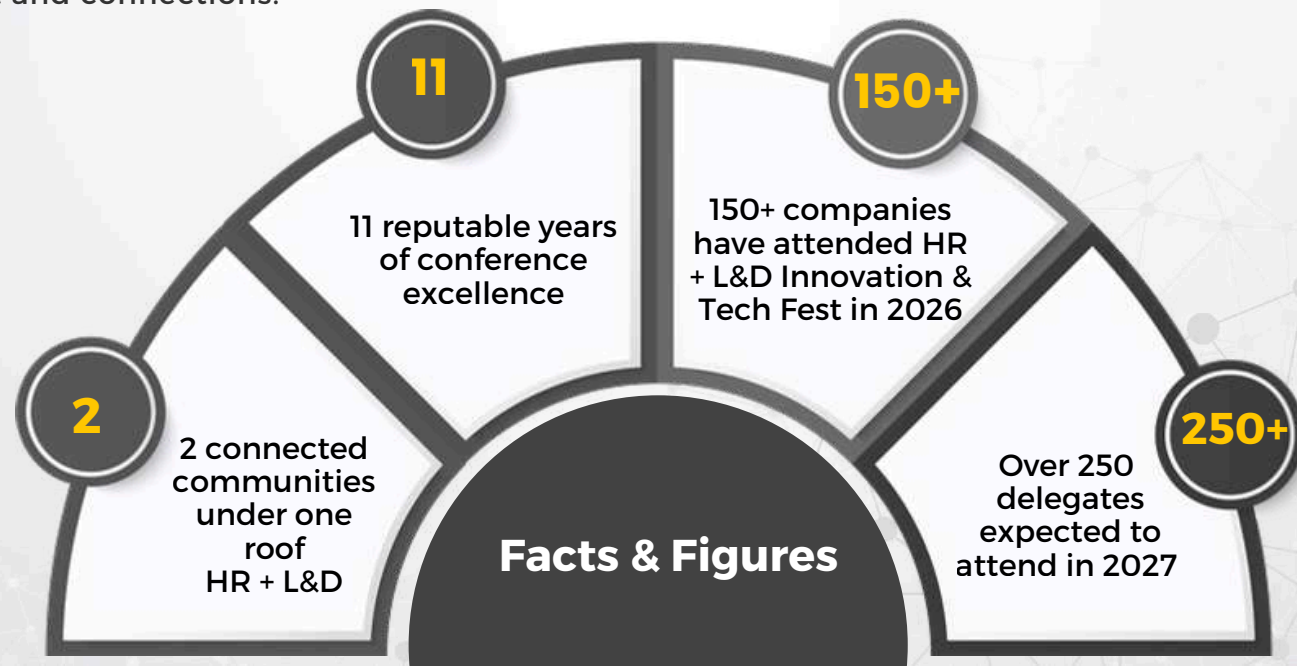
Partnering with Eventful People is about more than brand exposure. It positions your organisation at the heart of an engaged community actively seeking new ideas, expertise, technology and solutions. Through thought leadership, face-to-face engagement and meaningful networking opportunities, we help our partners strengthen their visibility, demonstrate expertise and build valuable relationships with the people who matter most to their business.



ABOUT HR + L&D INNOVATION & TECH FEST

The HR + L&D Innovation & Tech Fest in South Africa is a premier gathering that celebrates the latest breakthroughs and trends in human resources, learning, and development. Aimed at forward-thinking HR and L&D professionals, the Fest is a dynamic blend of inspiring keynotes, in-depth case studies, and collaborative sessions. Attendees engage with experts and thought leaders, sharing insights into the evolving HR landscape, new learning technologies, and strategies to foster an adaptive workforce in a rapidly changing environment.

The event showcases innovations across areas like digital transformation, AI in talent management, data-driven employee engagement, and personalised learning pathways. A hallmark of the fest is its focus on practical, actionable solutions that attendees can implement in their organisations to drive impactful change. With a lively atmosphere, it's not only a conference but a community that supports ongoing collaboration, connecting South African HR and L&D professionals to a global network pushing the boundaries of what's possible in talent management and development. 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.



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

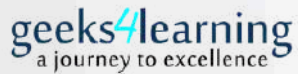
Align your company with a leading event that champions progress, innovation, and industry best practices.

PREVIOUS PARTNERS



LEARNING CURVE

Outsized.





WHO ATTENDS...



WHO ATTENDS...





COMMUNITY HOT TOPICS

These are the key talking points for each of the communities that form part of HR + L&D Innovation & Tech Fest.

Every year, Eventful People host round table discussions with a hand-selected group of senior HR and L&D individuals, from a wide range of industries and organisations, to learn about their challenges, successes and future aspirations in the HR and L&D 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.

HR Community

- Employee Experience Transformation
- Diversity, Equity, and Inclusion (DEI)
- Skills & Capabilities for the Future
- Employee Wellness & Wellbeing
- The Future of Work & Flexible Work Models
- People Analytics & Data-Driven Decision Making in HR
- Automation, AI and Machine Learning in HR
- Agile HR Methodologies
- Cloud-based HR solutions

L&D Community

- Personalised Learning Paths & Learning Experience Platforms
- Building a Continuous Learning Culture
- Skills for the Future of Work
- Diversity and Inclusion in L&D
- Blended Learning Models
- Learning Design & Storytelling
- Learning Data, Analytics & Reporting
- Learning Strategy, Governance & Realising ROI
- Leadership Skills and Competencies in L&D

HR

INNOVATION & TECH FEST

L&D

INNOVATION & TECH FEST



LIMITED TO 1
COMPANY

R250,000
EXCLUDING VAT

WHAT YOU GET AS A DIAMOND PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic
- **Furniture**
High-top table + 2 bar stools +
a small cupboard
- **10 Conference Passes**
(additional passes will be at
an additional cost)
- **4 Additional Passes**
Full conference passes for you
to give to customers and/or
prospects

DIAMOND PARTNER

Join us as a Diamond Partner at HR + L&D Innovation & Tech Fest, the premier gathering of HR and L&D professionals passionate about the future of work, technology, and innovation. This is your opportunity to position your brand at the forefront of HR and learning 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 HR and L&D. This partnership goes beyond sponsorship—it's a chance to connect, collaborate, and lead the conversation on the biggest challenges and opportunities in HR tech and learning innovation.

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 1 × 30-minute keynote speaking slot – addressing both communities (or the communities that are relevant to your organisation)
- 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
- Put forward an Emcee from your team to introduce some of the speakers
- Seat Drop (A promotional flyer or branded item to be placed on every seat in the plenary)
- ***Exclusive VIP Dinner Hosting Opportunity** – Host a private VIP dinner for a select group of senior industry leaders, speakers, and delegates, providing an intimate environment for relationship building and high-value networking.

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.

**The Diamond Partner will be responsible for all costs associated with the dinner. Eventful People will support the invitation process and promotion of the dinner to relevant attendees; however, attendance cannot be guaranteed, and Eventful People accepts no responsibility for the number of invitees who choose to attend.*

LIMITED TO 1
COMPANY

R200,000
EXCLUDING VAT

PREMIER PARTNER

As a Premier Partner at HR + L&D Innovation & Tech Fest, you'll be positioned as a leading force in shaping the future of HR and learning. This is an opportunity to connect with senior decision-makers, showcase your expertise, and engage with a community of HR and L&D professionals who are driving workplace transformation. With premium brand exposure and a platform to share thought leadership, your organisation will be at the centre of conversations shaping the next era of HR and learning technology.

WHAT YOU GET AS A PREMIER PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic
- **Furniture**
High-top table + 2 bar stools + a small cupboard
- **7 Conference Passes**
(additional passes will be at an additional cost)

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
- Put forward an Emcee from your team to introduce some of the speakers

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

R200,000
EXCLUDING VAT

WHAT YOU GET AS A CORPORATE PARTNER

Included in this package:

- **LED Light Box Structure**

Including graphic

- **Furniture**

High-top table + 2 bar stools +
a small cupboard

- **5 Conference Passes**

For business development
team

Additional passes will be at an
additional cost

- **Lead Generation**

Lead scanning app access
during the event

CORPORATE PARTNER

The Corporate Partnership Package is designed for organisations whose products and services enhance the personal, professional, financial, or lifestyle wellbeing of the executives and professionals attending the event. It offers a unique opportunity to build meaningful connections with a highly influential audience while positioning your brand as a trusted partner in their success, aspirations, and growth. As a Corporate Partner, you will benefit from premium brand visibility, direct engagement opportunities, and access to a targeted audience of senior decision-makers and industry leaders. Whether your objective is to strengthen brand affinity, deepen customer relationships, enhance engagement, or increase brand awareness among a high-value audience, this partnership provides a powerful platform to connect with attendees in a meaningful and authentic way.

BRAND VISIBILITY:

- Company logo on event website
- Company logo on sponsor recognition slides
- Logo & blurb included in event app
- Logo on delegate communications where sponsors are featured
- Sponsor acknowledgement during opening and closing remarks
- The package includes a seat drop – the opportunity to have a promotional flyer or branded item placed on every seat in the plenary
- The package includes branded bags which will be handed to each conference delegate at registration

PHYSICAL PRESENCE AT EVENT:

- A branded lounge area will be set up in the conference exhibition space
- This includes a branded light box and furniture
- Additional items can be included at your cost

DIGITAL EXPOSURE:

- Featured sponsor profile on website
- Dedicated social media announcement
- Inclusion in sponsor spotlight email
- Company profile in event app

LIMITED TO 1
COMPANY

R170,000
EXCLUDING VAT

INNOVATION PARTNER

Drive the future of HR and learning as an Innovation Partner at HR + L&D Innovation & Tech Fest. This exclusive opportunity is designed for forward-thinking companies revolutionising the industry through cutting-edge technology and digital solutions. As an Innovation Partner, your brand will take centre stage in showcasing breakthrough innovations, engaging directly with HR and L&D leaders, and shaping the conversation on the future of work. With access to premium content opportunities and high-impact event exposure, this partnership positions your brand at the forefront of workplace transformation.

WHAT YOU GET AS AN INNOVATION PARTNER

Included in this package:

- **LED Light Box Structure**

Including graphic

- **Furniture**

High-top table + 2 bar stools + a small cupboard

- **6 Conference Passes**

(additional passes will be at an additional cost)

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
- Put forward an Emcee from your team to introduce some of the speakers

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

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

Included in this package:

- **LED Light Box Structure**
Including graphic

- **Furniture**
High-top table + 2 bar
stools + a small cupboard

- **5 Conference Passes**
(additional passes will be
at an additional cost)

NETWORKING DRINKS PARTNER

Be the name behind the most anticipated networking experience at HR + L&D Innovation & Tech Fest as the Networking Drinks Partner. This exclusive sponsorship positions your brand as the host of the event's vibrant networking drinks event, where HR and L&D leaders come together to unwind, connect, and exchange ideas in a relaxed setting. With your brand prominently featured throughout the networking area, this partnership offers prime visibility and a unique opportunity to make a lasting impression. Align your brand with collaboration, innovation, and meaningful connections in a dynamic, social atmosphere.

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- Branding at the 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
- Put forward an Emcee from your team to introduce some of the speakers

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

WHAT YOU GET AS AN ESPRESSO PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic
- **Furniture**
High-top table + 2 bar stools + a small cupboard
- **5 Conference Passes**
(additional passes will be at an additional cost)

ESPRESSO PARTNER

Fuel conversations, connections, and creativity as the Espresso Partner at HR + L&D 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 Lounge. As the Espresso Partner, your brand will be prominently featured in this high-traffic networking hub, ensuring maximum visibility among HR and L&D 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 x 30 Minute Speaking Slot
- Prominent logo recognition on event website
- 2 x LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Put forward an Emcee from your team to introduce some of the speakers

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

WHAT YOU GET AS A DIGITAL ENGAGEMENT PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic

- **Furniture**
High-top table + 2 bar
stools + a small cupboard

- **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
- Branding on all display screens in the exhibition area
- 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
- Put forward an Emcee from your team to introduce some of the speakers

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

WHAT YOU GET AS AN EXECUTIVE LOUNGE PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic
- **Furniture**
High-top table + 2 bar stools + a small cupboard
- **5 Conference Passes**
(additional passes will be at an additional cost)

EXECUTIVE LOUNGE PARTNER

Elevate your brand by creating a premium space for industry leaders as the Executive Lounge Partner at HR + L&D Innovation & Tech Fest. This exclusive partnership places your brand at the heart of high-level networking, providing a stylish, comfortable retreat where senior HR and L&D professionals 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
- Put forward an Emcee from your team to introduce some of the speakers

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

WHAT YOU GET AS A SUSTAINABILITY PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic

- **Furniture**
High-top table + 2 bar
stools + a small cupboard

- **5 Conference Passes**
(additional passes will be
at an additional cost)

SUSTAINABILITY PARTNER

Lead the way in environmental responsibility and innovation as the Sustainability Partner at HR + L&D Innovation & Tech Fest. This exclusive sponsorship aligns your brand with the festival's commitment to sustainable business practices, positioning you as a champion of eco-friendly initiatives in the HR and L&D space. As the Sustainability Partner, your company will be recognized for driving positive change—whether through reducing waste, supporting renewable solutions, or promoting sustainable workplace strategies. With prominent visibility throughout the event, this is your opportunity to showcase your dedication to a greener future and inspire others to join the movement toward a more sustainable world of work.

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
- Put forward an Emcee from your team to introduce some of the speakers

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

SPOTLIGHT PARTNER

Make a bold first impression as the Spotlight Partner at HR + L&D 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 HR and L&D innovation. Align your brand with the energy, excitement, and transformative conversations shaping the future of work from the very first moment.

WHAT YOU GET AS A SPOTLIGHT PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic
- **Furniture**
High-top table + 2 bar stools + a small cupboard
- **5 Conference Passes**
(additional passes will be at an additional cost)

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 x 30-minute speaking slot
- Prominent logo recognition on event website
- 2 x LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played in the expo area
- Put forward an Emcee from your team to introduce some of the speakers

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

WELLNESS PARTNER

Support the well-being of HR and L&D professionals and make a lasting impact as the Wellness Partner at HR + L&D Innovation & Tech Fest. This unique sponsorship positions your brand at the forefront of health and well-being, offering attendees dedicated wellness activities, relaxation zones, and branded wellness resources to recharge both mentally and physically. By aligning your brand with holistic well-being initiatives, you'll enhance the overall festival experience while showcasing your commitment to a healthier, more balanced future for industry professionals. Be the brand that helps attendees thrive—inside and outside the workplace.

WHAT YOU GET AS A WELLNESS PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic

- **Furniture**
High-top table + 2 bar stools + a small cupboard

- **5 Conference Passes**
(additional passes will be at an additional cost)

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
- Put forward an Emcee from your team to introduce some of the speakers

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

R85,000
EXCLUDING VAT

WHAT YOU GET AS AN EXHIBITION & CONTENT PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic

- **Furniture**
High-top table + 2 bar
stools + a small cupboard

- **3 Conference Passes**
(additional passes will be
at an additional cost)

EXHIBITION & CONTENT PARTNER

Take centre stage as an Exhibition & Content Partner at HR + L&D Innovation & Tech Fest, where your brand can showcase innovative solutions and thought leadership in the evolving world of HR and learning & development. This comprehensive sponsorship package provides dedicated exhibition space to engage directly with attendees, alongside the opportunity to contribute valuable insights to the conference agenda. As the Exhibition & Content Partner, your organisation will be recognised for driving meaningful conversations and showcasing strategies that shape the future of HR and L&D. Position your brand as an industry leader and inspire professionals with your expertise in this dynamic and forward-thinking environment.

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 1 x 30-minute speaking slot
- Logo recognition on event website
- 1 x 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

EXHIBITION PARTNER

The Exhibition Partner package at HR + L&D Innovation & Tech Fest offers dedicated exhibition space to connect directly with attendees. This is your opportunity to engage in meaningful conversations, showcase your solutions, and position your brand as a key player in the HR and L&D space. Stand out among industry leaders, connect with decision-makers, and elevate your presence in a community that's shaping the future of HR and workplace learning.

WHAT YOU GET AS AN EXHIBITION PARTNER

Included in this package:

- **LED Light Box Structure**
Including graphic

- **Furniture**
High-top table + 2 bar stools + a small cupboard

- **3 Conference Passes**
(additional passes will be at an additional cost)

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

***Package excludes
attendance passes, but
these can be purchased
at a discounted rate**

INTERNATIONAL VISIBILITY PARTNER

The International Visibility Partner package at HR + L&D Innovation & Tech Fest is designed for global HR and learning solution providers looking to engage with Africa's fast-growing HR and L&D market, without being physically present. This package positions your brand at the centre of South Africa's leading HR and learning innovation event, connecting you with senior decision-makers shaping the future of work, skills, and people development across 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

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.

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)

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 HR + L&D Innovation & Tech Fest 2027 with premium branded lanyards! Worn by every attendee, lanyards offer a prime marketing opportunity to keep your brand front and center throughout the event.

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

It was my first time attending, and I learnt a lot and made some great connections. I'm looking forward to the next Tech Fest.

HR Leader,
Clover SA

I really enjoyed attending the HR and L&D Tech Fest. It was an extremely valuable experience, and I came away with many useful insights and ideas. The sessions were engaging and thought-provoking, and the speakers were inspiring and shared innovative ideas.

The event itself was well organised and ran smoothly. The venue was perfect, and the food was delicious. Thank you to everyone involved in coordinating such a successful event.

L&D Leader,
Absa Group

This experience opened my eyes to the undeniable value of networking as a pathway to success. These two days reminded me of the importance of knowing how to build and harness a network of specialists. It was a joy to meet new people and think differently, with everything brought together so well by a professional events team.

HR Leader,
SmartHR

Attending the HR & L&D Tech Fest was a great experience. The event offered a strong blend of practical insights, emerging trends and real-world applications in learning and development. I found the focus on technology-enabled learning, particularly AI and microlearning, especially valuable and relevant to the work we are doing. It was also a great opportunity to connect with peers and explore innovative approaches that we can bring back into our own learning solutions. Overall, it was a well-run, insightful event that added real value.

L&D Leader,
Santam

HR + L&D Innovation & Tech Fest 2026 came at a particularly meaningful time in my career, having recently transitioned from corporate life to launching my own business. Beyond the learning and networking, the event provided an invaluable opportunity to test ideas, validate market needs and engage directly with HR and business leaders about the challenges they are trying to solve.

I left with new ideas, meaningful relationships and a renewed sense of optimism about the future of our profession.

HR Leader,
Lillah People Lab

This was one of the best Tech Fest events to date and was truly impactful. What stood out most was the relevance of the content. Speakers focused on real challenges we are currently facing and, importantly, provided practical, actionable solutions rather than simply showcasing concepts. The experience was both insightful and empowering, and I will definitely be applying many of the learnings gained over the two days.

L&D Leader,
RCL Foods

CONTRACT

HR + L&D Innovation & Tech Fest

21-22 June 2027

The Marriott Hotel - Melrose Arch, Johannesburg

☐	Diamond Partner	R250,000 +VAT	Includes 10 passes	Limited to 1 Partner
☐	Premier Partner	R200,000 +VAT	Includes 7 passes	Limited to 1 Partner
☐	Corporate Partner	R200,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Innovation Partner	R170,000 +VAT	Includes 6 passes	Limited to 1 Partner
☐	Networking Drinks Partner	R150,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Espresso Partner	R150,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Digital Engagement Partner	R120,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Executive Lounge Partner	R120,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Sustainability Partner	R100,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Spotlight Partner	R100,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Wellness Partner	R100,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Exhibition & Content Partner	R85,000 +VAT	Includes 3 passes	Unlimited
☐	Exhibition Partner	R60,000 +VAT	Includes 3 passes	Unlimited
☐	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

HR + L&D Innovation & Tech Fest

21-22 June 2027

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 HR + L&D 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.

TERMS + CONDITIONS

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.

TERMS + CONDITIONS

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: _____