BI / AI INNOVATION & TECH FEST

23-24 AUGUST 2027
THE MARRIOTT HOTEL - MELROSE ARCH
JOHANNESBURG






eventful people

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 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 shaping the future of intelligent, data-driven organisations.

Designed for those at the intersection of BI and AI, the Fest combines visionary keynotes, practical case studies, hands-on learning, and collaborative discussions. Attendees engage with local and global experts to explore how analytics, automation, and AI-powered intelligence are transforming business performance, strategy, and innovation.

The event explores cutting-edge developments in advanced analytics, machine learning, generative AI, modern data architecture, data governance, and real-time insights. Beyond the hype, it focuses on practical solutions that enable organisations to make smarter decisions, accelerate innovation, and unlock measurable business value.

In 2027, BI + AI Innovation & Tech Fest will be co-located with Cyber Security Innovation & Tech Fest, bringing together two increasingly interconnected technology communities.

The Cyber Security Fest explores the evolving threat landscape and the strategies, technologies, and capabilities organisations need to protect their people, information, and operations. This co-location creates opportunities for broader networking, cross-disciplinary learning, and collaboration towards building smarter, safer, and more resilient organisations.

More than an event, BI + AI Innovation & Tech Fest is a community – a space where South Africa's data and technology leaders connect, collaborate, and shape what's next. It's also a platform for innovative solution providers to showcase expertise, demonstrate thought leadership, and build meaningful relationships with the decision-makers driving transformation across Africa.







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.

Lead Generation

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

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





























































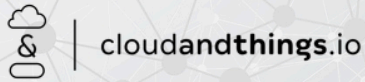













snowflake
THE DATA CLOUD
From AI to Apps and Beyond


intelline
Crafting data
and AI insight


PII
Redaction
Bot


Engineers, architects, and problem solvers who build what matters.


Sponsored By
UrbanSoft SA


SIDEKICK LAB
YOUR DATA
SHOULD
EXPLAIN


UrbanSoft SA
DATA THAT MOVES BUSINESS FORWARD
UrbanSoft SA


Qlik
INSIGHT CONSULTING

PREVIOUS ATTENDING ORGANISATIONS








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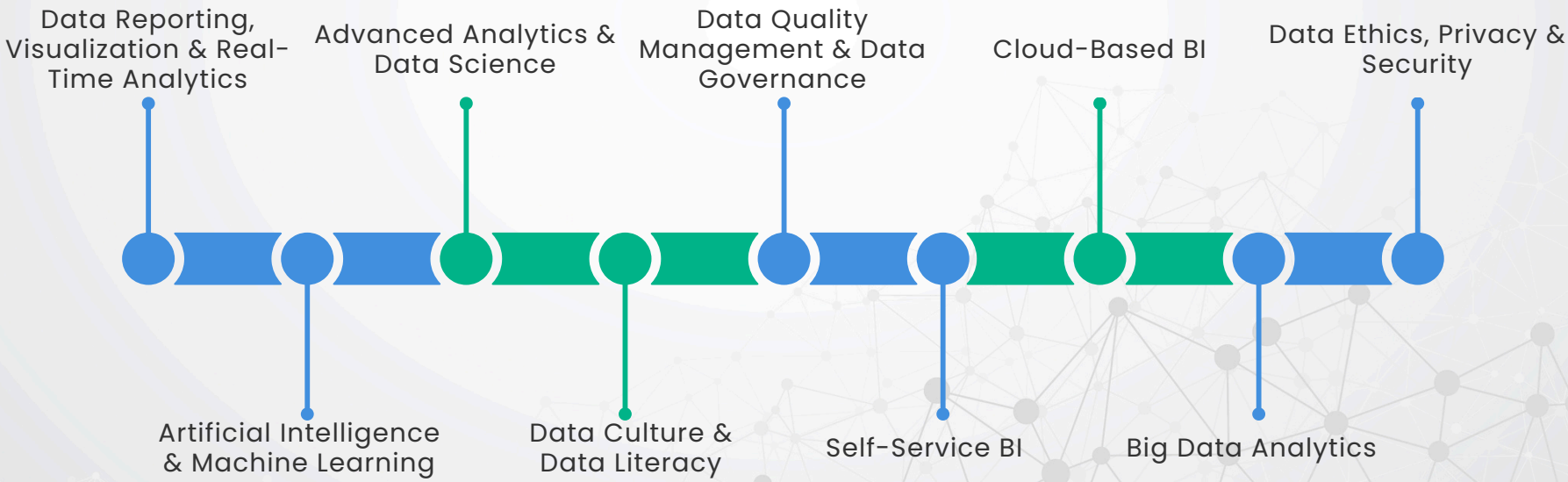



COMMUNITY HOT TOPICS

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.

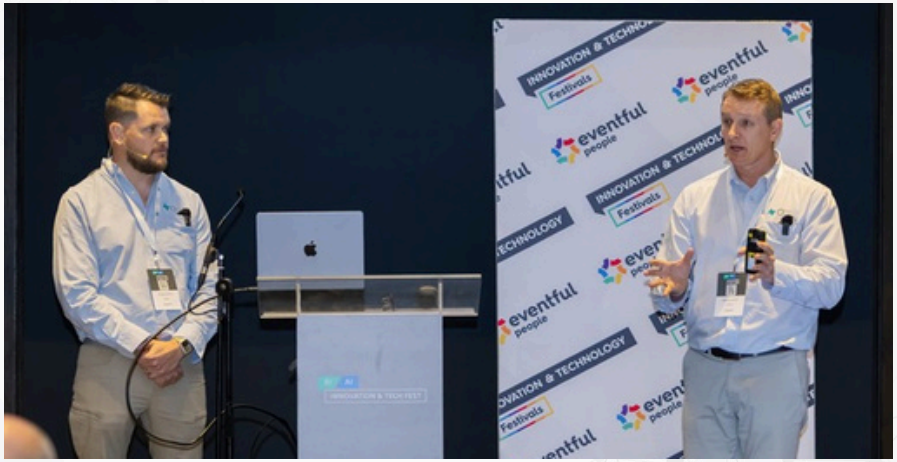



BI AI
INNOVATION & TECH FEST








INNOVATION & TECHNOLOGY
Festivals
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DIAMOND PARTNER

LIMITED TO 1 COMPANY

R200,000

EXCLUDING VAT

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.

WHAT YOU GET AS A DIAMOND PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **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

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 1 x 30-minute keynote
- 1 x 30-minute speaking session
- 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 x LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played before a keynote
- 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.*

CORPORATE PARTNER

LIMITED TO 1 COMPANY

R200,000

EXCLUDING VAT

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. More than a sponsorship, this is an opportunity to build lasting relationships, elevate your brand presence, and align your organisation with the people and conversations shaping the future of business, technology, and innovation across Africa.

WHAT YOU GET AS A CORPORATE PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **5 Conference Passes**

For business development team

Additional passes will be at an additional cost

- **Lead Generation**

Lead scanning app access during the event

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

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!

WHAT YOU GET AS A PREMIER PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **7 Conference Passes**

Additional passes will be at an additional cost

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 2 x 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 x LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played during the opening
- Seat Drop (A promotional flyer or branded item to be placed on every seat in the plenary)
- 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

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.

WHAT YOU GET AS AN ESPRESSO PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **5 Conference Passes**

Additional passes will be at an additional cost

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- Branded Espresso Bar
- Disposable Coffee cups will be branded with your logo
- 1 x 30-minute Speaking Slot
- Prominent 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
- 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

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!

WHAT YOU GET AS A NETWORKING DRINKS PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **5 Conference Passes**

Additional passes will be at an additional cost

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- Branding of the bar area
- 1 x 30-minute speaking slot
- Prominent 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
- 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

R130,000

EXCLUDING VAT

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.

WHAT YOU GET AS AN INNOVATION PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **5 Conference Passes**

Additional passes will be at an additional cost

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 1 x 30-minute speaking slot
- Prominent logo recognition on event website
- 1 x LinkedIn post announcing partnership
- Full Company Profile listing on Lead Capture App
- Marketing video to be played before a keynote
- 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

DIGITAL ENGAGEMENT PARTNER

Maximize your brand's impact across every digital touchpoint as the Digital Enablement Partner at BI + AI 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 BI and AI technology. Stay top-of-mind with decision-makers and showcase your commitment to digital transformation and innovation.

WHAT YOU GET AS A DIGITAL ENGAGEMENT PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **5 Conference Passes**

Additional passes will be at an additional cost

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 1 x 30-minute speaking slot
- Your logo will feature prominently on the event mobile App
- 2 x 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
- 1 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

R110,000

EXCLUDING VAT

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.

WHAT YOU GET AS AN EXECUTIVE LOUNGE PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **5 Conference Passes**

Additional passes will be at an additional cost

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 x 30-minute speaking slot
- Prominent 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
- 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

SPOTLIGHT PARTNER

LIMITED TO 1 COMPANY

R100,000

EXCLUDING VAT

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.

WHAT YOU GET AS A SPOTLIGHT PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **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
- 1 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 6 COMPANIES

R80,000

EXCLUDING VAT

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.

WHAT YOU GET AS AN EXHIBITION & CONTENT PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **3 Conference Passes**

Additional passes will be at an additional cost

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

LIMITED TO 4 COMPANIES

R60,000

EXCLUDING VAT

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.

WHAT YOU GET AS AN EXHIBITION PARTNER

Included in this package:

- **LED Light Box Structure + Small Cupboard**

Including graphic

- **Furniture**

High-top table + 2 bar stools

- **3 Conference Passes**

Additional passes will be at an additional cost

BRAND PROFILING, THOUGHT LEADERSHIP & CONTENT EXPOSURE:

- 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

LIMITED TO 3 COMPANIES

R60,000

EXCLUDING VAT

CONTENT PARTNER

Position your organisation as a thought leader, gaining a valuable platform to share expertise and insights with the BI + AI communities. This package offers a dedicated 30-minute speaking opportunity on the conference agenda, allowing you to showcase your knowledge and engage directly with a targeted audience. Whether through a thought leadership presentation, customer case study, live demonstration or panel discussion, use this platform to highlight innovative approaches, share real-world success stories and demonstrate how your solutions are helping shape the future. Build credibility, spark meaningful conversations and position your brand as a trusted voice within the BI and AI ecosystem.

WHAT YOU GET AS AN CONTENT PARTNER

Included in this package:

- **3 Conference Passes**

Additional passes will be at an additional cost

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

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 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 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

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 smoothie and juice bar will be set up on the morning of Day 1 or Day 2 of the conference, giving delegates a kick-start to their day with a refreshing smoothie or juice shot, compliments of your company.

BRANDED CONFERENCE LANYARDS

R20,000

Maximize your brand visibility at BI + AI 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

R75,000

Excluding VAT

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

A great experience attending Tech Fest! I really enjoyed the opportunity to learn, engage with industry experts, and gain new perspectives on how technology, data, AI and innovation are shaping the future. As a data modeler, I especially appreciated the conversations around data governance, architecture and the evolving role of AI in the data space. I'm leaving inspired, with plenty to reflect on and take back into my work.

Gugu Maqubela
Investec Ltd

The two-day BI and AI seminar exceeded my expectations. I was amazed by the depth of the content and the real-world examples demonstrating the power of integrating AI with Business Intelligence. The presenters were knowledgeable, and the discussions were both insightful and inspiring. I left the event with a much better understanding of how organisations can leverage these technologies to drive growth, efficiency, and innovation.

Muhammad Mayet
University of Cape Town

This was a very eye-opening experience for me. There is so much to learn from all the great speakers and fellow delegates. I got an opportunity to engage with different industries and learn what direction my career could look like.

Lillian Shokane
Webber Wentzel

Great Experience & Great Networking!

Max Chipenya
Hollard Zambia

BI + AI Innovation & Tech Fest Africa 2026 was an outstanding event that delivered valuable insights, meaningful networking opportunities, and practical takeaways. The quality of the speakers, content, and overall organization exceeded expectations. I would highly recommend it to anyone working in data, analytics, and technology.

Phiwe Nduli
Hippo.co.za

Sitting on both sides of either Delegate or Speaker for a few years in a row now- I have a tremendous appreciation for what the Eventful People team are doing. It's easy to dismiss events like these as selfish or about personal enrichment, especially from the outside looking in, however the discussions, content are really meaningful and authentic. The team are not only co-ordinating and hosting a conference, they are connecting people that are otherwise difficult to connect. They are building careers and networks that otherwise sit behind obscure social media messages. That's real. That's authentic. The calibre of the speakers and partners- make it feel like less than a break from the office for two days. In fact many delegates are exhausted- showing that they are engaging, thinking, participating and networking. I don't see the event as personally enriching my brand or career- but giving back into the zeitgeist of the data and AI practitioner sphere. The delegates are seeing it too. This year was significantly different. Getting a room of introverts to participate and question and think and engage is no small feat. Eventful People are as integral to coordinating the future of this field- and they also happen to be experts and putting on a good show.

Marcellino Carlo
Standard Bank

BI / AI
INNOVATION & TECH FEST

CONTRACT

BI + AI Innovation & Tech Fest
23-24 August 2027
The Marriott Hotel - Melrose Arch, Johannesburg

☐	Diamond Partner	R200,000 +VAT	Includes 10+4 passes	Limited to 1 Partner
☐	Corporate Partner	R200,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Premier Partner	R170,000 +VAT	Includes 7 passes	Limited to 1 Partner
☐	Espresso Partner	R150,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Networking Drinks Partner	R150,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Innovation Partner	R130,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Digital Engagement Partner	R120,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Executive Lounge Partner	R110,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Spotlight Partner	R100,000 +VAT	Includes 5 passes	Limited to 1 Partner
☐	Exhibition & Content Partner	R80,000 +VAT	Includes 3 passes	Limited to 6 Partners
☐	Exhibition Partner	R60,000 +VAT	Includes 3 passes	Limited to 4 Partners
☐	Content Partner	R60,000 +VAT	Includes 3 passes	Limited to 3 Partners
☐	International Visibility Partner	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 _____

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BI / AI
INNOVATION & TECH FEST

CONTRACT

BI + AI Innovation & Tech Fest
23-24 August 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 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 _____

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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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BI AI INNOVATION & TECH FEST

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.

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INNOVATION & TECH FEST

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: _____

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