



REPUBLIC OF BOTSWANA

MINISTRY OF MINERALS & ENERGY



SACREEE

SADC CENTRE FOR RENEWABLE
ENERGY & ENERGY EFFICIENCY



EXHIBITOR PROSPECTUS

2024 SADC SUSTAINABLE ENERGY WEEK

24th - 28th February 2025

Gaborone International Convention Centre
Gaborone, Republic of Botswana

Theme:

**“Accelerating Sustainable Energy Solutions for an Energy
Secure SADC Region”**



BOOK YOUR EXHIBITION STAND AT THE 2024 SADC SUSTAINABLE ENERGY WEEK (SEW)

Welcome to the 2024 SADC SEW, a premier event dedicated to fostering dialogue, innovation, and collaboration in the sustainable energy sector. Held in the vibrant city of Gaborone from 24th - 28th February 2025, this year's event promises to be a pivotal gathering for stakeholders committed to accelerating sustainable energy solutions across the SADC region.

Why exhibit at the 2024 SADC SEW?

- **Showcase Your Innovations:** Gain unparalleled exposure for your products and services. Exhibiting at the 2024 SADC SEW provides a unique platform to present your latest innovations to a targeted audience of industry professionals, policy makers, investors, and potential partners.
- **Connect with Industry Leaders:** Engage with key decision-makers and influencers from across the sustainable energy sector. This is an opportunity to build meaningful connections that can drive your business forward.
- **Access New Markets:** Position your company at the forefront of the sustainable energy movement within the SADC region. With representatives from multiple countries in attendance, the event offers a gateway to new markets and business opportunities.
- **Enhance Brand Visibility:** Increase your brand's visibility and credibility within the industry. The event will feature extensive media coverage, providing ample opportunities for you to highlight your contributions to sustainable energy solutions.
- **Participate in Groundbreaking Discussions:** Take part in insightful discussions and panels that address the most pressing issues and trends in sustainable energy. Gain valuable insights that can inform your strategic decisions and innovative approaches.

Do not miss this chance to be part of a transformative event that brings together the brightest minds and leading companies in sustainable energy. By exhibiting at the 2024 SADC Sustainable Energy Week, you position your brand at the cutting edge of innovation and contribute to the region's energy security and sustainability goals.

Exhibitor Opportunities:

The 2024 SADC SEW offers a range of exhibitor packages tailored to meet your needs, from standard booths to premium exhibition spaces. Each package includes:

- **Prime Exhibition Space:** Strategically located to maximize foot traffic and visibility,
- **Networking Opportunities:** Access to exclusive networking events and sessions with industry leaders,
- **Marketing Support:** Inclusion in the event's marketing materials, online promotions, and social media campaigns, and
- **Event Passes:** Complimentary passes for your team to attend sessions and engage with participants.

Sectors Invited to Exhibit:

The 2024 SADC SEW would like to invite Botswana, SADC region, and rest of the world institutions and companies in the energy sector to come and showcase the latest innovations, technologies, and solutions in the sustainable energy landscape. We are targeting 20 exhibitors (on first come, first-served basis) to participate at this prestigious event under the following industry categories:

1. Energy Technology and Solutions Providers

- 1.1 Renewable Energy: solar, wind, hydro, bioenergy, and geothermal, green hydrogen, energy solutions.
- 1.2 Energy Storage: Battery manufacturers, energy storage solutions.
- 1.3 Energy Efficiency: Companies offering energy-saving technologies, smart grids, and building management systems.
- 1.4 Renewable Energy: Engineering, Procurement, and Construction (inclusive of Installation and Maintenance) companies.

2. Sustainable Transportation

- 2.1 Electric Vehicle (EV) Manufacturers: Companies producing electric cars, buses, and other vehicles.
- 2.2 EV Charging Infrastructure Providers: Companies offering EV charging stations and related infrastructure.

3. Financial and Investment Institutions

- 3.1 Banks and Financial Institutions: Those specializing in green bonds, sustainable finance, and investment in energy projects.
- 3.2 Investment Firms: Venture capital, private equity, and impact investment firms focusing on energy.

4. Government and Policy Makers

- 4.1 Government Agencies: Departments or Ministries related to energy, environment, and climate change.
- 4.2 Regulatory Bodies: Agencies responsible for energy regulations and standards.

5. Research and Academic Institutions

- 5.1 Universities and Research Centres: Institutions conducting research in sustainable energy technologies and innovations.
- 5.2 Think Tanks: Organizations focused on policy research and development related to energy.

6. Energy Providers and Support Services

- 6.1 Utilities: Electric, gas, and water utilities involved in energy production and distribution.
- 6.2 Consulting Firms: Companies providing advisory services on energy efficiency, sustainability, legal, and project management.
- 6.3 Transportation and Customs: Freight, customs and clearing, as well as insurance companies

7. Environmental and Non-Governmental Organizations (NGOs)

- 7.1 Environmental NGOs: Organizations working on environmental protection, climate advocacy, and sustainable development.
- 7.2 International Organizations and regional development agencies.

8. Manufacturers and Suppliers

- 8.1 Equipment Manufacturers: Companies producing equipment for renewable energy systems, such as solar panels, wind turbines, energy storage (batteries) and biomass equipment.
- 8.2 Component Suppliers: Providers of components and materials for energy technologies.

9. Energy Consumers and End-Users

- 9.1 Industrial and Commercial Users: Large-scale energy consumers looking for sustainable solutions.
- 9.2 Residential Solutions Providers: Companies offering products and services for residential energy efficiency and renewable energy.

10. Media and Communication Partners

- 10.1 Media Outlets: Organizations covering energy news, sustainability, and related topics.
- 10.2 Public Relations Firms: Agencies specializing in energy and sustainability communication.

Join us in shaping the future of sustainable energy in Botswana and the SADC region. To secure your exhibition space, please visit our official website and complete the exhibitor registration form. Early registration is recommended due to high demand. Complete all form fields and the organizers will be in touch with more information. Enquiries: sadcsew@sacreee.org

EXHIBITOR (AVAILABLE EXHIBITION SPACE OPTIONS WITHIN THE MAIN CONFERENCE HALL) PACKAGES:

	Standard Shell Scheme Stand: 3X3m	Shell Scheme Stand: 3X6m	Shell Scheme Stand: 3X9m	Shell Scheme Stand: 3X12m
Number of Shell Schemes (booths)	10	5	3	2
Local based Botswana Exhibitors	USD 600	USD 900	USD 1,130	USD 1,360
Regional and International Exhibitors	USD 1,500	USD 1,730	USD 1,880	USD 2,100
Fascia Name Board	✓	✓	✓	✓
Spotlight and charging socket	✓	✓	✓	✓
Chairs/Stools	2	2	2	2
Electric Socket	✓	✓	✓	✓
Waste Bin	Provided at designated points			
Complimentary passes to the reception dinner, networking cocktail, and cultural dinner	2 people	2 people	2 people	2 people
Complimentary Morning and Afternoon teas as well as lunch vouchers throughout	2 people	2 people	2 people	2 people

OPTIONAL OUTSIDE EXHIBITION SPACE

An exclusive opportunity is available for exhibitors to showcase their products and services in an outdoor exhibition area at the 2024 SADC Sustainable Energy Week (SEW). This premium space is ideal for those looking to make a significant impact and gain maximum visibility during the event. **NB: Interested exhibitors should act quickly to secure their space, as availability is limited and will be allocated on a first-come, first-served basis.**

Features:

- a. Location:** The outdoor exhibition space is strategically located outside the main conference hall, ensuring high foot traffic and visibility
- b. Availability:** Limited to 10 exhibitors, ensuring an exclusive and less crowded environment for enhanced engagement with attendees.

c. Cost: USD 3,800.00 per exhibitor for the entire duration of the SEW.

d. Duration: The exhibition space is available for the 4 days of the event (24th - 28th February 2025), providing ample time for exhibitors to connect with potential clients and partners.

Benefits:

a. High Visibility: The proximity to the main exhibition tent guarantees that exhibitors will attract the attention of a large number of attendees.

b. Exclusive Access: With only 10 spaces available on a first-come, first-served basis, exhibitors benefit from exclusivity and reduced competition.

c. Extended Engagement: Exhibitors have the opportunity to engage with participants over the entire event period, maximizing networking and business development opportunities.

d. Comprehensive Exposure: The outdoor setting allows for larger and more dynamic displays, ideal for demonstrations and interactive exhibits that can draw in crowds.

e. Complimentary Morning and Afternoon Teas, as well as Lunch Vouchers: 2 people per each exhibitor company, throughout the SEW.

Map of the Marquee Exhibition Tent and Optional Exhibition Space illustration: still under development

EXHIBITOR APPLICATION FORM

1. Organisation/Company name:
2. Contact Person:
3. Position / Designation:
4. Email address:
5. Mobile number (inclusive of country code):
6. Physical Address:
7. Country:
8. Company website:
9. Company social media links
10. Please tick the interest exhibitor packages:
 - 3x3m exhibition space
 - 3x6m exhibition Space
 - Optional exhibition space

Kindly complete and submit the online application form via the event website: www.sadcenergyweek.org or contact: sadcsew@sacreee.org

EXHIBITOR TERMS AND CONDITIONS:

General Terms

Eligibility:

- a. Exhibition opportunities are open to organizations and entities domicile in Botswana and international, that wants to contribute to sustainable energy initiatives in Botswana and the SADC region.

Exhibitors Commitment

- a. By agreeing to exhibit at the 2024 SADC Sustainable Energy Week, the exhibitor commits to fulfilling the financial and/or service obligations specified in their chosen exhibition package.
- b. SACREEE reserves the right to alter the exhibition layout without notice.
- c. Complimentary passes cannot be used by any person, other than the person registered to exhibit will be allowed to access reception dinner, networking cocktail, and cultural dinner.

Application Process:

- a. Interested exhibitors must complete the Exhibitors Application Form and submit it to the Event Manager for review and approval.
- b. The deadline to apply for exhibition is 30 October 2024

NB: Exhibitors are allocated on a first-come, first-served basis, subject to availability.

Payment Terms:

- a. Full payment is required upon acceptance of the sponsorship application to confirm the exhibition.
- b. Payment methods include bank transfer, credit card, or other approved methods as specified by SACREEE.

NB: All payments must be made within 30 days of invoice issuance.

Non-Compete Clause:

a. Exhibitors must respect the exclusivity agreements for certain sponsorship categories and refrain from promoting competing products or services during the event.

Cancellation and Refund Policy:

- a. Exhibitors may cancel their exhibition in writing. Refunds will be issued based on the date of cancellation:
 - i. 100% refund if cancelled 90 days before the event.
 - ii. 50% refund if cancelled 60 days before the event.
 - iii. No refund if cancelled less than 60 days before the event.

NB: The event organisers reserve the right to cancel the event. In such cases, exhibitors will receive a full refund.

Liability and Indemnity

- a. Liability: The event organizers are not liable for any loss, damage, or injury incurred by exhibitor or their representatives during the event, except where such loss, damage, or injury is caused by the negligence of the organizers.
- b. Indemnity: exhibitor agree to indemnify and hold harmless the event organizers against any claims, damages, liabilities, and expenses arising out of or related to the exhibitor's participation in the event.

Amendments:

- a. Changes to Terms: The event organizers reserve the right to amend these terms and conditions at any time. Sponsors will be notified of any changes, and continued participation in the event will constitute acceptance of the revised terms.
- b. Force Majeure: In the event of circumstances beyond the control of the event organizers (e.g., natural disasters, pandemics), the organizers reserve the right to cancel or reschedule the event. Sponsors will be notified promptly of any changes.

Use of Intellectual Property:

- a. The exhibitor grants the Organizers the right to use the exhibitor's logos, trademarks, and other intellectual property for the purposes of promoting the event and fulfilling the Exhibitors obligations.

Acceptance:

- a. By signing below, the exhibitor agrees to the terms and conditions outlined in this agreement and confirms that the information provided is correct.
- b. Exhibitor Information:
- c. Company Name:
- d. Contact Person:
- e. Email Address:
- f. Exhibitor Signature:

Submission of completed exhibition application forms should be addressed to: sadcsew@sacreee.org