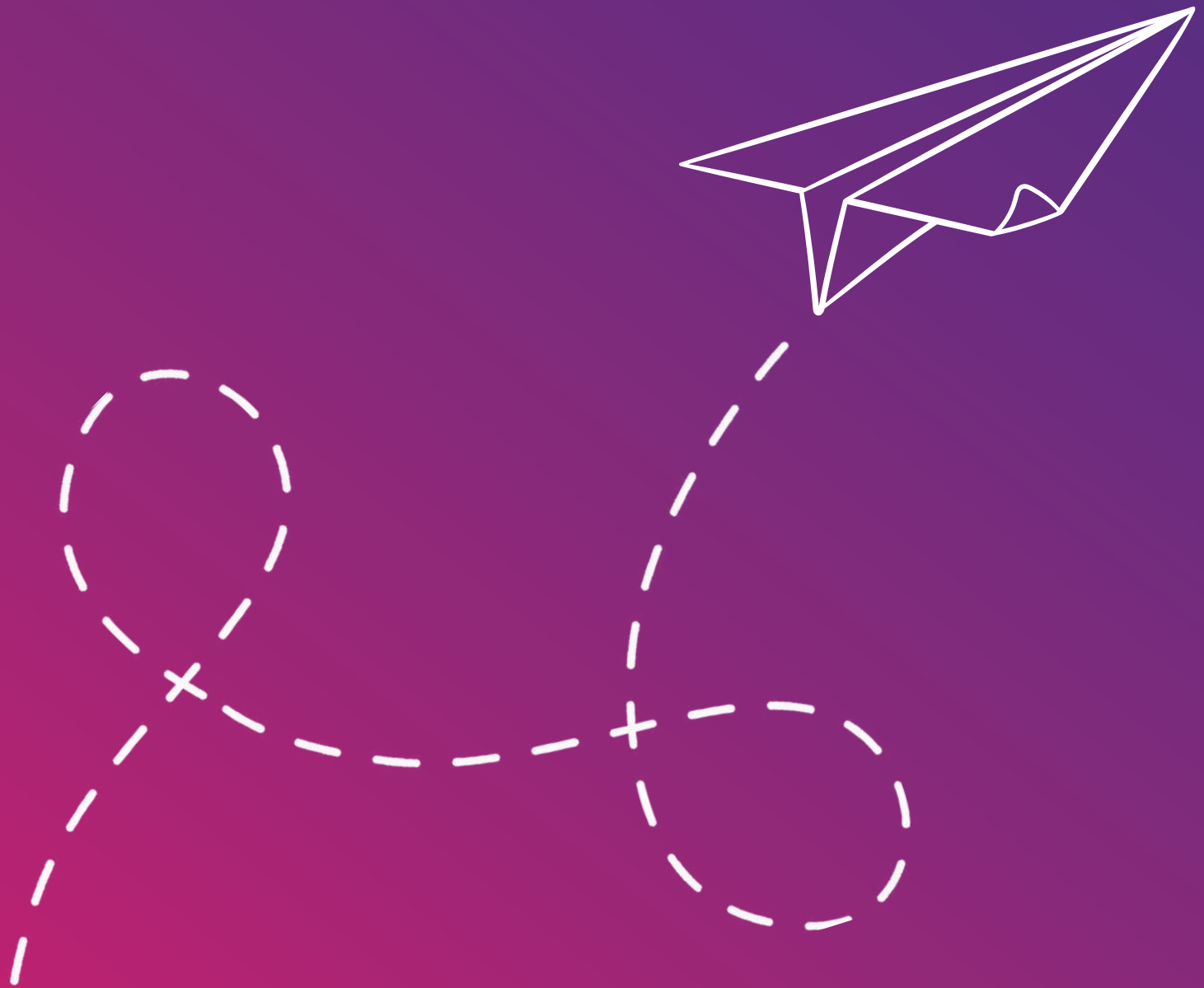


SPONSOR BROCHURE

AFRICA TOURISM EXPO

20-23 Oct, 2026 | El Kram Expo Centre, Tunisia

LET'S DISCOVER THE WORLD TOGETHER



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SPONSOR OVERVIEW



1. SPONSOR OVERVIEW

Sponsorship opportunities at **ATE** can have a greater impact on attendees than exhibiting alone. This is because sponsorship packages combine multiple communication channels that include high-profile branding, networking, and thought leadership opportunities, creating a powerful, event-focused marketing strategy. Hosted by Tunisian Ministries, **ATE** builds to create a unified, inclusive platform for the entire tourism ecosystem, convening communities, industries, the world's tourism providers, as well as enablers in government, finance and technology to find collective solutions for affordable, secure, and sustainable tourism for all. **ATE** is also culture, medical tourism, wellness, discovery, sports & hotels, it is also leisure, parkers, museums, religious pilgrimage tourism, sustainable tourism & MICE tourism. Creating a world-class environment for trade across the big industry's full value chain, **ATE** generates the highest value and measurable returns on investment for businesses and professionals worldwide.

Branding and Sponsorship opportunities at ATE

ATE provides a world-class environment for trade across the tourism industry's full value chain, with the exhibition generating high value and measurable return on investment for international, regional and local tourism businesses and professionals.

We offer a tiered approach to our sponsorship packages including speaking and thought leadership engagements, meeting and networking opportunities with your target audience and high-profile branding to amplify your company's participation beyond its exhibition stand before, during and after **ATE**

With **ATE** taking place in EL KRAM EXPO CENTER TUNISIA from 20-23 October 2026, the event will serve as a premier platform for industries, governments, businesses, and individuals to reinforce their commitments to supporting tourism towards a new tourism innovative ecosystem



2025 OVERVIEW



+300
EXHIBITORS



+100
EXPERTS



+120
CONFERENCES



+22
COUNTRIES



+20.000
VISITORS



BE OUR SPONSOR



2. PACKS

DIAMOND SPONSOR

200.000 DNT HT

Represents the pinnacle of support and reserved for the most significant contributors.

Exclusive and prominent branding exposure on top of selected items within key avenues of ATE 2026 including:

- Prominent Acknowledgement during event Opening Ceremony
- Acknowledgement via branding at all Conference Streams, Networking and Key Areas (VIP Lounge, Information Boards, Outdoor Billboards etc.)
- Acknowledgement via branding within event collaterals during and post event for a duration of one (1) year.
- Exclusive Centre Core Banner (Limit of 3 Banners)
- Eight (8) all-entry passes: providing access to all invite-only content sessions & networking.
- Opportunity for a (up to) 2-minute corporate video to be played at ATE 2026 located in the exhibition foyer (TV Plasma) – Video to be provided by sponsor / guaranteed 8 runs per hour.
- **36 m² Designed booth**

PLATINUM SPONSOR

150.000 DNT HT

Represents the second highest level of support at ATE 2026

Will enjoy prominent branding exposure on top of selected items in key avenues of ATE 2026 including:

- Acknowledgement during event Opening Ceremony
- Acknowledgement via branding at Key Areas of ATE 2026 (VIP Lounge, Information Boards, Outdoor Billboards etc.)
- Acknowledgement via branding within event collaterals during and post event for a duration of one (1) year.
- Six (6) all-entry passes: providing access to all invite-only content sessions & networking.
- An opportunity for a (up to) 1.5-minute corporate video to be played at ATE 2026 located in the exhibition foyer (TV Plasma) – Video to be provided by sponsor / guaranteed 5 runs per hour.
- **24 m² Designed booth**

GOLD SPONSOR

100.000 DNT HT

Represents a key supporter of ATE 2026

Will enjoy additional branding exposure in avenues of ATE 2026 including:

- Sponsor mention during event Opening Ceremony
- Acknowledgement via branding at areas of ATE 2026 (VIP Lounge, Information Boards, Outdoor Billboards etc.)
- Acknowledgement via branding within event collaterals during and post event for a duration of one (1) year.
- Four (4) all-entry passes: providing access to all invite-only content sessions & networking.
- An opportunity for a (up to) 1-minute corporate video to be played at ATE 2026 located in the exhibition foyer (TV Plasma) – Video to be provided by sponsor / guaranteed 3 runs per hour.
- **18 m² Designed booth**

SILVER SPONSOR

50.000 DNT HT

Represents a key supporter of ATE 2026

Will enjoy additional branding exposure in avenues of ATE 2026 including:

- Sponsor logo visible during event Opening Ceremony
- Acknowledgement via branding at areas of ATE 2026 (VIP Lounge, Information Boards, Outdoor Billboards etc.)
- Acknowledgement via branding within event collaterals during and post event for a duration of one (1) year.
- Two (2) all-entry passes: providing access to all invite-only content sessions & networking.
- An opportunity for a (up to) 1-minute corporate video to be played at ATE 2026 located in the exhibition foyer (TV Plasma) – Video to be provided by sponsor / guaranteed 3 runs per hour.
- **15 m² Designed booth**



MORE VISIBILITIES

3

3. EXHIBITION SPONSOR OPPORTUNITIES

REGISTRATION COUNTER & KIOSK

(Exclusive)

Registration points guarantee catching the attention of all Visitors and VIP's attending ATE 2026

- Sponsor logo featured on panels at ATE 2026 Registration Counters
 - Sponsor graphic / printed (design by sponsor) placed at Registration surrounding areas
- sponsor logo featured on Registration Website and Confirmation Emails
 - Sponsor logo featured on all Registration Kiosks

Investment Cost: 20.000 DNT HT

Ref: ATE01

SHOW BADGE

(Exclusive)

The show badge is a must wear for all attendees. Delivers tremendous visibility and more when captured in photos, media coverage, official event video and social media.

Quantity: 10.000 Pieces
Investment Cost: 10.000 DNT HT

Ref: ATE02

LANYARD (ECO)

(Exclusive)

+ Sustainable Event Partner

A highly visible opportunity to promote your brand. The lanyard is attached to the show badge which must be worn by all attendees – exhibitors, trade buyers, sponsors, speakers, delegates and guests – throughout the exhibition and conference.

- Sponsor will be listed as “Sustainable Event Partner”

Quantity: 10.000 Pieces
Investment Cost: 1000 DNT HT

Ref: ATE03



3. EXHIBITION SPONSOR OPPORTUNITIES

PHOTO BOOTH

Generate brand awareness and positive memorable experience for attendees during and after the show. Visitors will be encouraged with incentives by organizer to upload pictures taken to social media.

- Sponsor logo / graphic featured on backdrop
- Opportunity to include data collection tools (e.g. QR Code to sponsor survey)

Investment Cost: 5500 DNT HT

Ref: ATE05



VIP MAIN ENTRANCE PILLAR

Make a favourable first impression on high profile government and corporate guests, and leading industry stakeholders when arriving for the show.

**Investment Cost:
5000 DNT HT Per Pair**

Ref: ATE06



INDUSTRY NETWORKING NIGHT

Be the star brand at the most sought-after networking event of the show held in the amazing ambiance of one of Tunisia top dining spots.

Admission is open to exhibitors and key industry players only.

- Sponsor branding will be scattered across venue (eg. Photo wall, Coasters, Projections)
- Speaking opportunity for sponsor included in agenda (Keep it casual!)
- Sponsor representative(s) to take stage for Lucky Draw lottery sessions.
- Live Band will be provided by Organizer

Investment Cost: 80.000 DNT HT

Ref: ATE07



3. EXHIBITION SPONSOR OPPORTUNITIES

DIRECTIONAL HANGING BANNER

Perched above hall entrances and visible from near and far.

These banners serve as key location indicators placed strategically at entrances and will showcase Sponsor Branding alongside option to include text (E.g. "Visit us at Booth xx")

- Measurement: 200 Cm (W) x 85 Cm (L)
- Logo Placement (Front & Back)

Investment Cost: 3000 DNT HT / Unit
Ref: ATE08



CENTRE CORE HANGING BANNER

Unmissable and highly effective in reinforcing your brand to all participants of ATE 2026 along with all visitors of El Kram Expo Centre

- Measurement: 300 cm (Dia) x 100 mm (H)
- Full artwork (Front & Back)

Investment Cost: 5000 DNT HT (Limited)

Ref: ATE09



OUTDOOR BILLBOARD (DIGITAL SCREEN)

Onwards Create greater brand awareness and reach out to diverse audiences in the surrounding high traffic areas of El Kram Expo Centre Speak to our colleagues for exact locations and pricing.

Investment Cost: 15.000 DNT HT

Ref: ATE10



3. EXHIBITION SPONSOR OPPORTUNITIES

ENTRANCE ARCHE

The archways, constructed with 'grand' in mind lead into and out of the exhibition halls and are placed at key arrival areas. These can be branded with a company's logo and/or graphics.

Cost, size, and presentation differs on the selected arch.

- Option 1: Level 1 Foyer – 4000
- Option 2: Venue Entrance(s) – Digital

Investment Cost: 20.000 DNT HT Onwards

Ref: ATE11



ENTRANCE LIGHT BOX

Lighted, highly visible and a great sight upon entering exhibition halls. These are placed at the top of entrances door and Located at Hall 2 on the ground floor. Limited to 4 units.

Investment Cost: 8000 DNT HT Per Unit

Ref: ATE12



VISITOR BAGS

+ Sustainable Event Partner

Eco-friendly bag with your company brand is distributed to exhibition attendees to carry around the show and follow them home.

- Opportunity for sponsor to place company insertion into visitor bags (provided by sponsor, or at an extra cost by organizer)
- Sponsor will also be listed as "Sustainable Event Partner" in related marketing collaterals

Quantity: 10.000 Pieces

Investment Cost: 12.000 DNT HT

Ref: ATE14



3. EXHIBITION SPONSOR OPPORTUNITIES

STANDING LIGHT BOX

Standing Lightbox will be distributed across Ground, Level 1 and Level 3 based on sponsors preference and location availability. Sponsor to provide full artwork or sponsor logo (of which organiser will incorporate as a lightbox directional signage) prior to event.

Investment Cost: 8000 DNT HT

Ref: ATE15



VISITOR GUIDE MAP

Increase brand visibility by sponsoring our event guide map. Your logo will be prominently displayed on this essential tool that helps attendees find your booth. The map includes the event space layout and important locations, making it a valuable resource for attendees. Show your support for the event and connect with attendees by sponsoring the guide map.

Investment Cost: 2500 DNT HT

Ref: ATE16



CO-BRANDED EVENT ATTIRE

Increase brand exposure by sponsoring our event attire. Your logo will be prominently displayed on shirts worn by event staff, leaving a lasting impression on everyone who sees them. Show your support for the event and showcase your brand to a wide audience in key areas.

Investment Cost: 1000 DNT HT

Ref: ATE17



3. EXHIBITION SPONSOR OPPORTUNITIES

DIMENSIONAL SIGNAGE

Elevate your brand and welcome guests in style with our 3D welcome sign sponsorship opportunity. Our innovative 3D welcome sign creates a lasting impression on attendees by offering a unique and eye-catching way to welcome guests to your event. Your company logo will be prominently displayed in 3D, creating a memorable experience for attendees as they enter the event space.

Investment Cost: 3000 DNT HT

Ref: ATE18

FLOOR STICKER

Drive traffic to your booth or highlight your brand! Visible to thousands of attendees and informative with company logo, exhibition booth number and marketing message.

Investment Cost: 7000 DNT HT

Ref: ATE19

EXHIBITION HALL CUBES

EXHIBITION HALL CUBES
Suspended from the ceiling and positioned directly above the main aisles in Exhibition Hall at venue, the eight wayfinding cubes (2m x 2m x 2m) help attendees navigate their way around the exhibition. A company may sponsor the wayfinding cubes and highlight its stand location at ATE 2026, a unique opportunity for increased brand visibility across Exhibition Hall 2

Location: Inside Exhibition Hall

Quantity: 1

Dimensions:

200 cm (L) x 200 cm (W) x 200 cm (H)

Opportunity: 1 Sponsor

Investment Cost: 6000 DNT HT

Ref: ATE20



3. EXHIBITION SPONSOR OPPORTUNITIES

MAIN HALL ENTRANCE AFFICHE

Location: Exhibition Hall 2
Quantity: 1 floor tiles

Dimensions: 400 cm (L) x 150 cm (H)
Investment Cost: 4000 DNT HT

Ref: ATE21



PARK & RIDE SHUTTLE BUSES & CARS

2 Buses, + 2 Cars, 2 Sponsors
Shuttle buses & cars run on a loop every 15-20 minutes during ATE 2026. They take attendees between the park and the hotels and the drop off and pick up point located at Exhibition Hall 2.

A company may take advantage of the high-profile branding opportunity by positioning its logo on the outside of the buses & cars allowing the sponsor to promote its presence at ATE before attendees arrive at the venue. The bus branding & assembly point presents the company with an effective platform to communicate its message during the event.

Number of Buses: 2 Buses types , 1assembly points
Number of Cars: 2+
Investment Cost: 10.000 DNT HT

Ref: ATE22



EXTERNAL MEGA PANELS HALL

2 Mega Panels
Distributed on the most important roads in Tunisia Streets, slanted external mega panels (400 Cm x 250Cm) Taking advantage of this branding opportunity allows a company to not only reinforce and enhance its presence at ATE 2026 but also gain exposure to the thousands of passing vehicles along on the main roads in Tunis.

Availability: 5 Mega Panels
Location: Tunis Capital / Lac 1 , 2 / Industrial zone / Highway
Investment Cost: 30.000 DNT HT

Ref: ATE23



3. EXHIBITION SPONSOR OPPORTUNITIES

LARGE VERTICAL TARPAULIN

Location: Exhibition Hall 2
Quantity: 1
Dimensions: 930 cm (H) x 270 cm (L)
Investment Cost: 8000 DNT HT

Ref: ATE24

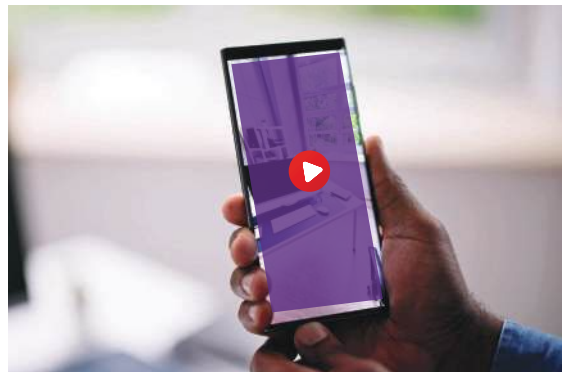


POP MARKETING PACKAGE

On line & on site
The POP Promotional Package offers Pre, Onsite, and Post (POP) deliverables at ATE 2026, allowing exhibiting companies to reinforce and enhance their presence before, during, and after the ATE 2026.
A POP Promotional Package includes the following deliverables:

Investment Cost: 5000 DNT HT

Ref: ATE25



BOX-UP PILLAR

On-site branding in a high traffic area inside the venue.

Investment Cost: 2000 DNT HT

Ref: ATE26



3. EXHIBITION SPONSOR OPPORTUNITIES

EXHIBITION DIRECTIONAL SIGNAGES

(Exclusive)

The wayfinding Signage standing board allows ATE attendees to navigate between the Exhibition and the conference. This high-profile branding opportunity reinforces the company presence during the 4 days of the exhibition and conference.

Location: Exhibition Hall 2

Quantity: 10 signages

Dimensions: 100 cm (H) x 60 cm (L)

Investment Cost: 2000 DNT HT / Unit

Ref: ATE27

ATE SURVEY

Throughout the duration of ATE 2026, a dedicated team of independent research staff will conduct surveys among attendees at both the exhibitions and conferences. By branding the t-shirts worn by these survey staff, a company can significantly enhance its presence at ATE. This provides a valuable opportunity to maximise brand visibility and engagement with the show's participants.

Location: Exhibition Hall 2

Opportunity: 1 sponsor

Investment Cost: 30.000 DNT HT

Ref: ATE28

EXHIBITION HALL FLAGS

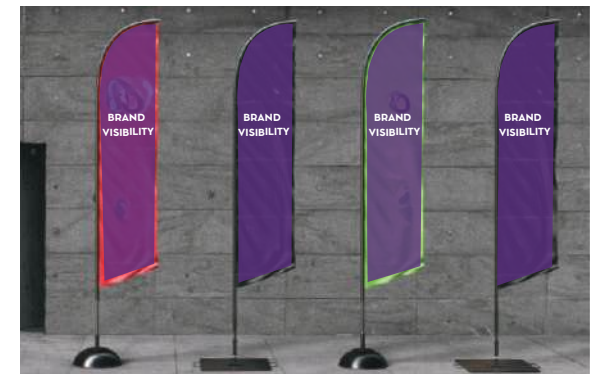
Take advantage of this highly visible branding opportunity and have your company logo on up to 20 flags, strategically positioned outside & inside hall 2. A great opportunity to reinforce and enhance your presence to all ATE 2026 attendees across all three Show days

Location: Exhibition Hall 2

Opportunity: 20 flags

Investment Cost: 20.000 DNT HT

Ref: ATE29



3. EXHIBITION SPONSOR OPPORTUNITIES

EXHIBITION OUTSIDE LAMP POST

(From Lac 1 to El kram Expo Street)
Located in the heart of the Tunis Street traffic lampposts are strategically spread across lac 1, 2 to the venue
A company may prominently position its logo inside the box to reinforce and enhance its presence to all ATE attendees over the 4 days of the exhibition and conference.

Location: LAC 1,2 To the venue
Quantity: 20+
Oppotunity: 3+ Sponsors
Investment Cost: 6000 DNT HT Per Unit

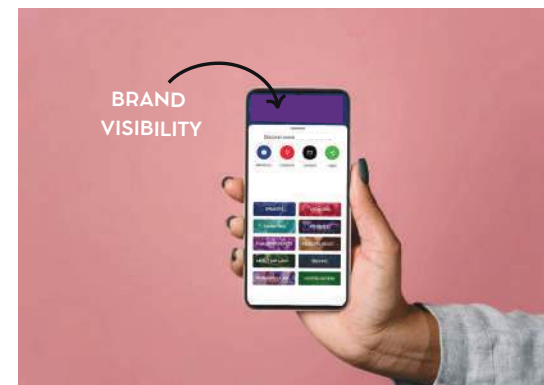
Ref: ATE30



MOBILE APPLICATION

The ATE Mobile Application (app) is a tool for exhibitors, visitors and delegates to exchange information, navigate the venue, view exhibitor profiles, check appointments and keep up to date with the conference programme.
The app is expected to be downloaded and used by more than 20,000 individuals at ATE 2026 Events. This distinctive digital branding opportunity allows the sponsor to have its logo prominently displayed on the app's splash screen and within the app as well as have a pop-up advertisement when the app is opened by a user.
The sponsor will also receive recognition on the extensive marketing and venue branding, encouraging attendees to download and use the App.
Opportunity: 3 Sponsors
Downloads: 20,000+
Investment Cost: 7000 DNT HT

Ref: ATE31



3. EXHIBITION SPONSOR OPPORTUNITIES



The **ATE** attracts the entire tourism industry from local government institutions to international tourism providers, over the 4 days of the exhibition, conferences and features. The various sponsorship opportunities across the following areas of ATE allow companies to position their brand, deliver key messages and convey thought leadership to its target audience through a series of highly visible branding and networking opportunities.



MORE
VISIBILITY

3. EXHIBITION SPONSOR OPPORTUNITIES

CONFERENCE GOODIES

The ATE 2026 expos Conferences sit at the heart of the African and worldwide main industries conversation. A platform with the power to convene global and regional strategic and technical experts annually. Branded goodies provide a high-profile sponsorship opportunity with a company logo prominently positioned. Branded goodies are distributed during the conferences to delegates.

Location : El Kram Expo Centre
Quantity : 5,000
Opportunity: 3+ Sponsors
Investment Cost: 40.000 DNT HT

Ref: ATE35

CONFERENCE FLAGS

There are 30 flagpoles located outside El Kram Expo Centre providing a high-profile branding opportunity visible to all strategic and technical delegates and speakers entering and exiting the conferences. Each flag will contain a company logo.

Location : El Kram Expo Centre
Quantity : 20+ Flags
Opportunity: 3 Sponsors
Investment Cost: 1500 DNT HT
 Ref: ATE36

CONFERENCE PENS

The ATE 2026 Conferences sit at the heart of the African and Mediterranean oil, gas and energy conversation. A platform with the power to convene global and regional strategic and technical experts annually. Branded conference pens provide a high-profile sponsorship opportunity with a company logo prominently positioned. Pens are distributed in delegate bags and throughout the conference sessions.

Location : El Kram Expo Centre
Quantity : 5,000
Opportunity: 5 Sponsors
Investment Cost: 3000 DNT HT

Ref: ATE38

CONFERENCE AGENDA SCREENS

The ATE Conferences sit at the heart of the African and Mediterranean industry conversation. A platform with the power to convene global and regional strategic and technical experts annually. The printed and digital Conference screens are a highly visible sponsorship opportunity ensuring the sponsor company logo is prominent throughout the exhibition and conference venue. The strategically placed floor standing digital screens provide speakers and delegates with session details and locations to navigate their way around the conferences with ease.

Location: Exhibition Hall 2,
 El Kram Expo Centre
Quantity: 5 Screens
Opportunity: 5+ Sponsors

Ref: ATE37



ATE FEATURES

4

3. EXHIBITION SPONSOR OPPORTUNITIES

INVITATIONS

- VIP invitations valued guests & investors to visit
- Sponsor logo on the invitation 2 sides & in the invitation cover
- Sponsor logo invitation

Quantity : 5,000
Opportunity: 10+ Sponsors
Investment Cost: 10.000 DNT HT

Ref: ATE42



MAILS SIGNATURE

Signing the + 10 0000 sales mailing list gives more visibility to your brand

Quantity : 5,000
Opportunity: 5 Sponsors
Investment Cost: 2000 DNT HT

Ref: ATE44





WHO WILL YOU MEET IN ATE 2026?



1. PUBLIC SECTOR BODIES

- National tourism boards
- Industry Stakeholders / NGOs & Associations

2. HOSTED BUYERS

- Corporate planners & travel agents, especially from foreign markets
- International & Intergovernmental Organizations

3. GOVERNMENT DEPARTMENTS

- Ministries of Tourism
- Ministries of Culture & Trade

4. SUPPORT & PROMOTIONAL ENTITIES

- Investment promotion centers
- financial institutions & regional tourism boards
- National & international transport companies

Trusted Brands Sponsor & Exhibit So should you!





2025 SPONSORS AND PARTNERS OVERVIEWS

6





EXHIBITION HALLS PILLAR BRANDING



3. EXHIBITION SPONSOR OPPORTUNITIES

PILLAR BRANDING

Companies can have their artwork or specific messaging branded on pillars located in the lobby (GALLERY space) before the entrance of hall 2 (the message will circulate in led screen covering the pillar) enhancing their branding and visibility to reach their exhibiting space.

- Measurement: 60cm(R) x 300 cm(H)

Location: Main entrances to ATE
Quantity: 6 Pillars Per Hall Opportunity
Opportunity: 1 Sponsor Per Pillard
Investment Cost: 40.000 DNT HT

Ref: ATE45



VENUE LAMP POSTS

Located inside the venue main entrance after lampposts are strategically spread across the venue. A company may prominently position its logo inside the box to reinforce and enhance its presence to all ATE attendees over the 4 days of the exhibition and conference.

Location: Inside The Main Entrance of the venue
Quantity: 6
Opportunity: 2 Sponsors
Investment Cost: 30.000 DNT HT

Ref: ATE46



VENUE FLAG

Located inside the venue main entrance after flags are strategically spread across the venue. A company may prominently position its logo inside the box to reinforce and enhance its presence to all ATE attendees over the 4 days of the exhibition and conference.

Location: Inside The Main Entrance of the venue
Quantity: 20
Opportunity: 5 Sponsors
Investment Cost:
S: 1200 DNT HT / **M:** 1800 DNT HT
L: 2200 / **XL:** 2800 DNT HT

Ref: ATE47



3. EXHIBITION SPONSOR OPPORTUNITIES

BOOTH LETTERING OR LOGO DESIGN

Booth lettering plays a crucial role in Capturing attention, conveying key information, and building brand recognition for visitors in busy environments like ATE

Location: In front of the exhibitor booth
Quantity: 1
Opportunity: 10 Sponsors
Material used : CARDBOARD
Investment Cost: 3000 DNT HT

Ref: ATE48



BUS BRANDING AND ASSEMBLY POINT

The bus branding & assembly point presents the company with an effective platform to communicate its message during the event.

Location: In front of the venue
Quantity: 1 assembly points
Opportunity: 1 Sponsor
Investment Cost: 50.000 DNT HT

Ref: ATE49

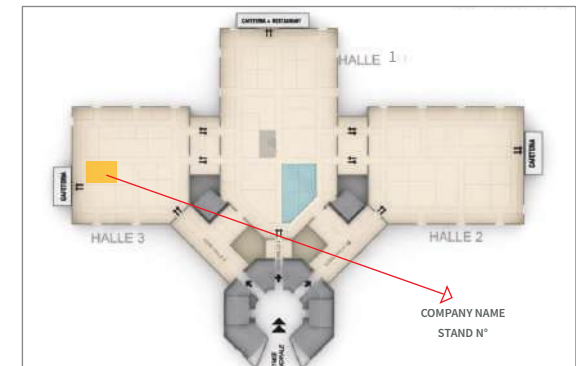


VENUE BOARD

Venue boards and location maps will be positioned in strategic locations around the exhibition Halls so attendees can quickly and easily navigate their way round the exhibition and features. A company may brand the venue maps with its logo allowing it reinforce and enhance its presence across all Four Show days.

Location: Throughout the entire exhibition area
Opportunity: 5 Sponsors
Investment Cost: 20.000 DNT HT

Ref: ATE50



3. EXHIBITION SPONSOR OPPORTUNITIES

HEADSHOT LOUNGE /PODCAST

A designated area with your branding and designed backdrop, staffed with a professional photographer and supporting team.

In which all exhibitors or selected visitors Podcast & testimony are taken at the same space

This package enables guest-data capture and can be branded for the sponsor. Don't miss out on the opportunity to engage with thousands of potential customers and establish a personal connection with your brand.

Opportunity: 1 Sponsor
Investment Cost: 30.000 DNT HT

Ref: ATE51



EXHIBITION POCKET MAP

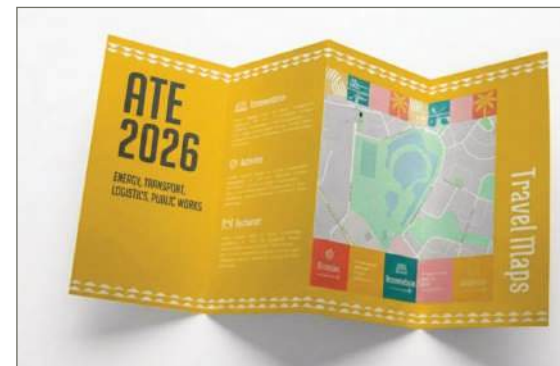
Pocket maps are distributed from the main registration desks located in Hall 2.

They allow ATE attendees to quickly and easily navigate their way round the exhibition and conference locations.

A great opportunity for your company logo to be on printed on the top corner of the pocket maps, distributed to 20,000+ attendees, across all three Show days.

Location: Main entrances to AFRICA BIG 5
Quantity: 10,000+
Opportunity: 5 Sponsors
Investment Cost: 5000 DNT HT

Ref: ATE52



3. EXHIBITION SPONSOR OPPORTUNITIES

EXHIBITOR SPOTLIGHT PACKAGE

The following promotional package that includes Pre-, Onsite and Post-ATE deliverables, allowing exhibiting companies to reinforce and enhance their presence in the lead up to, during and after ATE.

The package includes the following deliverables:

Pre-show:

- Written interview/article hosted on social media
- Promotion of article on social media channels 3x social media posts (including interview promo)

Post-show

Promotion of video interview on social media channel

Onsite

Video interview at stand, Push notification to promote stand to all visitors on Mobile App, Highlighted exhibitor listing in show catalogue, Highlighted exhibitor listing on the “You Are Here” board

Opportunity: 3 Sponsors

Investment Cost: 18.000 DNT HT

Ref: ATE53

EXHIBITION DIGITAL SCREENS

Digital screens located beside the exhibition hall entrances provide your company the opportunity to display a looped corporate video message

Digital screens located beside the registration area provide your company the opportunity to display a looped corporate video message

Digital screens tunnel in the main entrance to ATE main hall playing across all four Show days and visible to all visitors.

Location: Exhibition Halls Side Entrances

Quantity: 6

Opportunity: Multiple Sponsors

Investment Cost: 80.000 DNT HT

Ref: ATE54



3. EXHIBITION SPONSOR OPPORTUNITIES

LET'S DISCUSS OPPORTUNITIES

Let's work together to unlock a unique opportunity for your brand!
Contact us today at besma@africatourismexpo.net
to discuss your business objectives and we'll build a sponsorship package that will help
to achieve your goals.



**MORE
VISIBILITY**

3. EXHIBITION SPONSOR OPPORTUNITIES

GO GREEN

Make the ATE EXPO green by providing all participants with co-branded water bottles, sustainable pens and notes and a digital ad to promote your company's green initiatives.
Supply of the materials by sponsoring company

Opportunity: 1 Plus
Investment Cost: 45.000 DNT HT

Ref: ATE55

SUPPLEMENTS

Supplements (give-aways or flyers) in the congress bags (500 pcs. - max. DIN A4)

Opportunity: 8 Companies
Investment Cost: 30.000 DNT HT

Ref: ATE56

USB STICKS

USB sticks recorded with the programme provided at the registration desk.

Quantity: 500
Opportunity: 8 Companies
Investment Cost: 30.000 DNT HT

Ref: ATE57

BOOKMARK IN THE PROGRAMME BOOKLET

1- or 2-sided bookmark with the company's logo in the programme brochure.

Opportunity: 1 sponsor
Investment Cost: 40.000 DNT HT

Ref: ATE58

COMPANY PROMOTION

COMPANY PROMOTION ON THE SCREEN
60 sec. commercial video shown during breaks in the main meeting room two times a day for three days.

Opportunity: 10 sponsors
Investment Cost: 20.000 DNT HT

Ref: ATE59

3. EXHIBITION SPONSOR OPPORTUNITIES

CONFERENCE F&B

Sponsor logo displayed inside the A BIG 5 as F&B Sponsor in the Catering Area
Sponsor logo to be displayed on tent cards placed on all tables within the A BIG 5 Club used by members offering unparalleled hospitality in a relaxed environment conveniently located near the bustling exhibition halls and conference venues

CATERING INLCUDE:

Sponsor logo to be printed on napkins and coffee cups within the ATE used by 3,000+ delegates & guests

Location: Conference refreshment area
Opportunity: 2 sponsors
Investment Cost: 50.000 DNT HT

Ref: ATE60



CONFERENCE WATER BOTTLE

The ATE conference is a platform with the power to convene global and regional strategic and technical experts annually. Branded water bottles provide a high-profile sponsorship opportunity with a company logo prominently positioned. Branded water bottles are distributed during the conferences to delegates.

Location: HALL 2
Opportunity: 2,000 sponsors
Investment Cost: 30.000 DNT HT

Ref: ATE61



4. BE A PARTNER

Let's work together to increase business awareness for your company through different marketing and sponsorship levels that best fits your needs.

ATE offers a brochure wall at the venue.

Limited space is available, so reserve your space today and start advertising tomorrow!

- Relax corner in the exhibition area
- Charging point (charging stations)



5. DIGITAL ADD OPPORTUNITIES

SOCIAL MEDIA WEEK

5 customized single posts

Via ATE linked in & 5 stories via ATE's Instagram & Facebook page

SOCIAL MEDIA MONTH

2 customized single posts via ATE Linked in per week (4 weeks)

STREET FOOD MARKET

SPONSORING (new)

showcase your brand in the ATE Street Food Market -tailored to your needs and customizable to suit your goals, Options include branded napkins , stylish table decorations, seat cushions , coffee cups at the coffee stand , and eye catching trash bin covers , service staff can also wear branded aprons to ensure your brand is visible throughout the guest experience

TRAVEL HERO PODCAST

Video concept features shortcasts with experts of the tourism industry. within 300 seconds you answer a question on trending topic



6. ATE AMBASSADOR

ATE AMBASSADOR is more than just a friendly face. They are trained community champions who elevate the visitor experience, foster local pride, and help destinations shine—whether online, on the street, or at the front desk of a hotel. These passionate advocates are the bridge between a destination and its guests.

Why Being ATE Ambassadors Matter

ATE ambassadors serve as a vital touchpoint for exhibitors & visitors.

- They provide knowledgeable, enthusiastic support that leaves a lasting impression.
- Provide accurate, up-to-date information about local attractions, events, and amenities.
- Deliver exceptional service that reflects the destination's values and personality.
- Promote sustainable and inclusive tourism practices.
- Build a stronger, more resilient local economy by encouraging longer stays and repeat visits.

Who Can Be an ATE Ambassador?

- Hotel front desk staff
- Tour guides and operators
- Restaurant and retail employees
- Taxi and rideshare drivers
- Students, retirees, and volunteers

The common denominator? A shared desire to welcome visitors and promote what makes their hometown special.

Discover your potential, starting sponsoring the ambassador program

Sponsorship Value: Unlike passive sponsorship, ambassadors create lasting, long-term relationships with brands and provide tangible, personalized, positive word-of-mouth.

because ambassador are used to elevate global brand visibility

Opportunity: 5 Sponsors

Investment Cost: 45 000 DNT HT



4. PARTICIPATION FORM

COMPANY INFORMATION

Company name:

Address:

Web Site:

Email:

Phone Number:

TAX No:

SPONSORSHIP CATEGORY

The sponsor category chosen (Reference):

OTHER SUGGESTIONS TO BE PRECISED

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PAYMENT TERMS

Total Price without Taxes DNT HT

V.A.T 19 % : DNT

Total price with all taxes included: TTC

SPONSOR COORDINATOR

Nb: Please enter here the details of the person who will be coordinating your sponsor participation

Full Name:

Position:

Phone number:

Mob number:

Email:

BANK DETAILS

STI EXPO Account: Attijari Bank Agence Charguia Exposition / RIB:
 04 033 119 0031557697 42
 IBAN: TN 59 04033119003155769742 / CODE BIC: BSTUTNTT
 MF: 1331883 V / A / M / 000

STAMP & SIGNATURE

**** Nb: All sponsor visual must be delivered in high resolution PDF or Ai once to contract is signed ****

TOURISM EXPO

Africa

Co-Related Events



Organized by



Organizer / STI EXPO & Xtrade For Events: Résidence Ines bloc B 4 éme étage Apt 4-3 Centre Urbain Nord, Tunisia

+216 20 535 107 / +216 20 052 203 / besma@africatourismexpo.net / sami@africatourismexpo.net

Sti expo Account: Attijari Bank Agence Charguia Exposition / RIB: 04 033 119 0031557697 42 / IBAN: TN 59 04033119003155769742 / Code BIC: BSTUTNTT / MF: 1331883 V / A / M / 000

Web Site: www.africatourismexpo.net / www.afrihealthlab.com



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