

Date: _____

Addis Ababa

Subject: - An Excellent Promotional Opportunity from the 4th Ethiopia Electricity Exhibition 3E /International Event

The 4th Ethiopia Electricity Exhibition (3E) /International Event, which is designed to attract over 300 exhibitors and 100,000 visitors all over the world, is now ready to be held from **21 to 24 February 2024 at Millennium Hall** in which the registration is underway. This exhibition is organized by **3E Events Plc** in collaboration with the **Ethiopian society of Electrical Engineers (ESEE)** and **Manufacturing Industrial Development Institute (MIDI)** under the Ministry of Industry. Moreover the **25th years anniversary of Ethiopian Society of Electrical Engineers (ESEE)** will be celebrated colorfully at the event.

Encouraged by past experiences, the networks we established with foreign agents and participants, and above all, guided by renowned event management professionals, we have concluded all the necessary prerequisites.

Hence, apart from the Exhibition as the core event:

- a) Symposium, seminar, and product showcase (where local and international scholars will present their papers)
 - b) Business to business (B 2 B), and
 - c) Business to Government (B 2 G) meetings will complement to the entire program as side events.
- ❖ Corporate days, which will be organized and administered by sponsors during each event day, are also included.
 - ❖ The special Magazine, dedicated to the Exhibition will be another promotional opportunity. The Magazine will consist of “Electrical and related articles, profiles of Exhibitors, Sponsors and Stockholders,” The Magazine will also serve as a very important business document for networking and similar business interest after the event and even for the years to come.

- ❖ The whole program will be highlighted with memorable opening and closing programs, linked with a wide media coverage.

As an electrical event traces multi-dimensional developmental goals, sectors like electric, electronics, energy (Hydropower, solar, wind, geothermal & biogas), power, road traffic control system, road lighting, broadcasting technology, communication technology, fire and safety, meteorology and environmental engineering, lighting, automation and control accessories, generator, transport, and many more are targeted widely. Hence, over 300 local and international exhibitors are expected to participate. It is strongly believed that the whole effort of the exhibition is to create networking, product knowledge and technology transfer which benefits exhibitors, sponsors and stakeholders meeting the intended international expectations.

Inside, you will find the Registration, Sponsorship and Advertisement Forms. Our trained sales representatives are ready to serve you by using marketing kit and digital media.

We hope you will take part in the Exhibition to enjoy excellence.

Sincerely,

CONTACT INFORMATION

1) 3E Events Office

City/Region: Addis Ababa, Ethiopia

Sub-City: Bole sub-city

Wereda: wereda 03

House No: G3, G4 -377

Location: Bole, Atlas

VAT No. 22243700010

TIN: 0085808662

2) For Your Communication:

Email: 3eeventspc@gmail.com

Website: https://3eelecehx.com/

Facebook : Ethiopia Electricity Exhibition

Twitter

Instagram Ethiopia_electricity_expo_3e

Fixed Line +251 111 666 21 11

Fax +2511116663222

P.O. Box 50504

3) Contact Person

Contact Person	Phone Number	Email Address
Nesra Ahmed	+251 9 02 02 02 97	info@3eelecehx.com
Abdurehman Ahmed	+251 9 02 02 02 95	info@3eelecehx.com
Nadia Endris	+251 9 02 02 02 70	info@3eelecehx.com

4) THE PAYMENT: Full or 50% of the payment shall be affected upon application for all: PARTICIPATION, SPONSORSHIP and ADVERTISEMENT. The balance shall be settled three weeks before the opening of the expo. Any company policy will be respected as far as possible.

5) REMINDER: Please make sure that the information entered under your profile are correct because it will be published in Special Magazine and Exhibitor's Guide of the Exhibition.

6) BACKGROUND INFORMATION

- **3E Events plc** is a sister company of the former "East –Africa Electricity Promotion."
- Major promotional events organized by East-Africa Electricity Promotion with side events like Symposium at the Adiss Ababa Exhibition Center were:
 - a) The 1st East-Africa Electricity Exhibition in January 2010
 - b) The 2nd East-Africa Electricity Exhibition in January 2011
 - c) The New Year Grand Bazar and Festival in 2011
 - d) The 3rd Afro technological expo in October 202019

3E Events plc is an establishment with a highly qualified, well-experienced and renowned professional in the field of Event Management and related disciplines.

DESCRIBING THE EVENT MIX

- The CORE event is the Ethiopia Electricity Exhibition 3E/International Event.
- The MOTTO “**Save Energy, Green Africa**”
- The symposium which will be a mix of presentations and discussions on issues related to electrical technology.
- There will also be B2B among selected electrical Sectors.
- The SPECIAL MEGAZINE (in English) and EXHIBITOR’S GUIDE dedicated to the Exhibition are valuable inclusions.
- The OPENING AND CLOSING side-events will be held colorfully.
- A complete MEDIA PLAN including PRESS CONFERENCES is part of the mix.
- The whole program will be highlighted with RECEPTION.

OTHER ATTRACTIVE OPPORTUNITIES TO FOREIGN EXHIBITORS

- 3E Events plc (organizer) can facilitate the accommodation services including transport with discount rate upon the agreement signed with various hotels in Addis Ababa.
- MICE tourism, which includes the visiting package of touristic attractions in Addis Ababa and cultural entertainment, is ready for interested foreign exhibitors and visitors with a fare rate.

WHY YOU PARTICIPATE THE 4th ETHIOPIA ELECTRICITY EXHIBITION 3E?

- Our yearly international electrical exhibition is one of the best electrical events in East Africa where you can create valuable business networks and conclude effective business deals.
- This Electricity Exhibition, which is mainly electrical-based event is a unique opportunity to:
 - a) Showcase your electrical products or services and reach a targeted audience.
 - b) Be acquainted with the latest electrical developments.
 - c) Disseminate information.
 - d) Identify new potential customers relations with the existing ones.
 - e) Establish backward and forward electrical business linkages.
 - f) Identify agents/partners.
 - g) Negotiate offers which may result in actual orders.
 - h) Develop local and international networks.
 - i) Meet potential partners that can lead to business alliances.
 - j) Encourage young entrepreneurs; and
 - k) Maximize electrical technology exposure by participating in the Exhibition and taking part in the side events; Symposium, B2B, Corporate Days, Special Magazine, Opening and Closing Program

TERMS AND CONDITIONS FOR EXHIBITORS

SECTION “A”: THE PACKAGED SERVICES AT THE MILLINIUM HALL (THE VENUE)

As per the agreement signed with the Millenium Hall, the following services will be given to each exhibitor free of charge.

- a) Booth construction and dismantling
- b) Provision of limited tables, chairs, wastebaskets for each exhibitor
- c) Cleaning and security services.
- d) Electrical power supply

SECTION “B”: BOOTH (STAND) REQUIREMENT

- Single Booth Size is 9.00 m² (3m x 3m) which can be increased to (9.00 m², 18.00 m², 27.00 m², 36.00 m² etc.)

SECTION “C” CONSIGNMENT OF EXHIBITION GOODS (ISSUES RELATED TO CUSTOMERS)

- All foreign exhibitors should be aware of the rules and regulations proclaimed by the Ethiopian Revenue and Customs Authority (ERCA). If you have further questions, you can contact the organizer.
- We can recommend some Customs Clearing and Forwarding Agencies.
- Please note that Exhibition **Cargo** should not be consigned to the Organizer as a rule.

SECTION “D”; COMPLAINCE AND CANCELATION

- Compliance: Exhibitors and all concerned are kindly asked to respect the TERMS AND CONDITIONS set by 3E Events plc. (ORGANIZER)
- Cancelation: No refund shall be made if the applicant cancels participation.

PAYMENT

1) **The payment:** can be calculated as follows.

LOCAL EXHIBITORS

- Registration Fee = 5,000 Birr
- Participation Fee = 2,300 Birr/m²
- Total No. Days = 4 days

FOREIGN EXHIBITORS

- Registration Fee = 200 USD
- Participation Fee = 85 USD/m²
- Total No. Days = 4 days

For instance, the following options of constructed booths with the total payment can be considered:

STANDARD BOOTH (m ²)	Total Payment (Including Registration Fee)	
	Local Exhibitors (Birr) $(n/m^2) \times \text{rate} / m^2 + \text{Registration Fee}$	Foreign Exhibitors (USD) $(n/m^2) \times \text{Rate}/m^2 + \text{Registration Fee}$
9 m²	$9 \text{ m}^2 \times 2,300 \text{ Birr} \times 4 \text{ Days} + 5,000 \text{ Birr}$ = 87,800 Birr	$9 \text{ m}^2 \times 85 \text{ USD} \times 4 \text{ Days} + 200 \text{ USD}$ = 3,260USD
18 m²	$18 \text{ m}^2 \times 2,300 \text{ Birr} \times 4 \text{ Days} + 5,000 \text{ Birr}$ = 170,600 Birr	$18 \text{ m}^2 \times 85 \text{ USD} \times 4 \text{ Days} + 200 \text{ USD}$ = 6,320 USD
27 m²	$27 \text{ m}^2 \times 2,300 \text{ Birr} \times 4 \text{ Days} + 5,000 \text{ Birr}$ = 253,400 Birr	$27 \text{ m}^2 \times 85 \text{ USD} \times 4 \text{ Days} + 200 \text{ USD}$ = 9,380 USD
36 m²	$36 \text{ m}^2 \times 2,300 \text{ Birr} \times 4 \text{ Days} + 5,000 \text{ Birr}$ = 336,200 Birr	$36 \text{ m}^2 \times 85 \text{ USD} \times 4 \text{ Days} + 200 \text{ USD}$ = 12,440 USD

2) Bank Transfer

a) Local Participants Can Use the following information for Bank Transfer

Bank Details: -

Bank name: **COMMERCIAL BANK OF ETHIOPIA**

Account Number: **1000573453801**

Bank name: **AWASH BANK**

Account number: **013041221348900**

b) Foreign Participants Can Use the following information for Bank Transfer

Bank details:

Ethiopia

- **Bank name: AWASH BANK**
 - **Bank account: 013041221348900**
 - **SWIFT CODE: AWINETAA**
- Addis Ababa (Ethiopia)**

Dubai (Agent)

- **Company name: World Power General Trading LLC**
- **Beneficiary bank name: Mashreq Bank**
- **IBAN NUMBER: AE290330000019120007969**
- **Account number: 019120007969**
- **SWIFT CODE: BOMLAEAD**

Dubai (UAE)

c) Reminder:

- All Bank Transfer Charges and Taxes (if any) will be covered by Exhibition participant.
- Cash Payment can also be affected to Head Office of 3E Events plc directly.
- Please note that no refund shall be made if the applicant cancels the Application.
- N.B Value Added Tax (VAT) is included in all payments: VAT inclusive.

SPONSORSHIP: LEVELS AND BENEFITS

WHY BECOME A SPONSOR FOR 4th Ethiopia Electricity Exhibition 3E/International Event?

Sponsoring the 4th Ethiopia Electricity Exhibition 3E /International Event is an excellent opportunity to introduce or expose your business to over 100, 000 target visitors and stakeholders and accordingly strengthen your company's position in the electrical Industry. Sponsorship opportunities allow you to be visible to a manifold global audience of electrical professionals.

Overall looking, the SPONSORSHIP OPPORTUNITIES will help sponsors to:

- Stand out in the crowd and highlight your business showcasing your product and ideas.
- Increase your chances of turning visitors and attendees into potential new customers.
- Be part of a worldwide community, thus gaining access to the latest news and offers in the electrical sector.
- Enrich your business network and customer relationships.
- Communicate your company values and uniqueness clearly.
- Boost your profits, as you will be improving your company's image, prestige, and credibility.
- Increase brand and product awareness.
- Test or showcase a new or existing product and communicate firsthand with your audience through exhibitions developing marketing and sales activities.

SPONSORSHIP LEVELS AND BENEFITS

1. Advertisement

- a. At the Exhibition venue, During the Symposium – Opening and Closing Programs
- b. Display company logo in All Promotional Opportunities of the Exhibition including the Exhibitors' Guide
- c. In the Special Magazine
- d. On the Website of 3 E Events

2. Speech During:

- a. Opening and
- b. Closing Programs

3. Opportunity to Organize own B2B Day During Exhibition Days

4. Participation in the Symposium

Acknowledgment on the Slide Presentation Template During Symposium and Closing Programs

Acknowledgement by the General Manager of 3 E Events during Opening Symposium and Closing Programs.

KEY:

- Promotional Opportunities include Banners, Logo, Flag, Roll-ups
- ✓ **Platinum = 2 million Birr**
- ✓ **Gold = 1 million Birr**

- ✓ Silver = 500, 000 Birr
- ✓ Other Sponsors = 100, 000 Birr

ADVERTISING IN THE SPECIAL MAGAZINE AND CATALOGUE

Why Advertising in the special Magazine?

- **Comprehensiveness:** It serves both as a Special Magazine and Catalogue. The contents include electrical & related articles, and interviews.
- **Attractiveness:** It will be printed with Full Color, High Paper Quality, Perfect Design, Professional Editorial Work a Perfect Binding.
- **Circulation:** It will be distributed among exhibitors, Symposium participations, targeted local and international stakeholders free of charge.
- **The link with Exhibition Website:** Can be accessed easily for better connectivity and post-event network.
- **Language:** English (The event is international)

Please Identify Your Choice on the information Given Below:

Pages and Amounts						
Dimension	Front Page Inner left side	Inside 1 st page	Inside Page	Back	Back In	Middle /Center Pages Spread
Full Page (L or R)	60,000	55,000	45,000	70,000	60,000	50,000
Half Page (Vertical or Horizontal)	40,000	35,000	30,000	50,000	40,000	35,000
¼(Quarter)Page	-	-	18,500	-	25,000	22,000
Special page (L or R)	-	-	60,000	-	-	-

APPLICATION FORM (Original-One)

(To be filled by EXHIBITORS and sent back to the organizer, 3E Events plc.)

Please complete the form and return with payment to the organizer, 3E Events Plc. Using the address below. We kindly advise you to check the TERMS AND CONDITIONS section carefully for complete information.

1) Exhibitor's Profile

- a) Contact Name: _____
- b) Company (Organization): _____
- c) Mobile: _____ Post Office Box (Optional) _____
- d) Fax: _____ Website: _____

2) The payment

- ✓ Registration Fee = **5,000 Birr**
- ✓ Participation Fee = **2, 300 Birr/m²**
- ✓ Total No. Days = **4 days**

Standard Booth	Local Exhibitors (ETB) Rate + Registration Fee	Remark
9 m ²	87,800 Birr	
18 m ²	170, 600 Birr	
27 m ²	253, 400 Birr	
36 m ²	336,200 Birr	

1. Confirmation

I preferred _____ m² and decided to pay a total of _____
(_____) Birr in accordance with the TERMS AND
CONDITIONS set by 3E Events Plc, the organizer.

Name of the Authorized Person

Signature & Seal

Date

APPLICATION FORM (Original-Two)

(To be filled by EXHIBITORS and sent back to the organizer, 3E Events plc.)

Please complete the form and return with payment to the organizer, 3E Events Plc. Using the address below. We kindly advise you to check the TERMS AND CONDITIONS section carefully for complete information.

1) Exhibitor's Profile

e) Contact Name: _____

f) Company (Organization): _____

g) Mobile: _____ Post Office Box (Optional): _____

h) Fax: _____ Website: _____

2) The payment

✓ Registration Fee = **5,000 Birr**

✓ Participation Fee = **2, 300 Birr/m²**

✓ Total No. Days = **4 days**

Standard Booth	Local Exhibitors (ETB) Rate + Registration Fee	Remark
9 m ²	87,800 Birr	
18 m ²	170, 600 Birr	
27 m ²	253, 400 Birr	
36 m ²	336,200 Birr	

3) Confirmation

I preferred _____ m² and decided to pay a total of _____

(_____) Birr in accordance with the TERMS AND CONDITIONS set by 3E Events Plc, the organizer.

Name of the Authorized Person

Signature & Seal

Date

ADVERTISEMENT FORM (Original-One)

(To be filled by ADVERTISER AND SENT BACK THE ORIGINAL TO 3E EVENTS)

Please complete the form and return with payment to Organizer: “3E Events P.L.C (3 E Events)”. We kindly advise you to check the TERMS And CONDITIONS Section carefully for the complete information.

1) ADVIRTISER’S PROFILE

- A) Contact name: _____
- B) Company /Organization: _____
- C) Mobile: _____ Post Office (Optional): _____
- D) Email: _____ Website (Optional): _____

2) CONFIRMATION

I preferred _____ dimension and _____ page and decided to pay a total of _____ Birr/USD for advertising in Ethiopian Electrical Exhibition special magazine.

Name of Authorized Person

Signature & Seal

Date

ADVERTISEMENT FORM (original-One)

(To be filled by ADVERTISER AND SENT BACK THE ORIGINAL TO 3E EVENTS)

Please complete the form and return with payment to Organizer: “3E Events P.L.C (3 E Events)”.

We kindly advise you to check the TERMS And CONDITIONS Section carefully for the complete information.

1) ADVERTISER’S PROFILE

E) Contact name: _____

F) Company /Organization: _____

G) Mobile: _____ Post Office (Optional): _____

H) Email: _____ Website (Optional): _____

2) CONFIRMATION

I preferred _____ dimension and _____ page and decided to pay a total of _____ Birr/USD for advertising in Ethiopian Electrical Exhibition special magazine.

Name of Authorized Person

Signature & Seal

Date

APPLICATION FORMS FOR FOREIGN EXHIBITORS (Original-One)

Exhibitor's Profile

- a) Contact Name: _____
- b) Company /Organization: _____
- c) Mobile: _____ Fixed Line (Optional): _____
- d) Email: _____ Website (Optional): _____

Application form

a) The payment

- Registration Fee = **200 USD**
- Participation Fee = **85 USD/M2**
- Total No of Days = **4 DAYS**

Standard Booth	Foreign Exhibitors (USD) Rate + Registration Fee	Remark
9 m ²	3,260USD	
18 m ²	6,320 USD	
27 m ²	9, 380 USD	
36 m ²	12,440 USD	

b) Confirmation

I preferred _____m² and decided to pay a total of _____
(_____) USD in accordance with the TERMS AND
CONDITIONS set by 3E Events Plc, the organizer.

Name of Authorized Person

Signature & Seal

Date

APPLICATION FORMS FOR FOREIGN EXHIBITORS (Original-Two)

Exhibitor's Profile

- a) Contact Name: _____
- b) Company /Organization: _____
- c) Mobile: _____ Fixed Line (Optional): _____
- d) Email: _____ Website (Optional): _____

Application form

a) The payment

- Registration Fee = **200 USD**
- Participation Fee = **85 USD/M2**
- Total No of Days = **4 DAYS**

Standard Booth	Foreign Exhibitors (USD) Rate + Registration Fee	Remarks
9 m ²	3,260USD	
18 m ²	6,320 USD	
27 m ²	9, 380 USD	
36 m ²	12,440 USD	

b) Confirmation

I preferred _____ m² and decided to pay a total of _____
(_____) USD in accordance with the TERMS AND
CONDITIONS set by 3E Events Plc, the organizer.

Name of Authorized Person

Signature & Seal

Date