



New and Innovative solutions that can
help advance Africa's smart city strategy
– one country at a time.

Radisson **BLU**
HOTEL, ABIDJAN AIRPORT

Produced by

Basic Lead



Basic Lead

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ABOUT SMART CITY AFRICA

SMART CITY AFRICA is a business matchmaking, knowledge-transfer and funding program dedicated to the advancement of Africa's smart city strategy. With a young and growing population, a rising middle class, rapidly expanding urban centers and the fastest mobile subscriber and smart phone adoption in the world, Africa is well positioned to develop smart cities that can boost employment, economic momentum and innovation.

SMART CITY AFRICA connects technology and solution providers with city leaders, entrepreneurs, mobile operators and financiers driving the urbanization of Africa in a move to improve people's lives and the sustainability of the resources required. The overall **SMART CITY AFRICA** program strikes a great balance between rich informative sessions, pre-planned business meetings, and high-level networking. It also serves as a powerful platform to explore opportunities, establish solid relations and deploy any sort of promotional campaign. As a project accelerator, **SMART CITY AFRICA** also helps local initiatives encouraging civic engagement find the resources and support they need to make their ideas a reality.

SMART CITY AFRICA will launch in Côte D'Ivoire with the ambition to quickly roll out its program across Africa – **one country at a time.**

WHY CÔTE D'IVOIRE

The first edition of **SMART CITY AFRICA** will take place in Abidjan and is slated for February 6-8, 2019, with a special focus on Côte D'Ivoire, the world's biggest cocoa exporter and a 24 million people nation with more than half of the population living in the country's 197 city communities.

Côte D'Ivoire is on track to continue its fast-paced economic growth and is in a serious position to fulfill its ambitions of becoming a middle-income country – and a serious power exporter. Côte D'Ivoire is well connected with over 22 million mobile users and close to 12 million Internet aficionados. In terms of size, Abidjan, the business capital, comes second in West Africa, outnumbered only by Lagos.

As city communities continue to grow across the country, Côte D'Ivoire is already looking at ways in which technology and innovation can bolster sustainable urbanization and speed up access to good public services. Developing better urban environments has become a strategic priority for the government. Local influencers and policy makers also agree that smarter, more connected cities can stimulate job creation and unlock significant growth and development. Governmental assistance to upgrade long-neglected infrastructure is gaining momentum. New bridges and highways ease traffic congestion, and a revamping of the power grid has ensured that the country no longer faces extended blackouts.

In such a vibrant context, the Abidjan edition of **SMART CITY AFRICA** will be a great opportunity for city community leaders from Côte D'Ivoire to interact, face-to-face, with providers of realistic smart city solutions and ready to collaborate on solving civic challenges. Delegates will also be able to learn from world-class experts and join a series of keynote speeches, poster presentations and workshops specifically tailored for civil servants, entrepreneurs, architects, qualified students and journalists. In a move to encourage engagement, innovators and entrepreneurs from Côte D'Ivoire will also be given a chance to present their projects to potential investors and partners.



6 REASONS TO ATTEND

The 2019 and inaugural Abidjan edition of **SMART CITY AFRICA** will help strengthen Côte D'Ivoire's smart city strategy and sustainability vision. The 3-day program will welcome 300+ international delegates including **200+** established and up-and-coming smart city influencers driving Côte D'Ivoire's urbanization process.

SMART CITY AFRICA Abidjan 2019 will put a special focus on sectors of activity critical to the development of smart cities in Côte D'Ivoire:

- **Water sourcing, treatment and disposal**
- **Waste management**
- **Access to energy**
- **Renewable Energy Solutions**
- **Urban transportation**
- **Civic engagement**
- **Public information**
- **Sustainable habitats**
- **Buildings / Infrastructures**
- **Sporting grounds**
- **Commerce**
- **Cyber Security**
- **Data Analytics**
- **Emergency Services**
- **Healthcare Services**
- **ICT Networks**
- **Wireless Networks**

#1. GUARANTEED MEETINGS | One-on-one meetings between delegates will be planned in advance, marrying detailed intelligence about companies and their representatives, old-school market research and modern matchmaking technologies. The preparation of meetings starts on **Monday 3 December**.

#2. COMPACT EXPO | 50+ international vendors will display smart city technology and solutions, offer hands-on demonstrations and provide recommendations. A limited number of exhibits ranging from elaborate 12 M2 stands to low-cost meeting pods are available. Sales close on **Friday 23 November**.

#3. PRIME CONNECTIONS | An audience of decision-makers, entrepreneurial and creative minds and influencers will be under one roof for 3 days. Promotional packages ranging from exclusive sponsorship and co-branding offers to PR and advertising opportunities are available. Sales close on **Friday 23 November**.

#4. EDUCATION | A skill-sharpening program will combine keynote sessions, company presentations hosted by exhibitors and case-studies centered on actionable information. The program will be finalized by Friday 20 July. Call for speakers closes on **Friday 23 November**.

#5. NETWORKING OPPORTUNITIES | The event will welcome a limited number of delegates to guarantee enough quality time to mingle, compare ideas, form new relations and strengthen existing ones over coffee, lunch and cocktails. The program will be final by **Friday 19 October**.

#6. RAISE FUNDING | A pitching competition with a cash purse will put under the spotlight projects proposing solutions to create safer, more efficient places for people to live and work, with a lower impact on the environment. Submission guidelines will available from **Monday 3 September**.



PARTICIPATING OPTIONS

To attend, companies and their representatives from outside Côte D'Ivoire must register under one of the following categories:

- **VENDOR** | Delegates representing exhibiting manufacturers / distributors of smart city technology and solutions. **EU 250 excl. of VAT.**
- **INFLUENCER** | Delegates representing the public and private sectors and specifically seeking smart city technologies and solutions. **EU 250 excl. of VAT.**
- **VISITOR** | Delegates with a professional interest in learning more about smart city technologies and solutions. **EU 500 excl. of VAT.**
- **INNOVATOR** | Delegates with a valid smart city project seeking funding and development assistance. **EU 250 excl. of VAT**
- **SPEAKER** | Non-exhibiting delegates invited to participate in our educational program to speak during any of its sessions. Guest.

All badges include **(1)** advance and onsite meetings organization assistance; **(2)** invitation to the Welcome and Closing Cocktail Parties and to all networking functions; **(3)** access to all educational sessions and to the list of confirmed delegates complete with company details and business profiles; **(4)** company and delegates' presentation in the show guide; **(5)** discounted travel packages; and **(6)** visa request support. **VENDORS** must choose from any of the following exhibitions which do not include badges:

- **FURNISHED STAND** | Exhibiting surface of 9M2 or 12M2. Individual power. Wi-Fi. Carpet. One (or two) set(s) of 1 table + 4 chairs. Cleaning. Customized printing of the inside walls. Company signage. Lighting. **EU 5,000 excl. VAT (9M2) | EU 6,500 excl. VAT (12M2).**
- **UNFURNISHED STAND** | Exhibiting surface of 9M2 or 12M2. Individual power. Wi-Fi. Carpet. Cleaning. Inside walls. Company signage. **EU 3,500 excl. VAT (9M2) | EU 4,500 excl. VAT (12M2).**
- **MEETING TABLE** | All-in exhibit set on 6 M2 of space. Individual power. Wi-Fi. Carpet. 1 table + 4 chairs. Cleaning. Customized printing of one medium-sized partition panel. Company signage. **EU 2,500 excl. VAT**
- **MEETING POD UNDER THE NEXT GEN UMBRELLA** | Low-cost, turn-key exhibit set on 3 M2 of space and located in a communal area. 1 high table + 3 high chairs. Cleaning. Power. Wi-Fi. Company signage. **EU 1,000 excl. VAT.**

CALL FOR SPEAKERS

SMART CITY AFRICA will explore important topics for the development of a sustainable smart city ecosystem in Côte D'Ivoire. Organizers are already calling for dynamic and thoughtful smart city professionals to join the speaker roster for its first Abidjan edition. They are also calling for financial institutions, venture capitalists and game-changers to take part in our project acceleration initiative. Submissions must be addressed to smartcityafrica@basiclead.com and all speakers will be selected after careful consideration by **SMART CITY AFRICA's** organizational team. Organizers will provide a complimentary badge and free hotel lodging. Potential speakers will be contacted and confirmed directly by **November 23rd.**



PROMOTIONAL PACKAGES

For stronger pre-event and onsite visibility, **DELEGATES** can also choose any of the promotional packages described below:

#1. EXCLUSIVE SPONSORSHIPS | Company logo listed on the online / print / onsite 'Thank You to Our Partners' billboard. One over-sized billboard in the Foyer Area. Full page advertisement in the show guide. Press and social media relations assistance. Access to photo / video archives. And:

ALL ASSETS RELATED TO WELCOMING PROCEDURES | Show bag. Badges and lanyards. Welcome desk. Staff T-Shirts. **EU 15,000 excl. VAT**

ALL ASSETS RELATED TO THE PROJECTS ACCELERATION PROGRAM | Branding of all online, print and onsite communications tools related to the program. Branding of the pitching room. Speaking and greeting opportunities during the program. **EU 15,000 excl. VAT**

ALL ASSETS RELATED TO THE EDUCATIONAL SERIES | Branding of all online, print and onsite communications tools related to the series. Branding of the theatre. Speaking and greeting opportunities during the program. **EU 15,000 excl. VAT**

ALL ASSETS RELATED TO THE MATCHMAKING ASSISTANCE | Branding of all online, print and onsite communications tools related to meetings organization services. Branding of the 'Meetings on Demand' lounge and assistance center. **EU 15,000 excl. VAT.**

#2. COBRANDING OFFERS IN ASSOCIATION WITH A PUBLIC ORGANIZATION | Company logo listed on the online / print / onsite 'Thank You to Our Partners' billboard. One over-sized billboard in the Foyer Area. Full page advertisement in the show guide. Press and social media relations assistance. Access to photo / video archives. And:

WELCOME COCKTAIL PARTY | 300+ guests. 2 hours. Branding of the online / print invitations. RSVP management. Pop-up decorum. 2 X stand-alone billboards. Speaking and greeting opportunities. **EU 10,000 excl. VAT**

GALA DINER PARTY IN HONOR OF THE GUEST COUNTRY | 100+ guests. 3 hours. Branding of the online / print invitations. RSVP management. Pop-up decorum. 2 X stand-alone billboards. Speaking and greeting opportunities. **EU 10,000 excl. VAT**

CLOSING BRUNCH | 200+ guests. 2 hours. Branding of the online / print invitations. RSVP management. Pop-up decorum. 2 X stand-alone billboards. Speaking and greeting opportunities. **EU 10,000 excl. VAT**

COFFEE BREAKS | Twice a day inside the Foyer Area. 30-minute breaks. Branding of the napkins. Pop-up decorum and 4 X stand-alone billboard in the Foyer Area. **EU 10,000 excl. VAT**





#3. ADVERTISING & PR OPPORTUNITIES

COMPANY PRESENTATION | 6 company presentations will be scheduled during the educational program and featured in the official program. The presentation will be under the responsibility of the company and take place in a room sitting up to 60 persons with access to multimedia sound / video systems. **EU 1,000 excl. VAT.**

FULL PAGE ADVERT IN THE SHOW GUIDE | The show guide will be handed to delegates upon their arrival as they pick up their badges. A digital version will be electronically mailed to the **SMART CITY AFRICA** 5,000+ contact strong database. **EU 750 exc. VAT.**

SHOW BAG INSERTS | Marketing packs and goodies will be inserted in the show bag handed to delegates upon their arrival as they up their badges. Price does not include production costs. **EU 500 exc. VAT**

PRIVATE COCKTAIL PARTY | 6 private cocktail parties will be scheduled during the 3-day event and features in the official program. 40+ guests. 1 hour. Branding of the online / print invitations. RSVP management. Pop-up decorum. Access to multimedia sound / video systems. **EU 3,000 excl. VAT**

TRAVEL ASSISTANCE

All delegates are entitled to discounted travel packages and visa request assistance. **SMART CITY AFRICA** has partnered with **RADISSON BLU HOTEL** in Abidjan and **BRUSSELS AIRLINES** to provide participants with affordable and time-saving lodging and transport. Please send email to smartcityafrica@basiclead.com to request more information on our travel assistance.

ABOUT RADISSON BLU HOTEL | Just 500 meters from the Abidjan's international airport, **SMART CITY AFRICA's** partner hotel offers exceptional meeting facilities, on-site dining options with convenient opening hours, lounge areas, a gym, an outdoor pool and rooms and suites boasting a range of thoughtful amenities.

ABOUT BRUSSELS AIRLINES | With more than 80 years of experience working in Africa, **BRUSSELS AIRLINES**, Belgium's flag carrier and largest airline, offers some of the best deals to fly to Abidjan via the convenient Brussels Airport from 120 destinations in Europe, North America, and Asia.



WHY CÔTE D'IVOIRE?



9% economic growth rate continues to be robust in 2015 and 2016



Private Investments 2012-2015 reached 6500 Milliarden CFA (60%) vs 4500 Milliarden (40%) from public sector



Abidjan is the economic capital of Côte d'Ivoire

Regional energy hub: Large-scale infrastructure projects: motorways, airport modernisation (aerocity) , heavy investment in electricity generation

17th position among the Sub-Saharan African countries, and prime-investing destination in French speaking West Africa



Population of 25,707,000 in 2014

77.7%

of Ivorians are under 35



High industrialization and urbanization 54% rate

Abidjan is the regional headquarters of major international institutions i.e. UN Development Program, the African Development Bank (ADB) which is the largest financial institution in Africa



22 million mobile users
Over 40% of adults in Côte d'Ivoire have a mobile money account



Speed of mobile broadband service – up to 42Mb/s



Abidjan-based Azito is largest private power plant in Sub-Saharan Africa



BOOKING FORM

Form must be completed, signed and faxed to +1 323 782 1301
or emailed to smarcityafrica@basiclead.com

SMART CITY AFRICA provides a platform where technology and solutions providers, entrepreneurs and innovators, urban administrators and city managers can offer their services and expertise to develop new policies, educate people towards smart cities and urban planning technologies, and promote innovative ideas.

COMPANY DETAILS AS THEY WILL APPEAR IN THE SHOW GUIDE

COMPANY NAME _____
MAILING ADDRESS (1) _____
MAILING ADDRESS (2) _____
CITY _____ STATE _____ COUNTRY _____ POST CODE _____
MAIN TEL _____ MAIN FAX _____
URL _____ EU VAT# _____

COMPANY ACTIVITY (IES)

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> ACCESS TO ENERGY | <input type="checkbox"/> CYBER SECURITY | <input type="checkbox"/> ICT NETWORKS | <input type="checkbox"/> SPORTING GROUNDS |
| <input type="checkbox"/> ADVERTISING / MARKETING | <input type="checkbox"/> DATA ANALYTICS | <input type="checkbox"/> INFRASTRUCTURES | <input type="checkbox"/> SUSTAINABLE HABITAT |
| <input type="checkbox"/> ARCHITECTURE | <input type="checkbox"/> EDUCATION | <input type="checkbox"/> MOBILE NETWORKS | <input type="checkbox"/> URBAN TRANSPORTATION |
| <input type="checkbox"/> BUILDINGS | <input type="checkbox"/> FOOD | <input type="checkbox"/> PUBLIC INFORMATION | <input type="checkbox"/> URBAN DEVELOPMENT |
| <input type="checkbox"/> BUSINESS ACCELERATOR | <input type="checkbox"/> EMERGENCY SERVICE | <input type="checkbox"/> PUBLIC ADMINISTRATION | <input type="checkbox"/> WASTE MANAGEMENT |
| <input type="checkbox"/> CIVIC ENGAGEMENT | <input type="checkbox"/> ENVIRONMENTAL SOLUTION | <input type="checkbox"/> PRESS | <input type="checkbox"/> WATER SOURCING |
| <input type="checkbox"/> COMMERCE | <input type="checkbox"/> FINANCIAL INSTITUTION | <input type="checkbox"/> RENEWABLE ENERGY | <input type="checkbox"/> WATER TREATMENT |
| <input type="checkbox"/> CONSULTING | <input type="checkbox"/> HEALTHCARE SERVICES | <input type="checkbox"/> RESEARCH | <input type="checkbox"/> WATER DISPOSAL |
| | | | <input type="checkbox"/> OTHER _____ |

BILLING DETAILS IF DIFFERENT FROM ABOVE

COMPANY NAME _____
MAILING ADDRESS (1) _____
MAILING ADDRESS (2) _____
CITY _____ STATE _____ COUNTRY _____ POST CODE _____
MAIN TEL _____ MAIN FAX _____
CONTACT _____ DIR TEL _____ DIR FAX _____ EMAIL _____

DELEGATE #1

GENDER _____ JOB FUNCTION _____
FIRST NAME _____ LAST NAME _____
DIR TEL _____ DIR FAX _____
MOB _____ SKYPE _____
MESSAGE APPS _____ EMAIL _____

BADGE REQUESTED

- VENDOR** | EU 250 excl. of VAT **INFLUENCER** | EU 250 excl. of VAT **VISITOR** | EU 500 excl. of VAT
 INNOVATOR | EU 250 excl. of VAT **SPEAKER** | FREE OF CHARGE



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DELEGATE #1

GENDER _____ JOB FUNCTION _____
 FIRST NAME _____ LAST NAME _____
 DIR TEL _____ DIR FAX _____
 MOB _____ SKYPE _____
 MESSAGE APPS _____ EMAIL _____

BADGE REQUESTED

- VENDOR** | EU 250 excl. of VAT
 INFLUENCER | EU 250 excl. of VAT
 VISITOR | EU 500 excl. of VAT
 INNOVATOR | EU 250 excl. of VAT
 SPEAKER | FREE OF CHARGE

EXHIBITS | THE PRICE OF EXHIBITS DO NOT INCLUDE THE COST OF THE BADGE(S)

- 9M2 FURNISHED** | EU 5,000 excl. of VAT
 9M2 RAW | EU 3,500 excl. of VAT
 12M2 FURNISHED | EU 6,500 excl. of VAT
 12M2 RAW | EU 4,500 excl. of VAT
 MEETING TABLE | EU 2,500 excl. of VAT
 MEETING POD | EU 1,000 excl. of VAT

CHECK OUT DETAILS

- VENDOR @ EU 250:** QTY _____ = EU _____ excl. of VAT
 INFLUENCER @ EU 250: QTY _____ = EU _____ excl. of VAT
 VISITOR @ EU 500: QTY _____ = EU _____ excl. of VAT
 INNOVATOR @ EU 250: QTY _____ = EU _____ excl. of VAT
 SPEAKER | FREE OF CHARGE

- 9M2 FURNIS. @ EU 5,000:** = EU _____ excl. of VAT
 9M2 RAW @ EU 3,500: = EU _____ excl. of VAT
 12M2 FURNIS. @ EU 6,500: = EU _____ excl. of VAT
 12M2 RAW @ EU 4,500: = EU _____ excl. of VAT
 MEETING TABLE @ EU 2,500: = EU _____ excl. of VAT
 MEETING POD @ EU 1,000: = EU _____ excl. of VAT

TOTAL BEFORE VAT = EU _____ excl. of VAT
VAT 18% = EU _____
GRAND TOTAL = EU _____ incl. of VAT



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or emailed to smarcityafrica@basiclead.com

PAYMENT OPTIONS

- Full payments are due within 5 (five) business days following receipt of electronic invoice. Failing payment will result in the booking cancellation. Please refer to the terms and conditions at the end of the form.
- Payment can be made by wire transfer. Client is responsible for all wire transfer fees. Please mark the charges OUR (not SHA or BEN). If in doubt, please consult your bank manager on how to execute the transfer. American banks do not provide IBAN, just use the regular account number and SWIFT Code for transfer originating outside the United States. Please mention your invoice number with your wire transfer. The banking information will be listed on the invoice.
- We also credit card payments through our online payment platform. Please select the PAY INVOICE ONLINE option on your electronic invoice, located at the top, in a green box. Alternatively, please enter the information below for manual processing.

AMOUNT _____ I am paying by Credit Card VISA (2.5% surcharge) MASTERCARD (2.5% surcharge)

AMEX (3.5% Surcharge) DISCOVER (2.5% surcharge)

CARD NUMBER _____

EXPIRATION DATE _____ SECURITY CODE _____

STREET / APT NUMBER _____ ZIPCODE _____

CARD HOLDER NAME _____

CARD HOLDER SIGNATURE _____ DATE _____

I, (Print Name)

understand and accept contract with terms and conditions.

Date: _____ / _____ / _____

Signature and/or Stamp:





TERMS & CONDITIONS

1. General Conditions

This booking form will be a binding agreement following signature by the Participant. Amount owed per agreement is not refundable. However, credit can be applied against another Basic Lead event.

2. Termination

Companies and participants with unpaid invoices will be unable to access their exhibit and/or retrieve the market badges for the entire company, regardless of partial or full payments made on other invoices, or whether participation was granted free of charge.

Failing payment of the participating and exhibiting fees on agreed terms, BASIC LEAD, will deregister the Participant and BASIC LEAD, will also use all legal means at its disposal to pursue the participant for the payment of all open invoices. BASIC LEAD, will also cancel the right of the Participant to register for any other BASIC LEAD events until all outstanding payments have been made.

3. About BASIC LEAD

The BASIC LEAD events are centered on the pre-organization of meetings between qualified participants. Participants agree to present goods, programs, services and intellectual properties directly linked to audiovisual production, distribution and funding sectors.

4. Compliance with the Law and Regulations

All participants must comply with, and apply any laws governing the countries where BASIC LEAD events are held. All participants must also comply with regulations, rules and branding standards established by BASIC LEAD, in the context of its BASIC LEAD events.

5. Termination and Cancellation of BASIC LEAD

If in case of war, fire, strike, act of God, government regulation, interruption of public transports or failure of public or private bodies to provide their services, act of governmental authority, force majeure or any other contingencies beyond the control of BASIC LEAD, should a BASIC LEAD event, or any part of it, be stopped, or its functioning be impeded or prevented, or be cancelled by BASIC LEAD, or should the allocated stand become unavailable, BASIC LEAD, upon its choice and at its discretion, will determine the possibility to reimburse participants after deducting expenses and costs incurred by BASIC LEAD, and a reasonable profit for BASIC LEAD.

6. Termination by the Participant

Any request of termination by the Participant of any part of this booking form must be submitted to BASIC LEAD, in writing via fax (not via email). Conditions established in the General Conditions paragraph will apply.

7. Photographs and Videos

The Participant hereby authorizes BASIC LEAD, to take and broadcast photographs and video recordings of its BASIC LEAD events.

8. Indemnity and Performance Liability

BASIC LEAD, shall take such steps as it considers necessary for the promotion of the event, but in no case will it be liable for the performance of the event.

10. Miscellaneous

Only BASIC LEAD, is authorized to edit and publish a show guide or any other guide related to any BASIC LEAD event. Participants will be responsible for the information they will provide for the editing of the catalogue and the website listings. The organizer will in no case be liable for omissions, or misprints, or typesetting, or similar errors that may occur.

11. Terms, Conditions and Regulation Agreement

The Participant agrees to observe and comply with the terms conditions and regulations herein, and with the terms, conditions and regulations that may be added from time to time by BASIC LEAD (with or without notice to participant) in view of an efficient safe and proper running of each BASIC LEAD event. All matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by Basic Lead in its sole discretion. In addition to its right to terminate participation or cancel its approval of a booking form, BASIC LEAD, in its own judgement, may refuse to consider the participation by a Participant who has breached or who did not comply with these terms, conditions and regulations in future BASIC LEAD events.

12. Organizer's public liability insurance

BASIC LEAD is insured against the financial consequences of its civil liability in its role as organizer. The participant desiring to be insured for its goods must itself insure the goods with the insurer of its choice.

13 Exhibition Space Location (if applicable)

BASIC LEAD, reserves the right, in its sole and absolute discretion, to determine who will be permitted as an exhibitor and the size, location and configuration of exhibition space for which application is made. Exhibiting at prior shows, nature of product/services displayed, number of booths requested and other factors may influence, but does not guarantee location of exhibition space.