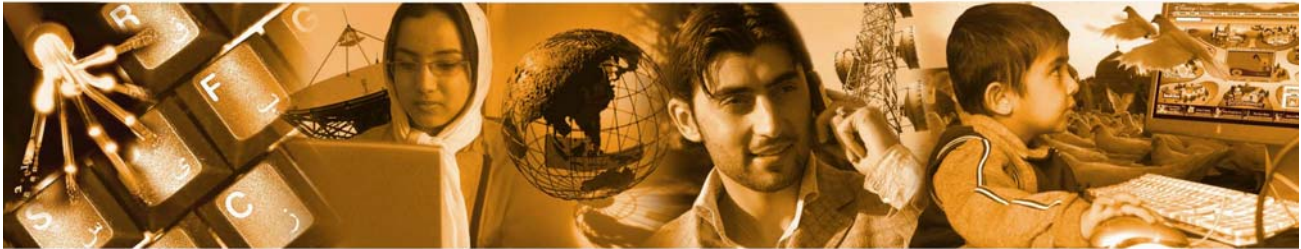


Subject: Sponsorship and Exhibition Participation offer for 1st National Information and Communication Technology (ICT) Conference in Afghanistan

Respected Sir/Madam

Ministry of Communications (MoC) of the Islamic Republic of Afghanistan in partnership with United Nations Development Program (UNDP) is proud to hold the First National ICT Conference of Afghanistan on April 25-26, 2006 in Kabul at Loya Jirga Hall.

The conference is a key step towards creating ICT awareness in Afghanistan on a national level and to provide information for high level government officials, private sector, representatives from the provinces, academicians and civil society on the status of ICTs in Afghanistan. The conference will provide a platform for creating synergies between the public sector, the private sector, donor agencies and other stakeholders to form cohesive ICT development targets and programs for Afghanistan. H.E President Hamid Karzai, Ministers, members of the Afghan National Assembly, provincial governmental representatives and industry leaders from the private sector are expected to attend and contribute to the conference. The more exciting participation and input will be from the student body of various universities and the general public.



The National ICT conference will provide an opportunity to look at some of the leading development efforts in the field of ICTs in the country and opportunities for the public and private sectors to work together in Afghanistan. There will be a number of side conferences which will focus on expert skills development, Gender and ICT, ICT and Education, E-Governance and E-Commerce. In addition, an exhibition will also be held alongside the conference where major ICT related companies working in Afghanistan will be invited to exhibit their products and services. The conference is designed to be interactive to gather as much interest and input as possible. Conference findings and conclusions will be published in a conference proceedings document shortly thereafter.

MoC and UNDP would like to cordially invite you to attend and participate. We look forward to your kind contribution.

Contact for Sponsorship and Exhibition Participation for the greater mileage and outstanding business development opportunities.

ORGANIZERS: Ministry of Communication & UNDP (ICT Project)
EVENT MANAGER: Aina Media and Culture Center

Aina Media & Culture center, Malik Asghar Crossroad, Kabul, Afghanistan
brajesh.verma@ainaworld.org, Tel: 0799 82 98 08
www.ictconference.org.af



Business Development Potential for Sponsors

Media Campaign

Our Audio (Radio) & Visual (TV, Billboards, Banners & Brochures) campaign will be launched 3 weeks prior to the event. The cross-media campaign has been so planned that it reaches the majority of the Afghanistan population. Great care has been taken, while planning the campaign, to harness the marketing potential of every local media outlet.

Special Meetings and Events

- Private sector exhibitions

Working Groups and Side Conferences

- ICT and Education – Value of Capacity Building at all levels
- Gender and ICT – Closing the gaps
- Role of ICT in Livelihood, Sustainability and Poverty Reduction

Major Participants

H.E President Hamid Karzai, Vice President, honorable Ministers, honorable members of the Afghan National Assembly, provincial governmental representatives, members from the civil society and industry top leaders from the private sector are expected to attend and contribute to the conference. Additional and exciting input will come from the students participating from various universities and from the general public.

Following is the list of companies, organizations and government entities we will be inviting to speak at the conference.

- Ministry of Communications
- Ministry of Interior
- Ministry of Finance
- Ministry of Rural Rehabilitation and Development
- ANDS
- Presidents Office
- Kabul University
- Civil Service Commission
- AISA
- UNDP
- USAID
- World Bank
- CDMA & GSM Service Providers
- Internet Service Providers
- ARG (Afghan Resource Group)

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Sponsorship Packages

The event sponsorship system will provide different sponsorship schemes, the sponsors will be entitled to all the benefits of the scheme to sign-in for.

The products and facilities of each sponsorship package will be discussed and negotiated with each sponsor. The organizer will try as much as possible to cater for the needs and expectations of each sponsor.

Diamond Sponsorship

Amount: USD 25,000

Benefits:

Exclusive to one Diamond sponsor

The Diamond sponsor will secure the highest profile and prestige by teaming up with organizers to promote the event, establishing your company as a leading player in the industry. Your company will be featured within all pre-event, on-site and post event marketing programs enabling maximum exposure to thousands of prospects.

- 8 Sq. m. exhibition space and opportunity priority booth in a high traffic area in the exhibit floor
- One outside full page back cover advertisement in the exhibition catalogue (2000 Copies, Full Colour)
- Conference room banner: Front wall, next to the projection screen
- Acknowledgement of sponsorship will be highlighted in unique position in Billboards (around Kabul City), Conference Brochures, Banners and Invitation cards.
- Acknowledgement will be highlighted in Television, Radio and newspaper advertisements.
- Company's advertisement will be projected at the big projector screen in Exhibition Hall
- Acknowledgement on two directional signage located at prominent locations outside the exhibition hall (foyer)
- Acknowledgement on a billboard advertisement located outside the exhibition hall (main entrance)
- Acknowledgement on opening ceremony and conference backdrop of main conference hall
- Acknowledgement in the conference proceeding
- The opportunity to hang a banner outside the exhibition hall (*production of banner by sponsor, size and actual location of the banner to be determined by the organizer*)
- Distribution of a set of company or product information at the information counter to conference visitors (*brochures to be provided by the sponsor*)
- Special appreciation during opening and closing ceremonies.
- Acknowledgment on conference website and hyperlink to company's website

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Platinum Sponsorship

Amount: USD 15,000

Benefits:

Exclusive to two Platinum Sponsors.

The Platinum sponsorship is a powerful opportunity to get your company connected to your target market through intense branding and conference involvement. Highlight your company's products and services, establish industry awareness and secure valuable promotions to distinguish your company above the rest.

- 4 Sq. m. exhibition space and opportunity priority booth in a high traffic area in the exhibit floor
- One inside back cover advertisement in the exhibition catalogue (2000 copies, Full Colour)
- Acknowledgement on entrance arch side of conference second entrance
Acknowledgement on two directional signage located at prominent locations outside the exhibition hall (foyer)
- Acknowledgement on a billboard advertisement located outside the exhibition hall (second gate)
- Acknowledgement of sponsorship will be highlighted in Billboards (around Kabul City), Conference Brochures, Banners and Invitation cards (smaller size compared with Diamond Sponsors)
- Acknowledgement will be highlighted in Television, Radio and newspaper advertisements.
- Acknowledgement on opening ceremony and conference side backdrop of conference
- Company's advertisement will be projected at the big projector screen in Exhibition Hall (duration of advertisement will be 50% less than Diamond Sponsor)
- Acknowledgement in the conference proceeding
- The opportunity to hang a banner outside the exhibition hall (*production of banner by sponsor, size and actual location of the banner to be determined by the organizer*)
- Distribution of a set of company or product information at the registration counter to conference visitors (*brochures to be provided by the sponsor*)
- Acknowledgment on conference website and hyperlink to company's website

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Gold Sponsorship

Amount: USD 7,500

Benefits:

Exclusive to three Gold Sponsors.

As Gold sponsor, your company will gain cost effective brand exposure to all event attendees.

- Provide Exhibition booth in 50 % discount
- Acknowledgement on side of entrance arch of 3rd gate
- Acknowledgement on one directional signage located at prominent locations outside the exhibition hall
- Acknowledgement of sponsorship will be highlighted on Billboards (around Kabul City), Conference Brochures, Banners and Invitation cards (smaller size compared to Diamond & Platinum Sponsors)
- Acknowledgement on a billboard advertisement located outside the exhibition hall
- The opportunity to hang a banner inside the exhibition hall (*production of banner by sponsor, size and actual location of the banner to be determined by the organizer*)
- One page 4 -Colour advertisement in the exhibition catalogue(2000 Copies, Full Colour)
- Acknowledgement of sponsorship thanked to be in the opening and closing ceremonies
- Conference room banner on the side wall of the Exhibition and Conference Hall
- Acknowledgment on conference website and hyperlink to company's website

Silver Sponsorship

Amount: USD 2,500

Benefits:

Exclusive to four Silver Sponsors.

For your commitment as a Silver sponsor, you will receive the following sponsorship benefits:

- Discount in Exhibition booth
- Acknowledgement on one directional signage located at prominent locations inside & outside the exhibition hall
- Conference Room Banner on the Back wall
- Acknowledgement on a billboard advertisement located outside the exhibition hall
- One half page 4-colour advertisement in the Exhibition Catalogue (2000 Copies, Full Colour)
- Acknowledgment on conference website and hyperlink to company's website.

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Friends of ICT

Amount USD 250

- Sponsor ship company's logo on panels located around the conference area
- Acknowledgment on conference website
- Acknowledgment in the Exhibition Catalogue (2000 copies , Full Colour)

Exhibition Stalls Facilities

Amount USD 300

- Size 2 x 2 meter space with partition
- Electricity Plug point in each stall
- Name Fascia
- Dust bin
- 2 Chairs and one Table

Please contact for sponsorships and Exhibition stall booking.

Thanks & Best Regards

Brajesh Verma

Event Manager

Aina Media & Culture Center

Kabul, Afghanistan

Website: www.ictconference.org.af

Contact Nos.: 070 238 955, 0799 829 808, 0799 332 154

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prasant.satapathy@ainaworld.org

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