



AFRICA TRADE & INVESTMENT GLOBAL SUMMIT

ATIGS 2027

Advertising Opportunities

Showcase. Engage. Promote.

Strategic placements across print, digital, on-site, mobility and broadcast — engineered to put your brand at the centre of the world's premier Africa trade and investment gathering.



WHY ADVERTISE

Why advertise with the ATIGS Network

ATIGS 2027 gives advertisers direct, sustained access to a prestigious global audience of decision-makers, investors, trade authorities and industry leaders. Our media team builds integrated programmes across digital, print, on-site and broadcast channels, each mapped to a defined commercial objective.

BUILD
Your Brand

GENERATE
Qualified Leads

DRIVE
Booth Traffic

Amplified Visibility

Sustain brand presence before, throughout and long after the summit, across every ATIGS 2027 touchpoint.

Influential Reach

Position your organisation directly in front of ministers, investors, buyers and senior delegations.

Elevated Awareness

Convert participation into recognition with placements engineered for recall and repeat exposure.

Premium Association

Align your brand with the official media platforms of the ATIGS Network and its global partners.

One audience. Every touchpoint.

Print · Email · Mobility · Broadcast · On-Site · Digital

PRINT ADVERTISING

Premium placements in the official summit publications

Maximise brand impact with strategic positions in the ATIGS 2027 programme and delegate materials — reaching key decision-makers directly, in hand, throughout the summit.



EXCLUSIVE

Inside Front Cover

Highest visibility position

\$550



EXCLUSIVE

Inside Back Cover

Premium closing placement

\$450



LIMITED

Full Page

Full-bleed brand statement

\$350



LIMITED

Half Page

Balanced cost and presence

\$200



LIMITED

Quarter Page

Entry-level print visibility

\$149



IN THE DELEGATE'S HANDS

The programme delegates keep

Every registered delegate receives the printed programme at check-in and carries it through all three summit days — giving print placements a shelf life no digital surface can match.



TARGETED EMAIL

Reach the ATIGS audience directly in their inbox

Timed, precision-built email placements delivered to our engaged global subscriber base in the weeks leading up to ATIGS 2027, when delegate planning intent is highest.



4 Weeks Before Event

Early awareness build

\$250

3 Weeks Before Event

Consideration window

\$350

2 Weeks Before Event

Peak planning window

\$450

1 Week Before Event

Final conversion push

\$550

Sequence all four sends to keep your brand present through the entire delegate planning cycle.

Multi-send bundles available on request

TRANSPORTATION & SHUTTLE

Capture attention on the move

Official ATIGS 2027 shuttle advertising delivers repeated, unavoidable exposure as delegations travel between hotels, venues and networking receptions.

01 Bus Banners

2 x 16	\$1,500
2 x 24	\$2,000
2 x 35	\$3,000

02 Full Bus Wraps

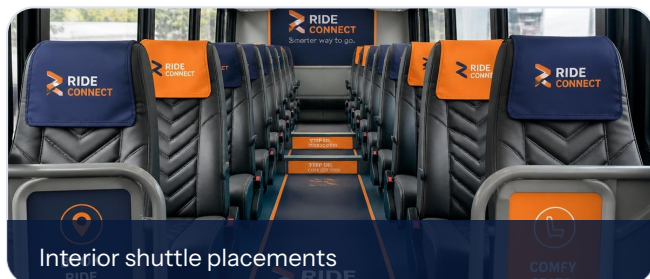
Queen Kong	\$5,000
King Kong	\$8,000

03 Interior Placements

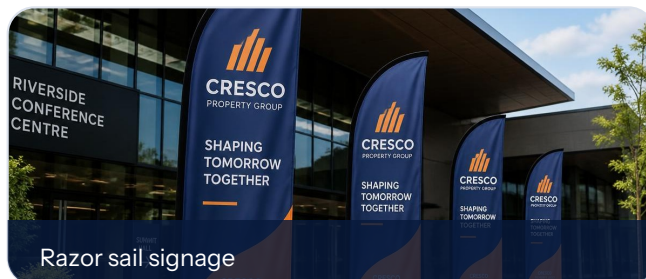
Step Wrap	\$800
Aisle Wrap	\$1,000
Headrest Ads (single)	\$400

04 Razor Sail Signs

Single	\$1,200
Double	\$2,000



Interior shuttle placements



Razor sail signage

Mobility placements travel with every delegation, every day of the summit.



EXCLUSIVE COVERAGE

Own the broadcast narrative of ATIGS 2027

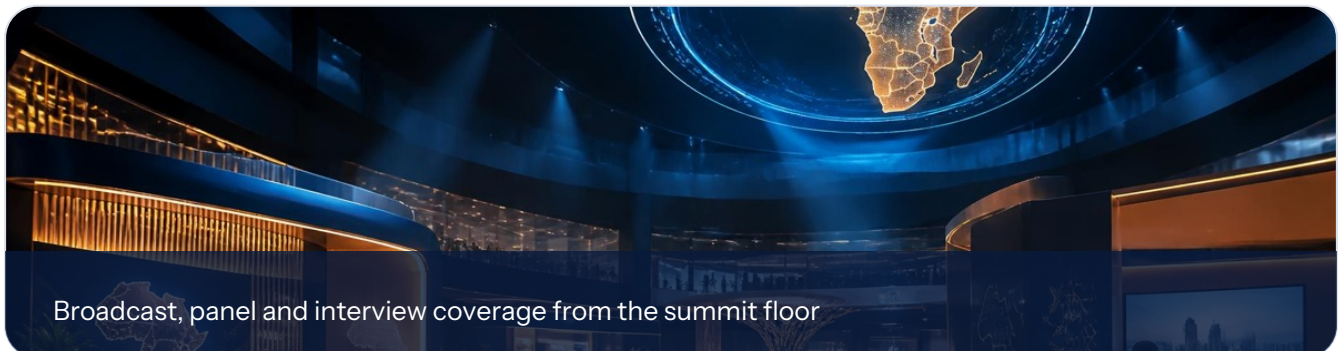
A single, comprehensive exclusive coverage package delivering unparalleled visibility across the summit's editorial, panel and broadcast footprint.

EXCLUSIVE OPPORTUNITY

\$15,000

- One-hour moderated panel discussion slot
- Prominent branded billboards across summit zones
- Executive interviews featured in headline coverage
- Extensive pre- and post-broadcast promotion
- Rebroadcast across television and online platforms
- Custom 60-second branded vignette

Single advertiser · Limited to one partner



ON-SITE IMPACT

Make an unforgettable impression on the floor

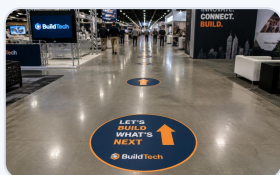
High-impact on-site placements that command delegate attention from arrival to departure, across every entrance, walkway and exhibition zone at ATIGS 2027.



Entrance Vehicle

Exclusive branded display at the summit's principal entry points.

\$550



Floor Markers

Custom floor graphics guiding delegates through the exhibition halls.

\$450



Balloon Advertising

Floating advertisements holding attention above high-traffic zones.

\$350



USB Inclusion

Branded promotional USB materials placed in every delegate pack.

\$149

DELEGATE JOURNEY

Seen at every stage of the summit

- Arrival
- Registration
- Exhibition Halls
- Networking
- Departure

On-site inventory is finite and allocated by zone — early confirmation secures the highest-traffic positions.

DIGITAL & MOBILE

Connect through the official ATIGS 2027 platforms

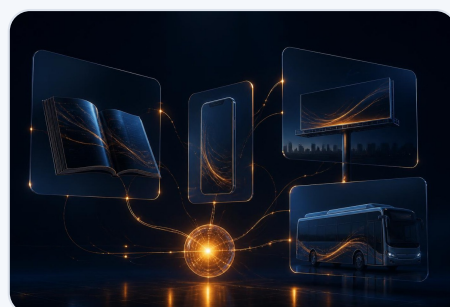
Reach delegates inside the channels they use to navigate the summit — the official website, the event app and live social media surfaces.

- | | | |
|----|--|-----------|
| 01 | Website Banner
Rotating 468x60 banner across the ATIGS 2027 website. | \$500 /mo |
| 02 | Sectional Ads
Targeted advertisements within key summit app sections. | \$500 |
| 03 | Social Media Wall
Live rotation across official event social media feeds. | \$1,000 |
| 04 | Message Alerts
Engaging push notifications delivered to attendees. | \$250 |
| 05 | Mobile App Splash Page
Exclusive branding on every app launch throughout the summit. | \$1,000 |

Always-on presence, before and beyond the venue

Digital placements run across the official ATIGS 2027 website, the summit mobile application and live social surfaces — extending reach to delegations planning remotely and to audiences following the summit worldwide.

Combine channels to unlock multi-channel savings.





CUSTOM PACKAGES

Build a bespoke multi-channel programme

Combine print, digital, mobility and on-site placements into one coordinated campaign — and unlock preferential rates as your channel mix grows.

1

Flexible Options

Combine print, digital and on-site solutions into a strategy shaped around your objectives.

2

Significant Savings

Unlock 20% off when you select three or more advertising channels.

3

Strategic Synergy

Sequence channels into one multi-channel campaign for maximum impact and reach.

20% OFF

Three or more channels

RESERVE PLACEMENT

Secure your placement at ATIGS 2027

Our media department will help you select the placements and timing that best serve your commercial objectives. Inventory is limited and allocated in order of confirmation.

media@vxperiences.com

