

Telephone: 008610-65321554

65321778

Fax : 008610-65321891

Email : diplomat@zambiaembassychina.cn



5 Dong Si Jie, San Li Tun

Beijing, 100600

People's Republic Of China

OFFICE OF THE AMBASSADOR

EMBASSY OF THE REPUBLIC OF ZAMBIA

ZEBEIJ/8/22/6

30th March, 2023

TO ALL OUR ESTEEMED COOPERATING PARTNERS AND BUSINESS ENTITIES

**INVITATION TO PARTICIPATE AT THE INAUGURAL ZAMBIA CONSTRUCTION
EXPO FROM 26TH TO 27TH APRIL, 2023**

Reference is made to the above captioned matter.

This serves to inform you that the Ministry of Commerce, Trade and Industry of the Republic of Zambia (MCTI) in collaboration with UNICORP Limited will be hosting the inaugural Zambia Construction Expo from 26th to 27th April, 2023 in Lusaka, Zambia.

The Construction Expo Zambia 2023 is the first and only event dedicated exclusively to the building and construction industry in Zambia. Attendance to the Expo will be FREE and will feature a unique opportunity for product manufacturing and distributors as well as service providers to network with key buyers from the sector.

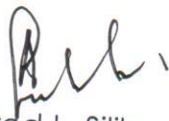
Further, the Expo will have the following industry professionals exhibiting and networking in one location, among others:

- ✓ Architects / Consultants;
- ✓ Constructors (large, Medium/ Small);
- ✓ Engineers (EPCs);
- ✓ Government Officials/ Public Sector;
- ✓ Interior Designers;
- ✓ Maintenance/ Facilities Managers;
- ✓ Projects Owners;
- ✓ Procurement Managers;
- ✓ Project Mangers;
- ✓ Property Developers;
- ✓ Quantity Surveyors;
- ✓ Real Estate Owners;
- ✓ Manufacturers;
- ✓ Quarry Operators;
- ✓ Transporters;

- ✓ Steel Foundries;
- ✓ Cement Producers; and
- ✓ Other Key Stakeholders.

In this regard, the Embassy is pleased to cordially invite members of your business council/association/ institution/ corporate entity to participate at this prestigious Construction Expo 2023 in Lusaka, Zambia.

For registration and more information on sponsorship of the event, kindly refer to the attached **2023 Expo Concept Note** or contact the Embassy on **telephone number: 008610-65321554 / Email: diplomat@zambiaembassychina.cn. Wechat: 18310027640**[Chola]



Alfred L. Sililo

CHARGE D' AFFAIRES (a.i.)

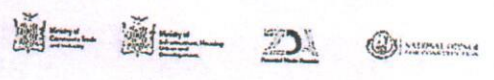


The 2023
ConEXpo[®]
ZAMBIA

26th April - 27th April, 2023
Lusaka Showgrounds, Lusaka
Zambia

**Concept
Note**

Powered By: _____



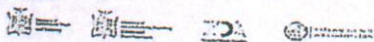
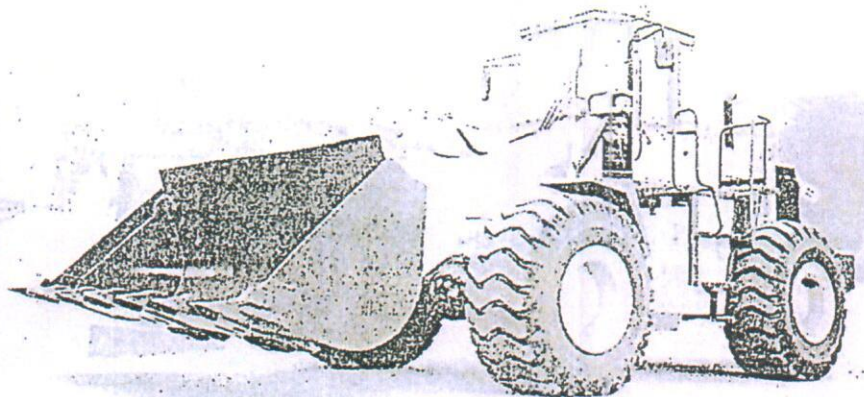


*"You can use an eraser on the drafting table
or a sledgehammer on the construction site."*
- Frank Lloyd Wright -

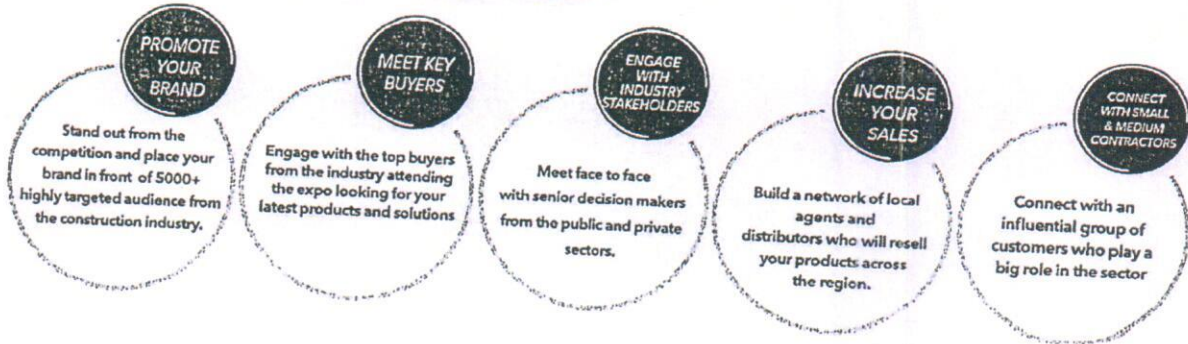
■ The Construction Expo Zambia 2023 is the first and only event dedicated exclusively to the building and construction industry in Zambia. This free to attend expo features a unique opportunity for product manufacturers and distributors as well as service providers to network with key buyers from the sector.

■ In one location you will have the following industry professionals exhibiting and networking:

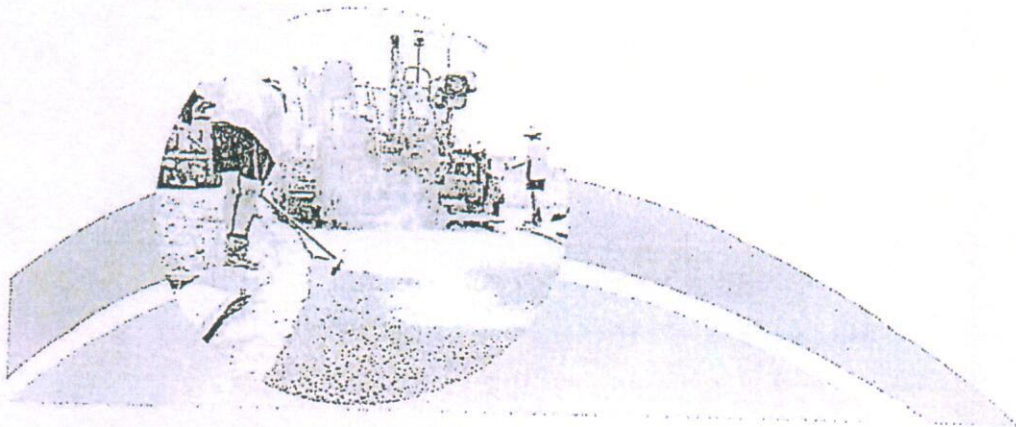
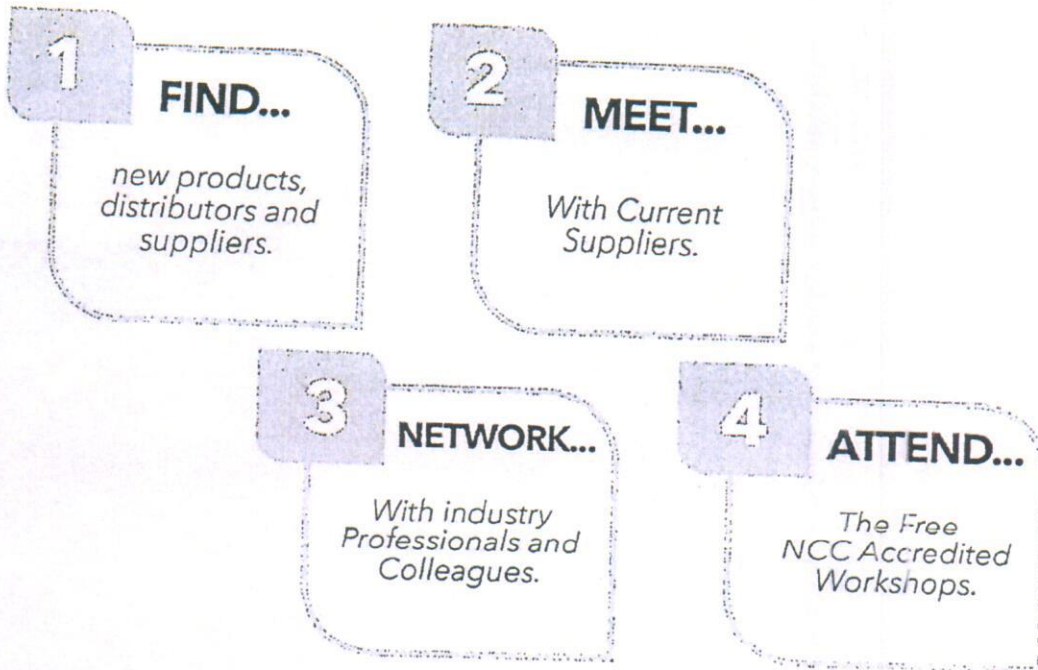
- Architects / Consultants
- Contractors (Large / Medium / Small)
- Distributors and Retailers
- Engineers (EPCs)
- Government officials / Public sector
- Interior designers
- Maintenance / Facilities Managers
- Project owners
- Procurement managers
- Project managers
- Property developers
- Quantity surveyors
- Real estate owners
- Manufacturers
- Quarry Operators
- Transporters
- Steel Foundries
- Cement Producers
- Other Key stakeholders



Why You Should Exhibit & Sponsor



Reasons For Attending



VISITOR PROFILE



CONTRACTORS

MANUFACTURERS



BUILDING
CONSULTANTS

PROJECT
MANAGERS



ARCHITECTS

PROPERTY
DEVELOPERS



ENGINEERS

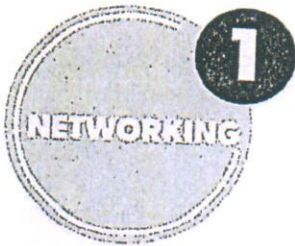
GOVERNMENT



RETAIL AND
DISTRIBUTORS

AND OTHERS

KEY FEATURES ATTRACTING MORE VISITORS EVERY YEAR



Be a part of discussions and gain insight on developments and opportunities that are driving growth in the Country's construction industry presented by key private and public stakeholders.



The outdoor exhibition area enables you to showcase large equipment and machinery, and do live demonstrations.



CONTRACTOR

Capacity building and skills development opportunities specifically designed to empower small to medium sized contractors operating in the local built environment.

ARCHITECTURE

Providing progressive learning focused on transformation, promotion, and regulation for architectural professional's in the pursuit of excellence.





Our Conexpo Enthusiasts

We are expecting over 5,000+ attendees during our two-day expo consisting mainly general public and industry buyers, suppliers and real estate investors. Our attendees are a blend of first time developers and seasoned investors looking for new opportunities and exploring new innovations in construction.

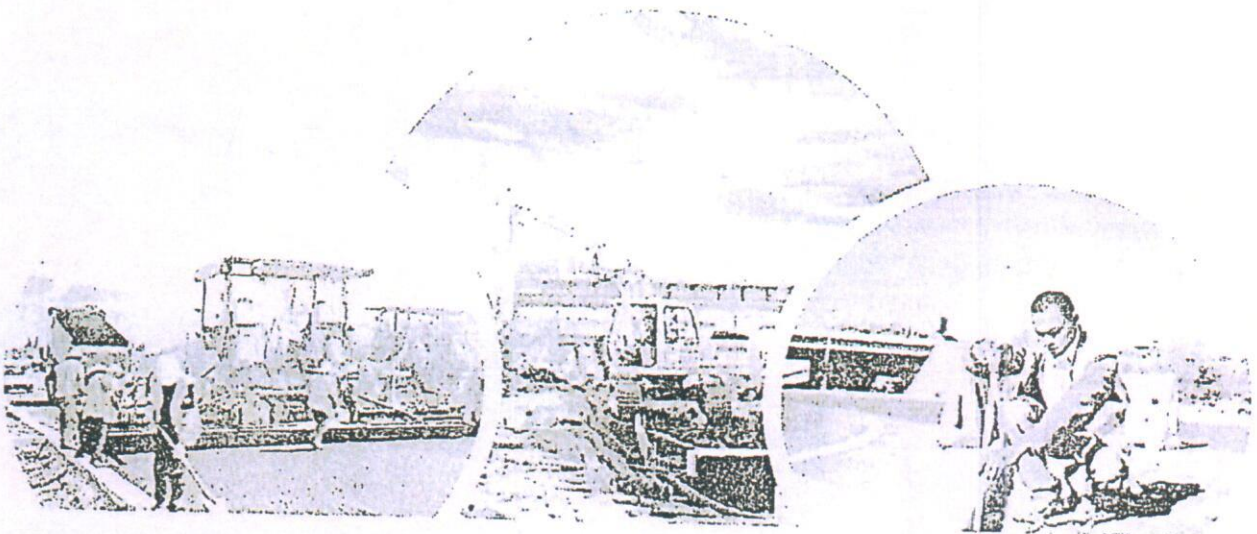
The Company Behind The Expo

As an Event Management company, Unicorp Limited has over 10 years of experience in bringing exclusive Corporate Events to life. Our work in producing mass market entertainment events using social media and creating viral campaigns make us uniquely qualified to bring industry players onto one platform but more importantly attracting members of the public to visit the expo.

Our company has Event managed some of the biggest corporate events in Zambia including the Copperbelt Investment Expo 2019, Luapula Expo Summerfest, MTN Colourfest, USAID Discover Health COVID-19 vaccination campaigns, Zambia International Trade Fair Trust and many others. In our quest to evolve and grow, we launched the Conexpo to be Zambia's premier annual construction Expo.

Our Expo Programmes

Spanning over 2 exciting days on 26th and 27th April, from 8am to 6pm, the Expo will start with the official opening by our Guest of honour, remarks from partners and tour of stands. NCC accredited workshops, carpentry, plumbing and brick laying competitions, product demonstrations, and giveaways will characterize the Expo



Why Sponsor Our Expo



Sponsorship is a great way to connect with your potential customers and increase top of the mind recall for your brand. Lauded as one of the top marketing tools to help businesses increase its credibility, improve its public image, and build prestige - event sponsorship has long been used to strategically reach ideal consumers directly. As our Conexpo caters to a large, targeted audience, we would like to specially invite your organizations to be our event sponsor

A) Increase Your Brand Visibility

The Conexpo strategically creates a positive interaction with your brand and our audience that goes beyond event promotional materials. With social media exposure and opportunities for direct engagement with our attendees, your brand is placed front and center for top-of-the-mind recall of your products and services.

B) Establish Brand Leadership

There are limited platforms that allow for a direct showcase of your brand expertise, products and services. Our event helps you to set your brand apart from your competitors by providing a valuable platform to establish your leadership within your target market of curated audience.

C) Corporate Social Responsibility

Modern consumers have increasingly looked for companies with positive values to spend on. With your contribution to supporting the construction industry and transforming climate change, it creates goodwill and positive association with your esteemed organization.

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR

INVESTMENT: ~~151,000.00~~ 100,000.00

Tailored to cement your leadership within Construction Industry

- A branded VIP Lounge area designed for you to create a unique, memorable brand experience to directly engage and network with our high-profile stakeholders, clients, invited industry leaders, VIPs and your invited partners. An experience, guests will be lounging with your products' watching curated content and experiencing VIP service with the entire area branded with your organization's name and design, and complete with an impeccably curated drinks service.
- A private showcase to cement your brand expertise through a 30-minute speaking slot on our The Conexpo stage to position your organization as the leading entity in the Construction industry.
- A complimentary Event Booth located strategically near the event entrance with the highest attendee touchpoint so that you'll have direct access to our audience and offer your products or services, as well as an immersive brand experience. With a spacious 36 sqm, we'll engage you with our expert booth designer to help you build out a creative space for our event attendees. They'll leave the space as your next customers, or better yet, your next brand ambassadors!

- 10x VIP Passes for our event Dinner gala and designated sitting with our Guest of Honour
- Exclusive press release coverage and media mentions as our 'Presenting Diamond Sponsor' on various platforms to enhance your brand image as you fulfill your Corporate Social Responsibility (CSR) to serve the community
- Live mentions on stage at different intersections during the event and showcase of your video promotional reel in front of our online live audience
- Premium branding of your organization's logo both virtually and in-person from our dedicated event website to stage backdrop and physical banners in prominent event areas.
- An engaging social media promotional campaign with various influencers across Facebook and Instagram with your company branding and logo.
- Acknowledgement as sponsor in pre & post event email campaigns to participant
- Inclusion of your promotional material in our VIP event goodie bags to introduce your service or product offerings to our participants.

PLATINUM SPONSOR

INVESTMENT: K750,000.00

Crafted specially to boost your visibility and maximize your marketing efforts

- A complimentary Event Booth so that you'll have direct access to our audience and offer your products or services, as well as an immersive brand experience. With a spacious 24 sqm booth, we'll engage you with our expert booth designer to help you build out a creative space for our event attendees. They'll leave the space as your next customers, or better yet, your next brand ambassadors!
- 5x VIP Passes for Event Dinner gala and designated sitting with Guest of Honour
- Exclusive press release coverage and media mentions as our 'Platinum Sponsor' on various platforms to enhance your brand image as you fulfill your Corporate Social Responsibility (CSR) to serve the community.
- Live mentions on stage at different intersections during the event and showcase of your video promotional reel to our audience.
- Premium branding of your organization's logo both virtually and in-person from our dedicated event website to stage backdrop and physical banners in prominent event areas
- An engaging social media promotional campaign with various influencers across Facebook and Instagram with your company branding and logo
- A sales posts on your exclusive offers in pre & post event email campaigns to over 5,000 to 100,000 attendees
- Inclusion of your promotional material in our VIP event goodie bags to introduce your service or product offerings to our participants.

GOLD SPONSOR

INVESTMENT: \$1500,000.00

Designed to support your company's sales goals for an immediate return on investment

- A complimentary Event Booth so that you'll have direct access to our audience and offer your products or services, as well as an immersive brand experience. With a spacious 18sqm space, your organization may creatively utilize the sales booth to your creativity.
- Premium branding of your organization's logo both virtually and in-person from our dedicated event website to stage backdrop and physical banners in prominent event areas.
- An engaging sales social media promotional campaign with various influencers across Facebook and Instagram with your company branding and logo.
- A sales posts on your exclusive offers in pre & post event email campaigns to over 5,000 to 10,000+ attendees.
- Inclusion of your promotional material in our VIP event goodie bags to introduce your service or product offerings to our participants
- A product and services virtual sales catalog on your exclusive offers to be listed in our event website and promoted to our event attendees.

SILVER SPONSOR

INVESTMENT: \$750,000.00

Designed to strategically engage in effective business to business marketing for longterm growth

- A complimentary Event Booth so that you'll have direct access to our audience and offer your products or services, as well as an immersive brand experience. With a spacious 12sqm space, your organization may creatively utilize the sales booth to your specifications.
- Premium branding of your organization's logo both virtually and in-person from our dedicated event website to stage backdrop and physical banners in prominent event areas.
- An engaging sales social media promotional campaign with various influencers across Facebook and Instagram with your company branding and logo.
- A sales posts on your exclusive offers in pre & post event email campaigns to over 5,000 to 10,000+ attendees.
- Inclusion of your promotional material in our VIP event goodie bags to introduce your service or product offerings to our participants.
- A product and services virtual sales catalog on your exclusive offers to be listed in our event website and promoted to our event attendees.



BRONZE SPONSOR

INVESTMENT: K100,000.00

Designed to stand out in a crowd, a great way to expose your market leadership in your sector.

- A complimentary Event Booth so that you'll have direct access to our audience and offer your products or services, as well as an immersive brand experience. With a spacious 6sqm space, your organization may creatively utilize the sales booth to your specifications.
- Premium branding of your organization's logo both virtually and in-person from our dedicated event website to stage backdrop and physical banners in prominent event areas.
- An engaging sales social media promotional campaign with various influencers across Facebook and Instagram with your company branding and logo.
- A sales posts on your exclusive offers in pre & post event email campaigns to over 5,000 to 10,000+ attendees.

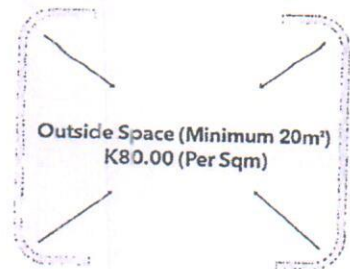
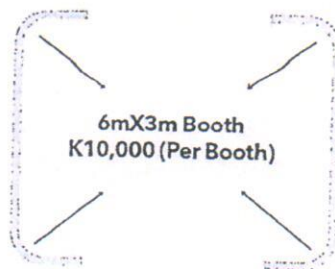
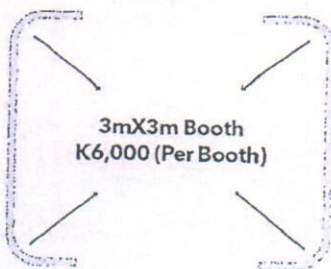
OPTIONAL SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities can be booked individually or as part of one of a comprehensive package.

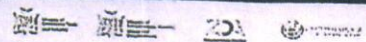
Visitor Bag Sponsor	K85 000
Badge and Lanyard Sponsor	K50 000
Lunch Area Sponsor	K25 000
Networking reception	K50 000
Press / Media lounge	K30 000

Workshop Session (30 min)	K20 000
Hanging banner	K15 000
Fence Branding (10 metres)	K5 000
Advert in Show Guide (½ page)	K3 000
Advert in Show Guide (full page)	K5 000

EXHIBITION BOOTH PRICES



ConExpo
2024



BE PART OF OUR TARGETED PR & MARKETING CAMPAIGN

Our highly targeted marketing campaign delivers the right audience to the expo to ensure your brand is exposed to the professionals you want to meet. Below are only a few examples of marketing tools we utilise:



EMAILS

A targeted database of 45,000+ construction professionals in Zambia and the continent.



ASSOCIATION PARTNERSHIPS

Collaboration with key industry associations to reach an even larger audience.



DIGITAL ADVERTISING

A professionally executed digital campaign focused on Google AdWords, LinkedIn and Facebook advertising.



MEDIA PARTNERSHIPS

Partnerships with the most prominent media to promote the event to their readers.



EXHIBITOR & SPONSOR MARKETING

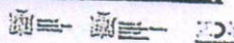
Access to free marketing packages to exhibitors and sponsors to promote their brand.



PR CAMPAIGN

A targeted PR campaign delivered by experienced PR professionals to ensure extensive media coverage within the industry.

ConExpo[®]



ConEXpo

ZAMBIA

SEE YOU
THERE!

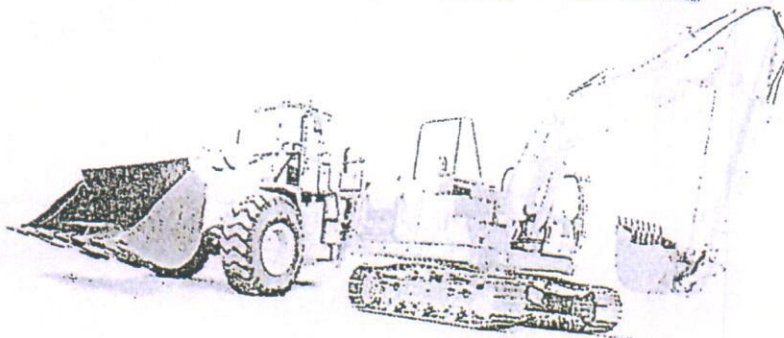


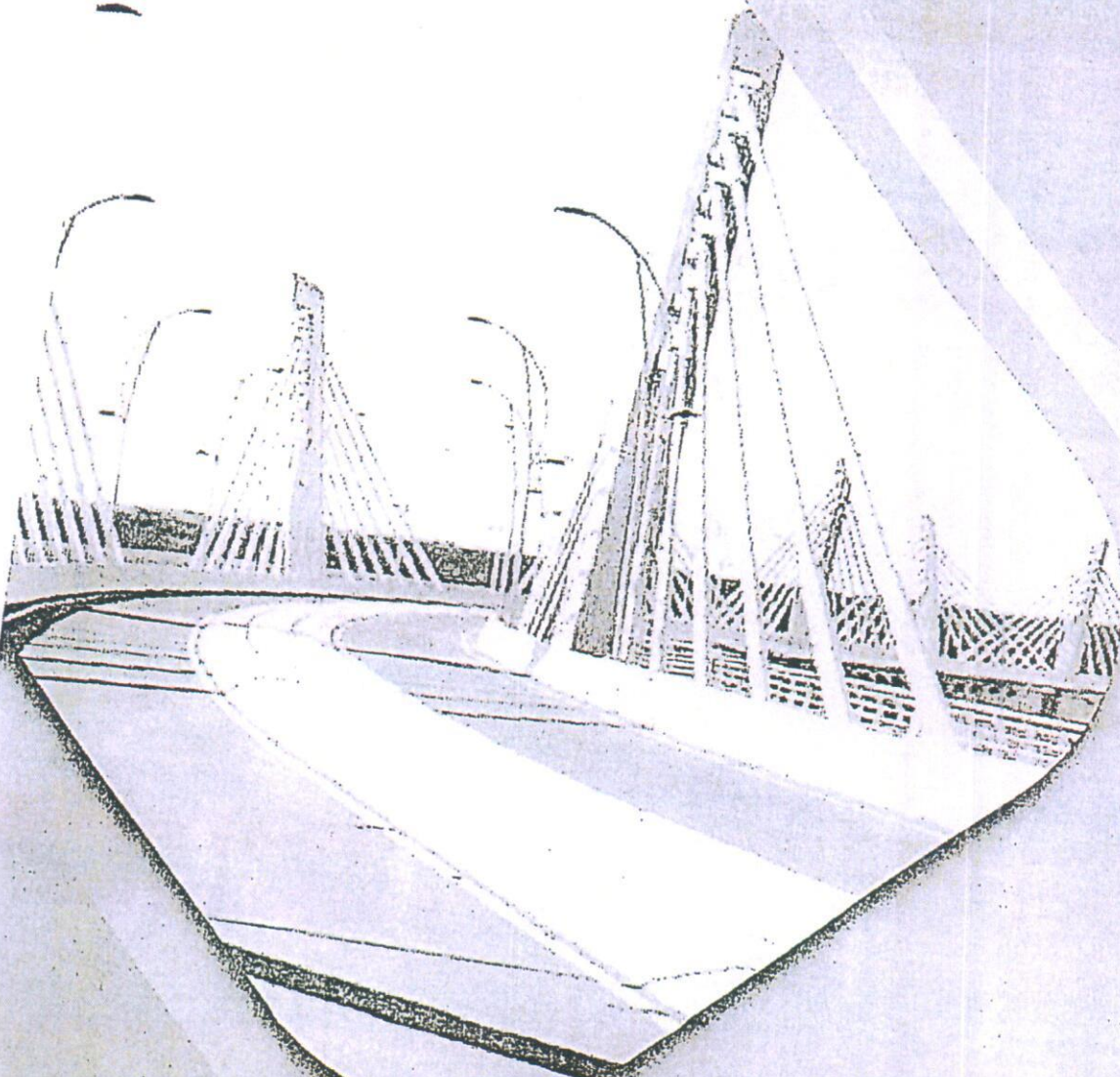
20th April - 22nd April, 2012
Lusaka Convention Centre, Lusaka,
Zambia.

Zambia's Biggest Ever

Register today for Vending
Open for Sponsorship & Partnership.

Partnerships





ConExpo[®]

ZAMBIA

20th April - 22nd April, 2020
Lusaka Sheraton Hotel, Lusaka
ZAMBIA

Concept Note

2020