



855-730-EABN | (855-730-3226)  
info@eabn.co  
222 W Las Colinas Blvd. Suite 1650E,  
Irving, TX 75039

## Concept Note: The East Africa Business Network 20th Annual Trade and Investment Conference

### Theme: Twenty Years of Promoting Prosperity

The East Africa Business Network theme is **Twenty Years of Promoting Prosperity**, which aims to celebrate two decades of fostering trade relationships between East Africa and the United States. It emphasizes the achievements and milestones in creating a robust trade network while looking forward to expanding opportunities in emerging markets and sectors. Additionally, it encourages stakeholders to reflect on successful collaboration and explore new avenues for investment that benefit both the U.S. and East African economies.

**Dates: September 25th - 27th, 2025**

**Location: Dallas, Texas**

Who Should Attend	
Business owners	Investors
Venture capitalists	College Students,
Professors	Project managers
Financial professionals (bankers, analysts, CFOs)	Business owners and entrepreneurs
Investors and venture capitalists	Finance students and academics
Professionals interested in fintech, risk management, and sustainable finance	Entrepreneurs
Educational Institutions	Government Agencies
Industry Leaders	Non-Profit Organizations
Real Estate Investors	Technology professionals

### Value Proposition to Sponsors and Participants

#### For Sponsors:

- **Brand Visibility:** Showcase your brand to a diverse audience of business leaders, policymakers, and stakeholders from East Africa and the U.S.
- **Networking Opportunities:** Connect with key decision-makers, including dignitaries from EAC embassies, U.S.-based CEOs, and U.S. Department of Commerce executives.
- **Market Access:** Gain insights into the East African market and explore new business opportunities.
- **Corporate Social Responsibility (CSR):** Align your brand with a reputable organization dedicated to economic development and empowerment.

## For Participants

- **Knowledge Sharing:** Attend insightful panel discussions by industry experts in critical sectors.
- **Networking:** Build valuable connections with peers and leaders committed to enhancing trade and investment.
- **Cultural Experience:** Experience the rich culture of East Africa through performances and culinary delights at our black-tie dinner gala.

## Sector Panel Presentations

The Conference will feature dedicated panel discussions across several key sectors, including:

### Healthcare:

**Topic: Innovation in Healthcare Delivery and Opportunities in Medical Technology: U.S. and East Africa**

#### Overview

Healthcare delivery is undergoing significant transformations, driven by advancements in technology and innovative practices aimed at improving patient outcomes, particularly in regions with pressing health challenges like East Africa and even in the U.S. This discussion highlights tangible solutions that can lead to life-changing improvements in healthcare delivery and ultimately reduce mortality rates.

#### Opportunities in Healthcare Delivery and Medical Technology

##### East Africa Community

##### Telemedicine Solutions

**Innovation:** Mobile health applications enable remote consultations, diagnostics, and patient monitoring.

**Impact:** These platforms can bridge the gap between healthcare providers and rural populations, offering access to specialists and timely medical advice. They can significantly reduce symptom onset and treatment time, improving health outcomes.

##### Point-of-Care Diagnostics

**Innovation:** Development and deployment of portable diagnostic tools (e.g., rapid tests for malaria, HIV, and other diseases).

**Impact:** These tools allow immediate results in remote areas with limited laboratory access. Quick diagnosis leads to timely treatment, which is crucial in reducing mortality rates from infectious diseases.

##### Mobile Clinics and Outreach Programs

**Innovation:** Implementation of mobile health clinics that travel to underserved communities to provide essential healthcare services.

**Impact:** These clinics can perform vaccinations, health screenings, and maternal care, addressing gaps in healthcare access and education. They are particularly effective in rural areas where healthcare facilities are scarce.

##### Community Health Workers

**Innovation:** Training and empowering community health workers to deliver essential healthcare services and education at the grassroots level.

**Impact:** CHWs can help manage chronic diseases, provide maternal and child health services, and educate communities about preventive health measures, reducing mortality rates.

##### Digital Health Records and Data Analytics

**Innovation:** Implementing electronic health records (EHR) systems and data analytics to track patient outcomes and healthcare trends.

**Impact:** Improved data management allows for better patient tracking, resource allocation, and strategic planning in healthcare service delivery, enhancing overall system efficiency.

## United States of America

### Artificial Intelligence and Machine Learning

**Innovation:** A.I. algorithms for predictive analytics in patient care, diagnosis, and treatment planning.

**Impact:** A.I. can identify high-risk patients and predict potential health crises before they occur, leading to proactive interventions that save lives.

### Wearable Health Technology

**Innovation:** Devices that monitor vital signs (e.g., heart rate, oxygen levels) and chronic conditions (e.g., diabetes).

**Impact:** These devices empower patients to manage their health actively, allowing timely interventions based on real-time data and reducing emergency room visits.

### Remote Patient Monitoring

**Innovation:** Technology that allows healthcare providers to monitor patients' health remotely, particularly for chronic conditions.

**Impact:** This approach enables early detection of complications, reduces hospital readmissions, and improves the quality of care.

### Integrated Care Models

**Innovation:** Developing integrated care systems that combine physical and mental health services.

**Impact:** This holistic approach improves patient outcomes by addressing the full spectrum of health needs, reducing mortality associated with untreated mental health issues.

**Sharing Knowledge:** Exchange best practices and innovative solutions that have proven successful in various contexts.

**Investing in Technology:** Support developing and disseminating medical technologies that can be adapted to local needs.

**Empowering Communities:** Engage community members in health initiatives to ensure solutions are culturally relevant and widely accepted.

**Advocating for Policy Change:** Work together to influence health policy, prioritizing healthcare access and equity. By pooling our resources, expertise, and passion, we can create a more equitable and effective healthcare system that saves lives and improves health outcomes for all.

## CALL TO ACTION:

As members of the healthcare ecosystem—whether you are a provider, technologist, researcher, or policymaker—it is essential to collaborate across borders and sectors to tackle our most pressing healthcare challenges together.

## Technology:

**Topic: Technology Breakthroughs, Innovations That Breach Social and Economic Barriers**

### Overview

Technological innovations can transform societies by addressing long-standing social and economic barriers. From enhancing access to education and healthcare to improving financial inclusion and fostering sustainable practices, these breakthroughs are catalysts for change that can empower individuals and communities. This discussion will explore critical technological advancements and their implications for breaching social and economic barriers.

## Key Technological Innovations

### Mobile Technology and Connectivity

**Description:** The proliferation of smartphones and mobile internet access has revolutionized communication and information dissemination.

**Impact:** In many developing regions, mobile technology has facilitated access to essential services such as banking, education, and healthcare. For instance, mobile money platforms (e.g., M-Pesa in Kenya) enable individuals without traditional bank accounts to engage in financial transactions, promoting economic inclusion and entrepreneurship.

### E-Learning Platforms

**Description:** Online education platforms (e.g., Coursera, Khan Academy, and local initiatives) provide access to educational resources and courses.

**Impact:** These platforms break geographical and economic barriers, allowing learners from underserved areas to access quality education and skill development. This democratization of knowledge can lead to improved job prospects and economic mobility.

### Artificial Intelligence (A.I.) and Machine Learning

**Description:** A.I. and machine learning algorithms analyze data to provide insights, automate processes, and enhance decision-making.

**Impact:** These technologies can optimize resource allocation in various sectors, such as agriculture, where A.I. can predict weather patterns and improve crop yields. This leads to increased food security and economic stability for farmers.

### Internet of Things

**Description:** IoT refers to interconnected devices that collect and share data to improve efficiency and decision-making.

**Impact:** In urban planning, IoT can manage resources more effectively by monitoring air quality, traffic patterns, and energy consumption. This helps create more innovative, sustainable cities, improving residents' quality of life.

**Impact:** By providing off-grid communities with solar power, for example, these technologies can reduce reliance on fossil fuels, lower energy costs, and improve living conditions, particularly in rural areas of developing countries.

### 3D Printing

**Description:** 3D printing technology enables the creation of physical objects from digital files.

**Impact:** This innovation can reduce production costs and lead times for essential goods, such as medical supplies and housing materials. In low-resource settings, 3D Printing can facilitate local manufacturing, empowering communities to produce what they need.

## Call to Action

Stakeholders—including technologists, policymakers, educators, and community leaders—must collaborate to harness innovations for social good. Prioritizing inclusivity in technology ensures that breakthroughs benefit marginalized communities. Together, let's foster innovation that empowers individuals and creates a brighter future for all.

## Finance Panel Topic:

### Diverse financing options and investment strategies for sustainable growth.

#### Introduction

The finance panel aims to provide insightful discussion and expert opinions on current trends, challenges, and opportunities in the financial landscape. Whether you are a seasoned financial professional or someone looking to gain knowledge in finance, this panel will cover critical topics shaping the industry. The panel will feature experts from diverse backgrounds, including commercial banking, investment, corporate finance, and fintech, ensuring a well-rounded discussion.

#### Key Themes

##### Current Market Trends:

The panel will provide an overview of the latest trends in the global and local financial markets. Expect discussions on economic conditions, market volatility, inflation, interest rate movements, and geopolitical impacts.

- **Financial Risk Management:**

Risk management is essential in today's unpredictable economic environment. The panelists will discuss strategies for mitigating risks related to credit, market fluctuations, and liquidity and how businesses can prepare for future uncertainties.

- **Access to Capital and Funding:**

A crucial topic will be how businesses—especially small and medium-sized enterprises (SMEs)—can access funding. Panelists will share insights into different types of financing, including traditional loans, venture capital, private equity, and fintech solutions such as crowdfunding and peer-to-peer lending.

- **Digital Transformation in Finance:**

The finance sector is rapidly evolving with digitalization and the integration of new technologies like blockchain, artificial intelligence, and machine learning. Panelists will explore how these innovations transform financial services, improve efficiency, and address regulatory compliance.

- **Sustainability and ESG (Environmental, Social, and Governance):**

There is a growing focus on sustainability and ethical finance. The panel will discuss the importance of ESG criteria in investment decisions and how finance professionals can contribute to sustainable development goals (SDGs).

#### Key Takeaways for Attendees

- **Actionable Insights:**

Attendees will leave with practical strategies to apply in their financial practices or businesses. This includes tips on managing economic shifts, accessing capital, and navigating regulatory landscapes.

- **Networking Opportunities:**

The finance panel will offer valuable networking opportunities with finance professionals, investors, and industry experts. This is an excellent chance to build connections that may lead to future collaborations or investments.

- **Professional Development:**

Participants can expect to deepen their knowledge of the financial world and stay informed about emerging trends that could impact their careers or businesses.

#### Conclusion

The finance panel promises to deliver expert insights into the most pressing issues affecting the finance industry today. Attendees should expect to understand the evolving financial landscape better, emerging opportunities, and actionable strategies to improve economic decision-making in their respective fields.

#### Blockchain and Decentralized Finance

**Description:** Blockchain technology offers a secure and transparent way to conduct transactions, while DeFi provides decentralized financial services.

**Impact:** These innovations can enhance financial inclusion by providing access to credit, savings, and investment opportunities for unbanked populations. For instance, blockchain can facilitate secure property transactions, allowing individuals to establish ownership rights and access loans.

## Call to Action

Let's explore innovative pathways to funding that not only drive profitability but also promote sustainability. Together, we can unlock new opportunities and forge strategic partnerships that support long-term growth. Don't miss your chance to be part of this vital conversation!"

## Education Panel Topic:

**Collaborations aimed at improving education systems and vocational training.**

### Overview:

- **Enhance Educational Quality:** Collaborations aim to improve teaching methodologies, curriculum relevance, and overall educational outcomes.
- **Bridge Skill Gaps:** Foster partnerships that align educational programs with industry needs, ensuring graduates possess the skills required in the job market.
- **Promote Lifelong Learning:** Encourage a culture of continuous education and professional development through joint initiatives.
- **Collaboration Models:**
- **Public-Private Partnerships (PPPs):** Joint ventures between government entities and private companies to fund and implement educational initiatives.
- **Community-Based Programs:** Local collaborations that engage parents, educators, and community members to address specific educational needs.
- **International Collaborations:** Cross-border partnerships that enable knowledge sharing and resource pooling to tackle global educational challenges

## Call to Action

Be part of the Education Panel focused on Collaborations to Improve Education Systems and Vocational Training! Join us in enhancing educational quality, bridging skill gaps, and promoting lifelong learning through innovative partnerships. Together, we can explore effective collaboration models—Public-Private Partnerships, community-based programs, and international initiatives—that address the unique challenges in education. Let's work together to create a brighter future for learners everywhere!

## Women Empowerment Panel Topic:

**Leading Change: How Vulnerability Can Inspire Action and Innovation.**

Discuss how vulnerable leadership can drive change and innovation in organizations, encouraging others to step into their power. This panel focuses on vulnerability's transformative power in leadership and organizational culture. Key themes and discussions that may arise during the panel, designed to be inclusive for all attendees.

### Overview

#### Understanding Vulnerability:

The panel will explore the concept of vulnerability, emphasizing that it is not a weakness but a strength. It fosters authenticity, openness, and connection among team members, regardless of gender.

#### The Role of Vulnerability in Leadership:

Panelists will discuss how leaders who embrace vulnerability can create a safe team environment. This includes sharing personal experiences, acknowledging failures, and being open about challenges, which can lead to stronger relationships and trust among all colleagues.

- **Inspiring Action:**  
Vulnerability can motivate individuals and teams to act boldly. By showing their struggles and aspirations, leaders can encourage others to step out of their comfort zones and pursue innovative solutions together.
- **Fostering Innovation:**  
The discussion will highlight how a culture of vulnerability can lead to greater creativity and innovation. When team members feel safe expressing their ideas, even if they seem unconventional, it can lead to breakthrough innovations and collaborative problem-solving.

- **Practical Strategies:** Panelists will share actionable strategies for incorporating vulnerability into leadership styles and organizational practices. This may include training programs, mentorship opportunities, and creating forums for open dialogue that welcome diverse perspectives.
- **Real-life Examples:** The panel will feature stories and case studies from leaders who have successfully used vulnerability to drive change in their organizations, illustrating the tangible benefits of this approach for all individuals involved.
- **Challenges and Misconceptions:** The discussion will address common misconceptions about vulnerability and the potential challenges leaders may face when adopting this approach, such as fears of being perceived as weak or unqualified, applicable to everyone in leadership roles.

## Call to Action:

Join us for the Women Empowerment Panel: 'Leading Change: How Vulnerability Can Inspire Action and Innovation.' Discover the transformative power of vulnerable leadership and how it can drive change within organizations. This inclusive discussion will explore vulnerability as a strength, inspiring action, fostering innovation, and building authentic connections among team members. Learn practical strategies from our panelists and hear real-life examples of leaders who have successfully embraced vulnerability to create stronger, more innovative teams. Together, let's redefine leadership and empower each other to step into our power—don't miss this opportunity to be part of the conversation!

## Youth Empowerment:

### Topic: Cross-Cultural Entrepreneurship:

Empowering youth to engage in cross-cultural entrepreneurship equips them with the skills and confidence to collaborate across borders. This fosters a sense of global citizenship and encourages innovative solutions that blend diverse perspectives.

### Overview:

### Skill Development:

Equip young participants with essential skills needed for cross-cultural collaboration, including communication, negotiation, and adaptability.

Provide training on cultural awareness, sensitivity, and the importance of diversity in entrepreneurial ventures.

### Building Confidence:

Inspire youth to take initiative in cross-border projects and partnerships.

Share success stories of young entrepreneurs who have navigated cultural differences to achieve their goals.

### Fostering Global Citizenship:

Encourage participants to view themselves as global citizens responsible for contributing positively.

Discuss the importance of understanding global issues and how cross-cultural entrepreneurship can address them.

### Encouraging Innovation:

Highlight the role of diverse perspectives in driving innovation and creating practical solutions to contemporary challenges.

Facilitate brainstorming sessions where youth can collaborate on innovative projects that leverage cultural differences.

### Networking Opportunities:

Create opportunities for participants to connect with like-minded peers and experienced entrepreneurs from different cultural backgrounds.

Encourage mentorship relationships that can guide youth in their entrepreneurial journeys.

### Expected Outcomes:

Youth will leave the panel with a deeper understanding of cross-cultural entrepreneurship and its significance in today's interconnected world.



Participants will have actionable strategies to implement in their entrepreneurial endeavors. EABN network of young innovators committed to collaborative and culturally aware business practices will be established.

## **Call to Action:**

Join our Youth Panel dedicated to empowering the next generation of entrepreneurs! Gain essential tools, insights, and connections needed to thrive in the global market. Together, we can cultivate collaboration and innovation across cultures, paving the way for a brighter and more inclusive future. Be part of the movement to inspire and uplift young leaders—your journey to success starts here!

## **Real Estate:**

### **Topic: Investment Opportunities in Emerging Markets**

#### **Overview:**

It identifies critical U.S. and East Africa areas that present new real estate investment opportunities, focusing on infrastructure development and economic growth prospects. Emerging markets, particularly in regions like East Africa and certain places in the U.S., present unique investment opportunities driven by urbanization, economic growth, and infrastructure. The real estate sector stands to benefit from these dynamics, offering the potential for significant returns. We explore critical areas in both regions that present investment opportunities.

#### **East Africa: Key Investment Areas**

(Nairobi, Kampala, Dar Es Salaam, Kinshasa, Kigali, Juba, Bujumbura, Zanzibar )

**Opportunity:** Rapid urbanization drives residential, commercial, and mixed-use development demand.

**Rationale:** As populations grow, so does the need for housing, retail spaces, and office buildings. The middle class is expanding, increasing demand for higher-quality living and commercial spaces.

#### **Infrastructure Development**

**Opportunity:** Investments in transport infrastructure (e.g., roads, railways, airports) are critical for enhancing connectivity and supporting real estate growth.

**Rationale:** The African Union's Agenda 2063 emphasizes infrastructure as a critical driver of economic growth. Public-private partnerships can provide avenues for investment in these projects.

#### **Affordable Housing**

**Opportunity:** Urban areas have a significant housing deficit, creating a demand for affordable housing solutions.

**Rationale:** Government initiatives and international funding to improve housing conditions can support developments targeting lower-income populations.

#### **Renewable Energy Projects**

**Opportunity:** Real estate investments integrated with renewable energy solutions (solar, wind, geothermal) can enhance sustainability and reduce operational costs.

**Rationale:** As East Africa invests in energy independence, energy-efficient properties or alternative energy sources will become more attractive.

#### **U.S.: Key Investment Areas**

##### **Opportunity Zones**

**Opportunity:** Designated areas aimed at spurring economic development through tax incentives for investors and EB-5 Immigrant Investor Programs in qualifies projects that create jobs and support economic growth.

**Rationale:** Investing in real estate within these zones can yield significant tax breaks while enabling revitalization efforts in underserved communities.

##### **Suburban Developments**

**Opportunity:** The pandemic has shifted some preferences towards suburban living, increasing demand for residential properties outside major metropolitan areas.



**Rationale:** As remote work becomes more common, families seek larger homes with outdoor space, leading to growth in suburban real estate.

### **Logistics and Warehousing**

**Opportunity:** E-commerce growth is driving demand for logistics facilities and warehouses.

**Rationale:** Investing in properties that cater to distribution and fulfillment centers can capitalize on the ongoing e-commerce boom.

### **Mixed-Use Developments**

**Opportunity:** There is a rising trend for mixed-use properties that combine residential, commercial, and recreational spaces.

**Rationale:** These developments provide convenience and create vibrant communities, making them attractive to residents and businesses.

### **Green and Sustainable Buildings**

**Opportunity:** Investments in eco-friendly buildings and developments that meet sustainability standards are increasingly in demand.

**Rationale:** As consumers and companies prioritize sustainability, properties with green certifications can command higher rents and occupancy rates.

### **Call to Action:**

Explore the exciting investment opportunities in the real estate sector across East Africa and the U.S.! With East Africa's emphasis on urbanization, affordable housing, and tourism, alongside the diverse prospects in U.S. opportunity zones, logistics, and sustainable developments, now is the time to act. Strategic investments in these thriving areas can provide substantial returns while fostering economic resilience in both regions. Join us in shaping the future of real estate—let's invest in growth together!

### **Tourism:**

**Topic: The Diaspora Knows Best: Unlocking East African Tourism Through Diaspora-Led Marketing and Collaboration**

#### **Panel Overview:**

The tourism panel will explore how the East African diaspora can harness their cultural knowledge and global networks to promote East Africa as a premier travel destination. Themed: The Diaspora Knows Best; this session will focus on the diaspora's role in telling authentic stories, driving tourism initiatives, and creating strategic partnerships with Texas-based tour operators to market East Africa effectively.

#### **Key Objectives:**

- Showcase Diaspora Expertise as cultural ambassadors, leveraging their unique
- Perspectives to market East Africa to U.S. travelers.
- Foster Collaboration between diaspora entrepreneurs, Texas-based tour operators, and East African tourism businesses.
- Promote Sustainable Tourism that benefits local communities and protects cultural heritage.
- Encourage Investment in East African tourism infrastructure by diaspora members.

#### **Main Discussion Topics:**

- Telling Authentic Stories: The Role of the Diaspora as Cultural Ambassadors
- Leveraging diaspora connections to share personal stories that resonate with U.S. travelers.

- Promoting heritage tourism through culturally immersive experiences. Diaspora-Driven Tourism Initiatives: Shaping Market Preferences
- Collaborating with Texas tour operators to create tailored travel experiences. Encouraging diaspora-led investments in East African tourism.
- Unlocking Global Tourism Networks: Creating Collaborative Opportunities and Building Joint Ventures between Texas-based tour operators and East African tourism businesses.
- Creating travel cooperatives for shared investment in promoting East African tourism.

#### **Expected Outcomes:**

- New Partnerships: Connections formed between diaspora members and Texas-based tour operators.
- Actionable Strategies: Practical insights for marketing East African tourism through diaspora initiatives.
- Increased Investment: Encouraging diaspora-led investments in tourism infrastructure.
- Greater Visibility: Promoting East Africa in U.S. markets, particularly Texas.

## **Dignitaries and Accomplishments**

We are honored to expect the presence of esteemed dignitaries, including ambassadors from EAC embassies, influential U.S.-based CEOs, and executives from the U.S. Department of Commerce. Over the past 20 years, EABN has achieved significant milestones, including:

- Facilitating over \$1 billion in trade between East Africa and the U.S.
- Launching initiatives that have empowered thousands of women and youth entrepreneurs.
- Establishing partnerships with crucial U.S. corporations to enhance technology transfer and economic development in East Africa.

## **Cultural Experience**

The Conference will offer an engaging cultural experience featuring performances by EAC cultural dancers and a gourmet dinner showcasing exquisite cuisine from both the USA and East Africa during our elegant black-tie Gala.

## **Why Attend?**

This Conference represents a unique opportunity for business leaders, investors, and enthusiasts to gain insights into East Africa's economic landscape. With a focus on collaboration and opportunity, attendees will leave with knowledge, new connections, and inspiration to drive their initiatives forward.

## **Expected Conference Outcomes**

Participants can expect to achieve the following outcomes:

- Enhanced understanding of investment opportunities across various sectors.
- Develop partnerships that can lead to future collaboration.
- Increased awareness of the cultural and economic ties between East Africa and the U.S.

## **Registration Information**

Details about registration fees will be shared as soon as they are available, as we aim to ensure accessibility for all participants. We encourage you to check our website <https://eabn.co/> regularly for updates and additional details about the conference.

## **Sponsorship Packages**

We are excited to offer a variety of sponsorship packages, each designed to maximize exposure and engagement:

### **Platinum Sponsor \$50,000**

- Prominent branding, keynote speaking opportunities, and a dedicated booth.
- Recognition as a premium sponsor of the Conference, with the highest priority branding among sponsor levels.
- Opportunity for a Senior Director to deliver a conference presentation.
- Opportunity for a Senior Director to briefly address the social networking event.
- Complimentary Conference passes for 25 team members or clients.
- Ten access passes to the VIP Lounge.
- Airport Pick Up and Drop Off.
- The logo is included in all event collateral, including the conference website homepage.
- The logo will be included in the pre-conference print and digital campaigns. The conference chair will give official sponsor recognition at the conference opening and closing sessions.
- Logo included in all on-site event collateral, including Conference publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions.
- Providing an area for a special-build Exhibition Booth is a priority.
- Opportunity for small brochure inserts in delegate bags.
- Opportunity to place company material on the sponsor table at the Conference.
- Sponsor designation on name badge.

### **Diamond Sponsor \$30,000**

- Branding on conference materials, panel participation, and a dedicated booth.
- Recognition as a premium sponsor of the Conference, with priority branding among sponsor levels.
- Opportunity for a Senior Director to deliver a conference presentation.
- Opportunity for a Senior Director to briefly address the social networking event.
- Airport Pick Up and Drop Off.
- Complimentary Conference passes for 15 team members or clients.
- 5 access passes to the VIP Lounge.
- Logo is included in all event collateral, including the conference website.
- Logo included in pre-conference print and digital campaigns.
- Official sponsor recognition from the Conference Chair at Conference opening and closing sessions.
- Logo includes all on-site event collateral, including the on-site Conference. Publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions.
- Provision of area for a special-build Exhibition Booth.
- Opportunity for small brochure inserts in delegate bags.

### **Lunch Sponsor \$20,000**

- Opportunity for a Senior Director to briefly address the lunch networking event.
- Complimentary Conference passes for 5 team members or clients. Logo included in pre-conference print and digital campaigns.
- Official recognition of sponsor at Conference opening and closing sessions. Three access passes to the VIP Lounge.
- A logo is included in all event collateral, including the conference website.
- Logo included in pre-conference print and digital campaigns.
- Official sponsor recognition from the Conference Chair at Conference opening and closing sessions.
- The logo includes all on-site event collateral, including the on-site Conference, publications, event signage, and a walk-in/walk-out slide loop at the Conference opening and closing sessions.
- Provision of area for a special-build Exhibition Booth.
- Opportunity for small brochure inserts in delegate bags.

### **Gold Sponsor \$10,000**

- Logo presence, access to networking events, and promotional opportunities.
- Opportunity for a Senior Director to briefly address the social networking event.
- Airport Pick Up and Drop Off.
- Complimentary Conference passes for 10 team members or clients.
- Four access passes to the VIP Lounge.
- Logo is included in all event collateral, including the conference website.
- Logo included in pre-conference print and digital campaigns.
- Official recognition of sponsor at Conference opening and closing sessions.
- Provision of area for a special-build Exhibition Booth.
- Opportunity for small brochure inserts in delegate bags.
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### **Silver Sponsor \$7,500**

- Logo presence and recognition during sessions.
- High-Level Digital and Print Visibility.
- Logos and Advertising Prominently Displayed in EABN Annual Magazine. Logos and links are displayed on the EABN Website.
- One-year individual memberships.
- Complimentary conference passes are available for 3 team members or clients.
- Logo is included in all event collateral, including the conference website.
- Logo included in pre-conference print and digital campaigns.
- Official recognition of sponsor at Conference opening and closing sessions. Provision of area for a special-build Exhibition Booth.
- Opportunity for small brochure inserts in delegate bags.

### **Bronze Sponsor \$3,000**

- Logo presence in the conference program.
- Opportunity for a Senior Director to briefly address the social networking event.
- Three complimentary conference-only registrations.
- Logo included in pre-conference print and digital campaigns.
- Official recognition of sponsor at Conference opening and closing sessions.

### **Ruby Sponsor \$1,000**

- Recognition in conference materials.
- Booth and two tickets to the Gala

### **Conclusion**

We express our gratitude for your continued support over the past 20 years. This Conference will be one of the most significant events you have ever attended. It will provide a wealth of knowledge, deal-making, networking, cultural exchange, fun, and the diversity of the East African Community and the USA!

**Prepare to innovate, collaborate, and drive transformative change. Together, let's unlock new opportunities and elevate our collective potential!**