



# EABN ANNUAL CONFERENCE 2024

**EMPOWERING**  
INNOVATION,  
INVESTMENT &  
TRADE CONFERENCE

**OCTOBER 3<sup>RD</sup> - 5<sup>TH</sup>, 2024**

**BOOK YOUR SEAT TODAY!**

**[www.eabn.co](http://www.eabn.co)**



## **VENUE**

**WESTIN DALLAS FORT WORTH AIRPORT**  
4545 W. John Carpenter Frwy., Irving, Texas 75063

855-730-EABN

855-730-3226

info@eabn.co

222 W Las Colinas Blvd.  
Suite 1650E, Irving, TX



# WELCOME



## Dear potential sponsor,

We request your support as a corporate sponsor for the 2024 East African Business Network Conference. Our primary aim in seeking this sponsorship is to organize and support the conference, empowering member communities through innovation, entrepreneurship, and consulting while promoting trade opportunities between North America and Africa.

The East African Business Network Conference is a unique event that brings together entrepreneurs, industry leaders, and professionals from North America and Africa. By supporting us as a corporate sponsor, you will not only be contributing to a noble cause but also be part of an exclusive network, gaining access to potential business partners, industry insights, and market trends. Your sponsorship will empower women and youth in these communities and give your company a platform to showcase its commitment to community empowerment and international trade, thereby enhancing your brand's visibility and reputation.

Through the conference, we aim to foster an environment that not only encourages innovation, entrepreneurship, and consulting in East Africa but also drives economic growth and creates sustainable businesses in the region. Your sponsorship will play a crucial role in making this vision a reality, demonstrating your company's commitment to social responsibility and community development.

Your sponsorship will help us provide a wide range of workshops on business strategy, marketing, and finance and mentorship programs led by industry experts. These initiatives will equip participants, especially women and youth, with the necessary skills and knowledge to thrive in their entrepreneurial endeavors. This proposal will discuss the opportunity to form a mutually beneficial partnership with you as our sponsor. In committing to supporting our event, EABN assures your company of high-profile exposure through our initiatives.

Additionally, the conference serves as a platform to promote trade opportunities between North America and Africa. By bringing together key regional stakeholders, we aim to facilitate business partnerships, investment opportunities, and knowledge exchange. Your sponsorship will enable us to organize panel discussions on technology, education, food security, manufacturing, real estate, finance, AGOA, healthcare, and energy and trade exhibitions to connect businesses and foster collaboration between these two continents.

By empowering innovation and entrepreneurship and promoting trade, we can create a more prosperous and interconnected business landscape between North America and Africa, leading to job creation, economic growth, and sustainable development in the region. Your support will directly contribute to these outcomes, demonstrating your company's commitment to social responsibility and global business development. The impact of your sponsorship will be felt not just at the conference but also in the communities we serve.

We appreciate your consideration. We look forward to partnering with you as a corporate sponsor for the 2024 East African Business Network Conference.

We thank you in anticipation!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Elsa Juko-McDowell'.

Elsa Juko-McDowell  
East African Business



855-730-EABN | (855-730-3226)



eabn.co



222 W Las Colinas Blvd. Suite 1650E, Irving, TX

## BECOME A SPONSOR TODAY!

## ABOUT EAST AFRICA BUSINESS NETWORK (EABN)

Our mission is to promote trade and investment between the East African Community (EAC) and the rest of the world to improve the quality of life for everyone.

“The East Africa Business Network (EABN) was formally established as a 501c(6) non-profit ‘business league’ by business women and men who invest, trade, mentor, and coach throughout the entire EAC and around the world to improve the lives and livelihoods of the many diaspora communities collaborating. It has been 18 years of labor of love for the all-volunteer leadership team to “give back” from Africa to America and all points in between, regardless of which diverse trade route around the world is taken.

Originally founded as the East African Chamber of Commerce (EACC), 2022 proves to be a growth and transformation year while filing our DBA “EABN” to emphasize our business networking commitment to promote trade and investment between the diaspora communities of EAC and the rest of the world.

Our work centers around introducing and promoting providers, suppliers, investors, manufacturers, producers, and all other roles in diverse supply chain communities across all industries to each other to build and expand sustainable trade with honor, dignity, and education on ‘best practices.’ Our work exceeds traditional chamber mandates; thus, we are pivoting our brand to match the higher calling of simply, socially good business networking for all those wishing to join us on this new and expanded journey.



## ABOUT THE EVENT 2024

Get ready for an electrifying event that will ignite the spirit of entrepreneurship and trade opportunities!

EABN proudly presents the 2024 19th Annual Conference, a gathering like no other. Members from across North America and the East African Community will come together to unleash the power of innovation and collaboration.

Join us from October 3rd to 5th, 2024, as we embark on a transformative journey to empower our member communities. Focusing on entrepreneurship, consulting, and promoting trade opportunities, this conference is set to be a game-changer for businesses and individuals alike.

Immerse yourself in a vibrant atmosphere with ideas, insights, and connections. Engage with influential leaders from both regions and seize the chance to interact with their businesses and governmental sectors. Together, we will pave the way for a thriving entrepreneurial ecosystem in the region.

Don't miss out on this extraordinary opportunity! For additional information and to secure your spot, visit [www.eabn.co](http://www.eabn.co). Get inspired, motivated, and empowered at the 2024 19th Annual Conference. See you there!

# CONCEPT NOTE



**Theme: Empowering Innovation, Investment and Trade Conference,**

**October 3rd-5th 2024**

## Introduction:

The East Africa Business Network (EABN) Trade and Investment Conference is an annual event that brings together industry leaders, government officials, businesses, and individuals to foster economic growth, collaboration, and innovation. We are pleased to announce the upcoming Empowering Innovation, Investment, and Trade Conference, scheduled to be held in Irving, Texas, in October 2024. This conference aims to foster mutually beneficial partnerships, promote economic growth, and explore new opportunities for trade and investment between diverse stakeholders. With a focus on collaboration, innovation, and global connections, the conference will provide a platform for participants to network, engage in knowledge sharing, and explore potential business ventures.

## Choice of Las Colinas as the Host City:

Irving has been chosen as the host city for the EABN Trade and Investment Conference 2024 due to its compelling factors. It is a vibrant and dynamic business hub, strategically located with excellent infrastructure. Irving offers a welcoming environment for commerce, with a robust local economy and a diverse business community. Its proximity to major transportation hubs and access to international markets make it an ideal location for fostering global trade and investment. Furthermore, Irving's rich cultural heritage adds to the conference's appeal, providing an enriching experience for participants outside of conference activities.

Additionally, Irving offers world-class conference facilities, accommodations, and a vibrant atmosphere to enhance attendees' overall experience. The conference will be held at the prestigious Westin Hotel, 4545 W John Carpenter Fwy, Irving, TX 75063. This property is only Seven minutes from DFW Airport.

## Conference Benefits:

The Empowering Innovation, Investment, and Trade Conference offers a wide range of benefits to vendors, individuals, businesses, and governments, including networking opportunities, knowledge sharing, and the potential to explore new business ventures.



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## 1. Vendors:

The conference will provide a unique platform for vendors to showcase their products and services to a diverse audience of industry professionals, potential buyers, and investors. Vendors can network, establish partnerships, and secure new business opportunities. The event will facilitate knowledge exchange and skill development through specialized workshops and exhibitions.

## 2. Governments:

Government representatives will benefit from the conference by gaining insights into emerging market trends, policies, and regulations. The event will foster dialogue and collaboration between governments, enabling them to explore investment opportunities, promote trade relations, and strengthen economic ties. Additionally, governments can leverage the conference to showcase their regions, attract foreign investment, and foster economic growth.

## 3. Individuals:

The conference will serve as a valuable learning and networking opportunity for individuals. Attendees will have access to insightful panel discussions, keynote speeches, and interactive sessions led by industry experts. Participants will learn about various sectors, emerging technologies, and best practices. Moreover, the event will offer a chance to connect with like-minded professionals, mentors, and potential employers.



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## 4. Businesses:

The conference will allow businesses to explore potential partnerships, expand their networks, and identify investment opportunities. Companies will gain exposure to various industries, including healthcare, information technology, energy, education, women's empowerment, logistics, real estate, and infrastructure. The event will facilitate business matchmaking sessions, where participants can connect with potential clients, investors, and suppliers. Moreover, businesses can gain insights into market trends, consumer behavior, and regulatory frameworks, enabling them to make informed strategic decisions. Vendors can showcase their products and services to a diverse audience, expanding their customer base and forging new partnerships. Individuals will gain valuable insights and knowledge from expert speakers and industry leaders, empowering them to make informed decisions and pursue new opportunities. Businesses will have a platform to explore joint ventures and investment opportunities and expand their global reach. Governments will benefit from enhanced economic collaboration and the potential for increased bilateral trade and investment.



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## Sector Focus:

The conference will cover various sectors, each crucial in global Economic development. These sectors include:

- 1. Women Empowerment:** Exploring strategies to promote gender equality in business and entrepreneurship, fostering inclusive economic growth.
- 2. Healthcare:** Discuss advancements in healthcare technologies, promote access to quality healthcare, and encourage investment in healthcare infrastructure.
- 3. Information Technology:** Highlighting the latest trends, innovations, and opportunities in the IT sector, promoting digital transformation, and fostering technological collaboration.
- 4. Youth Empowerment:** Addressing the challenges of young entrepreneurs and professionals, providing mentorship opportunities, and encouraging youth-driven innovation.
- 5. Finance and Banking:** Sharing insights on financial markets and investment opportunities and exploring ways to facilitate cross-border financial transactions.
- 6. Real Estate:** Showcasing investment opportunities in the real estate sector, discussing sustainable development practices, and exploring innovative urban planning solutions.
- 7. Education:** Focusing on educational partnerships, promoting access to quality education, and discussing strategies for skill development and lifelong learning.
- 8. Clean Water Solutions:** Addressing the global water crisis, showcasing innovative technologies and sustainable solutions for clean water access and management.
- 9. Agriculture:** Exploring agricultural advancements, sustainable farming practices, and promoting investment in the agricultural sector to ensure food security and economic growth.
- 10. Sports Development:** Discussing the economic potential of sports, promoting sports infrastructure development, and exploring opportunities for sports-related investments.

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## Sponsorship Package:

Diamond	\$50,000
Emerald	\$40,000
Platinum	\$30,000
Lunch Partner	\$20,000
Gold	\$10,000
Silver	\$5,000
Bronze	\$3,000

## Expected Outcome:

The Empowering Innovation, Investment, and Trade Conference aims to achieve several outcomes. These include establishing new partnerships, creating investment opportunities, exchanging knowledge and best practices, and facilitating meaningful connections between participants. The conference intends to foster economic growth, promote sustainable development, and contribute to the overall prosperity of participating regions.

## Conclusion:

Empowering Innovation, Investment, and Trade Conference, in Irving, Texas, October 3rd-5th, 2024, promises to be an exciting and fruitful event for all participants. This conference aims to create a platform for economic development, innovation, and global partnerships by bringing together stakeholders from various sectors and promoting collaboration. We invite you to join us in this remarkable opportunity to explore new horizons, forge meaningful connections, and contribute to international trade and investment growth.



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## Key Activities:

The conference will feature diverse activities, including keynote speeches, panel discussions, interactive workshops, networking sessions, and exhibitions. Participants can engage in meaningful conversations, share experiences, and explore potential collaborations. Additionally, site visits and cultural events will give participants a deeper understanding of the local community and its opportunities.

## Registration Fees:

A registration fee has been implemented to ensure a seamless and enriching experience for all participants. This fee covers the costs of organizing such an event, including venue rental, speaker fees, catering, marketing, and logistical arrangements. Your contribution through the registration fee enables us to deliver a high-quality conference that meets and exceeds your expectations. Below are the rates per participant.

## Standard Registration

<b>Student</b>	<b>\$80</b>
<b>Daily Rate</b>	<b>\$100</b>
<b>Member</b>	<b>\$200</b>
<b>Non-Member</b>	<b>\$250</b>
<b>Dinner Only Door Rate</b>	<b>\$150</b>
<b>International Registration</b>	<b>\$1500</b>

**Includes:**

**Breakfast, Lunch, Dinner, and Two Nights of Room Accommodations**



# WHY YOU SHOULD SPONSOR



In return for your support, we will promote you throughout the event and feature you in marketing campaigns and various social media platforms as an official sponsor of the EABN 2024 Conference.

## OVER 100,000 FOLLOWERS

Our following and popularity are growing consistently. We have reached a total following of over 100,000 organically, with a network of over 150,000 followers. Our audience and network of members are intelligent, innovative consumers and corporations who see us as a trusted source and influencer.

### AUGMENTED CUSTOMER SERVICE

The EABN 2024 partnership will help your brand amplify customer experience positively and expand your business network. We want to add value to your organization by marketing and promoting your business on our platform.

### RETURN ON INVESTMENT

Marketing is not an expense but an investment for your corporation. Your sponsorship will get you the marketing spot to grow your organization and provide promising returns. EABN will undoubtedly be delighted with your decision to sponsor the Conference.

## JOIN OUR SUPPORTERS!



# SPONSORSHIP LEVELS



## DIAMOND SPONSOR

**\$50,000**

- Recognition as a premium sponsor of the Conference, with highest priority branding among sponsor levels.
- Opportunity for a Senior Director to deliver a conference presentation.
- Opportunity for a Senior Director to give a brief address at the social networking event.
- Complimentary conference passes for 25 team members or clients.
- 10 access passes to the VIP Lounge.
- Airport Pick Up and Drop Off.
- Logo included in all event collateral, including Conference website homepage.
- Logo included in pre-conference print and digital campaigns.
- Official recognition of sponsor at Conference opening and closing sessions from the Conference Chair.
- Logo included in all on-site event collateral, including 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 in a priority position.
- Opportunity for small brochure inserts in delegate bags.
- Opportunity to place company material on sponsor table at the Conference.
- Sponsor designation on name badge.

## EMERALD SPONSOR

**\$40,000**

- 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 give a brief address at 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 included in all event collateral, including Conference website.
- Logo included in pre-conference print and digital campaigns.
- Official recognition of sponsor at Conference opening and closing sessions from the Conference Chair.
- Logo included in all on-site event collateral, including 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.

**REGISTER NOW - [HTTPS://EABN.CO](https://EABN.CO)**

# SPONSORSHIP LEVELS



## PLATINUM SPONSOR

**\$30,000**

- Opportunity for a Senior Director to give a brief address at the social networking event.
- Airport Pick Up and Drop Off.
- Complimentary conference passes for 10 team members or clients.
- 4 access passes to the VIP Lounge.
- Logo included in all event collateral, including 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.

## LUNCH SPONSOR

**\$20,000**

- Opportunity for a Senior Director to give a brief address at 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.
- 3 access passes to the VIP Lounge.
- Logo included in all event collateral, including Conference website.
- Logo included in pre-conference print and digital campaigns.
- Official recognition of sponsor at Conference opening and closing sessions from the Conference Chair.
- Logo included in all on-site event collateral, including 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



# SPONSORSHIP LEVELS



## GOLD SPONSOR

**\$10,000**

- 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 give a brief address at the social networking event.
- Complimentary conference passes for 4 team members or clients.
- 3 access passes to the VIP Lounge.
- Logo included in all event collateral, including Conference website.
- Logo included in pre-conference print and digital campaigns.
- Official recognition of sponsor at Conference opening and closing sessions from the Conference Chair.
- Logo included in all on-site event collateral, including 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.

## SILVER SPONSOR - \$5,000

- High-Level Digital and Print Visibility.
- Logos and Advertising Prominently Displayed in EABN Annual Magazine.
- Logos and links displayed on EABN Website.
- One-year individual memberships.
- Complimentary conference passes for 3 team members or clients.
- Logo included in all event collateral including 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

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

**MAGAZINE  
SPONSORSHIPS**

**1 Page - \$2,000 | 1/2 Page - \$1,000  
1/4 Page - \$500**

# FURTHER INQUIRIES



We would be happy to assist you with any questions that you may have or to help you select the ideal sponsorship opportunity for your organization. To find out more information about the East Africa Business Network, please visit us at <https://www.eabn.co>

We look forward to hearing from you!

**East Africa Business Network**

info@eabn.co

