

CANEX WKND 2024

SPONSORSHIP PROSPECTUS

16 - 19 October
Algiers, Algeria



**ONE PEOPLE
UNITED IN CULTURE**
CREATING FOR THE WORLD

PROMOTED BY



IN COLLABORATION WITH



HOSTED BY ALGERIA





CANEX's aims include the facilitation, development and growth of the creative and cultural industries in Africa and the diaspora through a range of financing and non-financing instruments and interventions aimed at supporting trade and investment in Africa's creative sector.

Brands and companies looking to benefit from the association to Africa's premiere creative industries marketplace are invited to be part of CANEX WKND 2024, taking place in Algiers, Algeria from 16 – 19 October 2024.

Once again, CANEX will present the go-to creative industries event of the year, with this edition of CANEX WKND set to be even bigger and better than before, providing even more business to business and business to government opportunities through a 4-day gathering that will once again hold under the theme "One People, United in Culture, Creating for the World."

The event provides a unique platform for facilitating business, investment, collaboration, partnerships, and inspiration amongst creatives across the value chain. The objectives of CANEX WKND, include gathering continental and global players to showcase and exhibit their goods and services, and to explore business and investment opportunities within the rapidly expanding creative economy.

WHO WILL ATTEND?

INDUSTRY PROFESSIONALS

Advertising and Creative Agencies
Animators and Fx Artists
Art Curators and Galleries
Broadcasters
Buyers
Cinema and Film Distributors
Composers
Content Creators
Creative Sector Retailers
Designers
E-Gamers, Players and Designers
Educators and Trainers
Event and Festival Organizers
Fashion Designers
Filmmakers
Literary Publishers
Media Editors and Creative Agencies
Musicians
Performers
Producers
Record Label Executives and Music Distributors.
Songwriters
Streaming Platforms and Digital Platforms
Visual Artists

INDIVIDUALS

Creative Enthusiasts
Creative Influencers
Culture Tourists

CORPORATE & INVESTORS

Private Investors
Banks
Hedge Funds
Sovereign Funders

GOVERNANCE

Law And Policy Makers
Governments
Cultural Bodies
Tourism Bodies
Culture Ministries



WHAT TO EXPECT



Attendance is free to CANEX WKND,
but pre-registration is essential on the website.

CANEX WKND 2024, will comprise of the following key components:



EXHIBITION & MARKET:

An exciting retail market space and business to business focused exhibition space, will provide smaller brands, larger businesses, associations, and countries to showcase their creative goods and services.



ROUND TABLES & MASTERCLASSES:

A range of high-level masterclasses aimed at capacity building and fine tuning expertise across various creative sectors, hosted by industry experts from Africa and beyond.



CONVERSATIONS:

Engaging and in-depth panel discussions with outcomes driven topics with a focus on high-level Fireside Chats with experts and respected African and Diasporic creatives.



LIVE PERFORMANCES:

From music, dance to poetry and literature readings, live performances will culminate in an all-star Mega Concert.



GASTRONOMY SHOWCASES:

Celebrity chefs from Africa and the Diaspora will showcase their culinary skills and expertise at the event.



ART EXHIBITION:

Once again CANEX WKND will host showcase of visual arts curated especially for the event.



CANEX MUSIC FACTORY:

Once again, the legendary Oskido will be on site with the CANEX Music Factory live recording studio – be part of the next album release.



CANEX SHORTS:

This short film competition will once again take place at CANEX WKND with the screening of the winning films and an awards ceremony.



CANEX BOOK FACTORY:

In Partnership with Narrative Landscape Press and The James and Grace Adichie Foundation.



NETWORKING/B2B & B2G OPPORTUNITIES:

A host of networking and dealmaking opportunities and events are always a part of CANEX WKND.

A range of sponsorship and exhibition opportunities are on offer at CANEX WKND 2024 and information can be found at info@creativeafricanexus.com

 @CANEXAfrica

   @CreativeAfricaNexus

 canex.africa

A photograph of two men in professional chef attire. The man on the left is bald, has a goatee, and is wearing a white shirt, a dark blue tie, and a dark blue striped apron. He is smiling broadly and looking down. The man on the right is wearing a light blue striped shirt, a dark tie, and a red apron. He is looking towards the first man with a slight smile. Both are wearing gold-colored earpieces. The background is a blurred, modern interior with blue lighting.

SPONSORSHIP OPPORTUNITIES CANEX WKND 2024

A range of sponsorship opportunities exist for those looking to be associated with CANEX WKND and benefit from a host of pre-event digital and press opportunities, as well as opportunities to be on-site as part of Africa's most vibrant and dynamic creative industries events.

Sector specific opportunities across music, film, fashion, sports, gastronomy, visual arts and more are available, as well as overall event sponsor packages.

Bespoke packages can also be created upon request:
info@creativeafricanexus.com



CANEX WKND Partner

Selling Price	\$500 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Partner

MEDIA / PRESS

Press Release	Dedicated press release on sponsor participation
Press Rights	Right to create own press material to promote its sponsorship of CANEX
Media Lounge	Branding (to be supplied by client), press release to be supplied by client placed in media lounge. Media interviews to be secured where possible

DIGITAL EXPOSURE

CANEX Website	Banner ad + 100 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND graphics. 5 dedicated sponsor posts.
CANEX Newsletter	Banner ad in all newsletters and one sponsor announcement
CANEX WKND Promotional Videos : pre, during & post event (one month)	Logo in top / tail

SPACE / ACCESS

Exhibition floor space only sqm in CANEX section	81 sq m (9 x 9)
Exhibition Package to standard package	Standard package
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform

Access to VIP Lounge	20 VIP passes
Access to CANEX Concert	20 VIP passes
Invitation to Gala Dinner	8 invitations

ON SITE BRANDING RIGHTS

Video screens in Exhibition / across venue except Summit & Masterclasses	30" promo on repeat on all screens in exhibition
CANEX WKND Printed Branding	Logo at 50% larger than all others
CANEX WKND Summit Venue (screen)	30" second promo 2 x per day during 2 days of Summit programming (4 total) Logo on all CANEX slides / on-screen branding
Other branding	Rights to bring own branding into pre-approved areas of CANEX WKND - to be finalised with CANEX team

SPEAKER OPPORTUNITIES

CANEX WKND Summit Screen	1 x 5 minute remarks, and 2 x panelist slots - based on relevance
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PRINT COLLATORALS

CANEX WKND Programme	1 x Full Page advert, 50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	Logo + 2 x inserts



CANEX Summit Partner

Selling Price	\$250 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Summit Partner
MEDIA / PRESS	
Press Release	Dedicated press release on sponsor participation
Press Rights	Right to create own press material to promote its sponsorship of CANEX
Media Lounge	Press release to be supplied by client placed in media lounge
DIGITAL EXPOSURE	
CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND graphics. 3 dedicated sponsor posts.
CANEX Newsletter	Logo in all newsletters and one sponsor announcement
CANEX WKND Promotional Videos : pre, during & post event (one month)	
SPACE / ACCESS	
Exhibition floor space only sqm in CANEX section	45 sq m (9 x 5)
Exhibition Package to standard package	Standard Package
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	10 VIP passes

Access to CANEX Concert	10 VIP passes
Invitation to Gala Dinner	4 invitations
ON SITE BRANDING RIGHTS	
Video screens in Exhibition / across venue except Summit & Masterclasses	15" promo on repeat on all screens in exhibition
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	30" second promo 1 x per day during 2 days of Summit programming (2 total) Logo on all CANEX slides / on-screen branding
Other branding	Rights to bring own branding into pre-approved areas of CANEX WKND - to be finalised with CANEX team
SPEAKER OPPORTUNITIES	
CANEX WKND Summit Screen	1 x 5 minute remarks during sector specific session and 1 x panelist slots - based on relevance
PRINT COLLATORALS	
CANEX WKND Programme	1/2x Page advert, 50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	Logo + 1 x inserts



Music and Performance Partner

Selling Price	\$200 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Music and Performance Partner

MEDIA / PRESS

Press Release	Part of CANEX WKND press release on relevant sector
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	Press release to be supplied by client placed in media lounge

DIGITAL EXPOSURE

CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND Music related graphics. 2 dedicated sponsor posts.
CANEX Newsletter	Logo in all newsletters
CANEX WKND Promotional Videos : pre, during & post event (one month)	

SPACE / ACCESS

Exhibition floor space only sqm in CANEX section	18 sq m (9 x 3)
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	10 VIP passes
Access to CANEX Concert	10 VIP passes

Invitation to Gala Dinner	2 invitations
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ON SITE BRANDING RIGHTS

Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	15" second promo prior to sector specific panel and logo on sector specific on screen graphics
Other branding	30" second promo on screen in main venue at CANEX Concert and rights to do additional branding at concert - based on pre-approval with CANEX team

SPEAKER OPPORTUNITIES

CANEX WKND Summit Screen	1 x panelist slot on sector specific session
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PRINT COLLATORALS

CANEX WKND Programme	1/4 page advert, 50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	1 insert



Gastronomy Partner

Selling Price	\$200 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Gastronomy Partner
MEDIA / PRESS	
Press Release	Part of CANEX WKND press release on relevant sector
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	Press release to be supplied by client placed in media lounge
DIGITAL EXPOSURE	
CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND Gastronomy related graphics. 2 dedicated sponsor posts.
CANEX Newsletter	Logo in all newsletters
CANEX WKND Promotional Videos : pre, during & post event (one month)	
SPACE / ACCESS	
Exhibition floor space only sqm in CANEX section	18 sq m (9 x 3)
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	10 VIP passes
Access to CANEX Concert	10 VIP passes

Invitation to Gala Dinner	2 invitations
ON SITE BRANDING RIGHTS	
Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	15" second promo prior to sector specific panel and logo on sector specific on screen graphics
Other branding	30" second promo CANEX WKND Gastronomy stage screen and rights to do additional branding at Food Pavilion - based on pre-approval with CANEX team
SPEAKER OPPORTUNITIES	
CANEX WKND Summit Screen	1 x panelist slot on sector specific session at Gastronomy stage
PRINT COLLATORALS	
CANEX WKND Programme	1/4 page advert, 50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	1 insert



CANEX Buyers Lounge

Selling Price	\$100 000,00
No of Opportunities Available	4
Listing	Listed as Official CANEX WKND Buyers Lounge Partner

MEDIA / PRESS

Press Release	
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	Press release to be supplied by client placed in media lounge

DIGITAL EXPOSURE

CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND Buyers Lounge related graphics. 1 dedicated sponsor post.
CANEX Newsletter	Logo in all newsletters
CANEX WKND Promotional Videos : pre, during & post event (one month)	

SPACE / ACCESS

Exhibition floor space only sqm in CANEX section	9 sq m (3 x 3)
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	4 VIP passes
Access to CANEX Concert	4 VIP passes

Invitation to Gala Dinner	
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ON SITE BRANDING RIGHTS

Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	10" second promo prior to sector specific panel and logo on sector specific on screen graphics
Other branding	

SPEAKER OPPORTUNITIES

CANEX WKND Summit Screen	
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PRINT COLLATORALS

CANEX WKND Programme	50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	1 insert



Visual Arts Partner

Selling Price	\$100 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Visual Arts Partner
MEDIA / PRESS	
Press Release	
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	Press release to be supplied by client placed in media lounge
DIGITAL EXPOSURE	
CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND Visual Arts related graphics. 1 dedicated sponsor post.
CANEX Newsletter	Logo in all newsletters
CANEX WKND Promotional Videos : pre, during & post event (one month)	
SPACE / ACCESS	
Exhibition floor space only sqm in CANEX section	9 sq m(3 x 3)
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	4 VIP passes
Access to CANEX Concert	4 VIP passes

Invitation to Gala Dinner	
ON SITE BRANDING RIGHTS	
Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	10" second promo prior to sector specific panel and logo on sector specific on screen graphics
Other branding	
SPEAKER OPPORTUNITIES	
CANEX WKND Summit Screen	
PRINT COLLATORALS	
CANEX WKND Programme	50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	1 insert



Technology & Innovation Partner

Selling Price	\$100 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Technology & Innovation Partner

MEDIA / PRESS

Press Release	
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	Press release to be supplied by client placed in media lounge

DIGITAL EXPOSURE

CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND Tech & Innovation related graphics. 1 dedicated sponsor post.
CANEX Newsletter	Logo in all newsletters
CANEX WKND Promotional Videos : pre, during & post event (one month)	

SPACE / ACCESS

Exhibition floor space only sqm in CANEX section	9 sq m (3 x 3)
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	4 VIP passes
Access to CANEX Concert	4 VIP passes

Invitation to Gala Dinner	
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ON SITE BRANDING RIGHTS

Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	10" second promo prior to sector specific panel and logo on sector specific on screen graphics
Other branding	

SPEAKER OPPORTUNITIES

CANEX WKND Summit Screen	
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PRINT COLLATORALS

CANEX WKND Programme	50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	1 insert



Film and Content Partner

Selling Price	\$100 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Film and Content Partner

MEDIA / PRESS

Press Release	
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	Press release to be supplied by client placed in media lounge

DIGITAL EXPOSURE

CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND Film related graphics. 1 dedicated sponsor posts.
CANEX Newsletter	Logo in all newsletters
CANEX WKND Promotional Videos : pre, during & post event (one month)	

SPACE / ACCESS

Exhibition floor space only sqm in CANEX section	9 sq m (3 x 3)
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	4 VIP passes
Access to CANEX Concert	4 VIP passes

Invitation to Gala Dinner	
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ON SITE BRANDING RIGHTS

Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	10" second promo prior to sector specific panel and logo on sector specific on screen graphics
Other branding	

SPEAKER OPPORTUNITIES

CANEX WKND Summit Screen	
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PRINT COLLATORALS

CANEX WKND Programme	50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	1 insert



Fashion Partner

Selling Price	\$100 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Fashion Partner

MEDIA / PRESS

Press Release	
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	Press release to be supplied by client placed in media lounge

DIGITAL EXPOSURE

CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND Fashion related graphics. 1 dedicated sponsor post.
CANEX Newsletter	Logo in all newsletters
CANEX WKND Promotional Videos : pre, during & post event (one month)	

SPACE / ACCESS

Exhibition floor space only sqm in CANEX section	9 sq m (3 x 3)
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	4 VIP passes
Access to CANEX Concert	4 VIP passes

Invitation to Gala Dinner	
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ON SITE BRANDING RIGHTS

Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	10" second promo prior to sector specific panel and logo on sector specific on screen graphics
Other branding	

SPEAKER OPPORTUNITIES

CANEX WKND Summit Screen	
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PRINT COLLATORALS

CANEX WKND Programme	50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	1 insert



Sports Partner

Selling Price	\$100 000,00
No of Opportunities Available	1
Listing	Listed as Official CANEX WKND Sports Partner
MEDIA / PRESS	
Press Release	
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	Press release to be supplied by client placed in media lounge
DIGITAL EXPOSURE	
CANEX Website	Logo + 50 word profile and hyperlink on partners page
CANEX Social Media	Sponsor logo to be included in all CANEX WKND Sports related graphics. 1 dedicated sponsor post.
CANEX Newsletter	Logo in all newsletters
CANEX WKND Promotional Videos : pre, during & post event (one month)	
SPACE / ACCESS	
Exhibition floor space only sqm in CANEX section	9 sq m (3 x 3)
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	4 VIP passes
Access to CANEX Concert	4 VIP passes

Invitation to Gala Dinner	
ON SITE BRANDING RIGHTS	
Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	Logo
CANEX WKND Summit Venue (screen)	10" second promo prior to sector specific panel and logo on sector specific on screen graphics
Other branding	
SPEAKER OPPORTUNITIES	
CANEX WKND Summit Screen	
PRINT COLLATORALS	
CANEX WKND Programme	50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	1 insert



CANEX Champion

Selling Price	\$15 000,00
No of Opportunities Available	5
Listing	Listed as CANEX WKND Champion
MEDIA / PRESS	
Press Release	
Press Rights	Right to create own press material to promote its sponsorship of CANEX WKND
Media Lounge	
DIGITAL EXPOSURE	
CANEX Website	Logo on partners page
CANEX Social Media	
CANEX Newsletter	
CANEX WKND Promotional Videos : pre, during & post event (one month)	
SPACE / ACCESS	
Exhibition floor space only sqm in CANEX section	
Exhibition Package to standard package	
IATF Virtual Booth	IATF Virtual booth for 12 months hosted on IATF Platform
Access to VIP Lounge	
Access to CANEX Concert	
Invitation to Gala Dinner	
On Site Branding Rights	

Video screens in Exhibition / across venue except Summit & Masterclasses	Logo
CANEX WKND Printed Branding	
CANEX WKND Summit Venue (screen)	
Other branding	
SPEAKER OPPORTUNITIES	
CANEX WKND Summit Screen	
PRINT COLLATORALS	
CANEX WKND Programme	50 word write up and logo in partner section
CANEX WKND Brochure & Sales Collateral: Fact Sheet, Sponsorship Prospectus etc/	Logo
CANEX WKND delegate bags	

MUSIC
FASHION
FILM
VISUAL ARTS
GASTRONOMY
LITERATURE
SPORTS

All enquiries may be addressed to:
info@creativeafricanexus.com

 @CANEXAfrica

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 canex.africa