



Youth Entrepreneurship and Small Business Development Summit

30th January, 2018

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Lusaka – Zambia

Dear Supporters of the **YESBUD Summit**,

Youth Entrepreneurship and Small Business Development Summit (YESBUD Summit) is a volunteer-powered organization comprised of representatives from local businesses, governmental agencies and the public. YESBUD Summit will sustain and grow its major outreach activity, empowering young entrepreneurs, boost African small business, creating networking platform for young CEOs and entrepreneurship training, through the generous support of sponsors and exhibitors.

Contributions in support of the YESBUD Summit help maintain a low cost admission event. Exhibitor's booths and donations cover the cost of the facility rental, food for participants (a box lunch and snacks), and AV equipment from the facility with support personnel.

In keeping with the outreach and engagement mission of the YESBUD Summit, our planning team is making great inroads with the community in efforts continue this event as expected. The conference's impact is reflected by the returning participants, a full slate of willing and engaging speakers and increased attendance each year to well over 1200. We strive to maintain this event a low cost professional education and networking opportunity for participants and give back to our Country and the surrounding areas.

This year we are excited to partnership with Planning Professionals for managing our online registration and payment. We are also excited to have **7 International speakers Speaker** this year. Many thanks for your support and consideration. Should you have any questions, please reach out at your convenience.

Sincerely,

A handwritten signature in black ink, appearing to read "Joseph Maimba".

Joseph Maimba
Coordinator – Organising Committee

Exhibitor Prospectus and Sponsor Opportunities

On behalf of the Innovative Zambian Youths Organization I am pleased to inform you about **Youth Entrepreneurship and Small Development Summit** under theme: **Inspire. Engage. Transform** to be held in Tanzania. This event is a gathering of thousands of "thoughtful, iconoclastic young doers" from the all corners of our country who share a common interest in practical solutions for sustainable development through entrepreneurship, innovation and small business development.

Date: 5 - 6 April, 2018
Government Complex
Lusaka

Exhibit Hours: 8:00 am – 4:00 pm

About the Summit

The Youths Entrepreneurship and Small Business Development Summit is a unique two days conference for youth centered on innovation and entrepreneurship, featuring interactive workshops, engaging speakers, networking opportunities. This combination of activities will help young entrepreneurs to develop new skills while also energizing their entrepreneurial spirits, immersing them in a community of like-minded peers and forging lifelong connection.

The Youths Entrepreneurship and Small Business Development Summit is a unique two days conference for youth centered on innovation and entrepreneurship, featuring interactive workshops, engaging speakers, networking opportunities. This combination of activities will help youths to develop new skills while also energizing their entrepreneurial spirits, immersing them in a community of like-minded peers and forging lifelong connection.

The Youth Entrepreneurship and Small Business Development Summit is focusing on the African youth between the ages of 15 and 35 years to redirect their energies from unproductive behaviour, to redefine themselves, take charge of their life and help others to do the same. It is a Project meant to build youth's capacity to positively contribute to the growth of not only the economy but also take charge in shaping Africa's bright future.

The Youth Entrepreneurship and Small Business Development Summit is in recognition of the fact that National development is in the hands of the youth and that the youth themselves, have to make a conscious decision to adopt, adjust and accommodate a new approach to life.

Currently unemployment, under employment, downsizing and outsourcing is skyrocketing every day in Zambia and youth are more vulnerable. We understand the intellectual gap on the labour market, the fact that government cannot employ all the youths irrespective of how well educated they may be.

We appreciate the African government and its deliberate efforts to provide a conducive environment for economic growth and putting youth related issues in the forefront. Most African government has a vault in its budget directed to the youth empowerment. In addition, government has been making and still making strategic partnerships with private sector to fund youth projects to close the unemployment gap. A lot has been done and very little success has been attained over the years.

It is in this line that we felt prompted to make our contribution by hosting The Youth Entrepreneurship and Small Business Development Summit to sensitize the Youth about the need for them to look into themselves and use their initiative and available resources to make a difference in their lives.

We do appreciate the effect of the Youth's social-cultural belief of the 'go to school, get good grades and get a high paying job with benefits', which is an obsolete idea today. We comprehend to the emotional effect of youth on an individual level after graduating and failing to get good high

paying jobs and its impact in their life overtime, which causes them to have a lot of limiting beliefs about themselves and life in general.

We have decided to make our contribution to add to Government effort by also, looking at non-traditional options such as online based business ventures which have worked well in certain countries. We have decided to share this information with the youth with the view of not only empowering them with knowledge about self-employment possibilities but to create in them a sense of responsibility and confidence in dealing with today's challenges instead of laying back and waiting for others to find solutions.

Attend the YESBUD Summit and discover how a location strategy allows you to perform in-depth analysis of business information and enable your organization to perform at top notch levels. The Summit is the ideal forum for you to engage with peers from the global business community and grow your professional network, meet with leading partners that have the resources your organization needs to go to the next level, sit down with YESBUD Summit Speakers and map out a game plan for success.

The Summit will brings together representatives from business and industry; colleges and universities; and local, state and government agencies to address environmental and safety issues facing our state today. The conference showcases leading edge technology, products, services and systems as well as the latest and greatest in up-to-date information and legislation. To access more information about the summit kindly visit www.yesbudsummit.org

What do attendee have to say?

- This conference was well organized
- The conference as a whole was very interesting
- The opportunity to network with so many different people was wonderful

Country participating

The participating countries confirmed (registered) by 30th December 2017.

1. Zambia
2. Tanzania
3. Zimbabwe
4. Kenya
5. Rwanda
6. Cameroon
7. Egypt
8. Nigeria
9. Botswana
10. Russia
11. Liberia
12. Sudan
13. Dubai

Why should you exhibit and/or sponsor the YESBUD Summit?

Exposure and Brand Positioning

YESBUD Summit provides the perfect environment for a company to visually link its brand with the best business content, in front of a qualified top decision-making community

- Logo presence in online website, and business magazine & worldwide events
- Booth / social space in promenade areas, during the summit
- Digital campaign (banner, pre-roll, & sponsored sections)

Content Marketing

Align your business plan with our inspiring voice. Passionate about what we do for ourselves, we can do it for your company too: our aim is to help brands discover and tell thrilling stories.

- Strategy: designing a plan to reach your brand's goals
- Development: crafting stories that engage, educate and inspire to be published either as videos or written pieces
- Distribution: posting in social media, running accounts and making sure your stories get seen, shared and take action.
- You can reach thousands of Young Entrepreneurs, Business women and Women, Innovators, inventors, engineering professionals, managers, supervisors, technicians and other potential buyers of business related products and services.
- Our participants are your customers.
- Register as an exhibitor and attend all sessions.

Customer Loyalty

People approaching to YESBUD Summit in search for inspiration & education, turn up having transformational experiences. It's the best opportunity to find thousands of ideal prospects in a same space, in the mood to make purchasing decisions and / or reinsure the will of keeping a valuable relationship with your company

- Newsletters sent to client pipeline, with content specially curated for their interests
- Exclusive invite emails sent to selected audience
- Executive summaries post event, specially curated for target audience
- Event passes for event to share with them a surpassing experience
- Private sessions with keynote Speakers, a lifetime chance to share a meal of Q&A with world renowned personalities

Training

Learn from a blend of Speakers, professors and thought leaders, whose message & lessons can inspire all in the quest of creating better people, better business and a better world

- Young CEOs/Entrepreneurs Roundtable Training: during events, we organize a training ad certificate of attendees will be provided for attendees. Learning management system with a blend of Summit's speaker and your company's content.
- E-learning courses & training programs

- Live Events: unlock institutional knowledge. Come learn from a blend of CEOs, entrepreneurs, innovators, thinkers, artists and sportspeople. In a world of information overload, YESBUD Summit focuses on the issues most relevant in today's turmoil world

Summit Exhibition Opportunities

The exhibit space is limited, therefore, payment must accompany your registration in order for a table to be reserved. Name badges for representatives will be generated if names are provided by January 26, 2018. You may request either a table or space for a freestanding display. Chairs will be available for table attendants. **28th February, 2018 is the deadline for the Early Bird Package.**

Package	Price	
	Early Bird	Standard
Regular table 1 sqm (1m wide x 1 m deep = 1m ²)	K 1000	K 1500
Regular table 2.25 sqm (1.5 m wide x 1.5 m deep = 2.25m ²)	K 2000	K 3000
Medium table 4 sqm (2 m wide x 2 m deep = 4m ²)	K 4000	K 5000
Medium table 6 sqm (3 m wide x 2 m deep = 6m ²)	K 6000	K 7000
Large table 8 sqm (4 m wide x 4 m deep = 8m ²)	K 8000	K 9000

Exhibition offer

Regular table 1 sqm (1m wide x 1 m deep = 1 m²)

- ✓ 1 Table and 1 Chair
- ✓ Attend all session
- ✓ Registration for 2 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine

Regular table 2.25 sqm (1.5 m wide x 1.5 m deep = 2.25 m²)

- ✓ 1 Table and 1 Chair
- ✓ Attend all session
- ✓ Registration for 2 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ team

Medium table 4 sqm (2 m wide x 2 m deep = 4 m2)

- ✓ 1 Table and 1 Chair
- ✓ Attend all session
- ✓ Registration for 2 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Tea & Coffee Break
- ✓ Limited Marketing drop

Extra Medium table 6 sqm (3 m wide x 2 m deep = 6 m2)

- ✓ 1 Table and 2 Chair
- ✓ Attend all session
- ✓ Registration for 3 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Marketing drop

Large table 8 sqm (4 m wide x 4 m deep = 8 m2)

- ✓ 1 Table and 2 Chair
- ✓ Attend all session
- ✓ Registration for 4 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Marketing drop

Booth Assignment

Exhibitors will select their booth location on the online registration site. Order of selection will be based upon first come first serve basis. YESBUD Summit reserve the right to reject or restrict any exhibit that may be objectionable and to relocate booths as necessary.

Exhibit Hall Schedule

Booth set-up is anticipated to begin at 7:00AM on. Set-up for all booth exhibits should be completed by 8:00 AM when the Exhibit Hall officially opens to participants. No exhibits are to be dismantled before the end of the conference at 4:00 PM.

Door Prizes

Conference attendees will be given a door prize ticket upon arrival and we will have a door prize drawing at lunch and at the conclusion of the conference in the exhibit hall. Please let us know prior to the event if you have any items to contribute to the drawing during registration. Door prizes will be maintained at your booth and will be announced by the Conference moderator periodically during the day and after the final class. All donations are appreciated.

Lunch

Each exhibitor will be provided with two lunch tickets upon registration of the booth for the conference. Additionally exhibitors will be provided the option to have lunch 15 minutes prior to the start of lunch for attendees.

Liability

Each exhibitor will be responsible for any losses, injury or damage caused to property, employees or persons attending the Conference by the demonstration, use or exhibition of his/her products or services. The exhibitor— in registering for the Conference—expressly releases YESBUD against any and all claims for such loss, damage or injury.

Cancellation Policy

No refunds

Exhibit Hall Regulations

1. All exhibitor activities must be contained within the Exhibit Hall area unless the exhibitor is also a speaker. No excessively loud audio or mechanical equipment is permitted.
2. The exhibitor assumes all responsibility for compliance with the Center and local city and state ordinances covering fire, safety and health.
3. Any firm or organization not assigned space will be restricted from soliciting business in any manner during the Conference.
4. Selling of goods and services on the Exhibit Hall floor is strictly prohibited.
5. Each exhibitor is responsible for safeguarding his/her goods, materials and equipment at all times.
6. Exhibitors must keep their booth attended for the duration of the Conference.
7. Cell phones and pagers should be set to vibrate or turned to the off position in seminar rooms during presentations

Summit sponsorship

All Sponsors will be listed on screens in rooms prior to presentations and will be recognized during and after the event.

Diamond Sponsorship

Our diamond sponsorship will provide maximum impact for your business at YESBUD Summit. If you're looking for something out of the ordinary to ensure your name resonates across the event, be the one to benefit from our truly sparkling diamond package.

Stakeholders (Young CEOs) from across every corner of Africa will excitedly gather to find out if they have won a coveted Global Business Award. Enjoy maximum exposure at our famous closing event, to include a final address to the delegates, and leave them with your brand fresh in their minds.



Launch..... K 130,000

- ✓ Special Recognition during the opening session and a plaque during the luncheon gathering.
- ✓ Registration for 8 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Logo presence on the T-shirt of participants
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Marketing drop
- ✓ Exhibition

Platinum Sponsorship

Our platinum sponsorship options are customized to deliver exceptional value and visibility before and during the event, including during our eagerly anticipated evening networking events. Our platinum sponsors will enjoy guaranteed visibility amongst all attendees – your clients and prospects alike. We will work with your marketing department to develop a unique and memorable experience that promotes your brand in a highly effective way.

Speakers Transport Sponsorship..... K 80,000

- ✓ Poster Recognition at the Bus booked
- ✓ Registration for 6 participants
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Exhibition

Hall hair K 70,000

- ✓ Registration for 6 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Logo presence on the T-shirt of participants
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Exhibition

Young CEOs Roundtable training K 40,000

- ✓ Poster Recognition at the Registration table and in the Exhibit Hall.
- ✓ Poster Recognition at the Bus booked
- ✓ Special Recognition during the opening session
- ✓ Registration for 6 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Marketing drop
- ✓ Exhibition

Business Mentorship Hours K 40,000

- ✓ Poster Recognition at the Registration table
- ✓ Special Recognition during the opening session
- ✓ Registration for 6 participants
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Marketing drop
- ✓ Exhibition

Tea Break K 35, 000

Fuel the event and enjoy powerful visibility by branding and theming all two YESBUD Tea Break sessions. In addition to creating the atmosphere, you will have the opportunity to make an address to the delegates.

- ✓ Registration for 6 participants
- ✓ Special Recognition during the opening session
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Logo presence on the T-shirt of participants
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Marketing drop
- ✓ exhibition

Gold Sponsorship

Our gold sponsorship options will ensure that your brand is seen throughout this major industry event

Refreshments K 12, 000

YESBUD is thirsty work - with seminars, educational sessions and business appointments galore. Ensure your logo is on the complimentary water bottles that are available for delegates.

- ✓ Registration for 4 participants
- ✓ Logo presence on the event website and business magazine

- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Exhibition

Idea Pitching Competition K 12,000

- ✓ Registration for 4 participants
- ✓ Special Recognition during the opening session
- ✓ One Roll-up Banner Allowed
- ✓ Logo presence on the event website and business magazine
- ✓ Logo presence on the T-shirt of participants
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Marketing drop
- ✓ Exhibition

WiFi K 12,000

As our official WiFi partner, attendees will see your company name in our trade catalogue and whenever they log in – with WiFi, an essential tool at any conference, your name won't fail to be noticed.

- ✓ Registration for 4 participants
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Marketing drop
- ✓ Exhibition

Silver Sponsorship

Choose to sponsor one or more dedicated YESBUD features or events for maximum publicity at great value. Silver sponsorship will enables you to take advantage of one of these exciting opportunities.

Registration K 8000

Ensure your brand is one of the first that YESBUD delegates, exhibitors and sponsors see by sponsoring our registration desk.

- ✓ Registration for 4 participants
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Exhibition

Networking reception K 8000

Brand our ever popular networking event, which will bring hundreds of delegates together and see new connections made, plus old ones reaffirmed.

- ✓ Poster Recognition at the Registration table and in the Exhibit Hall.
- ✓ Registration for 4 participants
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Exhibition

Business appointments K 8000

Gain strategic exposure at the business highlight of the conference by sponsoring our business appointment sessions – with various meetings taking place throughout the two day event, your brand won't go unnoticed.

- ✓ Registration for 4 participants
- ✓ Special Recognition during the opening session
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Exhibition

Bronze Sponsorship

For K5, 000 you can fly your brand's colours with our promotional banners. We also have a range of other opportunities to make your brand stand out within the venue under our bronze sponsorship options.

Marketing Drop K 5000

Distribute your approved branded item during the event, for example place a pen and/or notepad on the business appointment tables.

- ✓ Registration for 4 participants
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Exhibition

Volunteer K 5000

What better way to promote your brand with your logo and website on the volunteer T-shirt throughout the event?

- ✓ Registration for 4 participants
- ✓ Logo presence on the event website and business magazine
- ✓ Digital campaign in all event material
- ✓ Tea & Coffee Break
- ✓ Access to young CEOs/Entrepreneurship includes certificates of attendance
- ✓ Access to one-on-one Business mentorship
- ✓ Exhibition

We are unable to sponsor an event but please accept our contribution of K

If you are interested in a sponsorship opportunities that does not appear above or you wish to co-sponsor with another organization, please contact us on: +260 955 318 014, +260 973163927, +260 977404322, +260 960312010 or e-mail us: izyo.org@gmail.com

Payments options

Deposit the payments in the following account Number and email the deposit slip to izyo.org@gmail.com

Bank Details

Account Name: Innovative Zambian Youths Organization

Account Number: 800000478051

Bank Name: Cavmont Bank

Branch Name: Lusaka Square

BIC code (swift code): CVMTZMLU

IBAN/sort code: 130001

Please make checks payable to: Innovative Zambian youths Organization and email the check to izyo.org@gmail.com. For more information Call +260 955318014

Credit Card Payment: Accepted during the online registration process or call +260 955318014 for more information