

20  
24

# ConEXpo

ZAMBIA

INNOVATION BEYOND CONSTRUCTION



## CONCEPT NOTE

Plot No. 21 President Avenue, Ndola.  
Stand No. 8 Lusaka Showgrounds,  
Lusaka.

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

*“Every structure we build is a monument to the power of  
human imagination and hard work.”*  
**- Susan “The Surveyor” Sanders -**

The Construction Expo Zambia 2024 is the second edition of the Conexpo to be held at Lusaka Show grounds Polo field B. It is a follow-up to the first edition held on 26th and 27th April 2023 where we attracted over 80 exhibitors and 3000 guests. This free-to-attend expo features a unique opportunity for all players in construction to network, build new business relationships, sell and showcase new products and innovations.

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

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





## WHY YOU SHOULD EXHIBIT & SPONSOR

PROMOTE  
YOUR  
BRAND

Stand out from the competition and place your brand in front of 2000 highly targeted audience from the construction industry.

MEET KEY  
BUYERS

Engage with the top buyers from the industry attending the expo looking for your latest products and solutions

ENGAGE  
WITH  
INDUSTRY  
TAKEHOLDERS

Meet face to face with senior decision makers from the public and private sectors.

INCREASE  
YOUR  
SALES

Build a network of local agents and distributors who will resell your products across the region.

CONNECT  
WITH SMALL  
& MEDIUM  
CONTRACTORS

Connect with an influential group of customers who play a big role in the sector

## WHY YOU SHOULD ATTEND.

1 FIND...

new products, distributors and suppliers.

2 MEET...

With Current Suppliers.

3 NETWORK...

With industry Professionals and Colleagues.

4 ATTEND...

The Free NCC Accredited Workshops.

## OUR VISITOR PROFILE



CONTRACTORS



BUILDING CONSULTANTS



ARCHITECTS



ENGINEERS



RETAIL AND DISTRIBUTORS

MANUFACTURERS

PROJECT MANAGERS

PROPERTY DEVELOPERS

GOVERNMENT

AND OTHERS





## KEY FEATURES ATTRACTING MORE VISITORS EVERY YEAR



1

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

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2

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

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3

### CONTRACTOR

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

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### ARCHITECTURE

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

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## Our ConExpo Enthusiasts

With over 100 exhibitors showcasing different products and services, we are expecting over 5,000+ attendees during our three-day expo.

## The Company Behind The 2024 Expo

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

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

Hosted over 3 days, from 8am to 6pm, the Expo will start with the official opening by our Guest of honour, remarks from partners and tour of stands.

NCC accredited workshops, carpentry, plumbing and brick laying competitions, product demonstrations, and giveaways to lucky expo attendees will characterize the event. We expect to have high level panel discussions during the expo to address pertinent issues affecting the sector.





## WHY SPONSOR OUR CONEXPO?

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

### A) Increase Your Brand Visibility.

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

### B) Establish Brand Leadership.

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

### C) Corporate Social Responsibility.

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

## SPONSORSHIP OPPORTUNITIES

### DIAMOND SPONSORSHIP

**INVESTMENT: K1,000, 000.00**

Tailored to cement your leadership within Construction Industry

- A branded VIP Lounge area designed for you to create a unique, memorable brand experience to directly engage and network with our high-profile stakeholders, clients, invited industry leaders, VIPs and your invited partners. An experience, guests will be lounging with your products' watching curated content and experiencing VIP service with the entire area branded with your organization's name and design, and complete with an impeccably curated drinks service.
- A private showcase to cement your brand expertise through a 30-minute speaking slot on our The ConExpo stage to position your organization as the leading entity in the Construction industry.



- A complimentary Event Booth located strategically near the event entrance with the highest attendee touchpoint so that you'll have direct access to our audience and offer your products or services, as well as an immersive brand experience. With a spacious 36 sqm, we'll engage you with our expert booth designer to help you build out a creative space for our event attendees. They'll leave the space as your next customers, or better yet, your next brand ambassadors!
- 10x VIP Passes for our event Dinner gala and designated sitting with our Guest of Honour
- Exclusive press release coverage and media mentions as our 'Presenting Diamond Sponsor' on various platforms to enhance your brand image as you fulfill your Corporate Social Responsibility (CSR) to serve the community.
- Live mentions on stage at different intersections during the event and showcase of your video promotional reel in front of our online live audience.
- Premium branding of your organization's logo both virtually and in-person from our dedicated event website to stage backdrop and physical banners in prominent event areas.
- An engaging social media promotional campaign with various influencers across Facebook and Instagram with your company branding and logo.
- Acknowledgement as sponsor in pre & post event email campaigns to participant
- Inclusion of your promotional material in our VIP event goodie bags to introduce your service or product offerings to our participants.

## PLATINUM SPONSORSHIP

**INVESTMENT: K750, 000.00**

Crafted specially to boost your visibility and maximize your marketing efforts

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





## GOLD SPONSORSHIP

**INVESTMENT: K500, 000.00**

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

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

## SILVER SPONSORSHIP

**INVESTMENT: K250, 000.00**

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

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







## BRONZE SPONSORSHIP

**INVESTMENT: K100, 000.00**

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

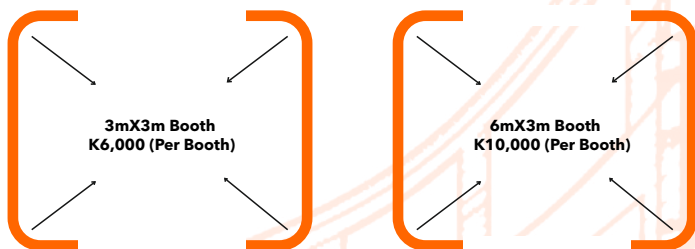
- A complimentary Event Booth so that you'll have direct access to our audience and offer your products or services, as well as an immersive brand experience. With a spacious 6sqm space, your organization may creatively utilize the sales booth to your specifications.
- Premium branding of your organization's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

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

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

|                           |          |                                  |         |
|---------------------------|----------|----------------------------------|---------|
| Visitor Bag Sponsor       | K150,000 | Workshop Session (30 min)        | K30,000 |
| Badge and Lanyard Sponsor | K100,000 | Hanging banner                   | K25,000 |
| Lunch Area Sponsor        | K100,000 | Fence Branding (10 metres)       | K5,000  |
| Networking reception      | K80,000  | Advert in Show Guide (½ page)    | K5,000  |
| Press / Media lounge      | K50,000  | Advert in Show Guide (full page) | K10,000 |

### EXHIBITION PRICES



#### OUTDOOR SPACE

- 5mX5m - K10,000.00
- 10mX10m - K20,000.00



## BE PART OF OUR TARGETED PR & MARKETING CAMPAIGN

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



### EMAILS

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



### MEDIA PARTNERSHIPS

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



### ASSOCIATION PARTNERSHIPS

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



### FREE EXHIBITOR MARKETING

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



### DIGITAL CAMPAIGN

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



### PR CAMPAIGN

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





# 2023 Expo At Glance

## THURSDAY 6TH JUNE, 2024

|                   |          |  |
|-------------------|----------|--|
| Gates Open.       | 08:00HRS |  |
| Official Opening. | 08:30HRS |  |
| Workshops.        | 09:00HRS |  |
| Lunch Break.      | 12:00HRS |  |
| Networking.       | 14:00HRS |  |
| End of Day One    | 18:00HRS |  |

## FRIDAY 7TH JUNE, 2024

|                            |          |  |
|----------------------------|----------|--|
| Gates Open.                | 08:00HRS |  |
| Demos.                     | 08:30HRS |  |
| Minister's Tour of Stands. | 10:00HRS |  |
| Lunch Break.               | 12:00HRS |  |
| Networking.                | 14:00HRS |  |
| End of day two             | 18:00HRS |  |

## SATURDAY 8TH JUNE, 2024

|                            |          |  |
|----------------------------|----------|--|
| Gates Open.                | 07:30HRS |  |
| Demos.                     | 08:30HRS |  |
| Minister's Tour of Stands. | 10:00HRS |  |
| Lunch Break.               | 12:00HRS |  |
| Networking.                | 14:00HRS |  |
| Connect & Grow Cocktail.   | 18:00HRS |  |





# 2023 Expo Highlights



## 2023 Expo Highlights





# 20 Expo 23 Exhibitors



## WONDERFUL GROUP



# 20 Expo 23 Partners



Ministry of Commerce  
Trade and Industry



Ministry of Infrastructure,  
Housing, Urban and  
Development



NATIONAL COUNCIL  
FOR CONSTRUCTION



NATIONAL HOUSING  
AUTHORITY



zambia development authority



DIAMOND TV  
Television Reinvented



M. MONEY FM  
BUSINESS RADIO  
93.7fm



RADIO ICENGOLO  
The Spirit of the Diaspora  
www.radioicengolo.org



PHOENIX  
Only the best is good enough





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**For Details  
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