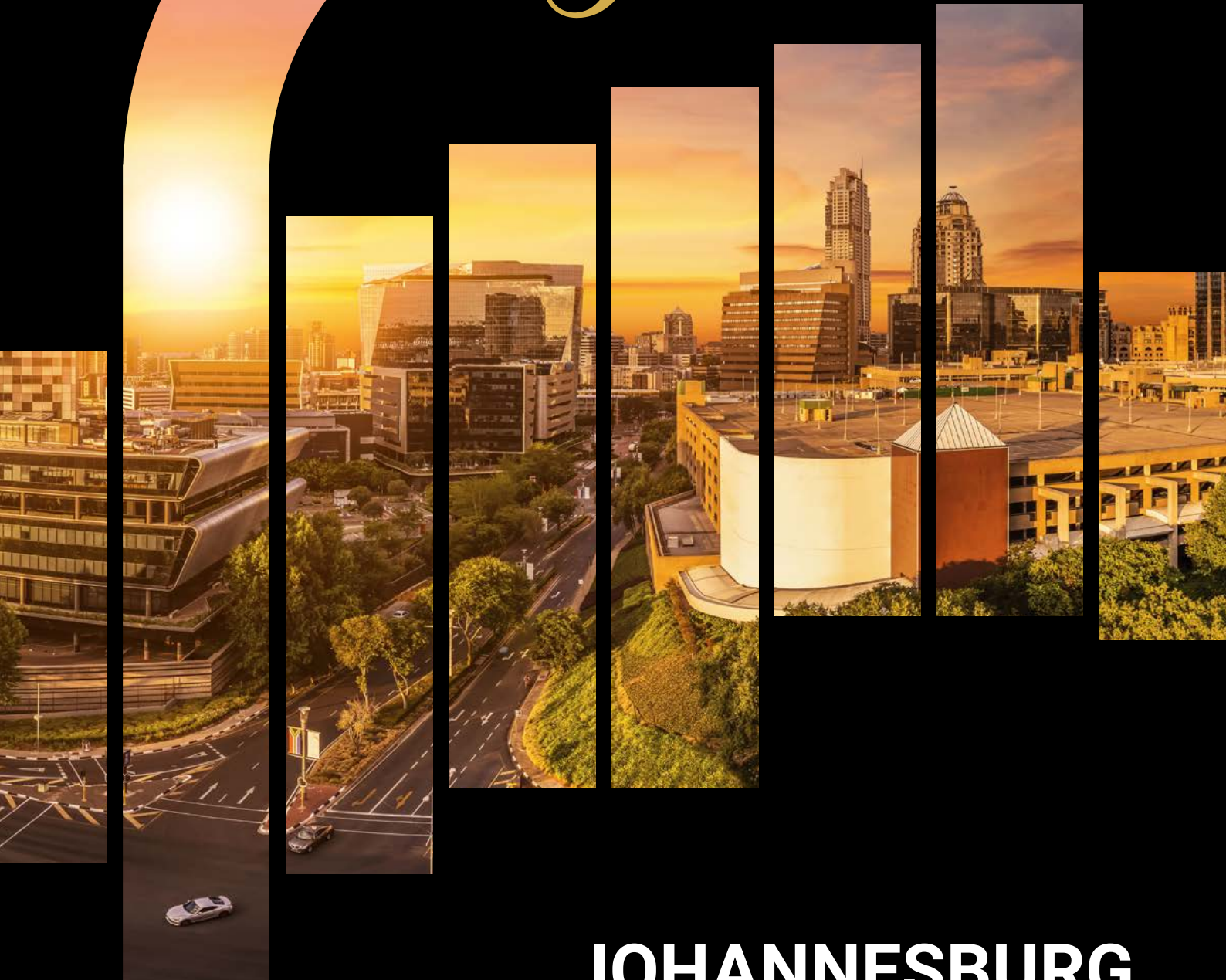




2024  
**jAW**  
JOHANNESBURG  
ARBITRATION WEEK



**JOHANNESBURG  
ARBITRATION WEEK**  
Showcasing Arbitration in Africa

**Tuesday, 9 April 2024 - Thursday, 11 April 2024**

Presented by



# Johannesburg Arbitration Week (JAW)

JAW is hosted by the Arbitration Foundation of Southern Africa (rated by SOAS as Africa's top arbitration centre) and co-hosted by leading solicitor firms, bars and other stakeholders who are all founding members of AFSA.

JAW unpacks the issues and challenges in the fast-changing world of international commercial arbitration. JAW also pays particular attention to the key initiatives which are shaping and transforming dispute resolution in Africa. These include:

- activating the AFSA Alliance which brings together the Law Societies of the 16 States of the Southern African Development Community (SADC) in order to harmonise and standardise arbitration practice under the AFSA International banner – an initiative described as a potential game changer for arbitration in Southern Africa;
- linking the leading arbitration centres of Africa so as to generate a shared jurisprudence and code of practice;

- adopting the distinctive CAJAC model for resolving trade and commercial disputes along the African Belt and Road and in the formation of a BRICS arbitral mechanism.

The JAW venue is the Sandton Convention Centre, a world-class facility in the Sandton commercial node.

JAW is a 3-day event involving plenary and breakaway sessions led by speakers and panels of international eminence. It includes a glittering banquet and exciting side-events, in which participants can socialise, network and sample the best of the South African wines.

## Why participate?

JAW offers attractive sponsorship opportunities to companies which wish to show their interest in dispute resolution in Africa. Sponsors will receive maximum exposure before, during, and after the conference driven by an extensive marketing and media campaign profiling sponsors, co-hosts, speakers, and delegates as well as a post event report.



# 1. Sponsorship

Companies are given the opportunity to participate in the Johannesburg Arbitration Week (JAW) as a sponsor with three optional levels of sponsorship, platinum, gold, and silver as well as the opportunity to sponsor specific conference elements.

In exchange for financial support to help fund and enhance the event your company will receive exposure before, during, and after the conference.

## 1.1 Sponsorship levels

The summary below highlights the difference between the three sponsorship levels which can be discussed and adapted to the sponsors' individual requirements.

### Summary of exposure:

	Platinum	Gold	Silver
Complimentary tickets	6	4	2
<b>Exposure prior to the event</b>			
JAW Website	Company logo and 500-word profile	Company logo and 300-word profile	Company logo and 200-word profile
<b>Exposure during the event</b>			
Logo wall and screens	Company logo	Company logo	Company logo
Event folder	Company logo	Company logo	Company logo
Electronic and printed Programme	Company logo	Company logo	Company logo
Electronic and printed Event Brochure	A4 profile page and company logo	A5 profile page and company logo	A6 profile page and company logo
Social Media exposure on the JAW LinkedIn page	14 posts 12 prior to the event 1 during the event	11 posts 9 prior to the event 1 during the event	8 posts 6 prior to the event 1 during the event
E Newsletter	Company logo	Company logo	Company logo
<b>Exposure after the event</b>			
Social media	1 post event post	1 post event post	1 post event post
Cost excl VAT	<b>R 225 000</b>	<b>R 180 000</b>	<b>R 130 000</b>

**Note:** Refer to section 4 for more details on the marketing communication exposure

## 1.2 Additional Sponsorship Opportunities

The summary below highlights the benefits of each of the sponsorship opportunities which can be discussed and adapted to the sponsor's individual requirements.

### Summary of exposure:

	Registration counter and name tags	Conference Delegation Bag	Lunch Sponsorship Three opportunities
Complimentary tickets	2	2	2
Exposure	Branding at the registration counter	Branding on the delegation bag and the opportunity to insert company information	Branding at the lunch
Cost excl VAT	R 100 000	R 120 000 The cost of the delegation bag is included.	R 120 000 The cost of the lunch is included.

**Note:** Refer to section 4 for more details on the marketing communication exposure

## 1.3 Sponsorship of the JAW Gala dinner

This prestigious event is available for sponsorship. The sponsor will be given a 20 min speaking slot as well exposure in the Audio-Visual production, branding on the menu and the option to provide table gifts.

The cost of the sponsorship is **R 500 000**.

## 2. Confirmation and payment

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If you wish to discuss sponsorship opportunities further or to secure your participation, please contact Deline Beukes - [deline@arbitration.co.za](mailto:deline@arbitration.co.za) or Petro Van Wyk - [petro@arbitration.co.za](mailto:petro@arbitration.co.za).

**The deadline for the confirmation of sponsoring is the 20<sup>th</sup> of January 2024**

The AFSA finance department will generate the relevant paperwork to confirm the sponsorship after which payment will be due.

**The deadline for the payment for sponsorship is the 31<sup>st</sup> of January 2024**

## 3. The JAW conference

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The JAW co-ordination team will be in contact in January 2024 to discuss the project plan, procedures and deadlines relating to your participation.

## 4. Detailed explanation

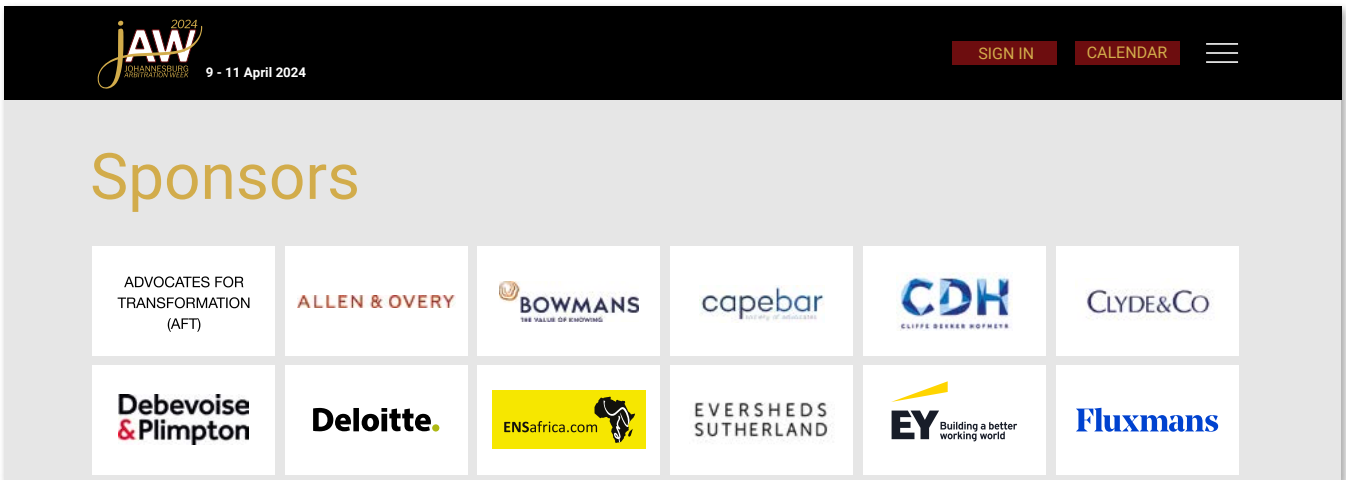
### Complimentary tickets

The sponsors will receive the number of complimentary tickets as indicated for the specific sponsorship. The tickets will be distributed electronically.

### JAW Website



### Example of the display of sponsor logos



### Example of sponsor profile on the JAW website



## Signage at the JAW event



Logo wall



Logo displays on screens

## JAW Folder



The event program will be inserted in a pocket on the left and the event brochure on the right. Sponsor logos will be displayed on the inside front cover.

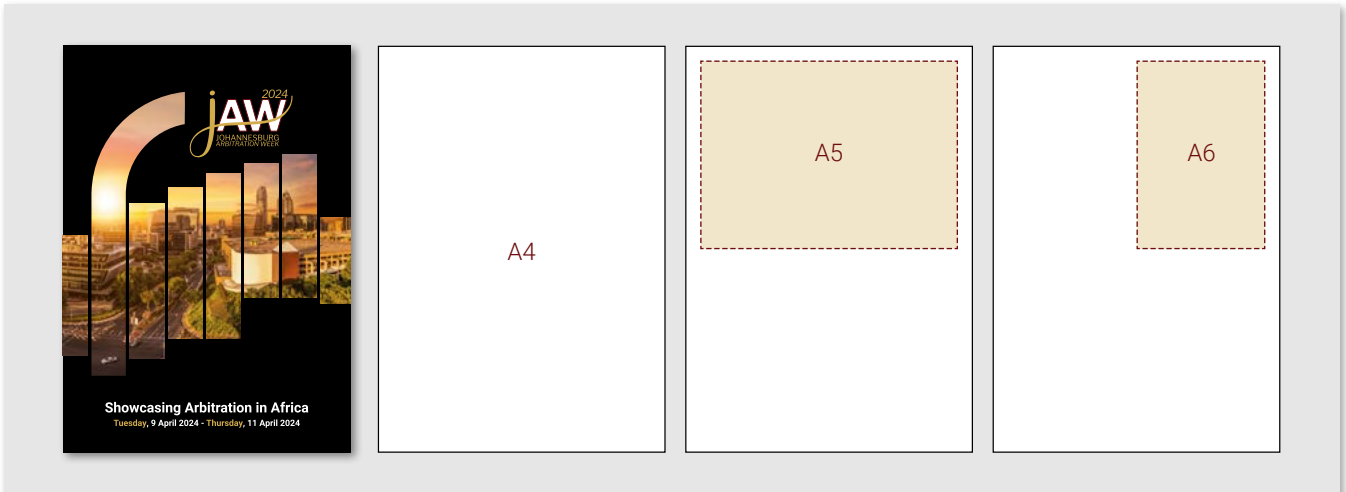
## Printed JAW Programme

DAY 1 - TUESDAY 9 APRIL 2024	
<b>PLENARY 1 - OPENING SESSION</b> 09:00 - 10:30	<b>PLENARY 2 - LAUNCH OF THE NEW AFSA INTERNATIONAL BILLS</b> 11:00 - 12:30
<b>PLENARY 3 - A PERSPECTIVE ON INVESTMENT ECONOMY AND BUSINESS IN SOUTH AFRICA</b> 13:00 - 15:00	<b>PLENARY 4 - SOUTH AFRICA AS AN ARBITRAL SEAT</b> 15:30 - 17:00
<b>PLENARY 5 - THE CHALLENGE OF INTERNATIONAL ARBITRATION: SHOULD WE HARVEST INTERNATIONAL ARBITRATION?</b> 15:30 - 17:00	<b>WINE TASTING AT THE MASON</b>



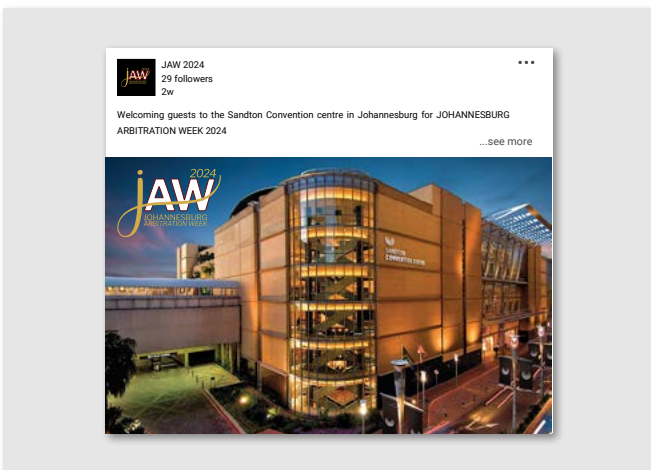
Sponsor logos will be displayed at the bottom of the programme.

## JAW Event brochure



Sponsors will qualify for either an A4, A5 or A6 sized profile.

## Social Media posts



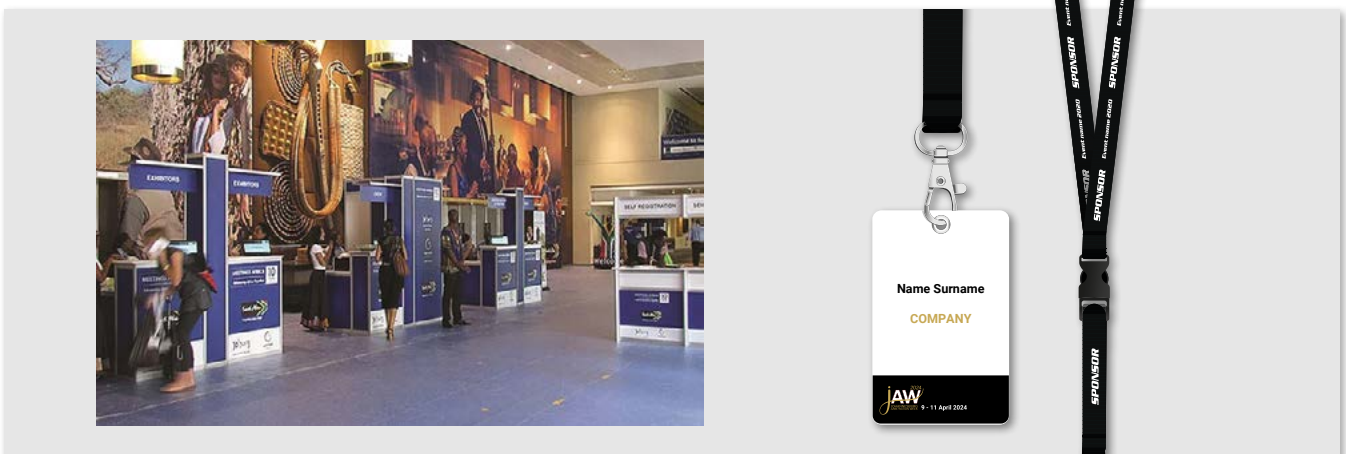
Dedicated social media posts on the JAW LinkedIn page prior to the conference, during the event as well as post the event.

## E Newsletter



E-Newsletter distributed to all the delegates at the conference with links to the media section of the JAW website.

## Conference registration counters and name tags



This sponsorship includes the branding of the registration area as well as a logo on the lanyard and name tag.

## Conference Delegation bag



Sponsorship of the conference delegation bag with the sponsor's branding on the outside of the bag. Promotional material can be included inside the bag.

## Lunch Sponsorship

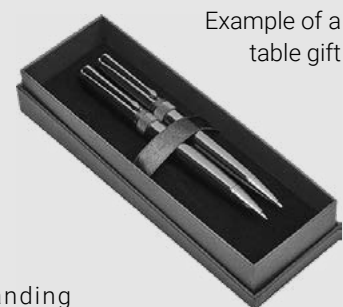


The display of banners in the lunch venue and handing out of promotional material to the delegates as well as a meet and greet during the lunch. The cost of the lunch is included.

## Gala Dinner



Branding on menu



Example of a table gift

The sponsorship of the gala dinner includes visibility in the audio-visual production, display of logos on the screens, branding of menus and the option to provide a table gift.