



EITD Research

Research for Enterprise, Industries, Technology and Development

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STATE BUDGET ISSUES CONFERENCE

Yaounde, Cameroon, November 2-4, 2010

Help to Engineer an Upturn in the Economy and Ensure it Serves All

Sponsorship Prospectus

www.sbic.eitdr.org

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1. Invitation from the Director

Dear Sponsor,

We are pleased at EITD Research to invite you to be part of the forthcoming EITD Research State Budget Issues Conference holding in Yaounde, Cameroon, November 2-4, 2010, by becoming a Sponsor.

The Conference comes in the wake of ongoing turmoil in credit systems and apparent global economy collapse, and is part of a continuing series of EITD Research interventions to promote dialogue on substantive financial, economic and political issues facing people in Cameroon and around the world.

With the need for dialogue on the substantive issues so great and urgent, and the implications far reaching, the EITD Research State Budget Issues Conference holding in Yaounde will be the biggest ever, involving as many public policy stakeholders as possible. Over 1,000 delegates are expected to attend the Conference. Many more will share in its build up and outcome.

Join us at the Conference to help engineer an upturn in the economy and ensure it serves all. The Conference programme and call for papers welcomes theoretical and research-based contributions broadly related to themes and topics such as: Corruption, Millennium Development Goals (MDGs), Poverty Eliminating Economic Growth, Effects of Movements in Food Prices, Public Finances and Fiscal Rules, Aid and Debt Evaluations, Parliaments and Budgets, Audit(s), Media Presentations and Public Interests.

A targeted marketing campaign is well underway and is getting to leading policy advisors and decision makers including parliamentarians and representatives of various government departments, diplomatic missions and international organizations, academic institutions and businesses, political parties, trade unions, other non-governmental organizations and the media.

Your sponsorship will help you, to reach a dedicated audience that is keen to improve public policy and make it easy to benefit from doing business in Cameroon and around the world. With many sponsorship options available to suit a range of marketing needs, I invite you to become a Premier, Platinum, Gold, Silver or Bronze sponsor. Our Conference Team would be delighted to meet with you to discuss the enclosed options or arrange a sponsorship package specific to your marketing requirements.

Your support of the EITD Research State Budget Issues Conference would be greatly appreciated. I am looking forward to your sponsoring this endeavour.

With great regards,

Mbwoge Daniel Mbong
Director, EITD Research

2. What is a State Budget?

State Budgets are accounts of government spending, its amounts and its allocation, together with the sources of revenue to finance the spending. The accounts serve as records of intentions and performance of government. They represent our collective choices as society, as determined through our political institutions, with respect to public expenditure and revenues, and reflect how conflicts between our various economic policy objectives and political interests have been resolved in the past or not, and whether or how and when the government intends to respond to them.

Open dialogues on substantive state budget issues provide invaluable opportunity for public policy stakeholders including lawmakers, interest groups, the media and the general public to judge the intentions and performance of government and hold it to account.

3. Who is EITD Research?

Research for Enterprise, Industries, Technology and Development (EITD Research) is a private non-profit making non-governmental research and policy education institution with head quarters in Kumba, Cameroon, working on development issues related to technology, enterprise and industries since its founding in 1992.

The task of EITD Research is to seek solutions to pressing development concerns and assists society to take, with responsibility, opportunities offered by science in the use of technology for development via enterprise and industries. In addition to providing field services and technical support in resources management, EITD Research develops and circulates information on a wide range of issues, advocating strategies and making policy recommendations.

EITD Research activities are classified under seven broad headings: (1) Development and Economic Policy, (2) Enterprise and Industry, (3) Engineering Science and Technology, (4) Primary Health Care, (5) Education, (6) Environment and Production, and (7) Field Services and Technical Support.

4. Why the State Budget Issues Conference?

The government of Cameroon opted wisely in the late 1980s to restructure Cameroon's largely inherited system of state to help meet growing aspirations of people in the country. Measures have been taken to liberalize the economy and democratize politics in the country. But the reform efforts are facing numerous obstacles from Cameroon's one-party institutional history, legal framework, limited democratic experience, a culture of not sharing information and the cross-cutting, competing allegiances of partisan politics, ethnic and linguistic groups.

State Budgets are at the heart of the Cameroon government reform efforts. The Constitution of Cameroon requires the government to table the State Budget in Parliament when it sits in ordinary session in November. EITD Research initiated its State Budget Issues Conference series to support government reform efforts by helping to focus democratic discussion of the budget on substantive financial, economic and political issues facing people in Cameroon and around the world.

The EITD Research State Budget Issues Conference dialogues started May 12, 2000, when more than 75 people from 40 organizations responded to an EITD Research invitation and assembled at the Yaounde Hilton Hotel to discuss State Budget Issues. The first ever meeting of its kind in Cameroon was much appreciated by the assembled parliamentarians, diplomats, representatives of ministers, government and inter-governmental departments, political parties, non-governmental organizations, media houses, businesses, students and independent personalities. It set a major policy development precedent in Cameroon and recommended that more State Budget meetings be organized with wider participation to inform/educate policy making, implementation and evaluation in Cameroon and Africa.

Other EITD Research State Budget Issues Conferences have since been organized following calls for papers, which received impressive responses with quality contributions from some of Cameroon's senior parliamentarians, civil servants, academics and civil society activists.

5. The Great Need and Urgency of this Conference

The ongoing crunch in credit systems and apparent collapse in the global economy comes at a time when much of the world, including Cameroon, is lagging on its promise to achieve Millennium Development Goals (MDGs). This, even as the MDGs represent only a fraction of what several country Constitutions and other basic declarations of the United Nations mandate states to guarantee as human rights and freedoms. Many, especially in countries such as Cameroon, appear condemned to lives of perpetual depravity, disease and early death or no hope of being born healthy!

Nine years ago, in 2001, the United States (US) State Department, the Friedrich Ebert Foundation in Germany and the US Center for International Private Enterprise (CIPE) in Washington collaborated to organize a conference on: *Political Participation and Economic Prosperity in a Global Economy*. The concern then was that debate about globalization was reaching an impasse. Resistance to globalization was growing as serious political and economic side effects were becoming apparent. Many were calling for global rules, but few knew who should make the rules or enforce them! Dani Rodrik (John F. Kennedy School of Government, Harvard University in the USA) wrote a discussion paper for the conference with the title: *Four Simple Principles for Democratic Governance of Globalization*. He summed his presentation in the following words: "Markets require governance. Good governance can be ensured only via democracy. And democracy remains co-extensive with the nation state. These simple facts impose serious limits on how far we can push global economic integration and

international institutionalization. Ignoring this is a recipe for economic failure and social instability.”

Recent events following turmoil in financial markets and economies around the world also speak for themselves. The G20 group of countries met in London, April 2009, and in Pittsburgh, September 2009, with less than clear outcomes for countries in straits like Cameroon. The country’s trade, growth and public finances are being badly hit. And, the Cameroon government’s capacity to engage in countercyclical policies was already limited and heavily dependent on International Finance Institutions (IFIs) and donors. Cameroon is also reputed for being corrupt, is lagging on its promise to achieve MDGs, and has experienced serious food price riots recently. How should the country be addressing these issues in its State Budget?

Nation states have to take their own democratic responsibilities seriously, both in procedure and substance. Every individual, organization or business has to understand this, and make it clear to political authorities at home and abroad, to ensure peace, stability and prosperity for all.

6. Who will attend the Conference?

The Conference is designed to involve as many public policy stakeholders as possible. A targeted marketing campaign is well underway and is getting to leading policy advisors and decision makers including parliamentarians and representatives of various government departments, diplomatic missions and international organizations, academic institutions and businesses, political parties, trade unions, other non-governmental organizations and the media.

Over 1,000 delegates are expected to attend the EITD Research State Budget Issues Conference. Many more will share in its build up and outcome, through a variety of pre-and-post Conference meetings and online discussions and follow-ups including provision of training in state budget affairs at various levels within Cameroon and in every region of the world. The issues the Conference is raising are relevant to many individuals, organizations and businesses in various countries around the world.

7. Build-up to the Conference

Activities leading up to the EITD Research State Budget Issues Conference will be holding within Cameroon, around the world, and online.

Within Cameroon – Meetings and other Conference marketing campaigns will continue holding in towns and villages of all the ten administrative regions of Cameroon, based on the Conference Call for Papers and this Sponsorship Prospectus, to inform leading public policy stakeholder representatives, indicating how State Budget decisions affect voters and provide opportunities to clarify issues.

Around the World – Meetings and other Conference marketing campaigns are also being organized to hold in the United States of America, Europe, Asia, Latin America, and Africa, as the EITD Research Conference is raising serious and urgent government budgeting issues that are relevant to many individuals, organizations or businesses and their governance in various countries around the world.

Online – The build-up to Conference online activities will include moderated email and discussion board dialogues, assembly of budget issues terminology glossary, and an introduction to budget issues training for those who need it.

Schedules of these activities will be made available on the Conference website: www.sbic.eitdr.org.

8. Post Conference Activities

Other meetings and media campaigns within Cameroon, around the world, and online, will be following the Conference, based on the Conference Proceedings Book/CD, which will be produced for broad dissemination, and other declarations or recommendations of the Conference. Schedules will be posted on the Conference website.

9. ICTs and Media Arrangements

The State Budget Issues Conference is programmed to use Information Communication technologies (ICTs) as much as possible. Conference facilities will include an Internet Café, broadcasts via conventional media (press, radio and television) to national and international audiences, and live Internet streaming of Conference proceedings and highlights.

EITD Research SBIC Studio – A fully equipped, carefully located and highly visible television, radio and Internet broadcast studio will provide a dedicated window to the world for the Conference. It will be producing and distributing live interviews and news stories with the EITD Research State Budget Issues Conference leaders and visiting speakers for TV and radio stations in Cameroon and around the world, as well as streaming Conference events on the Internet.

10. Who should sponsor the Conference?

The EITD Research State Budget Issues Conference holding in Yaounde, Cameroon, offers significant marketing opportunities for individuals, groups or organizations and businesses seeking to improve public policy by increasing visibility and getting recognition for contributions or plans they make, the difficulties they face, and what, when, where or how public policy assists or hinders their efforts. The opportunity exists for everyone, in both the public and private sectors including foundations, to become a sponsoring participant in this

important Conference – which will stimulate debate on substantive financial, economic and political issues in the spread of democracy, market economic development and globalization.

11. Benefits of Sponsorship Participation

The EITD Research State Budget Issues Conference provides unique opportunity for you to connect with a wide range of other dedicated public policy stakeholders, such as leading policy advisors and decision makers, including parliamentarians and representatives of various government departments, diplomatic missions and international organizations, academic institutions and businesses, political parties, trade unions, other non-governmental organizations and the media.

By sponsoring the Conference, you leverage the power of its extensive combination of multiple media advertising reach with direct face-to-face persuasive exchanges in real and virtual space meetings in Cameroon and around the world. Benefits of sponsoring the Conference are numerous and include:

- ✚ Days of exposure at, and recognition as Sponsor in, the Conference and related events devoted to increasing dialogue on pressing financial, economic and political issues in public policy development.
- ✚ Getting informed – sampling ideas; new programmes, products or services; catching-up with issues that affect your way of life, now and in the future; shopping for inspiration to improve yourself, your organization or business.
- ✚ Getting involved – moving issues forward at the important Conference debates; helping to judge the intentions and performance of government, and holding those responsible to account; making important contacts and developing useful and lasting relationships with others at the Conference.
- ✚ Getting ahead – preparing for your future by stepping out of routine; assessing needs and finding out what is available to move your life, your organization or business, country and world forward.
- ✚ As a Conference Sponsor you will be given priority of placement within the Conference Exhibition. Premier Sponsors will receive first choice, followed by Platinum, Gold, Silver and then Bronze.

12. Early Commitment to the Conference Benefits

Aligning your sponsorship of the Conference early will ensure:

- ✚ Maximum exposure of your interest(s) and increased opportunities to access anyone receiving Conference printed or electronic marketing information.
- ✚ First choice of sponsorship opportunity to fit your marketing requirements.

13. Sponsorship Core Benefits

All Conference sponsors receive the following core benefits as part of their sponsorship package:

- ✚ Reciprocal link between your company website and Conference website.
- ✚ Logo and sponsorship level on Sponsors' Page of the Programme Book.
- ✚ Logo and Sponsorship level on Sponsors' Sign at the Registration Desk.
- ✚ Logo and sponsorship level on Sponsors' PowerPoint slide at the commencement of the sessions.
- ✚ Acknowledgement on printed materials and press releases promoting the Conference (where appropriate).
- ✚ 50 word company listing in the Programme Book

In addition to the benefits listed above, there are a number of specific benefits attached to each sponsorship package and opportunities listed below.

14. Tailor Making Sponsorship Packages

Sponsors are invited to custom design their sponsorship package from the wide range of opportunities outlined below, in order to ensure the sponsorship package meets your marketing requirements. More packages can be put together. Ideas you may have to promote your interests are very welcome for consideration by the Conference Team.

Sponsors have the opportunity to choose the package they want to get the associated acknowledgements, benefits and entitlements as stated in the sponsorship levels and items. Sponsorship items are allocated on a first come first served basis.

15. Standard Sponsorship Package Levels

The levels of sponsorship packages and their total investment costs are as follows:

Sponsorship Package Level	Investments
Premier	≥ US\$20,000 or 10,000,000 FCFA
Platinum	≥ US\$15,000 or 7,500,000 FCFA
Gold	≥ US\$10,000 or 5,000,000 FCFA
Silver	≥ US\$5,000 or 2,500,000 FCFA
Bronze	≥ US\$3,000 or 1,500,000 FCFA

15.1 Premier Sponsor (*Exclusive Opportunity*)

Total Investment: US\$20,000 or 10,000,000 FCFA

In addition to sponsorship core benefits, the Premier Sponsor receives:

Logo Identification

- Acknowledgement as Premier Sponsor on the front cover of Registration Brochure and Programme Book (depending on date of commitment)

Signage

- Acknowledgement as sponsor on lectern front at the Conference

Editorial Support

- Full page advertisement in the Programme Book
- Full page advertisement in Conference Abstract Book/CD
- Full page advertisement in Conference Proceedings Book/CD
- Logo displayed in a prominent place on all Email Newsletters to delegates and prospects.

Trade Display

- Two trade booths (3 x 2 metres) in a prominent location within the Conference trade exhibition

Other Benefits

- Sponsorship of a plenary session including acknowledgement by Chair and company logo displayed on front screen at start/end of session
- Two promotional items inserted in delegate satchels

15.2 Platinum Sponsor

Total Investment: US\$15,000 or 7,500,000 FCFA

In addition to sponsorship core benefits, the Platinum Sponsor receives:

Editorial Support

- ½ Page advertisement in the Programme Book
- ½ Page advertisement in Conference Abstract Book/CD
- ½ Page advertisement in Conference Proceedings/CD
- Logo displayed on all Email Newsletters to delegates and prospects.

Trade Display

- One trade booths (3 x 2 metres) located within the Conference trade exhibition

Other Benefits

- Sponsorship of a session including acknowledgement by Chair and company logo displayed on front screen at start/end of session
- One promotional items inserted in delegate satchels

15.3 Gold Sponsor

Total Investment: US\$10,000 or 5,000,000 FCFA

In addition to sponsorship core benefits, the Platinum Sponsor receives:

Editorial Support

- ½ Page advertisement in the Programme Book
- ½ Page advertisement in Conference Abstract Book/CD
- Logo displayed on all Email Newsletters to delegates

Trade Display

- One trade booths (3 x 2 metres) located within the Conference trade exhibition

Other Benefits

- One promotional items inserted in delegate satchels

15.4 Silver Sponsor

Total Investment: US\$5,000 or 2,500,000 FCFA

In addition to sponsorship core benefits, the Platinum Sponsor receives:

Editorial Support

- ¼ Page advertisement in Programme Book
- ¼ Page advertisement in Conference Abstract Book/CD
- Logo displayed on all Email Newsletters to delegates

Trade Display

- One trade booths (3 x 2 metres) located within the Conference trade exhibition

Other Benefits

- One promotional items inserted in delegate satchels

15.5 Bronze Sponsor

Total Investment: US\$3,000 or 1,500,000 FCFA

In addition to sponsorship core benefits, the Platinum Sponsor receives:

Editorial Support

- ¼ Page advertisement in Programme Book
- Logo displayed on all Email Newsletters to delegates

Trade Display

- One trade booths (3 x 2 metres) located within the Conference trade exhibition

Other Benefits

- One promotional items inserted in delegate satchels

16. Other Sponsorship Items

16.1 Opening & Closing Sessions (2 Opportunities)

The Conference Opening and Closing Sessions are expected to receive very high delegate attendance and related media attention.

Additional Sponsor acknowledgements include:

- ✚ Acknowledgement as Session Sponsor on the PowerPoint title slide at the start and end of session
- ✚ Logo positioned next to the session within the Registration Brochure and Programme Book (subject to date of commitment)
- ✚ Acknowledgement on the website on the Programme Page
- ✚ Opportunity to display company promotional material at the Plenary Session (to be provided by the sponsor)
- ✚ Naming rights to the session

Total Investment: US\$10,000 or 5,000,000 FCFA

16.2 Other Sessions (8 Opportunities)

Other Conference Sessions will attract high delegate attendance due to the substantive financial, economic and political issues which high profile speakers will be addressing.

Additional Sponsor acknowledgements include:

- ✚ Acknowledgement as Session Sponsor on the PowerPoint title slide at the start and end of session
- ✚ Logo positioned next to the session in Programme Book (subject to date of commitment)
- ✚ Acknowledgement on the website on the Programme Page
- ✚ Opportunity to display company promotional material at the Plenary Session (to be provided by the sponsor)
- ✚ Naming rights to the session

Total Investment: US\$6,000 or 3,000,000 FCFA

16.3 Conference Newsletter (*Exclusive Opportunity*)

Hard and/or electronic copies of the Conference newsletter will be sent to all existing and potential delegates to keep them fully informed of Conference activity schedules, contents and requirements, etc., in the lead up to, and after the Conference. Your exposure commences at the time of contract and lasts well after the Conference.

Additional Sponsor acknowledgements include:

- ✚ Banner advertisement (supplied by sponsor) on each newsletter with a hyperlink to the sponsor's website. The banner may be changed for each newsletter.

Please note: The width of this ad is at the discretion of the Conference Team

Total Investment: US\$5,000 or 2,500,000 FCFA

16.4 Website Sponsor (*Exclusive Opportunity*)

The Conference website provides an ideal venue for your company banner for added visibility and name recall. Your exposure commences at the time of contract and lasts well after the Conference. Excellent value for money investment!

Additional Sponsor acknowledgements include:

- ✚ Banner advertisement (supplied by sponsor) on every page of the website with hyperlink to the sponsor's website.

Please note: The width of this ad is at the discretion of the Conference Team

Total Investment: US\$10,000 or 5,000,000 FCFA

16.5 Internet Café (Exclusive Opportunity)

Conference delegates, speakers, exhibitors and exhibit visitors will regularly use the Internet Café, which will be prominently located the Conference Exhibition Area.

Additional Sponsor acknowledgements include:

- ✚ Naming rights to the Internet Café
- ✚ Logo incorporated into the Internet Café signage
- ✚ Company website as homepage on each computer
- ✚ Opportunity to have screensaver custom-designed at sponsor's expense
- ✚ Opportunity to supply mouse pads, notepads and pens at each computer terminal – at sponsors expense

Total Investment: US\$10,000 or 5,000,000 FCFA

16.6 Registration Brochure (Exclusive Opportunity)

The Conference Registration Brochure containing detailed registration information including the preliminary Conference programme, highlights of abstract submissions, hotels, restaurants, tour options, and social programme, will be extensively distributed to all potential Conference participants.

Additional Sponsor acknowledgements include:

- ✚ A full page colour advertisement on the outside back cover
- ✚ Logo on the front cover of Registration Brochure

Note: Premier Sponsor is also acknowledged on the front cover of the Registration Brochure

Total Investment: US\$10,000 or 5,000,000 FCFA

16.7 Programme Book (Exclusive Opportunity)

The Conference Programme Book will be distributed onsite at the beginning of the Conference to all participants. It will serve as a ready source of reference during and long after the Conference.

Additional Sponsor acknowledgements include:

- ✚ A full page colour advertisement on the back cover of the Programme Book
- ✚ Logo on the front cover of the Programme Book



Note: Premier Sponsor is also acknowledged on the front cover of the Registration Brochure

Total Investment: US\$10,000 or 5,000,000 FCFA

16.8 Abstract Book/CD (Exclusive Opportunity)

The Abstract Book/CD will be distributed onsite at the beginning of the Conference to all participants. It will provide a ready source of reference long after the Conference.

Additional Sponsor acknowledgements include:



-  Logo to be included on the front cover of the Abstract Book
-  A full page colour advertisement on the back cover of the Abstract Book

Total Investment: US\$10,000 or 5,000,000 FCFA

16.9 Delegate List (Exclusive Opportunity)

The Delegate List will be distributed onsite at the beginning of the Conference to all participants. It will contain the names and affiliations of all pre-registered attendees who have consented to being on the list.

Additional Sponsor acknowledgements include:



-  A full page colour advertisement on the back cover of the Delegate List
-  Logo on the front cover of the Delegate List

Total Investment: US\$5,000 or 2,500,000 FCFA

16.10 Proceedings Book/CD (Exclusive Opportunity)

The Conference Proceedings Book/CD containing reports of what transpired at the Conference, together with full or edited papers that were presented at, or submitted to, the Conference will be published and broadly disseminated in electronic and/or hard copy formats, to reach as many public policy stakeholders as possible. It will serve as a ready reference source long after the Conference.

Additional Sponsor acknowledgements include:

-  A full page colour advertisement on the back cover of the Conference Proceedings Book
-  Logo on the front cover of the Conference Proceedings Book

Total Investment: US\$20,000 or 10,000,000 FCFA

16.11 Welcome Reception (*Exclusive Opportunity*)

This is an excellent opportunity to enhance your participation by helping to take the Conference kick-off with a Welcome Reception. The inclusive Welcome atmosphere of energy and excitement will make strong and lasting impressions on all delegates and set the stage for a successful Conference.

Additional Sponsor acknowledgements include:

- ✚ Acknowledgement as Welcome Reception Sponsor in Registration Brochure and Programme Book (subject to date of application)
- ✚ Opportunity to place signage throughout the Welcome Reception venue (to be provided by Sponsor)
- ✚ Acknowledgement by speaker as Sponsor of the Welcome Reception
- ✚ Naming rights to the Welcome Reception
- ✚ Logo to be included on all print items relating to the Welcome Reception such as invitations

Total Investment: US\$20,000 or 10,000,000 FCFA

16.12 Conference Dinner (*Exclusive Opportunity*)

This is another fantastic networking opportunity for delegates, speakers, VIPs and media to experience your hospitality and leave with pleasant and lasting memories of your contribution to the success of the Conference.

Additional Sponsor acknowledgements include:

- ✚ Logo on Conference Diner menu and tickets (if applicable)
- ✚ Opportunity to place signage throughout the Conference Diner venue (to be provided by Sponsor)
- ✚ Opportunity to display company promotional material at the Conference Dinner (to be provided by Sponsor)
- ✚ Acknowledgement by speaker as sponsor of the Conference Dinner if applicable
- ✚ Naming rights to the Conference Dinner

Total Investment: US\$30,000 Or 15,000,000 FCFA

16.13 Catering Sponsor (One Sponsor per day)

Opportunity to sponsor all catering on a designated day of the Conference. Sponsorship includes a lunch break (one hour) and two refreshment breaks (fifteen minutes each)

Additional Sponsor acknowledgements include:

- ✚ Logo on lunch menu and signage at refreshment breaks
- ✚ Acknowledgement as the Catering Sponsor of the designated day
- ✚ Opportunity to display company promotional material at the lunch / refreshment breaks (to be provided by Sponsor)

Total investment: US\$10,000 or 5,000,000 FCFA

16.14 Delegate Satchel (Exclusive Opportunity)

Every participant will receive an official Conference Satchel.

Additional Sponsor acknowledgements include:

- ✚ Company logo along with the Conference logo printed on each Conference Satchel – placement and size of logo will be at the discretion of the Conference Team

Total Investment: US\$5,000 or 2,500,000 FCFA

16.15 Writing Pads and Pens (Exclusive Opportunity)

Participants will be presented with a customized Conference pen and paper set at the beginning of the Conference.

Additional Sponsor acknowledgements include:

- ✚ Company logo along with Conference logo printed on the stationery set – placement and size of logo will be at the discretion of the Conference Team

Total Investment: US\$5,000 or 2,500,000 FCFA

16.16 Badge and Lanyard (Exclusive Opportunity)

Participants will be provided with an official Conference name badge and Sponsor's lanyard to be worn for the duration of the Conference

Additional Sponsor acknowledgements include:

- ✚ Company branding printed on the name badge lanyard – placement and size of branding will be at the discretion of the Conference Team

Total Investment: US\$7,000 or 3,500,000

16.17 Exhibitor Space Rates

Early*	Commercial	3 x 2 metres	US\$1,000 or 500,000 FCFA
Early*	Government Non-profit University	3 x 2 metres	US\$700 or 350,000 FCFA
Late**	Commercial	3 x 2 metres	US\$1,500 or 750,000 FCFA
Late**	Government Non-profits Universities	3 x 2 metres	US\$1,000 Or 500,000 FCFA

* Full payment received on or before October 15, 2010

** Full Payment received after October 15, 2010

Additional Exhibitor Benefits: 20% discount on each additional booth purchased.

16.18 Publications Advertisement Rates

Rates are per insertion per publication. The EITD Research State Budget Issues Conference publications will include: (1) Registration Brochure, (2) Programme Book, (3) Abstract Book/CD, and (4) Conference Proceedings Book/CD).

Insertion	Rate
1/8 Page	100,000 FCFA or US\$200
1/4 Page	150,000 FCFA or US\$300
1/2 Page	250,000 FCFA or US\$500
Full Page	400,000 FCFA or US\$800

Important: The above rates are for Black and White adverts only. For colour adverts, an additional 20% of the base rate per colour will be charged.

Mechanical Requirements: Camera ready artwork. Negative or positive material for B/W adverts. Colour separation (full colour) films with colour proof.

Deadline for materials and payments: October 15, 2010.

17. Payment Methods

Deposits and final payment for your sponsorship and/or exhibition items can be made by either of the following methods:

Direct Bank Transfer

Payments can be made to the Conference Secretariat by direct bank transfer. For bank account details, please contact the Conference Secretariat on (237) 7766-2395 or email info@eitdr.org.

Certified Company or Bank Cheque:

All cheques should be made payable to **Research for Enterprise, Industries, Technology and Development (EITD Research)**

18. Preliminary Programme At A Glance

	Monday Nov. 1	Tuesday Nov. 2 Day 1	Wednesday Nov. 3 Day 2	Thursday Nov. 4 Day 3	Friday November 5
Morning					
	Arrival	Opening Session	Session 4	Session 8	Departure
			Session 5	Session 9	
Lunch					
	Arrival	Session 2	Session 6	Closing Session	
		Session 3	Session 7		
Evening					
	Evening Free or Sponsored Event	Evening Free or Sponsored Event	Evening Free or Sponsored Event		

19. Application Form

EITD Research State Budget Issues Conference, Yaounde November 2-4, 2010

SPONSORSHIP, ADVERTISEMENT & EXHIBITION SPACE BOOKING FORM

To reserve your selected sponsorship, advertisement or exhibition space package, please complete and return this form to:

The Secretariat

State Budget Issues Conference

EITD Research, P.O. Box 168 Kumba

South West Region, Cameroon

Tel: (237) 3335-4623/7766-2395 Fax: (237) 3335-4623

E-mail: info@eitdr.org or sbic@eitdr.org

ITEM(S) REQUESTED	COST US\$ or FCFA
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____
5) _____	_____

TOTAL AMOUNT (50% deposit required) US\$ or FCFA _____

Balance due:

Company Name: _____

Contact Person and Position: _____

Postal Address: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____

Signed: _____ Dated: _____

TERMS AND CONDITIONS

- Sponsorship will be allocated only on receipt of signed Sponsorship Booking Forms. A letter of confirmation will be provided to confirm the booking.
- Payment can be made in US\$ or FCFA. Cheques should be made payable to: Research for Enterprise, Industries, Technology and Development (EITD Research) and must be drawn on a Cameroon Bank.
- All monies due payment must be received (and cheques cleared) by the Conference prior to the event.
- CANCELLATION POLICY. In the event of cancellation before October 15, 2010 a service fee of 50% applies. No refunds will be made for cancellations after this date. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
- No Sponsor shall assign, sublet or apportion the whole or part of their sponsorship package except upon prior written consent of the Conference Secretariat.
- Provision of banners and any other promotional materials is the responsibility of the Sponsor.

Secretariat Contact

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State Budget Issues Conference

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