

SPONSORSHIP OPPORTUNITIES

ICPC XXI COAL PROCESSING CONFERENCE
12 TO 17 OCTOBER 2025 - SUN CITY
CONFERENCE CENTRE, NORTH WEST
PROVINCE



WHY SPONSOR?

BRAND VISIBILITY AND AWARENESS

- Increased Exposure:** Your brand will be featured on conference materials, websites, and promotional content, increasing your visibility to a targeted audience.
- Brand Recognition:** Consistent exposure to attendees helps in building brand recognition and recall.

NETWORKING OPPORTUNITIES

- Direct Interaction:** Engage with attendees, speakers, and other sponsors, creating opportunities for meaningful connections and collaborations.
- Lead Generation:** Meet potential clients, partners, and collaborators who are interested in your products or services.

THOUGHT LEADERSHIP AND CREDIBILITY

- Speaking Opportunities:** Gain a platform to showcase your expertise through presentations, panels, or workshops.
- Association with Industry Leaders:** Enhance your credibility by associating your brand with a reputable event and industry leaders.

PRODUCT AND SERVICE PROMOTION

- Exhibit Space:** Showcase your products or services through dedicated exhibit booths or demo sessions.
- Live Demonstrations:** Offer live demos or trials to engage attendees and provide hands-on experiences.

MARKET RESEARCH AND FEEDBACK

- Understanding Trends:** Gain insights into industry trends, challenges, and opportunities by engaging with the community.
- Feedback Collection:** Receive direct feedback on your products or services from a knowledgeable audience.

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WHY SPONSOR?

ENHANCED BRAND LOYALTY AND RELATIONSHIPS

- **Customer Engagement:** Strengthen relationships with existing customers by engaging with them in a dynamic environment.
- **Community Building:** Foster a sense of community and loyalty among your target audience.

CONTENT CREATION AND MARKETING

- **Content Opportunities:** Create valuable content such as interviews, blog posts, and social media updates around the event.
- **Post-Event Marketing:** Leverage the event's success and your participation for ongoing marketing campaigns.

COMPETITIVE ADVANTAGE

- **Visibility Over Competitors:** Stand out from competitors who are not sponsoring the event.
- **Influence Purchasing Decisions:** Influence the purchasing decisions of attendees who are evaluating options in your industry.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

- **Supporting the Industry:** Contribute to the growth and development of your industry by supporting educational and networking opportunities.
- **Positive PR:** Enhance your company's image by demonstrating commitment to industry advancements and community support.