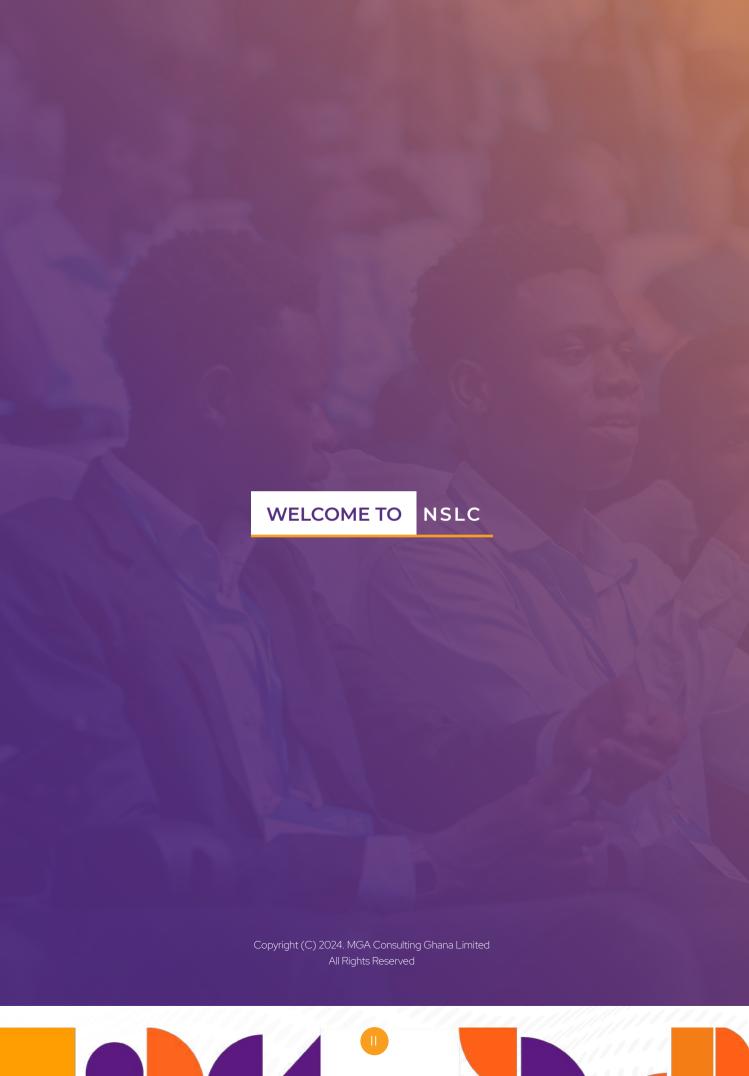


PROPOSAL

National Sales Leaders Conference - Accra, 2024 14th – 16th August, 2024 Accra International Conference Centre





Powered by MGA Consulting

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THEME:

"Innovative Selling: Unleashing The Power For Sustainable Competitive Advantage"





WHY NATIONAL SALES LEADERS CONFERENCE?

ales and marketing development in Africa, particularly Ghana, has risen significantly as businesses face competition across all sectors. In our modern society, distinct challenges must be overcome to ensure success for enterprises. To tackle these barriers and boost organizational earning potential, departments handling the sales field must incorporate ingenious techniques into their processes.

Traditional selling practices have been supplanted with customer-centric methodologies, which reflect this transformative business landscape we encounter today.

A key aspect of succeeding in modern-day selling involves adopting a consumeroriented approach while devising clear call-to-action mechanisms across the organization's marketing efforts.

THEME:

"Innovative Selling: Unleashing The Power For Sustainable Competitive Advantage."



ABOUT NSLC - ACCRA 2024

ational Sales Leaders Conference (NSLC) is a platform to learn and network with top experts in the sales industry to empower sales leaders to excel in their organizations utilizing modern technologies and strategies. The maiden NSLC seeks to gather revenue leaders from Ghana and worldwide to learn innovative, creative techniques to drive revenue growth, sales, and marketing.

Recognizing the challenges and opportunities available to businesses today, the conference is a dynamic space where leaders can share insights, explore cuttingedge strategies, and forge partnerships that transcend traditional boundaries. The 2024 NSLC is themed:

"Innovative Selling: Unleashing The Power For Sustainable Competitive Advantage"

Join us in this transformative journey as we redefine industry standards and collectively pave the way for a more prosperous and innovative future.



NSLC Activities





Special Program Launch

Launch of the National
Sales Academy

12. Launch of National Sales Achievers Awards

Key Industry Attendee





KEY TOPICS INCLUDE

- > Beyond the Traditional Funnel: Innovative Sales Strategies for Success
- ➤ Unveiling the Impact of Sales Automation on Efficiency and Effectiveness of Sales Teams.
- ➤ Integrating Digital Technologies for Enhanced Sales Coaching and Accelerated Growth
- ➤ Elevating Sales Through Personalized Customer-Centric Experiences
- ➤ Anticipating Trends and Adapting to the Rapid Changes in the Digital Marketplace
- > Building Partnerships for Collective Success in Sales
- ➤ Leadership 2.0: Nurturing the Future Sales Leaders
- ➤ The Art of Leading in a Digital Age
- Utilizing Sales Analytics for Deep Customer Behavior Insights and Enhanced Sales Performance
- ➤ Adaptability and Resilience in Sales: Thriving in a Dynamic Landscape
- > Emerging Technologies: Shaping the Future of Sales
- ➤ The role of the modern salesperson in navigating change

THEME

"Innovative Selling: Unleashing The Power For Sustainable Competitive Advantage."

CONFERENCE ORGANIZER

CorEvents Solutions Limited

or Events Solutions is an event management company that believes in the transformative power of memorable events. We understand that a well-executed event has the potential to not only elevate businesses but also create lasting impressions on individuals. We are established with a passion for curating unparalleled experiences, and our company stands at the forefront of the event-organizing industry. We take pride in our ability to turn visions into reality, making each event unique and unforgettable. Whether it's a.



Our expertise encompasses the entire spectrum of corporate gathering. We understand businesses' specific needs and objectives, tailoring our services to meet and exceed expectations.



to elevate brand visibility, forge powerful connections, and gain unparalleled exposure among industry influencers and decision-makers.

What is in for me

Sponsoring the NSLC:

- ➤ Elevates your brand recognition and market influence.
- Gives access to Sales Leaders, Industry experts, and decision-makers.
- Valuable Opportunities.
- Create opportunities to generate sales leads.

SPONSORSHIP OPPORTUNITIES

_	SPONSORSHIP OPPORTUNITIES																												
	Networking Opportunities/ Lead Generation	VIP Networking opportunities	Access to Conference attendee's data	Networking Opportunities	Newspaper Advertisement	TV Mentioning	Radio Mentioning	Traditional Advertisement	Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts.	Acknowledgements of sponsorships during the conference, including opening and closing address	Listing on the NSLC Website (Six Months)	Company Logo on the conference Social Media	Banner advertisement on the conference website (Six Months)	Logo ticker appears on the screen throughout the event.	Company AD placement in the conference brochure	Logo Placement on Stage setup (LED Wall)	Logo inclusion on all conference Materials	Pullup Banners on display at vantage places	Branding Opportunities	Complimentary Registration to the dinner	Exhibition Booths	Conference Passes	Exhibitor/Conference Passes	Host a Webinar Session (if interested)	Opportunity to Host a Session	Panel Discussion	Speaking Opportunity (Keynote Address)	Conference Involvement	Benefits
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CUSTOMIZEDPACKAGES

Launch Sponsorship

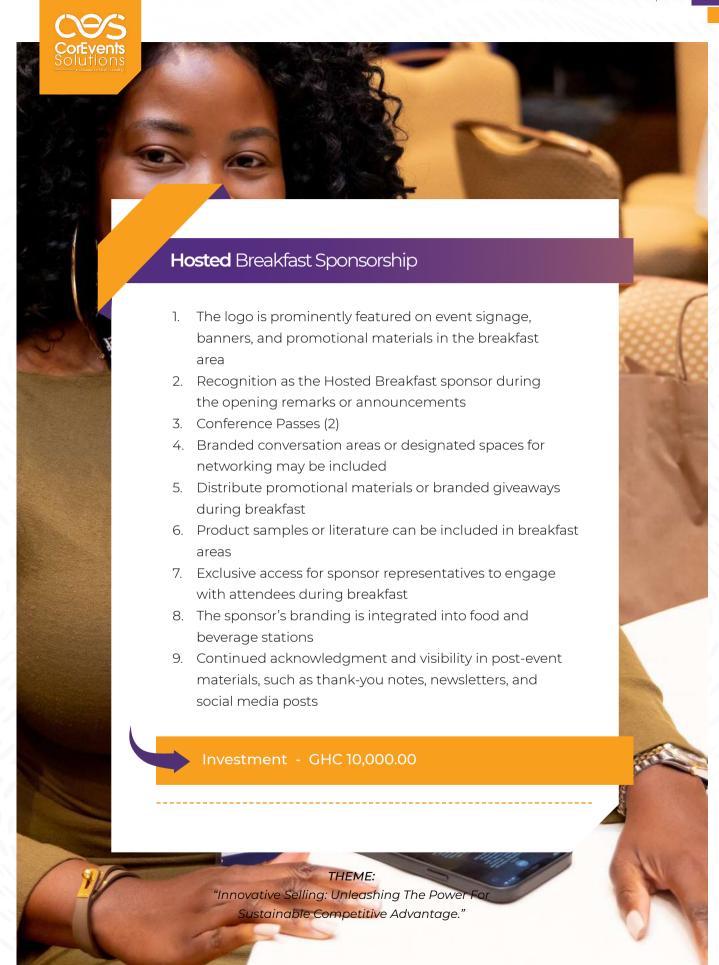
- 1. Recognition during opening and closing remarks
- 2. Placement of the sponsor's logo on all promotional materials for Launch sponsrship
- 3. Conference Passes (2)
- 4. Deliver a presentation during the launch event.
- 5. Featured in pre-event marketing campaigns, press releases, and social media promotions
- 6. Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, or social media posts

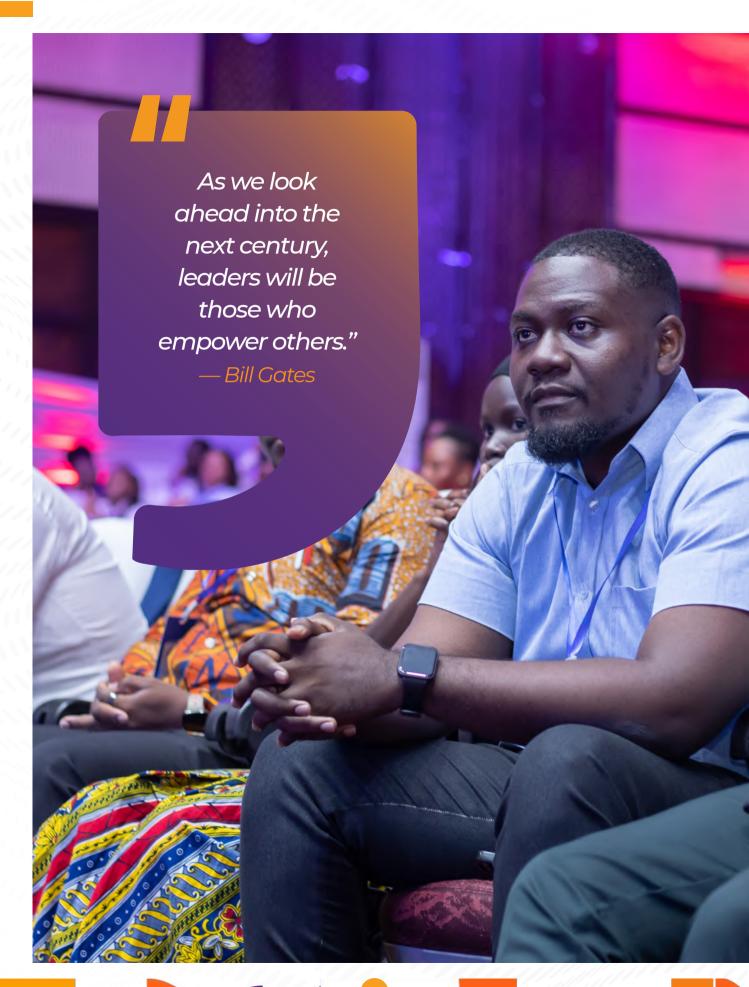
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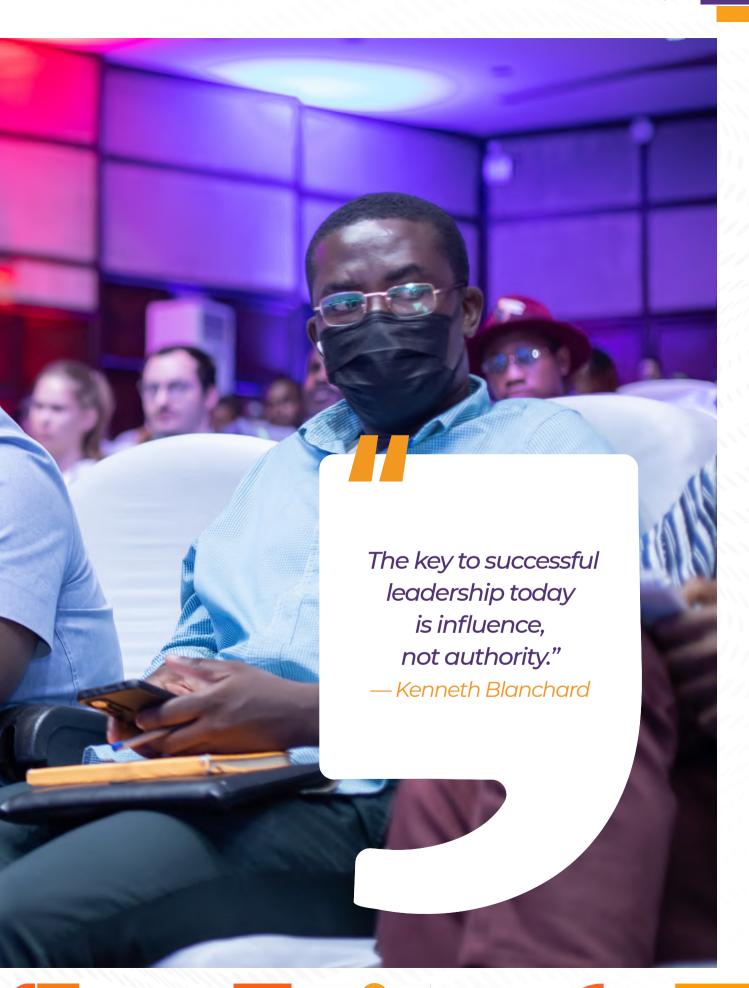
Investment - GHC 10,000.00

THEME

"Innovative Selling: Unleashing The Power For Sustainable Competitive Advantage."









Hosted Lunch Sponsorship

- The logo is prominently featured on event signage, banners, and promotional materials in the breakfast area
- 2. Recognition as the Hosted Breakfast sponsor during the opening remarks or announcements
- 3. Conference Passes (2)
- 4. Branded conversation areas or designated spaces for networking may be included
- 5. Distribute promotional materials or branded giveaways during breakfast
- 6. Product samples or literature can be included in breakfast areas
- 7. Exclusive access for sponsor representatives to engage with attendees during breakfast
- 8. The sponsor's branding is integrated into food and beverage stations.

Investment - GHC 10,000.00





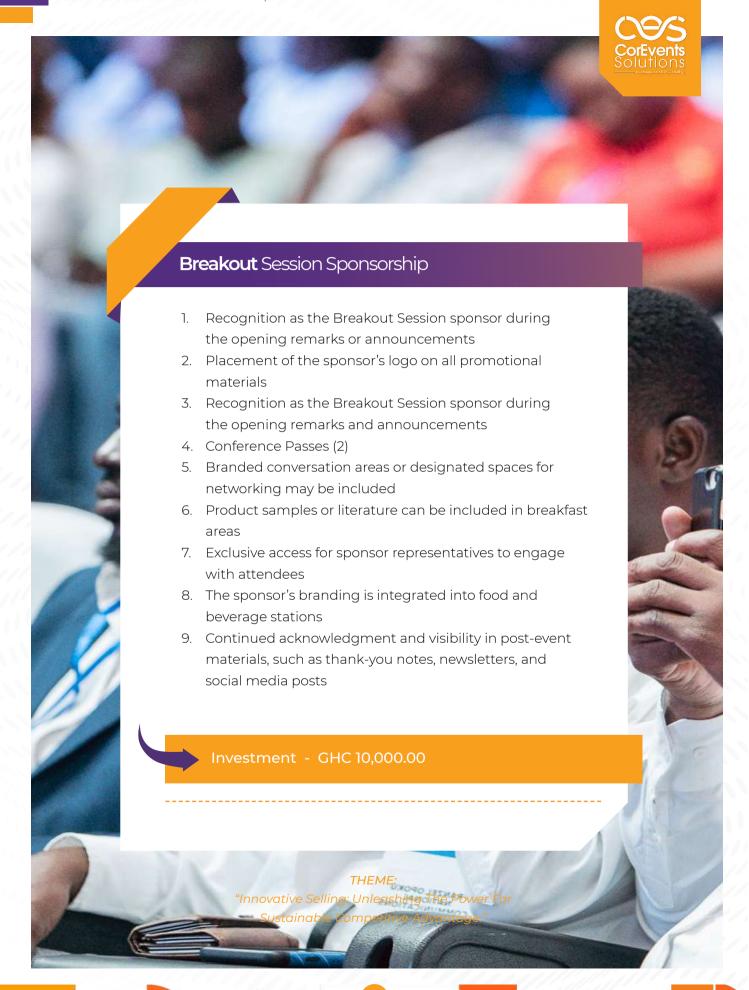


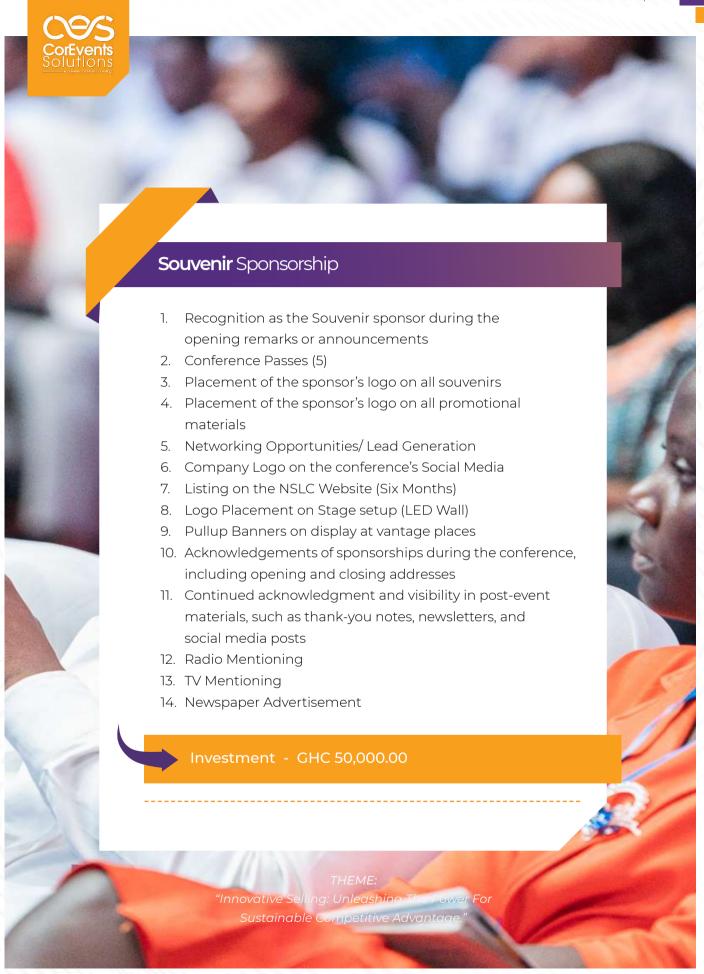
Hosted Dinner Sponsorship

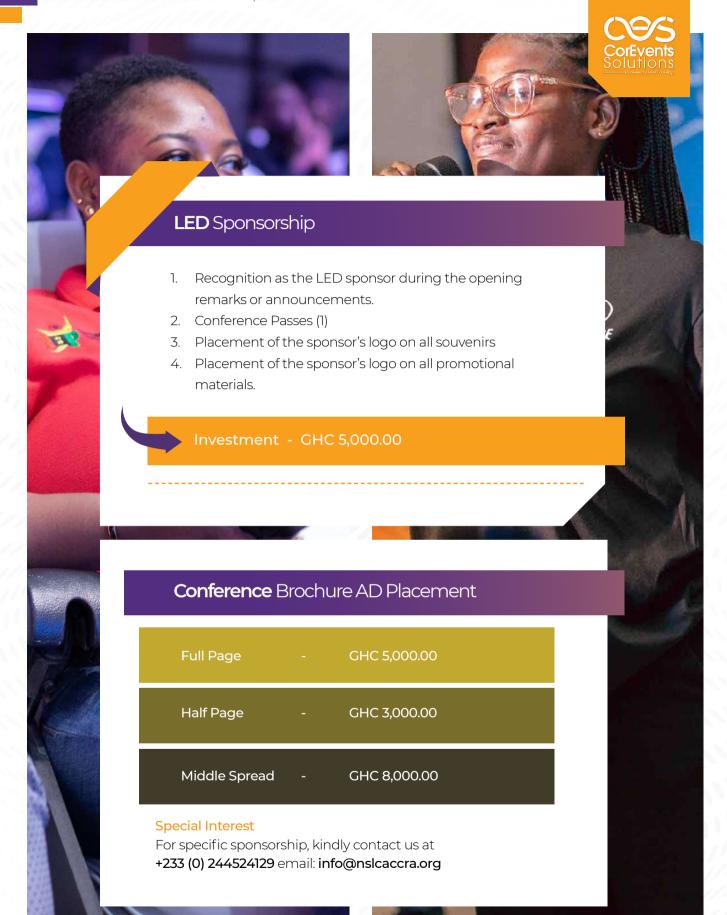
- 1. The logo is prominently featured on event signage, banners, and promotional materials in the dinner area
- 2. Recognition as the Hosted Dinner sponsor during the opening remarks and announcements
- 3. Opportunity for a representative from the sponsor to speak briefly
- 4. Distribute promotional materials or branded giveaways during breakfast
- 5. Product samples or literature can be included in breakfast areas
- 6. Conference Passes (1)
- 7. Dinner Passes (1)
- 8. Exclusive access for sponsor representatives to engage with attendees during breakfast
- 9. The sponsor's branding is integrated into food and beverage stations
- 10. Continued acknowledgment and visibility in post-event materials, such as thank-you notes, newsletters, and social media posts
- 11. Radio Mentioning
- 12. TV Mentioning
- 13. Newspaper Advertisement

Investment - GHC 30,000.00

"Innovative Selling: Unleashing The Powe Sustainable Competitive Advantage.











A section of NSLC Budget Operations

Logistics and Related Cost

GHC 500,000.00

Catering

GHC 800,000.00

Venue and Branding

GHC 300,000.00

Marketing and Public Relations

GHC 700,000.00







BOOK YOUR SPONSORSHIP PACKAGE

Use t the N

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V	vould like to sponsor the following tier	
	Headline Sponsorship (GHC 300,000.00)	
•	Platinum Sponsorship (GHC 200,000.00)	
•	Diamond Sponsorship (GHC 150,000.00)	
•	Gold Sponsorship (GHC 100,000.00)	
•	Silver Sponsorship(GHC 50,000.00)	
	Launch Sponsorship(GHC 50,000.00)	
•	Hosted Breakfast Sponsorship (GHC 20,000.00)	
	Hosted Lunch Sponsorship (GHC 20,000.00)	
-	Hosted Dinner Sponsorship (GHC 30,000.00)	

Breakout Session Sponsorship (GHC 10,000.00)

Conference Brochure - Full Page (GHC 5,000.00)

Conference Brochure – Spread (GHC 8,000.00)

Conference Brochure – Half Package (GHC 3,000.00)

Souvenir Sponsorship (GHC 10,000.00)





Thank you for supporting the National Sales Leaders Conference - Accra, 2024



NSLC - ACCRA, 2024

CONTACT INFORMATION

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Website: www.nslcaccra.org

NSLC Social Media Links @nslcaccra











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