

2nd Annual **Steel & Ferroalloys Conference**

February 2-4, 2026 | Cape Town, South Africa

The Westin Hotel

Sponsorship Prospectus

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Position your brand as a market leader.

Join us at the **2nd Annual Steel & Ferroalloys Conference**, the premier gathering designed to connect decision-makers and industry leaders in the evolving steel & ferroalloys market. This event offers a unique platform to engage in impactful discussions, foster meaningful relationships, and explore opportunities in this rapidly growing sector.

The Conference will bring together key stakeholders to collaborate on strategies, negotiate partnerships, and uncover new business prospects that drive growth and innovation.

Don't miss your chance to sponsor this milestone event—position your brand as a thought leader, showcase your expertise, and build valuable connections that will shape the future of both the steel industry and your company.

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**WHY SPONSOR THE STEEL & FERROALLOYS
CONFERENCE?**

WHAT'S INCLUDED?

SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP

BRONZE SPONSORSHIP

RESERVE YOUR SPONSORSHIP

Why Sponsor the Steel & Ferroalloys Conference?

Force multiplier for sales efforts

Consider the investment in both time and travel it would take for your sales teams to meet with over 150 current and potential customers – the Conference brings those decision makers together in one location for you and your sponsorship places your brand in a position to capture mind and market share in what will be the best sales opportunity of the year.

Build brand awareness on a global scale

Drive sales and expand your customer base by networking with attendees from every region of the world who'll be participating in the Conference. These customers and prospects are seeking solutions to their operational challenges – how can you help?

Solidify existing customer loyalty

A sponsorship at the **2nd Annual Steel & Ferroalloys Conference** is the ideal way to keep your brand, products, and message in front of your current clients – reminding them of why they choose to do business with you initially and positioning your brand as solid, stable and here to help – not just today, but tomorrow and for years to come.

Gain a competitive advantage

By showcasing your companies' unique benefits, products, services and value proposition you can position yourself as a market leader and innovator, helping to gain that critical competitive edge needed in today's business environment.

What's Included?

Every sponsorship level **at the 2nd Annual Steel & Ferroalloys Conference** (Platinum, Gold, Silver and Bronze) comes with the following set of marketing/brand-building benefits as part of your package.

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	Recognition as a sponsor in pre-event marketing materials.
	Logo, company description and hyperlink on the event website, listed by sponsorship level (Platinum, Gold, Silver, Bronze).
	Complimentary "all-access" passes based on sponsorship level (details provided with each package).
	Dedicated liaison to coordinate sponsor benefits.
	Recognition of sponsorship by Conference chair during the Welcome and Opening Remarks.
	Logo, company description and hyperlink in event "app", available to all delegates one [1] week prior to the event.

Sponsorship Levels



Platinum

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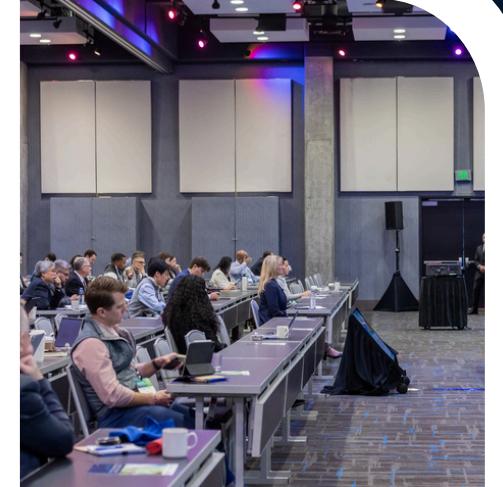
Gold

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Silver

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Bronze

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Platinum Sponsorship

In addition to the benefits listed on page 5, your Platinum Sponsorship includes 3 complimentary “All Access” registrations to the Conference and your choice of one of the following premium sponsored items.

Welcome Reception

Two hours of brand building exposure on the evening of February 2, 2026 that includes digital and printed signage, and logo attribution at food and beverage stations and other areas of concentrated networking throughout the venue.

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Networking Reception

Two hours of brand building exposure at the end of Day One of the Conference (February 3, 2026) that includes digital and printed signage, and logo attribution at food and beverage stations and other areas of concentrated networking throughout the venue.

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Networking Luncheon

1.5 hours of brand exposure during the luncheon on February 3 that includes digital and printed signage, and logo attribution at food and beverage stations and other areas of concentrated networking throughout the venue.

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Gold Sponsorship

In addition to the benefits listed on page 5, your Gold Sponsorship includes 2 complimentary “All Access” registrations to the Conference and your choice of one of the following premium items.

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Tote Bag

Logo placed in a high visibility position on the canvas bags provided to all attendees.

SOLD

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Badge Lanyard

Logo featured in a standard repeat pattern on a lanyard that holds all attendee badges.

SOLD

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Hotel Key Cards

Your logo printed on the hotel room key cards of all attendees registered in the 2nd Annual Steel & Ferroalloys Conference room block room block and distributed at check in at the host hotel.

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Pad and Pen

Your logo placed prominently on a notepad and pen provided to each attendee during registration.

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Charging Station

Your company's logo featured on cell phone charging station available to all attendees.

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Event App

Logo placement and exclusive branding inside the event “app” used for participant communication and networking both pre-event and onsite.

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Wireless Internet Sponsor

Sponsor's logo will be reflected on wireless internet information provided to all attendees.

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Strategic Dialogue

A 20-25 minute presentation on a relevant topic to be mutually determined by sponsor and event organizer. Presentation will be structured to enhance the attendee experience, and provide market intelligence to delegates while providing commercial benefit to sponsor's products/services.

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Silver Sponsorship

In addition to the benefits listed on page 5, your Silver Sponsorship includes 1 complimentary “All Access” registration to the Conference and your choice of one of the following premium items.

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Networking Refreshment Break [1 Available]

Sponsors logo on food/beverage stations, table tents and napkins during a selected refreshment break.

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Networking Breakfast [3 Available]

Sponsors logo on food/beverage stations, table tents and napkins during a selected breakfast.

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Bronze Sponsorship

In addition to the benefits listed on page 5, please make your choice of one of the following premium items.

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Literature Table

A 6-foot draped table to showcase your products and services to all attendees for the duration of the event.

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Literature Distribution

Your corporate literature distributed on the chairs of all attendees during the Day One of the general session.

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Reserve your Sponsorship

Sponsorships for the **2nd Annual Steel & Ferroalloys Conference** are available on a “first come, first served” basis and are expected to sell out far in advance of the event, so don’t delay and risk losing the item that you’ve been considering!

To reserve your individual networking function or branded item, please contact:

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Thank you for your business and support - We look forward to seeing you at the Conference in 2026!