



Prospectus  
for  
Sponsors  
Exhibitors  
Donors

Opportunities to Get Involved

[www.AFSA2024.AFSA.Africa](http://www.AFSA2024.AFSA.Africa)

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# African Forensic Sciences Academy

The [African Forensic Sciences Academy \(AFSA\)](#) is the only formally registered Academy in Africa that represents forensic science practitioners from all fields across Africa. AFSA was founded in December 2022 and registered with the Rwanda Governance Board (RGB) in March 2023 as an International Non-Governmental organisation (INGO) with registration number: N0000011 RGB 1 NGO 1 RC 1 0312023. The RGB provides independent oversight to AFSA.

AFSA is officially hosted in Kigali, Rwanda, by the Rwanda Forensic Institute (RFI). More information about AFSA is available at <https://www.AFSA.Africa>.

## Rwanda Forensic Institute



The [Rwanda Forensic Institute \(RFI\)](#) was established by the Presidential Order N° 049/01 of 02108/2023 to support the judicial system. The main mission of Rwanda Forensic Institute is to provide forensic science services: it conducts scientific analysis of evidence for judicial purposes and services requested by individuals or other institutions and organisations whether inside or outside the country. Moreover, RFI aspires to be a regional hub in forensic science championing excellence in forensic services, training, and research. For further information on the RFI please visit us at <https://www.rfi.gov.rw>.

# AFSA2024 Conference



23 -28 September 2024, Kigali, Rwanda

The inaugural AFSA2024 international conference aims to bring together 500 forensic science practitioners and stakeholders from across Africa and the globe, to discuss the ecosystem of forensic science in Africa.

The theme of the conference is "Forensic Science Ecosystem in Africa" and it is co-hosted by the African Forensic Sciences Academy (AFSA) and the Rwanda Forensic Institute (RFI) in Kigali, Rwanda. It is hosted in partnership with the Ministry of Justice, the Rwanda Convention Bureau, and the University of Rwanda.

This conference is an excellent opportunity for you to become involved in the forensic science sector in Africa if you do not already have a footprint in Africa. If you already have a presence in Africa this opportunity is idea to not only expand your footprint, but also to support our forensic science ecosystem.

It will benefit your company to showcase your technology, services and other solutions to Africa as well as the rest of the world.

## Why should you exhibit?

- Showcase your products, services and solutions to a global audience
- Enhance your brand & organisation presence
- Inform the forensic science ecosystem stakeholders
- Share your knowledge and expertise
- Make strategic connections

## Who will attend?

It is envisaged that all stakeholders in the forensic science ecosystem will attend e.g. forensic science practitioners, laboratory managers, key decision makers, policy makers, legal professionals, and companies from across the globe.

## Participate in more than just another conference

We have organised a social responsibility programme for the Saturday (last day of the conference). Unlike other conferences we want to encourage you to stay for this event and “give back” to the community in Rwanda via their Umuganda programme. On the Saturday we will all volunteer to work in a field or place where Rwanda needs us. Be part of this movement where we not only trade in Africa but “give back” to wherever you trade. Your participation in [Umuganda](#) will be an impactful way to physically demonstrate your commitment to Africa and its people. It will also allow you to experience the spirit of Rwanda!

## Promote forensic science excellence

Partnering with AFSA will highlight your commitment to forensic science excellence in our African ecosystem.

# Event Programme

The AFSA2024 conference is from Monday 23 September 2024 to Saturday 28 September 2024. We hope that you can join us for the entire event!

## **Monday, 23 Sep 2024**

 [Workshops](#)

## **Tuesday, 24 Sep 2024**

 [Workshops](#)

Tuesday Evening: Registration & Opening Cocktail

## **Wednesday, 25 Sep 2024**

 [Conference](#)

## **Thursday, 26 Sep 2024**

 [Conference](#)

Thursday Evening: AFSA AGM for members

## **Friday, 27 Sep 2024**

 [Conference](#)

Friday, Evening

Closing Ceremony & Gala

## **Saturday, Morning**

 [Umuganda Social Responsibility](#)

# Our commitment

As co-hosts of AFSA2024 we commit to stay true to our core values and do our utmost to respect persons, our continent, and our environment.

## AFSA Core Values

- Excellence
- Transparency
- Integrity and ethical practice
- Independence and impartiality
- Inclusion, diversity, and equality

## RFI Core Values

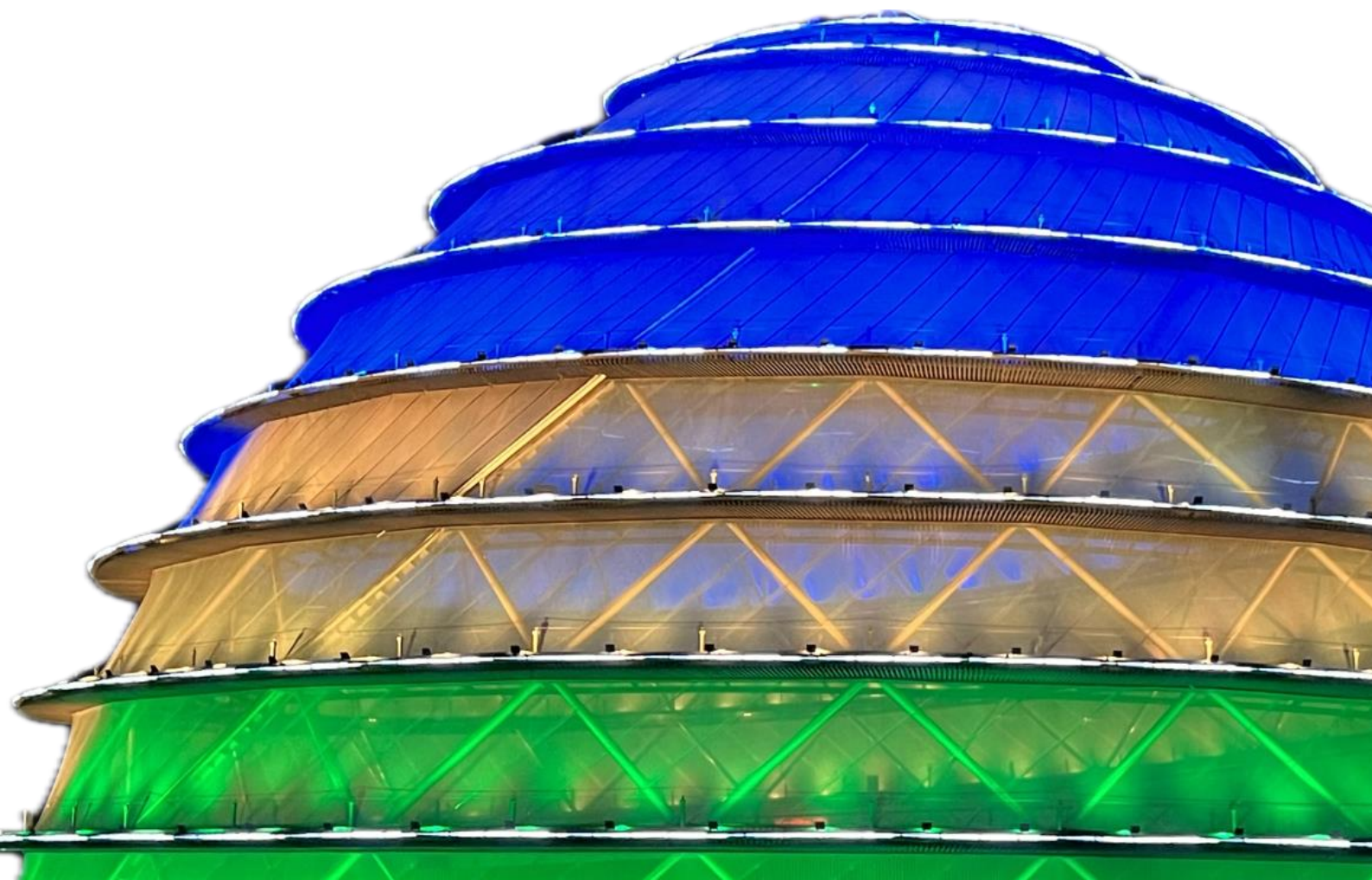
- Integrity
- Impartiality
- Professionalism
- Excellence
- Collaboration

# Venue for AFSA2024

The AFSA2024 conference will be hosted in the Kigali Convention Centre (KCC), Kigali, Rwanda. The KCC is instantly recognisable by its traditional dome-shaped roof. The conference sessions will take place under the dome in the beautiful Auditorium, which is the premier event space in the KCC.

The exhibition space is located in the bright and large glass Foyer next to the KCC entrance. Registration takes place in the same Foyer ensuring optimal exposure of your booth. In addition the opening cocktail as well as all the tea breaks (AM & PM) will be hosted in the glass Foyer.

See information about the KCC at <https://afsa2024.afsa.africa/event-venue>.





# Exhibitor & Sponsor Categories

## Categories

Sponsor and exhibitor categories are listed below, with the benefits of each category outlined in detail. Registered exhibitors will be informed about set-up and take-down deadlines and procedures for the AFSA2024 conference well in advance. See other Sponsorship opportunities on page 11 in this prospectus and talk to us about further opportunities.

Item	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibitor
Price (USD)	25,000	15,000	10,000	5,000	3,000
Tickets for representatives	6	4	3	2	1
Stand size (width x depth)	9m x 2m	6m x 2m	3m x 2m	3m x 2m	3m x 2m
Recognition at opening & closing ceremonies	Mentioned at optimal times during event	Repeatedly mentioned during event	Mentioned	Mentioned	Mentioned
Recognition at start of each session	Mentioned & Logo on slide per category	Logo on slide per category	Logo on slide per category	Logo on slide per category	Logo on slide per category
Speak onstage during plenary	5 minutes	Not applicable	Not applicable	Not applicable	Not applicable
Placement of adverts *	Optimal placement	Mention & logo on all adverts	Mention & logo on all adverts	Mention & logo on all adverts	Mention & logo on all adverts
Visibility via branded promotional materials * shared with delegates	Your promotional booklet	Flyer up to 10 pages	3 page flyer	2 page flyer	1 page flyer
Visibility via AFSA2024 social media*	3 social media posts per week by AFSA2024	2 social media posts per week by AFSA2024	1 social media posts per week by AFSA2024	4 social media posts by AFSA2024	1 social media post by AFSA2024
Electronic * poster visibility	Three times per cycle	Twice per cycle	Once per cycle	Once per cycle	Once per cycle

\* Note that cost for printing of booklets and flyers, or development of digital material are not included.

# Exhibition Booths

Booth layouts are indicated below and includes the items stated below.



## Included in the booth

- Fascia Name of exhibitor
- 1 round table
- 2 chairs
- 1 information counter
- 2 spotlights
- 1 brochure stand
- 1 power socket

## Booth size

- 3m (width) x 2m (depth)
- 6 m<sup>2</sup> in total
- 3m facing to the front of the booth

## Sold separately (not included)

- Branding of the booth panel

A detailed floorplan of the Foyer A1 space is available. Please contact us at [events \[at\] AFSA.Africa](mailto:events@AFSA.Africa) for details.

## Sponsorships

In addition to the exhibitor categories on page 9 the following sponsorships are available to enable us to offer the conference at the listed prices to delegates e.g. students attend workshops free of charge. This will enable AFSA2024 to contribute to foster a sustainable forensic science ecosystem in Africa.

### **Keynote Speaker**

**3,800 USD**

Top experts in the field were invited to the AFSA2024 inaugural conference. If you wish to sponsor a keynote speaker, please contact the organising committee at [events \[at\] AFSA.Africa](mailto:events@AFSA.Africa) to discuss this opportunity in detail.

Prior to the keynote address of the sponsored speaker the sponsor will be acknowledged by the moderator of the session.

Fifteen sponsorship opportunities are available and vendors will be able to choose which speaker they wish to sponsor. A flat rate per speaker applies, regardless of where the speaker resides.

### **Sponsor the attendance of an African student**

**2,675 USD**

We allow students to attend the conference and workshops at minimal cost. Despite this most students are not able to fund themselves to attend a conference of this nature. This is unfortunate as it is they who will make progress in our field in the future and need to be up to date with the latest developments in the field. AFSA2024 thus requests full sponsorship for a student for the indicated amount which will cover travel (return airfare ticket), accommodation, conference attendance, workshop attendance, as well as a small stipend of about 12 USD per day. There is no limit to the number of students you are allowed to sponsor.

## Opening Cocktail

**28,000 USD**

The opening cocktail event will be hosted in the premier glass foyer of the Kigali Convention Centre. It is scheduled on Tuesday evening, 24th of September at 18:00.

In the same foyer, formal registration of the conference opens prior to the start of the welcome cocktail and vendors will have their booths already set up. The opening cocktail is thus the key event that will bring together delegates, attendees, exhibitors, sponsors and honorary guests for the first time.

## Gala Event

**36,500 USD**

The Gala Dinner held on the evening of Friday 27 September 2024 will be the official closing event of the inaugural AFSA2024 conference. This premier event will showcase not only the handing out of prizes but also include a traditional vibrant cultural dance session.

## Workshops

**5,000 USD**

Workshops are an essential component of AFSA2024 and will be hosted to enhance knowledge and skills transfer. Students will attend free of charge and others will pay a modest fee to encourage participation in order to advance training and education goals within our African ecosystem. For this reason, we also offer sponsorship opportunities that enable us to host these workshops. This is a key priority for AFSA2024 and we trust that the support of our sponsors will make this possible. This sponsorship is available for each of the 11 workshops.

## Tea Breaks

**7,150 USD**

Tea breaks - including tea, coffee or juice as well as snacks - will be served in the premier glass foyer of the KCC, where vendors have their exhibition booths.

Six sponsorship opportunities are available and sponsors will be able to choose which day and time (AM vs PM) they wish to sponsor a tea break. Sponsorship preference will be accommodated on a first come first served basis.

## Lunch Breaks

**15,000 USD**

Sponsorship for lunch includes a full sit down lunch for all delegates at one of the premier restaurants in the Radisson Blu hotel next to the Kigali Convention Centre (KCC). Lunch is served in the Larder, which is easily accessible from the conference venue.

Three sponsorship opportunities are available and sponsors will be able to choose which day they wish to sponsor a lunch, on a first come first served basis.

## Conference Bags

**5,820 USD**

The AFSA2024 conference bag is made from Kitenge material which is colourful and reflects the vibrancy of Rwanda. The bags are made from durable material with sturdy handles that will last over time. Bags will be made from various colours of material to showcase an array of local designs. Delegates will be able to choose from two designs on a first come first serve basis. This bag will be branded with the logo of the sponsor.

Any unused bag will be donated to a local student (university or school) in Rwanda.

**Conference Abstract Booklet**

**from 250 to 2,500 USD**

Sponsorship is available for the official conference booklet.

One sponsor will have the full back page of the conference booklet available to them.

Other sponsors may have a half page of their advertisements placed within the booklet as space allows. The layout of the specific advertisement is at the discretion of the organising committee.

Other sponsors may have a quarter of a page of their advertisements placed within the booklet as space allows. The layout of the specific advertisement is at the discretion of the organising committee.

	<b>Colour</b>	<b>Black &amp; White</b>
Full back page	2,500 USD	1,500 USD
Half page inside	1,000 USD	500 USD
Quarter page inside	500 USD	250 USD

**Flyer Distribution**

**500 USD**

Sponsors may choose to have their promotional material distributed to all attendees by having it placed into their official conference bag.

Sponsors who wish to use this opportunity have to provide AFSA with 550 printed copies of their material no later than 30 August 2024.

Promotional material can be printed in Kigali from PDF versions supplied by sponsors, at the cost of the sponsors. The cost for printing dependent on size, number of pages and colours used.

**Wi-Fi**

**2,800 USD**

During the conference, delegates will have access to Wi-Fi. This Wi-Fi service may be sponsored and the sponsor will be acknowledged.

## **Social Media Advertisement**

**1,000 USD**

This is an opportunity to reach professionals on all our platforms (LinkedIn & twitter) with your message under the AFSA2024 banner.

Content should be provided in text (160-character limit). Instead of the text a graphic may also be provided.

AFSA will distribute this post on our social media platforms at least once per week prior to the conference, from the day the sponsorship is activated thus registered and paid.

# Donations

[Donate Here](#)

AFSA is a young academy that was registered in March 2023 with the goal to further the cause of forensic science in Africa. Setting up an Academy from scratch is not a trivial task and many components are required to make a success of our Academy for Africa and its people. One such a component is funding, which is increasingly in short supply.

We urge those who are able to do so to please donate to our cause. Your donation will help to cover the operational costs of AFSA, which we run on an absolute shoestring budget. Transparency is one of our key values and we will gladly discuss the administration and reporting of your donation in detail.

AFSA is regulated by the Rwanda Governance Board (RGB) in Rwanda, which provides independent oversight. We are thus accountable for every cent we receive, and we state categorically that no Executive member of AFSA receives any funds to execute their roles. They do so *pro bono* in order to allow donations such as yours to go to funding our activities.

We invite you to contact us for additional information at [events \[at\] AFSA.Africa](#) if you wish to discuss a donation, or donate [here](#).

## Contact AFSA2024

Our primary contact email is below, and we invite you to contact us to discuss exhibitor, sponsor, donor or other opportunities that can serve our forensic science ecosystem in Africa. We look forward to hearing from you!

[events \[at\] AFSA.Africa](mailto:events[at]AFSA.Africa)