



**IBIS** | INTERNATIONAL  
BODYSHOP  
INDUSTRY  
SYMPOSIUM

**A F R I C A 2 0 2 0**

Thursday 23 July 2020

**IBISCONNECTSIMULCASTPARTNERPACK**

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# Strength through collaboration

All parts of the African auto collision repair industry working together for business growth

# Your **IBISConnect** Africa simulcast partner pack

Thought leadership. Disruptive, challenging and innovative content. Peer-to-peer networking. High level debate and information sharing. Insight and market analysis. These are just a few of the strategic drivers that have made IBIS the glue that has bound together the global auto collision repair industry for 20 years.

## **This partner pack is designed to:**

- Paint a picture of the IBISConnect virtual environment through which our simulcast delegates will view and interact with the content.
- Set out all the promotional elements from which you as a premium or standard partner will benefit.

2020 has already seen the most wide-reaching, seismic changes in our economic, political and social landscape in decades. Face-to-face interaction is for now the old norm. The new and burgeoning norm of the here and now is **digital**.

IBIS has embraced this evolutionary status quo to develop and present to its African and worldwide audience the brand new IBISConnect Africa simulcast to be broadcast live over the Internet on Thursday 23 July.

Evolution doesn't mean wholesale revolution though. At the heart of IBISConnect Africa is the same high quality, relevant and thought-provoking content. Wrapped up in presentations, panel debates, interviews, Q&A and live polling all brought to our delegates by the crème de la crème of industry experts. Just digitally.

There are equally as many opportunities for more members of the worldwide IBIS family to see and get to know your brand than ever:

A circular infographic showing 63% in white text inside a green circle with a white outline.

63%

According to one virtual event platform developer, 63% of people are more likely to attend an online event than a face-to-face event.

An infographic showing 2,000+ in white text inside a green circle with a white outline.

2,000+

Good news if you add into the mix the 2,000+ contacts who, as a minimum, we'll target with the IBISConnect Africa simulcast.

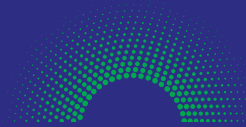
# Opportunities inherent in the South African collision repair industry



An addressable motor body  
repairer market of circa

**R25BN**

(£2BN) in 2019



Total vehicle  
parc of  
**10-11M**

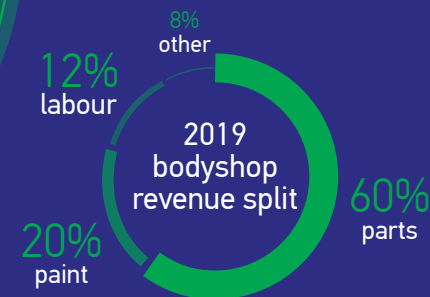


**175K**  
vehicles repaired per  
month at an average  
cost of **R21,600** (£1K)  
per vehicle

**IBISConnect** Africa – the perfect  
opportunity to raise awareness of your  
brand, promote your portfolio of services  
and have virtual business conversations  
with the influencers and decision makers  
of the South African auto collision  
repair industry in a safe, interactive and  
sustainable environment.



2019 GDP of  
**US\$349.42BN**



A network of  
**1645**  
bodyshops across  
South Africa

# What is the **IBISConnect** virtual environment?



An online, graphic representation of a conference centre built on a virtual event platform



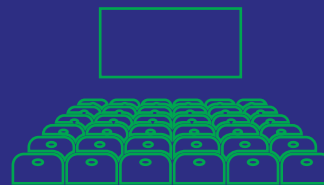
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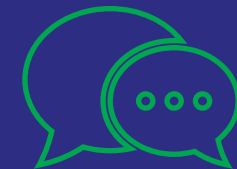
The place to experience IBISConnect Africa live and somewhere to return afterwards to watch it on playback and enjoy all the online content



Virtual exhibition where you will have your virtual stand/booth



Virtual auditorium where delegates will go to watch the simulcast live or on playback



Virtual networking space where delegates can chat and interact with each other

# Virtual exhibition space



# Partnership packages

## Virtual exhibition stand look and feel

	Premium	Standard
Fully customisable stand render to reflect your brand colours and corporate mark	✓	✓
Scope to give your stand a name, incorporate a short description and a link to your website	✓	✓
Ability to embed an unlimited number of videos for delegates to download and view	✓	✗
Optional, fully bespoke 3D stand developed in conjunction with our graphic designer	✓	✗
Option to add in ad hoc features e.g. additional click-on plasma screen, further content navigation buttons etc.	✓	✗

## Virtual exhibition stand lead generation and customer engagement features

	Premium	Standard
Virtual assistant for delegates to book a calendar meeting with your stand team	✓	✓
Email facility for delegates to contact you	✓	✓
Live video conference link for delegates to interact live with your stand team	✓	✓
Live calls for delegates to chat 1:1 with a member of your stand team	✓	✗
Ability for delegates to download an unlimited number of digital assets and collateral	✓	1 piece of collateral only
Option to include a survey facility for delegates to feedback on any aspect of your virtual stand	✓	✗



# Partnership packages

## Digital brand promotion

	Premium	Standard
Logo placement on the main live simulcast screen backdrop	✓	✓
Option to have your logo placed alongside a main stage agenda item you sponsor	✓	✓
Option for 1 video bumper to top and tail a presentation from the main stage	✓	✗
Pop-up logo or advert to show during the live simulcast	✓	✗
60 second video advertisement to play during an add break during the live simulcast	✓	✗

## Live streaming options for delegates to view during virtual coffee break or post-event on demand

	Premium	Standard
Your own live (password protected) networking lounge for delegates to meet with you and each other	✓	✗
Create your own mini agenda of content e.g. pre-recorded or live presentations for delegates to view	✓	✗
Incorporate a video player for delegates to watch your video content	✓	✗
Offer an on-screen Q&A facility for delegates to interact with your speakers	✓	✗



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