


4<sup>TH</sup> EDITION

**PSAO**  
INTERNATIONAL  
SHOW - SENEGAL 2025



**23-26**  
**OCT. 2025**

 **AT THE GRAND  
THEATRE OF DAKAR**

**SHOWCASING KNOW-HOW AND  
INNOVATION FROM AFRICA AND  
ITS OVERSEAS TERRITORIES**

# PRICE LIST



**S E N E G A L 2 0 2 5**

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# 1. SPONSORSHIP GRID FOR SPONSORS

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	CO-HOST € 75.000 49 125 000 CFA F	PLATINIUM € 50.000 32 750 000 CFA F	GOLD € € 35.000 22 925 000 CFA F	SILVER € 20.000 13 100 000 CFA F	BRONZE € 5.000 3 275 000 CFA F
<b>BEFORE THE EVENT</b>					
Logo on all digital and physical media of the show.	✓	✓	✓	✓	✓
Announcement of partnership/sponsorship in the exhibitor file and in the filepress release	✓	✓	✓	✓	✓
A personalized poster distributed on social networks.	✓	✓	✓	✓	✓
Branding in your company's colors on the event's digital platform	✓	✓	✓	✓	✓
Invitation to the press conference	✓	✓	✓	✓	✓
Communication on all our platforms about one of your products and/or services (4 MONTHS)	✓	✓	✓	✓	✗
Insertion in an article written for the event and published in the presswritten and partner magazines.	✓	✓	✓	✗	✗
Appearance in the audio spot of the event broadcast on the radios, the blog of theliving room and social networks	✓	✓	✗	✗	✗
Appearance in the video spot of the broadcast event on television channels, the show blog and social networks	✓	✗	✗	✗	✗
Full board accommodation for two participants for 5 days in a 4-star hotel.	✓	✗	✗	✗	✗
<b>DURING THE EVENT</b>					
Presence of the logo on the event's photo call	✓	✓	✓	✓	✓
A partner/sponsor stand on site in person	✓	✓	✓	✓	✓
A partner/sponsor stand on the digital platform (ChatetVisio)	✓	✓	✓	✓	✓
Unlimited access to all the show's activities (Conference, training, workshop, fashion show etc.)	✓	✓	✓	✓	✓
Unlimited access to NETWORKING and project pitch spaces	✓	✓	✓	✓	✓
Unlimited access to VIP areas (Senegalese authorities, diplomacy, members of international institutions)	✓	✓	✓	✓	✓
Participation in the Gala evening	30 places	20 places	10 places	06 places	02 places
Speaking at a conference (3 to 20 min	✓	✓	✓	✓	✗
A presence in the Event Guide which will be distributed to all participants during the two days of the event	02 pages	01 page	1/2 page	1/4 page	✗
Dissemination during the day, in the salon sign, of targeted information about your company (Ads, Practical information)	05 broadcasts /day	03 broadcasts /day	01 broadcasts /day	✗	✗
Broadcast of your 45-second advertising spot during the gala evening.(Spot produced by you)	✓	✓	✗	✗	✗
Speaking at the closing gala and awards ceremony	✓	✗	✗	✗	✗
<b>AFTER THE EVENT</b>					
Privileged partnership for the organization of the 2026 edition	✓	✓	✓	✓	✓
Sale of the PSAO Senegal 2025 magazine in points of sale (Morocco, Cameroon, Congo, Ivory Coast, Benin, etc.)	✓	✓	✓	✓	✗
Distribution in our newsletter of a thank you article with thekey information about your business	✓	✓	✓	✗	✗
Placement of a product or service in the event summary spot which will be broadcast on all our partner media	✓	✗	✗	✗	✗

## 2. LEVELS OF SPONSORSHIP SUPPORT

Our patrons more prominent than ever



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To ensure sufficient visibility for patrons, in the absence of direct compensation in accordance with the laws in force in France, or according to other national legislation, TAM's Event and its partner association, AFHRICANA, have decided to limit support for public interest initiatives related to the Show to 10 partners.

Individualized patronage agreements specifying the value of the support that can be provided, as well as any potential tax benefits that may result, will be established prior to the Show (presumably before August 31, 2025, unless otherwise specified).

These agreements will define, in particular: the association of the patron's name before, during, and after the event, as well as the conditions of access and presence at the Show (always in accordance with the relevant national legislation).



## 01 EXCLUSIVE GRAND PATRON:

► **€ 100.000**  
**\$ 105.037**  
 (65 000 000 CFA F)  
 (i.e. €40,000/26,200,000 CFA francs after IS reduction)

## 03 PATRONS PSAO:

► **€ 35.000**  
**\$ 36.763**  
 (22 975 000 CFA F)  
 (i.e. €14,000/9,170,000 CFA francs after IS reduction) x 3

## 06 SALON PATRONS:


► **€ 10.000**  
**\$ 10.504**  
 (6 500 000 CFA F)  
 (i.e. €4,000/2,620,000 CFA francs after IS reduction)

## 3. SPONSORSHIP GRID FOR EXHIBITORS

Our preferential prices for our  
international exhibitors



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	COUNTRY STAND	STAND EXTERNAL GROUP IN SENEGAL	STAND INTERNAL GROUP IN SENEGAL	INDIVIDUAL STAND	INNOVATION STAND
<b>A PRICE WITHOUT SUPPORT</b>	€ 27.500 \$ 28.885 18 012 500 CFA F	€ 7.700 \$ 8.088 5 043 500 CFA F	€ 7.700 \$ 8.088 5 043 500 CFA F	€ 880 \$ 925 576 400 CFA F	€ 220 \$ 235 144 100 CFA F
<b>A PRICE WITH SUPPORT</b>	€ 71.500 \$ 75.100 46 832 500 CFA F	€ 60.500 \$ 63.549 39 627 500 CFA F	/	€ 4.950 \$ 5.200 3 242 250 CFA F	€ 4.290 \$ 4.505 2 809 950 CFA F
Number of companies	10	10	10	1	1
Number of stands	1	1	1	1	1
Stand area	50m <sup>2</sup>	50m <sup>2</sup>	50m <sup>2</sup>	5m <sup>2</sup>	3m <sup>2</sup>
Named signage	YES	YES	YES	YES	YES
Number of tables	10	10	10	1	1
Number of chairs	10	10	10	1	1
Physical space branding	YES	YES	YES	YES	YES
Virtual stand on the PSAO platform	YES	YES	YES	YES	⊗
Virtual space branding	YES	YES	YES	YES	⊗
Access to conferences, workshops and training	11 access	10 access	10 access	1 access	1 access
Distribution of an article on our social networks	YES	YES	YES	YES	YES
Logo on the photo Call of the event	Logo of the institution	Group logo	Group logo	Company logo	⊗
Access to the awards ceremony evening	11 access	10 access	10 access	1 access	1 access
Appearance in PSAO magazine 2025	Presentation of the country's assets and the 10 companies present at the event	Presentation of the country's assets and the 10 companies present at the event	Presentation of the country's assets and the 10 companies present at the event	Presentation of your company	⊗
Number of round-trip plane tickets in Economy class	10	10	⊗	⊗	⊗
Number of round-trip business class plane tickets	1	⊗	⊗	⊗	⊗
Number of premium double bed rooms	1	⊗	⊗	⊗	⊗
Number of Standard double bed rooms	10	10	⊗	⊗	⊗
Number of nights of accommodation	6	6	⊗	⊗	⊗
Breakfast + lunch + dinner	YES	YES	⊗	⊗	⊗
Provision of 4 hostesses trained on your products and services for 3 days	10H	07H	⊗	⊗	⊗




## 4. BUSINESS AND CULTURAL JOURNEY

Discover the businesses and culture of the host country



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# DISCOVER SENEGAL

## YOUR NEXT BUSINESS AND DISCOVERY TRIP!

To complement your presence at the PSAO 2025 Trade Fair, we invite you on a unique business trip to Senegal, where economic opportunities and cultural discoveries meet.

This trip is designed to allow our international partners to meet with key institutions, establish relationships with dynamic local businesses, and discover a growing market. In addition to enriching business meetings and company visits, you will have the opportunity to explore Senegal's cultural richness: visit iconic tourist sites, immerse yourself in the vibrant atmosphere of local markets, and savor authentic and refined cuisine.


This trip is an exceptional opportunity to combine business and tourism, while building lasting partnerships in a welcoming and inspiring setting.

The price of each Business Trip must be added to the previously selected participation package. These trips are only available to participants who have subscribed to a sponsorship package or an exhibitor package. The completion of each Business Trip will only be confirmed after receipt of at least 10 registrations.

# 5. COUNTRY FOCAL POINTS

Focus on our network of trusted people  
by country



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Comité d'organisation

PSAO Focal Point Other African countries



Comité d'organisation

PSAO Focal Point Guest countries from the European, American or Asian continent





**A PLATFORM DEDICATED TO  
EXECUTIVES, BUYERS, INVESTORS, AND  
BUSINESS ANGELS, PROMOTING  
PRODUCTS AND SERVICES FROM AFRICA  
AND ITS OVERSEAS TERRITORIES.**

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