PSAO INTERNATIONAL SHOW - SENEGAL 2025



23-26 OCT. 2025 OAT THE GRAND THEATRE OF DAKAR

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

PRICE LIST



SENEGAL 2025

www.salonpsao.com

Summary



1. SPONSORSHIP GRID FOR SPONSORS

Our sponsors offer affordable prices for all budgets



2. LEVELS OF SPONSORSHIP SUPPORT

Our patrons more prominent than ever



3. SPONSORSHIP GRID FOR EXHIBITORS

Our preferential prices for our international exhibitors



4. BUSINESS AND CULTURAL JOURNEY

Discover the businesses and culture of the host country



5. COUNTRY FOCAL POINTS

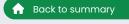
Focus on our network of trusted people by country

Senegal 2025

1. SPONSORSHIP GRID FOR SPONSORS

Our sponsors offer affordable prices for all budgets







Senegal 2025

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

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).



EXCLUSIVE GRAND PATRON:

€ 100.000 \$ 105.037

(65 000 000 CFA F)

(i.e. €40,000/26,200,000 CFA francs after IS reduction)

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

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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		STAND	STAND			
	COUNTRY STAND	EXTERNAL GROUP IN SENEGAL	INTERNAL GROUP IN SENEGAL	INDIVIDUAL STAND	INNOVATION STAND	
A PRICE WITHOUT SUPPORT	€ 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	
A PRICE WITH SUPPORT	€ 71.500 \$ 75.100 46 832 500 CFA F	€ 60.500 \$ 63.549 39 627 500 CFA F	1	€ 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	50m²	50m²	50m²	5m²	3m²	
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	(X)	
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	®	®	®	(X)	
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	10Н	07Н	®	®	8	

Senegal 2025

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.

4th edition of the PSAO Exhibition Senegal 2025

5. COUNTRY FOCAL POINTS

Focus on our network of trusted people by country

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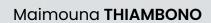
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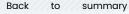


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Comité d'organisation

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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