

4TH 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**



S E N E G A L 2 0 2 5

www.salonpsao.com

REGISTRATION FORM FOR COMPANIES

This form is intended for a company registering individually

For Organizer Use Only

Received on :
Aisle :

File No.:
Booth:

Client No. :
:Invoice No. ::

Please write in block capital letters

YOUR COMPANY

Company Name:
Mailing Address : ;
Postal Code : City : Country:
Phone (with country code): Email:
Contact Person for the Registration :
Phone (with country code): Email:
Booth Representative:
Title:
Main activity:
Secondary Activity:

VOTRE PARTICIPATION

YOU ARE EXHIBITING AS (Tick the appropriate box) YOUR OFFER AT THE EXHIBITION (Tick the appropriate box)

- | | |
|--------------------------|---|
| <input type="checkbox"/> | Training and Apprenticeship Institution |
| <input type="checkbox"/> | Industrial or Commercial Company |
| <input type="checkbox"/> | Craft Business |
| <input type="checkbox"/> | Consulting / Recruitment Firm or Other |
| <input type="checkbox"/> | Temporary Employment / Umbrella Company |
| <input type="checkbox"/> | Institutional Organization |
| <input type="checkbox"/> | Financial Institution (Bank, Insurance) |
| <input type="checkbox"/> | Association or Umbrella Organization |

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Training / Education / Apprenticeship |
| <input type="checkbox"/> | Employment / Pre-employment Internships |
| <input type="checkbox"/> | Equipment, Supplies, and Services for Businesses |
| <input type="checkbox"/> | Equipment, Supplies, and Solutions for Crafts |
| <input type="checkbox"/> | Financing Solutions |
| <input type="checkbox"/> | Products / Services Made in Africa |



EUROPE

This form must be returned by October 1st, 2025 to Ms. Cynthia DAVIS

PSAO Europe Focal Point / WhatsApp (+33) 7 71 52 41 17.

Email: c.davis@salonpsao.com

REGISTRATION FORM

INVOICING						
1/ BOOTH RENTAL			Quantity	Unit Price		Total excl. VAT
Equipped booth of 50 m² + Accommodation and meals for 2 persons for 5 days + 5-minute speaking opportunity 56.412.300 FCFA excl. VAT		Surface in m ²X 50 m ² =	56.412.300 FCFA	=
Equipped booth of 30 m² 38.045.500 FCFA excl. VAT		Surface in m ²X 30 m ² =	38.045.500 FCFA	=
Equipped booth of 20 m² 26.238.280 FCFA excl. VAT		Surface in m ²X 20 m ² =	26.236.280 FCFA	=
Equipped booth of 10 m² 15.087.000 FCFA excl. VAT		Surface in m ²X 10 m ² =	15.087.000 FCFA	=
Equipped booth of 5 m² 3.804.550 FCFA excl. VAT		Surface in m ²X 5 m ² =	3.804.550 FCFA	=
One-to-one business meetings Meetings with local and foreign authorities Per person = 200.000FCFA excl. VAT		Number of persons =	200.000 FCFA	=
		VAT 18% (Not applicable for payments made to accounts outside Senegal)				
		TOTAL AMOUNT TO BE PAID (incl. VAT)				
		Mandatory deposit: 50% of the total amount				
		Balance due no later than October 1, 2025				
Option: For additional furniture, floral decoration, or other services, please contact the designated focal point. Important: Branding (Sticker + banner + desk) in the colors of the country or institution is included in the booth fee. Pricing conditions : accessibles en cliquant ici.						



EUROPE

This form must be returned by October 1st, 2025 to Ms. Cynthia DAVIS

PSAO Europe Focal Point / WhatsApp (+33) 7 71 52 41 17.

Email: c.davis@salonpsao.com

2 / ADVERTISEMENT IN THE OFFICIAL EXHIBITION CATALOGUE

	Unit Price	Quantities	Total excl. VAT
Inside Front Cover	1.000.000 FCFA excl. VAT	**	
Back Cover	500.000 FCFA excl. VAT	**	
1 Full Page	200.000 FCFA excl. VAT X 200.000 FCFA	
1/2 Page	150.000 FCFA excl. VAT X 150.000 FCFA	
1/4 Page	100.000 FCFA excl. VAT X 100.000 FCFA	
TOTAL excl. VAT			
VAT 18% (Not applicable for payments made outside Senegal)			
TOTAL incl. VAT			

3/ ADVERTISEMENT ON THE EXHIBITION WEBSITE : www.salonpsao.com

Banner insertion on the homepage of the SIFORES website	200.000,00 FCFA excl. VAT
VAT 18% (Not applicable for payments made outside Senegal)	
Total incl. VAT	

Grand Total Booth Rental + Advertising Insertions in FCFA incl. VAT	
--	--

PAYMENT TERMS

A 50% deposit is mandatory and must be included with the registration form to reserve the booth.
The remaining balance must be paid no later than October 1st, 2025.

NOTE: Any registration not accompanied by a deposit will not be processed.
 No deposit will be refunded in the event of cancellation, even in cases of force majeure.

METHOD OF PAYMENT

Virement		
Account in Africa: TAM'S EVENT	IBAN : CM21 10001 06811 70365611001 23	SWIFT : ICLRCMCXXXX
Account in Europe: TAM'S EVENT	IBAN: FR75 1695 8000 0116 7986 9801 903	SWIFT : TRWIBEB3XXX



EUROPE

This form must be returned by October 1st, 2025 to Ms. Cynthia DAVIS

PSAO Europe Focal Point / WhatsApp (+33) 7 71 52 41 17.

Email: c.davis@salonpsao.com

<p>Exhibitor's Commitment:</p> <p>I, the undersigned</p> <p>Person responsible for the company's registration</p> <p>Position:</p> <p>Mobile (please include country code):</p> <p>Email:</p> <p>hereby confirm my order for:</p> <p><input type="checkbox"/> A booth of m²</p> <p><input type="checkbox"/> An advertising insertion in the official exhibition catalogue</p> <p><input type="checkbox"/> A banner insertion on the exhibition website</p> <p>In accordance with the terms of sale and payment outlined above, I fully commit to complying with the internal regulations, which I acknowledge having read, as well as all safety regulations during the exhibition.</p> <p>I also undertake to sincerely complete the evaluation questionnaire that will be provided to me at the end of the exhibition by the organizer.</p>	<p>Done at</p> <p>On/...../ 2025</p> <p>Name, official stamp and signature required</p> <p>Preceded by the statement: "Approved and agreed"</p>
---	---

<p>Description of the equipped 5m² "country booth" includes:</p> <p>*Aluminum frame and partition walls</p> <p>*Needle-punched carpet</p> <p>*Electrical connection</p> <p>*Perimeter banner with the company's name</p> <p>*Furniture for the 5m² booth: 1 table, 2 chairs, 1 waste bin</p> <p>For any additional furniture, please contact the organizing committee or the focal point in your country.</p>
--



EUROPE

This form must be returned by October 1st, 2025 to Ms. Cynthia DAVIS

PSAO Europe Focal Point / WhatsApp (+33) 7 71 52 41 17.

Email: c.davis@salonpsao.com

List of Company Representatives Present at the Booth					
No.	Last Name	First name	Phone(WhatsApp)	Email	Company Name
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					



EUROPE

This form must be returned by October 1st, 2025 to Ms. Cynthia DAVIS

PSAO Europe Focal Point / WhatsApp (+33) 7 71 52 41 17.

Email: c.davis@salonpsao.com

INTERNAL REGULATIONS OF THE PSAO INTERNATIONAL EXHIBITION

Article 1: Venue, Date, and Duration of the Exhibition

The 4th edition of the PSAO Exhibition will be held at the Grand Théâtre in Dakar.

The exhibition will open on **Thursday, October 23 at 9:00 AM** and will close on **Sunday, October 26, 2025 at 4:00 PM**.

The opening and closing hours are set as follows:

Exhibitors: 09:00 AM – 06:30 PM

Visitors: 09:30 AM – 07:00 PM (*closing at 4:00 PM on the last day*)

In the event of force majeure or unforeseen circumstances, the organizer reserves the right to change the venue, date, or schedule of the exhibition. No compensation may be claimed by the participants for any loss or damage resulting from such changes.

If, due to force majeure, unforeseen circumstances, or economic reasons, the exhibition cannot take place, all admission requests shall be cancelled. Any remaining funds, after deduction of committed expenses, shall be distributed among the exhibitors **in proportion to the amounts paid by each**.

Article 2: Admission to the Exhibition

Admission as an exhibitor to the PSAO International Exhibition is open to organizations and companies that offer or seek solutions in the following sectors:

Products and services made in Africa

Vocational training and apprenticeships

Innovative equipment, supplies, and services for businesses

Equipment, supplies, and technical solutions for crafts

Education, training, and employment

Financing solutions

As the PSAO International Exhibition is dedicated to showcasing African talent, know-how, and innovation, it is open to all sectors regardless of the promoter's country of origin, **provided the promoter is African, of African descent, or part of the African diaspora**.

Any other entity not falling within this scope may only participate as a partner and will be assigned a **partner booth**, which is not eligible for entry in the innovation competition reserved for exhibitors.

Booth reservations must be made using the official registration form provided by the organizing committee and must be duly completed and signed by the exhibitors.

Article 3: Floor Plan and Booth Allocation

The exhibition floor plan and the allocation of exhibition spaces are determined according to the arrangements decided by the organizing committee.

Article 4: Payment Terms

Payment for booth rental, additional services, and advertising insertions must be made under the following conditions:

A 50% deposit of the participation fees must be paid upon booking, either by bank transfer to one of the designated accounts or directly to the country focal point.

The remaining balance must be paid no later than November 1, 2024.

Registration forms submitted after this date must be accompanied by full payment of the participation fees, either in cash or with a bank confirmation of the transfer made to one of the designated accounts.

Article 5: Booth Installation, Setup and Decoration

Booth installation shall be carried out in accordance with the general floor plan established by the organizing committee.

Specific booth decoration is the responsibility of each exhibitor and must comply with public safety regulations as well as standards of good conduct toward neighboring booths.

Any exhibitor using the services of a decorator must submit the proposed design to the focal point and comply with any feedback or modifications requested.

The height of signs and decorative or promotional elements must not exceed the dimensions of the allocated booth space.

Article 6: Brochures and Promotional Material

Only exhibitors are authorized to distribute brochures within the exhibition or in designated areas allocated for this purpose.

Article 7: Booth Setup and Dismantling

The organizer will notify exhibitors of the setup and dismantling schedule 15 days prior to the exhibition opening.

Failure by any exhibitor to comply with the official setup deadline may entitle the exhibition commissioner to claim penalties or damages for delay.

Article 8: Restoration of Premises

The exhibition commissioner shall not be held liable for any construction or installations carried out by exhibitors.

Exhibitors are required to return their allocated space to its original condition within one (1) day after the exhibition ends.

Any damage to the premises, infrastructure, or installations caused by the exhibitor, their equipment, or goods, will be fully charged to the exhibitor.

Article 9: Entry and Exit of Samples and Equipment

Exhibitors must comply with all instructions issued by the exhibition commissioner regarding the transport and circulation of exhibition samples and materials, especially concerning vehicle access schedules within the exhibition grounds.

Samples and equipment displayed at the booth may not be removed during the exhibition under any circumstances.

Article 10: Booth Cleaning

Booth cleaning will be carried out under the conditions and within the timeframe defined by the exhibition commissioner.

Article 11: Organizer's Civil Liability Insurance

The organizer shall take out insurance to cover its civil liability as an organizer.

Exhibitors may request to view a copy of the insurance policy detailing coverage periods and specific risks.

Article 12: Insurance for Exhibited Equipment

The organizer's insurance only covers civil liability during the exhibition.

Exhibitors must subscribe, at their own expense, to any additional insurance they deem necessary to cover other risks and potential damages.

Article 13: Customs and Guarantees

Each exhibitor is responsible for handling customs formalities for equipment and products originating from abroad.

The exhibition commissioner shall not be held liable for any difficulties encountered during these procedures.

However, the organizing committee will provide exhibitors with partner forwarding agents to facilitate transport and offer preferential rates.

Article 14: Official Catalogue

TAM'S EVENT retains exclusive rights to publish and sell the official exhibition catalogue. These rights, including advertising space within the catalogue, may be partially or fully delegated. Information provided for catalogue publication is the sole responsibility of the exhibitors. The organizer cannot be held liable for omissions or errors in printing, layout, or reproduction.

Article 15: Exhibitor Badges

Exhibitor badges and visitor invitation cards entitling access to the exhibition will be issued to exhibitors based on quotas defined by the organizing committee.

Article 16: Safety

Exhibitors are required to comply with all safety measures imposed by the authorities, as well as any additional measures established by the exhibition commissioner, who reserves the right to verify compliance at any time.

Article 17: Enforcement of the Regulations

Failure to comply with the provisions of these regulations may, after formal notice, result in measures including the exclusion of the offending party.

This applies in particular to violations of safety rules, non-compliant booth setup, or the presentation of products not in accordance with those listed in the present internal regulations.

Article 18: Amendments to the Regulations

The organizer reserves the right to rule on any cases not covered by these regulations and to introduce new provisions whenever deemed necessary.

Article 19: Disputes

In the event of a dispute, the exhibitor agrees to submit their complaint to the organizing committee via their designated focal point before initiating any legal proceedings.

In case of litigation, only the courts of Paris or the location of TAM'S EVENT's registered office shall have jurisdiction.



EUROPE

This form must be returned by October 1st, 2025 to Ms. Cynthia DAVIS

PSAO Europe Focal Point / WhatsApp (+33) 7 71 52 41 17.

Email: c.davis@salonpsao.com

Visa Requirements for Senegal

If you are a national of one of the countries listed below, and your stay is less than 3 months, you do **not** require a visa. However, you must hold a valid passport or travel document issued by one of these countries, with a minimum validity of 6 months beyond your date of entry.

African countries:

Benin, Burkina Faso, Cape Verde, Congo (Brazzaville), Côte d'Ivoire, The Gambia, Ghana, Guinea-Bissau, Guinea Conakry, Kenya, Liberia, Mali, Morocco, Mauritania, Niger, Nigeria, Central African Republic, Sierra Leone, Togo, and Tunisia.

European countries:

France, Germany, Austria, Belgium, Bulgaria, Cyprus, Croatia, Denmark, Spain, Estonia, Finland, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Czech Republic, Romania, United Kingdom, Slovakia, Slovenia, and Sweden.

Other countries:

Brazil, Canada, China, South Korea, Djibouti, United Arab Emirates, United States of America, Mauritius, India, Japan, Malaysia, and Singapore.

If you are a national of a country **not** listed above, you are required to obtain a visa to enter Senegal.

Individuals holding a travel document for refugees are also required to obtain a visa.

For nationals of countries subject to visa requirements:

You have three options:

1. Visa application through the Senegalese embassy or consulate in your country:

You must visit the nearest Senegalese embassy or consulate with the following documents:

- Proof of residence;
- An official invitation letter provided by the PSAO Exhibition;
- A valid passport (valid for at least 6 months after your planned return date);
- Visa application fees (the exact amount must be confirmed directly with the embassy or consulate);
- Proof of a reserved flight ticket or any other travel document to Senegal (this may be required depending on the case).

2. Visa on arrival at the airport in Senegal:

You may also reserve your flight or other travel ticket to Senegal and apply for your visa directly upon arrival at the airport.

Please ensure in advance that your nationality is eligible for visa on arrival by contacting the appropriate consular authorities.

3. E-Visa application via the following website: <https://consulat.etatcivil-sn.com/>

E-Visas Senegal is an electronic visa service, offering a convenient and efficient way to apply for a visa to Senegal without having to visit an embassy or consulate in person.

Through this online portal, you can easily submit your application, track its status, and receive your visa approval directly by email.



EUROPE

This form must be returned by October 1st, 2025 to Ms. Cynthia DAVIS

PSAO Europe Focal Point / WhatsApp (+33) 7 71 52 41 17.

Email: c.davis@salonpsao.com

YOUR OFFERS AND EXPECTATIONS DURING THIS EXHIBITION

OFFERS :

1.
.....
.....
2.
.....
.....
3.
.....
.....
4.
.....
.....
5.
.....
.....
6.
.....
.....

EXPECTATIONS :

1.
.....
.....
2.
.....
.....
3.
.....
.....
4.
.....
.....
5.
.....
.....
6.
.....
.....



EUROPE

This form must be returned by October 1st, 2025 to Ms. Cynthia DAVIS

PSAO Europe Focal Point / WhatsApp (+33) 7 71 52 41 17.

Email: c.davis@salonpsao.com