

ቁጥር
Ref. No - _____

ቀን
Date - _____

Dear _____

Subject: Invitation to the 1st Dire International Technology Expo 2024

I hope this letter finds you well. We are excited to extend our invitation to you for the upcoming "1st Dire International Technology Expo 2024." As a leader and innovator in the [relevant industry/field], your presence at this event would greatly enrich the discussions and interactions.

Event Details:

Event Name: 1st Dire International Technology Expo 2024

Date: Jan 24 to Jan 28 2024

Venue: Dire Dawa Youth Sports Center

Website: www.direinttechexpo.com / **Email:** info@direinttechexpo.com

The 1st Dire International Technology Expo is set to be a remarkable congregation of industry pioneers, showcasing cutting-edge technologies, and sharing insights into the latest trends and advancements. This expo aims to foster collaboration, learning, and networking opportunities among professionals and organizations in the field.

By attending the expo, you can expect:

- Access to a diverse range of technological innovations and breakthroughs.
- Engaging panel discussions and keynote presentations from renowned experts.
- Opportunities to network with industry peers, potential partners, and clients.
- Insightful demonstrations and presentations on the latest trends shaping our industry.
- We believe that your expertise and contributions would greatly enhance the discourse and knowledge-sharing during the expo. Your insights could inspire others and pave the way for future advancements in the field.

Please confirm your attendance by [RSVP Deadline]. We have attached the event brochure for your reference. For any further information, registration details, or queries, please visit the official event website or feel free to contact our event coordination team at [Event Contact **Email:info@direinttechexpo.com/+251974967171 /+251938494950**].

We sincerely hope that you can join us at the 1st Dire International Technology Expo 2024. Your presence would make a significant impact, and we look forward to your positive response.

Thank you for your time and consideration. We eagerly await your response.

Partner



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[Attachments: Marketing Kit, Event Brochure, Registration Details, etc.]



Best regards,



Mohammedkerem Ahmed
General Manager

+251 974967171
+251 938494950

 www.direinttechexpo.com

 info@direinttechexpo.com

 Diredawa

ቁጥር
 Ref. NO -----

ቀን
 Date -----

To: _____

A.A

Dear Sir,

It has been an honor to have you present in our event. Your participation ensured the success of our event. The event will be a 1st Dire international technology expo 2024 and the experience will be of benefit for both of us. We assure you that you will not regret participating in the event.

And please be informed that we shall notify you if there are any changes or updates relating to the event.



Best Regards,
 Thank you.



Mohammedkerem Ahmed
 General Manager

Partner



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 info@direinttechexpo.com

 Diredawa

CONTACT INFORMATION

1. Sky Link Technologies

City/Region: Addis Ababa, Ethiopia

Sub-City: Arada

House No: 509

Location: Kurtu Commercial Center 5TH

TIN: 0075672798

➤ For Your Communication:

Email: info@skylinkict.com

Website: www.skylinkict.com

Instagram: [skylink_technologies](https://www.instagram.com/skylink_technologies)

Telegram: <https://t.me/Skylinktechnologies>

Phone No: +251974967171

+251936177777

➤ Contact Person

Contact Person	Phone Number	Email Address
Mohammedkerem Ahmed	0911027667	mohammedkahmed@gmail.com
REDIET SELEWONDIM	0936177777	reditselewondim2022gmail.com

Partner



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info@direinttechexpo.com

Diredawa

2. EFDR, Dire Dawa administration Mayor' office

City/Region: Dire Dawa, Ethiopia

House No:

Location: Dire Dawa

TIN:

➤ For Your Communication:

Email: ddamo@ethionet.et

Website: www.dire-dawa.gov.et

Phone No: +251-902491299
+251-111358

➤ Contact Person

Contact Person	Phone Number	Email Address
Abdulaziz	+251 9 38 49 49 50	
Biru	+251 91399 39 23	

Partner



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- 1) **THE PAYMENT:** Full or 50% of the payment shall be affected upon application for all: PARTICIPATION, SPONSORSHIP and ADVERTISEMENT. The balance
- 2) shall be settled three weeks before the opening of the expo. Any company policy will be respected as far as possible.
- 3) **REMINDER:** Please make sure that the information entered under your profile are correct because it will be published in Special Magazine and Exhibitor's Guide of the Exhibition.

DESCRIBING THE EVENT MIX

- **Organizer:** EFDR, Dire Dawa administration Mayor' office collaboration with Sky link Technologies
- **Type:** International Specialized Technology Expo
- **Period:** Jan 24 to Jan 28, 2024
- **Exhibition:** Jan 24 to Jan 28 2024
- **Inauguration:** Jan 24 2024
- **Closing Ceremony:** Jan 28 /2024
- The **CORE event** is the "1st Dire International Tech Expo 2024 "Event.
- The MOTTO "**Idea to Reality**"
- The symposium which will be a mix of presentations and discussions on issues related to Technologies.
- There will also be B2B among selected Technology Sectors.
- The SPECIAL MEGAZINE (in English) and EXHIBITOR'S GUIDE dedicated to the Exhibition are valuable inclusions.
- The OPENING AND CLOSING side-events will be held colorfully.

Partner



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- A complete MEDIA PLAN including PRESS CONFERENCES is part of the mix.
- The whole program will be highlighted with RECEPTION"
- **Venue:** @ Dire dawa Youth Sports Center
- **Email:** inf@direinttechexpo.com
- **Website:** www.direinttechexpo.com
- **Mobile:**+251 974967171 , +251 938494950
- **Address:** Dire Dawa, Addis Ababa

OTHER ATTRACTIVE OPPORTUNITIES TO FOREIGN EXHIBITORS

- **EFDR, Dire Dawa administration Mayor' office and Sky Link Technologies** can facilitate the accommodation services including Air ticket, transport with discount rate upon the agreement signed with various hotels, Tourisms in Dire Dawa
- MICE tourism, which includes the visiting package of touristic attractions in Dire Dawa and cultural entertainment, is ready for interested foreign exhibitors and visitors with a fare rate.

Partner



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Why should you join this event as exhibitor / sponsor?

As an exhibitor

- **Showcase Your Products and Services:** As an exhibitor, you'll have a dedicated space to showcase your products, services, and innovations. This allows attendees to interact with your offerings firsthand and gain a better understanding of what you provide.
- **Direct Engagement with Potential Customers:** Events attract attendees who are interested in the industry or field that the event covers. Being an exhibitor provides you with the opportunity to engage directly with a targeted audience who are more likely to be interested in your offerings.
- **Lead Generation:** Exhibiting at the event allows you to collect leads from attendees who express interest in your products or services. These leads can be valuable for future marketing efforts and potential sales.
- **Brand Exposure and Recognition:** Your booth's presence and branding at the event can significantly increase your brand's exposure and recognition. Attendees will associate your company with the event's industry focus.
- **Networking Opportunities:** Events offer a platform for networking with attendees, other exhibitors, and industry professionals. You can make valuable connections that might lead to partnerships, collaborations, and business opportunities.
- **Product Demonstrations:** Exhibiting provides the perfect opportunity to conduct live product demonstrations. This enables attendees to see your products in action and understand their features and benefits.
- **Educational Engagement:** Many events include workshops, sessions, or presentations. As an exhibitor, you can contribute by hosting educational sessions or workshops to share your expertise and insights.
- **Market Research:** Interacting with attendees allows you to gather insights into customer preferences, challenges, and trends. This information can help you tailor your offerings to better meet customer needs.
- **Competitor Analysis:** By observing other exhibitors and their offerings, you can gain insights into the competitive landscape and understand how your products or services compare.

Partner



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- **Customized Branding:** You have the freedom to design your booth in a way that reflects your brand identity and messaging, creating a memorable and unique presence at the event.
- **Participation in Industry Discussions:** Many events include panel discussions, forums, or Q&A sessions. As an exhibitor, you can contribute to these discussions, positioning yourself as an industry expert.
- **Media Coverage and Publicity:** Exhibiting can attract media attention, leading to potential coverage of your products, services, or company in event-related media outlets.
- **Recruitment Opportunities:** Exhibiting at events can attract top talent in the industry who are passionate about your field. It's a chance to connect with potential employees.
- **Immediate Feedback:** Engaging with attendees allows you to receive immediate feedback on your offerings, which can guide improvements and future developments.
- **Brand Trust and Credibility:** Being an exhibitor at a reputable event adds to your brand's credibility. Attendees often perceive exhibitors as established and credible companies
- You will stand in a large crowd of your target market and will get an opportunity to have a face-to-face discussion with them
- You will attract potential clients and generate sales
- You will build long term relationship
- Your company name and products/services will be posted in the Technology bazar catalog.

Partner



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As sponsor:

- **Enhanced Brand Exposure:** As a sponsor, your brand will receive prominent visibility through various event promotional materials, such as banners, signage, websites, and social media. This exposure increases your brand's recognition among a targeted audience.
- **Targeted Audience Reach:** Events attract a specific audience interested in the field or industry that the event covers. Sponsoring allows you to directly engage with a niche audience that is more likely to be interested in your products or services.
- **Position as a Market Leader:** Sponsoring an event positions your company as an industry leader and an authority in your field. It demonstrates your commitment to advancing the industry and sharing valuable insights.
- **Thought Leadership Opportunities:** Many events offer opportunities for sponsors to speak at conferences, panel discussions, or workshops. This positions your company as a thought leader, allowing you to share your expertise and insights with attendees.
- **Networking and Relationship Building:** Sponsoring provides exclusive access to networking opportunities with other sponsors, exhibitors, and attendees. These connections can lead to valuable partnerships, collaborations, and business relationships.
- **Lead Generation:** Events provide a platform to collect leads from attendees interested in your products or services. These leads can turn into potential customers or business opportunities.
- **Product and Service Showcase:** Sponsoring allows you to showcase your products and services in a dedicated space, providing attendees with a hands-on experience and a better understanding of what you offer.
- **Brand Credibility:** Being associated with a respected event enhances your brand's credibility and reputation. Attendees often perceive sponsors as established and trustworthy companies.

Partner



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- **Customized Marketing Opportunities:** Sponsors often have the flexibility to customize their sponsorship packages to align with their specific marketing goals and budget. This ensures that you get the most out of your investment.
- **Content Promotion:** Sponsors may have opportunities to promote content, whitepapers, case studies, or eBooks to the event's audience, showcasing your expertise and providing valuable resources.
- **Increased Social Media Engagement:** Sponsoring an event can lead to increased social media engagement as attendees share their experiences, including interactions with sponsors, on various platforms.
- **Access to Data and Insights:** Events often provide access to data and insights about attendees' preferences, challenges, and interests. This information can be valuable for refining your marketing strategies.
- **Recruitment Opportunities:** Sponsoring allows you to showcase your company's culture and values, making it an attractive option for potential job candidates in the industry.
- **Measurable ROI:** Many event sponsorship packages come with tracking and reporting options, allowing you to measure the effectiveness of your investment in terms of leads generated, brand exposure, and engagement.
- **Community Engagement:** Sponsoring an event enables you to engage with the community and contribute to the growth and advancement of the industry.

SPONSORSHIP LEVELS AND BENEFITS

1. Advertisement

- a) At the Exhibition venue, During the Symposium – Opening and Closing Programs
- b) Display company logo in All Promotional Opportunities of the Exhibition including the Exhibitors' Guide
- c) In the Special Magazine
- d) On the Website of “**1st Dire International Tech Expo 2024**”Event.

2. Keynote Speech During:

- a) Opening and
- b) Closing Programs



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3. Opportunity to Organize own B2B Day During Exhibition Days
4. Participation in the Symposium

Acknowledgment on the Slide Presentation Template During Symposium and Closing Programs

Acknowledgement by the Dire Dawa Administration of “**1st Dire International Tech Expo 2024** “ Events during Opening Symposium and Closing Programs.

KEY:

- Promotional Opportunities include Banners, Logo, Flag, Roll-ups
 - ✓ **Platinum = 2 million Birr**
 - ✓ **Gold = 1,500,000 Birr**
 - ✓ **Silver = 800, 000 Birr**
 - ✓ **BRONZE = 500, 000 Birr**
 - ✓ **Other Sponsors = 100, 000 Birr**

ADVERTISING IN THE SPECIAL MAGAZINE AND CATALOGUE

Why Advertising in the special Magazine?

- **Comprehensiveness:** It serves both as a Special Magazine and Catalogue. The contents include electrical & related articles, and interviews.
- **Attractiveness:** It will be printed with Full Color, High Paper Quality, Perfect Design, Professional Editorial Work a Perfect Binding.
- **Circulation:** It will be distributed among exhibitors, Symposium participations, targeted local and international stakeholders free of charge.
- **The link with Exhibition Website:** Can be accessed easily for better connectivity and post-event network.
- **Language:** English (The event is international), AMHARIC & Affan OROMO

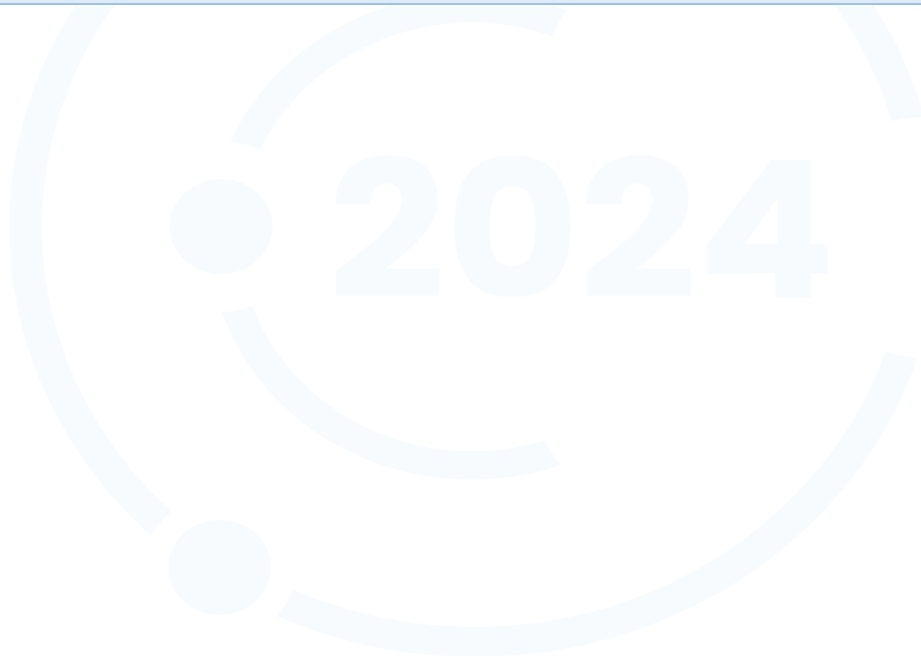
Partner



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➤ Please Identify Your Choice on the information Given Below

Pages and Amounts						
Dimension	Front Page Inner left side	Inside 1st page	Inside Page	Back	Back In	Middle /Center Pages Spread
Full Page (L or R)	60,000	55,000	45,000	70,000	60,000	50,000
Half Page (Vertical or Horizontal)	40,000	35,000	30,000	50,000	40,000	35,000
¼(Quarter)Page	-	-	18,500	-	25,000	22,000
Special page (L or R)	-	-	60,000	-	-	-



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TERMS AND CONDITIONS FOR EXHIBITORS

SECTION "A": THE PACKAGED SERVICES AT THE DIRE DAWA YOUTH SPORT CENTER (THE VENUE)

As per the agreement signed with the Dire dawa Youth Sports Center, the following services will be given to each exhibitor free of charge.

- Booth construction and dismantling
- Provision of limited tables, chairs, wastebaskets for each exhibitor
- Cleaning and security services.
- Electrical power supply

SECTION "B": BOOTH (STAND) REQUIREMENT

- single Booth Size is 9 m² (3 X 3) which can be increased to (9 m², 18 m², 27 m², 36 m² etc.)

SECTION "C" CONSIGNMENT OF EXHIBITION GOODS (ISSUES RELATED TO CUSTOMERS)

- All foreign exhibitors should be aware of the rules and regulations proclaimed by the Ethiopian Revenue and Customs Authority (ERCA). If you have further questions, you can contact the organizer.
- We can recommend some Customs Clearing and Forwarding Agencies.
- Please note that Exhibition Cargo should not be consigned to the Organizer as a rule.

SECTION "D"; COMPLAINE AND CANCELATION

- Compliance: Exhibitors and all concerned are kindly asked to respect the TERMS AND CONDITIONS set by EFDR, Dire Dawa administration Mayor' office and Sky link Technologies. (ORGANIZER)
- Cancelation: No refund shall be made if the applicant cancels participation.

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PAYMENT

The payment can be calculated as follows.

1) LOCAL EXHIBITORS

- Booth per square meter per day = **1,300** Birr
- Registration Fee = **1,000** Birr
- Minimum Booth size is **9m2**
- The duration of the Expo is **5** days
- Payment for minimum booth size =
 $[(9m2 \times 1,300 \text{ Birr}) \times 5 \text{ days} + 1,000 \text{ Birr}] = 59,500 \text{ Birr}$
- Bank of Ethiopia [A/C Number 1000577753192] 100% payment upon booking through the Commercial in CPO or Cash. The CPO should be written to “EFDR, Dire Dawa administration Mayor’ office or Sky link Technologies”

2) FOREIGN EXHIBITORS

- Booth per square meter per day = **90** USD
- Registration Fee = **200** USD
- Minimum Booth size is **9m2**
- The duration of the Expo is **5** days
- Payment for minimum booth size = $[(9m2 \times 90 \text{ USD}) \times 5 \text{ days} + 200 \text{ USD}] = 4,250 \text{ USD}$
- 100% payment upon booking and make the payment through the Commercial Bank of Ethiopia [A/C Number 1000577753192 Swift Code.....Addis Ababa, Ethiopia . Please send proof of payment to sales@direinttechexpo.com when transfer is completed

3) For SME & STARTUP

- For Local Companies & Government Entities
- Booth per square meter per day = **650** Birr
- Registration Fee = **1000** Birr
- Minimum Booth size is **9m2**
- The duration of the Expo is **5** days

Payment for minimum booth size = $[(9m2 \times 650 \text{ Birr}) \times 5 \text{ days} + 1000 \text{ Birr}] = 30,250 \text{ Birr}$

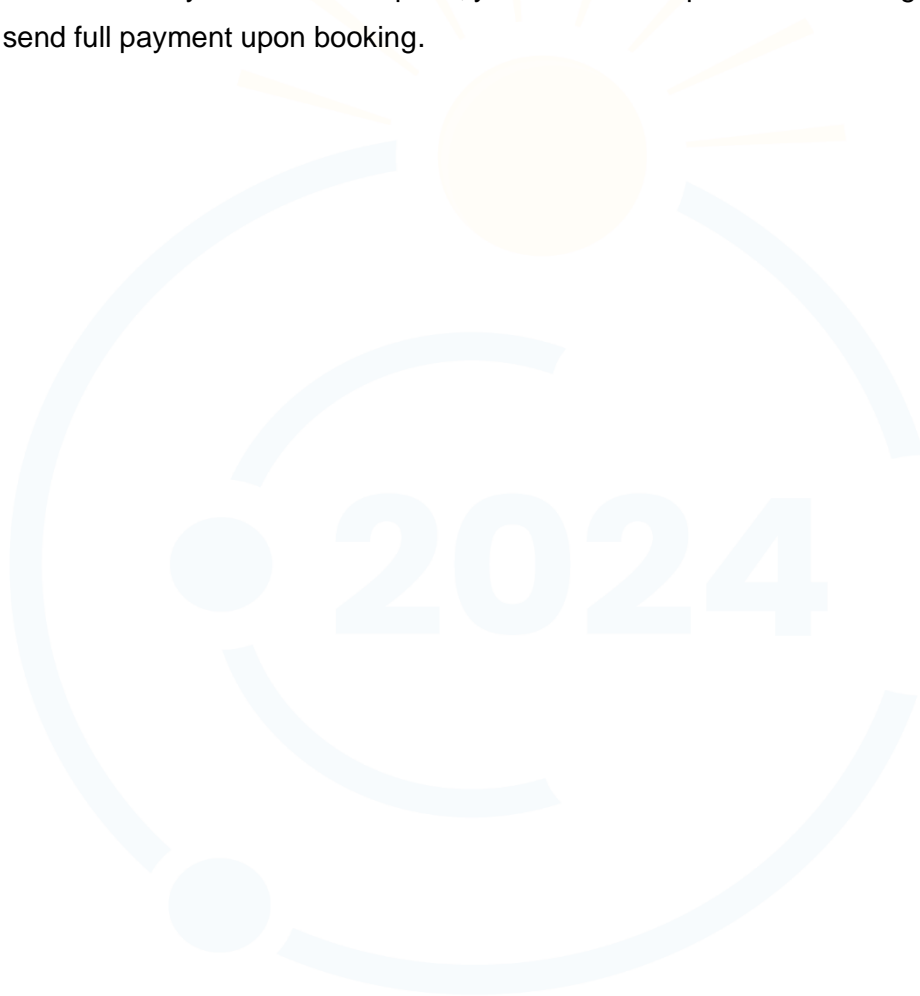
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Booking and payment schedule

- ❖ Exhibitors are advised to book as early as possible, as space is limited, and booths will be allocated strictly in order of the registration payment on a first-come-first-serve basis. In order to confirm your exhibition space, you need to complete exhibitor registration form and send full payment upon booking.



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✓ For instance, the following options of constructed booths with the total payment can be considered:

STANDARD BOOTH			
	Local Exhibitors (Birr)	Foreign Exhibitors (USD)	For SME & STARTUP(birr)
	n/m²) X rate / m² + Registration Fee	n/m²) X Rate/m² + Registration Fee	n/m²) X Rate/m² + Registration Fee
9 m ²	9 m ² X 1,300 Birr X 5 Days + 1, 000 Birr = 59,500 Birr	9 m ² X 90 USD X 5 days + 200 USD =4,250 USD	9 m ² X 650 Birr X 5 days+1000 Birr=30,250 Birr
18 m ²	18 m ² X 1,300 Birr X 5 Days + 1, 000 Birr = 118,000	18 m ² X 90 USD X 5 days + 200 USD =8,300 USD.	18 m ² X 650 Birr X 5 Days + 1000 Birr =59,500 Birr
27 m ²	27 m ² X 1,300 Birr X 5 Days + 1,000 Birr =176,500 Birr.	27 m ² X 90 USD X 5 days + 200 USD = 12,350 USD.	27 m ² X 650 Birr X 5 days + 1000 Birr=88,750 Birr
36 m ²	36 m ² X1, 300 Birr X 5 Days + 1, 000 Birr =235,000 Birr	36 m ² X90 USD X 5 days + 200 USD =16,400 USD.	36 m ² X650 birr X 5 days + 1000 birr = 118,00 Birr

1) Bank Transfer

a) Local Participants Can Use the following information for Bank Transfer

Bank Details: -

Bank name: COMMERCIAL BANK OF ETHIOPIA

Account Number:1000577753192

b) Foreign Participants Can Use the following information for Bank Transfer

Bank details:

Ethiopia

- **Bank name:**
- **Bank account:**
- **SWIFT CODE:**
- **Addis Ababa (Ethiopia)**

Reminder:

- All Bank Transfer Charges and Taxes (if any) will be covered by Exhibition participant.
- Cash Payment can also be affected to Head Office of sky link technologies directly.
- Please note that no refund shall be made if the applicant cancels the Application.
- N.B All Proce note include Tax (VAT).

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APPLICATION FORM(original)

(To be filled by EXHIBITORS and sent back to Skylink, EFDR, Dire Dawa administration Mayor' office(the Organizer)

Please complete this form and return with payment to the Organizer "Skylink Technologies, EFDR, Dire Dawa administration Mayor' office(the Organizer) " the addresses, below. We kindly advise you to check the TERMS AND CONDITIONS Sem carefully for complete information.

Exhibitor Detail Form	
Contact Name:	
Company/Organization Name:	
Sector/Service software <input type="checkbox"/> Hardware <input type="checkbox"/> Government <input type="checkbox"/> SME & Startup <input type="checkbox"/> Academic/Research <input type="checkbox"/> Bank & Finance <input type="checkbox"/>	
Mobile Telephone:	Office Telephone:
Fax:	P.O.Box:
Email:	Website:
Display Name(Maximum 20 Character)	
Product/Service	
Confirmation I preferred _____m2 and decided to pay a total of _____BIRR in accordance with the TERMS AND CONDITIONS set by ARES (the Organizer).	

Partner



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APPLICATION FORM(Copy)

(To be filled by EXHIBITORS and sent back to Skylink, EFDR, Dire Dawa administration Mayor' office(the Organizer)

Please complete this form and return with payment to the Organizer "Skylink Technologies, EFDR, Dire Dawa administration Mayor' office(the Organizer) " the addresses, below. We kindly advise you to check the TERMS AND CONDITIONS Sem carefully for complete information.

Exhibitor Detail Form	
Contact Name:	
Company/Organization Name:	
Sector/Service software <input type="checkbox"/> Hardware <input type="checkbox"/> Government <input type="checkbox"/> SME & Startup <input type="checkbox"/> Academic/Research <input type="checkbox"/> Bank & Finance <input type="checkbox"/>	
Mobile Telephone:	Office Telephone:
Fax:	P.O.Box:
Email:	Website:
Display Name(Maximum 20 Character)	
Product/Service	
Confirmation I preferred _____m2 and decided to pay a total of _____BIRR in accordance with the TERMS AND CONDITIONS set by ARES (the Organizer).	

ADVERTISEMENT FORM(Original)

(To be filled by ADVERTTISEMENT and sent back to Skylink, EFDR Dire Dawa administration Mayor' office (the Organizer)

Please complete this form and return with payment to the Organizer "Skylink Technologies, EFDR, Dire Dawa administration Mayor' office (the Organizer) "the addresses, below. We kindly advise you to check the TERMS AND CONDITIONS Sem carefully for complete information.

Advertisement Detail Form	
Contact Name:	
Company/Organization Name:	
Mobile Telephone:	Office Telephone:
Fax:	P.O.Box:
Email:	Website:
Display Name(Maximum 20 Character)	
Confirmation	

I preferred of the _____ Dimension and _____ Page and decided to pay a total of _____ Birr/USD

Name of Authorize Person

Signature

Date

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ADVERTISEMENT FORM(Copy)

(To be filled by ADVERTISEMENT and sent back to Skylink, EFDR Dire Dawa administration Mayor' office (the Organizer)

Please complete this form and return with payment to the Organizer "Skylink Technologies, EFDR, Dire Dawa administration Mayor' office (the Organizer) "the addresses, below. We kindly advise you to check the TERMS AND CONDITIONS Sem carefully for complete information.

Advertisement Detail Form	
Contact Name:	
Company/Organization Name:	
Mobile Telephone:	Office Telephone:
Fax:	P.O.Box:
Email:	Website:
Display Name(Maximum 20 Character)	
Confirmation	

I preferred of the _____ Dimension and _____ Page and decided to pay a total of _____ Birr/USD

Name of Authorize Person

Signature

Date

Partner



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SPONSORS' PROFILE AND CONFIRMATION(Original)

(To be filled by SPONSORS and sent back to Skylink, EFDR, Dire Dawa administration Mayor' office and Sky Link Technologies (the Organizer)

Please complete this form and return with payment to the Organizer "Skylink Technologies, EFDR, Dire Dawa administration Mayor' office(the Organizer) " the addresses, below. We kindly advise you to check the TERMS AND CONDITIONS Sem carefully for complete information.

Sponsors Detail Form	
Contact Name:	
Company/Organization Name:	
Mobile Telephone:	Office Telephone:
Fax:	P.O.Box:
Email:	Website:
Display Name(Maximum 20 Character)	
Confirmation	

I preferred of the _____ LEVEL OF SPONSORSHIP and decided to pay a total of _____ Birr/USD in accordance with the **SPONSORSHIP BENEFITS AND CONDITIONS** set by **EFDR, Dire Dawa administration Mayor' office and Sky Link Technologies** (the Organizer)

Name of Authorize Person

Signature

Date

Partner



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 Diredawa

SPONSORS' PROFILE AND CONFIRMATION(Copy)

(To be filled by SPONSORS and sent back to Skylink, EFDR, Dire Dawa administration Mayor' office and Sky Link Technologies (the Organizer)

Please complete this form and return with payment to the Organizer "Skylink Technologies, EFDR, Dire Dawa administration Mayor' office(the Organizer) " the addresses, below. We kindly advise you to check the TERMS AND CONDITIONS Sem carefully for complete information.

Sponsors Detail Form	
Contact Name:	
Company/Organization Name:	
Mobile Telephone:	Office Telephone:
Fax:	P.O.Box:
Email:	Website:
Display Name(Maximum 20 Character)	
Confirmation	

I preferred of the _____ LEVEL OF SPONSORSHIP and decided to pay a total of _____ Birr/USD in accordance with the **SPONSORSHIP BENEFITS AND CONDITIONS** set by **EFDR, Dire Dawa administration Mayor' office and Sky Link Technologies** (the Organizer)

Name of Authorize Person

Signature

Date

Partner



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