



■ SPONSORSHIP PROSPECTUS ■





The South African Heavy Haul Association (SAHHA) will host the **SAHHA Conference 2026** from **16 to 19 November 2026** at the **Emperors Palace Convention Centre**, Johannesburg, South Africa, under the theme ***"Integrated Heavy Haul for Sustainable Growth."*** This theme reflects the strategic importance of collaboration, system integration, and innovation in enabling long-term, sustainable growth across South Africa's heavy haul and freight logistics sectors.

SAHHA is the South African chapter of the International Heavy Haul Association, whose mission is to advance operational excellence through global knowledge-sharing, applied engineering innovation, best-practice development, and international benchmarking across the full **Pit-to-Port** value chain.

With rapid and transformative developments currently reshaping South Africa's rail freight and heavy haul environment, this conference arrives at a pivotal time. The SAHHA Conference 2026 is the Association's most important annual gathering and will convene senior executives, policymakers, engineers, operators, and solution providers to exchange insights, shape future direction, and strengthen strategic partnerships.

We invite your organisation to partner with this landmark event as a **sponsor and/or exhibitor**, positioning your brand at the centre of industry leadership, innovation, and sustainable infrastructure growth.

DELEGATE PROFILE

The previous SAHHA Conference attracted in excess of 550 delegates. We expect this figure to grow this year.

Expected Audience: Professionals such as Logistics professionals, Technical directors, Chief engineers, Operations Executives and Managers, Maintenance Engineers, CIOs, CEOs, COOs, Rail Operations Management and Engineers, Research Teams etc.

Participating Organizations & Beneficiaries: Mines, Rail Operators, Port Terminal Operators, Suppliers, Research Institutions, Regulators.



SPONSORSHIP OPTIONS

Below are the Sponsorship Packages available for consideration. There are numerous packages available to suit all budgets. Kindly select the package that your organization will be interested in sponsoring and contact the Conference Secretariat.

PLATINUM SPONSOR – R 2 000 000

PACKAGE INCLUDES:

- Deliver Keynote address by company representative at the Main Plenary session
- Conference Partner status
- Prominent Branding on all Conference marketing and promotional material including website
- Prominent Branding on all onsite branding material
- During the conference, allocated a meeting room for your own business meetings
- Acknowledgement as the Platinum Sponsor in all Press Releases
- 54m² Exhibition space at the entrance to the exhibition
- 20 x Complimentary Registrations to the Conference
- 5 x Complimentary Registrations to the Technical Workshop
- Acknowledged as the Platinum sponsor by Chairman of SAHHA
- Access to all presentations and papers after the event
- Acknowledged as the Platinum sponsor on the post Conference Magazine
- Company Brochure/Insert in the Conference Delegate Bags

GOLD SPONSOR – R 1 000 000

PACKAGE INCLUDES:

- Prominent Branding on all Conference marketing and promotional material, including website
- Prominent Branding on all onsite branding material
- Acknowledgement as the Gold Sponsor in all press releases
- 3 x 9m² exhibition space
- 10 x Complimentary Registrations to the Conference
- 2 x Complimentary Registrations to the Technical Workshop
- Acknowledged as the Gold sponsor by the Chairman of SAHHA
- Access to all presentations and papers after the event
- Acknowledged as the Gold sponsor on the post Conference magazine
- Presentation Slot at the Conference
- Company Brochure/Insert in the Conference Delegate Bags



SILVER SPONSOR – R 600 000

PACKAGE INCLUDES:

- Prominent Branding on all conference marketing and promotional material
- Prominent Branding on all onsite branding material including website
- 2 x 9m² Exhibition stand
- Presentation Slot at the conference
- Access to all presentations and papers after the event
- 6 x Complimentary Registrations to the Conference
- Acknowledged as the Silver sponsor by the SAHHA Chairperson
- Company Brochure/Insert in the Conference Delegate Bags

BRONZE SPONSORS – R 400 000

PACKAGE INCLUDES:

- Company logo on the website
- Company logo in all branding material onsite including programs
- Access to all papers and presentations after the event
- Acknowledged as a Bronze sponsor by SAHHA Chairperson
- 1 x 9m² Exhibition stand
- 4 x complimentary Registration to the Conference
- Company Brochure/Insert in the Conference Delegate Bags

BRASS SPONSORS – R 250 000

PACKAGE INCLUDES:

- Company logo on the website
- Company logo in all branding material onsite including programs
- Access to all presentations and papers after the event
- Acknowledged as a Brass sponsor by SAHHA Chairperson
- 2 x complimentary Registration to the Conference
- Company Brochure/Insert in the Conference Delegate Bags



TECHNICAL WORKSHOP SPONSOR – R 280 000

The technical workshop will be held the day before the start of the Conference.

The workshop will consist of presentations by both local and global technical experts to a group of around 200 delegates. Selected guest speakers, who are also recognized experts internationally, will share their experiences, insight and views on a specific topic selected by the technical Committee and the sponsor. The small group of delegates from the industry and academia will engage the speakers and fellow delegates on the topic with the aim of sharing experiences and setting best practice in the Heavy Haul Industry.

PACKAGE INCLUDES:

- Keynote address at the technical workshop opening ceremony
- Presentation slot at workshop on a technical subject
- Input into programme for the Technical Workshop
- Access to a complete electronic database of delegates after event
- Acknowledged as Technical Workshop Sponsor
- 2 x complimentary Registrations for the Technical Workshop valued at R10 000



WELCOMING COCKTAIL FUNCTION SPONSORS – R 100 000

Welcome cocktail function will be held on 17 November 2026, and attended by all conference delegates. This event will take place in the Exhibition Hall at the Conference venue.

PACKAGE INCLUDES:

- Branding material of your organisation at the cocktail event
- Opportunity to address the guests at the cocktail event
- Acknowledged as a Cocktail Function Sponsor

CLOSING COCKTAIL FUNCTION SPONSORS – R 100 000 EACH

Closing cocktail function will be held on 19 November 2026, and attended by all conference delegates. This event will take place in the Exhibition Hall at the Conference venue.

PACKAGE INCLUDES:

- Branding material of your organisation at the cocktail event
- Opportunity to address the guests at the cocktail event
- Acknowledged as a Cocktail Function Sponsor

GALA DINNER SPONSOR – R 800 000

The Gala Dinner will take place on the 18 November 2026. One of the aims of this dinner is to foster networking and table discussions in a relaxed atmosphere. The evening will include 3 course dinner and entertainment.

PACKAGE INCLUDES:

- Keynote address at the Gala Dinner
- Branding material of your organisation at the Gala Dinner
- Co-hosting naming rights of the Gala Dinner
- Acknowledgement as the Gala Dinner Sponsor
- Access to Gala Dinner for 20 persons
- Input into programme of the Gala Dinner

DELEGATE BAGS & LANYARDS SPONSOR – R 180 000

The delegate bag is the item that delegates keep for long after the Conference. This is a unique opportunity to promote your company logo and brand.

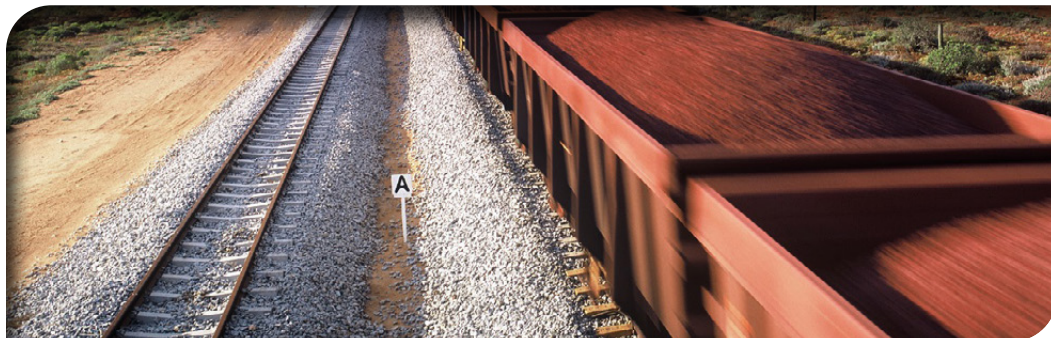
PACKAGE INCLUDES:

- Exclusivity – only one sponsor accepted
- Company Logo Prominently on the bag
- The only logo on the bag, besides the Platinum and conference logo
- Logo on all lanyards

CONFERENCE APP SPONSOR – R80 000

PACKAGE INCLUDES:

- Acknowledgment as the Conference App Sponsor
- Branding on the App
- Branding on Conference Marketing Material
- Branding on the Conference Website





SPEAKER GIFTS SPONSOR – R70 000

This covers the gifts that will be given to the speakers and selected guests.

PACKAGE INCLUDES:

- Acknowledgment as the Delegate Gifts Sponsor
- Branding on Conference Marketing Material
- Branding on the Conference Website

The above packages are not cast in stone and are not exhaustive, if there any other ways in which your organisation would like to contribute to the Conference, feel free to discuss this with us. Please contact us should you wish to discuss or secure one of the above sponsorship opportunities.

To book a sponsorship package please complete the sponsorship booking form and send it to the Conference Secretariat at info@sahhaconf.co.za

EXHIBITION

An Exhibition will run concurrently with the SAHHA Conference 2026. This is an ideal opportunity for companies to showcase their latest technology, brand, products and services to the South African heavy haul community. In keeping with the theme of the Conference, exhibitors are encouraged to consider incorporating digital elements into their exhibition stand.

The two Cocktail Functions, Tea/Coffee breaks and lunch will be served in the exhibition hall, thereby ensuring a consistent flow of delegates into the exhibition hall. Exhibitors will therefore be exposed to a captive audience from the South Africa Heavy Haul Railway community for the duration of the event.

Exhibition Costs

9m² Full Shell Scheme Stand – R 55 000.00

9m² Exhibition Space Only – R 50 000.00

Full Shell Scheme Package:

- A 3m wide x 3m deep x 2.4m high Shell Scheme Booth
- Two Exhibitor Registrations per 9m² booth purchased
- Company Name on fascia board
- One Plug Power Point
- Two Spot Lights
- Table & two chairs

Exhibition Space Only Package:

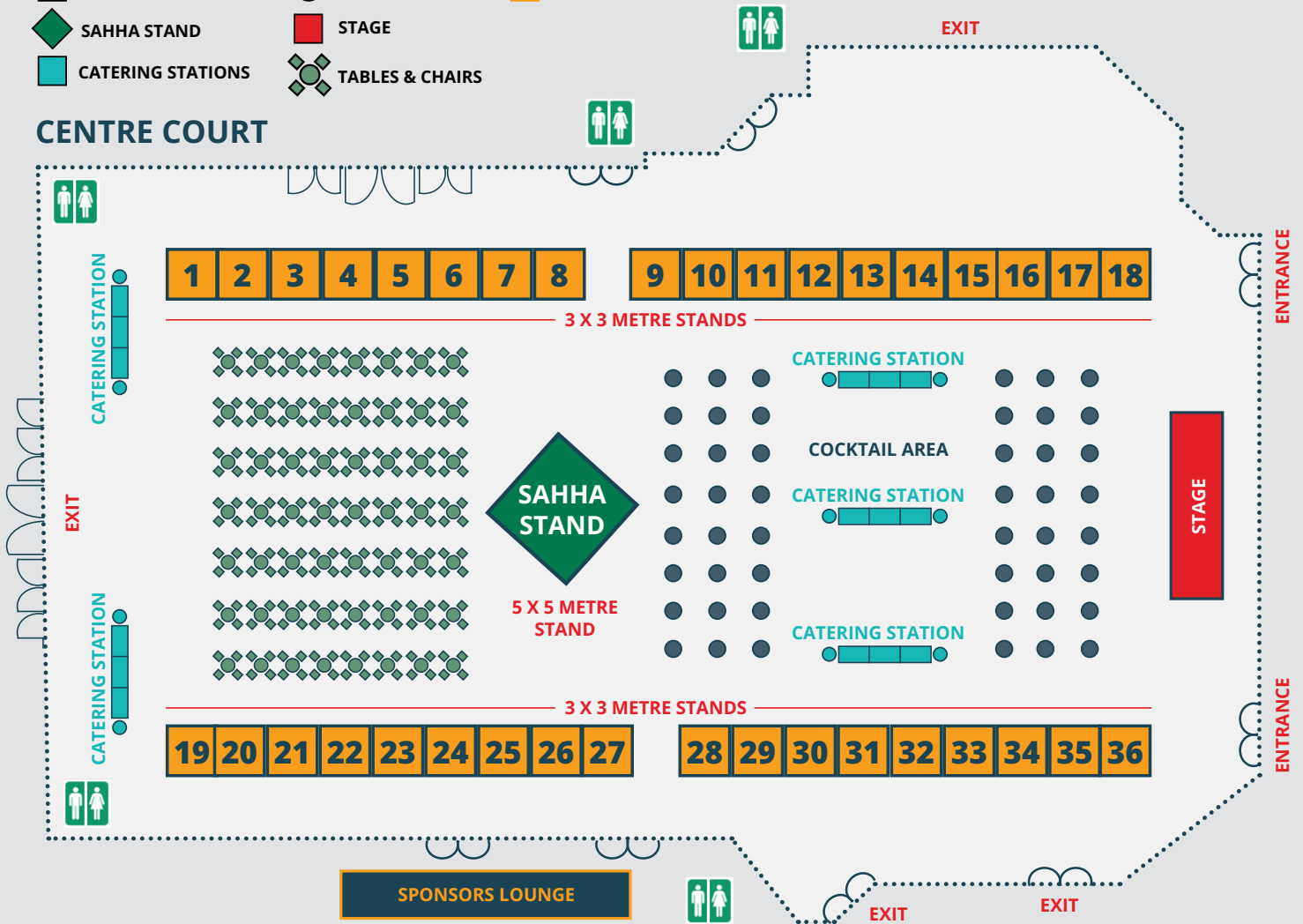
- 3m x 3m carpeted exhibition space
- Two Exhibitor Registrations per 9m² space purchased
- One Plug Power Point



EXHIBITION FLOOR PLAN

-  EXHIBITION BOOTHS
-  SAHHA STAND
-  CATERING STATIONS
-  COCKTAIL TABLES
-  STAGE
-  TABLES & CHAIRS
-  SPONSORS LOUNGE

CENTRE COURT



BOOKING INSTRUCTIONS:

There are only a limited number of exhibition stands available. All bookings will be on a first come, first serve basis. To avoid disappointment, we urge you to book now. To book a stand contact the Conference Secretariat for the floor plan and available stands.

Sincerely,

SAHHA 2026 Conference Secretariat

info@sahhaconf.co.za

021 836 8315

