

## **24th National Family Practitioners Congress**

19 & 20 August 2022

Lagoon Beach Hotel, Milnerton, Cape Town & On-Line



## **Sponsorship Opportunities**

[www.saafpcongress.org.za](http://www.saafpcongress.org.za)

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Dear All

The South African Academy of Family Physicians represents family physicians in both the private and public sectors throughout South Africa. Our annual national conference will be held on 19th-20th August 2022 at the Lagoon Beach Conference Centre in Cape Town.

The theme of the conference is **"Bouncing back – resilience in the face of change"**.

The theme anticipates that in 2022 as vaccination rates rise we will be living with COVID-19 and trying to "bounce back" from the disruption caused by the pandemic in 2020 and 2021. Family physicians and primary care practices have had to show tremendous resilience during the pandemic and the ability to constantly adapt to changing circumstances. With this in mind, we plan to focus on the following questions during our plenary sessions:

- Where are we now with the COVID-19 pandemic?
- What have we learnt about creating resilient primary care practices?
- How do we assess and manage people with long COVID-19?
- What do our patients have to say about primary care during the pandemic?
- What kind of technological innovations have helped us?
- How do we make up for lost ground with key conditions such as diabetes, hypertension, HIV, TB, unwanted pregnancies and mental health problems?

In addition to these key questions, we will have a broad range of parallel workshops, seminars and panels that address clinical topics (e.g. assessing and managing the older person, an approach to people with obesity, learning how to use point of care ultrasound), medical ethics and professionalism, education and training, improving the quality of care and clinical governance, community-orientated primary care, and research studies. We will also have sessions devoted to our special interest groups for private sector family physicians, clinical trainers, newly qualified family physicians (Next-5) and registrars.

Overall, we expect 300 participants (200 face to face and 100 virtual), 8 plenary sessions, 24 invited speakers in the parallel sessions and 100 abstracts of original research. We offer a range of opportunities to engage with the participants and sponsor different aspects of the conference.

We invite you to participate as a sponsor and / or exhibitor at this congress. All sponsors and exhibitors will be offered exposure at both the face to face congress as well as on the virtual conference platform.

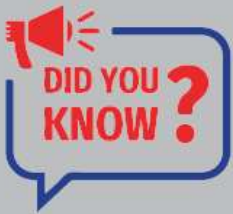
The congress attracts physicians in private practice, as well as academic institutions and the government sector.

We look forward to working with you at our congress.

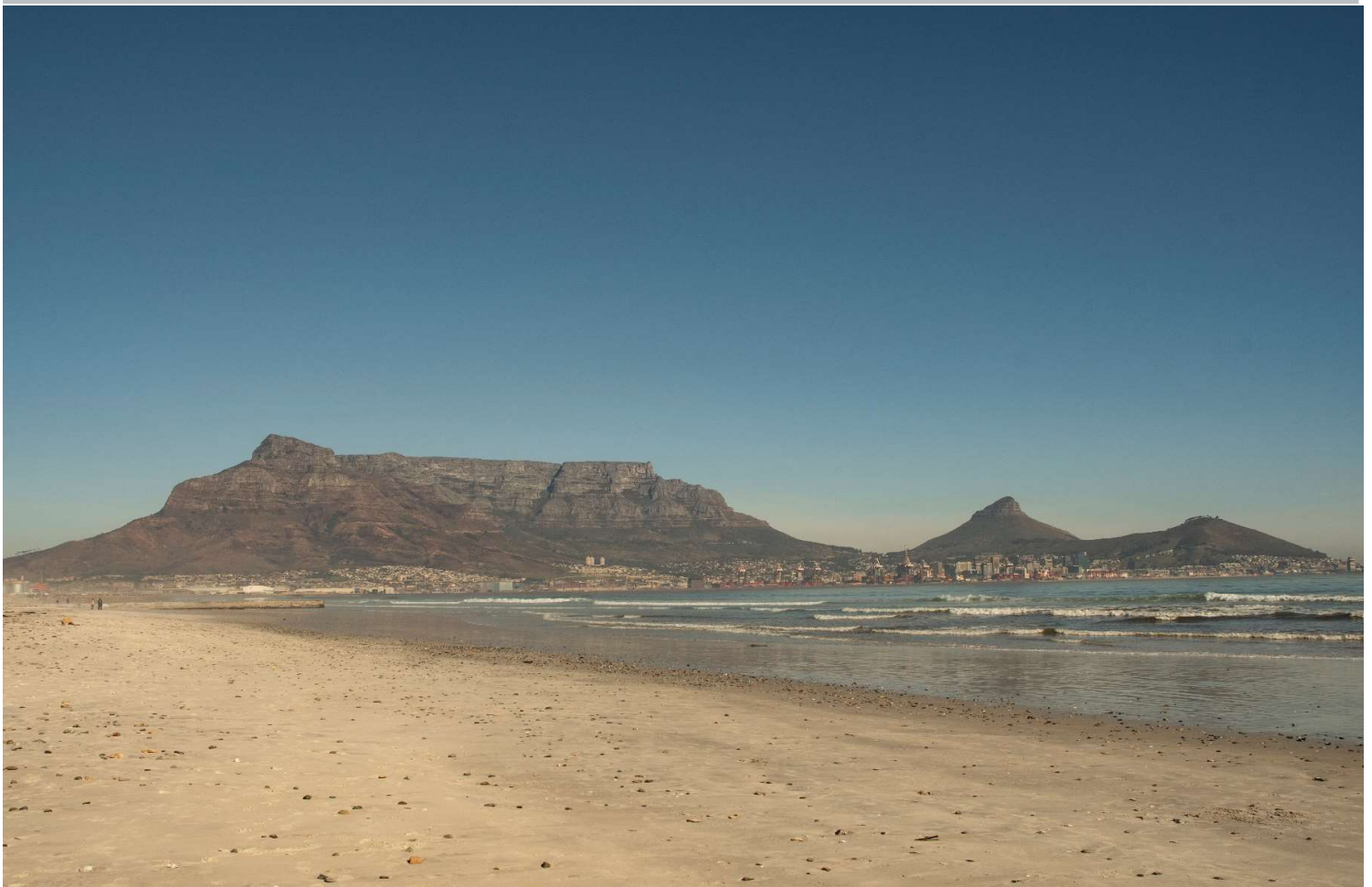
Best wishes

Prof Bob Mash

Chairman: SAAFP Congress 2022



The congress mobile app provides the link between the in-person and virtual delegates, providing an excellent communications and networking tool.



## WHO WILL BE ATTENDING THE CONGRESS?

- Family Physicians in Public & Private Health Sectors
- General Practitioners
- Government Health Departments
- Health Care Professionals
- Registrars (specialist in training)
- Medical Students
- Academics in the field of Family Medicine and Public Health

## WHY PARTICIPATE AS A SPONSOR?

- Increase your pre-conference exposure through marketing coverage (website / social media / mailers)
- Raise your profile above your competitors
- Increase recognition and drive traffic to your exhibition stand and website
- Marketing exposure through branding and acknowledgement
- Contribute to and be actively involved in the development and growth of the industry and those that work in family medicine
- Deliver a greater ROI. Sponsoring an event can often be cheaper and have a higher return on investment than a TV commercial or other advertising methods
- Contribute to the upliftment of medical practice and research
- Increase your company's perceived image
- Gain the respect and creditability of your target audience
- Post conference exposure for the duration of the on demand viewing on the virtual conference platform for 1 month after the conference has ended

## WHY PARTICIPATE AS AN EXHIBITOR?

- Face to Face physical exhibition stand as well as a virtual stand
- Interactive video chats with virtual delegates
- Pre-book one-on-one meetings with virtual delegates
- Launch new products
- Strengthen current product popularity
- Generate sales leads
- Reach new specific markets
- Meet with sector specific audience
- Be recognised
- Brand trust: if you exhibit then you are more likely to be considered a serious business player
- Visibility: you might have a strong online presence, but to strengthen and grow, there also needs to be a real visibility. People buy from people.
- Market intelligence – get to know your competitors and their products
- Keep up on industry trends and products that compliment your business

# DID YOU KNOW?

As a virtual exhibitor you to are able to:



## EASILY TARGET KEY DELEGATES.

Use the mobile app to filter the delegates and connect with them in advance



## PRE-SCHEDULE MEETINGS.

Meet "face to face" in your virtual meeting space



## BE FLEXIBLE.

Hold meetings even when the exhibition is closed



## STAY IN TOUCH.

Interact with delegates months after the congress is over via the mobile app



## PROMOTE YOUR PRODUCT OR SERVICE.

Book a virtual product demo slot, which will be available for on demand viewing after the congress



## GATHER VALUABLE FEEDBACK.

Create a survey or poll to hear your target market opinions



## COMMUNICATE EFFECTIVELY.

Targeted alerts can be scheduled through the congress organisers and posted on the virtual conference platform or mobile app



## SPONSORSHIP BENEFITS GRID

DESCRIPTION	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Value (incl. VAT)	R180,000	R150,000	R120,000	R85,000	R50,000
Number Available	1	1	1	1	2
PRE-CONGRESS EXPOSURE					
Logo to appear on marketing mailers prior to the virtual conference	Yes – in a prominent position and larger than others	Yes	Yes	Yes	Yes
Listing on website (logo, company write up, URL Link)	Yes (200 words)	Yes (150 words)	Yes (100 words)	Yes (80 words)	Yes (50 words)
Banner advert on conference website	Programme Page	Registration Page	Call for Abstracts Page		
Listing on the conference mobile app (logo, company write up, URL Link)	Yes (200 words)	Yes (150 words)	Yes (100 words)	Yes (80 words)	Yes (50 words)
Social media exposure (content to be provided by sponsors)	3 x mentions	2 x mentions	1 x mention		
DURING CONGRESS EXPOSURE					
Logo on lobby page of virtual platform	Yes				
Feature in Welcome video to be played at the conference while delegates wait for the session to start	Yes				
Advert / Logo on meeting hub page of the virtual conference platform		Yes			
Virtual exhibition space in the "Exhibition" with 1 complimentary exhibitor attendee	Yes	Yes	Yes	Yes	Yes
Physical exhibition space at the in person conference at Lagoon Beach Hotel (includes 1 complimentary exhibitor)	9m x 3m	6m x 3m	3m x 3m	3m x 3m	50% Discount
Complimentary virtual conference attendee tickets	4	3	2	1	1
Complimentary in person conference attendee tickets	2	1	1		
Listing on mobile app on sponsor page (logo, word write up, URL link)	Yes	Yes	Yes	Yes	Yes
Banner on the mobile app (artwork to be supplied by sponsor)	Yes	Yes			

DESCRIPTION	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Banner advert on virtual conference platform (rolling banner, artwork to be supplied by sponsor)	Yes	Yes	Yes		
Sponsor video advert to play during breaks in pop up host box (video to be supplied by sponsor. 1 x video)	Yes	Yes	Yes		
Downloadable handout for attendees in Resource Gallery (sponsor to provide handout – 1 x PDF handout)	Yes	Yes	Yes	Yes	Yes
Opportunity to host a survey on the mobile app and virtual conference platform	Yes	Yes			
Dedicated alert distributed on the mobile app during the congress (content to be supplied by sponsor)	1 x alert				
POST CONGRESS EXPOSURE					
Exposure on virtual conference platform for 1 month after the conference	Yes	Yes	Yes	Yes	Yes
Listing on website for 1 month after the conference (logo, word write up, URL link)	Yes (200 words)	Yes (150 words)	Yes (100 words)	Yes (80 words)	Yes (50 words)
Logo to appear on post-conference mailer to all attendees	Yes – in a prominent position and larger than others	Yes	Yes	Yes	



## OTHER PACKAGES

OPPORTUNITY	COST	DETAIL
Invited Speakers	<p>R17,500 per speaker (plus honorarium if applicable)</p> <p>- 8 Available</p> <p>All will present in-person at the congress venue</p> <p>This fee covers:</p> <ul style="list-style-type: none"> <li>• Registration</li> <li>• Accommodation</li> <li>• Transport</li> <li>• Meals</li> </ul>	<p>Logo on congress website with URL link and 50-word company description (confirmed industry page)</p> <p>Acknowledgement of contribution on congress programme &amp; speakers' page on the website</p> <p>Listing in digital Congress Programme Book, 50-words (Sponsor and Exhibitor section) – available for download on the mobile app and virtual conference platform</p> <p>Acknowledgement as a speaker sponsor on a slide to be displayed each Congress session (along with other speaker sponsor companies)</p> <p><b>Logo on speakers page on the congress website</b></p> <p>Logo in the digital Congress Programme Book on the programme page with acknowledgement as a speaker sponsor</p> <p>Opportunity to use the speaker for a satellite symposium / workshop linked to the Congress.</p> <p>Electronic brochure uploaded to the mobile app on the sponsors page</p> <p>Acknowledgement in "Thank You to our Sponsors" digital ad which will be displayed on the virtual platform</p> <p>Analytics – list of everyone who viewed the session (where permission granted)</p>
Symposia	<p><b>Thursday, 18 August</b></p> <p><i>Satellite Workshop / Symposium</i> (2 hours)</p> <ul style="list-style-type: none"> <li>- R15,000 (virtual) + cost of catering</li> <li>- 4 available</li> </ul> <p><i>Dinner Symposium</i></p> <ul style="list-style-type: none"> <li>- R30,000 (hybrid) + cost of catering</li> <li>- 1 Available</li> </ul> <p><b>Friday, 19 &amp; Saturday, 20 August</b></p> <p>Breakfast (1 hour)</p> <ul style="list-style-type: none"> <li>- R15,000 (hybrid) + cost of catering</li> <li>- 1 Available per day</li> </ul> <p>Lunch (45 minutes)</p> <ul style="list-style-type: none"> <li>- R20,000 (hybrid)</li> <li>- 1 Available per day</li> </ul> <p><b>Friday, 19 August</b></p> <p>Dinner Symposium</p> <ul style="list-style-type: none"> <li>- R30,000 (hybrid) + cost of catering</li> <li>- 1 Available</li> </ul>	<p>Logo on congress website with URL link and 50- word company description (confirmed industry page)</p> <p>Logo on mobile app with URL link and 50 - word company description (sponsors page)</p> <p>Listing &amp; information on the satellite symposia page on the congress website (sponsor to provide details)</p> <p>Logo, URL link and 50- word company description in digital Congress Programme Book (Sponsor and Exhibitor section) – available for download on the mobile app and virtual conference platform</p> <p>Logo on the session listing on the timeline on the virtual conference platform</p> <p>One electronic email notification to be distributed to all potential delegates and confirmed delegates prior to the congress</p> <p>1x Dedicated alert distributed on the congress mobile app &amp; virtual conference platform during to the congress (content provided by sponsor)</p> <p>Electronic brochure uploaded to the mobile app on the sponsors page</p> <p>Acknowledgement in "Thank You to our Sponsors" digital ad which will be displayed on the virtual platform</p> <p>Analytics – list of everyone who viewed the satellite symposium (where permission granted)</p>

<p><b>Educational Grants for Delegate Registrations</b></p>	<p>To be quoted on application.</p> <p>Cost to cover delegate registration fees and / or travel / accommodation.</p> <p>Applications to be managed by SAAFP in conjunction with abstract submission.</p>	<p>Logo on congress website with URL link and 50- word company description (confirmed industry page)</p> <p>Logo on mobile app with URL link and 50-word company description (sponsors page)</p> <p>Logo, URL link and 50-word company description in digital Congress Programme Book, (Sponsor and Exhibitor section) – available for download on the mobile app and virtual conference platform</p> <p>1x Targeted alert distributed on the congress mobile app during to the congress (content provided by sponsor)</p> <p>Electronic brochure uploaded to the Resource Centre in the virtual exhibition</p> <p>Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform</p>
<p><b>Mobile App</b></p> <ul style="list-style-type: none"> <li>- The mobile app will be the link between the virtual and in person delegates.</li> <li>- The mobile app will cut printing costs and decrease the event’s environmental footprint</li> </ul>	<p>R40,000</p>	<p>Branding on mobile app – including logo on every page and on splash banner.</p> <p>Logo on congress website with URL link and 50-word company description (confirmed industry page)</p> <p>Logo on mobile app with URL link and 50-word company description (sponsors page)</p> <p>Logo, URL link and 50- word company description in digital Congress Programme Book (Sponsor and Exhibitor section) – available for download on the mobile app and virtual conference platform</p> <p>Electronic brochure uploaded to the mobile app on the sponsors page</p> <p>Electronic brochure uploaded to the Resource Centre in the virtual exhibition</p> <p>2 x Dedicated alerts on mobile app (1x before and 1x during conference)</p> <p>Logo on materials distributed to delegates where the mobile app is mentioned (electronic)</p> <p>Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform</p>



<b>Poster Session</b> <ul style="list-style-type: none"> <li>- All posters will be displayed both virtually and electronically at the venue</li> <li>- Posters can be viewed on the mobile app</li> </ul>	R 35,000	<p>Logo on congress website with URL link and 50-word company description (confirmed industry page)</p> <p>Logo mobile app with URL link and 50-word company description (sponsors page)</p> <p>Logo, URL link and 50- word company description in digital Congress Programme Book (Sponsor and Exhibitor section) – available for download on the mobile app and virtual conference platform</p> <p>Logo displayed on the poster session page of the congress virtual platform</p> <p>Static advertisement on the poster session portal.</p> <p>Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform</p> <p>Analytics – list of everyone who viewed the poster session (where permission granted)</p> <p>Poster footage will be available for on demand viewing for 3 months after the Congress.</p>
<b>Congress bags</b>	R105 per bag x 200 <ul style="list-style-type: none"> <li>- Congress bag to be selected by the organizing committee</li> </ul>	<p>Company logo displayed on the bag alongside the SAAFP Congress branding</p> <p>Acknowledgement of contribution on the congress website (sponsor page), mobile app and virtual conference platform, including company logo, URL link and 50 word company write-up</p>
<b>Congress notebooks (A5 hard cover journal style)</b>	R85 per journal x 200 <ul style="list-style-type: none"> <li>- Journal to be selected by the organizing committee</li> </ul>	<p>Logo on the front cover of the journal (1 colour print)</p> <p>Acknowledgement of contribution on the congress website (sponsor page), mobile app and virtual conference platform, including company logo, URL link and 50 word company write-up</p>
<b>Congress pens</b>	R25 per pen x 200 <ul style="list-style-type: none"> <li>- Pen to be selected by the organizing committee</li> </ul>	<p>Logo on the pen (1 colour print)</p> <p>Acknowledgement of contribution on the congress website (sponsor page), mobile app and virtual conference platform, including company logo, URL link and 50 word company write-up</p>
<b>Registration Sponsor</b> <ul style="list-style-type: none"> <li>- Includes registration desk and staff, name badges and lanyards</li> </ul>	R32,500	<p>Logo on registration desk, lanyard and name badge alongside SAAFP Congress branding</p> <p>Logo on registration page of the congress website</p> <p>Acknowledgement of contribution on the congress website (sponsor page), mobile app and virtual conference platform, including company logo, URL link and 50 word company</p>

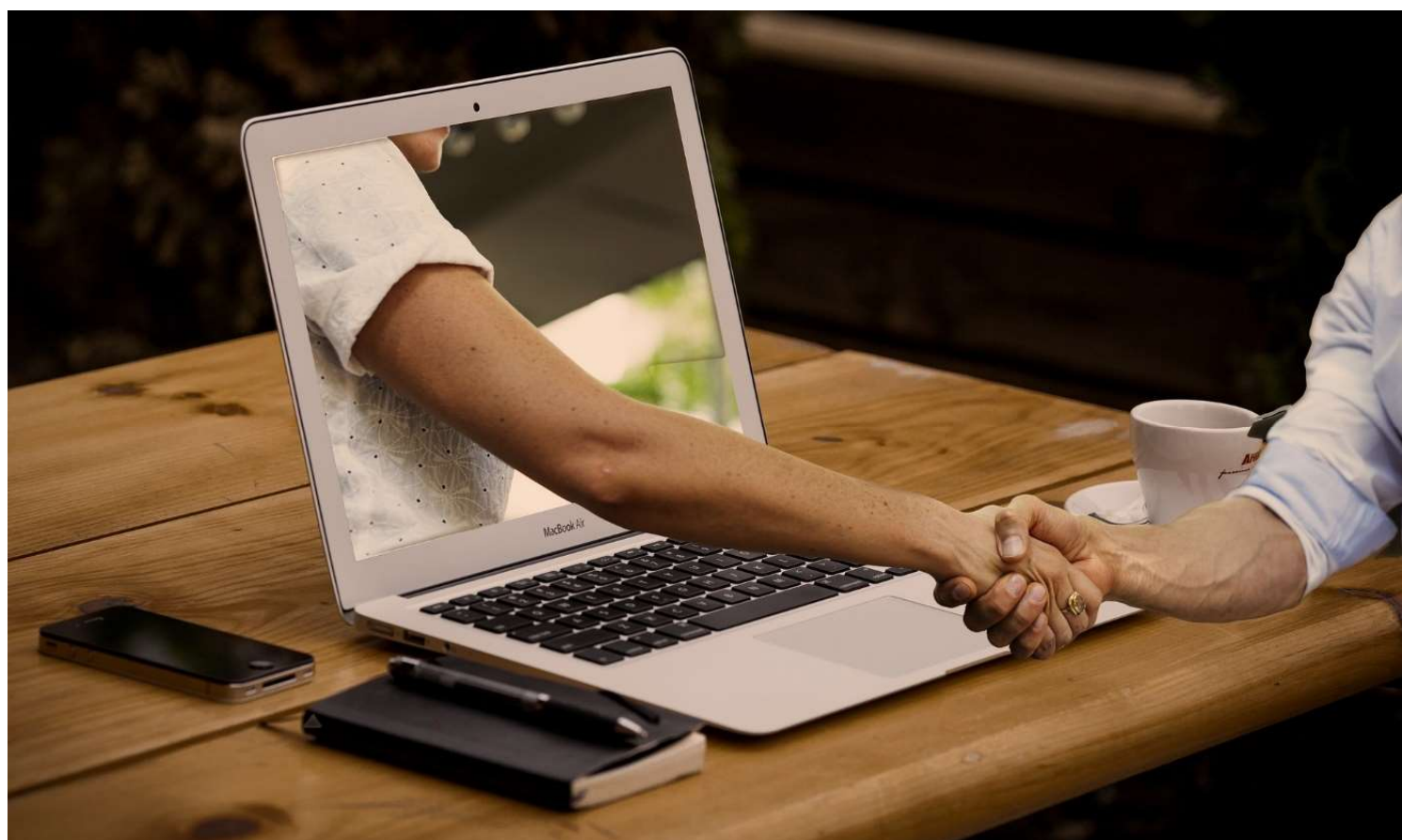
Congress Catering	R17,500 per day x 2 days	<p>Acknowledgement of contribution on the congress website (sponsor page), mobile app and virtual conference platform, including company logo, URL link and 50 word company write-up</p> <p>Opportunity to display branding at buffet stations and cocktail tables in the lunch and tea serving stations in the exhibition, including:</p> <ul style="list-style-type: none"> <li>• Branded serviettes (supplied by sponsor)</li> <li>• Branded overlays (supplied by sponsor)</li> <li>• Branded coasters (supplied by sponsor)</li> <li>• 4 x Pull-up banners (max size 2m x 0.8m) (supplied by sponsor)</li> <li>• Tent cards (supplied by sponsor)</li> <li>• Brochures / business cards</li> </ul>
Technical AV	R80,000	<p>Acknowledgement of contribution on the congress website (sponsor page), mobile app and virtual conference platform, including company logo, URL link and 50 word company write-up</p> <p>Acknowledgement displayed on the screens in each venue (1 slide displayed at the start of the session)</p>

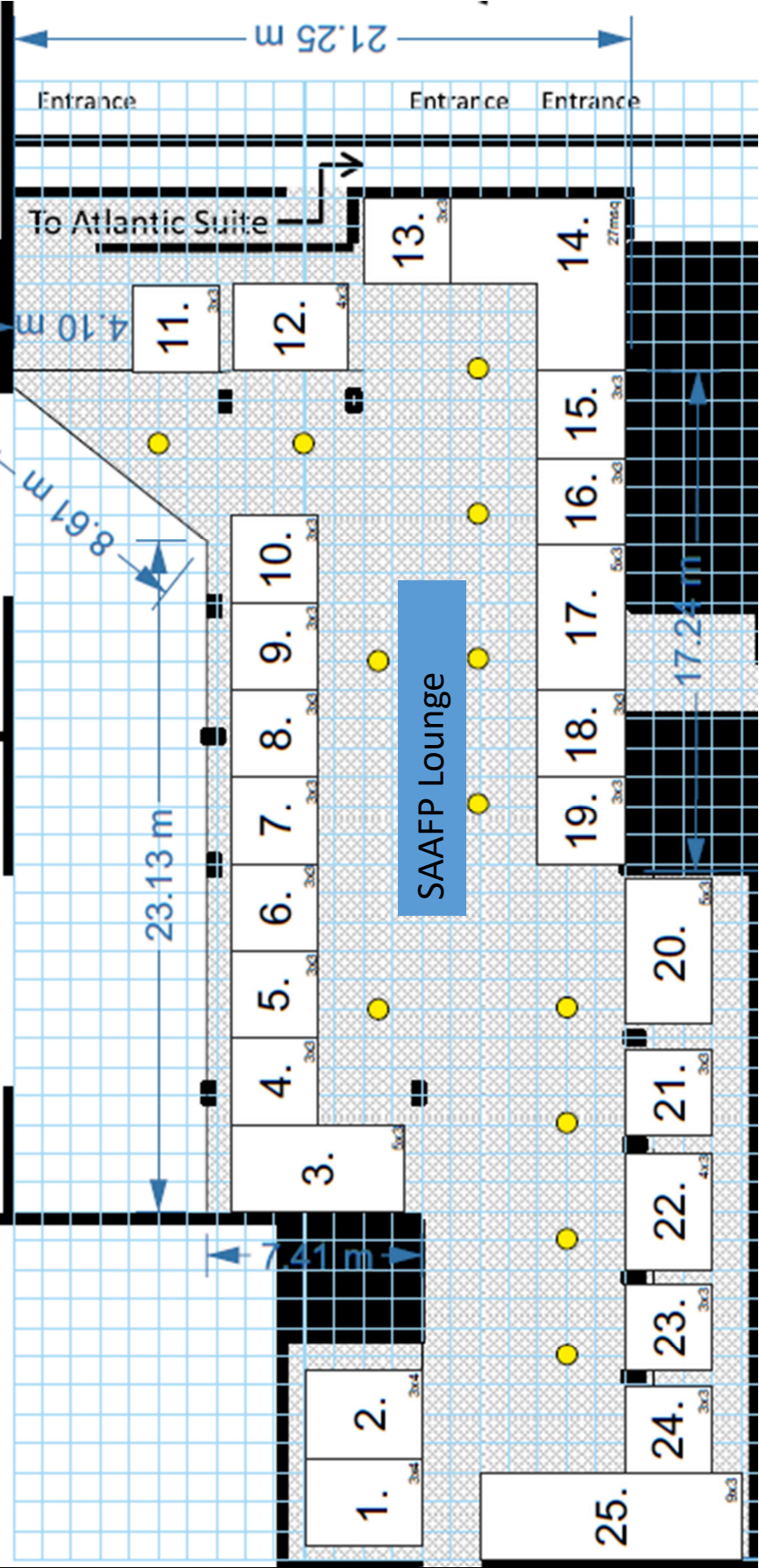


# EXHIBITION STANDS

- Exhibition stand at Lagoon Beach Hotel open for the full duration of the Congress
- Interactive meeting space on the virtual conference platform exhibition
- “Live time” to interact with attendees in a product theatre slot (if product theatre option selected)
- Upload 2-3 min video footage on your stand to highlight you company or product/services
- Upload your company brochure on the virtual platform for delegates to download
- Logo featured in a “Visit our Exhibition” digital advert which will be displayed in the virtual congress platform
- Logo and URL link on congress website (under the exhibitor’s page)
- Logo, URL Link and 25-word company description on the mobile app (under exhibition page)
- Logo in Digital Programme Book (under the confirmed exhibitors page)
- Participation in the “Treasure Hunt” to drive people to your exhibition stand
- Company information to remain on virtual congress platform for 1 month after the congress (for the duration of the On Demand viewing)
- 2 x virtual exhibitor passes

DESCRIPTION	PRICE (VAT incl.)
3m x 3m Exhibition stand (16 stands available)	R35,000
3m x 4m Exhibition stand (4 stands available)	R45,000
3m x 5m Exhibition stand (3 stands available)	R57,500
27m2 Stands (equivalent to 9m x 3m) (2 stands available)	R95,000





## TERMS OF PAYMENT

- a. 50% Deposit required on signing of contract
- b. Balance payable 30 June 2022

## TERMS AND CONDITIONS

1. An invoice and sponsorship contract will be sent to you within 72 hours of receipt of Commitment Form.
2. Selection of sponsorship is on a first-come first-served basis.
3. The Commitment Form does not constitute a legal and / or contractual engagement. It only serves as an indication of intent to proceed with the chosen commitment.
4. Sponsorship however, is only confirmed on receipt of a signed contract and payment of a 50% deposit or receipt of a purchase order. ROI will be effected once this has been received.
5. Failure to comply with the payment schedule could result in the forfeiture of your commitment, and any refund due will be at the discretion of the Congress Organising Committee.
6. All sponsorship contracts are final and cannot be retracted.
7. The Congress Organising Committee reserves the right to decline sponsorship bookings.
8. The law of South Africa governs this contract.
9. The Congress Organising Committee reserves the right to amend the rules and regulations governing sponsorship at its discretion.
10. Logos must be provided in jpeg format and emailed to [charne@soafrica.com](mailto:charne@soafrica.com) within 24 hours of payment of deposit and signed contract to ensure that we are able to offer maximum exposure.
11. Cancellation policy:
  - a. All cancellations must be received by the Congress Secretariat in writing – to [nomthandzo@soafrica.com](mailto:nomthandzo@soafrica.com)
  - b. Cancellations received prior to 30 April 2022 will forfeit a 10% cancellation fee
  - c. Cancellations received between 1 May 2022 and 30 June 2022 will forfeit the 50% deposit paid.
  - d. Cancellations received from 1 July 2022 will be liable for the full value committed.

## CONTACT US:

For more information and enquiries, please contact the Congress Secretariat



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