



## Annual Scientific Meeting 6 October 2018 | Durban

### BIGOSA 2018 SPONSORSHIP & EXHIBITION OPPORTUNITIES

#### SCIENTIFIC MEETING DETAILS

WHEN:	6 October 2018
WHERE:	Gateway Hotel, Durban
THEME:	Moving from disease-focused treatment to personalised and more patient-centred care

*It is our great pleasure to invite you to participate as a Sponsor or Exhibitor at the BIGOSA Annual Scientific Meeting.*

#### OVERVIEW

The Breast Interest Group of Southern Africa (BIGOSA) was formed in 2011 by a group of medical professionals who realised there was a need for standardisation in breast health care in Southern Africa.

The objective of BIGOSA is to enhance the quality of breast health care in Southern Africa. It delivers on this objective by:

- Encouraging a multi-disciplinary approach to breast care within general surgery, plastic and reconstructive surgery, pathology, oncology, radiology and allied health workers.
- Advising governmental and non-governmental organisations on breast health matters and policy.
- Liaising with other organisations in the field on a national and global level.
- Advancing the interests of its members.

One way of delivering on our primary objectives is to empower all practitioners with appropriate skills through training and scientific meetings where breast healthcare progress and problems of interest to all clinicians and non-clinicians are presented.

#### DELEGATE PROFILE

Medical professionals with an interest in breast healthcare.

Participation at BIGOSA in 2017:

150	Participants
28	Exhibitors

#### 2018 ORGANISING COMMITTEE


Dr Ines Buccimazza, Breast Surgery Specialist

**To be confirmed**

Lisa Vickers, Conference Coordinator

**To discuss your participation, speak to the Sponsorship and Exhibition Manager;**

Jason Rade,  
African Agenda

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 jason@africanagenda.com

## Sponsorship Opportunities

Several comprehensive packages have been curated to suit both your marketing objectives and budget however there is a list of additional options that you can select and package or bolt on to create a bespoke tailor made option. We invite you to challenge us to ensure that your organisation effectively leverages BIGOSA 2018 so that you derive maximum value from your sponsorship.

### **HEADLINE SPONSOR [exclusive]**

**R150, 000**

The Headline Sponsorship offers the highest level of visibility and profiling at the meeting, an excellent way to engage the entire audience. It Involves thought leadership, panellist exposure, and the benefit of hosting a symposium or parallel session during the conference.

Enhanced value: brand building, product promotion, market education, connecting with targeted senior attendees, new product launch, lead generation, exclusive breakfast symposium.

- 5 complimentary conference registrations
- 9 sq m exhibition area (3m x 3m) to create your own sponsors lounge
- 3 complimentary exhibition passes
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the holding slide which will be on the screen during the welcome by the BIGOSA President.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the gala dinner on 5 October 2018 and the scientific meeting on 6 October 2018.
- Six complimentary dinner ticket.
- Attendee bag insert
- Full page, full colour advertisement on the outside back cover of the delegate handbook.
- Recognition on all conference social media channels
- Exclusive newsletter announcing Headline Sponsor featuring your company name and logo as well as a 300-word sponsor profile.
- 1 breakfast symposium/ 60 minute satellite symposium
- Opportunity to chair or take part in a panel discussion (subject to final programme)

**GOLD SPONSOR [only 2 available]****R120,000**

- 4 complimentary conference registrations
- 6 sq m exhibition area (2m x 3m) to create your own sponsors lounge
- 2 complimentary exhibition passes
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the gala dinner on 5 October 2018 and the scientific meeting on 6 October 2018.
- Two complimentary dinner ticket.
- Attendee bag insert
- Half page, full colour advertisement in the delegate handbook.
- Recognition on all conference social media channels

**SILVER SPONSOR [only 3 available]****R75,000**

- 3 complimentary conference registrations
- 3 sq m exhibition area (1m x 3m) to create your own sponsors lounge
- 2 complimentary exhibition passes
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the gala dinner on 5 October 2018 and the scientific meeting on 6 October 2018.
- Attendee bag insert
- Quarter page, full colour advertisement in the delegate handbook.
- Recognition on all conference social media channels

**BRONZE SPONSOR [only 4 available]****R35,000**

- 2 complimentary conference registrations
- Exhibition table
- 2 complimentary exhibition passes
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the gala dinner on 5 October 2018 and the scientific meeting on 6 October 2018.
- Attendee bag insert
- Recognition on all conference social media channels

## SUPPORTER

### Between R5,000 and R35, 000

- 1 complimentary conference registration
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the gala dinner on 5 October 2018 and the scientific meeting on 6 October 2018.
- Recognition on all conference social media channels

## Additional Opportunities

## INTERNATIONAL SPEAKER

### R88,000

- Recognition on the meeting website with a link to the sponsor's company website.
- Exclusive introduction of the speaker and sessions.
- Logo on the holding slide which will be on the screen during the introduction of the international speaker.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the gala dinner on 5 October 2018 and the scientific meeting on 6 October 2018.
- Exhibition table.
- One complimentary delegate registration.
- One complimentary dinner ticket.

## GALA DINNER

### R38,500

The official gala dinner welcomes all attendees. It is an evening to stimulate networking, the initiation of collaborations, and the exchange of best-practices while enjoying a social evening meal.

- **The sponsors' logo will appear on the invitation.**
- Banner branding in venue.
- Opportunity to provide suitable literature / table gifts.
- The sponsor will have the exclusive right to welcome attendees on arrival / Opportunity to give a brief welcome address.
- Recognition on the menu/order of events.
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the gala dinner on 5 October 2018 and the scientific meeting on 6 October 2018.
- One complimentary delegate registration.
- Five complimentary dinner tickets for the sponsor and the sponsors special guests.

### **SATELLITE COFFEE BARS**

**R35,500**

- Perk up the conference attendees with barista-style coffee and prominent branding
- Provide branded disposable cups or sleeves (*optional*)
- Provide 300 branded coffee mugs for attendees to take away (*optional*)
- Host a lucky draw by numbering each coffee mug to further attract attendees to your coffee stand

### **SPEAKER PREP ROOM AND AUDIO VISUAL/TECHNICAL SUPPORT**

**R30,000**

All speakers will receive correspondence regarding the speaker prep room and your logo will appear on these documents

- Opportunity to brand both inside and outside the speaker prep room
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 21 October 2017.

### **DELEGATE HANDBOOK**

**R24,750**

All attendees receive a comprehensive conference handbook containing the essential conference and programme details. This is a wonderful opportunity for prominent sponsor branding by placing a full-page advert on the inside front cover.

- Full page, full colour advertisement in the delegate handbook.
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018.

### **LUNCH BREAK**

**R22,000**

- Exclusive opportunity to sponsor the lunch break.
- Lunch will be served inside the exhibition hall.
- Opportunity to display your organisation's logo and/or banner in the catering venue.
- Opportunity to offer promotional items or branded literature to attendees during the break.
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018.

NOTE: Excludes any branded promotional material.

## **BREAKFAST SYMPOSIA**

**R20,000**

One morning trade symposium is available from 06h15 – 07h15 (subject to Headline Sponsor's selection)

- Symposia will be fully accredited with CPD points
- Sponsor may select speaker and topic (subject to Programme Committee's approval)
- All symposia will be advertised on the meeting website and in announcements
- Marketing to registered attendees
- Venue hire, standard audio visual equipment and technical support
- Attendance registers will be made available post-symposium

## **PRODUCT THEATRE**

**R20,000 PER 45 MINUTE SLOT**

A purpose build 60 seat capacity theatre located within the exhibition hall, designed to showcase your product in dedicated time slots

- Each slot is advertised on all conference channels, website and handbook and included in the programme
- A stage will be provided, AV and assistance if required
- Book a slot to demo your product to an engaged audience
- Several session slots are available and package prices are available for multiple slots
- Limited sessions available and slots will not coincide with track sessions

## **LITERATURE DISTRIBUTION/BRANDING PACKAGE**

**R20,000**

Prominent branding in pre- and post-meeting communications, website and brochures

- Online publication of your company profile plus logo and hyperlinked website to attending delegates
- One-page insert in delegate bag
- Literature 'station' consisting of x2 brochure stands and a pull up banner (1.5m x 1,5m)
- High-profile on-site logo placement, including stage and holding slides

## **LANYARD AND BADGES**

**R20,000**

- Branded lanyards with your organisations name or logo.
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018.

## **WI-FI**

**R20,000**

- Encourage attendees to stay connected
- Brand the Wi-Fi log-in page and literally place your organisation's brand in each attendee's hand

### **DELEGATE BAGS**

**R17,500**

- Logo on the delegate bags.
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018.

### **DELEGATE STATIONERY**

**R15,000**

- Provide each attendee with a branded notepad or notebook and pen to carry with them to each session
- We will pack these into the attendee conference bags
- Attendees retain these and use once back in their office

NOTE: sponsor to provide note pads/books and pens

### **REFRESHMENT BREAK**

**R15,000**

- Exclusive opportunity to sponsor the refreshment break.
- All teas and coffees will be served inside the exhibition hall.
- Opportunity to display your organisation's logo and/or banner in the catering venue.
- Opportunity to offer promotional items or branded literature to attendees during the break.
- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018.

NOTE: Excludes any branded promotional material.

### **LOCAL SPEAKERS (6)**

**R7,260 each**

- Recognition on the meeting website with a link to the sponsor's company website.
- Holding slide with company name and logo during the speakers session.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018.

IT

R6,600

- Recognition on the meeting website with a link to the sponsor's company website.
- Logo on the general sponsor holding slide which will be on the screens during the breaks for the duration of the meeting.
- Logo in the final delegate handbook.
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 21 October 2017.



## Exhibition Opportunities

This year BIGOSA will offer two options, an exhibition booth or an exhibition table to companies wishing to showcase their services and products to delegates. Exhibition stands will be limited and they will be allocated on a 'first come, first served' basis.

### OPTION 1

#### EXHIBITION BOOTH

R 15,000

- Exhibitors will be provided with a basic A0 backing board with name facia (white with black lettering); small counter and 2 chairs; there is no other formal structure.
- Exhibitors are welcome to bring a banner or banners (maximum total size of 2.1meter high and 2.4meters wide)
- Two Exhibitor badges (includes lunches and refreshments, and parking)
- Recognition on the meeting website with a link to the exhibitor's company website.
- Logo in the delegate handbook.
- Access available from 06h00, the conference starts with registration and coffee from 07h00 – 07h45 and the 1st session commences at 08h00.
- It is anticipated that the exhibition area will be clear of delegates by 16h00 for removal of exhibition materials.

### OPTION 2

#### EXHIBITION TABLE

R 11,000

- Exhibitors will be provided with a dressed table and 2 chairs; there is no other formal structure.
- Exhibitors are welcome to bring a banner or banners (maximum total size of 2.1meter high and 2.4meters wide).
- Two Exhibitor badges (includes lunches and refreshments, and parking).
- Recognition on the meeting website with a link to the exhibitor's company website.
- Logo in the delegate handbook.
- Access available from 06h00, the conference starts with registration and coffee from 07h00 – 07h45 and the 1st session commences at 08h00.
- It is anticipated that the exhibition area will be clear of delegates by 16h00 for removal of exhibition materials.

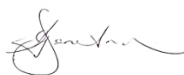
#### **Please note:**

*The programme has changed and there will be an additional opportunity for you to engage with the delegates during the afternoon break. Breakdown may begin 16h00 on Saturday 6 October 2018 and NOT BEFORE.*

Should you wish to support the conference in a way not detailed herein, please do not hesitate to contact our very efficient conference organisers, African Agenda. The contact person is Jason Rade at [jason@africanagenda.com](mailto:jason@africanagenda.com).

Meetings of this nature will not be possible without the collaboration of the trade. We trust we can count yet again on your generous support to facilitate a successful BIGOSA meeting in 2018.

Yours sincerely



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Georgia Demetriou  
FCP(SA), Cert Med Onc(SA), MBBCh(WITS)  
President: BIGOSA



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Simon Nayler  
BSc.MBBCh, FFPATH, MMed  
President-Elect: BIGOSA

## BIGOSA 2018 SPONSORSHIP & EXHIBITION BOOKING FORM

Company/Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postal code: \_\_\_\_\_ Email: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Contract person: \_\_\_\_\_  
VAT no: \_\_\_\_\_

SPONSORSHIP ITEM	PRICE	COST
Headline Sponsor [exclusive]	R150,000	
Gold Sponsor [only 2 available]	R120,000	
Silver Sponsor [only 3 available]	R75,000	
Bronze Sponsor [only 4 available]	R35,000	
Supporter	Between R5,000 and R35, 000	
International Speaker	R88,000	
Gala Dinner	R38,500	
Satellite Coffee Bars	R35,500	
Speaker Prep Room and Audio Visual/Technical Support	R30,000	
Delegate Handbook	R24,750	
Lunch Break	R22,000	
Breakfast Symposia	R20,000	
Product Theatre	R20,000 per 45 minute slot	
Literature Distribution/Branding Package	R20,000	
Lanyard and Badges	R20,000	
Wi-Fi	R20,000	
Delegate Bags	R17,500	
Delegate Stationery	R15,000	
Refreshment Break	R15,000	
Local Speakers (6)	R7,260 each	
IT	R6,600	
<b>EXHIBITION ITEM</b>		
Exhibition booth	R15,000	
Exhibition table	R11,000	
	<b>TOTAL COST</b>	

By signing below, I acknowledge that I am duly authorised to sign and thereby to bind the company organisation named above.

\_\_\_\_\_  
Name Date Signature

BIGOSA 2018  
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