



## Annual Scientific Meeting 6 October 2018 | Durban

### BIGOSA 2018 SPONSORSHIP & EXHIBITION OPPORTUNITIES

WHEN:	Ultrasound Workshop: 5 October and Scientific Meeting: 6 October 2018
WHERE:	Gateway Hotel, Durban
THEME:	Shifting Focus: Moving from disease-focused treatment to personalised, 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  
Dr Shas Čačala, Head of Surgery  
Dr Archie Rajput, Surgeon  
Dr Urishka Singh, Surgeon  
Dr Craig Jamieson, Pathologist  
Dr Colleen Cox, Oncologist  
Dr Caroline Smith, Radiologist  
Dr Susan Chick, Radiologist  
Dr Yvonne Brakovsky, Cosmetic Surgeon  
Dr Shane Cullis, Oncologist  
Dr Ashwin Bramdev, Pathologist  
Lisa Vickers, Conference Coordinator

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

Jason Rade,  
African Agenda

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## 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.

*(all prices exclude VAT)*

### **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, panelist 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 delegates, new product launch, lead generation.

- 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 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 tickets
- Delegate 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
- 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)
- 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 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 tickets
- Delegate 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)
- 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 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
- Delegate 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 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
- Delegate 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 session
- 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 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 delegates. It is an evening to stimulate networking, the initiation of collaborations, and the exchange of best-practices while enjoying a social evening meal.

- Logo on the colour invitation
- Banner branding in venue
- Opportunity to provide suitable branded literature / table gift
- The sponsor will have the exclusive right to welcome delegates on arrival and the 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 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 your special guests

### **COFFEE BAR**

**R35,500**

- Perk up the conference delegates with barista-style coffee and prominent branding
- Provide branded disposable cups or sleeves (*optional*)
- Provide branded coffee mugs for delegates to take away (*optional*)
- Host a lucky draw by numbering each coffee mug to further attract delegates 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 your 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 delegate handbook
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018

### **DELEGATE HANDBOOK**

**R24,750**

All delegates 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 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 logo and/or banner in the catering venue.
- Opportunity to offer promotional items or branded literature to delegates during the break
- Recognition on the meeting website with a link to your 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 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.

### **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 website
- 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 logo
- Recognition on the meeting website with a link to your 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 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 delegates to stay connected
- Brand the Wi-Fi log-in page and literally place your brand in each delegate's hand

### **DELEGATE BAGS**

**R17,500**

- Logo on the delegate bags
- Recognition on the meeting website with a link to your 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 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 delegate with a branded notepad or notebook and pen to carry with them to each session
- Organisers will pack these into the delegate conference bags
- Delegates 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 logo and/or banner in the catering venue
- Opportunity to offer promotional items or branded literature to delegates 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 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 website
- Holding slide with your logo during the speaker's 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 delegate handbook
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018

### **IT SPONSOR**

**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 delegate handbook
- The sponsoring company will officially be thanked by the congress chairperson at the scientific meeting on 6 October 2018

## 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 07h45
- 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 07h45
- It is anticipated that the exhibition area will be clear of delegates by 16h00 for removal of exhibition materials

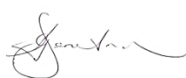
#### **Please note:**

*The programme has changed and there will be an additional opportunity for you to engage with the delegates during the afternoon break. Breakdown may only begin 16h00 on Saturday 6 October 2018.*

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



