

BREAST INTEREST GROUP OF SOUTHERN AFRICA



**16 September 2023**

**Future Concepts in the Diagnosis and  
Management of Breast Cancer**

**2023**

**SPONSORSHIP &  
EXHIBITION  
OPPORTUNITIES**



**Radisson Hotel and Convention Centre,  
Johannesburg, O.R. Tambo**

# About BIGOSA and Our Annual Scientific Meeting

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

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

Our 11th Annual Scientific Meeting will take place at the Radisson Hotel and Convention Centre, Johannesburg, O.R. Tambo, on 16 September 2023.



**The objective of BIGOSA is to enhance the quality of breast health care in Southern Africa. We deliver on our 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 nongovernmental 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.

## OVERVIEW



### Attendee profile

#### Medical Professionals including

- GPs
- Radiologists
- Oncologists
- Physiotherapists
- General Surgeons
- Plastic Surgeons
- Pathologists
- Product Specialists

and more, with an interest in breast cancer.

**BIGOSA 2022:  
224 Participants  
25 Exhibitors**

**BOOK HERE**

**Or contact African Agenda on [partners@africanagenda.com](mailto:partners@africanagenda.com) to discuss your partnership or a tailor-made package.**

# Sponsorship Opportunities | Tiers

## **GOLD SPONSOR (Exclusive)**

**ZAR 100,000**

The Gold Sponsorship is the highest level of sponsorship and is limited to one organisation. The sponsorship includes exclusive recognition as the Gold Sponsor by the meeting Chairperson and includes prominent branding across meeting material and the BIGOSA website.

This is a premium branding visibility position and an exclusive opportunity; further inclusions are an exhibition stand with 2 complimentary exhibition passes, 4 complimentary registration passes, 50% discount on additional participant registrations, 4 complimentary social event tickets, one messaging opportunity to participants, acknowledgement across meeting promotional material and a pre-meeting message sent to all participants.

## **SILVER SPONSOR (3 Available)**

**ZAR 72,500**

The Silver Sponsorship is limited to three organisations. The sponsorship includes recognition by the meeting Chairperson and includes prominent branding across meeting material and the BIGOSA website.

This is a highly visible branding position; further inclusions are an exhibition stand with 2 complimentary exhibition passes, 3 complimentary registration passes, 50% discount on additional participant registrations, 2 complimentary social event tickets, one messaging opportunity to participants and acknowledgement across meeting promotional material.

## **BRONZE SPONSOR (5 available)**

**ZAR 53,500**

The Bronze Sponsorship is limited to five organisations. The sponsorship includes recognition by the meeting Chairperson and includes prominent branding across meeting material and the BIGOSA website.

This is a highly visible branding position; further inclusions are an exhibition table with 2 complimentary exhibition passes, 2 complimentary registration passes, 50% discount on additional participant registrations and acknowledgement across meeting promotional material.



# Sponsorship Opportunities | Featured Items

## INTERNATIONAL SPEAKER (Exclusive)

**ZAR 100,000**

This exclusive package includes the opportunity to introduce the international speaker, recognition by the meeting Chairperson and includes prominent branding across the meeting material and the BIGOSA website.

Further inclusions are an exhibition table with 2 complimentary exhibition passes, 2 complimentary registration passes, 2 complimentary social event tickets and acknowledgement across meeting promotional material.

## COFFEE BARS (2 Available)

**ZAR 50,000**

Perk up the meeting attendees with delicious coffee served by professional baristas. Brand the coffee bar and display your banners or provide disposable cups or sleeves or branded coffee mugs for attendees to take away (optional, for sponsor's account).

The sponsorship includes recognition by the meeting Chairperson and includes prominent branding across the meeting material and the BIGOSA website. Further inclusions are 1 complimentary registration pass and acknowledgement across meeting promotional material.

## SOCIAL EVENT (Exclusive)

**ZAR 60,000**

The official BIGOSA social event takes place on the evening preceding the Scientific Meeting (Friday, September 15). Guests love the opportunity to reconnect and relax before the work of the meeting begins the next day.

This exclusive package includes the opportunity to welcome guests on arrival and say a few words. It also includes recognition by the meeting Chairperson as well as prominent branding across meeting material and the BIGOSA website.

Further inclusions are an exhibition table with 2 complimentary exhibition passes, 1 complimentary registration pass, 5 complimentary social event tickets, and acknowledgement across meeting promotional material. The sponsor is invited to give a branded gift or other souvenir to the guests.

Please note: Gifts and branding are for the sponsor's account.

## POST-LUNCH SYMPOSIUM (2 Available)

**ZAR 45,000**

An opportunity to deliver a 35-minute session related to the meeting topics, presented by a speaker of your choice (subject to Programme Committee approval). Your symposium will be marketed to participants, promoted in a meeting newsletter, and will appear on the agenda.

2 concurrent symposia are available; Room A will accommodate 200 people and Room B will accommodate 60 people. Includes venue and full AV/tech support.

Please note: Speaker and materials costs are for the sponsor's account.





# Sponsorship Opportunities | Featured Items

## LUNCH BREAK (Exclusive)

**ZAR 29,500**

An exclusive opportunity to sponsor the lunch which will be served in the exhibition area. The sponsor will have the opportunity to place their banners and literature in the exhibition hall or provide an branded gift for those in attendance at the lunch.

This package includes recognition by the meeting Chairperson, prominent branding across the meeting material and BIGOSA website, and 1 complimentary registration pass.

Please note: Gifts and branding are for the sponsor's account.

## MINI-SEMINAR (2 Available)

**ZAR 24,500**

Give a 15-minute mini-seminar and demonstrate your product, equipment, or services. You can present a live demonstration, case study, or panel discussion with included Q&A.

Your mini-seminar will be marketed to participants, promoted in a meeting newsletter, and will appear on the agenda.

## LANYARDS AND BADGES (Exclusive)

**ZAR 26,950**

A highly visible branding position as each participant wears a lanyard and name badge. The sponsor's logo will accompany the BIGOSA logo on the lanyard and name badge.

## STATIONERY (Exclusive)

**ZAR 20,000**

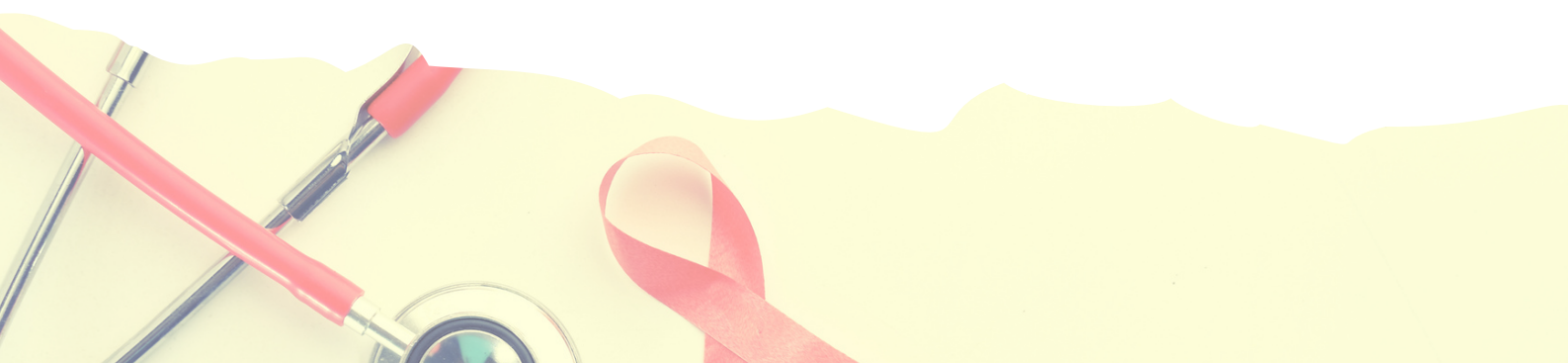
Provide participants with your branded notepad or notebook and accompanying pen.

Please note: The sponsor will need to provide the notepads or notebooks and the pens.

## LOCAL SPEAKER

**ZAR 14,000**

Sponsor an industry-leading local speaker and align your brand with the presentation and content. The sponsor will be acknowledged with a "Brought to you by..." by line on the programme and the meeting material.



# Sponsorship Opportunities | Featured Items

## **BEST PRESENTATION AWARD (Exclusive)**

**ZAR 12,500**

Support scientific research by sponsoring the prize for the best presentation. The winner will be announced in the closing session, with the award presented by the President of BIGOSA.

Please note: The standard inclusions do not apply to this opportunity.

## **BEST POSTER AWARD (Exclusive)**

**ZAR 5,500**

Support scientific research by sponsoring the prizes for the best poster. The winner will be announced in the closing session, with the award presented by the President of BIGOSA.

Please note: The standard inclusions do not apply to this opportunity.

## **FRIEND OF BIGOSA**

**ZAR 7,000**

The sponsorship includes recognition by the meeting Chairperson and branding across the meeting material and the BIGOSA website.

## **STANDARD INCLUSIONS FOR ALL SPONSORSHIP PACKAGES**

### **Pre-meeting:**

- Traditional website sponsor acknowledgment with linked logo and company profile
- Logo on all promotional communication including newsletters
- Inclusion in sponsor spotlight newsletter
- Rights to use the BIGOSA logo in your own marketing communications

### **At the meeting:**

- Logo on pocket programme
- Acknowledgment by the meeting Chair, from the podium
- Recognition on the sponsor slide shown between sessions



# Exhibition Opportunities

Exhibition stands and tables will enhance your ability to showcase your products and services, actively engage with participants, and promote your brand. Refreshments and lunches will be served in the exhibition area. Please note that exhibition space is limited and will be allocated on a "first come, first served" basis.

## EXHIBITION STAND ZAR 22,000

A new and enhanced exhibition offering for BIGOSA 2023.

### Stand package includes:

- A 2.4 m wide by 2m deep space
- Branded tension-fabric backing wall
- Branded counter
- Brochure stand
- Café table and 2 chairs
- 2 long-arm lights
- Plug point
- 2 exhibition passes (includes refreshments, lunch, parking)

## EXHIBITION TABLE ZAR 15,000

The traditional BIGOSA exhibition offering. Bring your own pop-up banners and other branding and display items.

### Table package includes:

- A 2.4m wide by 2m deep space
- A dressed table and 2 chairs
- 2 exhibition passes (includes refreshments, lunch, parking)



# Terms and Conditions



Completion of the Booking Form by the Sponsor shall be considered a commitment to purchase the items. Upon receipt of a Booking Form the Meeting Organiser will send the Sponsor a contract with addenda and invoice. Please note that BIGOSA is not a VAT-registered entity.



Payment is due within 10 days of receipt of the invoice. Should payment not be received within 10 days, BIGOSA will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below. Any bookings made after 31 July 2023 will require immediate settlement.



## CANCELLATION/MODIFICATION POLICY

- Cancellation or modification of sponsorship items must be made in writing to the Meeting Organiser: [partners@africanagenda.com](mailto:partners@africanagenda.com)

BIGOSA shall retain:

- 10% of the invoiced amount if the cancellation/modification is made before 31 July 2023 (inclusive).
- 50% of the invoiced amount if the cancellation/modification is made between 1 August 2023 and 15 August 2023 (inclusive).
- 100% of the invoiced amount if the cancellation/modification is made on or after 16 August 2023.

**BOOK HERE**

**Or contact African Agenda on [partners@africanagenda.com](mailto:partners@africanagenda.com) to discuss your partnership or a tailor-made package.**

