



**Family medicine strengthens PHC -
creating opportunities from adversity.**



**26th National Family Practitioners
Congress**

6 – 8 September 2024
Protea Breakwater Lodge Cape Town

Sponsorship opportunity

TABLE OF CONTENTS

Letter of invitation.....	Page 3
Target audience.....	Page 5
Why sponsor and exhibit?	Page 5
Sponsorship benefits grid.....	Page 6
Other packages	Page 7
Exhibition stands	Page 10
Exhibition floor plan	Page 11
Terms and conditions	Page 12



Good day

The South African Academy of Family Physicians (SAAFP) represents family doctors (family physicians, primary care doctors and general practitioners) in both the private and public healthcare sectors throughout Southern Africa. Our annual national congress will be held on 6th – 8th of September at the in Cape Town, with pre-congress workshops on the 6th of September 2024.

The theme of the congress is **Family Medicine strengthens PHC - creating opportunities from adversity**. As we emerge from the Covid-19 pandemic, our primary care health systems need significant strengthening. Those health systems led by family physicians are bouncing back better and stronger, and more committed to serving vulnerable populations. With this in mind, we plan to focus on the following sub-themes during the congress:

- Strengthening comprehensive primary healthcare from the perspectives of person-centred and population health for all contexts – disease surveillance, health promotion and preventative services, as well as rehabilitative and palliative care.
- Sustainable quality improvement, to strengthening PHC, reducing risk and improving clinical outcomes.
- The economics of PHC – optimising financial, intellectual, and social capital
- The people of PHC: capacity building, interdisciplinarity, teamwork and resilience
- Embracing digital solutions, health entrepreneurship and the Fourth Industrial Revolution (4IR) to augment the provision of high-quality PHC.

The congress will provide sessions on clinical topics, talks by invited speakers, presentations, of original research, active workshops and discussions on ethics and poster presentations.

Overall, we expect 200 participants, 8 invited speakers in the parallel sessions and 75 abstracts of original research. We offer a range of opportunities to engage with the participants and sponsor different aspects of the congress.

We invite you to participate as a sponsor and/or exhibitor at this congress. All sponsors and exhibitors will be offered exposure at the face-to-face congress as well as a dedicated exhibition space.

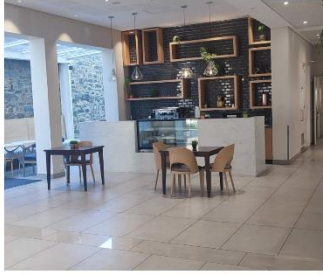
The congress attracts primary healthcare professionals, family physicians and general practitioners in the public and private healthcare sectors as well as academic institutions.

We look forward to working with you to strengthen our congress experience.

Best wishes

Associate Professor Klaus von Pressentin

Chairperson: SAAFP Congress 2024



WHO WILL BE ATTENDING THE CONGRESS?

- Family Physicians in Public & Private Health Sectors
- General Practitioners and medical interns and officers
- Government Health Departments (national, provincial and district levels)
- Healthcare Professionals, including nursing and health care and rehabilitation professionals
- Registrars (specialists in training)
- Medical Students
- Scholars, educators, and researchers in the fields of Family Medicine, primary care and PHC

WHY PARTICIPATE AS A SPONSOR?

- Increase your pre-congress exposure through marketing coverage (website / social media and 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 credibility of your target audience.

WHY PARTICIPATE AS AN EXHIBITOR?

- Face-to-Face physical exhibition stand.
- Pre-book one-on-one meetings sessions.
- 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 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.



SPONSORSHIP BENEFITS GRID

DESCRIPTION	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Value (incl. VAT)	R150,000	R85,000	R55,000	R35,000	R25,000
Number Available	2	2	2	3	5
PRE-CONGRESS EXPOSURE					
Logo to appear on marketing mailers prior to the congress	Yes	Yes	Yes	Yes	Yes
Listing on the 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 the congress website	Programme Page	Registration Page	Call for Abstracts Page		
Social media exposure (content to be provided by sponsors)	3 x mentions	2 x mentions	1 x mention		
DURING CONGRESS EXPOSURE					
Feature in Welcome video to be played at the congress while delegates wait for the session to start	Yes				
Complimentary in-person congress	3	2	2	1	1

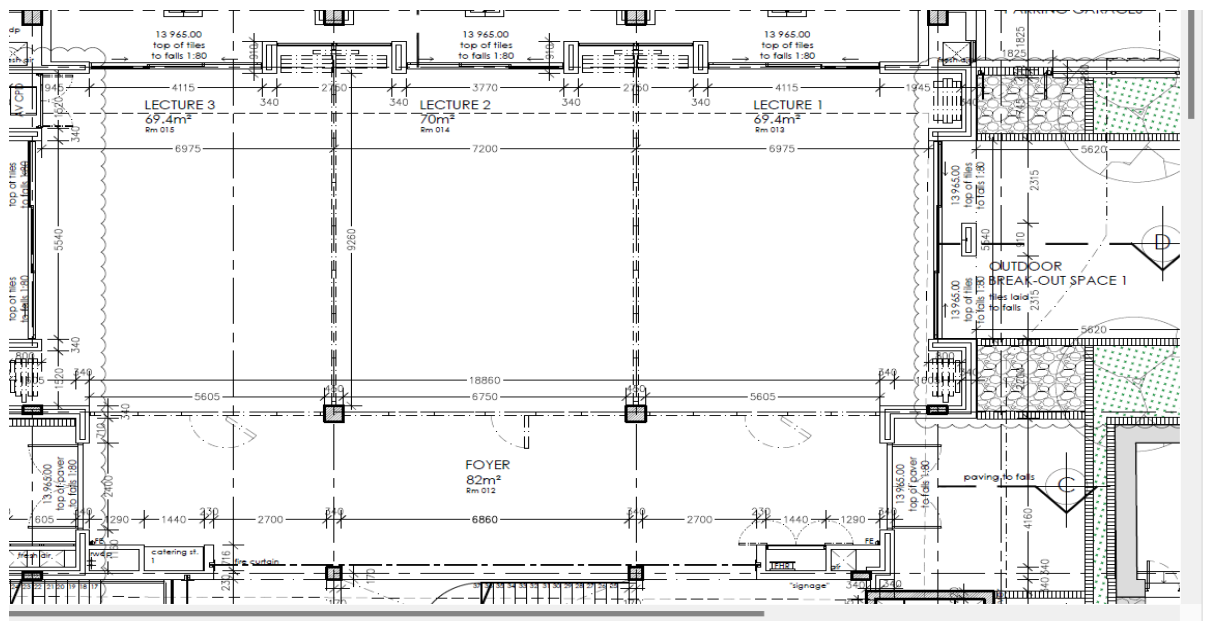
attendee tickets					
Sponsor logo to appear on the congress website page (logo, word write up, URL link)	Yes	Yes	Yes	Yes	Yes
Sponsor video advert to play during breaks in pop-up host box (video to be supplied by sponsor. 1 x video)	Yes	Yes	Yes		
Downloadable handout for attendees in Resource Gallery (sponsor to provide handout – 1 x PDF handout)	Yes	Yes	Yes	Yes	Yes
Exhibition stand	Included	Included	Included	Included	Included
POST CONGRESS EXPOSURE					
Listing on the website for 1 month after the congress (logo, word write-up, URL link)	Yes (200 words)	Yes (150 words)	Yes (100 words)	Yes (80 words)	
Logo to appear on the post-congress mailer to all attendees	Yes	Yes	Yes	Yes	

OTHER SPONSORSHIP PACKAGES

Invited Speakers	<p>R15 000 - R20 000 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"> • Registration • Accommodation • Transport • Meals 	<p>Logo on congress website with URL link and 50-word company description (confirmed industry page)</p> <p>Acknowledgement of contribution on congress programme & speakers' page on the website</p> <p>Listing in digital Congress Programme Book, 50-words (Sponsor and Exhibitor section) – available for download on the congress 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>Opportunity to use the speaker for a satellite symposium/workshop linked to the Congress.</p> <p>Acknowledgement in the "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 was granted)</p>
Sponsors – student and undergraduate/registrars	<p>R3500 excluding accommodation and travel</p>	

<p>Congress Catering</p>	<p><i>Pre-congress Workshop</i></p> <ul style="list-style-type: none"> - R45000 - 2 Available <p><i>Dinner Symposium *Subject to pricing</i></p> <ul style="list-style-type: none"> - R60000 - 1 Available <p>Breakfast (1 hour) *Subject to pricing</p> <ul style="list-style-type: none"> - R39500 - 1 Available per day <p>Lunch (1 hour) * subject to pricing</p> <ul style="list-style-type: none"> - R53500 - 2 Available per day <p>Gala Evening*Subject to pricing</p> <ul style="list-style-type: none"> - R115000 - 1 Available 	<p>Logo on congress website with a URL link and 50-word company description (confirmed industry page)</p> <p>Listing & 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 congress platform</p> <p>One electronic email notification is to be distributed to all potential delegates and confirmed delegates prior to the congress.</p> <p>1x Dedicated alert distributed on the congress platform during the congress (content provided by sponsor)</p> <p>Acknowledgement in the “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform.</p>
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EXHIBITION FLOORPLAN



TERMS OF PAYMENT

- a. 50% Deposit required on signing of contract.
- b. Balance payable 30 August 2024

TERMS AND CONDITIONS

1. An invoice and sponsorship contract will be sent to you within 72 hours of receipt of the 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 affected 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 within 24 hours of payment of a deposit and signed a 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 admin@saafp.org
 - b. Cancellations received prior to 30 April 2024 will forfeit a 10% cancellation fee.
 - c. Cancellations received between 1 June 2024 and 30 July 2024 will forfeit the 50% deposit paid.
 - d. Cancellations received from 1 August 2024 will be liable for the full value committed.

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