

27TH ANNUAL
PRACTITIONERS CONGRESS
4 – 6 SEPTEMBER 2025



*Learning and practicing
family medicine in an era of
global change*

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Greetings

We are delighted to invite you to participate as a sponsor and/or exhibitor at our 27th National South African Academy of family physicians (SAAFP) conference which will be held from 4th – 6th of September 2025 at the Midrand Conference Centre.

The SAAFP is a professional body that is dedicated to the academic development of family practice and primary care. It represents family doctors (family physicians, primary care doctors and general practitioners) who are dedicated professionals in both the private and public healthcare sectors throughout Southern Africa.

The SAAFP conference is held every year with the sole purpose of strengthening the primary health care in serving the people in need of a comprehensive and quality primary care. The 27th National SAAFP conference comes at the time we are experiencing change, both nationally and internationally. As a result, the theme for the 2025 conference is:

LEARNING AND PRACTICING FAMILY MEDICINE AND PRIMARY HEALTH CARE IN AN ERA OF GLOBAL CHANGE.

The following are some of the topics we will be tackling during the conference:

Artificial intelligence: There is a swift global transition into the use of artificial intelligence (AI), which has been viewed as a paradigm shift. It has been adopted by various sectors owing to its ability to perform tasks more precisely than humans.

Climate change: The climate change in South Africa has had catastrophic effects on people's lives, with recent heavy rainfall and strong, violent winds experienced in various parts of the country. Victims of these natural disasters turn to primary health care for medical care, and this puts further strain on the already strained health care system.

The rise in **obesity, non-communicable diseases, gender-based violence, sexually transmitted** infections is another unfortunate change that primary care doctors and family physicians face in their resource constraint practices.

Change in political front: The government of national unity (GNU) has commenced work. Our greatest hope is to see primary healthcare being reformed to meet the needs of the people it serves. This means equal distribution of resources based on need not affordability.

The following highlights the main contents/features of the 2025 conference:

- Held over 3-days between the 4th and 6th of September 2025, in Midrand.
- Attendance of at least 200 primary care professionals (family physicians, general practitioners, family medicine registrars, clinical associates, academic institutions, etc.).
 - Plenary sessions with national speakers.
 - Workshops/paralleled sessions for clinical professional development.
 - Oral and poster sessions on the latest research around the selected theme.

What this means for you as a sponsor or exhibitor:

- An opportunity to engage on current changes in primary health care.
- Product and services exposure to a national and international audience.
- Support the Academy's non-profit making efforts to promote continuing professional development for the primary care doctors.

There will be a large exhibition area where you will be exhibiting. Refreshments and meals will be served near these areas to ensure maximum interaction with delegates throughout the event.

We look forward to working with you to make the conference a success.

Kind regards

Dr Masanabo

Dr Nzaumvila

Conference sponsorship coordinator

Conference convenor



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	Stand
Value (incl. VAT)	R175 000	R125 000	R100,000	R55,000	R35,000	R10,000
Number Available	2	2	2	3	5	5
PRE-CONGRESS EXPOSURE						
Logo to appear in marketing mailers prior to the congress	Yes	Yes	Yes	Yes	Yes	No
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)	No
Banner advert on the congress website	Programme Page	Registration Page	Call for Abstracts Page	Sponsor Page	No	No
Social media exposure (content to be provided by sponsors)	3 x mentions	2 x mentions	1 x mention	No	No	No
DURING CONGRESS EXPOSURE						
Feature in Welcome video to be played at the congress while delegates wait for the session to start	Yes	No	No	No	No	No
Complementary in-person congress attendee tickets	3	2	2	2	2	2
Sponsor logo to appear on the congress website page (logo, word write up, URL link)	Yes	Yes	Yes	Yes	Yes	No
Sponsor video advert to play during breaks in pop-up host	Yes	Yes	No	No	No	No

box (video to be supplied by sponsor. 1 x video)						
Downloadable handout for attendees in Resource Gallery (sponsor to provide handout - 1 x PDF handout)	Yes	Yes	Yes	Yes	Yes	No
Exhibition stand	Included	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)	Yes (50 words)	No
Logo to appear in the post-congress mailer to all attendees	Yes	Yes	Yes	No	No	No

OTHER SPONSORSHIP PACKAGES

DESCRIPTION	SPEAKERS	STUDENTS, REGISTRARS AN DUNDERGRAUTES	CATERING SPONSOR	PRE-CONGRESS WORKSHOPS
Value (incl. VAT) The fee covers: <ul style="list-style-type: none"> • Registration • Meals • Speaker Gift 	R25 000	R3500 The fee excludes: <ul style="list-style-type: none"> • Travel • Accommodation 	GALA\COCKTAIL Evening*Subject to pricing - R120000 LUNCH Symposium * Subject too pricing - R55 500 - 2 Available	R45000 3 Available
Number Available [nominate your own speaker or sponsor a current speaker]	4	10	3	3
Logo to appear in marketing mailers prior to the congress	Yes	Yes	Yes	Yes
Listing on the website (logo, company write-up, URL Link)	Yes (50 words)	NA	Yes (100 words)	Yes (80 words)
Acknowledgement of contribution on congress programme & speakers' page on the website.	Speaker Page	Call for Abstracts Page	Registration Page	Pre-Conference workshop page

One electronic email notification is to be distributed to all potential delegates	Yes	No	Yes	Yes
Acknowledgement in the "Thank You to our Sponsors" digital ad which will be displayed on the virtual platform.	Yes	Yes	Yes	Yes
Social media exposure (content to be provided by sponsors) e.g. invitation	Yes	No	Yes	Yes

Midrand Conference Centre Layout



TERMS OF PAYMENT

- a. 50% Deposit required on signing of contract.
- b. Balance payable 30 July 2025

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 admin@saafp.org 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 2025 will forfeit a 10% cancellation fee.
 - c. Cancellations received between 1 June 2025 and 30 July 2025 will forfeit the 50% deposit paid.
 - d. Cancellations received from 1 August 2025 will be liable for the full value committed.

CONTACT US:

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