



31st SOUTH AFRICAN
NATIONAL BLOOD
TRANSFUSION
CONGRESS

**EXHIBITION
OPPORTUNITIES**

Sunday, 15th – Wednesday, 18th November 2009

Birchwood Hotel & O.R. Tambo Conference Centre, Gauteng

WELCOME NOTE

Dear Sponsor,

It is my great pleasure, as the Chairman of the Congress Organising Committee, to announce that the 31st South African National Blood Transfusion Congress will be held from 15 to 18 November 2009 at the Birchwood Hotel & O.R. Tambo Conference Centre in Gauteng, located just a few kilometers away from the O.R. Tambo International Airport.

The theme of this year's congress is "Sustainable Safe Blood: Mastering Change". We are compiling a comprehensive programme in which national and international experts in the field of Blood Transfusions will address the challenges facing South Africa in general, and the region in particular. This programme is designed to ensure that South African professionals are as well equipped as possible to handle the requirements and challenges specific to this country. This congress will provide a platform for delegates to acquire vital information on scientific developments and to create a critical network of knowledge and information that will act as a complement to South Africa's already-superior resources.

The Congress Organising Committee is also planning social programmes for the evenings, giving delegates from all over the world the opportunity to mingle and party in true South African style. The 31st South African National Blood Transfusion Congress aims to forge the all-important social element with this progressive medical seminar in order to create an ideal opportunity for sponsors and exhibitors to gain widespread exposure to the relevant industry players, and vice-versa.

As a committee, we cordially invite you to attend, sponsor or exhibit at this beneficial congress. These four days will provide you with a fantastic opportunity to present your brand and to network among the delegates.

See you at the Birchwood Hotel & O.R. Tambo Conference Centre on 15 November 2009.



Ravi Reddy

Chair, Organising Committee

31st South African National Blood Transfusion Congress, South Africa

EXHIBITION OPPORTUNITIES

It is true that whether you sell industrial power plants or sticky puddings, the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

When it comes to the total quality of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- ◆ Bringing your customers and most active prospects to you
- ◆ Meeting pre-qualified prospects
- ◆ Allowing you to meet your market face-to-face
- ◆ Allowing you to demonstrate products, answer questions and overcome objections
- ◆ Using all five senses to communicate a message
- ◆ Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

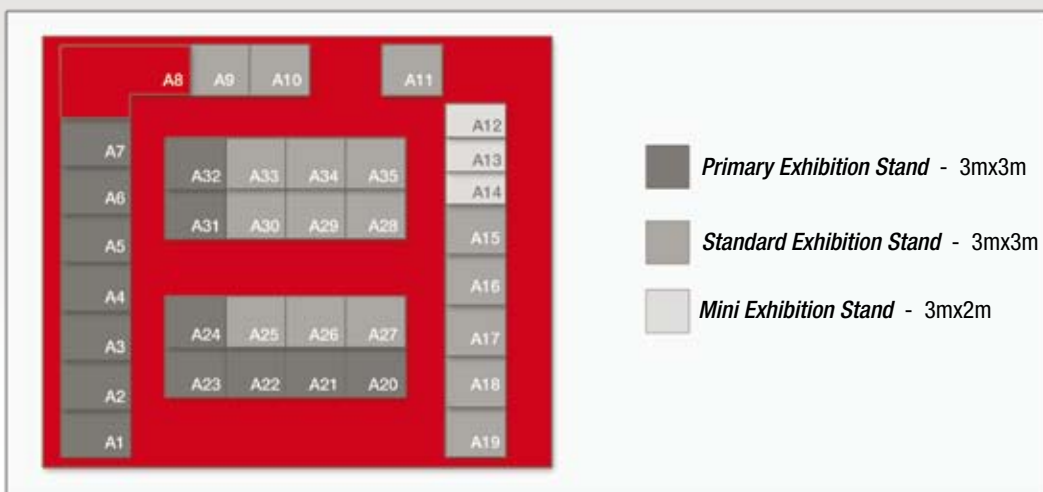
Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

The 31st South African National Blood Transfusion Congress will provide companies in the field an opportunity to participate in their exclusive exhibition, focussed on blood transfusion.

OPPORTUNITIES AVAILABLE

DESCRIPTION	SIZE	NUMBER AVAILABLE	COST
<i>Primary Exhibition Stand</i>	3m x 3m	13	R15,000
<i>Standard Exhibition Stand</i>	3m x 3m	17	R12,500
<i>Mini Exhibition Stand</i>	3m x 2m	3	R8,500

FLOORPLAN



CONTACT US

For more information or to discuss your involvement, contact:



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For more information, consult our website on:

www.sabloodcongress.org

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GAUTENG, 15 – 18 November 2009