



31st SOUTH AFRICAN
NATIONAL BLOOD
TRANSFUSION
CONGRESS

SPONSORSHIP 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

PRIMARY SPONSORSHIP

Benefits Grid

DESCRIPTION	PLATINUM	GOLD	SILVER	BRONZE
Value	R200,000+	R130,000+	R50,000 – R100,000	R25,000 – R50,000
Quantity Available	1	2	4	6
Co-host advertising	•			
Exhibition stand	9m x 3m	6m x 3m	3m x 3m	3m x 3m
Complimentary exhibition delegates	6	4	2	1
Acknowledgement of contribution at Gala Dinner	•			
Co-hosting of Social Event, including 5-minute speech	gala dinner			
Branding of Registration Area	•			
Delegate complimentary registrations	6	4	2	1
Complimentary accommodation	3 rooms (double / single)	2 rooms (double / single)	1 room (double / single)	
Advertisement in final programme	Full page, outside back cover	Full page, inside front / back cover	Full page, left hand page	Half page, left hand page
Company synopsis in brochure	500 words	250 words	150 words	100 words
Company synopsis on Sponsor page of website, including logo & URL link	200 words	100 words	50 words	50 words
Acknowledgement in all promotional material once sponsorship is confirmed	•	•	•	•
Acknowledgement in all correspondence with delegates	•	•	•	•
Logo to be included on all banners to be displayed on site	•			
Logo to be included on all sponsor-dedicated banners to be displayed on site	•	•	•	•
Electronic logo to be displayed on screens in venues	•	•	•	•
Inserts into delegate packs	8 page	4 page	2 page	1 page
Logo on Congress CD / DVD	•	•	•	•

PRIMARY SPONSORSHIP BENEFITS

◆ PLATINUM SPONSOR BENEFITS

Our elite Platinum Sponsor will receive the maximum visibility at the 31st South African National Blood Transfusion Congress. With this exclusive sponsorship package, some of the opportunities from which you will benefit are to:

- Spend quality time with attendees at networking areas
- Participate in an industry panel discussion and present in the plenary sessions or breakaway tracks
- Secure extensive brand awareness prior to and at the congress
- Demonstrate your product through a hands-on solution on your exhibition stand

◆ GOLD, SILVER AND BRONZE BENEFITS

Gold, Silver and Bronze Sponsors receive varying levels of appropriate visibility at the congress. Some of the benefits include:

- Gaining extensive marketing exposure and branding to your target audience and including your company literature in delegate packs
- Showcasing new products and services at your exhibition stand
- Receiving intensive exposure prior to, during and after the congress

ADVERTISING OPPORTUNITIES

Various advertising opportunities are available in the official congress programme and abstract magazine in A4 size. All advertisements will be printed in full colour.

Description	Dimensions	Quantity Available	Cost
Full Page Advertisement	297 x 210	6	R2,500
Half Page Advertisement	148.50 x 210	12	R1,750

Please indicate your commitment on the Commitment Form at the back of the brochure.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Based on a quantity of 500



ITEM	OPPORTUNITY	COST	DETAIL
1.	Internet Café	R25,000	Branding of internet café area, logo on screen savers and mouse pads
2.	Congress Pens	R18,750	Logo on pen
3.	Lanyards	R6,500	Logo on lanyard
4.	Name Badges	R10,000	Logo on name badge
5.	Directional Signage	R5,000	Logo on all directional signage
6.	Writing Pads	R7,500	Logo on writing pads
7.	Hospitality Sponsor for Congress Tea Breaks	R7,500 x 5 tea breaks	Branding of tea / coffee stations for the day
8.	Hospitality Sponsor for Congress lunches	R10,000 x 3 lunches	Branding of lunch area for the day
9.	Opening Session & Welcome Reception	R50,000	Branding of event as host, including electronic branding and placement of banners, tent cards on serving stations, opportunity for 5 minute speech
10.	Casual Social Event	R75,000	Branding of event as host, including electronic branding and placement of banners, tent cards on serving stations, opportunity for 5-minute speech
11.	Mini Programme	R12,500	Logo on mini programme to be included in badge pouch
12.	RFID (Radio Frequency Identification)	R55,000	Branding on all RFID scanners
13.	T-Shirts	R37,500	Co-Branding of T-Shirts
14.	Mugs	R10,000	Co-Branding of Mugs
15.	Congress Bags	R75,000	Co-Branding of Congress Bag
16.	Folders / Journals	R45,000	Co-Branding of Congress Folders / Journals
17.	Mineral Water	R15,000	Co-Branding of Mineral Water
18.	Keynote Speakers	R25,000 per speaker	Acknowledgement in programme and mini programme, and electronic branding inside venue
19.	Workshops	R25,000 per workshop	Acknowledgement in programme and mini programme, and electronic branding inside venue
20.	Prizes for Competitions		Donations or 'in kind' – please stipulate value
21.	Congress Video	R87,500	Logo included on DVD cover and acknowledgement at the end of the video

CONTACT US

For more information or to discuss your involvement, contact:



SCATTERLINGS
CONFERENCE & EVENTS

Carolyn Ackermann

Event Manager

Scatterlings Conference & Events

Tel: 011-463-5085

Fax: 011-463-3265

Mobile: 082-223-1338

Email: caro@soafrica.com

www.soafrica.com

For more information, consult our website on:

www.sabloodcongress.org

31st SOUTH AFRICAN
NATIONAL BLOOD 
TRANSFUSION
CONGRESS

31st South African National Blood Transfusion Congress

GAUTENG, 15 – 18 November 2009