

# FIRST TRADE ANNOUNCEMENT



## SAMA CONFERENCE 2019

Leadership & Quality in Healthcare  
Let's close the gap



SOUTHERN SUN ELANGENI  
& MAHARANI HOTEL  
DURBAN



8 - 10 AUGUST  
2019

## First Exhibitor/Sponsor Notification SAMA 2019

February 2019

*2019 South African Medical Association (SAMA) Conference, Exhibition & Doctors' Awards.*

A special welcome to our exhibitor and sponsor partners.

The **2019 South African Medical Association (SAMA) Conference, Exhibition & Doctors' Awards** will be held at the Southern Sun Elangeni & Maharani Hotel in Durban from 8 - 10 August. Planning for the conference is well underway and we look forward to welcoming you to eThekweni.

The theme of the conference this year is "Leadership and Quality in Healthcare – Let's Close the Gap".

We thank you for considering being involved in the 2019 SAMA Conference.

### BENEFITS OF PARTICIPATING AS AN EXHIBITOR/SPONSOR

- Maximum exposure at a premier conference devoted to empowering doctors and delivering a better healthcare system in our country;
- An opportunity to interact with more than 300 doctors from the private and public health sectors, medical students, and other sponsors and exhibitors;
- An opportunity to participate in the social programme; this a chance for you to network to build on existing relationships, and to develop new ones;
- High visibility on the conference website and throughout official conference marketing material;
- An opportunity to demonstrate that you have a genuine commitment to the healthcare and medical industry in South Africa;
- An opportunity to acquire highly qualified leads and increase your brand's awareness;
- An opportunity to meet decision makers and gain instant feedback.

Please review the available packages and determine your requirements for the promotion of your business. We will gladly discuss your particular promotional requirements and tailor a package accordingly.

We look forward to sharing this unique conference with you. Please contact us should you require any additional information.

### IMPORTANT INFORMATION FOR EXHIBITORS/SPONSORS

1. Set-up is on Wednesday 7 August 2019 from 09h00. Please advise your stand builders accordingly.
2. The exhibition hall needs to be set up by 06h00 on Thursday 8 August to be ready for the arrival tea. The networking cocktail function will take place in the same venue from 17h00 – 20h00 on the Thursday (8 August) evening.
3. On Friday 9 August the exhibition hall will be open from arrival tea until after the mid-afternoon tea break.
4. Saturday 10 August will be a half day conference and breakdown of the exhibition hall will be after the closure of the conference at approximately 14h00.
5. All times will be confirmed once the final conference program is available.
6. There are 29 stands for sale; please consult the floorplan on the following page.

### CONFERENCE FORMAT

1. **THURSDAY 8 AUGUST** – Full day conference and networking cocktail party
2. **FRIDAY 9 AUGUST** – Full day conference and Gala Dinner
3. **SATURDAY 10 AUGUST** – Conference concludes mid-afternoon



## CONFERENCE VENUE

The Southern Sun Elangeni & Maharani Hotel is situated 32 km from King Shaka International Airport and is located on the Durban beachfront.



## EXHIBITION STANDS

As in previous years, the exhibition will form an integral part of the conference, and will be held in Suites 1 – 5 of the conference centre.

The height of stands in this venue cannot exceed 2.5m.

The exhibition space is close to the plenary conference room and offers a number of excellent opportunities for companies to showcase their products and services to the expected 300 conference delegates.

Exhibition space is sold on a first come, first served basis. Exhibition space consists of 3x3m or 2x3m spaces. The 2x3m

is not exactly 2x3m but does offer space for a single trestle table with two chairs and two pull-up banners.

The following is included in the cost of the space:

- 1 x table and 2 x chairs
- The venue is carpeted
- 1 x 15 amp plug point

Exhibitors are responsible for their own set up costs and all stands must comply with the regulations of the venue.

**NOTE: NO SHELL SCHEME WILL BE PROVIDED**







## FLOOR PLAN



# SAMA CONFERENCE 2019

Leadership & Quality in Healthcare  
Let's close the gap

-  These stands are 3x3m spaces
-  These stands are for table top displays

PLEASE NOTE - GRID @ 1000mm x 1000mm]  
STAND LAYOUT 1 : 250



## SPONSORSHIP OPTIONS

All prices exclude 15% VAT and bookings will be taken on a first come first serve basis.  
See table below for sponsorship package opportunities:

PACKAGE	PLATINUM PACKAGE	GOLD PACKAGE	EXHIBITION STAND	DISPLAY TABLE
<b>COST</b>	<b>R175 000</b>	<b>R110 000</b>	<b>R45 000</b>	<b>R17 250</b>
NUMBER OF OPPORTUNITIES AVAILABLE	2	2	10	15
Exhibition space included	5 x 6m	6 x 3m	3 x 3m	Table top display
<i>Please note that no shell scheme is included</i>	2 x designated areas as per floorplan	2 x designated areas as per floorplan	As outlined in floorplan	1 x standard size trestle table & two chairs, with space for two pull up banners
Complimentary delegate passes (including attendance to session)	6	4	0	0
Complimentary exhibitor passes	10	6	2	2
Doctor's Awards Gala Dinner passes	8	6	2	0
Logo on conference website (includes click through to own website)	•	•	•	
Logo looped in plenary session venue	•	•	•	
Co-branding at registration (2 x pull-up banners at registration desk and logo on registration counters)	•			
Advertisement in <i>SAMA Insider</i> magazine (A4)	3 x full pages	2 x full pages	½ page	
Opportunity to include promotional material in conference bags	•	•	•	
Verbal acknowledgement of sponsorship during conference opening and closing sessions	•	•		
20 minute conference speaker slot	•			
Opportunity to send out an SMS to delegates (160 characters including spaces)	•	•		
Logo published on the SAMA website with a hyperlink to the sponsor's website (to be deactivated after the conference)	•	•	•	•
An advert posted on the SAMA social media (Facebook & Twitter), to be reposted weekly until the end of the conference	•	•		

## OTHER SPONSORSHIP OPPORTUNITIES

All prices exclude 15% VAT and bookings will be taken on a first come, first served basis. All sponsors will get recognition on the SAMA congress website.

Hospitality lounge/business centre	R45 000	Bathroom branding	R7 500
Name badge & lanyard sponsorship	R7 500	Make-up touch-up bar	R5 000
Conference bags	R5 000	Trade passport	R10 000
Pens	R5 000	Note Pads	R5 000
Speaker prep room	R5000	Attendee email confirmations	R4 000
Inserts into conference bags	R5000	Branding of selfie backdrop	R5 000
USB memory sticks with abstracts	R5 000	Tea break sponsorship	R10 000
Lunch break sponsorship	R30 000	Printing of quick reference program	R5 000
Branding of welcome signage at registration	R10 000	SAMA Doctor's Awards Gala Dinner	R100 000
Networking cocktail party	TBC	Directional signage	R10 000
e-Posters	R10 000	Trade Workshop	R15 000
Sponsorship of medical students	See notes below		

### HOSPITALITY LOUNGE/BUSINESS CENTRE (One sponsorship opportunity available)

- As per the floorplan there is one area available for a sponsor to set up a hospitality lounge/business centre
- This is an ideal opportunity to set up an area for delegates to check emails, charge phones, print boarding passes etc.
- All delegates will pass through this area on the way to the restrooms
- The cost of the sponsorship is for the space only, and the sponsor will be responsible for all furniture and equipment required in this area
- Included in this package are 2 x Complimentary Exhibitor Passes and catering
- Acknowledgement on the conference website
- Logo loop in conference room

### BATHROOM BRANDING (One sponsorship opportunity available)

- This is an opportunity to brand the bathrooms which delegates will use with clear vinyl decals on the mirrors
- Please contact Colette at ICE Solution for more information on this opportunity

### NAME BADGE AND LANYARD SPONSORSHIP (One sponsorship opportunity available)

- There is 100% certainty that your company name will be seen and remembered by each and every visitor. Lanyards with your company name will be worn by each delegate throughout the conference, making your company name and brand top-of-mind for delegates
- Your logo will be printed in colour on all the delegate and exhibitor name badges
- The badges will include the conference logo
- Acknowledgement on conference website
- Logo loop in conference room
- You are responsible for the cost of the lanyards and the cost to deliver these to the conference venue
- Number required: 600
- The costs of the printing of the name badges and plastic pouches is additional to the sponsorship cost





### MAKE-UP TOUCH UP BAR

*(One sponsorship opportunity available)*

This is an opportunity to set up and brand an area close to the Gala Dinner venue, and provide a make-up touch up bar for dinner guests at the Gala Dinner on Friday 9 August



- The conference organiser will assist with the lucky draw; participating companies can offer a prize for this lucky draw
- This competition is aimed at encouraging stand traffic at participating stands as well as the sponsoring stand, which will see delegates again at their stand when they hand in their 'passports'
- Acknowledgement on conference website
- Logo loop in conference room

### PENS

*(Two sponsorship opportunities available)*

- Sponsors may supply branded pens to be included in the conference bags
- Acknowledgement on conference website
- Logo loop in conference room
- Sponsors are responsible for the cost of the pens and the cost to deliver these to the conference venue
- Number required: 400



### CONFERENCE BAGS

*(One sponsorship opportunity available)*

- Conference bags are for delegates only
- Cost includes the cost of an insert of your choice into the conference bags
- Logo loop in conference room
- Bag designs are to be approved by the SAMA Conference Organizing Committee
- You are responsible for the cost of the bags and the cost to deliver these to the conference venue
- Number required: 400
- All branding to be approved by the SAMA Conference Organizing Committee
- Logo published on SAMA website with a hyperlink to your website



### NOTEPADS

*(Two sponsorship opportunities available)*

- Sponsors may supply branded notepads to be included in the conference bags
- Acknowledgement on conference website
- Logo loop in conference room
- Sponsors are responsible for the cost of the notepads and the cost to deliver these to the conference venue
- Number required: 400



### TRADE PASSPORT – PRINTING AND BRANDING

*(One sponsorship opportunity available)*

- Each delegate will receive a passport in their name badge. Exhibiting companies have an option to participate in this initiative. Delegates then visit each participating company's stand and get a stamp from that specific stand in their passport
- Each delegate needs to have a full passport at the end of the conference to qualify for a lucky draw at participating companies for a prize. Delegates will hand in their completed passport at the sponsoring company's stand



**SPONSORSHIP OF THE SPEAKER PREP ROOM**  
*(One sponsorship opportunity available)*

- Sponsors will be allowed to put up two pull-up banners inside and outside the speaker preparation room (one inside and one outside)
- Sponsor's logo to be used as screen savers on the PCs where speakers load their presentations
- Acknowledgement on conference website
- Logo loop in conference room

**ATTENDEE EMAIL CONFIRMATIONS**  
*(Three sponsorship opportunities available)*

- All pre-registered delegates receive a confirmation of their registration via email.
- Your sponsorship will include the following:
  - Company name
  - Company logo with link to your website

**INSERTS INTO CONFERENCE BAGS**  
*(No limit on sponsorship opportunities available)*

- Sponsors to supply 400 brochures/inserts which will be packed into the conference bags; this ensures each delegate receives sponsor's information
- Acknowledgement on conference website
- Logo loop in conference room
- Sponsors responsible for the cost of the inserts and the cost to deliver these to the conference venue
- Number required: 400



**SUPPLY AND BRANDING OF A SELFIE BACKDROP FOR PHOTOGRAPHS**  
*(One sponsorship opportunity available)*

- Sponsors will have the opportunity to create an area at the registration with their branding and SAMA branding where delegates can take selfies
- Sponsors will be responsible for the cost of creating and setting up the backdrops
- Sponsors are encouraged to design something creative around the theme of the conference

**USB MEMORY STICKS**  
*(One sponsorship opportunity available)*

- USB memory sticks with your company information and the conference abstracts
- Delegates will receive a voucher (which you supply) upon registration to collect the USB memory stick from your stand. This ensures that each delegate will visit your stand
- Acknowledgement on conference website
- Logo loop in conference room
- Sponsors are responsible for the cost of the USB memory sticks and the cost of having the abstracts saved onto them, as well as the cost to deliver these to the conference venue
- Number required: 400



**SPONSORSHIP OF A TEA BREAK**  
*(Eight sponsorship opportunities available)*

- All tea breaks take place in the exhibition hall
- Sponsors may place their banners in the common areas (without disturbing any exhibition stands)
- Sponsors may place brochures at the refreshment stations
- Sponsors may provide branded serviettes/cups etc.
- Tea breaks available for sponsorship are:
  - Day 1 arrival tea
  - Day 1 mid-morning tea
  - Day 1 mid-afternoon tea
  - Day 2 arrival tea
  - Day 2 mid-morning tea
  - Day 2 mid-afternoon tea
  - Day 3 arrival tea
  - Day 3 mid-morning tea
- Sponsors are responsible for supplying all branded goods and setting up and removing of banners in the specified timelines
- One sponsorship available per break
- Logo published on SAMA website with a hyperlink to your website



## SPONSORSHIP OF A LUNCHEBREAK (Two sponsorship opportunities available)

- Lunch breaks take place in the exhibition hall on days 1 and day 2 of the conference
- Sponsors may place their banners in the common areas (without disturbing any exhibition stands)
- Sponsors may place their brochures at the refreshment station
- Sponsors may provide branded serviettes etc.
- Sponsors are responsible for supplying all branded materials and setting up and removing of banners in the specified timelines
- One sponsorship available per lunch
- Logo published on SAMA website with a hyperlink to your website

## PRINTING OF THE QUICK REFERENCE ACADEMIC PROGRAMME (Z-FOLD) (One sponsorship opportunity available)

- Each delegate will receive a quick reference programme in their name badge when they register
- Sponsors may co-brand with their company adverts and logo, the SAMA logo, and the conference logo
- Sponsors are responsible for the cost of the design and printing and delivery of the items to the conference venue
- Acknowledgement on conference website
- Logo loop in conference room
- Number required: 500

## BRANDING OF WELCOME SIGNAGE AT REGISTRATION (One sponsorship opportunity available)

- The registration counters will be situated on the ground floor of the Southern Sun Elangeni & Maharani Hotel. The conference rooms are located on the 1st floor
- This is an opportunity to brand the balustrade of the first floor with welcome signage which guests will see as they arrive at the hotel
- Sponsors are responsible for providing and setting up the signage and removing it after the event
- Signage must be co-branded with sponsor's logo and the SAMA logo
- Specification and approval will be required by the SAMA Conference Organizing Committee
- Acknowledgement on conference website
- Logo loop in conference room

## SAMA DOCTOR'S AWARDS GALA DINNER

- Branding opportunity inside the venue
- Co-branding on printed menus
- 10 Minutes welcome speech
- 1 table of 10 (i.e. 10 free tickets) to the awards dinner
- Opportunity to provide gifts to all gala dinner guests
- Logo loop in conference room
- Logo published on SAMA website with a hyperlink to your website

## NETWORKING COCKTAIL PARTY

- Branding opportunity inside the venue
- Co-branding on printed menus
- 10 Minutes welcome speech
- 10 free tickets to the networking cocktails
- Logo loop in conference room
- Logo published on SAMA website with a hyperlink to your website

## DIRECTIONAL SIGNAGE (One sponsorship opportunity available)

- This is for the sole purpose of highlighting the routes to the various venues (Registration/Conference/Exhibition area/Speaker Support/Gala Dinner etc.)
- Sponsors are responsible for providing and setting up the signage with directional arrows
- Signage must be co-branded with sponsor's logo and the SAMA logo
- Specification and approval will be required by the SAMA Conference Organizing Committee
- Acknowledgement on conference website
- Logo loop in conference room



## E-POSTERS

(One sponsorship opportunity available)

- All e-poster submissions will be shown on LED screens in the exhibition area
- This sponsorship includes the sponsor's branding on the landing pages of the e-poster presentations and a slide of their logo/branding placed after every fifth poster
- Sponsors may put up two pull-up banners next to the screens
- Sponsor's company name will appear on the daily announcements each day e.g. "Please remember to view the e-posters in the foyer, sponsored by XYZ company"



## TRADE WORKSHOPS

- There is an opportunity to host trade workshops in the conference venue at the following times:
  - Day 1 during lunch
  - Day 2 prior to official start of conference
  - Day 2 during lunch
  - Day 3 prior to official start of conference
- Workshops can be a maximum of 30 minutes to allow for set up and turnaround of the venue
- Companies are to send their workshop submissions to Colette Diamond on [diamond@icesolution.co.za](mailto:diamond@icesolution.co.za) for approval by the SAMA Organizing Committee
- Cost of workshops includes the use of the technical equipment in the conference venue Any additional equipment required will be charged for accordingly
- Preference will be given to exhibiting companies
- Logo published on SAMA website with a hyperlink to your website

## SPONSORSHIP OF MEDICAL STUDENTS

- Sponsors will be responsible for all costs of a student to attend. This includes transport, accommodation, conference fees, cost of social events
- Logo loop in conference room
- Sponsors will be given the details of a suggested candidate who they can contact and offer to sponsor. Sponsors will register the delegate online and make all payments on their behalf
- Sponsors will be responsible for making travel and accommodation arrangements
- Logo published on SAMA website with a hyperlink to your website

## GENERAL CONFERENCE INFORMATION

### LANGUAGE

English will be the language spoken at the conference

### TRANSPORT

Uber operates in Durban

The following airlines fly into King Shaka International Airport:

- Safair <https://www.safair.co.za>
- Kulula <http://www.kulula.com>
- Mango <https://www.flymango.com>
- SAA <https://www.flysaa.com>
- British Airways <http://www.britishairways.com/>

### ACCOMMODATION

For accommodation queries please contact  
Busi - [busi@icesolution.co.za](mailto:busi@icesolution.co.za)

Special conference rates have been negotiated with the following hotels.

### *Southern Sun Elangeni & Maharani Hotel*



Booking ref 1352621

**Contact person:** Sinethemba Nzimande

**Tel:** 031 492 4001

**Email:** [sinethemba.nzimande@tsogosun.com](mailto:sinethemba.nzimande@tsogosun.com)

**Website:** <https://www.tsogosun.com/southern-sun-elangeni-maharani>

**Rates:** Single R1,625.00/R2,020.00 sharing per night

**Includes:** Breakfast and VAT

**Excludes:** tourism levy & parking

**Release dates:** Apply from June with final Release Date being 05 July 2019

**Policies:** Full prepayment required at time of making reservation and reservations cancelled within 29 days prior arrival a 100% full cancellation fee will apply

### *Garden Court Marine Parade*



Booking ref 1352621

**Contact person:** Sinethemba Nzimande

**Tel:** 031 492 4001

**Email:** [sinethemba.nzimande@tsogosun.com](mailto:sinethemba.nzimande@tsogosun.com)

**Website:** <https://www.tsogosun.com/garden-court-marine-parade>

**Rates:** Single R1,400.00/R1,695.00 sharing per night

**Includes:** Breakfast and VAT

**Excludes:** tourism levy & parking

**Release dates:** Apply from June with final Release Date being 05 July 2019

**Policies:** Full prepayment required at time of making reservation and reservations cancelled within 29 days prior arrival a 100% full cancellation fee will apply

### *Southern Sun Suncoast Hotel*



Booking ref 1352621

**Contact person:** Sinethemba Nzimande

**Tel:** 031 492 4001

**Email:** [sinethemba.nzimande@tsogosun.com](mailto:sinethemba.nzimande@tsogosun.com)

**Website:** <https://www.tsogosun.com/sunsquare-suncoast>

**Rates:** Single R1,500.00/R1,895.00 sharing per night  
1King/Queen for couple sharing

**Includes:** Breakfast and VAT

**Excludes:** tourism levy & parking

**Release dates:** Apply from June with final Release Date being 05 July 2019

**Policies:** Full prepayment required at time of making reservation and reservations cancelled within 29 days prior arrival a 100% full cancellation fee will apply



## CONFERENCE SECRETARIAT

### ICE SOLUTION

Tel : +27 11 911 1920/ 1921  
88 1st Street • Parkmore • B123 • Johannesburg • South  
Africa  
Website: [www.icesolution.co.za](http://www.icesolution.co.za)

### CELL NUMBERS & EMAIL ADDRESSES:

Sponsorship & Exhibitions - Colette Diamond  
+27 83 788 0010 – [diamond@icesolution.co.za](mailto:diamond@icesolution.co.za)  
**All Stand booking forms to be sent to Colette  
Diamond**

Delegate Registration – Collette Hoppe  
+ 27 82 906 1961 – [collette@icesolution.co.za](mailto:collette@icesolution.co.za)

General – Tracey Whittle  
+27 82 444 0770 – [tracey@icesolution.co.za](mailto:tracey@icesolution.co.za)

Accommodation – Busi Khuzwayo  
+27 79 254 4117 – [busi@icesolution.co.za](mailto:busi@icesolution.co.za)

## SAMA SECRETARIAT

### Dr Simonia Magardie - Manager: Marketing & Communications

Email : [simoniam@samedical.org](mailto:simoniam@samedical.org)  
Tel : 012 481 2068  
Cell : 082 905 8505

### Vernon Kinnear - Senior Marketing Officer

Email : [vernonk@samedical.org](mailto:vernonk@samedical.org)  
Tel : 012 481 2063  
Cell : 084 511 0484

## SAMA BANK ACCOUNT INFORMATION

**Bank** : Standard Bank  
**Account Name** : The South African Medical  
Association  
**Account Number** : 011 933 615  
**Branch** : Hatfield  
**Branch Code** : 051 545





## CONFERENCE SECRETARIAT APPLICATION FOR SPONSORSHIP/EXHIBITION

To book your selected package please forward the completed form to Colette Diamond (diamond@icesolution.co.za) and cc your SAMA contact person

Company Name			
Contact Person			
Email address			
Postal/Physical Address			
Cell Number		Office Number	
VAT Registration Number		PO Number	

Please confirm sponsorship package required:

ITEM	Unit Cost	Number Required	Preferred Stands (please list 3 options in order of preference)
Platinum Package			
Gold Package			
Exhibition Stand			
Display Table			
Other sponsorships (please specify)			

### DISCLAIMER

To be completed and returned with your booking form

<p>I, the undersigned _____ duly authorised hereto, acknowledge on behalf of (Company) _____ participating in the exhibition to be held at The Southern Sun Elangeni &amp; Maharani Hotel, that neither the owners and management of the hotel, nor the South African Medical Association, SAMA Conference Organizing Committee, nor any other members of the Association or other conference organisers, will accept liability for loss or damage to anything or for any other misfortune whatsoever or howsoever caused during the afore-mentioned Trade Exhibition.</p>	
Signed:	Date:





## **TERMS AND CONDITIONS**

### **BOOKING AND PAYMENT**

1. Sponsorship packages and exhibition space will be allocated only on receipt of a signed booking form and on a first come, first served basis. Confirmation will be sent together with a tax invoice for the full 100% payment. The payment is due on receipt of invoice and bookings are not confirmed until payment is received. Please send the proof of payment to Colette Diamond on diamond@icesolution.co.za
2. No sponsor/exhibitor will be allowed to set up their exhibition stand at the conference until full payment has been received.
3. The law of South Africa governs this contract.
4. All exhibitors must comply with the Exhibition Rules and Regulations as determined by the venue, as well as the Occupational Health & Safety Act, and Safety in Sports and Recreational Events Act (SASREA) of 2010.
5. Public and Product Liability insurance for cover of R10 million must be taken out by each exhibitor at their own expense.

### **SPONSORSHIP AND EXHIBITOR PROTOCOL**

1. Exhibition displays must be directed at medical practitioners.
2. Product information for all products being promoted must be available at the exhibition stand/display table.
3. The SAMA Conference Organizing Committee may need to make changes to the floorplan; however, changes will not be undertaken without prior discussion with the companies affected.

### **CANCELLATION POLICY**

1. If notification of cancellation of sponsorship is received in writing:
  - a. Prior to 1 April 2019, your deposit will be refunded in full, less a 20% administration fee
  - b. Between 1 April and 31 May 2019, you are liable for 50% of the cost of the package selected
  - c. From 1 June 2019 you are liable for 100% of the package selected

2. The SAMA Conference Organizing Committee reserves the right to cancel the conference no later than 30 March 2019 in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.
3. The SAMA Conference Organizer's will not be liable for the partners' losses should the event be cancelled due to acts beyond its control including war, riots, coup d'état, armed resistance, overthrowing of the government and weather-related disasters.
4. The SAMA Conference Organizer's will not be liable for any damage or injury to any persons or goods whatsoever during the staging of the 2019 SAMA Conference, Exhibition and Doctor's Awards.

Signed \_\_\_\_\_

Date \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Please sign this page and return with your booking application form.

