



5 - 8 NOVEMBER 2019

CANCER IN AFRICA: INNOVATION, STRATEGIES, IMPLEMENTATION



2019 SPONSORSHIP
PROSPECTUS

TABLE OF CONTENTS

- 2** Contact
- 3** About AORTIC
- 4** AORTIC 2019 Conference
- 5** Participant profile
- 6** Sponsorship opportunities
 - Why sponsor?
 - 7** Sponsored sessions
 - Educational support
 - Participant services
 - 8** Participant experiences
 - Networking opportunities
 - 9** Exhibition
 - Advertising
 - Sponsorship in kind
- 10** Sponsorship recognition tiers
- 11** Booking form

CONTACT



Belmira Rodrigues
Managing Director | AORTIC



belmira.rodrigues@aortic-africa.org



www.aorticconference.org

WE'VE BEEN HERE



FOLLOW

#AORTIC2019



ABOUT AORTIC

The African Organisation for Research and Training in Cancer (AORTIC) is an Africa-based organisation with members from throughout Africa and the international cancer community. Our objectives are to support, integrate, and facilitate evidence-based interventions and innovative programmes towards the prevention and control of cancer in Africa. One way in which AORTIC achieves this is by hosting its biennial cancer conferences in various African countries so as to raise awareness, build capacity, and create an impact in those regions. These conferences have become the definitive event on the African health calendar, enabling the exchange of ideas and the opportunity to meet oncology leaders from all over the world.



AORTIC hosts biennial international cancer conferences in various African countries, providing a platform for innovative and interactive educational training across the full cancer-care continuum. Creating a space to forge partnerships, to network, and build capacity.



AORTIC supports Africa-based researchers in order to advance their research skills and development. Develops and supports research to create new knowledge and drive innovation in cancer control.

AORTIC'S MISSION IS TO TRANSFORM CANCER

CONTROL IN AFRICA THROUGH COLLABORATION

IN EDUCATION, RESEARCH, AND THE DELIVERY

OF EQUITABLE AND TIMELY INTERVENTIONS TO

MINIMISE THE IMPACT OF CANCER.



AORTIC aims to develop the next generation of leaders in cancer care, research, education, and advocacy within Africa through AORTIC's African Cancer Leadership Institute (ACLI).



AORTIC provides and facilitates cancer education and training for African cancer clinicians, researchers, advocates, survivors, policy makers, and students through the AORTIC Virtual Education and Training Programme.

ABOUT THE AORTIC 2019 CONFERENCE

CANCER IN AFRICA: INNOVATION, STRATEGIES, IMPLEMENTATION

The educational programme will be AORTIC's most innovative and interactive programme to date, addressing issues across the cancer-care continuum. Designed to spark collaboration and generate spaces for sharing experiences, the 2019 programme will ask the difficult questions, share real case studies and create solutions.

There are numerous opportunities to support the work of AORTIC by becoming an AORTIC 2019 sponsor and showing your commitment to the promotion of cancer control and palliation in Africa.

Through sponsored sessions, participant materials, educational support, advertising, networking events and logo placement, your organisation will have the tools to educate an engaged audience about how you are making a positive impact throughout Africa and position your organisation or company as a leader in African cancer initiatives.

WHAT TO EXPECT IN 2019



A distinctive focus on cancer in Africa



Four days of carefully selected presentations, technical sessions, and posters



65+ oral abstracts and 400+ posters



A variety of formal and informal opportunities to network with more than 1000 peers and colleagues from over 55 countries



Extended learning and collaboration opportunities through meeting sessions



Exhibits by more than 30 companies and organisations highlighting the newest products and services available in the field of cancer

2019 PROGRAMME THEMES



ADVOCACY



HEMATOLOGY



PSYCHO-ONCOLOGY



BASIC SCIENCE



NATIONAL CANCER CONTROL PLANS



RADIATION ONCOLOGY



CANCER REGISTRIES



ONCOLOGY NURSING



RADIO THERAPY PHYSICS



CANCER SCREENING



PAEDIATRIC ONCOLOGY



SITE-SPECIFIC CANCERS



CLINICAL TRIALS



PALLIATIVE CARE



SURGERY



ECONOMICS OF CANCER CONTROL



PATHOLOGY



SYSTEMIC THERAPY



GENETICS



PATIENT SURVIVORSHIP

AFRICA'S LARGEST CANCER CONFERENCE.

HIGHLY PRAISED BY PARTICIPANTS.

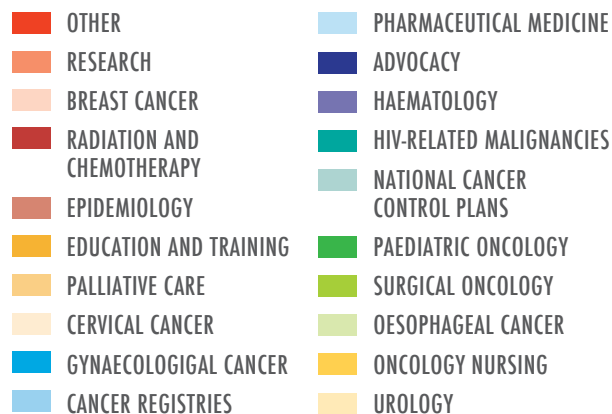
AORTIC 2017 CONFERENCE STATISTICS



27 EXHIBITORS + DISPLAYS



PROFILE OF PARTICIPANTS



- Doctors and nurses
- Health care practitioners
Private, government, teachers, trainers, students
- Academic researchers and investigators
- Industry researchers and investigators
Biotech, pharma, medical devices
- Regulatory agencies
- Funders
- Policy makers
- Support groups
- Patients
- Cancer and health institutions / NPOs
- Foundations and trusts

SPONSORSHIP OPPORTUNITIES

Becoming a sponsor is easy: there are sponsorship opportunities at various price points, and all the opportunities come with significant benefits.

Create a bespoke package that suits your organisation's goals and budget by selecting from the wide range of opportunities. Depending on the total value of your sponsored items, you may reach a sponsorship recognition tier that qualifies you for additional benefits. For example, if your total is USD 100 000, you will be recognised as a Platinum Sponsor and enjoy the associated benefits over and above the benefits linked with each sponsorship item you have selected.

Should you wish to support the conference in a way not detailed herein, please contact AORTIC's Managing Director Belmira Rodrigues (belmira.rodrigues@aortic-africa.org) to discuss.



**SELECT YOUR
SPONSORSHIP
ITEMS FROM
THE LIST**



**ADD UP THE
TOTAL VALUE OF
YOUR ITEMS TO
REACH A TOTAL**



**FIND OUT WHICH
SPONSORSHIP
RECOGNITION TIER
YOU QUALIFY FOR**



**SEE YOUR
ADDITIONAL
BENEFITS**

WHY SPONSOR?

SUPPORT



Support AORTIC's goal of reducing cancer mortality and improving quality of life for cancer patients, survivors, and care givers in Africa.

ENGAGE



Engage on all aspects of cancer control with influential leaders and policy makers from across Africa and around the world.

EXPLORE



Explore new business opportunities: establish new relationships and set up strategic partnerships.

MANAGE



Manage relationships: nurture and reconnect with existing connections by networking with industry contemporaries and peers.

PROMOTE



Promote your research, services, and products to an influential audience with a focus on ethics, policy, and action on cancer in Africa.

GAIN



Gain access to knowledge, best practice, research, and innovation.

JOIN



Join the community and actively engage with participants.

COLLABORATE



Use this conference as an opportunity to build relationships with other stakeholders.

STRENGTHEN



Strengthen your relationship with other stakeholders in the industry.

1. SPONSORED SESSIONS

Subject to approval sponsors can choose speakers, brand the venue, and indicate preference in terms of scheduling within the conference programme. These sessions will be indicated in the programme as:

"Sponsored by Sponsor's Name".

	SESSION TYPE	DURATION	COST
1.	DOUBLE CONCURRENT SESSION	+180 minutes	USD 60 000
2.	AFTERNOON CONCURRENT SESSION	+100 minutes	USD 40 000
3.	MORNING CONCURRENT SESSION	+90 minutes	USD 30 000
4.	MORNING WORKSHOP HOUR	60 minutes	USD 15 000
5.	POST-LUNCH WORKSHOP HOUR	60 minutes	USD 15 000
6.	ROUNDTABLE FOCUS GROUP	60 minutes	USD 10 000

INCLUDES

- Venue hire
- Standard AV support
- Marketing in website and pre-conference mailer

EXCLUDES

- Water and catering
- Speaker costs

	ADD-ONS	COST
+	AUDIO AND VIDEO SESSION RECORDING Your recording will be posted on the official conference website post-conference, and a copy given to you for your organisation's own use.	USD 7 000
+	EINVITATION Send an invitation email for your session to all registered participants or target particular participants.	USD 5 000
+	EREMINDER Send a reminder email for your session to all registered participants just ahead of the conference.	USD 3 000
+	PUSH NOTIFICATION REMINDER Send a push notification to all participants using the conference app, reminding them that your session is about to start and which venue it is in.	USD 3 000

2. EDUCATIONAL SUPPORT

Educational grants are important for the success of the conference and to continue AORTIC's work on cancer control in Africa. Grants are unconditional and will be awarded to successful recipients of the general AORTIC 2019 conference bursary application process. Preference will be given to those who have submitted successful abstracts.

SUPPORT TYPE	COST
BURSARY GRANT	FROM USD 2 500



3. PARTICIPANT SERVICES



LUNCH 1 opportunity / day

FROM USD 15 000

A dedicated one-hour lunch break will be held daily in the exhibition area. The daily lunch sponsor has the unique opportunity to market to all participants in one place, at one time, without competing programme sessions. Daily lunch sponsors will have their logo displayed at various catering points and the opportunity to hand out information or branded collateral to participants during their supported one-hour lunch.



REFRESHMENT BREAKS 1 opportunity / day

FROM USD 10 000

Tea, coffee and refreshments will be served midmorning each day (30 minutes) in the exhibition area. The refreshment break sponsors will have the unique opportunity to market to all participants in one place, at one time, without competing programme sessions. Refreshment break sponsors will have their logo displayed at various catering points and the opportunity to hand out information or branded collateral to participants during their supported 30-minute refreshment break.



INTERPRETATION SERVICES 1 sponsor/venue

FROM USD 10 000*

The provision of English / French / Portuguese interpretation is a core deliverable of this continental event; a necessity to ensure participants can fully engage with the scientific content. The facilitators of sessions with sponsored interpretation will acknowledge the sponsors at the start and end of the session.

*per conference day

4. PARTICIPANT EXPERIENCES

	EXPERIENCE OPTION	COST
1.	BAG High quality locally made bags which support local communities. Your organisation's logo will be included on the bag with the conference logo. Please note: The bags will be procured and branded by the organiser on your behalf.	USD 25 000
2.	HANDBOOK All participants receive a comprehensive conference handbook, containing the essential conference and programme detail. Conference handbooks are also used for reference post conference and often kept as mementos. You will benefit from a full-page advertisement placed on the inside front cover.	USD 15 000
3.	APP The conference mobile app displays the programme and allows participants to select sessions, navigate the conference, and connect with each other.	USD 15 000 <i>Ltd to 1 sponsor only</i> USD 6 000 <i>Ltd to 4 sponsors only</i>
4.	CHARGING STATION Offer participants the chance to charge their electronic devices. Added opportunity to provide branded literature and brand the charging station area. Please note: Furniture and equipment hire is for the sponsor's account.	USD 10 000
5.	WI-FI Brand the Wi-Fi log-in/landing page and the Wi-Fi notices at the venue.	USD 10 000
6.	ABSTRACT PUBLICATION All abstracts will be published in PDF format on the conference website. Your logo will be included on the cover page and you can provide a full-page, full-colour advertisement.	USD 10 000
7.	HYDRATION STATION WITH REUSABLE WATER BOTTLES Brand the water dispenser units located throughout the venue plus offer branded, refillable bottles. Please note: Sponsor to provide.	USD 10 000
8.	LANYARDS Each participant will be provided with a lanyard branded with your logo. Please note: Sponsor to provide.	USD 3 000
9.	NOTEPADS AND PENS Provide each participant with a branded notepad or notebook and pen to carry with them. Please note: Sponsor to provide.	USD 3 000

5. NETWORKING OPPORTUNITIES

CONFERENCE DINNER

USD 75 000

Earn tremendous exposure with top billing at THE event of the conference.



WELCOME RECEPTION

USD 40 000

Exclusive sponsor of the conference opening social function.



6. EXHIBITION

Located in the refreshment and networking area of the conference, the AORTIC 2019 exhibition will give you a good opportunity to interact with and engage conference participants. The number of stands will be limited, and allocated on a 'first come, first served' basis.

With logistical support available from the AORTIC 2019 Conference Organiser, participation in the exhibition is easy, affordable, and will place your products, services, and research directly in front of your target market. Stands and display tables include a listing in the conference handbook, website, and app. Lunches and refreshments are included, but attendance at conference sessions is excluded. Further details are available from the Conference Organiser.

	EXHIBITION OPTION	COST
1.	DOUBLE EXHIBITION STAND (18 m²) A 6-metre wide by 3-metre deep stand (6 m x 3 m) consisting of 3-wall shell scheme. Additional features include fascia board for name (white with black lettering), 15-amp plug point, spot lighting, venue security and cleaning, general illumination, two exhibitor passes, and a conference table and two chairs.	USD 8 500
2.	SINGLE EXHIBITION STAND (9 m²) A 3-metre wide by 3-metre deep stand (3 m x 3 m) consisting of 3-wall shell scheme. Additional features include fascia board for name (white with black lettering), 15-amp plug point, spot lighting, venue security and cleaning, general illumination, two exhibitor passes, and a conference table and two chairs.	USD 4 500
3.	DISPLAY TABLE This includes a conference table with two chairs, venue security and cleaning, general illumination, and one exhibitor pass. (Limited number available. Reserved for non-profit organisations from Lower-middle income countries only)	USD 1 500

7. ADVERTISING

	ADVERTISING OPTION	COST
1.	FULL-PAGE COLOUR HANDBOOK ADVERTISEMENT	USD 5 000
2.	HALF-PAGE COLOUR HANDBOOK ADVERTISEMENT	USD 3 000
3.	e-BANNERS ON CONFERENCE WEBSITE (2 WEEKS)	USD 2 000
4.	BAG INSERT	USD 1 250

8. SPONSORSHIP IN KIND

If you are a supplier of one of these services, your support through a donation in kind will be greatly appreciated.



ACCOMMODATION FOR KEYNOTE SPEAKERS



AIRPORT TRANSFERS



AUDIO VISUAL



CONFERENCE APP



PHOTOGRAPHER



PHOTOCOPIER, PRINTER, PAPER



PR AND MARKETING



SPEAKER GIFTS



SPONSORSHIP RECOGNITION TIERS

DIAMOND
USD 150 000

PLATINUM
USD 100 000

GOLD
USD 75 000

SILVER
USD 50 000

BRONZE
USD 30 000

SUPPORTER
USD 15 000

The total value of sponsored items calculates your sponsorship tier. Each sponsorship tier has additional benefits designed to increase your return on investment.

PRE-CONFERENCE						
Recognition on the conference website	●	●	●	●	●	●
Market your sponsorship with the conference logo	●	●	●	●	●	●
Profile on the conference website	300 words / video	200 words / video	150 words	100 words	50 words	
Recognition on conference app with logo and profile	●	●	●	●	●	●
Recognition on AORTIC social media platforms	●	●	●	●	●	
Recognition on conference newsletter	●	●	●			
Promote your session or activity with a dedicated email	●	●				
300-word article published in AORTIC's quarterly newsletter	●					
AT THE CONFERENCE						
Full conference registration	8	6	4	3	2	1
Logo on sponsors' wall banner and holding slide	●	●	●	●	●	●
Provide one item of branded collateral or gift/souvenir	●	●	●	●	●	●
Recognition during the opening and closing ceremonies	●	●	●	●	●	
Media interview	●	●				
Introduction opportunity from the floor	●	●				
Private meeting room in the conference centre	●					
POST-CONFERENCE						
Use conference logo in your client communications	●	●	●	●		
Logo on post-conference report	●	●	●	●		
Logo in conference video	●					

BOOKING FORM

Please complete this booking form and sponsorship list and return it to:

AORTIC: *Belmira Rodrigues*
Managing Director | AORTIC
belmira.rodrigues@aortic-africa.org
+27 (0)21 689 5359

1. COMPANY / ORGANISATION DETAILS

Company / Organisation name: _____

Physical address: _____

Postal address: _____

Postal code: _____

Company VAT number: _____

2. CONTACT PERSON

Full name: _____

Email address: _____

Mobile number (incl. country code): _____

Telephone number (incl. country code): _____

3. BILLING CONTACT

Full name: _____

Email address: _____

Mobile number (incl. country code): _____

Telephone number (incl. country code): _____

4A. SPONSORSHIP LIST

	COST	✓
SPONSORED SESSIONS		
Double concurrent session	USD 60 000	
Afternoon concurrent session	USD 40 000	
Morning concurrent session	USD 30 000	
Morning workshop hour	USD 15 000	
Post lunch workshop hour	USD 15 000	
Roundtable focus group	USD 10 000	
Audio and video session recording	USD 7 000	
eInvitation	USD 5 000	
eReminder	USD 3 000	
Push notification reminder	USD 3 000	
EDUCATION SUPPORT		
Bursary grants (from USD 2 500)	USD	
PARTICIPANT SERVICES		
Lunch (1 opportunity per day)	USD 15 000	
Refreshment break (1 opportunity per day)	USD 10 000	
Interpretation services (per room per day)	USD 10 000	
PARTICIPANT EXPERIENCES		
Conference bag	USD 25 000	
Conference handbook	USD 15 000	
Conference app (Limited to one sponsor only)	USD 15 000	
Conference app (Limited to four sponsors)	USD 6 000	
Electronic charging station	USD 10 000	
Wi Fi	USD 10 000	

4B. SPONSORSHIP LIST	COST	✓
Abstract publication	USD 10 000	
Hydration station	USD 4 000	
Lanyards	USD 3 000	
Notepads and pens	USD 3 000	
NETWORKING OPPORTUNITIES		
Conference dinner	USD 75 000	
Welcome reception	USD 40 000	
EXHIBITION		
Double exhibition stand	USD 8 500	
Single exhibition stand	USD 4 500	
Display table	USD 1 500	
ADVERTISING		
Full-page colour handbook advertisement	USD 5 000	
Half-page colour handbook advertisement	USD 3 250	
e-Banners on conference website (2 weeks)	USD 2 000	
Conference bag insert	USD 1 250	
	TOTAL COST:	
SPONSORSHIP RECOGNITION TIERS	VALUE	✓
DIAMOND	USD 150 000	
PLATINUM	USD 100 000	
GOLD	USD 75 000	
SILVER	USD 50 000	
BRONZE	USD 30 000	
SUPPORTER	USD 15 000	

5. DECLARATION

By signing below, I confirm that:

- I have read and understood the Terms and Conditions as they appear below.
- I am duly authorised to sign and thereby to bind the company/organisation thereto; and
- the selections I have made on this Booking Form as are intended and are correctly selected.

Full name: _____

Designation: _____

Signature: _____ Date: _____

TERMS AND CONDITIONS

Completion of the Booking Form by the Sponsor/Exhibitor shall be considered a commitment to purchase the items. Upon receipt of a Booking Form the Conference Organiser will send the Sponsor a contract with addendum and invoice.

CONTRACTING

The contract with addendum outlining all sponsorship/exhibition/advertising rights and responsibilities must be signed and returned by the Sponsor, along with proof of payment for the full amount owed, to the Conference Organiser to confirm the booking.

TERMS OF PAYMENT

Payment is due within seven (7) days of receipt of the invoice. Should payment not be received within seven (7) days, AORTIC 2019 will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below. Any bookings made after 31 August 2019 will be subject to immediate settlement.

CANCELLATION/MODIFICATION POLICY

Cancellation or modification of sponsorship/exhibition/advertisement items must be made in writing to the Conference Organiser.

AORTIC 2019 shall retain:

- 10% of the invoiced amount if the cancellation/modification is made before 30 April 2019 (inclusive)
- 50% of the invoiced amount if the cancellation/modification is made between 1 May 2019 and 31 August 2019 (inclusive)
- 100% of the invoiced amount if the cancellation/modification is made on or after 31 August 2019