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## OPPORTUNITIES FOR SPONSORSHIP BIENNIAL NATIONAL CONFERENCE

**Independent Clinical Oncology Network (ICON)**

Century City Convention Centre, Cape Town, South Africa

**17 - 19 August 2018**

2017-08-18

Dear potential sponsor or exhibitor

We take pleasure in inviting you to participate in the 5<sup>th</sup> ICON Conference at Century City Convention Centre in Cape Town from 17-19 August 2018.

**Target audience:** Specialist oncologists, chemotherapy staff; radiation therapists, medical physicists, business managers and senior administrative staff from both medical practices and medical schemes.

The venue at Century City offers a well-designed intimate space, where exhibiting companies can be assured of great exposure to conference delegates, as lunch and tea will be served in the exhibition areas. Exhibition space will be allocated on a first come first serve basis, depending on level of sponsorship.

Against a backdrop of escalating healthcare costs, ICON provides innovative, cost-effective oncology services and solutions in the field of managed healthcare. It is unwavering in its aim to reduce wastage and secure the highest quality cancer care for the broadest number of patients. This is a progressive approach that combines population risk management with individualized care. The ICON conference will give ample opportunity for ICON network members to interact with each other and with members of industry.

There will be parallel sessions for clinical and management staff. Value based care will be emphasized with the theme for 2018 being “Optimizing Outcomes: Unlocking Value” it is recognized that only through the measurement of patient outcomes, patient satisfaction and

cost effectiveness, can the delivery of a high-quality cancer care model be achieved in South Africa.

Approximately 700 delegates (based on the 2016 numbers, excluding the trade delegates) are expected to attend the 2018 ICON Conference.

A variety of opportunities remain for companies to promote themselves at this conference. The Organising Committee, has compiled a summary of these opportunities and invites interested companies to select the option best suited to their marketing strategies and product profile.

The participation of the trade is the backbone of a successful conference. We have great appreciation for your continued support of our conferences.

The Organising Committee would be most grateful if your company would consider participating in this conference.

**In the current budget-constrained environment the organisers would like to encourage participating exhibitors to carefully reconsider the use of expensive promotional displays in the exhibition area.**

A trend towards simplicity and relevance is considered more appropriate at this time and a focus on creativity will also be well received by delegates who will find alternative marketing strategies refreshing.

**Please note that no custom-build stands will be allowed.  
ICON would encourage participating exhibitors to consider sponsoring local and international delegates to attend the conference.**

**All your contributions will be taken into consideration in determining sponsorship status.**

You will receive the **First invitation & Accommodation Arrangements** by October 2017.

### **Sponsorship Opportunities:**

**We would like to give recognition to our sponsors in different categories:**

<b>Platinum sponsor:</b>	Total contribution of more than R 350 000
<b>Gold sponsor:</b>	Total contribution of more than R 250 000
<b>Silver sponsor:</b>	Total contribution of more than R 180 000
<b>Bronze sponsor:</b>	Total contribution of more than R 100 000

Please complete the **Notice of Intention for the Trade** and return it by **e-mail** OR **fax** to Rhyno Kriek **as soon as possible.**

It is **YOUR** responsibility to ensure that the organizers have received your intention form.

**Please note that ONLY trade delegates / representatives in the service of companies participating in the Trade Exhibition OR involved as sponsors will be allowed to attend the conference.**

## Sponsorship benefits:

Description	Platinum	Gold	Silver	Bronze
Value of total contribution	More than R350 000	More than R250 000	More than R150 000	More than R100 000
Advertisement in Conference Programme	<b>A4 ADVERT:</b> Front inside cover <b>OR</b> inside back cover <b>OR</b> back outside cover	<b>A4 ADVERT:</b> Front inside cover <b>OR</b> inside back cover <b>OR</b> back outside cover	<b>A5 ADVERT:</b> Inside book	<b>A5 ADVERT:</b> Inside book
Logo	Logo on front cover			
Exhibition area	18m <sup>2</sup>	18m <sup>2</sup>	9m <sup>2</sup>	9m <sup>2</sup>
Complimentary delegates (includes conference session access and excludes travel and accommodation)	8	6	4	2
Acknowledgement in Plenary session (includes Logo on looped presentation in venue)	Yes	Yes	Yes	Yes
Informational items / brochures included in delegate bags	Yes – 8 pages	Yes – 6 pages	Yes – 4 pages	Yes – 1 page

## SPONSORSHIP OPTIONS:

### 1. EVENING SYMPOSIUM

We are looking for a **sole sponsor** for the Saturday Evening Symposium (Dinner). Please take note that this event will be open to ALL trade delegates.

Please contact Rhyno Kriek regarding the cost for sponsoring the symposium if you are interested in sponsoring this symposium.

The name of the sponsoring company will be part of the name of the symposium, for example ***Eurolab Evening Symposium***.

## 2. INTERNATIONAL SPEAKERS

We are inviting a number of international speakers in various areas of Medical and Radiation Oncology to attend the conference. Your company can sponsor one of these speakers. Sponsorship includes the costs of flights (business class from North America and Australia and Premium economy from Europe), transfers, registration and accommodation.

**We will communicate the names of the international speakers as soon as we have the names available.**

Should your company be interested in sponsoring one or more international speakers, please contact Rhyno Kriek and complete the relevant space on the *Notice of Intention for the Trade*.

## 3. SPONSORSHIP OF SESSIONS

We are looking for sponsorships for the following sessions:

- Immunotherapy
- Breast cancer
- Prostate cancer
- Lung cancer
- Gastrointestinal cancers
- Melanoma and non-melanoma skin cancers
- Radiation
- Outcomes / value based care
- Management session

**Cost:** R 40 000 per session.

You will have the opportunity to brand the lecture room for the particular session (**bottled water, pull up banners ect.**). The way in which the session is branded will be left to the sponsors own discretion. All branding still needs to be approved by the organisers and committee.

However, please note that these sessions are **purely academic** and **no** talks related to a specific product and/or any marketing of any kind will be allowed during the sessions. The sponsor shall be given acknowledgement for the sponsorship of the specific session only.

## 4. TRADE SYMPOSIA

We are awaiting proposals for Trade Symposia. This is a magnificent way to promote your product(s) in an academic environment. However, not all proposals will be accepted. They will first be evaluated by the committee to assess if the proposal is suitable for the conference thereafter, only the top 2 proposals will be selected to participate in the ICON Conference.

These workshops will be **fully accredited for CPD points** - unless not applicable.

**Cost:** R 80 000 for 50 minutes (one symposium).

The cost includes **venue hire & standard audio-visual and technical support.**

<b>Trade Symposium 1</b>	Saturday, 18 August	08:00 – 08:50
<b>Trade Symposium 2</b>	Sunday, 19 August	08:00 – 08:50

## 5. Exhibit only

**Cost:** R 60 000 (2 complementary delegates)

Please note: that in line with the Conference theme of Value Based Care, ICON has decided that a drive for **quality rather than quantity** should be evident in all aspects of the conference. This includes the trade exhibition area. There will be **limited time for set – up** from **05:00 to 07:30 on Friday, 17 August**. Registration commences at 08:00 on this day and the exhibition area will need to be finalised and cleaned up by this time.

ICON would like to encourage creativity in the exhibition areas, with the underlying concept that “less can be more” and quality supersedes quantity. Please feel free to contact us with your ideas. Stand sizes will remain at the standard 3 X 3m. Some cost-effective ideas for stands are offered below.

There are quite a number of alternatives to the traditional built stands namely (please note that these are merely suggestions and ultimately your creativity as expert marketers and sales professionals will determine what works best for your brand):

### a) Pull up banners:

Marketing your company brand, services, and products through the usage of pull-up banners will help to draw attention to the best features of the above. You can also use the pull-up banners to notify visitors to your stand about products that are no longer part of your product stable, to display your company logo, to list the benefits of your products or simply to attract attention.

Pull-up banners have become the most popular display stands at trade shows, because there are no additional labour required to set them up. It is also more economical to use a roll-up than for instance, a wall unit. The most effective displays are those set-ups at eye level and with roll-ups you can attain just that.

### b) Display walls:

Save money and set-up time with a variety of different display walls. They can be customised to suit various requirements.

Designed to ensure superior visibility and high visual appeal, pop-up straight walls are easy to assemble and provide you with the overall exhibition branding solution that you need to make the best possible impression. It is the preferred system for a professional image campaign where you want a stylish exhibit backdrop for your exhibition area.

### c) Shell mounts:

With shell mounts, you can brand the existing shell scheme structure to maximise your brand exposure.

With the current shell mount systems available, it is even possible to integrate LCD screen brackets.

Lightweight in design, the system folds flat for easy storage and movement. It is perfect for travelling to international exhibitions and because no tools are needed for installation, a single person can set up the system within two hours. There are many different styles on offer including: U-shape, L-shape and End-shell mount systems. Featuring modular architecture, you can add onto or only use specific sections. The systems come with interchangeable fabric

print options, allowing you to use the same system with different prints and thus save money on investing in various structures.

#### d) Totems:

Totems are excellent for attention grabbing at tradeshow. Perfectly suited for highly interactive marketing, the units can be fitted with secure digital tablet enclosures to integrate technology with static displays. Fitted with the enclosures, the totems become highly visible and attractive information and marketing displays.

#### e) Towers:

Branded towers for indoor applications. Easy to erect with no tools required, lightweight and extremely portable. Units pack down into a wheelie bag. Ideal for modular exhibition stands.

**We will start with the allocation of stands after 29 September 2017**  
**Please take note that MAJOR SPONSORS & EXHIBITORS will get the**  
**opportunity to choose their stands first.**

Stand allocation will only be confirmed on receipt of full payment. **Cancelled stands** will result in a 50% cancellation fee of the total fee. No cancellations will be accepted 3 months prior to the conference.

## 6. LOCAL SPEAKERS

**Local speaker sponsor:** Contribution of R15 000

## 7. FIRST INVITATION & ACCOMMODATION INFO

The electronic invitation will be circulated widely to all potential delegates who have an interest in cancer treatment. In total about 2 500 people will receive this information.

**Cost:** R 16 000 (one advertisement included).

This invitation will be mailed during **October 2017**.

## 8. FINAL INVITATION & REGISTRATION

The electronic invitation will be circulated widely to members of ICON, as well as to other disciplines that have an interest in cancer treatment. In total about 2 500 people will receive this information.

**Cost:** R 16 000 (one advertisement included).

This invitation will be mailed during **March 2018**.

## 9. LUNCHES

The opportunity to sponsor lunches on Friday & Saturday is available. The sponsor will be allowed to brand the serving stations with table cloths, serviettes, etc.

**Cost:** R 80 000 per lunch or R 140 000 for both lunches.

## 10. REFRESHMENTS

The sponsor will be allowed to brand all serving stations with table cloths, serviettes, coasters, etc. Only one sponsor per day.

Sponsorship of morning and afternoon tea / coffee. **Cost:** R 18 000 / day **OR** R 50 500 for the duration of the conference.

## 11. CONFERENCE BAGS

The sponsor should supply each registered delegate (**trade delegates included**) with a conference bag. The bag and the design must be approved by the organising committee. The sponsor's logo may appear on the bag.

(The sponsor is responsible for the production of the bags.)

## 12. WATER BOTTLES

The sponsor should supply each registered delegate (**trade delegates included**) with a water bottle. The sponsor's logo will appear on the bottle. This is a great way of making the delegates aware of your participation in the conference. The sponsor could even add an A5 pamphlet to the bottle with information regarding a competition or new product, etc.

**Cost:** The sponsorship for the water bottles is R 30 000.00

(Production by organisers included)

## 13. PENS & PADS

This is a good opportunity to promote your company.

(The sponsor is responsible for the production of the pens and pads.)

## 14. LANYARDS

Good exposure for R 35 000 (**production by the organisers included**)

No other company will be allowed to hand out their own lanyards to conference delegates at the conference. The company who sponsors this item reserves the right to be the only provider of lanyards for conference delegates.

## 15. AUDIO-VISUAL SERVICE

A sponsor is required to carry the cost of the audio-visual service in the plenary and breakaway venues. This sponsorship will be acknowledged on screen at the beginning of each session and noted in the Programme. **Cost:** R 70 000

## 16. SIGNAGE

This sponsor could assist us to guide the delegates to the different venues. The logo of the sponsoring company will appear on the boards. **Cost:** R 14 000

(Production by organisers included)

## 17. Advertisements (full colour)

Quarter page advertisement in programme book:	R 4 500
Half page advertisement in programme book:	R 9 000
Full page advertisement in programme book:	R 16 000

## 18. MANAGEMENT OF CPD POINTS

This service is sponsored by Discovery.

## 19. WEBSITE

This sponsor could assist in keeping delegates updated regarding conference arrangements. The website will also be utilized for online-registration and updates of the conference programme. Excellent exposure for R 14 000.

## 20. PULL UP BANNER ONLY

Contribution of R 10 000 (representatives have to register at R4 000 per delegate)

## 21. ANY OTHER SUGGESTION?

Please be creative and let us know if you have a wonderful idea.

### Please take note:

- If you need more information regarding the cost of a specific item, please contact Rhyno Kriek.

Please complete the ***Notice of Intention for the Trade*** and return it by e-mail OR fax to Rhyno Kriek before **as soon as possible**. Please bear in mind that we operate on a strictly first come – first served policy.

- You will receive all the relevant documents as soon as possible.



We are looking forward to your response and hope to welcome you at our 5<sup>th</sup> ICON Conference at Century City.

We encourage you to become partners in this venture by becoming a major sponsor of the conference. It is impossible to have meetings such as these without corporate sponsorship, especially to make it accessible as well as affordable to the widest possible audience.

We would be much obliged if you would support the event. The sponsorship can be in any of the traditional ways and obviously, all possible exposure and credit will be given.

We are indeed looking forward to your response.

Kind regards.

### **CO-CHAIRS**

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### **CONFERENCE ORGANISERS**

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