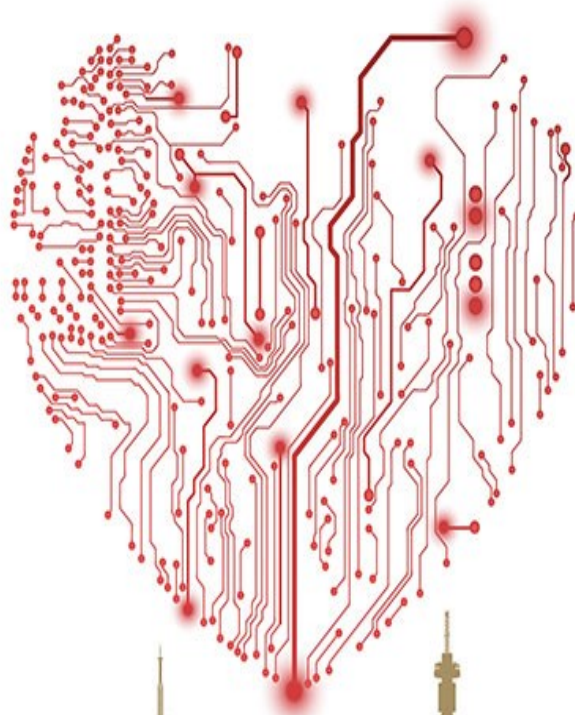


# EXHIBITION & PARTNERSHIP GUIDE



**18<sup>th</sup> Annual SA Heart Congress 2017 | Fundamentals to Innovation**

Sandton Convention Centre | Johannesburg  
South Africa | 9 - 12 November 2017  
[www.saheart.org/congress2017](http://www.saheart.org/congress2017)



# INVITATION LETTER

Dear Industry Partner

Welcome to the industry Partnership Guide for the 18th Annual Conference of the South African Heart Association which will take place at the Sandton International Convention Centre from 9 - 12 November, 2017.

We extend an invitation to partner with us in hosting this national and international meeting. We anticipate bringing together professionals from all aspects of the cardiovascular community to share knowledge and expertise, network with colleagues and faculty, and consider fundamentals of cardiovascular medicine as we highlight innovation and invention. The theme 'Fundamentals to Innovation' will facilitate these important conversations.

Sandton is situated in the heart of Johannesburg and the conference takes place adjacent to the Mandela Square. The Gautrain is within walking distance and the venue is ideal for the industry to participate and network as well as academic acquaintances to be established, shaped or renewed. We look forward to welcoming you all.

The South African Heart Association is proud to present our first conference in this wonderful venue as we celebrate 50 years since one of the greatest innovations in our discipline. I look forward to welcoming you to Sandton in November 2017 and partnering with you as we prepare for this conference.

**Prof Liesl Zühlke**

President, SA Heart®

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Dear Members of Industry

On behalf of the Scientific Organising Committee, it is my great pleasure to invite you to attend the 18th Annual Congress of the South African Heart Association (Sandton Convention Centre, Johannesburg, 9 -12th November 2017).

"Fundamentals to Innovation" will challenge the horizons of cardiovascular disease and stimulate a creative exchange of ideas. Our exciting program will explore developments that will shape the future and beyond.

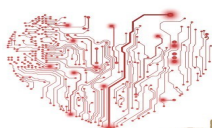
Join us for four days of innovative education, ground-breaking science, interactive debates and discussions.

We look forward to welcoming you to SA Heart Congress 2017.

It will be a congress to remember!

**Dr David Jankelow**

Chairman, SA Heart® Congress 2017



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# TERMS AND CONDITIONS

## **FLOOR PLAN ALLOCATION**

Floor space will be allocated on a first come first served basis. Space reserved will be released should payment not be received within 20 days of invoice, unless specified due to prior arrangement.

Multiple booths may be booked by exhibitors. Floor space may only be considered secured on receipt of both a completed application form and payment.

The Organisers reserve the right to cancel, change or move your booth location, as well as the floor plan where necessary. Email notification will be sent to exhibitor/s should any changes be made.

## **FLOOR SPACE EXHIBITORS**

Custom stands need to have a full stand design and plans submitted to the Organiser for pre-approval by the nominated safety officer. Without such pre-approval, set up of any custom stand may not commence.

## **SHARING OF SPACE, EXCHANGE AND SUBLETTING**

This is neither encouraged or permitted

## **CANCELLATION POLICY**

Any cancellation received before **09 August 2017** will receive a 50% refund of the total invoice, should the booth area be resold.

If the booth area cannot be sold, 100% of the total invoice cost will apply.

Please forward your cancellation in writing to the Congress Office, [richard@eoafrika.co.za](mailto:richard@eoafrika.co.za)

No cancellations will be accepted after **09 August 2017**. Full booth costs will be payable.

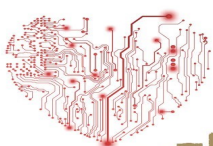
## **THE CONGRESS TEAM**

Europa Organisation Africa

Tel: +27 (0)11 325 0020

E-mail: [richard@eoafrika.co.za](mailto:richard@eoafrika.co.za)

Web Address: [www.eoafrika.co.za](http://www.eoafrika.co.za)



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# EXPRESSION OF INTEREST

**SA HEART CONGRESS 2017**  
**Sandton Convention Centre**  
**9 - 12 NOVEMBER 2017**



18<sup>th</sup> Annual SA Heart Congress 2017 | Fundamentals to Innovation

9 - 12 November | Sandton Convention Centre  
 Johannesburg | South Africa | [www.saheart.org/congress2017](http://www.saheart.org/congress2017)



Attention : Richard Moneron

Tel: + 27 (0) 11 325 0020 Fax: +27 (0) 11 325 0028 Email: [richard@eoafrika.co.za](mailto:richard@eoafrika.co.za)

NAME OF COMPANY	
CONTACT PERSON	
POSTAL ADDRESS	
VAT NUMBER	
TEL	FAX
MOBILE	EMAIL

Please indicate with an **X** if your company is interested in partnering with any of the following:

*All costs exclude VAT*

### EXHIBITION FLOOR SPACE ONLY

	6m x 6m	Choice 1:	2:	3:	
	6m x 6m	Choice 1:	2:	3:	R 150 000
	6m x 3m	Choice 1:	2:	3:	R 90 000
	6m x 2m	Choice 1:	2:	3:	R 80 000
	3m x 3m	Choice 1:	2:	3:	R 45 000
	3m x 2m	Choice 1:	2:	3:	R 38 000

### Partnership Opportunities

Educational / Research Grant towards Congress	R 35 000
Partner with International Faculty - Full or Part	Contact Congress Office
Partner with Local Faculty - Full or Part	Contact Congress Office
Registration Desk - <i>Exclusive Premier Partnership</i>	Cover Costs
Interactive Zone (Stand A5 - Corner Stand - 33sqm)	R 140 000
Breakfast Symposia	R 35 000 excludes catering
Welcome Cocktail Function - <i>Exclusive Partnership</i>	R 75 000
Faculty Dinner - <i>Exclusive Partnership</i>	R 75 000
Celebration Dinner - <i>Partnership Full or Part</i>	Contact Congress Office
Congress Mobile App - <i>Exclusive Partnership</i>	R 75 000
Tea and Lunch Break area branding	R 40 000 per day
Restroom Branding	R 17 500
Pull up Banners or Plasma Screens	R 20 000
A4, Full Colour Advert in programme	R 8 000 per advert
Delegate Bag Insert / Item	R 8 000 per insert

We, the undersigned, express our intention to partner with the SA Heart Congress 2017.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

# EXHIBITION OPPORTUNITIES

*All exhibitors will have logos and link through to company profile on congress website*

## **1. 6m x 6m FLOOR SPACE ONLY - R 150 000.00 (excl. VAT)**

Package includes:

- ◆ 6m x 6m floorspace within the exhibition hall
- ◆ 6 x Complimentary Exhibitor Registrations, including Welcome Cocktail
- ◆ 4 x Trestle Table, 4 x chairs and 4 x 15 Amp plug point (if required)
- ◆ Exhibitor logo and contact details listed in the printed programme
- ◆ Wi-Fi Access in the exhibition hall
- ◆ Catering and parking daily during congress

## **2. 6m x 3m FLOOR SPACE ONLY - R 90 000.00 (excl. VAT)**

Package includes:

- ◆ 6m x 3m floorspace within the exhibition hall
- ◆ 4 x Complimentary Exhibitor Registrations, including Welcome Cocktail
- ◆ 2 x Trestle Tables, 4 x chairs and 2 x 15 Amp plug points (if required)
- ◆ Exhibitor logo and contact details listed in the printed programme
- ◆ Wi-Fi Access in the exhibition hall
- ◆ Catering and parking daily during congress

## **3. 6m x 2m FLOOR SPACE ONLY - R 80 000.00 (excl. VAT)**

Package includes:

- ◆ 6m x 2m floorspace within the exhibition hall
- ◆ 4 x Complimentary Exhibitor Registrations, including Welcome Cocktail
- ◆ 2 x Trestle Table, 4 x chairs and 2 x 15 Amp plug points (if required)
- ◆ Exhibitor logo and contact details listed in the printed programme
- ◆ Wi-Fi Access in the exhibition hall
- ◆ Catering and parking daily during congress

# EXHIBITION OPPORTUNITIES

## 4. 3m x 3m FLOOR SPACE ONLY - R 45 000.00 (excl. VAT)

Package includes:

- ◆ 3m x 3m floorspace within the exhibition hall
- ◆ 2 x Complimentary Exhibitor Registrations, including Welcome Cocktail
- ◆ 1 x Trestle Table, 2 x chairs and 1 x 15 Amp plug points (if required)
- ◆ Exhibitor logo and contact details listed in the printed programme
- ◆ Wi-Fi Access in the exhibition hall
- ◆ Catering and parking daily during congress

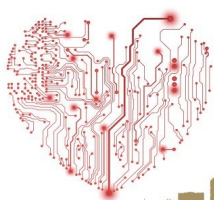
## 5. 3m x 2m FLOOR SPACE ONLY - R 38 000.00 (excl. VAT)

Package includes:

- ◆ 3m x 2m floorspace within the exhibition hall
- ◆ 2 x Complimentary Exhibitor Registrations, including Welcome Cocktail
- ◆ 1 x Trestle Table, 2 x chairs and 1 x 15 Amp plug points (if required)
- ◆ Exhibitor logo and contact details listed in the printed programme
- ◆ Wi-Fi Access in the exhibition hall
- ◆ Catering and parking daily during congress

A manual, outlining all technical aspects of exhibiting will be circulated prior to the start of the Congress, detailing:

- ◆ Technical information about the venue
- ◆ Final exhibition information



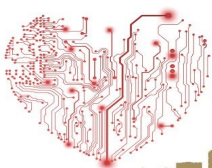
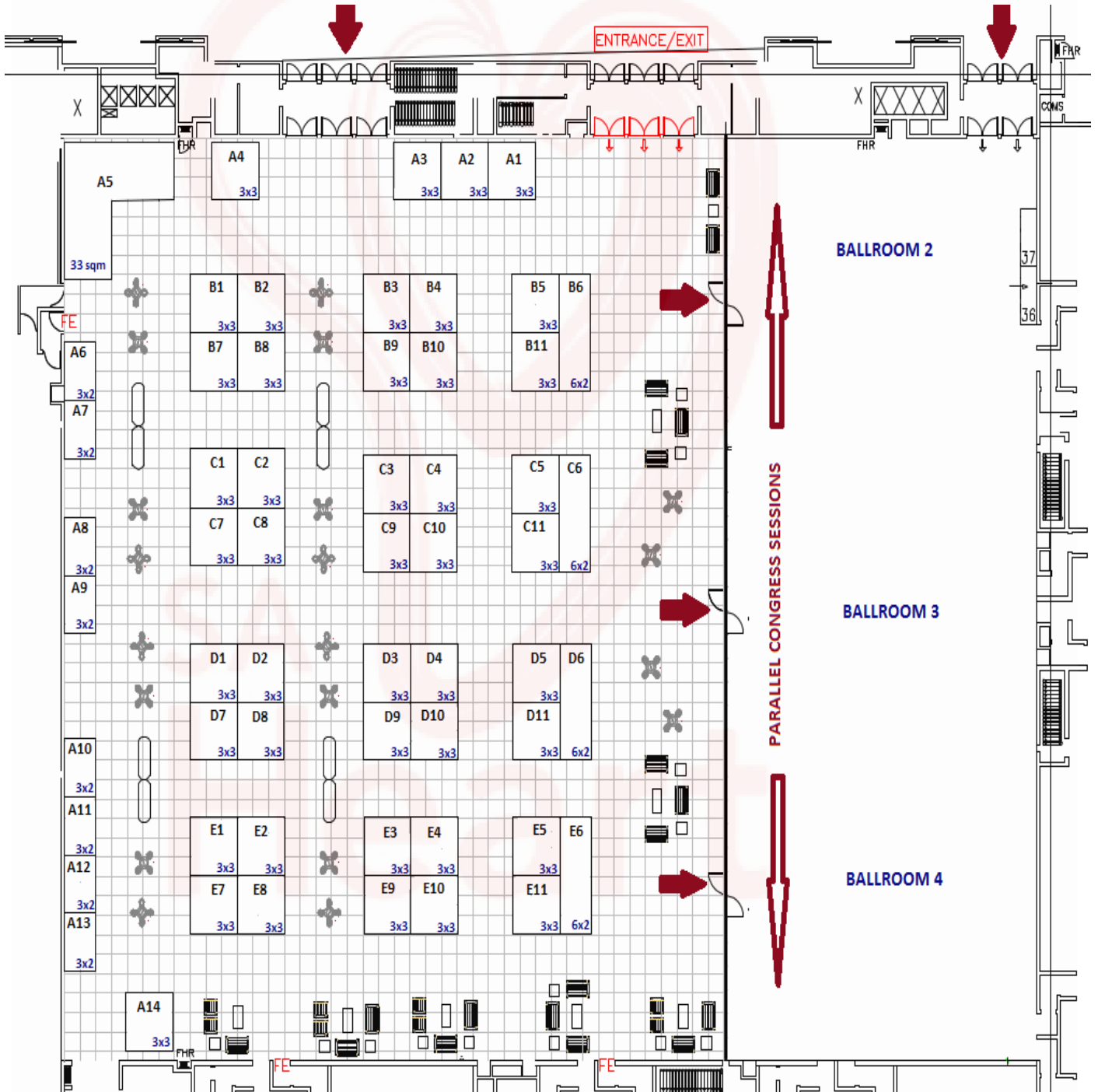
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# EXHIBITION VENUE FLOOR PLAN

SA Heart 2017 Exhibition Area | Ballroom 1 on Level 2 of the Sandton Convention Centre.



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# PARTNERSHIP OPPORTUNITIES

## 1. **Educational / Research Grant towards Congress - R 35 000.00 (excl. VAT)**

Conforms with MedTech Europe's code of ethical business practice - [www.medtecheurope.org](http://www.medtecheurope.org)

May be offered via the Congress Office for delegate sponsorship

To include a Company Logo on the Congress website, in the Congress programme and also the welcome screens in the session venues

Contact the Congress Office for further information

## 2. **Partnership with International Faculty - cost will vary**

To include a Company Logo on the Congress website, in the Congress programme and also the welcome screens in the session venues

May be full or part sponsorship

Contact the Congress Office for further information

## 3. **Partnership with Local Faculty - cost will vary**

To include a Company Logo on the Congress website, in the Congress programme and also the welcome screens in the session venues

May be full or part sponsorship

Contact the Congress Office for further information

## 4. **Registration Desk - Exclusive Premier Partnership - Cover Costs**

### **Includes:**

1. Registration Desk situated in allocated Registration area
2. Onsite Registration and CPD (Computers and Printers)
3. Congress Bags—Tag Branding on Bags with Partner's Logo
4. Branded Lanyards, Notepads and Pens **(To be supplied by Partner)**
5. Name Badges: Plastic pouches and name badges with Partner's Logo
6. 8 x Complimentary Trade Passes including access to social functions and scientific sessions
7. 2 x A4, Full Colour Adverts in Printed Programme **(Partner to supply adverts)**
8. 2 x Delegate Bag Inserts **(Partner to supply inserts)**
9. Company Logo on Congress website, in the Congress programme and also the welcome screens in the session venues

### **Excludes:**

Branding Artwork **(To be supplied by Partner)**



# PARTNERSHIP OPPORTUNITIES

## 5. **Interactive Zone - R 140 000.00 (excl. VAT) - 33sqm (A5)**

Ownership and naming rights of the Interactive Zone

3 x Complimentary Trade Passes

Full control of the sessions / demonstrations run in the Zone throughout the congress

Interactive sessions / demonstrations featured as part of the congress Programme

Logo featured on the congress programme Partner's page

Standard furnishings include long tables and stools, small riser stage and demonstration table in the front

**Additional furnishings and AV requirements are for the Partner's own account**

## 6. **Breakfast Symposia - 4 slots only - R 35 000.00 (excl. VAT)**

Symposia will be allocated on **First Come, First Served** basis

Limited time slots available to ensure maximum delegate attendance

Symposia will be fully accredited with CPD points where applicable and provided the symposium programme and faculty details are received timeously

Company may select speaker and topic (subject to Scientific Committee's approval)

### **Cost Includes:**

1. Venue Hire
2. Standard audio visual and technical support - Additional AV will be quoted separately
3. CPD Application
4. 1 x Eblast of symposium invite to registered delegates before the Congress
5. Symposium advert on Congress website
6. Logo featured on the congress programme Partner's page

### **Excludes:**

Catering and additional AV equipment, if required

## 7. **Welcome Cocktail Function Partner - R 75 000.00 (excl. VAT)**

### **Exclusive Partnership**

4 x Complimentary Trade Passes

Naming rights of the Welcome Cocktail venue

2 pull up banners outside of the venue

1 wall banner inside of the venue

5 minute speaking slot at the Welcoming Cocktail Function

# PARTNERSHIP OPPORTUNITIES

## **8. Faculty Dinner Partner - R 75 000.00 (excl. VAT)**

### ***Exclusive Partnership***

Attendance for 4 exclusive Partner Representatives for networking at the dinner evening

Mention of thanks and acknowledgement at the Faculty Dinner by the congress chairperson

2 pull up banners outside the venue

Partner's logo featured on the Faculty Dinner menus

Logo featured on the congress programme Partner's page

## **9. Gala Dinner Partner - Contact the Congress Office**

### ***Exclusive Partnership***

Contact the Congress Office for details and to discuss this exclusive Partnership

## **10. Congress Mobile App Partner - R 75 000.00 (excl. VAT)**

### ***Exclusive Partnership***

Logo featured throughout the App

Link to Partner's website through the App

Partner's company profile on the App

Half page advertorial in the printed congress programme

Logo featured on the congress programme Partner's page

## **11. Tea/Coffee Break & Lunch Partner - R 40 000.00 per day (excl. VAT)**

Partner to have sole use of the unbranded catering area over tea and lunch breaks

Opportunity to brand catering area for the duration of all tea and lunch breaks per day

Branding can include but is not limited to napkins, cushions, coffee mugs (**Partner to provide branding items**)

Logo featured on the congress programme Partner's page

## **12. Restroom Branding - R 17 500.00 (excl. VAT)**

Partner may brand restrooms with sterilisation hand wash, hand cream, tissues, posters etc

1 x Complimentary Trade Pass

Logo featured on the congress programme Partner's page

Contact the Congress Office for further information

# PARTNERSHIP OPPORTUNITIES

## **13. Pull Up Banners or Plasma Screens - R 20 000.00 (excl. VAT)**

Excellent Branding Opportunity

Banners will be displayed prominently throughout the Congress venue and along the corridors

6 Banners

Artwork and banners to be supplied by Partner

Plasma costs for Partner's account

## **14. Advertising in Printed Programme - R 8 000.00 per advert (excl. VAT)**

A4, Full Colour Advertisement in the Printed Programme.

The final programme will be inserted into the Congress Delegate Bags

The final programme will include comprehensive information on the scientific sessions and Faculty

All artwork to be supplied by Partner

Deadline for artwork is 45 days before the commencement of the congress

## **15. Delegate Bag Insert - R 8 000.00 per insert (excl. VAT)**

Make sure participants know what you are doing. A session? Your stand location?

Choose either a printed document (A4) or a pre-approved promotional item

Flyers and pre-approved promotional items to be delivered to Congress Office no later than 45 days prior to commencement of congress

Delivery address:

Europa Organisation Africa (Pty) Ltd

Hyde Park Lane

Ground Floor, Hyde Gate, Block G

Cnr William Nicol & Jan Smuts Avenue

Hyde Park

Johannesburg

Att: Nicol Brandt

