

# Unifying Hearts and Minds

25th Annual SA Heart®Congress 2025  
Sandton Convention Centre  
17 - 19 October 2025

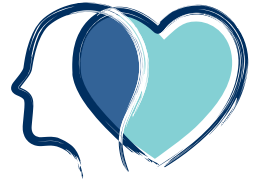
## PARTNERSHIP PROSPECTUS



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# INVITATION



## SA HEART® CONGRESS 2025 – Unifying Hearts and Minds

**Dear Industry Partners,**

As we prepare for the **SA Heart® Congress 2025**, themed *'Unifying Hearts and Minds'*, we are excited to share a range of new and enhanced opportunities for collaboration. From an interactive **Educational Exhibition Hall** to **dedicated face-to-face engagement** between industry and delegates – through satellite symposia, workshops, and more – we are committed to fostering **meaningful connections**.

We invite your esteemed company to participate in the **25th Annual SA Heart® Congress**, held at the **Sandton International Convention Centre** in **Johannesburg** from **October 17th to 19th, 2025 (Friday to Sunday)**. This congress offers a unique platform for your organization to engage directly with delegates through **partnership opportunities** and **exhibiting**.

### **Please note a slight change for 2025:**

The **Exhibition Hall** will now open on **Saturday morning**, instead of Friday, to align with the updated **Scientific Programme**. While the Exhibition Hall will open on Saturday, industry partners will still have the valuable opportunity to network with delegates on **Friday** through a range of events, including **workshops and satellite symposia**.

To further enhance attendee engagement and drive additional foot traffic to the congress, the **Cardiology for Non-Cardiologists** workshop, which was previously scheduled for Friday, has now been moved to **Sunday**. This strategic change will ensure an increased flow of delegates through the Exhibition Hall, offering exhibitors even more visibility and interaction without compromising exposure.

Please review the available packages below and let us know your preference.

### **New for 2025**

In response to **industry trends** and **valuable feedback**, we are keeping the **shell scheme** offering, with some adding in some options to individualize the stands. Detailed information on these options can be found in the **Exhibition** section of this document. This shift not only optimizes exhibition opportunities but also allows our industry partners to **strategically reinvest** their resources into other key areas – such as **grants** and **educational programs** – further enhancing the impact of the congress.

Building on **positive feedback**, we will continue to feature the **multi-purpose stage** in the Exhibition Hall – **The Heartbeat Stage** – offering:

- **Short, insightful talks** during refreshment breaks
- **Abstract presentations**
- An **exciting address** during the networking dinner

Additionally, we are introducing **new engagement opportunities** within the Exhibition Hall to maximize interaction and customer connection.

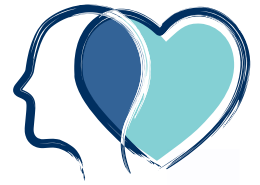
We welcome your **suggestions for guest speakers** who can deliver stimulating presentations alongside our esteemed local and international faculty. We are also open to discussing **educational grant opportunities** with clearly defined parameters.

If your company is interested in a **tailored package**, we would be happy to customize the benefits to meet your specific needs.

We look forward to connecting with you soon to explore **partnership opportunities** and to make the 2025 Congress a landmark event under the theme *'Unifying Hearts and Minds.'*

Warm regards,  
SA Heart® Congress 2025 Team

# PROGRAMME AT A GLANCE



\*\* Please note the formal Scientific Programme will be shared in due course.

## Friday 17 October 2025

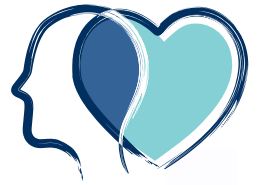
**Exhibition Build Up – detailed schedule will be provided in the exhibitor manual**

TIME	ACTIVITY	VENUE
08h00	Registration	Ballroom Foyer
09h00 - 12h30	Pre-Congress Workshops (various special interest groups)	SCC and Sandton Sun Hotel
12h30 - 13h30	Lunch	Ballroom Foyer and Sandton Sun Hotel
13h30 - 15h30	Pre-Congress Workshops continues (various special interest groups)	SCC and Sandton Sun Hotel
15h15 - 15h45	Tea / Coffee Break	Ballroom Foyer (All)
15h45 - 17h00	Opening and Welcome Address to 2025 Congress Plenary	Bill Gallagher Room, SCC
17h00 - 18h30	SA Heart® AGM	Bill Gallagher Room, SCC
19h00	SA Heart® 25 Year Celebration – By Invitation Only	Final times and venue to be confirmed

## Saturday 18 October 2025

TIME	ACTIVITY	VENUE
07h00 - 08h00	Registration	Ballroom Foyer
07h00 - 08h00	<b>Exhibition Opens</b>	Ballroom
08h00 - 08h45	Industry Breakfast Symposia	SCC
09h00 - 11h00	Morning Plenary and Parallel Sessions	Bill Gallagher Room & Other
11h00 - 11h30	Tea / Coffee Break / Silent Session	Ballroom
13h00 - 14h00	Lunch in Exhibition Area	Ballroom
13h00 - 14h00	Industry Lunch Symposia	SCC
14h00 - 15h30	Afternoon Congress Programme and Parallel Sessions	Bill Gallagher Room & Other
15h30 - 16h00	Tea/Coffee Break	Ballroom
16h00 - 18h00	Afternoon Congress Programme	Various
18h00 - 21h00	Industry Networking Evening with delegates and Faculty	Ballroom

# PROGRAMME AT A GLANCE



**Saturday 18 October 2025**

## GAMIFIED SPEED NETWORKING EVENING

Dinner is planned from 18h00 - 21h00 on Saturday, 18 October.

Crockery, cutlery, glasses, ice etc. will be supplied by SCC.  
The Congress will supply a substantial finger supper for the evening.

### How does it work?

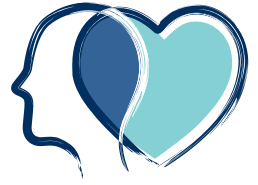
- Attendees will receive a "Networking Bingo" card with conversation prompts.
- They must meet specific people or find others who match certain criteria at each stand.

Prizes for those who complete their bingo cards the fastest will be supplied by the Congress - Prize TBA.

**Sunday 19 October 2025**

TIME	ACTIVITY	VENUE
07h00 - 08h00	Registration	Ballroom Foyer
08h00 - 08h45	Industry Breakfast Symposia	SCC
09h00 - 13h30	HeFSSA Cardiology for Non-Cardiologists Workshop	Ballroom 4
09h00 - 11h00	Morning Congress Programme & Parallel Sessions	Various
11h00 - 11h30	Tea / Coffee Break / Silent Session	Ballroom
11h30 - 13h30	Plenary Close	Bill Gallagher Room
13:30 - 14:30	Lunch and Depart	All

# PARTNERSHIP PACKAGES SUMMARY



## The SA Heart® 2025 Congress and Exhibition is committed to the principles that:

- Partnership activities should be executed and acknowledged in such a way that the congress is not perceived as a commercial endeavour.
- The aim of the congress is to be a vehicle to enhance the dissemination and exchange of scientific information.

## EXHIBITION POLICY

- Trade companies who do not exhibit at the congress may unfortunately not participate in any of the partnership opportunities presented in the prospectus or enter the congress and exhibition area as trade delegates.
- No company will be permitted to host their dinners on the Congress Networking evening. Based on attendance numbers from 2024, we expect between 40-50 % attendance.
- Please remember to complete the attached booking form and forward a high-resolution logo for the website.

The following sponsorship package are available on a first come, first served basis as some additional benefits are limited, i.e. Breakfast Symposia etc.

## SPONSORSHIP PACKAGES SUMMARY

**PACKAGES REMAIN UNCHANGED FROM 2024 WITH NO PRICE INCREASE FOR 2025, INCLUDING SOME NEW ADDED OPPORTUNITIES**

PACKAGE	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
PRICE	R300 000	R265 000	R212 000	R159 000	R85 000

## PRE-CONGRESS RECOGNITION

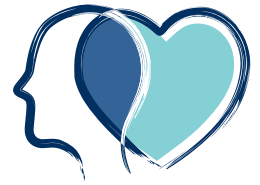
Logo on the home page of the website	✓				
Logo on the sponsorship page of the website	✓	✓	✓	✓	✓
Logo on social media posts	✓	✓	✓		
SMS message to delegates on preferred congress day(s)	✓				

## ON-SITE RECOGNITION

Verbal recognition at the Welcome & Opening	✓				
Logo on welcome banner at venue	✓	✓	✓	✓	✓
Single company logo rotating in the 5 minutes preceding to the start of each plenary session	✓				
Single logo displayed during the breaks	✓	✓			

**\*All prices exclude 15 % VAT (Please note that VAT will be adjusted in accordance to SARS Regulations, in the instance of a VAT increase)**

# PARTNERSHIP PACKAGES SUMMARY



## SPONSORSHIP PACKAGES SUMMARY - PACKAGES REMAIN UNCHANGED FROM 2024:

PACKAGE	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
<b>PRICE</b>	R300 000	R265 000	R212 000	R159 000	R85 000
<b>ON-SITE RECOGNITION</b>					
Acknowledgement in pre and post communications	✓	✓	✓	✓	✓
Logo acknowledgement in digital programme booklet	✓	✓	✓	✓	✓
One full page advertisement with 120-word write up, company name, logo and website	✓				
One half page advertisement with 80-word write up, company name, logo and website		✓			
One quarter page advertisement with 50-word write up, company name, logo and website			✓		
One Exhibition Area Size	6m x 3m or double 3m x 3m	6m x 3m	3m x 3m	3m x 3m	2m x 3m
Company booth staff permitted at stand	10	8	5	3	2
Single company logo rotating in the 5 minutes preceding to the start of each plenary session	5	3	2	1	
<b>POST EVENT COMMUNICATION</b>					
Thank you email blast	✓	✓	✓	✓	✓
Delegate list (in accordance to POPIA)	✓				

**\*All prices exclude 15 % VAT (Please note that VAT will be adjusted in accordance to SARS Regulations, in the instance of a VAT increase)**

## EDUCATIONAL GRANT

- This grant will assist with delegate support.

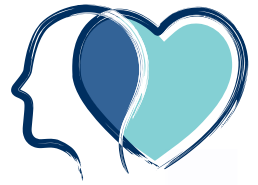
Amounts from R30 000  
Negotiable

*•Please refer to supporting Annexure.*

*For queries please e-mail: amy@shiftideas.co.za*

***Please tick the box in the booking form, should you wish to add this to your billing.***

# YOUR INVESTMENT WILL ENTITLE YOU TO THE FOLLOWING BENEFITS



## PLATINUM PARTNERS – PREMIUM EXPOSURE AND ENGAGEMENT



### BRANDING AND VISIBILITY

- One 6 x 3m Area Size OR double 3 x 3m Area Size plus choice of either:
  - Industry Symposium (pending availability)
  - OR a Personalised Package request
- Premium placement in Exhibition Hall (first-come, first-served)
- Prominent logo placement on welcome banner at venue – logo to be supplied by 1 September
- Access to VIP lounge
- Acknowledgement in pre and post congress communications
- Acknowledgement in the digital programme booklet with one full page advertisement and 120-word write up with company name, logo and website displayed (partner to provide copy and correctly sized artwork for digital display)
- Dedicated social media posts (if permitted)
- Exclusive pre-event marketing email sent to delegates on your behalf (wording to be supplied)
- 1 x SMS OR WhatsApp message to delegates – 160 characters – company to supply wording (maximum of 3 messages)
- Recognition as a Platinum Partner (logo)
  - On the home and sponsorship pages of the congress website
  - Congress slide displayed during the breaks in all the venues
  - Thank you emailer sent at the conclusion of the event
- Verbal recognition at the Welcome and Opening of Plenary and Networking evening
- Delegate List – supplied in accordance with POPIA Act, at the conclusion of the congress (1 week prior and 1 week post the Congress)
- Up to 10 x booth staff (additional name badges may be purchased at R2 500 excl. VAT per badge). Generic company badges will be supplied to allow swapping out of staff.



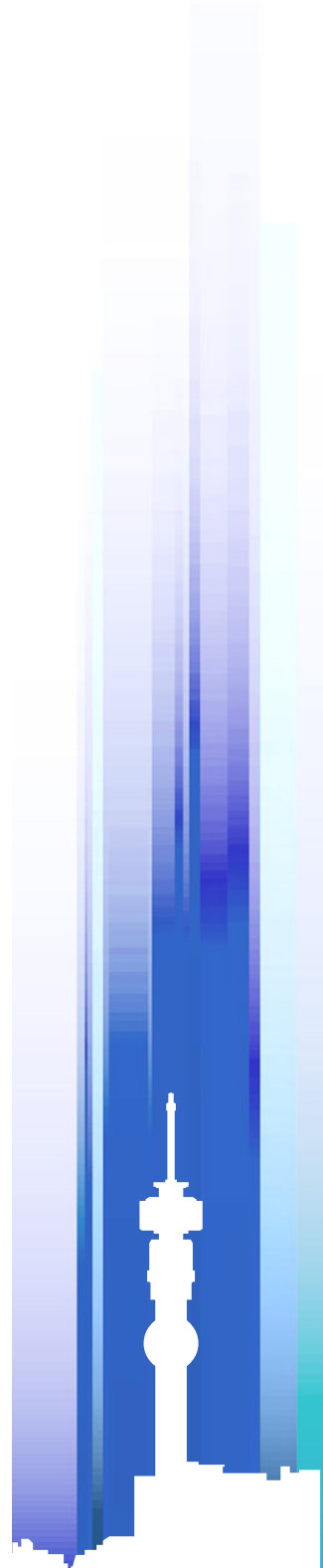
### NETWORKING EVENING

- Invite a maximum of 5 team members to join the networking evening on Saturday, 18 October
- Prominent logo placement on the HeartBeat stage screen (during the evening)

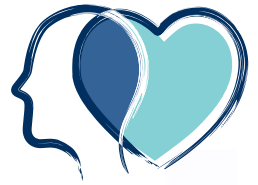


### ADDITIONAL BENEFIT

- Speaking slot in a symposium or sponsored session within the scientific programme (first come, first served), in consultation with scientific committee



# YOUR INVESTMENT WILL ENTITLE YOU TO THE FOLLOWING BENEFITS



## GOLD PARTNERS - HIGH VALUE EXPOSURE



### BRANDING AND VISIBILITY

- One 6 x 3m Area Size plus Satellite Symposium (during a tea break, pending availability)
- Prime location in Exhibition Hall (first-come-first served)
- Logo in secondary position on welcome banner at venue
- Acknowledgement in pre and post congress communications
- Acknowledgement in the digital programme booklet with one half page advertisement and 80-word write up with company name, logo and website displayed (partner to provide copy and correctly sized artwork for digital display)
- Dedicated social media posts (if permitted)
- Logo on social media posts
- Recognition as a Gold Partner (logo)
  - On the sponsorship pages of the congress website
  - Congress slide displayed during the breaks in exhibitor's hall
  - Thank you email blast sent at the conclusion of the event
- Up to 8 booth staff  
(additional name badges may be purchased at R2 500 excl. VAT per badge).  
Generic company badges will be supplied to allow swapping out of staff.

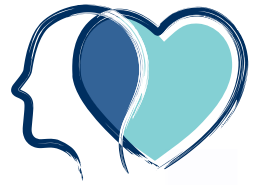


### NETWORKING EVENING

- Invite a maximum of 3 team members to join the networking evening on Saturday, 18 October



# YOUR INVESTMENT WILL ENTITLE YOU TO THE FOLLOWING BENEFITS



## SILVER PARTNERS – SOLID BRAND RECOGNITION



### BRANDING AND VISIBILITY

- One 3 x 3m single Area Size
- Logo on welcome banner at venue
- Acknowledgement in pre and post congress communications
- Acknowledgement in the digital programme booklet with one quarter page advertisement and 50-word write up with company name, logo and website displayed (partner to provide copy and correctly sized artwork for digital display)
- Logo on social media posts
- Recognition as a Silver Partner (logo)
  - On the sponsorship pages of the congress website
  - Thank you email blast sent at the conclusion of the event
- Up to 5 booth staff  
(additional name badges may be purchased at R2 500 excl. VAT per badge).  
Generic company badges will be supplied to allow swapping out of staff.

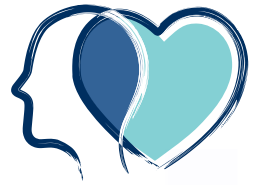


### NETWORKING EVENING

- Invite a maximum of 2 team members to join the networking evening on Saturday, 18 October



# YOUR INVESTMENT WILL ENTITLE YOU TO THE FOLLOWING BENEFITS



## BRONZE PARTNERS - COST EFFECTIVE VISIBILITY



### BRANDING AND VISIBILITY

- One 3 x 3m single Area Size
- Logo on welcome banner at venue
- Acknowledgement in pre and post congress communications
- Acknowledgement in the digital programme booklet with company logo
- Recognition as a Bronze Partner (logo)
  - On the sponsorship pages of the congress website
- Up to 4 booth staff  
(additional name badges may be purchased at R2 500 excl. VAT per badge).  
Generic company badges will be supplied to allow swapping out of staff.



### NETWORKING EVENING

- Invite a maximum of 1 team member to join the networking evening on Saturday, 18 October

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## EXHIBITOR - AFFORDABLE BRAND EXPOSURE

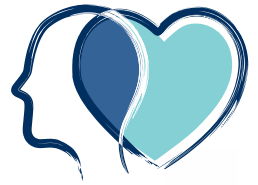


### BRANDING AND VISIBILITY

- One 2 x 3m single Area Size
- Logo on welcome banner at venue
- Acknowledgement in pre congress communications
- Acknowledgement in the digital programme booklet with company logo
- Recognition as support partner (logo)
  - On the sponsorship pages of the congress website
- Up to 2 booth staff (additional name badges may be purchased at R2 500 excl. VAT per badge). Generic company badges will be supplied to allow swapping out of staff.



# ADDITIONAL PARTNERSHIP OPPORTUNITIES



**PACKAGES REMAIN UNCHANGED FROM 2024 WITH NO PRICE INCREASE FOR 2025, INCLUDING SOME NEW ADDED OPPORTUNITIES**

Partnership package entitlements will apply, depending on the partnership item value. All costs are exclusive of 15 % VAT. All items below to be approved by the Committee.

**(Please note that VAT will be adjusted in accordance to SARS Regulations, in the instance of a VAT increase)**

FINAL PROGRAMME ADVERTISEMENTS - DIGITAL	
Inside front cover	R7 000
Inside back cover	R7 000
Outside back cover	R7 000
Centre fold	R15 000

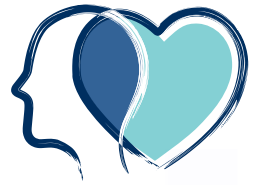
\* Item design and content subject to approval of the committee.

BAG INSERT	
<b>Literature (sponsor to supply)</b> Maximum A4 literature insert to be distributed in the congress bag.	R5 000
<b>Note Pads and Pens (sponsor to supply)</b> Note pads and pens will be distributed in the congress bag.	R4 000

\* Insert items to be supplied on or before 14 days before the congress (3rd of October 2025).

30 MINUTE BRANDED SILENT SESSIONS - HEARTBEAT STAGE (Exhibition Hall)	
<b>Opportunities on a first come, first served basis</b> <ul style="list-style-type: none"> <li>Partner's name will be acknowledged in the programme adjacent to the session.</li> <li>Partner's logo will appear on the holding slide before the session.</li> <li>Partner's choice of speaker and topic for the session.</li> </ul>	<b>R30 000 (per session)</b>  Please contact the organiser for more details
<b>Saturday, 18<sup>th</sup> of October 2025</b> Exhibition Hall (Session 1) Morning Tea Break - One opportunity	<b>Saturday, 18<sup>th</sup> of October 2025</b> Exhibition Hall (Session 2) Afternoon Tea Break - One opportunity
<b>Sunday, 19<sup>th</sup> of October 2025</b> Exhibition Hall (Session 1) Morning Tea Break - One opportunity	

# ADDITIONAL PARTNERSHIP OPPORTUNITIES



## SPONSORING PRE-CONGRESS WORKSHOPS AND SCIENTIFIC SESSIONS

Several Opportunities Available (First come, first served)

Amounts from R50 000

### Friday, 17<sup>th</sup> of October 2025

#### Workshops available (Limited)

- Partner's name will be acknowledged in the programme adjacent to the workshop.
- Partner's logo will appear on the holding slide before the workshop.
- The sponsor may have banners inside the room (partner to supply) for the duration of the session.
- All catering will take place in the exhibition area.

### Saturday, 18<sup>th</sup> of October 2025

#### Scientific Sessions available (Limited)

- Partner's name will be acknowledged in the programme adjacent to the workshop.
- Partner's logo will appear on the holding slide before the workshop.
- The sponsor may have banners inside the room (partner to supply) for the duration of the session.
- All catering will take place in the exhibition area.

*\*\* In consultation with Scientific Committee*

**Please Note:** Priority for exposure is granted to Platinum Package Partners.

### Sunday, 18<sup>th</sup> of October 2025

#### Scientific Sessions available (Limited)

- Partner's name will be acknowledged in the programme adjacent to the workshop.
- Partner's logo will appear on the holding slide before the workshop.
- The sponsor may have banners inside the room (partner to supply) for the duration of the session.
- All catering will take place in the exhibition area.

*\*\* In consultation with Scientific Committee*

**Please Note:** Priority for exposure is granted to Platinum Package Partners.

## CONGRESS BAGS

- Partner's logo and congress logo will appear on the bag.
- Partner to supply bags.

R35 000

*Design and bags are subject to approval of the Committee.*

## EDUCATIONAL GRANT

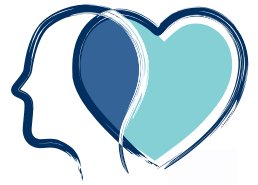
- This grant will assist with delegate support.

Amounts from R30 000  
Negotiable

*•Please refer to supporting Annexure.*

**For queries please e-mail:** amy@shiftideas.co.za

# ADDITIONAL PARTNERSHIP OPPORTUNITIES



## REGISTRATION - \*\* NEW OPPORTUNITY

- |  |         |
|--|---------|
| <ul style="list-style-type: none"><li>• Branding of registration area, prominent branding on counter, screen saver.</li><li>• Partner's logo and the Congress logo will be displayed on the lanyards.</li><li>• Logo on website.</li></ul> | R90 000 |
|--|---------|

## CHARGING STATION LOUNGE (Ballroom Foyer) - \*\* NEW OPPORTUNITY

- |   |         |
|---|---------|
| <ul style="list-style-type: none"><li>• Co-branding of the charging stations for all 3 congress days. Includes branding opportunity.</li><li>• Logo on website.</li></ul> | R85 000 |
|---|---------|

## NETWORKING LOUNGE OPPORTUNITY (BALLROOM FOYER)

- |  |         |
|--|---------|
| <ul style="list-style-type: none"><li>• Please contact the organiser to discuss.</li></ul> | R75 000 |
|--|---------|

## HEART HEALTHY LOUNGE OPPORTUNITY (Exhibition Hall) - \*\* NEW OPPORTUNITY

- |   |          |
|---|----------|
| <ul style="list-style-type: none"><li>• Please contact the organiser to discuss.</li><li>• Prime positioning next to Heartbeat Stage.</li></ul> | R150 000 |
|---|----------|

## FACULTY LOUNGE OPPORTUNITY (Exhibition Hall) - \*\* NEW OPPORTUNITY

- |  |          |
|--|----------|
| <ul style="list-style-type: none"><li>• Please contact the organiser to discuss.</li></ul> | R150 000 |
|--|----------|

## COFFEE LOUNGE OPPORTUNITY (Exhibition Hall) - \*\* NEW OPPORTUNITY

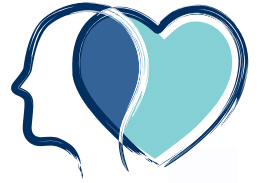
- |  |          |
|--|----------|
| <ul style="list-style-type: none"><li>• Please contact the organiser to discuss.</li><li>• Includes 2 x Coffee Bars and custom bar branding.</li><li>• Does not include custom furniture, nor specialty coffee servings Or branded coffee cups (will be quoted for separately and based on consumption).</li></ul> | R120 000 |
|--|----------|

## CO-BRANDING WITH SA HEART® IN AND AROUND MAIN VENUE (Ballroom Level)

- |  |                                    |
|--|------------------------------------|
| <ul style="list-style-type: none"><li>• <b>Example:</b> Elevators, Bathrooms, corridors etc.</li><li>• Please contact the organiser to discuss this opportunity.</li></ul> | Various pricing packages available |
|--|------------------------------------|



# ADDITIONAL PARTNERSHIP OPPORTUNITIES



## BREAKFAST OR SATELLITE SYMPOSIA

(Platinum Partners only)

R50 000

- Only 2 slots available during the Congress.
- Title and speakers must be approved by the Scientific Committee and all cost for the speakers (transport, accommodation, registration and honorarium) must be covered by the partner.
- Partner can display 2 banners in the room during the presentation.
- Standard audio visual will be supplied.
- Standard catering will be supplied.
- Advertising will be distributed digitally on your behalf (artwork to be supplied).
- Scanning for attendance of the sessions can be arranged at an additional nominal fee and reports (if required) will be supplied post Congress.
- In separate venue - 45 minutes.

***Please forward us your selected topic and speaker for Committee approval and to avoid any overlap in the programme.***

## LUNCH SYMPOSIA ON HEARBEAT STAGE ONLY (Platinum Partners only)

(Platinum Partners only)

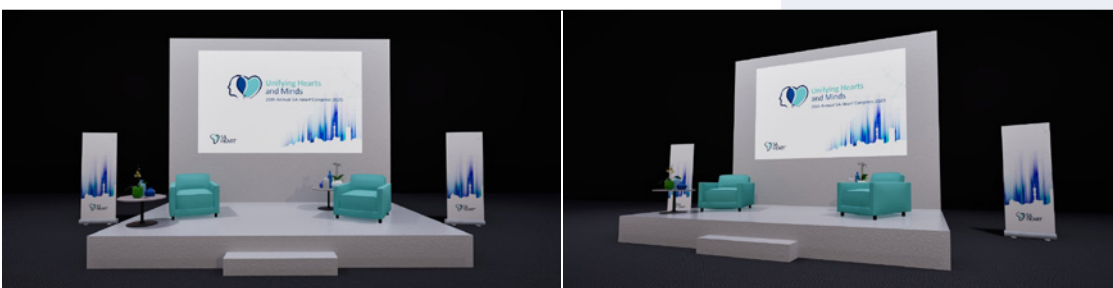
R50 000

- Only two sessions available on Saturday during lunch break.
- Heartbeat stage only - 2 x 30 minute slots per day.
- Title and speakers must be approved by the Scientific Committee and all cost for the speakers (transport, accommodation, registration and honorarium) must be covered by the partner.
- Partner can display 2 banners in the room during the presentation.
- Standard audio visual will be supplied.
- Standard catering will be supplied.
- Advertising will be distributed digitally on your behalf (artwork to be supplied).
- Scanning for attendance of the sessions can be arranged at an additional nominal fee and reports (if required) will be supplied post Congress.
- Headphones will be provided - branding will be at an additional cost and will be quoted for additionally (if required).
- Please forward us your selected topic and speaker for Committee approval and to avoid any overlap in the programme.

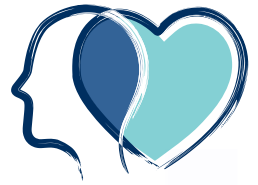
## HEARTBEAT STAGE IN EXHIBITION HALL (For Corporate Non-Pharma/Non-Device only Companies)

- Exclusive Offer.
- Includes branding opportunity.
- Please contact the organiser to discuss.

R200 000



# ADDITIONAL PARTNERSHIP OPPORTUNITIES



## AUDIO / VISUAL TECHNICAL SUPPORT - \*\* NEW OPPORTUNITY

- |  |         |
|--|---------|
| <ul style="list-style-type: none"><li>• Only 1 Exclusive Opportunity Available.</li><li>• Branding for duration of the congress on main stage.</li><li>• Acknowledgement on the congress website, acknowledgment on the welcome screen of the congress.</li><li>• Free A4 advert in the final digital programme.</li></ul> | R50 000 |
|--|---------|

## MOBILE APP - \*\* EXCLUSIVE OFFER

- |  |          |
|--|----------|
| <ul style="list-style-type: none"><li>• Partner logo on home screen of mobile app, along with congress branding. Mobile App (Branding, etc.) to be approved by Congress Organising Committee.</li><li>• Logo on website.</li></ul> | R100 000 |
|--|----------|

## AT HEIGHT BRANDING (Exhibition Hall)

- |  |              |
|--|--------------|
| <ul style="list-style-type: none"><li>• Only 8 Opportunities Available.</li><li>• Please contact the organiser to discuss.</li></ul> | From R40 000 |
|--|--------------|

## FACULTY SPONSORSHIP SUPPORT

- |   |                      |
|---|----------------------|
| <ul style="list-style-type: none"><li>• Partner will be acknowledged on the website and in the final digital programme booklet.</li></ul> | Amounts from R20 000 |
|---|----------------------|

## ABSTRACT DISPLAY UNITS (Exhibition Hall) - \*\* NEW OPPORTUNITY

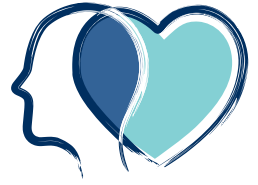
- |  |         |
|--|---------|
| <ul style="list-style-type: none"><li>• Includes exclusive branding opportunity on abstract display units.</li></ul> | R50 000 |
|--|---------|

## ABSTRACT PRIZES - BEST ORAL OR POSTER DISPLAY - \*\* NEW OPPORTUNITY

- |   |         |
|---|---------|
| <ul style="list-style-type: none"><li>• Awards will be presented to the best oral and poster presentations. Certificates will be awarded to the winners either at the Networking Function or at Plenary Closing session. The Sponsor will be introduced to the audience and present these awards to the winners in each Category.</li></ul> | R35 000 |
|---|---------|



# EXHIBITION



## The SA Heart® Congress 2025 Shell Scheme Approach:

As we gear up for the highly anticipated SA Heart® Congress 2025, we are committed to ensuring the use of sustainable products in the exhibition format. In response to evolving industry trends and feedback from our valued industry partners, we will remain with the shell scheme stands but will permit some flexibility to enhance on the look of the structure, for this year's exhibition. This shift promises to bring about some enhancements, ensuring an enriching experience for all involved.

## Here are the key points to consider as we embrace this change:

- **Streamlined Setup and Logistics:**

Shell scheme stands offer a simplified setup process, allowing exhibitors to efficiently prepare their displays without the complexities often associated with custom builds. This streamlined approach means exhibitors can focus more on showcasing their offerings and engaging with attendees, rather than worrying about intricate setup logistics.

- **Cost-Effectiveness and Accessibility:**

By opting for either of the stand options presented, we are making participation in the SA Heart® Congress more accessible to a wider range of exhibitors. The cost-effectiveness of these stands means that organisations of varying sizes and budgets can take part, fostering greater diversity and innovation within the exhibition space. In embracing this transition, we are not only optimising our operations but also presenting industry partners with an opportunity to strategically reinvest their expenditures.

The option to allocate funds saved from opting for shell scheme stands into other pivotal areas of the congress, such as grants and educational programmes, underscores our commitment to maximising the impact of this esteemed event. This approach promotes a continuous drive to serve as a premier platform for advancing cardiovascular healthcare, fostering innovation, and nurturing educational initiatives.

- **Flexibility for Customisation:**

While shell scheme stands provide a structured framework, they also offer some opportunities for customisation. Exhibitors can personalise their stands with branding elements, signage, and interactive features to effectively showcase their products and services while maintaining a cohesive look within the exhibition hall.

- **Enhanced Networking Opportunities:**

The transition to these stands aims to optimise the layout of the exhibition space, facilitating smoother traffic flow and encouraging meaningful interactions between exhibitors and attendees. This conducive environment will foster valuable networking opportunities and knowledge exchange, ultimately enriching the overall congress experience.

- **Reduced Environmental Impact:**

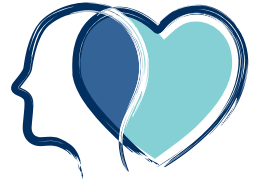
In addition to the aforementioned benefits, the shift to these stand structures aligns with our commitment to sustainability and reducing environmental footprint. Unlike custom-built stands, which often involve significant material usage and waste generation, reusable stands are designed for multiple applications, significantly reducing the demand for new materials and minimizing waste.

By embracing this environmentally conscious approach, the SA Heart® Congress 2025 demonstrates its dedication to responsible event management and contributes to the global efforts towards a more sustainable future.

We are confident that the SA Heart® Congress 2025 will set a new standard for excellence in cardiovascular healthcare exhibitions. We look forward to welcoming exhibitors and attendees alike to explore these display opportunities and contribute to the advancement of cardiovascular medicine.

#### NOTE:

- The cost of your selected package is paid to SA Heart® directly and exclusive of 15 % VAT.
- The cost of your actual stand is separate and will be paid to Two Way directly, after completion of your exhibitor manual.
- The Exhibition will be held in the Ballroom. All stands will be shell scheme modular stands – note that no custom stand builds will be permitted.



## SHELL SCHEME:

PRICES REMAIN UNCHANGED FROM 2024

### 3M X 2M BASIC CORNER/INLINE STAND R5 000 per RENTAL Package

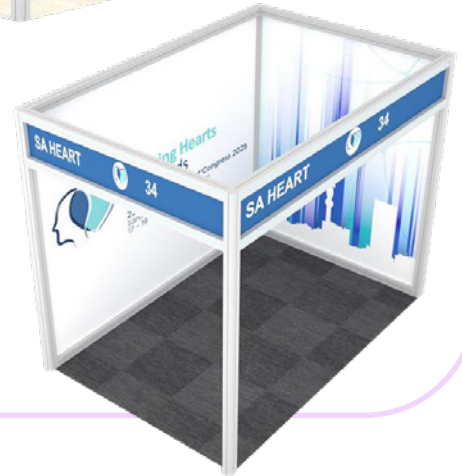
(Prices exclusive of VAT)

#### 6m<sup>2</sup> Exhibition Booth with White Infill Panels Including:

- 1 x 15AMP Plug Point
- 1 x Fluorescent Light
- 1 x 1/4 Distribution Board (shared among every 4 clustered stands) – for dedicated power, please contact the stand builder

#### Package Excludes:

- All furniture
- Flooring i.e carpet tiles, raised wooden floors and vinyl finishes
- LED Strip Lights which could be fixed around the fascia name boards
- All graphics i.e fabric banners, printed fascias
  - These can all be ordered additionally through the exhibitor manual, which will be sent to each participant upon confirmation of their stand booking.



- Exhibitors may use their preferred contractor solely for customization elements.
- No modifications to the infrastructure are permitted, such as slanted or curved panels. Hanging décor, including floral garlands, is not allowed on the stand perimeters; all hanging décor must be contained within the stand's interior.
- Exhibitors are permitted to bring their own movable, custom furniture, such as counters and shelving, provided they do not exceed 2500mm in height, as well as display counters.
- If you plan to customize your stand using your own contractors, please submit a render and technical details to the organizers for approval.

## 3M X 2M HALF WALLED BASIC CORNER/INLINE STAND R5 000 per RENTAL Package

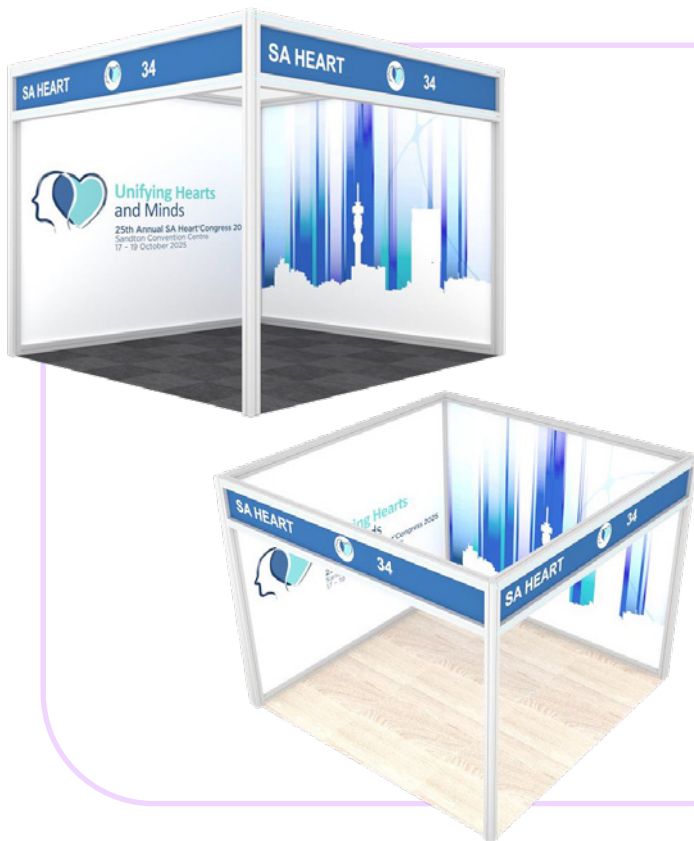
(Prices exclusive of VAT)

### 6m<sup>2</sup> Exhibition Booth with White Infill Panels Including:

- 1 x 15AMP Plug Point
- 1 x Fluorescent Light
- 1 x 1/4 Distribution Board (shared among every 4 clustered stands) - for dedicated power, please contact the stand builder

### Package Excludes:

- All furniture
- Flooring i.e carpet tiles, raised wooden floors and vinyl finishes
- LED Strip Lights which could be fixed around the fascia name boards
- All graphics i.e fabric banners, printed fascias
  - These can all be ordered additionally through the exhibitor manual, which will be sent to each participant upon confirmation of their stand booking.



## 3M X 3M BASIC CORNER STAND R10 000 per RENTAL Package

(Prices exclusive of VAT)

### 9m<sup>2</sup> Exhibition Booth with White Infill Panels Including:

- 1 x 15AMP Plug Point
- 1 x Fluorescent Light
- 1 x 1/4 Distribution Board (shared among every 4 clustered stands) - for dedicated power, please contact the stand builder

### Package Excludes:

- All furniture
- Flooring i.e carpet tiles, raised wooden floors and vinyl finishes
- LED Strip Lights which could be fixed around the fascia name boards
- All graphics i.e fabric banners, printed fascias
  - These can all be ordered additionally through the exhibitor manual, which will be sent to each participant upon confirmation of their stand booking.

- Exhibitors may use their preferred contractor solely for customization elements.
- No modifications to the infrastructure are permitted, such as slanted or curved panels. Hanging décor, including floral garlands, is not allowed on the stand perimeters; all hanging décor must be contained within the stand's interior.
- Exhibitors are permitted to bring their own movable, custom furniture, such as counters and shelving, provided they do not exceed 2500mm in height, as well as display counters.
- If you plan to customize your stand using your own contractors, please submit a render and technical details to the organizers for approval.

## 3M X 3M BASIC INLINE STAND R10 000 per RENTAL Package

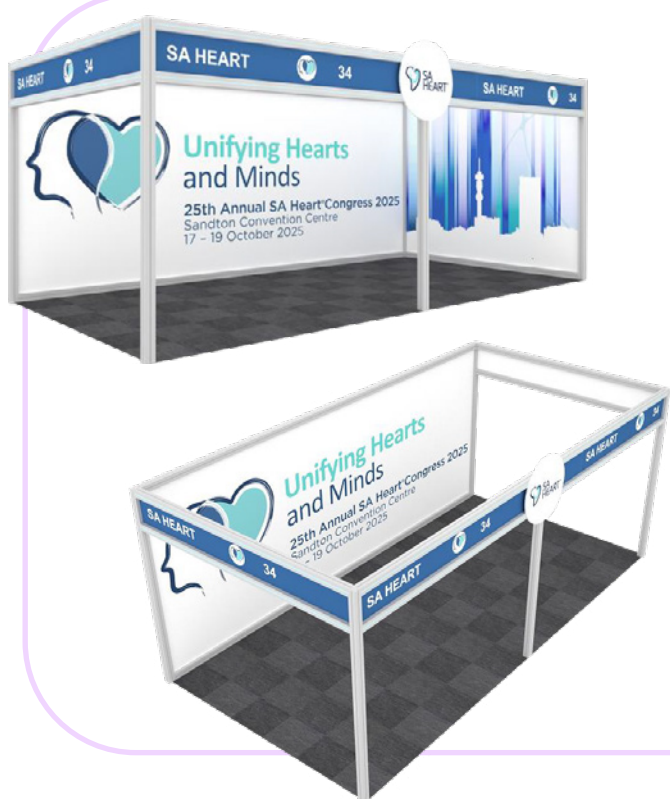
(Prices exclusive of VAT)

### 9m<sup>2</sup> Exhibition Booth with White Infill Panels Including:

- 1 x 15AMP Plug Point
- 1 x Fluorescent Light
- 1 x 1/4 Distribution Board (shared among every 4 clustered stands) - for dedicated power, please contact the stand builder

### Package Excludes:

- All furniture
- Flooring i.e carpet tiles, raised wooden floors and vinyl finishes
- LED Strip Lights which could be fixed around the fascia name boards
- All graphics i.e fabric banners, printed fascias
  - These can all be ordered additionally through the exhibitor manual, which will be sent to each participant upon confirmation of their stand booking.



## 6M X 3M FULL KIT STAND R15 000 per RENTAL Package

(Prices exclusive of VAT)

### 18m<sup>2</sup> Exhibition Booth with White Infill Panels Including:

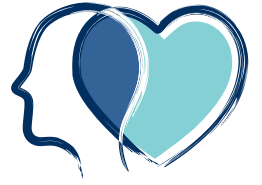
- 2 x 15AMP Plug Points
- 1 x Fluorescent Light
- 1 x 1/4 Distribution Board (shared among every 4 clustered stands) - for dedicated power, please contact the stand builder

### Package Excludes:

- All furniture
- Flooring i.e carpet tiles, raised wooden floors and vinyl finishes
- LED Strip Lights which could be fixed around the fascia name boards
- All graphics i.e fabric banners, printed fascias and vinyl decal for foam board
  - These can all be ordered additionally through the exhibitor manual, which will be sent to each participant upon confirmation of their stand booking.

- Exhibitors may use their preferred contractor solely for customization elements.
- No modifications to the infrastructure are permitted, such as slanted or curved panels. Hanging décor, including floral garlands, is not allowed on the stand perimeters; all hanging décor must be contained within the stand's interior.
- Exhibitors are permitted to bring their own movable, custom furniture, such as counters and shelving, provided they do not exceed 2500mm in height, as well as display counters.
- If you plan to customize your stand using your own contractors, please submit a render and technical details to the organizers for approval.

# NO CUSTOM STANDS WILL BE PERMITTED



Under **NO CIRCUMSTANCES** will full custom stands be permitted for this year's congress.

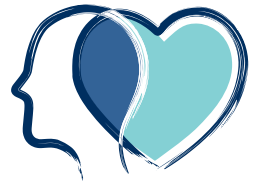
This includes building a custom stand within the shell scheme stand ordered through the organizer.

Only custom elements such as flooring and furniture are allowed. Walling, roof structures, and hanging banners or bulkheads are not permitted.

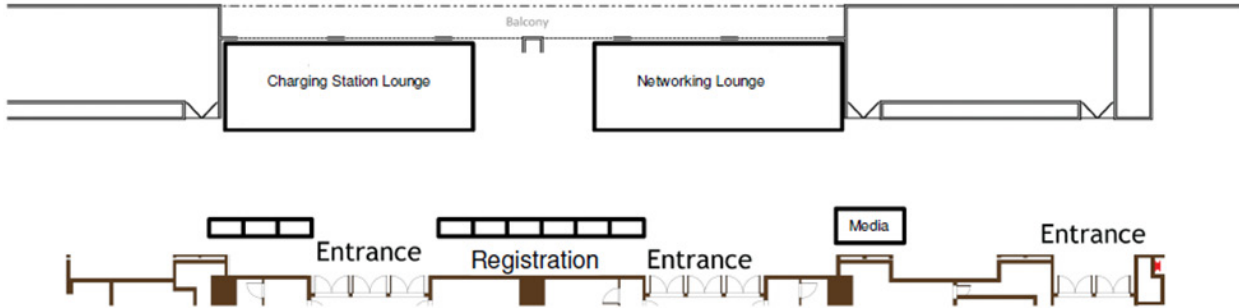
**If you intend to customize your stand using your own contractors, please ensure that you submit a render and technical details to the organizers for approval.**



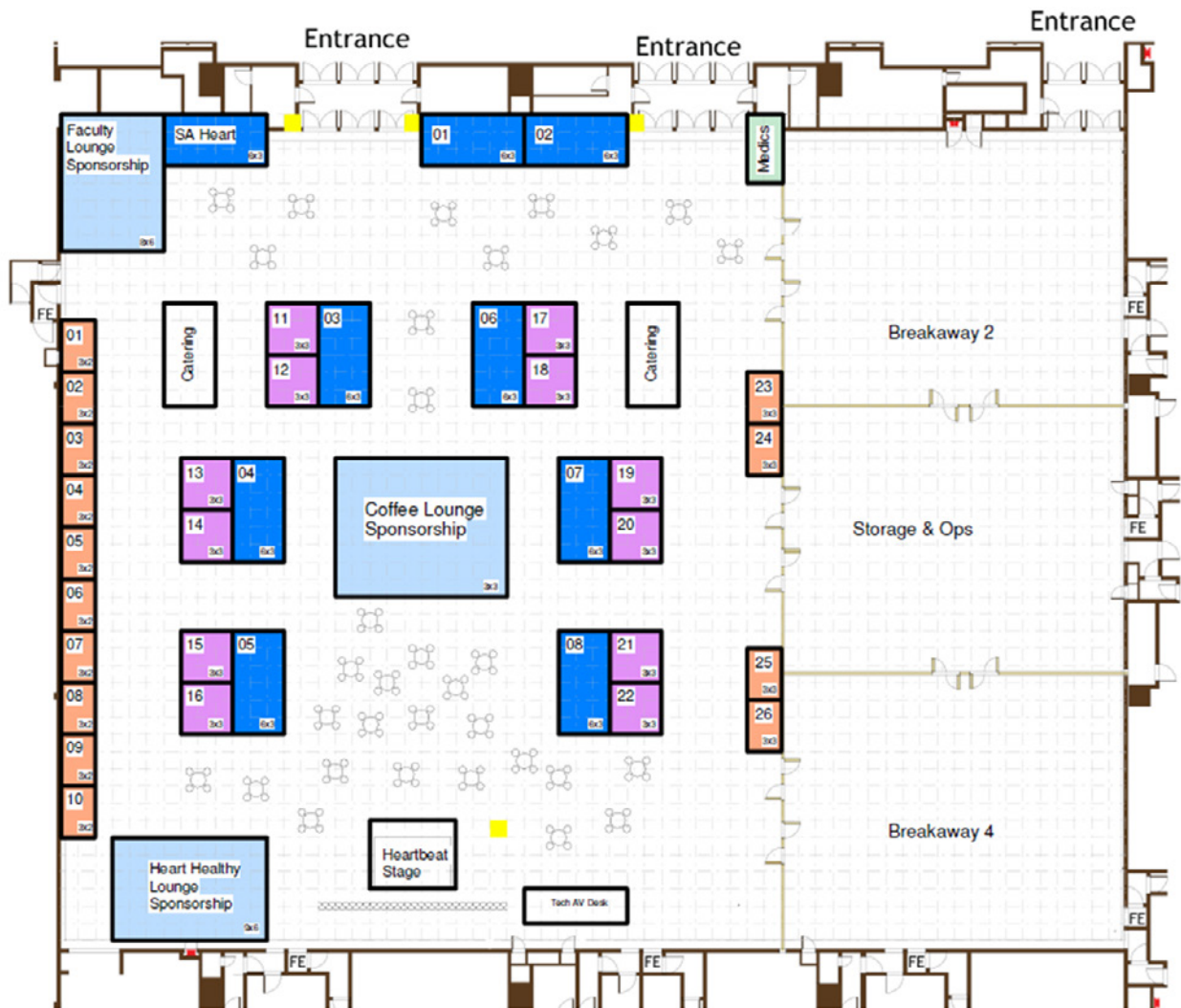
# FLOORPLAN - PROVISIONAL



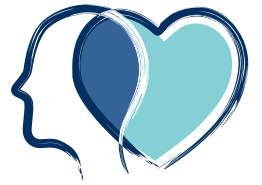
## BALLROOM FOYER



## BALLROOM - MAIN EXHIBITION HALL



# TERMS AND CONDITIONS



## Exhibition & Partnership Policy:

- Exhibition space and partnership will only be confirmed once the booking and application form has been completed and payment has been received in full.
- Exhibition stands are only confirmed once payment has been received in full prior to set up.\
- All exhibitors will be provided a shell scheme stand. No custom build stands within the Shell scheme footprint, nor will the build of any custom stands be permitted. Some variations of the Shell scheme structure will be permitted. Please contact the Organising Team for clarification on what will be permitted and what will not be permitted.

## Exhibition Layout:

The Organisers reserve the right to change the exhibition floor layout if necessary.

The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the exhibition and/or stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organisers.

## Liability:

The Organisers accept no responsibility for any damages if the sponsored event is not performed because of any obstacle or hindrance outside the control of the Organisers, which the Organisers could not reasonably have foreseen when signing this contract and which the Organiser could not have avoided at a reasonable effort or cost. Such obstacles and hindrances include, but are not limited to, the outbreak of war, civil riots, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.

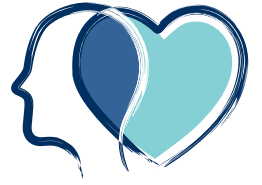
## DISCLAIMER

Shift Ideas (Pty) Ltd., the Congress Organiser for the 2025 SA Heart® Congress, nor the venue or any of its directors, employees or agents will be liable for personal injury to, or the death of any person, or loss or damage to any property, of whatever nature, on the property or at the venue, however arising or caused.

The Exhibitor and Partner furthermore, indemnifies Shift Ideas (Pty) Ltd., the venue and its directors, employees or agents against any claim of whatever nature, which may be against any of them arising out of any of the aforementioned, except where the same was due to gross negligence by the organiser of the venue. All accommodation, programmes and other arrangements are subject to alteration and cancellation at any time without prior notice, due to factors that are outside of the organisers' (as listed above) reasonable control.

This will be at the sole and absolute discretion of the organisers. Should such events, such as Force Majeure, render the organisers unable to deliver such service, the organisers shall not be held responsible. The organisers cannot be held responsible for any damages, and or costs, whatsoever arising from any such alteration or cancellation.

# BOOKING AND APPLICATION FORM



## NOTE:

The cost of your package is paid to SA Heart directly.

The cost of your stand is separate and will be paid to Two Way directly, after completion of your exhibitor manual.

## PARTNER COMPANY DETAILS

<b>Company Full Billing Details</b>	
<b>VAT Number</b>	
<b>Purchase order number</b>	
<b>Package/s selected</b>	
<b>Value of opportunity (excluding grants)</b>	

## EDUCATIONAL GRANT

<b>Would you like to nominate a value towards an educational grant?</b>	<b>YES</b>
<b>Amount (from R30 000)</b>	

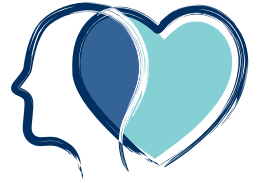
## ACCOUNTS PERSON (Invoice Purposes)

<b>Main contact</b>	
<b>Contact Number</b>	
<b>Email</b>	

## EVENT CO-ORDINATOR

<b>Main contact</b>	
<b>Mobile</b>	
<b>Designation</b>	
<b>Email</b>	

# PAYMENT DETAILS



## Terms and Conditions

Bookings can only be confirmed with a Purchase Order number or payment, if no purchase order number is required.

**IMPORTANT:** Full payment due within 30 days after receiving the invoice.

## Cancellation Policy

- Notification of cancellation of a partnership or exhibition package must be made to [finance@shiftideas.co.za](mailto:finance@shiftideas.co.za) or [elouise@shiftideas.co.za](mailto:elouise@shiftideas.co.za) in writing and received on or before 8 September 2025 for a refund.
- 70% of the fee will be payable if cancellation is received between 9 September 2025 and 30 September 2025. If there is a refund due, the refund will be processed within 6 working days after the Congress.
- There will be no refund for any cancellation received on or after 1 October 2025.

## Authorisation

By signing below, I acknowledge that I am duly authorised to sign and thereby to commit the company shown above to the cost of the partnership and or exhibition opportunity outlined above and printed terms and conditions.

<b>Name and Surname</b>	
<b>Designation</b>	
<b>Invoicing Address</b>	
<b>Signature</b>	
<b>Date</b>	