



# Laboratory Medicine



c o n g r e s s

31 Aug- 4 Sept 2011

Sandton Convention Centre

*cutting edge multi-faceted science*

## SPONSORSHIP OPPORTUNITIES

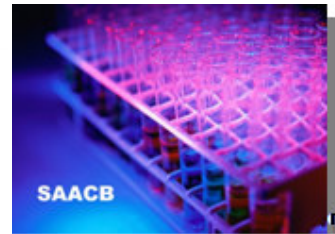
Hosted by



**SANBS**  
South African National Blood Service



**WPBTS**

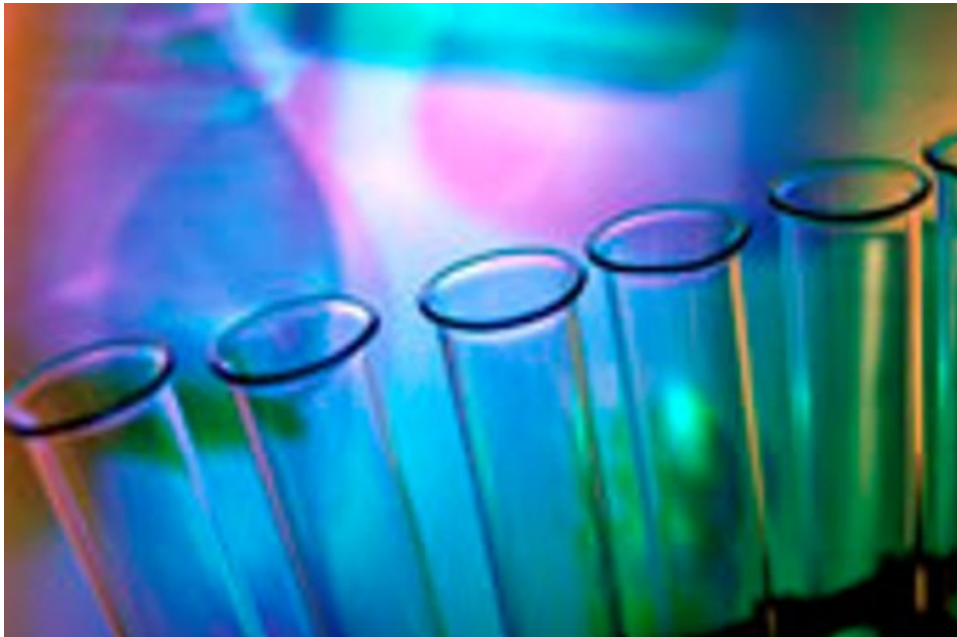


**SALDA**

SOUTHERN AFRICAN LABORATORY DIAGNOSTICS ASSOCIATION

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*Dear Sponsor,*

*On behalf of the Organising Committee I would like to invite you to attend the Laboratory Medicine Congress (LMC 2011) to be held from 31 August to 4 September 2011 at the Sandton Convention Centre, Johannesburg.*

*Our preparations for LMC 2011 are already in progress, and we are looking forward to welcoming numerous delegates to this conference. Many of our prominent researchers and academics also look forward to this congress as it is the first, not only to incorporate Pathologists, Medical Technologists and Cytologists, but Medical Scientists and the two national Blood Transfusion bodies as well. In the past there have been separate conferences for these groups but due to the consolidation we are expecting an event where the latest research can be presented and discussed with peers, as well as a time to meet again with old friends from other institutions and industry. Furthermore, it is our opportunity to meet with all Laboratory Medicine -related trade exhibitors who will showcase new technologies and equipment available in the market place. Past conferences have always been most successful and extremely well attended – this is only achievable by the active participation and generous support that we have always received from our loyal sponsors and exhibitors.*

*Sponsorship of this congress will result in a concentrated product exposure to many known and unknown clients. Over a period of four days your sales representatives will be able to discuss your products and innovations with medical laboratory professionals who are current and future decision makers. This is a unique opportunity for you to be exposed to the topics of peak concern and interest to these professionals by attending some to the presentations. In addition to promotional activities there will also be a large exhibition area to have your own stand. A floor map of the exhibition area has been included for your perusal and exhibition stand selection,*

*We welcome all our sponsors and trade exhibitors to LMC 2011 and thank you in advance for your continued support,*

*Doreen Howard  
Organising Committee Member*

# LABORATORY MEDICINE CONGRESS 2011

SMLTSA, SALDA, NPG, SASCC, SANBS, WPBTS and FSASP have joined together to bring the Laboratory Medicine industry a comprehensive and consolidated event – which will bring together delegates from all disciplines related to Laboratory Medicine to interact and learn from one another. The latest technologies, development and research will be uncovered, presented and discussed to ensure that the industry in South Africa stays on top of their game.

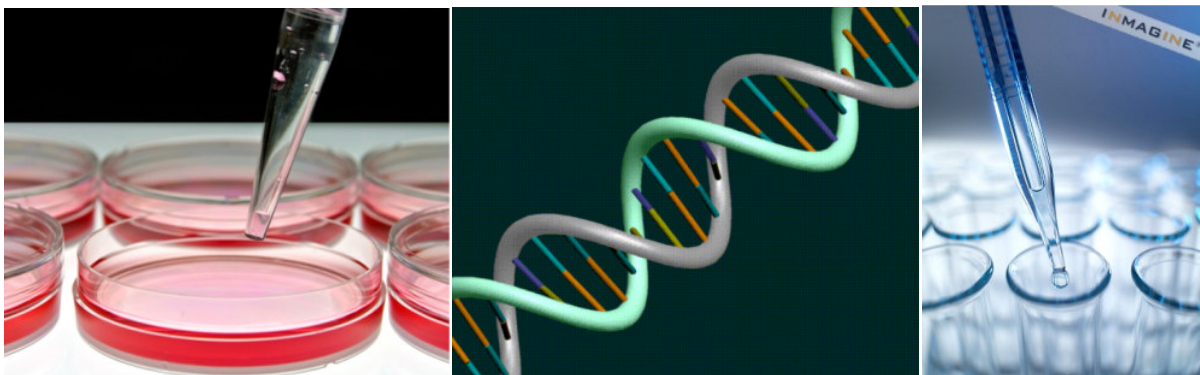
## WHO WILL BE ATTENDING

We invite anyone with an interest in the following disciplines:

- Medical Technology
- Medical Science
- Pathology
- Haematology
- Blood Transfusion and Donation
- Laboratory Supplies
- Bioinformatics
- Infection Control
- Cytology
- Cytopathology
- Research
- Forensic Pathology
- Microbiology
- Veterinary Science
- Virology

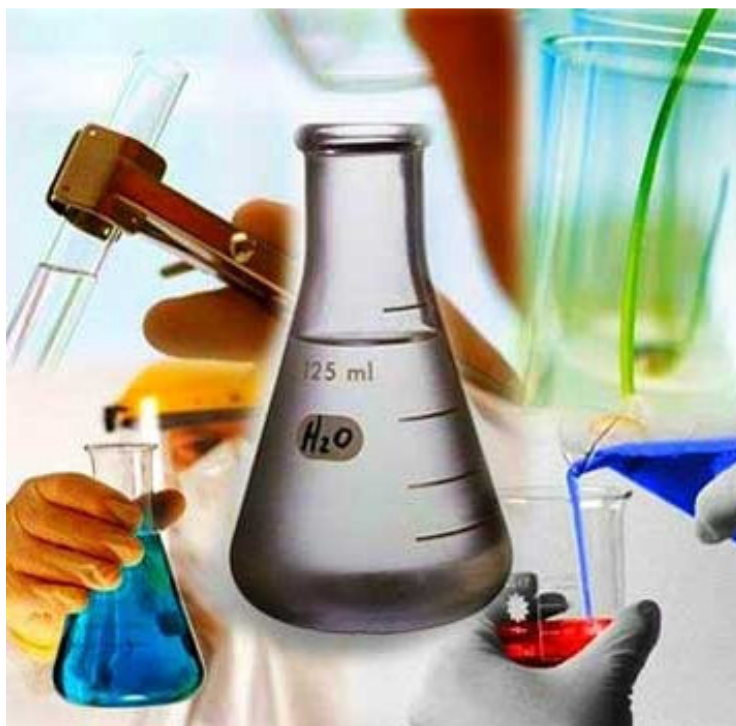
## EXPECTED ATTENDANCE

Approximately 1,500 delegates from South Africa and the rest of Africa are expected to attend the Laboratory Medicine Congress 2011.



## CONGRESS PROGRAMME

DATE	TIME	DESCRIPTION
Tuesday, 30 August	All Day	Exhibition Set-up
Wednesday, 31 August	08:00 – 15:00 08:00 – 12:00 12:00 – 14:00 14:00 – 19:00	Exhibition Set-up Registration Set-up Staff Briefing Registration Open
Thursday, 1 September	All Day Evening	Congress in Session Cocktail Networking Event in Exhibition Hall
Friday, 2 September	All Day Evening	Congress in Session 21 <sup>st</sup> Birthday Party
Saturday, 3 September	All Day Evening	Congress in Session 60 <sup>th</sup> Anniversary Celebration & Gala Awards Dinner
Sunday, 4 September	All Day Afternoon	Congress in Session Breakdown



# PRIMARY SPONSORSHIP BENEFITS

## DIAMOND PARTNER BENEFITS

Our Elite Diamond Partner will receive the maximum visibility at the Laboratory Medicine Congress 2011. With this exclusive sponsorship package, some of the opportunities from which you will benefit are to:

- Spend quality time with attendees at networking areas
- Address delegates in a captive forum by presenting your product/solution information in the sponsor promotional session
- Secure extensive brand awareness prior to, during and post conference
- Demonstrate your product through a hands-on solution on your exhibition stand

## PLATINUM, GOLD, SILVER, BRONZE, COPPER AND NICKEL BENEFITS

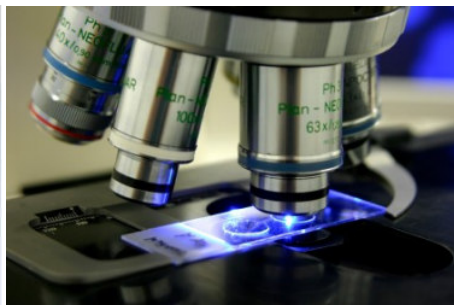
Platinum, Gold, Silver, Bronze, Copper and Nickel Sponsors receive varying levels of appropriate visibility at the Congress. Some of the benefits include:

- Gaining extensive marketing exposure and branding to your target audience and including your company literature in delegate packs
- Showcasing new products and services at your exhibition stand
- Receiving intensive exposure prior to, during and after the Congress

## ADDITIONAL SPONSOR BENEFITS

Sponsors investing in any of our additional Sponsorship opportunities will have a platform to:

- Create brand awareness and promote product knowledge through distributing promotional material to your target audience
- Cultivate brand loyalty through extensive acknowledgement of your investment



## PRIMARY SPONSORSHIP BENEFITS GRID

DESCRIPTION	DIAMOND PARTNER	PLATINUM	GOLD	SILVER	BRONZE	COPPER	NICKEL
Value (no VAT included)	R400,000	R250,000	R125,000	R65,000	R35,000	R20,000	R10,000
Number Available	1	0	6	8	7	Unlimited	Unlimited
<b>PRE-CONGRESS EXPOSURE</b>							
Logo on Congress website with URL link and company description	Yes (500 Words)	Yes (250 words)	Yes (150 words)	Yes (100 words)	Yes (75 words)	Yes (50 words)	Yes Listing only
<b>AT CONGRESS EXPOSURE</b>							
Listing in Congress Programme / Book of Abstracts (Sponsor & Exhibitor section)	Yes (500 Words)	Yes (250 words)	Yes (150 words)	Yes (100 words)	Yes (75 words)	Yes (50 words)	Yes Listing only
Exhibition stand	7m x 7m	7m x 4m	4m x 4m	4m x 4m	4m x 3m	3m x 3m	Brochures on a table
Complimentary delegates (includes conference session access and excludes travel and accommodation)	10	6	3	2	1	0	0
Function / Product Sponsorship	Gala Dinner	Welcome Cocktail / 21 <sup>st</sup> Birthday / Congress Bags / Congress T-Shirts / Hospitality sponsorship of 1 day (tea / coffee / lunch)	Mini Agenda / Pens / Writing Pads / Name Badges / Journals / Mineral Water (1 day)	N/A	N/A	N/A	N/A
Acknowledgement in Plenary session (includes Logo on looped presentation in plenary session)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Congress signage and banners	Yes	Yes	Yes	Yes	No	No	No

DESCRIPTION	EVENT PARTNER	PLATINUM	GOLD	SILVER	BRONZE	COPPER	NICKEL
Informational items/brochures to be included in delegate packs	Yes – 12 Pages	Yes – 8 Pages	Yes – 6 Pages	Yes – 4 Pages	Yes – 2 Pages	Yes – 1 Page	No
Advertisement in final programme	Full page outside back cover	Full page	Full page	½ Page	½ Page	No	No
Logo on delegate name badges	No	No	Yes (if sponsoring name badge)	No	No	No	No
Hospitality suite for on-site meeting or Hosting of Delegate breakfast	Yes	No	No	No	No	No	No
POST CONGRESS EXPOSURE							
E-mail to attendee database with sponsorship/exhibitor acknowledgement and contact details	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Copy of attendee database for one time usage only	Yes	Yes	Yes	Yes	No	No	No

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Based on a quantity of 1,500 delegates (should delegate no's increase – cost may increase also)

Item	Opportunity	Cost	Detail
1.	Congress book of Abstracts / Final Programme	R50,000	<p>Cost can be confirmed after close of call for papers</p> <p>Logo on front cover of book with double page spread ad in the middle of the book</p> <p>Acknowledgement on Congress website and in final Congress programme</p> <p>Acknowledgement in Plenary Session</p> <p>Logo on looped presentation in plenary venue &amp; exhibition</p> <p>4m x 3m exhibition stand</p> <p>1 Complimentary Delegate</p>

Item	Opportunity	Cost	Detail
2.	Congress A5 journal	R50,000	Logo on Front cover of notebook and on every page inside Acknowledgement on Congress website and in final Congress programme Acknowledgement in Plenary Session Logo on looped presentation in plenary venue & exhibition 4m x 3m exhibition stand 1 Complimentary Delegate
3.	Lanyards	R15,000	Logo on delegate Lanyard Acknowledgement on Congress website and in final Congress programme Logo included in looped presentation in plenary & exhibition
4.	Mint Tins	R12,000 per day	Logo on mint tin to be handed to delegate in plenary Congress session Acknowledgement on Congress website and in final conference programme Logo included in looped presentation in plenary & exhibition
5.	Branded Bottled water	R15,000 per day	Logo on bottled water to be handed to delegate in plenary Congress session (1 x bottle per delegate per day) Acknowledgement on Congress website and in final Congress programme Logo included in looped presentation in plenary & exhibition
6.	Hospitality Sponsor for Congress Tea Breaks	R12,500 per day	Branding at all tea / coffee stations for the day Acknowledgement in exhibition venue where tea/coffee breaks are to be held Acknowledgement on Congress website and in final conference programme Logo included in looped presentation in plenary & exhibition
7.	Hospitality Sponsor for Congress lunches	R 15,000 per day	Branding of lunch area for the day Acknowledgement in exhibition venue where lunch breaks are to be held Acknowledgement on Congress website and in final Congress programme Logo included in looped presentation in plenary & exhibition
8..	USB's	R125,000	Branding of USB's to be handed to delegates with selected presentations Acknowledgement on Congress website and in final Congress programme 4m x 4m exhibition stand 2 Complimentary Delegates Full page advertisement 6 Page insert into delegate packs

Item	Opportunity	Cost	Detail
9.	Registrar Sponsorship	Registration, travel and Accommodation per student/s	Acknowledgement according to contribution value Acknowledgement on Congress website and in final Congress programme
10.	Keynote Speakers	Speaker flight / accommodation / registration fees	Acknowledgement according to contribution value Acknowledgement in programme and mini programme, and electronic branding inside venue and on looped presentation screen Acknowledgement on Congress website
11.	Speaker gifts	Tbc – dependent on number of speakers	Branding of speaker gifts Acknowledgement upon handing over of speaker gift Logo and Description on Congress website and in final Congress programme



## TERMS & CONDITIONS

1. Terms of payment
  - a. 25% deposit on confirmation to secure booking (non-refundable)
  - b. Further 25% payable by 30 November 2010
  - c. Further 25% payable by 31 March 2011
  - d. Balance 25% payable by 31 July 2011
2. An invoice and sponsorship confirmation document will be sent to you within 48 hours of receipt of Commitment Form.
3. Selection of sponsorship is on a first-come, first-served basis.
4. The Commitment Form constitutes a legal commitment by the sponsoring company to participate as a sponsor to the value indicated.
5. Confirmation of the sponsor is solely at the discretion of the Congress Organising Committee.
6. The promised exposure in return for sponsorship will only be activated on receipt of a signed contract and payment of the 25% deposit.
7. Failure to comply with the payment schedule could result in the forfeiture of your commitment, and any refund due outside of the 25% deposit will be at the discretion of the Congress Organising Committee.
8. All sponsorship contracts are final and cannot be retracted.
9. Deposits are non-refundable
10. The Congress Organising Committee reserves the right to decline sponsorship bookings.
11. The law of South Africa governs this contract.
12. The Congress Organising Committee reserves the right to amend the rules and regulations governing sponsorship at its discretion.
13. All exhibitors are to comply with the Exhibition Rules and Regulations as determined by Sandton Convention Centre.
14. Cancellation after 31 July 2011 attracts a 100% cancellation fee

## CONTACT US

For more information or to discuss your involvement, contact:



**For more information, consult our website on [www.labmedicine2011.co.za](http://www.labmedicine2011.co.za)**