

PRIMARY SPONSORSHIP BENEFITS

DIAMOND SPONSOR BENEFITS

Our elite Diamond Sponsors will receive the maximum visibility at the 3rd National Pharmacy Conference. 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 at your satellite symposium
- Secure extensive brand awareness prior to, during and post conference
- Demonstrate your product through a hands-on solution on your exhibition stand

PLATINUM, GOLD AND SILVER BENEFITS

Platinum, Gold and Silver Sponsors receive varying levels of appropriate visibility at the conference, including:

- 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 conference

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 acknowledgment of your investment



PACKAGE SPONSORSHIP

TIERED PACKAGE SPONSORSHIP

DESCRIPTION	DIAMOND	PLATINUM	GOLD	SILVER
Value (excluding VAT)	R500,000	R350,000	R200,000	R100,000
Number Available	2	4	8	12
PRE-CONFERENCE				
Logo on Conference website with URL link and company description	• (500 Words)	• (350 words)	• (200 words)	• (100 words)
Social Media Exposure	1 Facebook post per week and 4 Twitter mentions a week leading up to the conference. Logo on Facebook Cover Image.	1 Facebook post every second week and 3 Twitter mentions a week leading up to the conference.	1 Facebook post per month and 2 Twitter mentions a week leading up to the conference.	1 Facebook post every 6 weeks and 1 Twitter mention a week leading up to the conference.
Flash Banner on Conference website (Home page)	Full Banner	Half Banner	Third Banner	Quarter Banner
Static banner on pages of Conference website (either bottom of page or right hand side)	Register page and Contacts page and Accommodation page	About page and Programme page	General Information page	None
Logo included in all e-mails sent by SAPC re Conference	•	•	•	
Logo included in all SAPC National Pharmacy Awards documentation	•	•		
Logo included in Sunday Times advert to be published in November 2018 calling for Nominations for the SAPC National Pharmacy Awards.	•			
Free advertising in 4 x ePharmaciae publications	Advert on Home page 728 x 90 px Wide-banner On cell phones the advert will appear 1200 x 1200 px on wide website OR 250 x 250 px actual size on cell phone display will be 450 x 450 px	Advert on an article page 150 x 150 px actual size on cell phone display will be 350 x 350 px	Advert on an article page 100 x 100px actual size on cell phone display will be 300 x 300 px	None
Mention and brand recognition in SAPC conference traditional marketing materials	•	•	•	
Logo on SAPC Posters and Pull-up banners to be used at all roadshows, exhibitions, university visits etc.	•	•		
Logo on all marketing and invitations for Golf Day	•			
Logo on all marketing and invitations for Fun Run/Walk	•	•		
Logo included in strapline at bottom of all pages of conference website	•	•	•	•

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AT CONFERENCE				
Listing in Conference Programme / Book of Abstracts (Sponsor & Exhibitor section)	• (500 Words)	• (350 words)	• (200 words)	• (100 words)
Exhibition / Display	6m x 6m	6m x 3m	3m x 3m	50% Discount on 3m x 3m stand OR complimentary display table
Golf Day	Hosting a hole and Provide goodies for goodie bag and banner placed in registration area	Hosting a hole	Water hole branding	Branding a green
Fun Run/Walk	Option to put up own banners at start/middle/end of the event (15 banners in total) and branded water station	Option to put up own banners at start/middle/ end of the event (9 banners in total)	Positioning of a total of 6 banners along the route	Positioning of 3 banners along the route
Complimentary delegates (includes conference session access and excludes travel and accommodation)	6	4	2	1
Function Sponsorship	Tea / Coffee & Lunch breaks – Branding of buffet stations & cocktail tables (one day per sponsor – Day 1 & 2 available)			
Acknowledgment in Plenary session (includes Logo on looped presentation in plenary session)	With option to put up own banners at the entrance to the Plenary venue, inside the Plenary venue.	With option to put up own banners at the entrance to one of the breakaway venues.	•	•
Logo on Conference signage and banners	•	•	•	•
Informational items/brochures to be included in delegate packs	• 12 Pages	• 8 Pages	• 6 Pages	• 4 Pages
Advertisement in final programme	Full page outside back cover or Full page inside front cover	Full page	½ Page	
Social Media	1 Facebook post per day Min 5 Twitter Mentions per day	1 Facebook post per day. Min 3 Twitter mentions per day.	1 Facebook post per day. Min 2 Twitter mentions per day.	1 Facebook post per day. Min 1 Twitter mention per day.
Mobile App	Logo, 500 words company write-up and electronic company brochure	Logo, 350 words company write-up and electronic company brochure	Logo, 200 words company write-up	Logo, 100 words company write-up
Cocktail Evening or Casual Dinner		Cocktail evening: Banners at entrance to event, branding on tables and a signature cocktail. OR Casual dinner: Participation in theme, branded photobooth, table space and banners.		
Gala Dinner	Banners at entrance to event, on stage, around the hall and 1 x table (10 tickets).			
Awards	Corporate branding on trophies and certificates for SAPC National Pioneer Pharmacy Professional and SAPC National Pharmacy Facility awards. Special mention in souvenir awards programme.	Corporate branding on trophies and certificates for SAPC National Pioneer Pharmacy Professional awards. Mention in souvenir awards programme.	Corporate branding on trophies and certificates for SAPC National Pharmacy Facility awards. Mention in souvenir awards programme.	

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POST CONFERENCE				
E-mail to attendee database with sponsorship/exhibitor acknowledgment and contact details	•	•	•	•
Copy of attendee database for one time usage only (where permission has been granted)	•	•	•	•
Social Media	Acknowledgment on Facebook and Twitter	Acknowledgment on Facebook and Twitter	Acknowledgment on Facebook and Twitter	Acknowledgment on Facebook and Twitter
Log to be included in Post-Conference Report	•	•	•	•
Mention in the ePharmaciae	•	•	•	•
Mention in the SAPC 2019 Annual Report	•	•	•	•

SPONSORSHIP BENEFITS GRID

SPONSORSHIP OPPORTUNITIES

All prices quoted exclude VAT and are based on quantities of 1,450.

Item	Opportunity	Cost	• Detail
DELEGATE PACK			
1.	Conference Notebooks	R80,000 (R45 x 1,450 + 20% rounded off to R55)	<ul style="list-style-type: none"> • Logo on the front cover of the notebook along with Conference branding • Cost based on a journal style notebook, soft cover • Acknowledgment on Conference website and in final Conference programme (logo, URL link and 65 word write-up) • Logo and 80 word write-up on mobile app • Acknowledgment in Plenary Session • Logo on looped presentation in plenary venue & exhibition
2.	USB's	R170,000 (R95 x 1,450 + 20% rounded off)	<ul style="list-style-type: none"> • Branding of empty USB's to be handed to delegates • Acknowledgment on Conference website and in final Conference programme book (Logo, URL link and 170 word company write-up) • Logo and 170 word company write-up on mobile app • 1 Complimentary delegate • Full page advertisement • 6 Page insert into delegate packs
3.	Conference Pens	R60,000 (R35 x 1,450 + 20% rounded off)	<ul style="list-style-type: none"> • Branding on Conference pen • Brochure insert into delegate bag • Logo and 60 word company write up on Conference website and in final programme book • Logo and 60 word write up on mobile app
4.	Conference Bags	R260,000 (R150 x 1,450 + 20% rounded off)	<ul style="list-style-type: none"> • Organising Committee to source and approve bags • Sponsor branding to appear prominently on the bag along with the Conference branding • Acknowledgment on sponsors page on Conference website – including logo, 260 word company write-up and URL link • Logo and 260 word company write-up on mobile app • Sponsor branding included on pre-conference mailers to potential delegates • 1 x Complimentary delegate to attend the conference • 1 Page insert into the Conference bags • Logo, 260 word company write-up and contact details in final programme book • Full page advertisement in final programme book • Mention on SAPC Conference Twitter and Facebook pages (twice before the conference and once on site)

Item	Opportunity	Cost	• Detail
5.	Mint Tins	R43,500 per day (1 tin per delegate placed on conference tables) (R25 x 1,450 + 20% rounded off)	<ul style="list-style-type: none"> • Logo on mint tin to be handed to delegate in plenary Conference session • Acknowledgment on Conference website and in final conference programme (logo, URL link, 45 word company write-up) • Logo and 45 word company write up on mobile app • Logo included in looped presentation in plenary & exhibition
6.	Branded Bottled Water	R43,500 per day (1 bottle per delegate placed on conference tables) (R25 x 1,450 + 20% rounded off)	<ul style="list-style-type: none"> • Logo on bottled water to be handed to delegate in plenary Conference session (1 x bottle per delegate per day) • Acknowledgment on Conference website and in final Conference programme (logo, URL link, 45 word company write-up) • Logo and 45 word company write up on mobile app • Logo included in looped presentation in plenary & exhibition
7.	Delegate Pack Insert	R7,500	<ul style="list-style-type: none"> • Opportunity to insert a document maximum size A4, 1cm thick OR a delegate gift (maximum size 5cm x 5cm x 5cm) • Company logo may be included on the delegate gift • 1,500 items to be provided
REGISTRATION			
8.	Registration	R135,000 – includes registration desk branding, badges and lanyards.	<ul style="list-style-type: none"> • Branding of registration area – along with Conference branding • Opportunity to display brochures and banners in registration area (brochure holder supplied) • Logo on badges and lanyards • Insert into delegate packs • Full page advertisement in final programme / abstract book • 1 Complimentary delegate • Company write-up, logo and URL link on Conference website and in trade section of Final Programme book (logo, URL link and 135 words write-up) • Logo and 135 word write-up on mobile app
TRAVEL GRANTS			
9.	Student Sponsorship	Registration, travel and accommodation per student/s	<ul style="list-style-type: none"> • Acknowledgment according to contribution value • Acknowledgment on Conference website and in final Conference programme
10.	Keynote Speakers / Commission Sponsorship	Speaker flight / accommodation / registration fees PLUS R5,000 for branding opportunity	<ul style="list-style-type: none"> • Acknowledgment according to contribution value (to be quoted on request) • Acknowledgment in programme and mini programme, and electronic branding inside venue and on looped presentation screen (logo, URL link and company write-up) • Logo and company write-up on mobile app • Acknowledgement on Conference website on sponsor page and programme page (logo, URL link and company write-up) • Logo and company write-up on mobile app
OTHER			
11.	Speaker gifts	Tbc – dependent on number of speakers	<ul style="list-style-type: none"> • Branding of speaker gifts • Acknowledgment upon handing over of speaker gift • Logo and description on Conference website and in final Conference programme. (logo, URL link and company write-up) • Logo and company write-up on mobile app
12.	Mobile / Tablet App	R65,000	<ul style="list-style-type: none"> • Branding on mobile app – splash banner while app loads, strip banner at the bottom of each page on the mobile app • Company write-up (65 words) and URL link on website • Company write-up and logo in final programme book • Logo on flyers / banner with mobile app links / QR codes • Logo and 65 word company write-up on mobile app
13.	Hospitality (catering) Sponsorship Day 3	R65,000	<ul style="list-style-type: none"> • Branding of buffet tables and cocktail tables during tea breaks and lunch for that day (sponsor to supply own table cloths, serviettes, coasters, etc.) • Company write-up (65 words) and URL link on website • Company write-up and logo in final programme book • Logo and 65 word company write-up on mobile app
14.	Room Key Cards Branding	R35,000	<ul style="list-style-type: none"> • Branding of room key cards handed out by any of the Sun City hotels to 3rd NPC Delegates • Company logo and URL link on website & in programme book • Company logo and URL link on mobile app

Item	Opportunity	Cost	• Detail
GOLF DAY - 100 players			
15.	Golf Shirts	R45,000 (R450 per shirt)	<ul style="list-style-type: none"> • 100 x golf shirts (Cutter & Buck, Adidas or equivalent) • Including conference logo embroidered (tone on tone) • Including sponsor logo embroidered on sleeve (tone on tone) • Logo, URL and 45 word company write-up on Conference website and in final programme book • Logo and 45 word company write up on mobile app
16.	Golf Caps	R15,000 (R150 per cap)	<ul style="list-style-type: none"> • 100 x golf caps • Including conference logo embroidered (tone on tone) • Including sponsor logo embroidered on back (tone on tone) • Logo and URL link on Conference website and in final programme book • Logo and 15 word company write up on mobile app
17.	Golf Balls	R15,000 (R150 per sleeve)	<ul style="list-style-type: none"> • 100 x sleeves of branded golf balls (sponsor branding only) • Logo and URL link on Conference website and in final programme book • Logo and 15 word company write up on mobile app
18.	Golf Day Goodie Bags (Adidas or Clubhouse)	R40,000 (R400 per bag)	<ul style="list-style-type: none"> • 100 x branded bags – conference & sponsor co-branding • Logo, 40 word company write-up and URL link on Conference website and in final programme book • Logo and 40 word company write up on mobile app
19.	Golf Day Goodie Bag Contents	(to be supplied in kind – request R5,000 for opportunity to include an insert)	<ul style="list-style-type: none"> • Wishlist: • Lip ice • Wet wipes • Branded scorecards • Tee pins • Energy sweets / gels • Sun screen • Pencils • Golf towels • Branded bottled water • Etc.
FUN RUN - 500 runners			
18.	Fun Run Shirts	R100,000 (R200 per shirt)	<ul style="list-style-type: none"> • 500 x runner shirts (Adidas or equivalent) • Including conference logo embroidered (tone on tone) • Including sponsor logo embroidered on sleeve (tone on tone) • Logo, 100 word company write up and URL link on Conference website and in final programme book • Logo and 100 word company write up on mobile app
19.	Fun Run Caps	R50,000 (R100 per cap)	<ul style="list-style-type: none"> • 500 x fun run caps • Including conference logo embroidered (tone on tone) • Including sponsor logo embroidered on back (tone on tone) • Logo and 50 word company write up and URL link on Conference website and in final programme book • Logo and 50 word company write up on mobile app
20.	Fun Run Goodie Bag	R35,000 (R70 per bag)	<ul style="list-style-type: none"> • 500 x branded drawstring bags (sponsor branding as well as Conference branding) • Logo, 35 word company write up and URL link in final programme book and conference website • Logo and 35 word company write up on mobile app
21.	Fun Run Goodie Bag Contents	To be supplied in kind by the sponsor – R5,000 fee to include items in goodie bag	<ul style="list-style-type: none"> • Wishlist: • Lip ice • Towels • Energy sweets / gels • Energy bar or sachets • Sun screen • Branded bottled water • Water bottles
22.	Fun Run Medals	R15,000 (R30 per medal)	<ul style="list-style-type: none"> • Branded fun run / walk participation medals