

51st Annual National Congress Ophthalmological Society of South Africa



Sponsorship & Exhibition Prospectus

Masterclasses: Wednesday, 8 March 2023

Congress: Thursday, 9 – Saturday, 11 March 2023

Durban International Convention Centre, South Africa





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2022 06 01

Dear Potential Sponsor / Exhibitor

INVITATION TO PARTICIPATE

Approximately 750 delegates (based on the 2019 and 2022 numbers, **excluding** the trade) are expected to attend the 2023 national congress of the Ophthalmological Society of South Africa in Durban.

This Congress is **the number one event on the Ophthalmology calendar**, with quality presentations and lectures by world-renowned keynote speakers supporting our mission - "prevention of blindness".

A variety of opportunities remain for companies to promote themselves at this congress. The Organising Committee, chaired by Dr Pierre Wasserman, has compiled a summary of these opportunities and invite 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 congress.

We have great appreciation for your continued support of our congresses in the past.

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

Please take note:

- 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 congress.
- There are **two free registrations included** in the fee for **one** exhibition space (3 x 3m).
- Please complete the **Sponsorship and Exhibition Agreement** and return it by e-mail to Heyns du Preez **before Friday, 30 June 2022**, ossa2023@rkcommunication.co.za.
It is your responsibility to ensure that the organisers have received your Sponsorship and Exhibition Notice of Intention.
- **Major contributors** will get the opportunity to **choose their stands first** coupled with a first come first served basis allocation of stand spaces.

SPONSORSHIP OPPORTUNITIES

There are a variety of opportunities for companies to promote themselves at this congress. The Organising Committee has compiled a summary of these opportunities for your company to select the option best suited to your marketing strategies and product profile.

In the current budget-constrained environment the organisers would like to encourage you 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.

1. EDUCATIONAL GRANTS: INTERNATIONAL SPEAKERS

We have well-known invited international speakers listed below. Your company has the opportunity to get involved by funding these speakers.

	Institution, City & Country	Fields of expertise
Prof Harminder Dua (TBC)	University of Nottingham, UK	Cornea & ocular surface disease
Prof David Chang (TBC)	USA	Cataract diagnosis and treatments
Dr John Kempen (TBC)	Ethopia	Ocular inflammatory diseases such as uveitis, scleritis, and others; as well as ocular complications of AIDS.
Prof Ferenc Kuhn (President: International Society of Ocular Trauma)	University of Alabama, Birmingham, AL USA	Ocular trauma and vitreoretinal diseases
Mr David Verity	Moorfields Eye Hospital, UK	Adnexal, plastic & reconstructive surgery (eyelid, lacrimal, orbit and socket disorders)
Prof Seyhan Özkan	Adnan Menderes University Medical School in Aydın Turkey	Paediatric ophthalmology & strabismus

The **educational grant** should include the cost of a return **Premium economy class air ticket, transfers and accommodation** in Durban.

You have the choice to have a certain speaker be linked to your educational grant or just giving an unrestricted educational grant without it being linked to a certain speaker. All companies will be recognised for supporting the international speakers by being mentioned in the programme, and throughout the congress along with the in-house arrangements between sessions.

Should your company be interested in supporting us in this regard, please contact Heyns du Preez and complete the relevant space on the Sponsorship and Exhibition Notice of Intention.

2. EXHIBITION STANDS

Exhibition stands are offered in 9m² stands (3m x 3m) at **R50 000 (15% VAT included)**.

This includes **two free trade delegate registrations** valued at **R5 200 each**.

However, exhibitors can also indicate a custom size stand (e.g. 30m² (6 x 5m) stand, as long as it is not smaller than 9m².

The exhibitions will be hosted in **Hall 2CDE & 3A** at the **Durban ICC**.

Please note that we do not provide shell schemes. A service provider (**GL Events**) will be on site to build shell schemes at an **additional fee**.

You are also welcome to make use of other companies for the construction of your own stand.

Provided by organisers

- 1 **Table** with tablecloth (on request)
- 2 Conference **chairs** per stand
- One **electrical point** (single phase 32 AMP) will be provided per stand.
Note that **no** extension leads, or adaptors will be provided.

- The registration fee for all **additional** trade delegates is **R 5 200**.
(Early Bird fee – Until 18 Nov 2022)

- **There are TWO FREE REGISTRATIONS included per stand space.**

- The Meet & Greet is **included & Banquet excluded**.

- The exhibition floor plan will be made available to interested companies after we have received your Sponsorship and Exhibition Notice of Intention.
- Please take note that **major sponsors & exhibitors** will get the opportunity to choose their stands first coupled with a first come first served basis.
- Stand allocation will only be confirmed on receipt of full payment.
- Final payment for exhibition space and sponsorships, **14 October 2022**.

Cancellation of stands:

- On or before 18 November 2022 – 50% refunded
- After 18 November 2022 – 100% non-refundable. Written cancellation is required.

No cancellations will be accepted later than 18 November 2022.

Build-up and break-down of stands

Exhibitors will be expected to set up on **7 & 8 March** (Tuesday & Wednesday) and break down on **Saturday, 16:30 - 23:59, 11 March 2023**.

You are reminded that only the floor space is marked out. Shell schemes will not be provided by the organisers, however you can contact the preferred supplier (**GL Events**) in this regard.

3. MASTERCLASSES

Please contact the organisers if you are interested in being involved in one of the following masterclasses.

Wednesday, 8 March 2023

Time: 10:00 – 13:30

Masterclass 1: Topic TBC

- Description to follow

Wednesday, 8 March 2022

Time: 14:15 – 17:30

Masterclass 2: Topic TBC

- Description to follow

Sponsorship of a masterclass includes:

- A **20-minute presentation** of the relevant equipment / instruments provided by the sponsor in line with the masterclass' content. The sponsor can bring in their own speaker for this 20-minute presentation.
- Branding of the lecture room during the masterclass.
- Ample recognition will also be given on the announcement slides.
- Masterclass information placed in O SSA 2023 Programme Book.
- A4 / A5 congress bag insert advertising related products.

Cost: R50 000 / masterclass

4. WORKSHOPS

The Workshops will take place after lunch on Thursday & Friday.

Please refer to the Programme at a glance.

Workshops 1 & 2 (parallel) will take place from **13:30 – 14:20 on Thursday, 9 March.**

Workshops 3 & 4 (parallel) will take place from **13:30 – 14:20 on Friday, 10 March.**

We are awaiting proposals for Workshops.

This is a magnificent way to promote your product(s) in an academic environment.

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

Cost / workshop: R50 000 for 50 minutes.

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

Please take note that no proposals will be accepted **after 26 August 2022.**
We would like to include the relevant workshop information on the website.

5. INVITATIONS & PROGRAMME

5.1 Invitation & registration:

Electronic format. Cost: R25 000 (one A5 advertisement included).

This invitation will be e-mailed during **July 2022**.

5.2 Programme & Pocket Programme

A4 Programme book & A6 Pocket Programme. Cost: R98 000

(With 5 A4 advertisements in the programme & your logo on the Pocket programme).

These programmes will be included in the congress bags.

6. SOCIAL FUNCTIONS & SYMPOSIUM

Please take note that the social functions will be open to ALL trade delegates to attend, except the Young Ophthalmologists Symposium.

Please contact Heyns du Preez regarding the cost for the different functions if you are interested in sponsoring a function.

We invite interested companies to e-mail us regarding the social functions below.

6.1. Wednesday, 8 March

Young Ophthalmologist Symposium (We need a sponsor / partial sponsor)

6.2. Thursday, 10 March

WOSA Breakfast launch (We need a sponsor / partial sponsor)

6.3. Thursday, 10 March

Welcoming function (We need a sponsor / partial sponsor)

6.4. Friday, 10 March

OSSA Banquet (We need a sponsor / partial sponsor)

7. LUNCHES

The opportunity to sponsor lunches on **Thursday, Friday and Saturday** is available. The sponsor will be allowed to brand the serving stations with tablecloths, serviettes, etc.

Cost: R80 000/ lunch

8. REFRESHMENTS IN EXHIBITION HALL

The sponsor will be allowed to brand all serving stations with tablecloths, serviettes, coasters, etc.

A sponsor may sponsor the whole congress or specific days, but not more than one sponsor may sponsor per day.

Cost: R40 000 / day OR R90 000 for the duration of the congress.

9. CONGRESS BAGS

The sponsor must supply each registered delegate (**trade delegates included**) with a congress bag that is big enough to hold an A4 programme book. The bag and the design must be approved by the organising committee. The congress logo should appear on the bag. The sponsor's logo may also appear on the bag.

10. PENS & PADS

This is a good opportunity to promote your company. The sponsor is responsible for the production of the pens and pads.

11. REGISTRAR AWARDS

Best registrar oral prize: A sponsorship to an International Ophthalmology Congress to the value of **R44 000** for the best oral presentation.

Best registrar poster prize: A sponsorship to an International Ophthalmology Congress to the value of **R25 000** for the best poster presentation.

12. AUDIO-VISUAL SERVICE WITH PROMOTIONAL VIDEO SLOTS

A sponsor is required to carry the cost of the audio-visual service. This sponsorship will be acknowledged on screen at the beginning and end of the academic sessions and noted in the programme book.

The company may also have a 60-90 second video from the play in every venue directly after the session is adjourned by the chair. This way the company gets more exposure than only the slides and programme book acknowledgements.

The video can be the same one for every break or be different for different breaks.

The video should be pre-recorded and sent through to the organisers in advance for approval by the committee.

The video may promote a product, service or just offer you general brand exposure as it would technically be outside the academic programme. It will be in a prime spot to get people's attention before they head off to a break and your brand / new product will be fresh in their memory each time they go for a refreshment break.

Cost: R105 000 (Partial sponsorships will be considered).

13. 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: R22 000

14. BRANDING OPPORTUNITIES

This sponsor will be able to assist the congress in having banners and other venue specific branding opportunities erected for the purposes of the congress. Please contact Heyns directly with proposals and to negotiate the fee for branding purposes.

15. WEBSITE

This sponsor could assist us to keep delegates updated regarding congress arrangements. The website will also be utilised for online-registration and updates of the congress programme.

Excellent exposure for **R22 000**.

16. CONGRESS APP

The congress mobile application is the primary mechanism by which delegates choose sessions to attend. The app works across various platforms, including Apple and Android. The congress app offers the sponsor the premium opportunity of constantly being connected to delegates. Our app will incorporate the full scientific and social programme, speaker bios, company listings, as well as general Congress, venue and local information.

Put your company's products and services in the palm of more than 750 congress delegates by securing the chance to be the sole sponsor of the app for OSSA 2023.

Cost: R33 000

17. LANYARDS

Good exposure for **R44 000**. (Production **included**)

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

18. WATER BOTTLES

The organising committee would like to 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 congress. The sponsor could even add an A5 pamphlet to the bottle with information regarding a competition or new product, etc.

Cost: R35 000 (Production by organisers included)

19. GIFT TO ALL ACADEMIC DELEGATES (Trade excluded)

The Organising Committee would like to invite sponsors to submit a proposal in this regard. Please e-mail your proposal to ossa2023@rkcommunication.co.za

20. SPONSORSHIP OF CPD SERVICE

The company sponsoring this service will assist the organisers in scanning delegates for CPD points at a CPD desk not located at your stand. The desk may be branded with your company banner. A company representative will be present throughout the congress to scan delegates for CPD points. Additional reps will scan delegates at the entrance to the ethics lectures. The allocation of CPD points per session may require the company to scan at other points during the day as well.

Cost: R20 000 (the organisers will remain the contact between CPDhub and the congress).

21. Sponsorship of NGO / NPO shell scheme

Most NGO & NPO's exhibiting at OSSA does so free of charge and receive a free table, 2 chairs & 2 free trade delegate registrations. They usually do not hire a shell scheme structure due to the costs involved. If your company chooses to sponsor this for them, the organisers will ensure that the relevant NGO / NPO receive a shell scheme with their name on the fascia board as well as your company's name.

Please indicate on your [Notice of Intention](#) which NGO / NPO you would like to sponsor. The sponsorships will be allocated to the NGO / NPO based on a first-come first-served basis, unless you have specified an NGO / NPO and they agree to receiving the offer.

Cost: R5 5000 (the organisers will liaise with the NGO/NPO and book the Shell scheme via GL Events).

22. ANY OTHER SUGGESTION?

Your suggestions would be greatly appreciated, on any other possible sponsorship opportunities.

If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact Heyns du Preez or Rhyno Kriek, the congress organisers at ossa2023@rkcommunication.co.za

Please be creative and let us know if you have a wonderful idea. If you need more information regarding the cost of a specific item, please contact Heyns du Preez.

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Please complete the **Sponsorship & Exhibition Notice of Intention** and return it by e-mail ossa2023@rkcommunication.co.za to Heyns du Preez **before Friday 30 June 2022.**

IMPORTANT DATES:

30 June 2022	Submission of Sponsorship & Exhibition Notice of Intention.
After 30 June 2022	Allocation of exhibition stands. We will start with the major sponsors & exhibitors. We will mail a confirmation & exhibitors' manual, invoice and a floor plan of the exhibition area.
14 October 2022	Final payment for exhibition space and sponsorships
18 November 2022	Registration of "free" trade delegates & early bird registration deadline
7 & 8 March 2023	Exhibition build-up
8 March 2023	Pre-congress Masterclasses
9 – 11 March 2023	Congress
11 March 2023	Exhibition break-down from 16:00 till 23:59

You will receive all relevant documents after we have received your Sponsorship & Exhibition Agreement Notice of Intention.

We are looking forward to your positive response and hope to welcome you at OSSA 2023!

Kind regards.

DR PIERRE WASSERMAN CONGRESS CHAIR

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www.ossa.co.za/website/congress

OSSA 2015 (Durban)

