



19<sup>TH</sup> BIENNIAL CONGRESS OF THE

**SASN**

**2021**

VIRTUAL



**SYNERGY OVER  
SINGULARITY**

11-14 FEBRUARY 2021

**SASN 2021 VIRTUAL  
11-14 FEBRUARY  
SPONSORSHIP OPPORTUNITIES**



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In 2021, the 19<sup>th</sup> Biennial South African Society of Nuclear Medicine (SASN) Congress will convert to virtual – ensuring that, despite the uncertainty caused by the coronavirus pandemic, we as a profession can still learn, share, and grow. Engagement with industry partners remains a congress priority and your support is vital to the success of every SASNM Congress.

We have adapted the programme to suit the virtual format and included a variety of opportunities for interaction among attendees, speakers, and sponsors. We have also modified the sponsorship opportunities to allow you to market and promote your products and services to this engaged and targeted audience of professionals.

While we cannot replicate the in-person event, we can maximise the virtues of technology to ensure we offer value for your investment. And we are committed to working with you every step of the way to make a transition to virtual that can meet your objectives.

Advantages of sponsoring a virtual congress:

- **Wider reach:** Easier access for a greater number of virtual attendees
- **Longer lasting:** Content remains available on demand for 6 months
- **Interactive:** Make connections, message directly or chat social media style, book meetings, share digital literature, host a Zoom meeting
- **Cost effective:** Amended package prices, save on travel, accommodation, and courier
- **Encouragement:** Powerful marketing and promotion of your sponsorship will raise brand awareness and offer you support as we encourage attendees to interact with you

Challenging times present opportunities to explore new methods of engagement, product placement, education about your brand, and lead generation. We will work with you to ensure an ROI and experience that exceeds your expectations. The Congress would not be possible without the valued partnership of companies pioneering technologies and treatments within the field of Nuclear Medicine.



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## ■ VIRTUAL PLATFORM (Exclusive to Platinum)

ZAR 60,000

The virtual platform is the “venue” for our virtual congress. Attendees will use the virtual platform (mobile and web app) to see the agenda, access the livestreamed sessions, read speaker profiles and abstracts, look at posters, interact with other attendees, visit with exhibitors, and access on-demand content post-congress for six months.

This is a highly visible branding position and an exclusive opportunity.

## ■ LUNCH SYMPOSIUM (3 Available)

ZAR 40,000

Taking place during the lunch break, the symposium is an opportunity to deliver a session related to the congress topics, presented by a speaker of your choice (subject to Programme Committee approval). Your symposium will be marketed to attendees via the agenda and all Congress communications and includes full AV/tech support to pre-record or facilitate a live session.

### ***Add-on:***

ZAR 60,000 / 30,000 based on 300 participants

Add to this opportunity by delivering lunch to your attendees – either an Uber Eats voucher or a lunch box delivered to their home or office.



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### ■ MINDFULNESS SESSIONS (Exclusive)

ZAR 60,000

SASN recognises that this year is different, that things have changed, and that we need to take time to breathe and be mindful of what we've been through. Support the wellbeing of attendees by sponsoring the mindfulness sessions: 4 - 8 short, pre-produced videos screened during tea breaks offering guidance on breathing, meditation, yoga, and more.

### ■ PRODUCT THEATRE SESSIONS ZAR 25,000 each, 7 available

Demonstrate your product, equipment, or services in 15-minute slots in the dedicated Product Theatre. Pre-record or live stream your presentation offering a demonstration, a case study, or panel discussion with included Q&A.

These sessions will be advertised on the website, agenda, and in a Congress newsletter.



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■ **SESSION SPONSOR**      ZAR 40,000

Sponsor one of the sessions presented by industry-leading speakers, both local and international, and be acknowledged with a “Brought to you by...” by-line on the livestream and in the agenda. Co-host the session in-studio, introducing the session, the speaker, and handling the Q&A.

■ **VIRTUAL PROFILE**      ZAR 7,500

Place your organisation in front of all attendees in this virtual alternative to an exhibition booth – highlight your brand and make video or brochure material available, capture contacts, and engage in follow-up discussions. All visits (metrics) and downloads (contacts) will be made available post-Congress.



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## ■ THE BIG GAME

TREASURE HUNT (exclusive)

ZAR 8,000

BINGO (exclusive)

ZAR 8,000

One of the benefits of the virtual platform is the opportunity to have a little fun and challenge the attendees. The Treasure Hunt is an engaging and fun journey through the virtual platform as attendees search for answers – from planted passcodes to trivia questions. In Bingo, attendees compete with each other to fill their bingo cards.

Be acknowledged with a “Brought to you by...” by-line in the game portal and be part of the attendees’ engagement journey. Present the prizes to the winners with a branded email and have the opportunity to offer a prize



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## ■ PROGRAMME PRIZES

ZAR 10,000

Support scientific research by sponsoring the prizes for the best presentations and posters. Winners will be announced in the closing session, with each award presented by the President of SASNM.

- Best Oral Presentation: Clinician **SOLD**
- Best Oral Presentation: Radiographer **SOLD**
- Best Oral Presentation: Scientist (e.g. Physicist, Radio-pharmacist)

## ■ SPEAKER GIFTS

ZAR 25,000 **SOLD**

Sponsor the speaker's gifts in recognition of the valuable presentations delivered during the Congress. Your company representative will be invited to present a pre-recorded personal note to all speakers at the closing session.

- *Please note: The Conference Organiser will facilitate the presentation of the gifts on your behalf.*



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## ■ EDUCATIONAL BURSARY

ZAR 960 per person

*standard member student/registrar rate*

Sponsor the registration costs of individuals or groups of students, registrars, or young medical professionals within the Nuclear Medicine field, affording them the opportunity to register for SASNM Virtual and attend the scientific sessions, posters, and more.

- *Please note: The Standard inclusions do not apply to this opportunity*

## ■ DIGITAL FLYERS

ZAR 2000

A simple, cost effective, and powerful means of advertising your products or services within the programme. Digital flyers will be screened during the breaks between sessions.

- Please contact us for design specs if this opportunity is of interest to you!
- *Please note: The Standard inclusions do not apply to this opportunity*





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### STANDARD INCLUSIONS:

#### On the Virtual SASNM platform

- Logo visibility with link to your website
- Acknowledgement as a Sponsor in all listings.

#### Marketing

- Traditional website sponsor acknowledgement with linked logo and profile.
- Sponsor logo on all promotional communication including newsletters.
- Acknowledgement on SASNM social media channels.
- Rights to use the SASNM Virtual logo in your own marketing communications.

#### Participation

- 50% discount on all your attendee registrations.

- *Opportunity or inclusion not listed? Let us know how we can best help you market your business!*
- *We would love to hear your idea and work with you to incorporate into SASNM Virtual 2021.*
- *Please contact Jason Rade at [jason@africanagenda.com](mailto:jason@africanagenda.com) or +27 (0) 72 099 1785*



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## TERMS AND CONDITIONS

Completion of the Booking Form by the Sponsor shall be considered a commitment to purchase the items. Upon receipt of a Booking Form the Conference Organiser will send the Sponsor a contract with addenda and invoice.



Payment is due within 10 days of receipt of the invoice. Should payment not be received within 10 days, SASNM will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below. Any bookings made after 31 January 2021 will require immediate settlement.



## CANCELLATION/MODIFICATION POLICY

- Cancellation or modification of sponsorship, exhibition, or advertisement items must be made in writing to the Conference Organiser.
- SASNM shall retain:
  - 10% of the invoiced amount if the cancellation/modification is made before 15 December 2020 (inclusive).
  - 50% of the invoiced amount if the cancellation/modification is made between 15 December 2020 and 31 January 2021 (inclusive).
  - 100% of the invoiced amount if the cancellation/modification is made on or after 1 February 2021.