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Dr Andre van der Merwe (South Africa)

Professor Charles Mbalawa-Gombe (Congo)

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AORTIC 2007 CONFERENCE OVERVIEW

The Executive Council of AORTIC wishes to extend a special invitation to local and international companies and organisations to participate as sponsors of its sixth international conference. Following the successful previous conference in Dakar, Senegal in 2005, the conference is titled *Cancer in Africa: Challenges and Opportunities* and will be held in Cape Town, South Africa from 24th to 28th October 2007.

AORTIC is committed to making cancer control a priority on the health care agendas of Africans. The AORTIC 2007 conference is an important forum for the presentation and discussion of new developments in the field of cancer research and control and its associated disciplines and sciences.

AORTIC 2007 will focus on all aspects of cancer care and management: from prevention and diagnoses to treatment and palliation. The scientific programme will promote and facilitate an international exchange of research and practical information among practitioners working in cancer care, in Africa and around the world and will comprise a mix of Plenary, Parallel Workshop, Symposia and Poster sessions. An extensive exhibition will accompany the conference enabling delegates to review the developing innovations associated with the field.

AORTIC 2007 will attract a wide range of cancer practitioners and dignitaries from senior policy-makers in Africa to prominent experts, physicians, nurses, social workers, researchers and NGO representatives from Africa and throughout the world.

WHEN: 24th to 28th October 2007

WHERE: Cape Town International Convention Centre

HOST: AORTIC – African Organisation for Research and Training in Cancer

DELEGATES: **Number of Delegates:** 350
Delegate Profile: Anyone interested in the cancer burden in Africa, including physicians, nurses, social workers, researchers, and representatives of various NGOs and international businesses

CONTACT: AORTIC 2007 Conference Secretariat
 African Agenda
 148 Lansdowne Road, Claremont 7700
 Email: keith@africanagenda.com
 Telephone: + 27 21 683 2934



SPONSORSHIP OPPORTUNITIES

The Executive Council of AORTIC has determined that sponsorship of conference activities, services and materials/products is an appropriate method of raising funds for the purposes of:

- Keeping registration costs to a minimum to attract maximum attendance
- Allowing for expansion and enhancement of the conference programme and allowing it to attract the most sought after speakers
- Establishing and maintaining a balanced budget

And is committed to the following principles:

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

NB: Prices are for guidelines only and may be reviewed

INDUSTRY SPONSORED SYMPOSIA

The Scientific Programme Committee encourages the holding of Symposia that highlight the most recent advances in the fields of cancer research, medicine and science so that the implications for clinical practice can be explored. Symposia should be designed to attract the widest possible audience, including students, researchers and clinical care practitioners.

- **24th October – 2 hour symposium**
R100,000
- **24th October – 1 hour symposium**
R65,000
- **25th October – 1 hour plenary on cervical cancer**
R100,000
- **25th October – 3 hour workshop on HPV vaccines**
R100,000

Sponsors of Symposia will receive full venue access for branding and personalised set-up, an insert in the delegate bag and the opportunity to host delegates for a post-session refreshment break.

THE GALA DINNER FULL SPONSORSHIP R300,000 OR PARTIAL SPONSORSHIP: R150,000

The Gala Dinner will be held at the CTICC. This elegant occasion is one of the highlights of the conference and rounds off the event in style. There will be a short reception followed by a served starter and then either a buffet or plated meal. It promises to be a very memorable occasion. Sponsorship can be either for the complete package or for an element such as the wine for the evening, the entertainment or the venue. Sponsors will receive full recognition during the evening through printed material and from the podium. A full sponsor will be given the opportunity to make a 5 minute address. Consideration will be given to either full or partial sponsorship.



OPENING CEREMONY AND WELCOME RECEPTION R150,000

The Opening Ceremony and Welcome Reception will take place at the CTICC in Auditorium II and the Roof Terrace area. This is the first official event of the conference and as such has high attendance. Delegates will be welcomed to the conference, entertained and given the opportunity to network, meet old acquaintances and make new friends. Drinks and substantial snacks follow entertainment with a lively South African flavour. Sponsors who contribute to this in full or in part will receive full recognition from the podium.

BREAKFAST SESSIONS R30,000

Breakfast Sessions will take place on Thursday 25th and on Friday 26th October. Opportunities exist for sponsorship of these intimate "Meet the Experts" sessions.

INTERNET CAFÉ R40,000

Situated in the exhibition area, the Internet Café will provide complimentary access to the internet for all registered delegates and exhibitors. This is a popular service, which is well supported at international conferences. The sponsor will be entitled to have their logo on each workstation as a screen saver thus creating a visible profile to all users.

CONFERENCE HANDBOOK R35,000

The Conference Handbook will be inserted into every delegate's conference bag. It is the key document of the conference as it includes the complete schedule of activities including the Scientific Programme and the Social Programme. It also contains information about the destination and the venue and will include maps and diagrams.

The exclusive sponsor will be afforded the back page for advertising purposes (advert material to be supplied by the sponsor).

SPEAKERS PREP ROOM R20,000

Situated adjacent to the main meeting rooms, the Speakers Prep Room will be the heart of the scientific programme preparations. All speakers will be required to report to the prep room to hand in and preview their presentations with the technicians. The name of the exclusive sponsor will be displayed at the entrance to the prep room.

THE CLOSING CEREMONY R25,000

The Closing Ceremony is the plenary session at which the success of the conference is summed up and where thanks are given to the sponsors, supporters and organisers of the event. There will be short addresses by members of the Executive Council and the Organising Committee. It is an opportunity for a sponsor to be associated with the conference in particular at a time when positive reflections take place.

ABSTRACT BOOKLET AND CD R75,000

Abstracts will be available in a printed Abstract Booklet and on CD. This is the essence of the Scientific Programme and the delegates will all avail of it, even after the conference is over. The CDs can be distributed from the exclusive sponsor's booth or they can be included in the conference bag. The sponsor's corporate branding can be included on the CD cover and in the Abstract Booklet (advert material to be supplied by the sponsor).

CONFERENCE BADGES R25,000

Every delegate, speaker, accompanying person and official will be required to wear a conference badge in order to gain entrance into the sessions, social events and other areas of the venue. The full-colour badge will reflect the participant's name, organisation and country and will carry the official conference logo. The exclusive sponsor's name and logo will be discreetly incorporated.

CONFERENCE BAG R45,000

The conference bag will be offered to all fully-registered participants and will likely be the most visible item at the conference. The bag will contain the Conference Handbook, the Abstract Booklet, a guide to Cape Town and other material appropriate to the conference. Sponsorship will include corporate branding.

STATIONERY – WRITING PAD AND PEN R25,000

The sponsoring company will be entitled to include a quality writing pad with their corporate branding and a pen in the conference bag. Almost every participant uses this stationery on a regular basis.

EDUCATIONAL GRANTS R25,000 PER DELEGATE

The conference is being held in South Africa for the first time and it is therefore a wonderful and unique opportunity for African students and non-physicians to attend and learn from world leaders in their field. It allows them the exposure to speakers and advances relating to cancer that they may never experience again. It is therefore the intention of the Organising Committee to vigorously promote the sponsorship of their registration and accommodation under a managed programme that will provide the opportunity of a lifetime, and in so doing invest in the future of the field. Sponsors may choose to sponsor a single African delegate or multiple African delegates at R25,000 per delegate

LUNCHES AND REFRESHMENT BREAKS R30,000 PER DAY

Delegate fees include refreshments breaks and lunch each conference day. These are obviously well-supported and participants enjoy the break as well as the networking opportunity. Opportunities exist for sponsors to sponsor lunch and refreshment breaks on the day of their choice. Recognition will be given at the refreshment stations and at the entrance to the break area in the exhibition hall. The sponsoring company will also be entitled to set up an information desk from which to distribute materials.

AUDIO-VISUAL, TRANSLATION & TECHNICAL SERVICES R55,000

International conferences apply advanced technology in presentation and translation media. Translation equipment, recording of Keynote speakers, sound systems, lighting and dual projection are standard and these create an opportunity for sponsors to participate in the physical structure of the scientific programme. Simultaneous translation will be available each day in various sessions and offer an opportunity for wide exposure.

OTHER

Should you wish to sponsor an element of the conference not included here, please do not hesitate to contact us and we will be pleased to consider all reasonable requests.



ADVERTISING OPPORTUNITY

INSERTS IN CONFERENCE BAGS

Appropriate brochures and literature will be permitted to be inserted in each conference bag providing that the content and size meets with the approval of the Organising Committee. The cost will be as follows:

- **One page A4 printed single or double sided – per different document R2,000**
- **Two pages A3 folded, printed single or double sided – per different document R2,500**
- **Multiple pages or other documents single or double sided – per different document R3,000**

Prices are exclusive of shipping, design and production of the insert documents. All insert material is to reach the Organisers 14 days prior to the event to ensure inclusion.