



AORTIC | OAREC

11-14 NOVEMBER 2009  
DAR ES SALAAM TANZANIA



# PROSPECTUS FOR SPONSORS

## AORTIC PATRON

His Excellency, Mr Jakaya Mrisho Kikwete,  
President of Tanzania

## AORTIC EXECUTIVE COUNCIL

### President:

Twalib Ngoma (Tanzania)

### President-Elect:

Serigne M Gueye (Senegal)

### Immediate Past President:

Paul Ndom (Cameroon)

### Secretary Treasurer:

Lynette Denny (South Africa)

### Vice-President Central Africa:

Jean-Marie Kabongo Mpolesha (RD Congo)

### Vice-President East Africa:

Anne Merriman (Uganda)

### Vice-President North Africa:

Ahmed Elzawawy (Egypt)

### Vice-President West Africa:

Rose Anorlu (Nigeria)

### Vice-President Southern Africa:

Mike Chirenje (Zimbabwe)

### Vice-President North America:

Carrie Hunter (USA)

### Nurse Representative:

Petra Fordelmann (South Africa)

### Council Members at Large:

Barrie Adedeji (USA)

James F. Holland (USA)

Sulma Mohammed (USA)

Olufunmilayo Olopade (USA)

Christopher K.O. Williams (Canada)

## AORTIC 2009 LOCAL ORGANISING COMMITTEE (TANZANIA)

Twalib Ngoma, Chairman

Diwani Msemo, Secretary

Julius Mwaiselage, Member

Amy Cunningham, Member

Charles Matiko, Member

Lillian Moshia, Member

## AORTIC 2009 SCIENTIFIC PROGRAMME COMMITTEE

Twalib Ngoma, Chairman (Tanzania)

Paul Ndom, Vice-Chairman (Cameroon)

Lynette Denny (South Africa)

Jean-Marie Kabongo Mpolesha (RD Congo)

Mike Chirenje (Zimbabwe)

Rose Anorlu (Nigeria)

Funmi Olopade (USA)

Carrie Hunter (USA)

Sulma Mohammed (USA)

Serigne Gueye (Senegal)

Femi Williams (USA)

## AORTIC 2009 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 seventh international cancer conference. Following the successful previous conference in Cape Town, South Africa in 2007, the conference is titled **Cancer in Africa - the New Reality** and will be held in Dar es Salaam, Tanzania from 11th to 14th November 2009.

AORTIC is committed to making cancer control a priority on the health care agendas of Africans. The AORTIC 2009 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 2009 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 2009 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:** 11th to 14th November 2009

**WHERE:** Kunduchi Beach Hotel and Resort, Dar es Salaam

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

**DELEGATES:** Number of Delegates: 450

**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

T: +27 (0)21 683 2934

F: +27 (0)21 683 0816

E: [info@aortic2009.org](mailto:info@aortic2009.org)

W: [www.aortic2009.org](http://www.aortic2009.org)



# 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.

**2 HOUR SYMPOSIUM R100,000**

**1 HOUR SYMPOSIUM R65,000**

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: PARTIAL SPONSORSHIP: R65,000 | US \$9,500

The Gala Dinner will be held at the Kunduchi Beach Hotel and Resort. 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. Sponsors will receive full recognition during the evening through printed material and from the podium and will be afforded branding opportunities through the venue.

## OPENING CEREMONY AND WELCOME RECEPTION: R65,000 | US\$9,500

The Opening Ceremony and Welcome Reception will take place at the Kunduchi Hotel. 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 African flavour. Sponsors who contribute to this in full or in part will receive full recognition from the podium.

## BREAKFAST SESSIONS: R30,000 | US \$4,500

Breakfast Sessions will take place on two mornings during the conference. Opportunities exist for sponsorship of these intimate "Meet the Experts" sessions and sponsors will be entitled to branding and acknowledgement from the session moderators.

## CONCURRENT SESSIONS: R40,000 | US \$7,500

Numerous concurrent sessions will take place during the conference. Opportunities exist for sponsorship of these sessions and sponsors will be entitled to branding and acknowledgement from the session moderators

## INTERNET CAFÉ: R40,000 | US \$6,000

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 | US \$5,000**

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 | US \$3,000**

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 | US \$4,000**

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 | US \$11,000**

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 | US \$4,000**

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 | US \$6,500**

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 and other material appropriate to the conference. Sponsorship will include corporate branding.

### **STATIONERY - WRITING PAD AND PEN: R25,000 | US \$4,000**

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 | US \$4,000 PER DELEGATE**

The conference is being held in Dar es Salaam 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 / US \$4,000 per delegate



### **LUNCHEES AND REFRESHMENT BREAKS: R30,000 | US \$ 4,500 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.

### **CONFERENCE TRANSPORT AND SHUTTLE: R105 000 | US\$15 000:**

Transport to and from the airport and the conference hotels will be available to all attendees. The sponsor of this service will be afforded the sole right to branding and messaging on the shuttle vehicles and collection points, thereby creating a constant and visible profile to all attendees.

### **AUDIO-VISUAL, TRANSLATION AND TECHNICAL SERVICES: R55,000 | US \$8,000**

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 | US \$300**
- **Two pages A3 folded, printed single or double sided – per different document R2,500 | US \$350**
- **Multiple pages or other documents single or double sided – per different document R3,000 | US \$450**

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.

## **EXHIBITOR OPPORTUNITIES**

Exhibitors can make use of this opportunity to display their products and services to 400 delegates and speakers involved in cancer research. There is space for approximately 20 stands.

**Stand price and specifications: R 15,000-00 | US\$ 2250 (excl VAT)**

Specifications: 3.0 m wide by 2.0 m deep