

SPONSORSHIP OPPORTUNITIES

AORTIC 2017

KIGALI, RWANDA • 7-10 NOVEMBER 2017



Dear Colleagues,



The African Organisation for Research and Training in Cancer (AORTIC) will host its 11th International Conference on Cancer in Africa from 7 – 10 November 2017, Kigali, Rwanda and will welcome members and guests from around the globe.

Your company has the opportunity to participate in AORTIC 2017 through sponsorship and commit itself to the promotion of cancer control and palliation in Africa.

Through sponsored sessions, participant materials, educational support, advertising, networking events and logo placement, your company will have the tools to educate and engage a captive audience on what it is doing to make a positive impact throughout Africa.

The **African Organisation for Research and Training in Cancer (AORTIC)** is an African based non-governmental organisation that is dedicated to the promotion of cancer control and palliation in Africa. Our Executive members are high-profile experts in the cancer field who volunteer as knowledge workers for the plight of cancer patients in Africa. We strive to unite the African continent in achieving its goal of a cancer-free Africa, and seek to make a positive impact throughout the region through collaboration with health ministries and global cancer organisations.

The AORTIC 2015 International Conference on Cancer in Africa was held in Marrakech, Morocco from 18 - 22 November 2015. The AORTIC 2017 conference will build on the success of the 2015 conference which had over 750 abstracts submitted, 900 delegates, 600 programme participants, 400 posters, and 30 exhibitors!

We are very grateful for the support provided by our partners and industry and we ask again that you support this crucial conference generously.

Yours sincerely,

Jean-Marie Kabongo-Mpolesha
President, AORTIC

Professor Lynette Denny
Secretary-Treasurer, AORTIC

ABOUT THE CONFERENCE

AORTIC presents its most innovative and interactive educational programme across the full cancer care continuum. Designed to spark collaboration and generate spaces for sharing experiences, the 2017 programme will ask the difficult questions, share real case studies and create solutions!

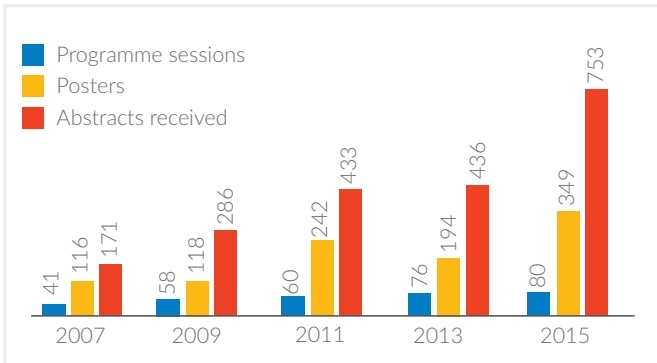
WHEN: 7 - 10 November 2017

CME ACCREDITATION: ✓ YES

PARTICIPANTS:

- Doctors
- Nurses
- Health care practitioners
- Research investigators from academic institutions, biopharmaceutical and medical devices industry
- Regulatory agency scientists
- Advocates
- Funders
- Policy makers
- Support groups
- Patients

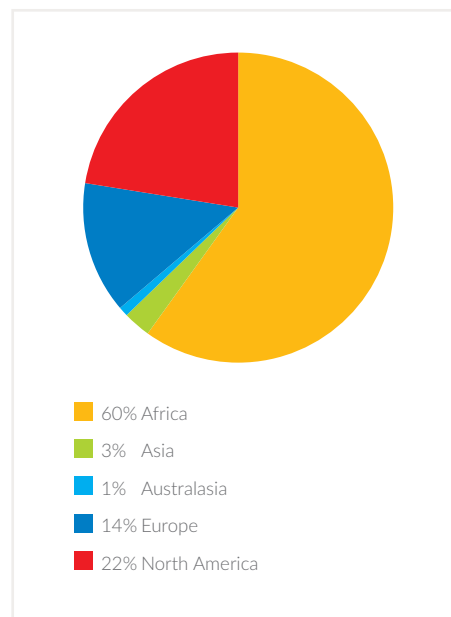
PROGRAMME



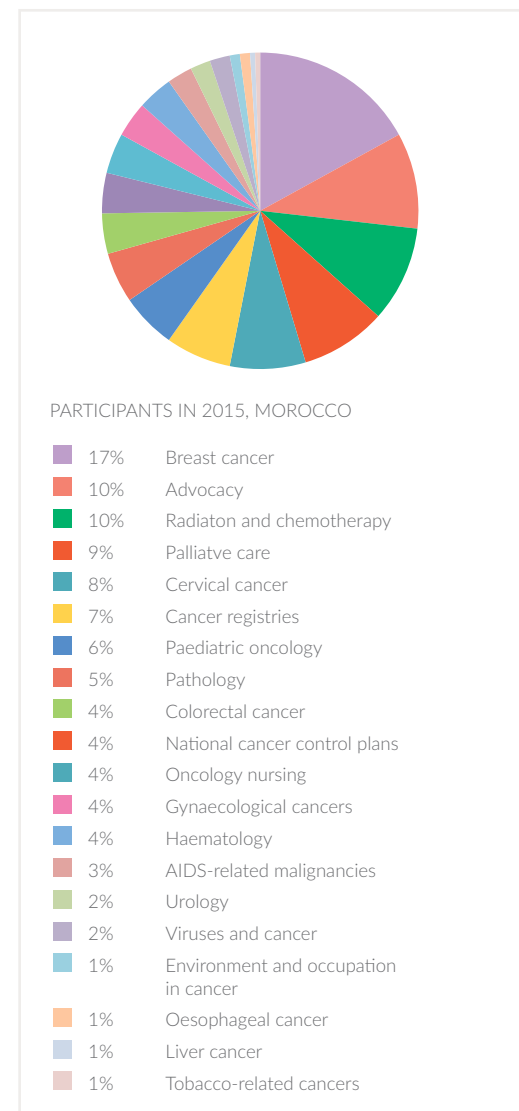
2015 KEY NUMBERS

- 906 Participants
- 735 Abstracts received
- 80 Sessions
- 29 Sponsors & supporters
- 24 Exhibitors

2015 PARTICIPANTS BY REGION



2015 MAIN AREA OF SPECIALISATION



CONTACT US



www.aorticconference.org info@aorticconference.org

FOLLOW US: #AORTIC2017

CANCER IN AFRICA: MAKING STRIDES, CREATING SOLUTIONS

SPONSORSHIP OPPORTUNITIES



A selection of items available for sponsorship is listed below, each with its own unique benefits and monetary value. Those suitable for a single sponsor only are exclusive and available on a "first come, first served" basis. In addition to item sponsorship, there are benefits attributed to categories based on accumulative sponsorship spend; for example, if three items

are sponsored and the cumulative value of these is USD 60,500 then the benefits attributed to a GOLD sponsor are granted. Accumulative sponsorship spend is determined by sponsorship items purchased.

Should you wish to support the conference in a way not detailed herein, please do not hesitate to contact AORTIC's Managing Director, Belmira Rodrigues (belmira.rodrigues@aortic-africa.org).



1. SPONSORED SESSIONS

With a NEW 4 DAY PROGRAMME FORMAT, this will be AORTIC's most innovative and interactive educational programme across the full cancer care continuum. Designed to spark collaboration and generate spaces for sharing experiences, the 2017 programme will ask the difficult questions, share real case studies and create solutions!

Subject to approval by the Programme Secretariat, sponsors can choose speakers, brand the venue and indicate preference in terms of scheduling within the conference programme. Such sessions will be indicated in the programme as: "Sponsored by Sponsor's Name", and the sponsor will have a two minute introduction opportunity from the floor.

MORNING AND AFTERNOON CONCURRENT SESSION (3 HOURS 20 MINUTES)	USD 50,000
AFTERNOON CONCURRENT SESSION (1 HOUR 50 MINUTES)	USD 40,000
MORNING CONCURRENT SESSION (1 HOUR 30 MINUTES)	USD 30,000
MORNING WORKSHOP HOUR (1 HOUR) LAST CHANCE > ONLY 1 LEFT!	USD 15,000
POST LUNCH WORKSHOP HOUR (1 HOUR) LAST CHANCE > ONLY 1 LEFT!	USD 15,000
ROUNDTABLE FOCUS GROUP (55 MINUTES)	USD 10,000

Includes

- Marketing (limited to website and pre-conference mailer only)
- Venue hire
- Standard AV support

Excludes

- Water and catering
- Speaker costs

2. EDUCATIONAL SUPPORT

Grants of any amount are appreciated and important for the success of the event. Grants are unconditional and will be awarded to successful recipients of the general AORTIC 2017 conference bursary application process.

EDUCATIONAL GRANT FROM USD 2,500

3. PARTICIPANT MATERIALS

PARTICIPANT BAGS USD 25,000

Bags are highly visible throughout the event and are either re-used or donated to a deserving upliftment project after the conference. Bags will be branded with the conference logo and sponsor logo. The bags will be sourced and supplied by the organisers.

CONFERENCE HANDBOOK USD 15,000

All participants are issued with a comprehensive conference handbook containing all essential conference and programme details. This is distributed to all participants along with their participant bag and used throughout the event. It is also kept as a conference memento and reference book well past the event dates. The conference handbook sponsor will have the benefit of a full page advertisement inside the handbook's front cover.

3. PARTICIPANT MATERIALS (CONTINUED)

CONFERENCE APP

USD 12,500

The conference app enables participants to access all conference-related information, including the programme. The conference app sponsor will have a banner on the landing page of the app, the opportunity to send one in-app notification per day to all app users, and their branding on the app help desk on site.

ABSTRACT PUBLICATION

USD 10,000

All abstracts will be published in PDF format via the conference website. The sponsor's logo will be included on the cover pages and the sponsor can provide a full page, full colour advert for inclusion.

PARTICIPANT STATIONERY

USD 2,500

The sponsor will provide funds for the participant stationery distributed to all participants for use during and after the conference. Writing pads or pens will be branded with the sponsor logo or message. The stationery will be sourced and supplied by the sponsor.

4. PARTICIPANT SERVICES

LUNCH (1 OPPORTUNITY PER DAY)

USD 15,000 EACH

A dedicated one hour lunch break will be held daily in the exhibition area. The daily lunch sponsor has the unique opportunity to market to all participants in one place, at one time, without competing programme sessions. Daily lunch sponsors will have their logo displayed at various catering points and the opportunity to hand out information or branded collateral to participants during their supported one hour lunch.

REFRESHMENT BREAKS (1 OPPORTUNITY PER DAY)

USD 10,000 EACH

Tea, coffee and refreshments will be served midmorning each day (30 minutes) in the exhibition area. The refreshment break sponsors will have the unique opportunity to market to all participants in one place, at one time, without competing programme sessions. Refreshment break sponsors will have their logo displayed at various catering points and the opportunity to hand out information or branded collateral to participants during their support 30 minute refreshment break.

INTERPRETATION SERVICES (1 SPONSOR PER VENUE)

USD 10,000 PER CONFERENCE DAY

The provision of English / French interpretation is a core deliverable of this continental event; a necessity in order to ensure full participation by participants. The chairs of sessions with sponsored interpretation will acknowledge the sponsors at the start and end of the session.

WATER STATIONS

USD 3,500

Water stations will be located in numerous areas around the venue. Water stations will bear sponsor's branding.

5. NETWORKING OPPORTUNITIES

CONFERENCE DINNER

USD 75,000

Earn tremendous exposure with top billing at THE event of the conference.

6. ADVERTISING

FULL-PAGE COLOUR ADVERTISEMENT IN CONFERENCE HANDBOOK	USD 5,000
HALF-PAGE COLOUR ADVERTISEMENT IN CONFERENCE HANDBOOK	USD 3,250
PARTICIPANT BAG INSERT	USD 2,500
PLACEMENT OF BANNERS ON WEBSITE FOR TWO WEEK PERIOD	USD 2,000

A short description about the sponsor will be placed on the conference website

7. EXHIBITION STANDS

AORTIC 2017 offers exhibition stands to companies, organisation and institutions wishing to showcase their services and products to participants. Exhibitors have a fantastic opportunity to reach those working in cancer in Africa. The number of stands will be limited, and allocated on a "first come, first served" basis. Stands and displays include a listing in the conference handbook, website and conference app. Lunches and refreshments are included, but attendance of the conference sessions is excluded. Further details are available from the Conference Organiser.

DOUBLE EXHIBITION STAND (18 m²) USD 8,500

A 6-metre wide by 3-metre deep stand. Includes a basic shell scheme, fascia board for name (white with black lettering); plug point; spot lighting; overall security of the complex; general illumination and four exhibitor passes. A table and two chairs are included.

EXHIBITION STAND (9 m²) USD 4,500

A 3-metre wide by 3-metre deep stand. Includes a basic 3-wall shell scheme; fascia board for name (white with black lettering); plug point; spot lighting; overall security of the complex; general illumination and two exhibitor passes. A table and two chairs are included.

DISPLAY TABLE (Limited number available. Reserved for Non-profit organisations from LMIC only) USD 1,500

A conference table with two chairs. Includes overall security of the complex; general illumination and one exhibitor pass.

8. SPONSORSHIP IN KIND

If you are a supplier of one of these services, your support of cancer research and training by donating your services will be greatly appreciated.

- ACCOMMODATION FOR KEYNOTE SPEAKERS
- AIRPORT TRANSFERS
- AUDIO VISUAL
- CONFERENCE APP

PHOTOGRAPHER

- PHOTOCOPIER, PRINTER & PAPER
- PR AND MARKETING
- SPEAKER GIFTS

PRIMARY SPONSORSHIP BENEFITS



In addition to the specific benefits associated with the item sponsored, primary sponsorship benefits are applicable depending on the total contribution as follows (accumulative sponsorship spend is determined by sponsorship items purchased):

	DIAMOND +125,000 USD	PLATINUM 95,001 - 125,000 USD	GOLD 60,001 - 95,000 USD	SILVER 35,001 - 60,000 USD	BRONZE 10,001 - 35,000 USD	SUPPORTER UP TO 10,000
Logo on conference website with link	● <i>with 100 word synopsis about sponsor (cancer related) once off</i>	●	●	●	●	●
Logo in handbook on sponsors & supporters page	●	●	●	●	●	●
Logo on app	●	●	●	●	●	●
Banner on app	●					
Complimentary registrations	5	4	3	2	1	
Recognition as sponsor or supporter on sponsor banner at conference	●	●	●	●	●	●
Exhibition stands	3	2	1	1		
Advert in handbook	2 full Pages	1 full Page	1 full Page	1 half Page	1 quarter Page	
Logo on conference mailer with link	● <i>with 100 word synopsis about sponsor (cancer related) once off</i>	● <i>with 100 word synopsis about sponsor (cancer related) once off</i>	●			
Participant bag insert	2	1	1			
Acknowledgement at the AORTIC General Assembly	●	●				
Logo on AORTIC association newsletters	●					
Logo on participant list (available pre and post conference on website)	●					

IFPMA CODE OF PRACTICE

All sponsors of AORTIC 2017 that are pharmaceutical companies or distributors, whether members of the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) or not, shall adhere to the IFPMA Code of Practice (<http://www.ifpma.org/resource-centre/ifpma-code-of-practice/>).

A. ITEM	PRICE	✓
1. SPONSORED SESSIONS		
MORNING AND AFTERNOON CONCURRENT SESSION (3 HOURS 20 MINUTES)	USD 50,000	
AFTERNOON CONCURRENT SESSION (1 HOUR 50 MINUTES)	USD 40,000	
MORNING CONCURRENT SESSION (1 HOUR 30 MINUTES)	USD 30,000	
MORNING WORKSHOP HOUR (1 HOUR) LAST CHANCE, ONLY ONE LEFT!	USD 15,000	
POST LUNCH WORKSHOP HOUR (1 HOUR) LAST CHANCE, ONLY ONE LEFT!	USD 15,000	
ROUNDTABLE FOCUS GROUP (55 MINUTES)	USD 10,000	
2. EDUCATIONAL SUPPORT		
EDUCATIONAL GRANT	Please indicate amount	
3. PARTICIPANT MATERIALS		
PARTICIPANT BAGS	USD 25,000	
CONFERENCE HANDBOOK	USD 15,000	
CONFERENCE APP	USD 12,500	
ABSTRACT PUBLICATION	USD 10,000	
PARTICIPANT STATIONERY	USD 2,500	
4. PARTICIPANT SERVICES		
LUNCH (1 OPPORTUNITY PER DAY)	USD 15,000	
REFRESHMENT BREAKS (1 OPPORTUNITY PER DAY)	USD 10,000	
INTERPRETATION SERVICES (PER CONFERENCE DAY)	USD 10,000	
WATER STATIONS	USD 3,500	
5. NETWORKING OPPORUTUNIES		
CONFERENCE DINNER	USD 75,000	
6. ADVERTISING		
FULL-PAGE COLOUR ADVERTISEMENT IN CONFERENCE HANDBOOK	USD 5,000	
HALF-PAGE COLOUR ADVERTISEMENT IN CONFERENCE HANDBOOK	USD 3,250	
PARTICIPANT BAG INSERT	USD 2,500	
PLACEMENT OF BANNERS ON WEBSITE FOR TWO WEEK PERIOD	USD 2,000	
7. EXHIBITION STANDS		
DOUBLE EXHIBITION STAND 18m ² (6X3m) HURRY, SELLING FAST!	USD 8,500	
EXHIBITION STAND 9m ² (3X3m) HURRY, SELLING FAST!	USD 4,500	
DISPLAY TABLE (Please note that the display area option is available for Non-profit organisations in LMIC only)	USD 1,500	
8. OTHER		
GRAND TOTAL		

SPONSORSHIP BOOKING FORM - CONFIRMATION



Company/Organisation name:	<input type="text"/>		
Postal address:	<input type="text"/>		
	<input type="text"/>	Postal code:	<input type="text"/>
VAT number:	<input type="text"/>	Contact name on-site:	<input type="text"/>
Telephone:	<input type="text"/>	Mobile:	<input type="text"/>
Email:	<input type="text"/>		
Contact name billing/payment:	<input type="text"/>		
Telephone:	<input type="text"/>	Mobile:	<input type="text"/>
Email:	<input type="text"/>		

SIGNATURE

By signing below, I confirm that:

- I have read and understood the Terms and Conditions as they appear below;
- I am duly authorised to sign and thereby to bind the company/organisation thereto; and
- the selections I have made on the accompanying "Sponsorship Selection" are as intended and are correctly selected.

Name:	<input type="text"/>	Date:	<input type="text"/>
Signature:	<input type="text"/>		

TERMS AND CONDITIONS

Upon receipt of a Sponsorship Selection and Booking Form the Conference Organiser will reserve the items listed in it for seven (7) days for the Sponsor/Exhibitor. Completion of the Sponsorship Selection and Booking Form by the Sponsor/Exhibitor shall be considered a commitment to purchase the items and an invoice will be sent. Proof of payment for the full amount owed should be sent to the Conference Organiser within seven (7) to confirm the booking. Should payment not be received within seven (7) days, the reservation will be released.

SPONSORS

A contract and an addendum outlining all sponsorship benefits will be sent to the Sponsor. The contract must be signed and returned, along with proof of payment for the full amount owed, to the Conference Organiser to confirm the booking.

EXHIBITORS

A proof of payment of the full amount owed should be returned to the Conference Organiser to confirm exhibition bookings. Once an exhibition booking has been confirmed, the Exhibition Guide will be sent to the Exhibitor. It is the Exhibitors responsibility to read the Exhibition Guide and be familiar with all exhibition conditions.

TERMS OF PAYMENT

Payment is due on receipt of invoice within seven (7) days. All payments must be received by 24 October 2017. Should the Sponsor/Exhibitor fail to complete payment prior to 24 October 2017, AORTIC 2017 will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below.

CANCELLATION/MODIFICATION POLICY

Cancellation or modification of sponsorship/exhibition/advertisement items must be made in writing to the Conference Organiser.

The Conference Organiser shall retain:

- 10% of the invoiced amount if the cancellation/modification is made before 28 February 2017 (inclusive)
- 50% of the invoiced amount if the cancellation/modification is made between 1 March 2017 and 31 August 2017 (inclusive)
- 100% of the invoiced amount if the cancellation/modification is made on or after 1 September 2017

LIMITATION OF LIABILITY

The Conference Organiser (understood to include AORTIC and the AORTIC 2017 Conference Secretariat and their principals, agents and representatives) will not be responsible for any injury, loss or damage that may occur to the Sponsor/Exhibitor or to their employees or property prior to, during, or subsequent to the conference dates, provided such injury, loss or damage is not caused by the negligent or wilful act of the aforementioned party. Sponsors/Exhibitors are advised to carry their own insurance. Sponsors/Exhibitors shall be responsible for any damage to the centre, its carpet, shell scheme or electrical fittings and wiring.

The Conference Organiser shall not be liable for failure to perform its obligations under this contract due to strikes, riots, acts of God, or any other cause beyond its control. In the event of such termination, the Sponsor/Exhibitor waives any and all damages and agrees that the Conference Organiser may, after deducting all the costs and expenses, including a reserve for claims, refund to the Sponsor/Exhibitor, and as for complete settlement and discharge of all Sponsor/Exhibitor's claims and demands, the pro-rata amount of all funds paid by Sponsor/Exhibitors. Anyone visiting, viewing or otherwise participating in the Sponsor's/Exhibitor's exhibit/event is deemed to be the invitee or licensee of the Sponsor/Exhibitor rather than the invitee or licensee of the Conference Organiser.



PLEASE COMPLETE THIS FORM AND RETURN IT TO THE CONFERENCE ORGANISER

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