

# Sponsorship PROSPECTUS



Dear Colleagues,

The African Organisation for Research and Training in Cancer (AORTIC) will host its 10th International Conference on Cancer in Africa from 18-22 November 2015 in Marrakech, Morocco. It is our great pleasure to invite you to participate as a sponsor.

AORTIC 2013 was held in Durban, South Africa in November 2013. Two days of pre-conference workshops preceded the three-day conference that saw 974 delegates from 70 countries come together under the theme "Cancer in Africa: Bridging Science and Humanity". AORTIC was able to offer financial support to 184 bursary recipients, the majority of whom were involved as chairs, speakers, or poster presenters in the 76 sessions and 194-strong poster display. AORTIC 2013 had support from 19 sponsors and hosted an exhibition with 22 exhibitors.

Following the remarkably successful conference in 2013, AORTIC 2015 expects to welcome more than 1000 participants from all over the world to engage with the theme "AORTIC Roadmap to Cancer Control in Africa" and a programme developed by an internationally-representative Scientific Programme Committee. With the support of the Lalla Salma Foundation for the Prevention and Treatment of Cancer, the multidisciplinary five-day conference will feature interactive workshops, industry symposia, keynote addresses, plenary sessions, breakfast sessions and free communication of abstracts, as well as a social programme to enhance participant interaction. All cancer-related professions will be present, providing a unique mix of expertise.

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,

Professor Ahmed Elzawawy  
President (2014 - 2015)

Professor Lynette Denny  
Secretary-Treasurer

African Organisation for Research and Training in Cancer (AORTIC)



## ABOUT AORTIC

The African Organisation for Research and Training in Cancer (AORTIC), is an Africa-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.

[www.aortic-africa.org](http://www.aortic-africa.org)

## WHY SPONSOR?

The event is the largest cancer-related conference on the continent and highly praised by participants. By sponsoring the AORTIC 2015 Conference, you will:

- Support AORTIC's goal of reducing cancer mortality and improving the quality of lives of cancer patients, survivors and care givers in Africa
- Demonstrate your commitment and leadership in the fight against cancer
- Promote your institution's causes and activities to a wide audience
- Engage on all aspects of cancer control with influential leaders and policy makers from across Africa and the world.
- Reach not only conference participants, but also those interested in global cancer control via e-news and social media.

## ABOUT THE CONFERENCE

**WHEN:** 18 - 22 November 2015

**WHERE:** Palais des Congrès  
Marrakech, Morocco

**ATTENDEES:** 800 - 1000 doctors, nurses and health care practitioners from 70+ countries

**CME ACCREDITATION:** YES

**PROGRAMME:**

500 Abstracts | Keynotes

70+ Sessions | 190+ Posters | 25+ Exhibitors

## PARTICIPANTS BY REGION

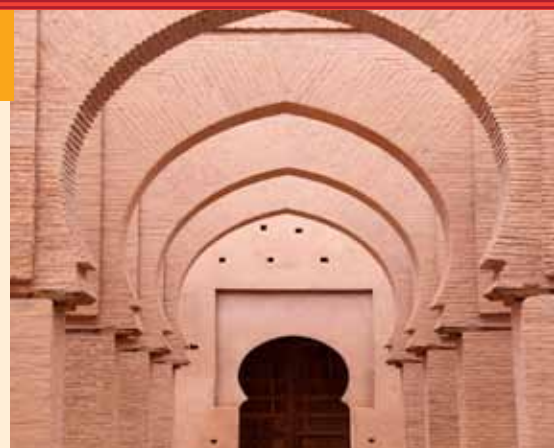


■	49%	Africa
■	3%	Asia
■	1%	Australia
■	13%	Europe
■	18%	Morocco
■	16%	North America

# THE OPPORTUNITY TO SPONSOR

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 cumulative sponsorship spend; for example, if three items are sponsored and the cumulative value of these is USD 60,000, then the benefits attributed to a GOLD sponsor are granted.

Should you wish to support the conference in a way not detailed herein, please do not hesitate to contact the sponsorship manager Belmira Rodrigues ([belmira.rodrigues@aortic-africa.org](mailto:belmira.rodrigues@aortic-africa.org)).



## SPONSORSHIP ITEMS

### 1 SPONSORED SESSIONS: SYMPOSIA AND PRE-CONFERENCE WORKSHOPS

These are offered as promotional sessions. As such, sponsors are free to choose their topics, invite speakers, brand venue, control content and indicate preference in terms of scheduling within the conference programme. However, topic and programme are subject to approval by the AORTIC 2015 Scientific Programme Committee and all such sessions will be indicated in the programme as: "Session organised by Sponsor Name".

An advertisement in the handbook is included for promotion of the session. Catering is excluded. In addition to venue space, all basic audio-visual equipment will be provided

- Lunch session – USD 15,000 (includes ¼ page advertisement)
- Half-day session (4 hours) – USD 30,000 (includes ½ page advertisement)
- Full-day session (8 hours) – USD 50,000 (includes full page advertisement)

### 2 EDUCATIONAL SUPPORT

- **Educational grant (unrestricted)** – from USD 2,500 (as per sponsor's budget)

Grants of any amount, whether for the overall programme, for individual sessions or for individual participation, are appreciated and important to the success of the event.

- **Restricted grant** – from USD 5,000 (as per sponsor's budget)

To support the travel and accommodation of Africa-based healthcare workers.

### 3 SOCIAL EVENTS AND CATERED BREAKS

- **Gala Dinner** – USD 100,000

Sponsor will have the opportunity to promote itself through the primary networking and celebratory occasion of the conference.

- Sponsor banners throughout the dinner venue
- Opportunity to provide items bearing sponsor logo for distribution at the event
- Opportunity to give a brief welcome address

- **Welcome Reception** – USD 35,000

Sponsor will have the opportunity to promote itself through a networking reception on the first evening of the conference to which all registered attendees are invited.

- Sponsor logo on sign at the entrance to the Welcome Reception
- Opportunity to provide items bearing sponsor logo for distribution at the event
- Opportunity to give a brief welcome address

# SPONSORSHIP ITEMS

## 3 SOCIAL EVENTS AND CATERED BREAKS (CONTINUED)

- **Refreshment breaks** (1 opportunity per day) – USD 10,000 each  
Tea, coffee and refreshments will be served each day in the exhibition area.
  - Opportunity to display sponsor logo at the various catering points located within the exhibition area
  - Opportunity to provide items bearing sponsor logo for distribution during the supported break
- **Lunch** (1 opportunity per day) – USD 15,000 each  
Lunch will be served daily in the exhibition area.
  - Opportunity to display sponsor logo at the various catering points located within the exhibition area
  - Opportunity to provide items bearing sponsor logo for distribution during the supported lunch
- **Meet the Experts sessions** – USD 15,000 each  
Meet the Experts sessions are intense knowledge transfer opportunities held each morning before the official start to the day. Close interaction between an acknowledged expert and attendees provides an excellent opportunity for knowledge sharing and learning.
  - Opportunity to display sponsor logo at the session location
  - Opportunity to have the sponsor name associated with the session in the printed programme, notated as "Supported by..." and accompanying logo only
  - Opportunity to co-chair a session where applicable (at discretion of the Scientific Programme Committee)

## 4 DELEGATE MATERIALS

- **Delegate stationery** – USD 2,500  
Sponsor will provide funds for the delegate stationery distributed to all attendees for use during and after the conference. Writing pads and pens will be branded with the sponsor logo or message. The stationery will be sourced and supplied by the Organisers.
- **Abstracts flash drive** – USD 10,000  
All abstracts are to be published on a USB flash drive and distributed to all attendees along with their delegate pack.
  - Opportunity to co-brand the device alongside AORTIC
- **Delegate bags** – USD 25,000  
Sponsor will provide funds for the conference bags distributed to all attendees for use during and after the conference. Experience has shown that these conference bags (locally made, community supporting, high quality) are kept as a lasting memento of the event and as a practical item to use long after the event itself. Bags will be branded with the conference branding and logo. Sponsor support will be recognised on the bag with "Supported by..." and accompanying logo only. The bags will be sourced and supplied by the Organisers.
- **Conference handbook** – USD 15,000  
All attendees are issued with a comprehensive conference handbook containing all essential conference and programme details. This is distributed to all attendees along with their delegate pack and used throughout the event. It is also kept as a conference memento and reference book well past the event dates.
  - Opportunity to place the inside front cover advertisement in the handbook
  - Opportunity for banner recognition on each of the programme pages

## 5 DELEGATE SERVICES

- **Water stations** – USD 3,500  
Water stations will be located in numerous areas around the venue.
  - Opportunity to brand the stations
- **Interpretation services** – USD10,000 per conference day (1 opportunity per day)  
The provision of English / French interpretation is a core deliverable of this continental event; a necessity in order to ensure full participation by attendees.
  - Opportunity to brand the booths in which the interpreters work
  - Opportunity for on-screen acknowledgement before and after the sessions in which interpretation takes place

## 5 DELEGATE SERVICES (CONTINUED)

- **Registration area** – USD 7,500

The registration area serves as the information hub throughout the conference and at the venue.

- Opportunity to co-brand the area alongside AORTIC

- **Device charging station** – USD 5,000

There will be a device charging station equipped with a variety of power adapters where attendees may connect to power, check emails and charge devices.

- Opportunity to display sponsor logo and banners throughout the area
- Opportunity to distribute technology-related promotional material from the area

- **Mobile app** – USD 12,500

The mobile app enables attendees to access all conference-related information and functions, such as the programme, abstracts, membership information, exhibitor & sponsors' information, city information, etc...

The mobile application will be available on Apple and Android devices, as well as mobile web and regular web access.

- Acknowledgment as the sponsor of the mobile app at the application installation station on site.
- Opportunity to send one message per day to all app users.
- Opportunity to brand the app.

## 6 ADVERTISING

- **Full-page colour advertisement in conference handbook** – USD 5,000

- **Half-page colour advertisement in conference handbook** – USD 3,250

- **Digital, in-venue advertisement** – USD 12,500

A 20-second screening of video or static display before and after a session in all venues

- **Delegate bag insert** – USD 2,500

Place a branded document or gift in the delegate bag.

## 7 EXHIBITION STANDS

Displays and stands include a listing in the conference handbook and a listing on the conference website. Lunches and refreshments are included, but attendance at conference sessions is excluded. For further explanation & Benefits please see Exhibition Prospectus on page 6.

- **Double exhibition stand (18 m<sup>2</sup>)** – USD 7,000

A 6-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 complex; general illumination; 4 exhibitor badges.

- **Exhibition stand (9 m<sup>2</sup>)** – USD 3,500

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 complex; general illumination; 2 exhibitor badges.

- **Display area (2 m<sup>2</sup>)** – USD 1,000

A 2-metre wide by 1-metre deep display area. Includes an A0 backing board with fascia for name (white with black lettering); small counter; plug point; overall security of complex; general illumination; 1 exhibitor badge.

# PRIMARY SPONSORSHIP BENEFITS

In addition to the specific benefits associated with the item sponsored, Primary Sponsorship Benefits are applicable depending on total contribution as follows:

## DIAMOND

For sponsorship totalling or exceeding USD 125,000

- 8 free delegate registrations
- Sponsor's logo displayed on AORTIC newsletters for 2014/5
- Sponsor's logo displayed on AORTIC website for 2014/5
- Sponsor's logo displayed on the conference website with a hyperlink from this logo to a website of their choice
- Branding and acknowledgement on a sponsor banner at registration area
- Branding in conference handbook
- Branding on holding slides shown before and after all sessions
- A promotional insert into the delegate bag
- Sponsor's logo displayed on conference newsletters

## PLATINUM

For sponsorship totalling USD 100,000

- 6 free delegate registrations
- Sponsor's logo displayed on AORTIC newsletters for 2014/5
- Sponsor's logo displayed on the conference website with a hyperlink from this logo to a website of their choice
- Branding and acknowledgement on a sponsor banner at registration area
- Branding in conference handbook
- Branding on holding slides shown before and after all sessions
- A promotional insert into the delegate bag
- Sponsor's logo displayed on conference newsletters

## GOLD

For sponsorship totalling USD 75,000

- 4 free delegate registrations
- Sponsor's logo displayed on the conference website with a hyperlink from this logo to a website of their choice
- Branding and acknowledgement on a sponsor banner at registration area
- Branding in conference handbook
- Branding on holding slides shown before and after all sessions
- A promotional insert into the delegate bag
- Sponsor's logo displayed on conference newsletters

## SILVER

For sponsorship totalling USD 50,000

- 2 free delegate registrations
- Sponsor's logo displayed on the conference website with a hyperlink from this logo to a website of their choice
- Branding and acknowledgement on a sponsor banner at registration area
- Branding in conference handbook
- Branding on holding slides shown before and after all sessions
- Sponsor's logo displayed on conference newsletters

## BRONZE

For sponsorship totalling USD 25,000

- Sponsor's logo displayed on the conference website
- Branding and acknowledgement on a sponsor banner at registration area
- Branding in conference handbook

## SUPPORTER

For contributions up to and including USD 5,000

- Sponsor's logo displayed on the conference website
- Branding in conference handbook

# Exhibition PROSPECTUS



## EXHIBITION SCHEDULE

### WEDNESDAY, 18 NOVEMBER 2015

07h00 – 18h00

### THURSDAY, 19 NOVEMBER 2015

07h00 – 18h00

### FRIDAY, 20 NOVEMBER 2015

07h00 – 18h00

### SATURDAY, 21 NOVEMBER 2015

07h00 – 18h00

### SUNDAY, 22 NOVEMBER 2015

07h00 – 13h30

## OPTIONS AND PRICES

### OPTION 1: DISPLAY AREA

2.0M WIDE BY 1.0M DEEP DISPLAY (2M<sup>2</sup>)

PRICE: USD 1,000

### OPTION 2: EXHIBITION STAND

3.0 M WIDE BY 3.0 M DEEP BOOTH (9M<sup>2</sup>)

PRICE: USD 3,500

### OPTION 3: DOUBLE EXHIBITION STAND

6.0 M WIDE BY 3.0 M DEEP BOOTH (18M<sup>2</sup>)

PRICE: USD 7,000

## SPECIFICATIONS

**OPTION 1, DISPLAY AREA:** Basic A0 backing board with name fascia (white with black lettering); small counter; plug point; overall security of complex; general illumination; 1 exhibitor badge.

**OPTION 2, EXHIBITION STAND:** Basic 3-wall shell scheme; fascia board (white with black lettering); plug point; spot lighting; overall security of complex; general illumination; 2 exhibitor badges

**OPTION 3, DOUBLE EXHIBITION STAND:** Basic 3-wall shell scheme; fascia board (white with black lettering); plug point; spot lighting; overall security of complex; general illumination; 4 exhibitor badges

Includes lunches and refreshments, listing in conference handbook, listing on conference website. Excludes conference sessions.

The price for the stand includes both hire of floor space and provision of a shell scheme which will be automatically supplied unless specified to the contrary.

No discount is available to exhibitors not taking the included shell scheme described.

The shell scheme exhibition stands provided are affordable stands of simple but attractive design. Any "designer stands" must first be approved by the Conference Organiser.

## SETUP AND BREAKDOWN

Exhibitors may begin setting up their stands at 14h00 on Tuesday, 17 November 2015 to be ready for 07h00 on Wednesday, 18 November 2015.

Breakdown may begin at 13h30 on Sunday 22 November 2015 and NOT BEFORE. All materials must be removed from the venue by 19h00 on Sunday, 22 November, 2015.

**NOTE:** Materials not removed by exhibitors by this time will be disposed of by the Conference Organiser at the exhibitor's expense.

## EXHIBITOR BADGES

Exhibitor badges allow access to all lunches and refreshment breaks, and the exhibition; access to conference sessions is excluded. Exhibitors are asked to ensure that all staff are properly registered with the Conference Organiser in advance of the conference. Casual visitors are not allowed. From the opening of the exhibition at 07h00 on 18 November 2015, staff will not be admitted into the conference area without an official exhibitor badge.

**NOTE:** Exhibitor badges will be issued only after full payment for the exhibition stand has been received.

## STAND BUILDERS

All exhibitors engaging stand builders must provide the Conference Organiser with names and contact details of their appointed stand builders. Exhibitors are responsible for ensuring that their stand builders are made aware of all relevant regulations and requirements contained in this prospectus and the Terms and Conditions.

## FURNITURE

All furniture is to be supplied by the conference-appointed stand builders. The full schedule of items that can be obtained directly from them is available on request.

## PAINTING

No painting, whether by brush, spray or roller is permitted anywhere inside the Palais des Congrès.

## CARPETS/FLOORING

The venue is carpeted throughout. Any exhibitor wanting to lay any other form of floor covering on a stand must obtain the approval of the Conference Organiser. Any damage to the Venue by an exhibitor will be charged to the exhibitor.

## BANNERS

The hanging of banners is NOT permitted within the exhibition area other than within exhibition stands.

## CATERING

The Palais de Congrès has exclusive catering rights on the property. Any exhibitor wishing to serve food or beverages at their stand must make arrangements directly with the Conference Organiser.

## EXHIBITOR PUBLICITY

All exhibitors are invited to submit an electronic version of their logo for inclusion in the conference handbook. This handbook will be combined with the conference programme and will be given to all delegates at the conference.

The information submitted will also be put onto the conference website. This information must be submitted to the Conference Organiser by Friday, 18 September 2015.

## SUSTAINABILITY POLICY

AORTIC 2015 has endeavoured to reduce its environmental footprint through the implementation of a "greening" policy and exhibitors are encouraged to provide only sustainable giveaways, rather than brochures or flyers. The use of sustainable materials such as soy-based inks and recycled paper is encouraged, as well as limiting the use of shipping materials.

## GENERAL CONDITIONS

The exhibit shall be conducted in a decorous manner in order not to be objectionable to other Exhibitors, the Conference Organiser, the Venue, Conference delegates or public. The Conference Organiser and the Venue reserve the right to close, remove or require changes in any exhibit, or to remove any of the Exhibitor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to the overall Conference, the Venue, other Exhibitors or public.

The exhibit shall comply with all laws, rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of its exhibit and shall comply with reasonable requests of the Conference Organiser and the Venue officials with respect to the installation, conduct and disassembly of its exhibit. The exhibit shall assume full responsibility and liability for the actions of its agents, employees, or independent contractors, whether acting within or without the scope of their authority and agrees to save the Conference Organiser and the Venue from responsibility or liability resulting directly or indirectly, or jointly from other causes that arise because of the actions or omissions of its agents, employees, or independent contractors whether acting within or without the scope of their authority.

*The provisional exhibition floor plan can be found on the conference website:*  
[www.aorticconference.org](http://www.aorticconference.org)

# SHOPPING LIST

ITEM	PRICE	✓
<b>SPONSORED SESSIONS</b>		
Lunch session	USD 15,000	
Half-day session	USD 30,000	
Full-day session	USD 50,000	
<b>EDUCATIONAL SUPPORT</b>		
Educational grant (unrestricted)	OWN AMOUNT	
Restricted grant	OWN AMOUNT	
<b>SOCIAL EVENTS AND CATERED BREAKS</b>		
Gala Dinner	USD 100,000	
Welcome Reception	USD 35,000	
Refreshment break	USD 10,000 (each)	
Lunch	USD 15,000 (each)	
Meet the Experts sessions	USD 15,000 (each)	
<b>DELEGATE MATERIALS</b>		
Delegate stationery	USD 2,500	
Abstracts flash drive	USD 10,000	
Delegate bags	USD 25,000	
Conference handbook	USD 15,000	
<b>DELEGATE SERVICES</b>		
Water stations	USD 3,500	
Interpretation services	USD 10,000 (per day)	
Registration area	USD 7,500	
Device charging station	USD 5,000	
Mobile app	USD 12,500	
<b>ADVERTISING</b>		
Full-page advert in conference handbook	USD 5,000	
Half-page advert in conference handbook	USD 3,250	
Digital advert	USD 12,500	
Delegate bag insert	USD 2,500	
<b>EXHIBITION STANDS</b>		
INDICATE STAND POSITION PREFERENCE		
Display area (2 m <sup>2</sup> )	1)	USD 1,000
Exhibition stand (9 m <sup>2</sup> )	2)	USD 3,500
Double exhibition stand (18 m <sup>2</sup> )	3)	USD 7,000
Refer to conference website exhibition section for provisional floor plan: <a href="http://www.aorticconference.org">www.aorticconference.org</a> .		

## GRAND TOTAL

<b>CUMULATIVE SPONSORSHIP CATEGORY</b>		✓
Diamond	≥ USD 125,000	
Platinum	≥ 100,000	
Gold	≥ 75,000	
Silver	≥ 50,000	
Bronze	≥ 25,000	
Supporter	≥ 5,000	

# Booking FORM



Company/Organisation Name:

Postal Address:

Postal Code:

Contact Name on-site:

Telephone:  Fax:

Email:  Mobile:

Contact Name billing/payment:

Telephone:  Fax:

Email:  Mobile:

## 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 "Shopping List" are as intended and are correctly selected.

Name:  Date:

Signature:

## TERMS AND CONDITIONS

### SPONSORS

Upon receipt of a Booking Form the Conference Organiser will reserve the items listed in it for the Sponsor. Completion of the Booking Form by the Sponsor shall be considered a commitment to purchase the items. Once a Booking Form is received a contract and invoice will be sent to the Sponsor. The contract should be signed and returned, along with proof of payment of the full amount owed, to the Conference Organiser.

### EXHIBITORS/ADVERTISERS

Upon receipt of a Booking Form the Conference Organiser will reserve the items listed in it for the Exhibitor/Advertiser. Completion of the Booking Form by the Exhibitor/Advertiser shall be considered a commitment to purchase the items. Once a Booking Form is received a confirmation and invoice will be sent to the Exhibitor/Advertiser. A proof of payment of the full amount owed should be returned to the Conference Organiser. Exhibitors are bound by the General Conditions contained in the Exhibition Prospectus (page 6 above).

### TERMS OF PAYMENT

Payment is due on receipt of invoice. All payments must be received before the start date of the Conference (18 November 2015). Should the Sponsor/Exhibitor/Advertiser fail to complete payment prior to 18 November 2015, the Conference Organiser 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 2015 (inclusive)
- 50% of the invoiced amount if the cancellation/modification is made between 1 April 2015 and 31 August 2015 (inclusive)
- 100% of the invoiced amount if the cancellation/modification is made after 31 August 2015

### LIMITATION OF LIABILITY

The Conference Organiser (understood to include AORTIC and the AORTIC 2015 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. Exhibitors are advised to carry their own insurance. 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 Exhibitor's exhibit is deemed to be the invitee or licensee of the Exhibitor rather than the invitee or licensee of the Conference Organiser.

**Please complete this form and return it to the AORTIC 2015 Conference Secretariat**

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