



AORTIC **2021** OAREC
CANCER IN AFRICA: APPROACHES, COLLABORATIONS, IMPACT

V I R T U A L

5 - 10 NOVEMBER 2021



AORTIC 2021
sponsorship prospectus

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 #AORTIC2021

 AORTIC Information
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about aortic

The African Organisation for Research and Training in Cancer (AORTIC) is an Africa-based organisation with members from throughout Africa and the international cancer community. Our objectives are to support, integrate, and facilitate evidence-based interventions and innovative programmes towards the prevention and control of cancer in Africa. One way in which AORTIC achieves this is by hosting its biennial cancer conferences in various African countries so as to raise awareness, build capacity, and create an impact in those regions. These conferences have become the definitive event on the African health calendar, enabling the exchange of ideas and the opportunity to meet oncology leaders from all over the world.

aortic's mission is to transform cancer control in africa through collaboration in education, research, and the delivery of equitable and timely interventions to minimise the impact of cancer.



AORTIC hosts biennial international cancer conferences in various African countries, providing a platform for innovative and interactive educational training across the full cancer-care continuum. Creating a space to forge partnerships, to network, and build capacity.



AORTIC supports Africa-based researchers in order to advance their research skills and development. Develops and supports research to create new knowledge and drive innovation in cancer control.



AORTIC aims to develop the next generation of leaders in cancer care, research, education, and advocacy within Africa through AORTIC's African Cancer Leadership Institute (ACLI).



AORTIC provides and facilitates cancer education and training for African cancer clinicians, researchers, advocates, survivors, policy makers, and students through the AORTIC Virtual Education and Training Programme.

about the aortic 2021 virtual conference

CANCER IN AFRICA: APPROACHES, COLLABORATIONS, IMPACT.

The educational programme will be AORTIC's most innovative and interactive programme to date, addressing issues across the cancer-care continuum. Designed to spark collaboration and generate spaces for sharing experiences, the 2021 programme will ask the difficult questions, share real case studies and create solutions.

There are numerous opportunities to support the work of AORTIC by becoming an AORTIC 2021 sponsor and showing your commitment to the promotion of cancer control and palliation in Africa.

Through sponsored sessions, educational support and logo placement, your organisation will have the tools to educate an engaged audience about how you are making a positive impact throughout Africa and position your organisation or company as a leader in African cancer initiatives.

what to expect in 2021



A distinctive focus on cancer in Africa



Six days of carefully selected presentations, technical sessions and oral presentations



450+ oral abstracts



A variety of formal and informal opportunities to network with more than 1000 peers and colleagues from over 55 countries



Extended learning and collaboration opportunities through meeting sessions



Exhibits by more than 30 companies and organisations highlighting the newest products and services available in the field of cancer

2021 programme themes



ADVOCACY



GENETICS



PATHOLOGY



BASIC SCIENCE



HAEMATOLOGY



PATIENT SURVIVORSHIP



CANCER REGISTRIES



IMPLEMENTATION SCIENCE



PSYCHO-ONCOLOGY



CANCER SCREENING



NATIONAL CANCER CONTROL PLANS



RADIATION ONCOLOGY



CLINICAL TRIALS



ONCOLOGY NURSING



RADIOTHERAPY PHYSICS



COVID-19 AND CANCER



PAEDIATRIC ONCOLOGY



SITE-SPECIFIC CANCERS



ECONOMICS OF CANCER CONTROL



PALLIATIVE CARE



SURGERY

africa's largest cancer conference

highly praised by participants

aortic 2019 conference statistics



participant profile

- Doctors and nurses
- Health care practitioners
- Academic researchers and investigators
- Industry researchers and investigators
- Regulatory agencies
- Funders
- Policy makers
- Support groups
- Patients
- Cancer and health institutions / NPOs
- Foundations and trusts

area of specialisation

- Other
- Research
- Breast Cancer
- Radiation and Chemotherapy
- Epidemiology
- Education and Training
- Palliative Care
- Cervical Cancer
- Gynaecological Cancer
- Cancer Registries
- Pharmaceutical Medicine
- Advocacy
- Haematology
- Hiv-related Malignancies
- National Cancer Control Plans
- Paediatric Oncology
- Surgical Oncology
- Oesophageal Cancer
- Oncology Nursing
- Urology



sponsorship opportunities

Becoming a sponsor is easy: there are sponsorship opportunities at various price points, and all the opportunities come with significant benefits.

Create a bespoke package that suits your organisation's goals and budget by selecting from the wide range of opportunities. Depending on the total value of your sponsored items, you may reach a sponsorship recognition tier that qualifies you for additional benefits. For example, if your total is USD 100 000, you will be recognised as a Diamond Sponsor and enjoy the associated benefits over and above the benefits linked with each sponsorship item you have selected.

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



SELECT YOUR SPONSORSHIP ITEMS FROM THE LIST

ADD UP THE TOTAL VALUE OF YOUR ITEMS TO REACH A TOTAL

FIND OUT WHICH SPONSORSHIP RECOGNITION TIER YOU QUALIFY FOR

SEE YOUR ADDITIONAL BENEFITS

why sponsor?



- Support**  Support AORTIC's goal of reducing cancer mortality and improving quality of life for cancer patients, survivors, and care givers in Africa.
- Engage**  Engage on all aspects of cancer control with influential leaders and policy makers from across Africa and around the world.
- Explore**  Explore new business opportunities: establish new relationships and set up strategic partnerships.
- Manage**  Manage relationships: nurture and reconnect with existing connections by networking with industry contemporaries and peers.
- Promote**  Promote your research, services, and products to an influential audience with a focus on ethics, policy, and action on cancer in Africa.
- Gain**  Gain access to knowledge, best practice, research, and innovation.
- Join**  Join the community and actively engage with participants.
- Collaborate**  Use this conference as an opportunity to build relationships with other stakeholders.
- Strengthen**  Strengthen your relationship with other stakeholders in the industry.

1 sponsored sessions

Subject to approval sponsors can choose speakers, brand the session stream, and indicate preference in terms of scheduling within the conference programme. These sessions will be indicated in the programme as: *"Sponsored by Sponsor's Name"*.

	SESSION TYPE	DURATION	COST
1.	DOUBLE CONCURRENT SESSION	180 minutes	USD 60 000
2.	EXTENDED CONCURRENT SESSION	120 minutes	USD 40 000
3.	MORNING CONCURRENT SESSION	90 minutes	USD 30 000
4.	WORKSHOP HOUR	60 minutes	USD 15 000
5.	ROUNDTABLE FOCUS GROUP	60 minutes	USD 10 000

- INCLUDES**
- Standard AV & technical support
 - Marketing in website and pre-conference mailer
 - Logo branding on stream session

- EXCLUDES**
- Speaker costs

	ADD-ONS	COST
+	BRANDING ADD-ON Extensively brand the background and surround on the session stream.	USD 2 000
+	eINVITATION Send an invitation email for your session to all registered participants or target particular participants.	USD 1 000 (each)
+	eREMINDER Send a reminder email for your session to all registered participants just ahead of the conference.	USD 1 000 (each)
+	PUSH NOTIFICATION REMINDER Send a push notification to all participants using the conference app, reminding them that your session is about to start and which venue it is in.	USD 1 000 (each)

2 virtual experiences

	EXPERIENCE OPTION	COST
1.	<p>VIRTUAL PLATFORM</p> <p>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, view oral presentations, interact with other attendees, visit with exhibitors, and access on-demand content post-conference for six months.</p> <p>This is a highly visible branding position and an exclusive opportunity available only to a Diamond Sponsor.</p>	 USD 10 000
2.	<p>PRODUCT THEATRE / PRODUCT DEMO</p> <p>Take this opportunity to demonstrate your product, equipment, or services. The Product Theatre slot will enable the delivery of a 15-minute product demonstration in the main stream before the start of a refreshment break. 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 Conference newsletter.</p> <p>Post-event metrics detailing the participation in demonstration (quantity of viewers and actual participants with email detail included) will be made available. This unique and highly measurable opportunity will be available in limited slots through the duration of the conference.</p>	 USD 10 000
3.	<p>SESSION SPONSORS</p> <p>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. Introduce the session with a pre-recorded interview or 3-minute introduction and receive acknowledgement of your support on the relevant agenda item and via the session moderator. Branding on the livestream page will also be made available.</p>	 USD 4 000
4.	<p>MINDFULNESS</p> <p>AORTIC 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: 6 short, pre-produced videos screened during breaks offering guidance on breathing, meditation, yoga, & more.</p> <p>Your support will be recognised through the acknowledgement of your support on the relevant agenda item and via the session moderator in the session prior to your 'mindfulness' session; similarly your brand will be included on the livestream.</p>	 USD 4 000
5.	<p>ORAL PRESENTATIONS (POSTERS)</p> <p>As the sponsor of the Oral Presentations (which effectively replace traditional Posters), you'll be supporting the emerging and established researchers accessing the opportunity to present their work at an international conference. For attendees, your brand or product will be promoted by an introduction slide to each oral presentation as it is viewed.</p> <p>This highly visible and valuable contributor to the conference content and to the advancement of knowledge is an exclusive opportunity.</p>	 USD 3 000

3 educational support

Educational grants are important for the success of the conference and to continue AORTIC's work on cancer control in Africa. Grants are unconditional and will be awarded to successful recipients of the general AORTIC 2021 conference bursary application process. Preference will be given to those who have submitted successful abstracts.



SUPPORT TYPE	COST
BURSARY GRANT	FROM USD 500



4 exhibition

The AORTIC 2021 exhibition will give you a good opportunity to interact with and engage conference participants. The number of stands will be limited, and allocated on a 'first come, first served' basis.

With logistical and technical support available from the AORTIC 2021 Virtual Conference Organiser, participation in the exhibition is easy, affordable, and will place your products, services, and research directly in front of your target market.

Stands and display tables include a listing across all media. Further details are available from the Conference Organiser.

	EXHIBITION OPTION	COST
1.	<p>VIRTUAL EXHIBITION BOOTH</p> <p>Place your organisation in front of all attendees in this virtual alternative to an exhibition booth – display your profile, link to your media outlets, highlight your brand and make video or brochure material available, capture contacts, text-chat with visitors to your booth and engage in follow-up discussions. You will have the opportunity to pre-schedule 1-on-1 appointments with attendees (voice and video chats).</p> <p>In addition, host a moderated video room into which a maximum of 10 (at a time) participants can enter to interact with you or view a pre-scheduled presentation.</p> <p>All visits (metrics) and downloads (contacts) will be made available post-Conference.</p>	USD 4 500

sponsorship recognition tiers

DIAMOND
USD 100 000

PLATINUM
USD 75 000

GOLD
USD 50 000

SILVER
USD 30 000

BRONZE
USD 15 000

SUPPORTER
USD 5 000

The total value of sponsored items calculates your sponsorship tier. Each sponsorship tier has additional benefits designed to increase your return on investment.

	DIAMOND USD 100 000	PLATINUM USD 75 000	GOLD USD 50 000	SILVER USD 30 000	BRONZE USD 15 000	SUPPORTER USD 5 000
PRE-CONFERENCE						
Brand recognition on the conference website	●	●	●	●	●	●
Profile on the conference website	150 words / video	150 words / video	150 words	150 words	150 words	
Recognition on AORTIC social media platforms	●	●	●	●	●	●
Recognition on conference newsletter	●	●	●			
300-word article published in AORTIC's quarterly newsletter	●					
Market your sponsorship with the conference logo	●	●	●	●	●	●
ON THE VIRTUAL CONFERENCE PLATFORM						
Full conference registration	8	6	4	3	2	1
Sponsor profile page	●	●	●	●	●	●
Logo on sponsors' banner and holding slide	●	●	●	●	●	●
Recognition during the opening and closing ceremonies	●	●	●	●	●	
Media interview	●	●				
POST-CONFERENCE						
Use conference logo in your client communications	●	●	●	●		
Logo on post-conference report	●	●	●	●		

booking form

Please complete this booking form and sponsorship list and return it to:

AORTIC: *Belmira Rodrigues*
Managing Director | AORTIC
belmira.rodrigues@aortic-africa.org
+27 (0)21 689 5359

1. company / organisation details

Company / Organisation name: _____

Physical address: _____

Postal address: _____

Postal code: _____

Company VAT number: _____

2. contact person

Full name: _____

Email address: _____

Mobile number (incl. country code): _____

Telephone number (incl. country code): _____

3. billing contact

Full name: _____

Email address: _____

Mobile number (incl. country code): _____

Telephone number (incl. country code): _____

4 sponsorship list

	cost	✓
SPONSORED SESSIONS		
Double concurrent session	USD 60 000	
Extended concurrent session	USD 40 000	
Morning concurrent session	USD 30 000	
Workshop hour	USD 15 000	
Roundtable focus group	USD 10 000	
Branding add-on	USD 2 000	
eInvitation	USD 1 000	
eReminder	USD 1 000	
Push notification reminder	USD 1 000	
VIRTUAL EXPERIENCES		
Virtual platform	USD 10 000	
Product theatre / Product demo	USD 10 000	
Session sponsors	USD 4 000	
Mindfulness	USD 4 000	
Oral presentations (Posters)	USD 3 000	
EDUCATIONAL SUPPORT		
Bursary grants (from USD 500)	USD	
EXHIBITION		
Virtual exhibition booth	USD 4 500	
Virtual display table	USD 1 500	
TOTAL COST:		

sponsorship recognition tiers	value	✓
DIAMOND	USD 100 000	
PLATINUM	USD 750 000	
GOLD	USD 50 000	
SILVER	USD 30 000	
BRONZE	USD 15 000	
SUPPORTER	USD 5 000	

5. declaration

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 this Booking Form as are intended and are correctly selected.

Full name: _____

Designation: _____

Signature: _____ Date: _____

terms and conditions

Completion of the Booking Form by the Sponsor/Exhibitor 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 addendum and invoice.

contracting

The contract with addendum outlining all sponsorship/exhibition/advertising rights and responsibilities must be signed and returned by the Sponsor, along with proof of payment for the full amount owed, to the Conference Organiser to confirm the booking.

terms of payment

Payment is due within seven (7) days of receipt of the invoice. Should payment not be received within seven (7) days, AORTIC 2021 will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below. Any bookings made after 31 August 2021 will be subject to immediate settlement.

cancellation/modification policy

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

aortic 2021 shall retain:

- 10% of the invoiced amount if the cancellation/modification is made before 30 July 2021 (inclusive)
- 50% of the invoiced amount if the cancellation/modification is made between 1 August 2021 and 30 September 2021 (inclusive)
- 100% of the invoiced amount if the cancellation/modification is made on or after 1 October 2021