

Dear Trade Partner,

The Southern African Society for Human Genetics (SASHG) conference organizing committee is excited to announce that we will be hosting the 15th Biennial SASHG Conference this year from **6 to 9 October 2013 at The Maslow**, in Sandton, Johannesburg, Gauteng.

We would like to invite you to consider becoming a sponsor of this event. We believe that this would be a wonderful opportunity for your organization to receive visibility in front of an audience who would benefit greatly from your participation at this event. Our preparations for SASHG 2013 are already underway, and we are expecting approximately 200 delegates (among them clinicians, medical scientists, molecular researchers and postgraduate students) to attend. Our conferences are very successful and well attended and we realise that this is only achievable by the active participation and generous support that we have always received from our loyal sponsors.

The theme of the SASHG 2013 conference is ***Genetworking: building bridges base by base***, and at this conference we want to broaden the reach to relevant fields beyond Human Genetics. Our aim is to bring together an unprecedented group of like-minded scientists, researchers and students to discover, create, and act upon exciting research and translational opportunities in the field of genetics-related research and beyond. We envision a program encompassing themes from Human Genetics, Molecular Medicine, Biotechnology and Molecular Biology. We will also focus on clinical application, translational medicine and industrial implementation relevant to these fields.

This premier event promises to offer many opportunities for marketing of your company's brand, as well as a forum for direct contact with users of your companies' services and products. We are inviting expert researchers in the field of human genetics from across the globe to our conference. Also, in keeping with our theme, there will be several opportunities for networking and socializing with delegates.

Over the page are a selection of packages designed to assist you in finding the right level of sponsorship for your budget and time. Please feel free to also contact our organizing partner, *Scatterlings Conference & Events* (Shelley-Ann Abrahams, shelley@soafrica.com) with your own suggestions for participatory possibilities.

We look forward to you joining us as a conference sponsor in 2013!

Warm Regards

Dr Zané Lombard

SASHG Treasurer & Secretary / LOC Member

Email: zane.lombard@wits.ac.za

Tel: 011 717 6393 Fax: 086 765 6304



INTRODUCTION TO THE SOUTHERN AFRICAN SOCIETY FOR HUMAN GENETICS CONFERENCE 2013

The Southern African Society for Human Genetics (SASHG) is hosting their 15th Biennial Congress in October 2013. The focus of the SASHG 2013 conference is on human genetics and its application in the research, clinical and applied setting, with a specific focus on relevance to Africa. The scope will be broadened at this event to include topics that inform human genetics, but that are relevant to sister disciplines such as molecular biology, biotechnology, biochemistry and molecular medicine, amongst others. The SASHG conference is held every second year as an opportunity for SASHG members and other professionals interested in human genetics to participate. The goal of the meeting is to bring together a group of like-minded scientists, researchers and students to discover, create, and act upon exciting research and translational opportunities in the field of genetics-related research and beyond.

The theme of the 2013 SASHG meeting is “*Genetworking: Building bridges base by base*” and this year the focus will be on promoting networking across the molecular and clinical disciplines. This included a focus on effective communication and interaction across our human genetics academic centres in South Africa, with our neighbouring countries, other African countries and the world at large. We also want to foster networking between our clinical geneticists, genetic counsellors, scientists, registrars, interns and students and reaching out to our peers globally. Finally, we want to broaden our horizons by connecting with our sister disciplines to explore genetic networks and functional pathways in health and disease.

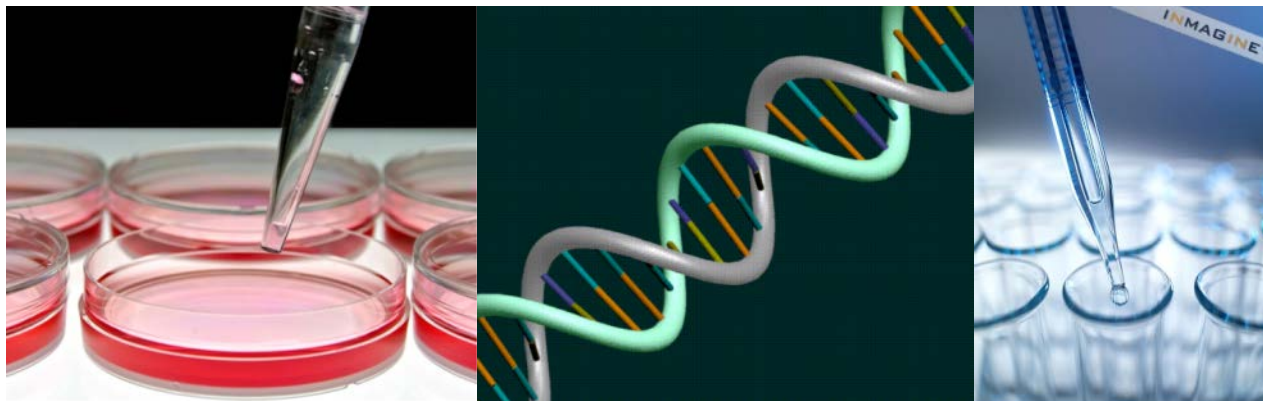
As a run up to the main event, we extend a warm invitation to our students and postdoctoral fellows to make the most of the *Young Researchers Forum* to hone their skills in a supportive environment. This is a one-day event organized by the young researchers of South Africa for the young researchers. The YRF seeks to foster stronger links between students at institutions across the country, allowing them the opportunity to present and evaluate research, explore the possibility of collaborations and career opportunities, and learn from senior scientists, who will be invited to share their experiences of the research journey. The YRF will take the form of a “mini-conference”, and will include sessions for oral presentations, a poster session, several invited talks, information on career development, and a social event, to allow students to meet each other and to enjoy their time in Johannesburg.

It is our plan to bring you a state-of-the-art conference and a fun filled social program. So, please follow our tweets and join us on Facebook and LinkedIn for up to date information and to connect with likeminded individuals.



WHO WILL BE ATTENDING?

We are expecting 200 professionals who specialise in Human Genetics research, clinical application and diagnostics. These will include medical scientists, pathologists, clinicians specializing in genetics, genetic counselors, molecular researchers and postgraduate students, amongst others.



PROGRAMME OUTLINE

DATE	TIME	DESCRIPTION
Sunday, 5 October 2013	Full Day	Young Researchers Forum
Sunday, 6 October 2013	Morning 12:00 – 18:00 14:00 – 17:00 17:00 – 20:00	Genetic Counsellors Meeting Registration and Exhibition Open Official conference opening and plenary session Welcome Cocktail Party in Exhibition Hall
Monday, 7 October 2013	07:30 – 17:00 08:30 – 17:00 Evening	Registration and Exhibition Open Conference in Session Casual dinner
Tuesday, 8 October 2013	07:30 – 17:00 08:30 – 17:00 Evening	Registration and Exhibition Open Conference in Session Gala Dinner
Wednesday, 9 October 2013	07:30 – 13:00 08:30 – 13:00 14:00 – 17:00	Registration and Exhibition Open Conference in Session Clinical Session
Thursday – Saturday 10 – 12 October 2013		Wellcome Trust Workshop Working with the Human Genome Sequence





PRIMARY SPONSORSHIP BENEFITS

EVENT PARTNER BENEFITS

Our Elite Event Partner will receive the maximum visibility at the 15th Biennial Conference of the Southern African Society for Human Genetics. With this exclusive sponsorship package, some of the opportunities from which you will benefit are to:

- Spend quality time with attendees at networking areas
- Address delegates in a captive forum by presenting your product/solution information in the sponsor promotional session
- Secure extensive brand awareness prior to, during and post conference
- Demonstrate your product through a hands-on solution on your exhibition stand

PLATINUM, GOLD, SILVER, BRONZE, COPPER AND NICKEL BENEFITS

Platinum, Gold, Silver, Bronze, Copper and Nickel Sponsors receive varying levels of appropriate visibility at the Congress. Some of the benefits include:

- Gaining extensive marketing exposure and branding to your target audience and including your company literature in delegate packs
- Showcasing new products and services at your exhibition stand
- Receiving intensive exposure prior to, during and after the Congress

ADDITIONAL SPONSOR BENEFITS

Sponsors investing in any of our additional Sponsorship opportunities will have a platform to:

- Create brand awareness and promote product knowledge through distributing promotional material to your target audience
- Cultivate brand loyalty through extensive acknowledgement of your investment



PRIMARY SPONSORSHIP BENEFITS GRID

DESCRIPTION	EVENT PARTNER	PLATINUM	GOLD	SILVER	BRONZE	COPPER	NICKEL
Value (Including VAT)	R100,000	R75,000	R50,000	R25,000	R15,000	R10,000	R5,000
Number Available	1	2	3 – 1 SOLD	6 – 1 SOLD	10 – 3 SOLD	Unlimited	Unlimited
PRE-CONGRESS EXPOSURE							
Logo on Congress website with URL link and company description	Yes (500 Words)	Yes (250 words)	Yes (150 words)	Yes (100 words)	Yes (75 words)	Yes (50 words)	Yes Listing only
AT CONGRESS EXPOSURE							
Listing in Congress Programme / Book of Abstracts (Sponsor & Exhibitor section)	Yes (500 Words)	Yes (250 words)	Yes (150 words)	Yes (100 words)	Yes (75 words)	Yes (50 words)	Yes Listing only
Exhibition / Display	6m x 2m – including shell scheme	3m x 2m – including shell scheme	3m x 2m (floor space only)	Display table	Display table	N/A	N/A
Complimentary delegates (includes conference session access and excludes travel and accommodation)	4	3	2	2	1	0	0
Function / Product Branding	Gala Dinner	Welcome Cocktail OR Congress Bags	Hospitality sponsorship for one day	N/A	N/A	N/A	N/A
Acknowledgement in Plenary session (includes Logo on looped presentation in plenary session)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Congress signage and banners	Yes	Yes	Yes	Yes	No	No	No
Informational items/brochures to be included in delegate packs	Yes – 12 Pages	Yes – 8 Pages	Yes – 6 Pages	Yes – 4 Pages	Yes – 2 Pages	Yes – 1 Page	No



DESCRIPTION	EVENT PARTNER	PLATINUM	GOLD	SILVER	BRONZE	COPPER	NICKEL
Advertisement in final programme	Full page outside back cover	Full page	Full page	½ Page	½ Page	No	No
Opportunity to host breakfast or lunch symposium (additional cost to be covered by sponsor)	Yes	Yes	No	No	No	No	No
POST CONGRESS EXPOSURE							
E-mail to attendee database with sponsorship/exhibitor acknowledgement and contact details	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Copy of attendee database for one time usage only (where permission has been granted)	Yes	Yes	Yes	Yes	No	No	No

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Based on a quantity of **200 delegates** (should delegate numbers increase – cost may increase also)

Item	Opportunity	Cost	Detail
1.	Congress book of Abstracts Final Programme (going to print on 9 September)	R22,500	Cost can be confirmed after close of call for papers - dependent on number of pages Logo on front cover of book with full page advert inside Acknowledgement on Congress website and in final Congress programme Acknowledgement in Plenary Session Logo on looped presentation in plenary venue & exhibition 1 Complimentary Delegate

Item	Opportunity	Cost	Detail
2.	Hospitality Area	R19,500	Branding of hospitality area Opportunity to display brochures and banners in hospitality area Insert into delegate packs One complimentary delegate Full page advertisement in final programme / abstract book Acknowledgement on Congress website and in final conference programme
3.	Internet Café	R25,000	Branding and opportunity to display brochures and banners in the relevant area (Equipment and furniture to be supplied by sponsor) Insert into delegate packs Full page advertisement in final programme / abstract book One complimentary delegate Company write-up, logo and URL link on congress website and in trade section of abstract book
4.	Congress Notepads	R8,500 (going to print 9 September)	Logo on notepad along with congress branding Acknowledgement on Congress website and in final Congress programme Acknowledgement in Plenary Session Logo on looped presentation in plenary venue & exhibition
5.	Registration	R7,500	Branding of registration area – along with congress branding Opportunity to display brochures and banners in registration area Insert into delegate packs Full page advertisement in final programme / abstract book Company write-up, logo and URL link on congress website and in trade section of abstract book
6	Name Badges and Lanyards	R 9,000	Logo on badges and lanyards Insert into delegate packs Full page advertisement in final programme / abstract book Company write-up, logo and URL link on congress website and in trade section of abstract book
7.	Mint Tins	R5,000 per day	Logo on mint tin to be handed to delegate in plenary Congress session Acknowledgement on Congress website and in final conference programme Logo included in looped presentation in plenary & exhibition



Item	Opportunity	Cost	Detail
8.	Branded Bottled water	R5,000 per day	Logo on bottled water to be handed to delegate in plenary Congress session (1 x bottle per delegate per day) Acknowledgement on Congress website and in final Congress programme Logo included in looped presentation in plenary & exhibition
9.	Hospitality Sponsor for Congress Tea Breaks and Lunches	R10,500 for entire conference – branding of lunch and tea areas	Branding at all tea / coffee stations for the day Acknowledgement in exhibition venue where tea/coffee breaks are to be held Acknowledgement on Congress website and in final conference programme Logo included in looped presentation in plenary & exhibition
10.	USB's ROCHE	R22,500 SOLD	Branding of USB's to be handed to delegates with selected presentations Acknowledgement on Congress website and in final Congress programme book 1 Complimentary Delegate Full page advertisement 6 Page insert into delegate packs
11.	Registrar / student Sponsorship	Registration, travel and Accommodation per student/s	Acknowledgement according to contribution value Acknowledgement on Congress website and in final Congress programme
12.	Keynote Speakers / Symposium Sponsorship NRF GENZYME	Speaker flight / accommodation / registration fees PLUS R5,000 for branding opportunity	Acknowledgement according to contribution value Acknowledgement in programme and mini programme, and electronic branding inside venue and on looped presentation screen Acknowledgement on Congress website
13.	Speaker gifts	TBC – dependent on number of speakers	Branding of speaker gifts Acknowledgement upon handing over of speaker gift Logo and Description on Congress website and in final Congress programme



Item	Opportunity	Cost	Detail
14.	Casual Evening Sponsorship	TBC – dependent on venue, etc. Can be funded in part or in entirety (contact us for a quote)	Logo included on congress programme and wherever the event is mentioned Branding on programme distributed on the evening Branding on invitations / tickets distributed to delegates Acknowledgement on congress website and in abstract book Full page advertisement Display table 1 x Complimentary delegate 10 x complimentary tickets to event
15.	Congress pens LIFE TECH	R6,500 SOLD	Branding on congress pen Brochure insert into delegate bag
16.	Congress CD	R7,500 (going to production on 9 September)	Branding on Congress CD with abstracts Insert into delegate bag Branding on congress website with URL link and 50 word write-up Write-up and logo in final programme book
17.	Gala Dinner	TBC – dependent on venue, etc. Can be funded in part or in entirety (contact us for a quote)	NOTE: This opportunity can be shared with another company ROI dependent on contribution – please contact us for a comprehensive proposal.
18.	Half Day Tour	TBC – Approximately R350 per person	ROI dependent on contribution – please contact us for a comprehensive proposal
19.	Transport	TBC	ROI dependent on contribution. This will be quoted closer to the time and once the exact requirements have been determined.
20.	Prizes for presentations	TBC	Company name to be associated with prize. Opportunity to hand the prize over at the Gala Dinner
21.	Congress Bags	R100 per person	Branding on the congress bag Inserts into congress bag Advertisement in final programme magazine Logo, write-up and URL link on website & in final programme

EXHIBITION

It is true that whether you sell industrial power plants or sticky puddings, the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

The SASHG Congress 2013 exhibition will provide companies in the following fields an opportunity to participate in their exclusive exhibition, focused on all facets of Human Genetics research. These companies would be:

1. Companies who are concerned with, would like to influence, or actively practice in any aspect of human genetics.
2. Companies who provide equipment and consumables to medical-, diagnostic- and research laboratories.
3. Companies who provide bursaries to those who study degrees in Human Genetics.
5. Medical research companies.



OPPORTUNITIES AVAILABLE

DESCRIPTION	SIZE	QUANTITY	COST
Standard Exhibition Stand	3m x 2m	13	R23,500
Standard Exhibition Stand	3m x 3m	4	R28,500

INCLUDED IN EACH STAND:

Shell Scheme – 2,000 mm high

Fascia Board with your company name printed on it in black Arial font

1 x Plug Point

2 x Spotlights

2 x Chairs

1 x Table

2 x Exhibitor passes to man the stand for the duration of the Congress (includes access to Congress sessions)

DESCRIPTION	SIZE	QUANTITY	COST
Exhibition table		6	R9,500

INCLUDED IN EACH EXHIBITION TABLE:

1 x Plug Point

2 x Chairs

1 x Table

1 x Exhibitor passes to man the table for the duration of the Congress (includes access to Congress sessions). Please note this area is suitable for two pull up banners only.

You may register additional delegates on our website – www.sashg2013.co.za – registrations open April 2013.

PAYMENT TERMS:

Payment Terms will be as follows:

50% deposit on signing of contract to secure your stand

Balance payable by 31 August 2013

FOR MORE INFORMATION CONTACT:

Shelley-Ann Abrahams

Tel: 011 463 5085

Email: shelley@soafrica.com

