

BREAST INTEREST GROUP OF SOUTHERN AFRICA



6-7 September 2024

The Vineyard Hotel, Cape Town

2024

**SPONSORSHIP &
EXHIBITION
OPPORTUNITIES**



MEETING THE NEEDS OF SPECIAL POPULATIONS

A LETTER FROM BIGOSA'S LOC CHAIRMAN

Dear Potential Sponsors and Exhibitors,



I am reaching out to you with great enthusiasm and sincerely requesting your support as the Local Organising Committee (LOC) Chairman for the upcoming BIGOSA (Breast Interest Group of Southern Africa) Scientific Meeting in Cape Town. This gathering promises to be a pivotal event, bringing together esteemed professionals, researchers, and advocates dedicated to advancing breast health and care.

As LOC Chairman, I am deeply committed to ensuring the success and impact of this meeting. Your sponsorship would be instrumental in achieving our shared goals of promoting excellence in breast healthcare, fostering collaboration, and driving innovation in the field. This is not just a donation but an investment in a partnership that can bring mutual benefits.

By partnering with us, you will align your brand with a cause that touches the lives of countless individuals and you will gain significant visibility and recognition among key stakeholders in breast health. Your support will enable us to enhance the quality of scientific presentations, facilitate crucial discussions, and provide opportunities for education and training. This is a unique opportunity for you to contribute to a significant cause and make a lasting impact.

Together, we have the power to make a profound difference in the lives of those affected by breast health issues across South Africa and beyond. Your sponsorship will be vital in driving positive change and improving patient outcomes.

Thank you for considering this appeal. I look forward to collaborating with you to make the BIGOSA Scientific Meeting in Cape Town a resounding success.

Warm regards,

A/Prof Francois Malherbe

A handwritten signature in black ink, appearing to read 'Francois Malherbe', written over a horizontal line. The signature is enclosed within a large, hand-drawn circle.

LOC Chairman, 2024 Cape Town BIGOSA Meeting

About BIGOSA and Our Annual Scientific Meeting

The Breast Interest Group of Southern Africa (BIGOSA) was formed in 2011 by medical professionals who realised that there was a need for standardisation in breast health care in Southern Africa.

One way we deliver on our primary objective is to empower practitioners with appropriate skills through training and scientific meetings where breast healthcare progress and problems of interest to clinicians and non-clinicians are presented.

Our 12th Annual Scientific Meeting will take place in person at The Vineyard Hotel in Cape Town on 7 September 2024. It will be preceded by two specialised workshops - the BD Ultrasound Workshop and the Oncoplastic Breast Surgery Workshop - as well as the Welcome Reception and Exhibition Opening on 6 September.



The objective of BIGOSA is to enhance the quality of breast health care in Southern Africa. We deliver on our objective by:

✓ Encouraging a multi-disciplinary approach to breast care within general surgery, plastic and reconstructive surgery, pathology, oncology, and radiology, and among allied health workers.

✓ Advising governmental and nongovernmental organisations on breast health matters and policy.

✓ Liaising with other organisations in the field on a national and global level.

✓ Advancing the interests of our members.

ATTENDEE PROFILE

Medical professionals with an interest in the breast, including:

- GPs
- Radiologists
- Oncologists
- Physiotherapists
- General Surgeons
- Plastic Surgeons
- Pathologists
- Product Specialists

BIGOSA 2023:

99 clinicians in-person
17 clinicians virtually
66 trade attendees
28 exhibition stands and tables

BOOK HERE

Or contact K.I.T. Group - African Agenda on wturner@kit-group.org to discuss your partnership or a tailor-made package.

Sponsorship Opportunities | Tiers

GOLD SPONSOR (Exclusive)

ZAR 110,000

Gold Sponsorship is the premium sponsorship package and is limited to one. It includes exclusive recognition as the Gold Sponsor by the Meeting Chairperson.

In addition to the standard marketing benefits, this package includes an exhibition stand with 2 complimentary exhibition passes, 4 complimentary registration passes, 50% discount on additional registration passes, 4 complimentary Welcome Reception tickets, and a pre-meeting message sent to all participants.

SILVER SPONSOR (3 Available)

ZAR 80,000

Silver Sponsorship is limited to three organisations. It includes exclusive recognition as the Silver Sponsor by the Meeting Chairperson.

In addition to the standard marketing benefits, this package includes an exhibition stand with 2 complimentary exhibition passes, 3 complimentary registration passes, 50% discount on additional registration passes, and 2 complimentary Welcome Reception tickets.

BRONZE SPONSOR (5 Available)

ZAR 67,000

Bronze Sponsorship is limited to five organisations. It includes exclusive recognition as Bronze Sponsor by the Meeting Chairperson.

In addition to the standard marketing benefits, the package includes an exhibition stand with 2 complimentary exhibition passes, 2 complimentary registration passes, and 50% discount on additional registration passes.

Sponsorship Opportunities | Featured Items

STANDARD MARKETING BENEFITS FOR ALL SPONSORSHIP PACKAGES

Pre-meeting:

- Traditional website sponsor acknowledgment with linked logo and company profile
- Logo on all promotional communication including newsletters
- Inclusion in sponsor spotlight newsletter
- Rights to use the BIGOSA logo in your own marketing communications

At the meeting:

- Logo on pocket programme
- Acknowledgment by the meeting Chair, from the podium
- Recognition on the sponsor slide shown between sessions

INTERNATIONAL SPEAKER (Exclusive)

ZAR 110,000

This exclusive package includes the opportunity to introduce the international speaker and recognition as the International Speaker Sponsor by the Meeting Chairperson.

In addition to the standard marketing benefits, this package includes 2 complimentary registration passes and 2 complimentary Welcome Reception tickets.

COFFEE BARS (2 Available)

ZAR 55,000

Perk up the meeting attendees with delicious coffee served by professional baristas. Brand the coffee bar and display your banners or provide disposable cups or sleeves or branded coffee mugs for attendees to take away (optional, for sponsor's account).

In addition to the standard marketing benefits, this package includes 1 complimentary registration pass and 2 exhibitor passes.

WELCOME RECEPTION AND EXHIBITION OPENING (Exclusive)

ZAR 66,000

The official opening of the BIGOSA exhibition takes place after the two specialised workshops on the evening preceding the Scientific Meeting (Friday, 6 September). Guests love the opportunity to reconnect and relax before the work of the meeting begins the next day.

This exclusive package includes the opportunity to welcome guests on arrival and say a few words.

In addition to the standard marketing benefits, this package includes an exhibition table with 2 complimentary exhibition passes, 1 complimentary registration pass, and 5 complimentary Welcome Reception tickets. The sponsor is also invited to give a branded gift or other souvenir to the guests.

Please note: Gifts and branding are for the sponsor's account.

Sponsorship Opportunities | Featured Items

BREAKFAST SYMPOSIUM (Exclusive)

ZAR 49,500

An opportunity to deliver a 35-minute session related to the meeting topics, presented by a speaker of your choice (subject to Programme Committee approval). Your symposium will be marketed to participants, promoted in a meeting newsletter, and will appear on the agenda.

Includes 2 complimentary registration passes, venue and full AV.

Please note: Speaker and materials costs are for the sponsor's account.

POST-LUNCH SYMPOSIUM (Exclusive)

ZAR 49,500

An opportunity to deliver a 35-minute session related to the meeting topics, presented by a speaker of your choice (subject to Programme Committee approval). Your symposium will be marketed to participants, promoted in a meeting newsletter, and will appear on the agenda.

In addition to the standard marketing benefits, this package includes 2 complimentary registration passes, venue hire, and full AV.

Please note: Speaker and materials costs are for the sponsor's account.

ONCOPLASTIC BREAST SURGERY WORKSHOP (Exclusive)

ZAR 45,000

The opportunity to sponsor the pre-meeting workshop on Friday, 6 September. Our international speaker, Prof. Dr. Cicero Urban, will facilitate an interactive case-based feature focussing on decision-making, surgical options and managing complications in oncoplastic breast surgery.

In addition to the standard marketing benefits, this package includes 2 complimentary registration passes and 2 complimentary Welcome Reception tickets.

LUNCH BREAK (Exclusive)

ZAR 32,500

An exclusive opportunity to sponsor the lunch which will be served in the exhibition area. The sponsor will have the opportunity to place their banners and literature in the exhibition hall or provide a branded gift for those in attendance at the lunch.

In addition to the standard marketing benefits, this package includes 1 complimentary registration pass.

Please note: Gifts and branding are for the sponsor's account.

Sponsorship Opportunities | Featured Items

LANYARDS AND BADGES (Exclusive)

ZAR 30,000

A highly visible branding position as each participant wears a lanyard and name badge. The sponsor's logo will accompany the BIGOSA logo on the lanyard and name badge.

CPD SPONSORSHIP

ZAR 20,000

A highly visible branding position as each participant will need to scan a sign with your logo on it in order to claim their CPD points. The CPD certificates that are issued will also incorporate your logo.

FRIEND OF BIGOSA

ZAR 8,000

Support for the aims of BIGOSA is welcomed at all levels.

MINI-SEMINAR (Limited to 1 per organisation)

ZAR 28,000

Give a 15-minute mini-seminar and demonstrate your product, equipment, or services. You can present a live demonstration, case study, or panel discussion with included Q&A.

Your mini-seminar will be marketed to participants, promoted in a meeting newsletter, and will appear on the agenda. In addition to the standard marketing benefits, this package includes 2 complimentary registration passes for the speaker and/or sponsor representative.

LOCAL SPEAKER

ZAR 15,500

Sponsor an industry-leading local speaker and align your brand with the presentation and content. The sponsor will be acknowledged with a "Brought to you by..." by line on the programme and the meeting material.

Exhibition Opportunities

Exhibition stands and tables will enhance your ability to showcase your products and services, actively engage with participants, and promote your brand. The Welcome Reception and Opening of Exhibition will take place in the exhibition area on Friday, 6 September. Refreshments and lunches on Saturday, 7 September will be served in exhibition area. Please note that exhibition space is limited and will be allocated on a "first come, first served" basis.



EXHIBITION STAND ZAR 25,000



Stand package includes:

- A 2.4 m wide by 2m deep space
- Branded tension-fabric backing wall
- Branded counter
- Café table and 2 chairs
- 2 long-arm lights
- Plug point
- 2 exhibition passes

EXHIBITION TABLE ZAR 16,500

The traditional BIGOSA exhibition offering. Bring your own pop-up banners and other branding and display items.

Table package includes:

- A 2.4m wide by 2m deep space
- A dressed table and 2 chairs
- 2 exhibition passes



Scientific Prizes

BEST PRESENTATION AWARD (Exclusive)

ZAR 12,500

Support scientific research by sponsoring the prize for the best presentation. The winner will be announced in the closing session, with the award presented by the President of BIGOSA.

Please note: The standard inclusions do not apply to this opportunity.

BEST POSTER AWARD (Exclusive)

ZAR 5,500

Support scientific research by sponsoring the prize for the best poster. The winner will be announced in the closing session, with the award presented by the President of BIGOSA.

Please note: The standard inclusions do not apply to this opportunity.

STANDARD MARKETING BENEFITS FOR ALL SPONSORSHIP PACKAGES

Pre-meeting:

- Traditional website sponsor acknowledgment with linked logo and company profile
- Logo on all promotional communication including newsletters
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IMPORTANT TO NOTE

1. BIGOSA is not a VAT-registered entity.
2. Completion of the Booking Form by the Sponsor shall be considered a commitment to purchase the items. Upon receipt of a Booking Form, the Meeting Organiser will send the Sponsor a contract with addenda and invoice.
3. A Registration Pass includes access to the Welcome Reception and Exhibition Opening, the scientific meeting sessions, access to the exhibition hall, refreshment breaks, lunches, and parking.
4. An Exhibition Pass includes access to the exhibition hall, a ticket for the Welcome Reception and Exhibition Opening, refreshment breaks, lunches, and parking (it does not include access to scientific meeting sessions).

BOOK HERE

Or contact K.I.T. Group - African Agenda on wturner@kit-group.org to discuss your partnership or a tailor-made package.

BIGOSA 2024 Meeting Organiser
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