

# 13th Annual Haematology Oncology Symposium

16 – 17 October 2021 | Spier, Stellenbosch

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HAEMATOL  GY IN ACTION

**Sponsorship/Exhibition Prospectus**

Dear colleagues,

COVID-19 has impacted our lives in unprecedented ways. There has been so much loss and so much sadness. Yet there has also been innovation and new development: most notably the explosion of a virtual- and online world opening up endless possibilities. However, despite everything being so accessible, I cannot help but hear the words of the late Freddy Mercury resonate in my head more than ever before..."I want to break free!"

We are all virtually fatigued and hungry for personal interaction. Therefore, on behalf of the South African Clinical Haematology Society (SACHaS), it is with great excitement that we present to you the 13th Annual Haematology Oncology Symposium (HaemOnc 2021), to be held on 16-17 October 2021 at the Spier Wine Farm in Stellenbosch.

With the registration of numerous novel therapies; the appearance of a number of generics; and the addition of thalidomide and bortezomib to the EML, access to innovative therapy is becoming a reality for many more South Africans than ever before. Haematology in South Africa is truly in the process of moving into a new era with a strong feeling of unification and a desire to involve as many parties as possible. We want to use HaemOnc 2020 as an opportunity to get people on board, not only Clinical Haematologists, but also Students, Nursing staff, Oncologists, Pathologists or anyone that shares our Haematology passion.

We want to acknowledge you as essential role players in the field of Haematology/Oncology and want to thank you for all of your support. Firstly, for helping to make the previous 12 Haematology/Oncology Symposiums possible, but also for the other ways in which you have helped Haematology in South Africa to grow as a discipline. We have achieved a lot together, but we see that which has been established as a solid starting point to kickstart us to achieving even greater altitude with a large and influential footprint in South Africa.

We ask your assistance, not only to make HaemOnc 2021 possible, but also to make it an unforgettable experience. We are grateful that many of you have already come forward with verbal sponsorship commitments, but we need you to put pen to paper and confirm what you are willing to give.

We are extremely thankful that most of our healthcare providers have had the opportunity to be vaccinated, with many more people receiving that opportunity on a daily basis. We do however acknowledge the ongoing effects to combat COVID-19 and will therefore make sure that we comply with the necessary regulations as stipulated by our government. Each pharmaceutical company obviously has its own compliance guidelines with regards to COVID-19, but we trust that we will be able to accommodate one another in this regard.

We realize that there will be individuals who will not be able to attend the conference physically and therefore we will be offering HaemOnc 2021 as a hybrid event where delegates and sponsors can choose to attend the event in person or virtually. Our hope is that this will also make the conference more accessible to our colleagues from neighbouring countries that may not be able to travel to South Africa to attend our conference. The virtual platform will also enable us to switch to an all-virtual event if required.

### **So what are you getting in return?**

As mentioned, the plan is to cast the HaemOnc web wider than ever before and involve not only Clinical Haematologists, but also Medical- and Radiation oncologists. This will obviously create valuable networking opportunities with the people that prescribe your products. Secondly, the profits made with HaemOnc 2021 will be used to keep the conference sustainable for subsequent years, but will also be used by SACHaS to enhance the Haematology footprint in South Africa, such as working groups, data capturing, disease registries, political influence and many more.

HaemOnc 2021 is all about "action", and hence the conference theme: "Haematology in Action". Our plan is to have 6 world-renowned international speakers share their knowledge and expertise related to various diseases including Myeloproliferative Neoplasms, Chronic myeloid leukaemia, Diffuse large B-cell lymphoma, Myeloma, Acute Leukaemias and more. The focus is to use their expertise and create an "action plan" applicable to the South African setting.

As mentioned, our hope is to use HaemOnc to formulate a plan of action which could enable greater unification of Haematology in South Africa.

All of this, however, is dependent on you as a sponsor/beneficiary. Without your generous contributions none of this will be possible. We urge you to take action in your generosity and help us create a conference greatly exceeding all of our expectations.

We look forward to your feedback!

Yours sincerely,

**Dr Hannes Koornhof**

Chairman: SACHaS

## | SUMMARY OF TRADE OPPORTUNITIES

Package	Benefits
<p><b>Platinum</b></p> <p>R140 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>Acknowledgement on Conference website – (sponsor to provide 250 word write up, logo and url link)</li> <li>Acknowledgement in final Conference programme book – sponsor and exhibitor section (sponsor to provide 250 word write up, logo and url link)</li> <li>Acknowledgement on mobile app – sponsors page (sponsor to provide 250 word write up, logo and url link)</li> <li>6 x complimentary delegates</li> <li>Exhibition stand (2m x 2m)</li> <li>3D virtual exhibition stand – incl. 1 virtual exhibitor</li> <li>2 x full page adverts in Congress programme book (sponsor to provide)</li> <li>1x banner advert on the congress website homepage and programme page (sponsor to provide banner)</li> <li>Logo included on holding slide between presentations of face to face event</li> <li>Opportunity for speaking slot in a panel discussion / debate / product presentation</li> <li>3x complimentary virtual congress delegates</li> <li>Banner advert on the virtual platform in the lobby (part of rolling banner)</li> <li>Company information to remain on the virtual congress platform after the conference (for the duration of the On Demand viewing)</li> </ul>
<p><b>Gold</b></p> <p>R95 000</p> <p><i>Number of packages available: 2</i></p> <p><b>Sold</b></p>	<ul style="list-style-type: none"> <li>Acknowledgement on Conference website – sponsor to provide 150 word write up, logo and url link)</li> <li>Acknowledgement in final Conference programme book – (sponsor to provide 150 word write up, logo and url link)</li> <li>Acknowledgement on mobile app – sponsors page (sponsor to provide 150 word write up, logo and url link)</li> <li>4 x complimentary delegates</li> <li>2x complimentary virtual congress delegates</li> <li>Exhibition stand (2m x 2m)</li> <li>3D Virtual exhibition stand – incl. 1 virtual delegate</li> <li>1 x full page advert in Congress programme book</li> <li>1x banner advert on the congress website Programme page (sponsor to provide banner)</li> <li>Logo included on holding slide between presentations of face to face event</li> <li>Banner advert on the virtual platform in the lobby (part of rolling banner)</li> <li>Logo on meeting hub page of the virtual platform</li> <li>Company information to remain on the virtual congress platform after the conference (for the duration of the On Demand viewing)</li> </ul>

Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform for both packages

<p><b>Silver</b></p> <p>R60 000</p> <p><i>Number of packages available: 2</i></p>	<ul style="list-style-type: none"> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 100 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 100 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 100 word write up, logo and url link)</li> <li>• 3 x complimentary delegates</li> <li>• 1x complimentary virtual congress delegate</li> <li>• Exhibition stand (2m x 2m)</li> <li>• 3D Virtual exhibition stand – incl. 1 virtual delegate</li> <li>• ½ page advert in Congress programme book</li> <li>• 1x banner advert on the congress website Speakers page (sponsor to provide banner)</li> <li>• Logo included on holding slide between presentations of face to face event</li> <li>• Banner advert on the virtual platform in the lobby (part of rolling banner)</li> <li>• Company information to remain on the virtual congress platform after the conference (for the duration of the On Demand viewing)</li> </ul>
<p><b>Speaker</b></p> <p><b>Sold</b></p> <p>Speaker flight / accommodation / registration fees PLUS R10 000 for the advertising / branding opportunity</p> <p><i>Number of packages available: limited</i></p>	<ul style="list-style-type: none"> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement of contribution on congress programme &amp; speakers page on the website</li> <li>• Logo in the Congress programme book on the programme page with acknowledgement as a speaker sponsor</li> <li>• Branding on the screen inside the venue where the sponsored speaker is presenting (logo on screen)</li> <li>• Electronic brochure uploaded to the mobile app on the sponsors page</li> <li>• Logo on the session listing on the virtual programme</li> </ul>
<p><b>Name badges and lanyards</b></p> <p><b>Sold</b></p> <p>R10 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Logo included on name badge and lanyard (Based on 120 pax)</li> <li>• 1 x insert into delegate bags (A4 or A5, single page)</li> <li>• Electronic brochure uploaded to the mobile app on the sponsors page</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> </ul>
<p><b>Speaker gifts</b></p> <p>R15 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Speaker gifts</li> <li>• Gifts to be arranged by the PCO / committee and will have a tag / be branded with the sponsor logo / name</li> <li>• Acknowledgment in plenary session of sponsorship</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Electronic brochure uploaded to the mobile app on the sponsors page</li> </ul>

Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform for all 4 packages

<p><b>Delegate bags</b></p> <p>R25 000 <b>Sold</b></p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Branding on the Conference bag (co-branded with conference logo, based on 120 pax)</li> <li>• 1 x insert into delegate bags (A4 or A5, single page)</li> <li>• ¼ page advert in Congress programme book</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Electronic brochure uploaded to the mobile app on the sponsors page</li> </ul>
<p><b>Notebooks and pens</b></p> <p>R20 000 <b>Sold</b></p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Logo on notebook and pen (co-branded with conference logo, based on 120 pax)</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Electronic brochure uploaded to the mobile app on the sponsors page</li> </ul>
<p><b>Mobile App</b></p> <p>R35 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Branding on Mobile Application (all pages, co-branded with conference)</li> <li>• Logo in mobile app splash banner</li> <li>• 1 x complimentary delegate</li> <li>• 2x Dedicated alerts on the mobile app (1x before and 1x during the conference)</li> <li>• Electronic brochure uploaded to the mobile app on the sponsors page</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Logo included on holding slide between presentations of face to face event</li> </ul>
<p><b>Charging Station</b></p> <p>R7 500</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Logo included on charging station</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> </ul>
<p><b>Coffee Bar</b></p> <p>R40 000 <b>Sold</b></p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Branded bar for the duration of the Conference (2 days)</li> <li>• Includes specialty coffees for 120 pax for 2 days</li> <li>• **Additional branded extras available upon request**</li> <li>• 1 x complimentary delegate</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 80 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 80 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 80 word write up, logo and url link)</li> <li>• 1x dedicated alert on mobile app and platform thanking the sponsor for their support during the tea break</li> <li>• Logo included on holding slide between presentations of face to face event</li> </ul>

Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform for all 5 packages

<p><b>Conference Dinner</b></p> <p>R150 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 250 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 250 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 250 word write up, logo and url link)</li> <li>• 1x Full page advert in Congress programme book</li> <li>• 5 x complimentary delegates to gala dinner only</li> <li>• Logo on printed menu and evening programme</li> <li>• Sponsor can provide gifts for the gala dinner guests (to be placed on the tables)</li> <li>• Sponsor to supply banners to be used at the dinner (pull up banners, flying banners, wall banner etc.)</li> <li>• 5-minute welcome speech at the dinner</li> <li>• Logo on the virtual programme next to conference dinner listing</li> <li>• 1x dedicated alert on mobile app and platform thanking the sponsor for their support</li> <li>• Logo included on holding slide between presentations of face to face event</li> </ul>
<p><b>Water (branded reusable bottles and water coolers)</b></p> <p>R25 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Branded reusable bottles for delegates (based on 120 pax)</li> <li>• Water coolers (not branded)</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• 1x dedicated alert on mobile app and platform thanking the sponsor for their support</li> </ul>
<p><b>Delegate Sponsorship</b></p> <p>Registration and accommodation fees</p> <p><i>Number of packages available: limited</i></p>	<ul style="list-style-type: none"> <li>• Delegates can be sponsored to attend the conference</li> <li>• The cost should cover registration fees, accommodation, flights and transfers (if required)</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> </ul>
<p><b>Mini Programme</b></p> <p>R15 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Branding on the mini programme (Sponsored by “company name”, logo and url)</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> </ul>
<p><b>Hospitality (lunches)</b></p> <p>R15 000</p> <p><b>Sold</b></p> <p><i>Number of packages available: 2</i></p>	<ul style="list-style-type: none"> <li>• Sponsor of the lunch for Saturday</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Sponsor can provide 4x free standing banners to be put up in the area where lunches will take place (to be supplied by sponsor)</li> <li>• Branding at lunch set up (branding to be supplied by the sponsor) e.g. serviettes, centerpieces for the cocktail tables, tent cards, coasters, overlay)</li> <li>• 1 x dedicated alert on mobile app and platform thanking the sponsor for their support</li> </ul>

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<p><b>Hand Sanitiser (150ml)</b></p> <p>R3 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Logo on hand sanitiser (co-branded with conference logo, based on 120 pax)</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform</li> </ul>
<p><b>Branded Face Masks</b></p> <p>R4 500</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Logo on mask (co-branded with conference logo, based on 120 pax)</li> <li>• Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)</li> <li>• Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform</li> </ul>

### VIRTUAL OPTIONS

<p><b>Virtual Platform Sponsor</b></p> <p>R100 000</p> <p><i>Number of packages available: 1</i></p>	<ul style="list-style-type: none"> <li>• Acknowledgement on Conference website – (sponsor to provide 250 word write up, logo and url link)</li> <li>• Acknowledgement in final Conference programme book – (sponsor to provide 250 word write up, logo and url link)</li> <li>• Acknowledgement on mobile app – sponsors page (sponsor to provide 250 word write up, logo and url link)</li> <li>• 6x complimentary virtual delegates</li> <li>• 3D Virtual exhibition stand – incl. 1 virtual exhibitor</li> <li>• 1 x full page advert in Congress programme book (sponsor to provide)</li> <li>• Logo on landing page of the virtual platform</li> <li>• Logo on home page of the virtual platform</li> <li>• Banner advert on the virtual platform in the lobby (part of rolling banner) -sponsor to provide banner</li> <li>• One 2-3 min video – highlight product/service to play on the virtual platform in the “host box” in the morning prior to the start of the session</li> <li>• Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform</li> <li>• Company information to remain on the virtual congress platform after the conference (for the duration of the On Demand viewing)</li> <li>• Analytics – list of everyone who viewed the virtual platform (where permission has been granted)</li> </ul>
<p><b>Session Survey or Poll Sponsor</b></p> <p>Live Poll: R 3 000</p> <p>Session survey: R 5 000</p> <p><i>Number of packages available: 4</i></p>	<p>Company mention on the Live Poll/Session Survey</p> <ul style="list-style-type: none"> <li>• Live polls take place during the live congress with immediate results displayed</li> <li>• Session surveys are linked to the session ad will be available for on demand viewing</li> </ul> <p>Analytics – list of everyone who participated in poll/survey with results of the poll/survey (where permission granted)</p>

### **Session Survey or Poll Sponsor**

Live Poll: R 3 000-00  
Session survey:  
R 5 000-00

*Number of packages available: 4*

- Acknowledgement on Conference website – confirmed industry page (sponsor to provide 50 word write up, logo and url link)
- Acknowledgement in final Conference programme book – (sponsor to provide 50 word write up, logo and url link)
- Acknowledgement on mobile app – sponsors page (sponsor to provide 50 word write up, logo and url link)
- Acknowledgement as sponsor of the prize on voucher sent to prize winner
- Acknowledgement in “Thank You to our Sponsors” digital ad which will be displayed on the virtual platform
- Company information to remain on the virtual congress platform after the conference (for the duration of the On Demand viewing)

## **| EXHIBITION**

### **Virtual 3d Stand – R25 000**

Virtual Exhibition stand includes the following:

- 3D virtual exhibition stand
- “live time” to interact with attendees in a product theatre slot on your stand
- Upload 2 – 3 min video on your virtual stand to highlight your company product/services (max 3 videos)
- Upload your company brochure on the virtual platform (max 5 brochures)
- Logo feature in a “visit our Industry Corner “digital” advert which will be displayed in the virtual congress platform
- Logo and URL link on Conference website under exhibitor’s page)
- Logo in Conference programme book)
- Company information to remain on the virtual congress platform after the conference (for the duration of the On Demand viewing)
- 1 complimentary virtual exhibitor delegate

### **Face To Face – R50 000**

Exhibition stand (2m x 2m) includes the following:

- 2m x 2m space
- Schell scheme 2,5m high
- Fascia board with your company name printed on it in black Arial font
- 3D virtual exhibition stand – incl. benefits as listed above
- 1 x plug point
- 2 x spotlights
- 2 x chairs
- 1 x table
- 2 complimentary exhibitor delegates
- \*Platinum, Gold and Silver packages include a 2m x 2m exhibition stand\*

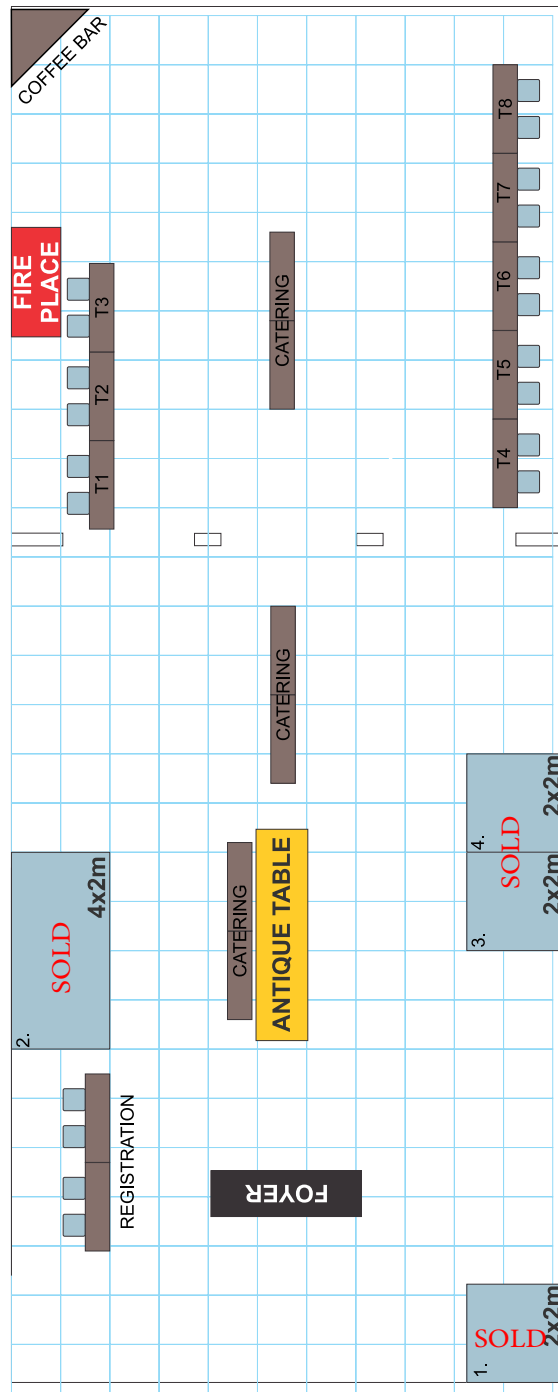
### **Display Table – R20 000**

Display table (2m x 2m) includes the following:

- 2m x 2m space
- 3D virtual exhibition stand – incl. benefits as listed above
- 2 x chairs
- 1 x table
- 1 complimentary exhibitor delegate
- \*Sponsor to provide own banners /branding



**FLOOR PLAN**



For more information and to secure your package, contact  
 Project Manager / Sponsorship and Exhibition  
**Charne Millet - Clay**  
 charne@soafrica.com | +27 (0)11 463 5085

