



2021 SCIENTIFIC MEETING | VIRTUAL | 16 OCTOBER SPONSORSHIP & EXHIBITION OPPORTUNITIES

The Breast Interest Group of Southern Africa (BIGOSA) was formed in 2011 by a group of medical professionals who realised there was a need for standardisation in breast health care in Southern Africa. The objective of BIGOSA is to enhance the quality of breast health care in Southern Africa.

This year the 9th Annual Scientific Meeting will take place for the first time ever on a virtual platform.

We are committed to the value of connecting and learning as a profession, and although we can't meet in person right now, we can still gather together in a virtual space to continue learning, growing, and contributing to South Africa's recovery.

We can't replicate the in-person, but we can maximise the virtues of technology to ensure we can continue to learn and grow together.

Advantages of sponsoring a virtual meeting:

- **Wider reach:** Easier access for a greater number of virtual attendees
- **Longer lasting:** Content remains available on demand for 6 months
- **Interactive:** Make connections, message directly or chat social media style, book meetings, share digital literature
- **Cost effective:** Well-priced packages, save on travel, accommodation, and shipping
- **Encouragement:** Powerful marketing and promotion of your sponsorship will raise brand awareness and offer you support as we encourage attendees to interact with you

Challenging times present opportunities to explore new methods of engagement, product placement, education about your brand, and lead generation. We will work with you to ensure a ROI and experience that exceeds your expectations. Meetings of this nature will not be possible without the collaboration of the trade. We trust we can count yet again on your generous support to facilitate a successful BIGOSA meeting in 2021.

OVERVIEW

Attendee profile

Medical Professionals comprising of
GPs
Radiologists
Oncologists
Physiotherapists
General Surgeons
Plastic Surgeons
Pathologists
Product Specialists
and more, with an interest in breast cancer.

Participation at BIGOSA 2019

177 Attendees
16 Exhibitors

Book here or contact Jason Rade on jason@africanagenda.com
to discuss your partnership or tailor-make a package.



• **GOLD SPONSOR (Exclusive)** ZAR 82,500

The Gold Sponsorship is the highest level of sponsorship and is limited to one organisation. The sponsorship includes exclusive recognition as the Gold Sponsor from the 'podium' and includes prominent branding across the virtual platform (mobile and web app) and the BIGOSA website.

This is a highly visible branding position and an exclusive opportunity; further inclusions are a virtual exhibition booth and a virtual sponsor profile with associated metrics, scrolling banner advertisement, 6 free registration passes, one messaging opportunity to participants, acknowledgement across meeting promotional material, a pre-recorded message for participant viewing and a pre-event message sent to all participants.

• **SILVER SPONSOR (2 Available)** ZAR 60,000

The Silver Sponsorship is limited to two organisations. The sponsorship includes recognition from the 'podium' and includes prominent branding across the virtual platform (mobile and web app) and the BIGOSA website.

This is a highly visible branding position; further inclusions are a virtual exhibition booth and a virtual sponsor profile with associated metrics, scrolling banner advertisement, 5 free registration passes, one messaging opportunity to participants and acknowledgement across meeting promotional material.

• **BRONZE SPONSOR (3 available)** ZAR 44,000

The Bronze Sponsorship is limited to three organisations. The sponsorship includes recognition from the 'podium' and includes prominent branding across the virtual platform (mobile and web app) and the BIGOSA website.

This is a highly visible branding position; further inclusions are a virtual exhibition booth and a virtual sponsor profile with associated metrics, scrolling banner advertisement, 4 free registration passes, and acknowledgement across meeting promotional material.

• **SUPPORTER** from ZAR 5,500

The sponsorship includes recognition proportional to the value of the supporter sponsorship and includes branding across the virtual platform (mobile and web app) and the BIGOSA website.



• **BREAKFAST OR LUNCH SYMPOSIUM (1 Available)** ZAR 20,000

Taking place at the start of the day or during the lunch break, the symposium is an opportunity to deliver a session related to the meeting topics, presented by a speaker of your choice (subject to Programme Committee approval). Your symposium will be marketed to attendees via the agenda and all meeting communications and includes full AV/tech support to pre-record or facilitate a live session.

Add-on:

Add to this opportunity by delivering breakfast or lunch to your attendees – either an Uber Eats voucher or a breakfast or lunch box delivered to a group in the office.

• **PRODUCT DEMONSTRATION (2 Available)** ZAR 20,000

Demonstrate your product, equipment, or services in 15-minute slots in the dedicated Product Demonstration. 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 meeting newsletter.

• **SESSION SPONSOR** ZAR 15,000

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. Introducing 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. Bespoke branding on the livestream page can also be made available at an additional cost.





• **VIRTUAL EXHIBITION BOOTH**

ZAR 13,500

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, and engage in follow-up discussions. All visits (metrics) and downloads (contacts) will be made available post-meeting.

• **BEST PRESENTATION AWARD** 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** ZAR 5,000

Support scientific research by sponsoring the prizes 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

• **EDUCATIONAL BURSARY** ZAR 600

Sponsor the registration costs of individuals or groups of students, registrars, or young professionals, affording them the opportunity to register for BIGOSA 2021 Virtual and attend the scientific sessions, posters, and more.

Please note: The Standard inclusions do not apply to this opportunity





STANDARD INCLUSIONS:

On the BIGOSA Virtual platform

Logo visibility with link to your website , acknowledgement as a Sponsor in all listings.

Marketing

Traditional website sponsor acknowledgement with linked logo and profile, sponsor logo on all promotional communication including newsletters, rights to use the BIGOSA logo in your own marketing communications.

Participation

50% discount on all your attendee registrations.



TERMS AND CONDITIONS

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.

Payment is due within 10 days of receipt of the invoice. Should payment not be received within 10 days, BIGOSA 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 require immediate settlement.

CANCELLATION/MODIFICATION POLICY

- Cancellation or modification of sponsorship items must be made in writing to the Meeting Organiser.
- BIGOSA shall retain:
 - 10% of the invoiced amount if the cancellation/modification is made before 31 August 2021 (inclusive).
 - 50% of the invoiced amount if the cancellation/modification is made between 1 September 2021 and 20 September 2021 (inclusive).
 - 100% of the invoiced amount if the cancellation/modification is made on or after 21 September 2021.

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