SASO CONGRESS 2023

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

31 AUGUST – 2 SEPTEMBER 2023

LORD CHARLES HOTEL, SOMERSET WEST






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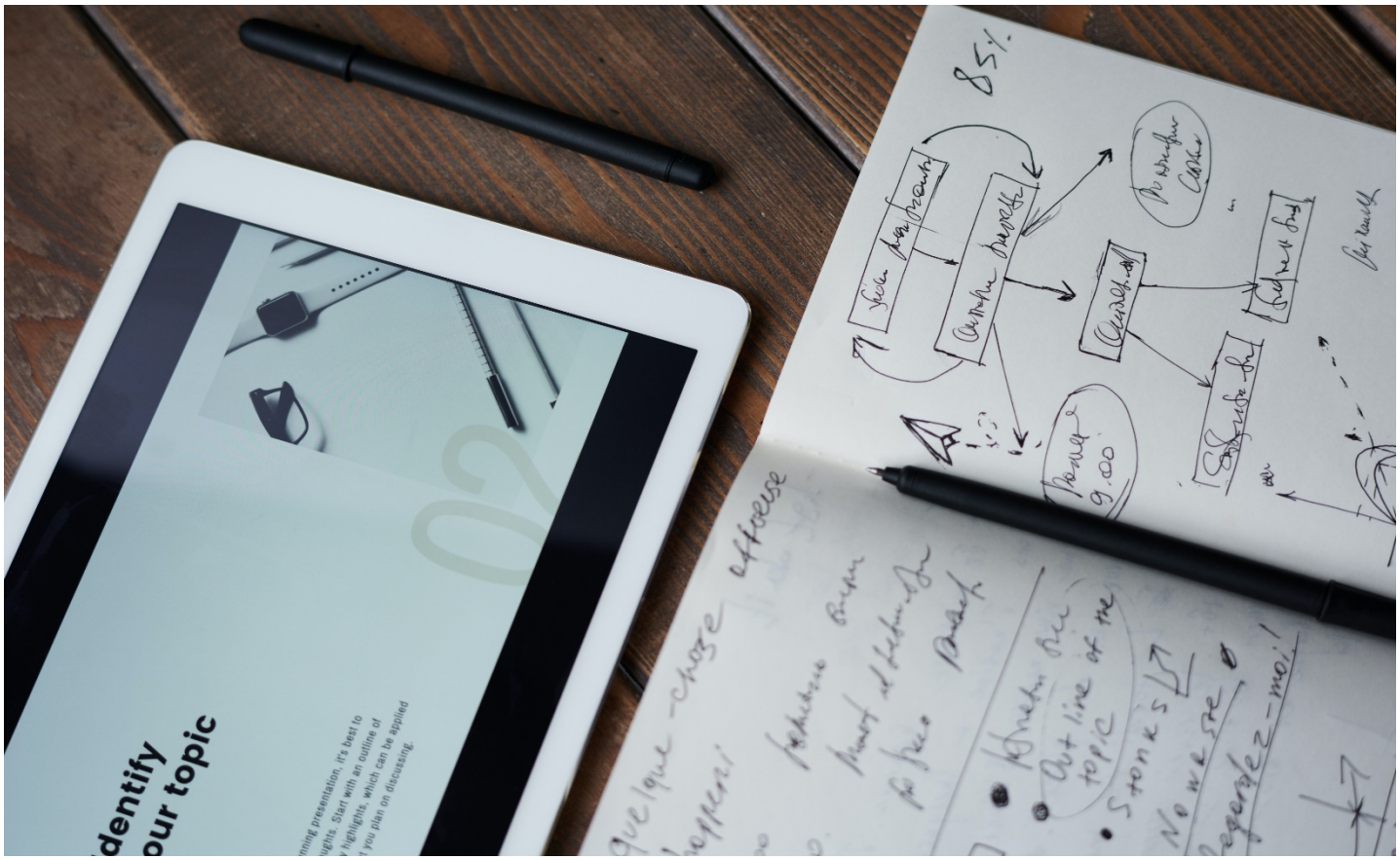
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Dear Traders

On behalf of the SASO 2023 conference organizing committee and Scatterlings our event organizers, I want to welcome you our annual conference.

The SASO 2023 conference is the showpiece event on the South African Orthodontic calendar. This congress affords you, our valued traders and partners a unique opportunity to promote your business to a large number of South Africa's Orthodontists, all under one roof. This year, the organizing committee is also planning to invite allied Dental specialists, thereby increasing your marketing reach.

We are fortunate to have secured two excellent and world-renowned speakers in Dr Davide Mirabella and Guido Fichera from Italy. Their participation in the congress promises to attract a large turnout of both local and international delegates.

The conference organizing committee along with Scatterlings have devised a substantial and innovative prospectus to promote your company. We eagerly await your participation!

Wishing you great success for the year ahead!

Kind Regards

Sahide Ahmed Choonara

WHY PARTICIPATE

The SASO Congress provides a unique opportunity to share your company's expertise with a targeted group of experts, and showcase your technologies, products and services, and to generate quality leads.

- ✓ Increase your pre-conference exposure through marketing coverage
- ✓ Raise your profile above your competitors
- ✓ Increase recognition and drive traffic to your stand
- ✓ Contribute to and be actively involved in the development and growth of the industry
- ✓ Deliver a greater R.OI. Sponsoring an event can often be cheaper and have a higher return on investment than a TV commercial or other advertising methods.
- ✓ Contribute to the upliftment of science and technology.
- ✓ Increase your company's perceived image – sponsoring such a professional and reputable event will provide the impression that your company is a reputable one.
- ✓ Gain the creditability of your target audience.
- ✓ Live and direct interaction with the target audience
- ✓ Strengthen current product popularity
- ✓ Generate sales leads
- ✓ Brand trust: if you exhibit then you are more likely to be considered a serious business player
- ✓ Visibility - People buy from people.

By becoming part of the experience, sponsors, exhibitors and attendees alike will be exposed to the best that the South African animal feed industry has to offer..

By becoming part of the experience, sponsors, exhibitors and attendees alike will be exposed to the best that the South African orthodontic industry has to offer..



PROGRAMME OUTLINE

Wednesday, 30 August 2023	
12:00 – 18:00	Exhibition build up and dress stands
Thursday, 31 August 2023	
08:00 – 17:00	Full Day Conference and Exhibition
17:30	Cocktail Party
Friday, 1 September 2023	
09:00 – 17:00	Full Day Conference and Exhibition
17:30	Exhibition breakdown
19:00	Dinner at Leisure
Saturday, 2 September 2023	
09:00 – 13:00	Half Day Conference
13:00	Delegates Depart

INTERNATIONAL SPEAKERS



Davide Mirabella



Guido Fichera

SPONSORSHIP BENEFITS GRID

DESCRIPTION	PLATINUM	GOLD	SILVER	BRONZE
Value (incl. VAT)	**R55,000**	**R25,000**	**R17,500**	**R8,000**
Number Available	1	**SOLD**	Unlimited	Unlimited **1x SOLD**
PRE-CONGRESS EXPOSURE				
Logo to appear on marketing mailers prior to the congress	Yes – in a prominent position	Yes	-	-
Listing on website (logo, company write up, URL Link), under confirmed sponsors	Yes (120-words)	Yes (80-words)	Yes (50-words)	Yes Logo only
.PDF Brochure loaded on the conference website with URL Link	Yes	-	-	-
Banner advert on the Congress website (1000 x 150 px)	Home Page	Sponsors Page	-	-
AT CONGRESS EXPOSURE				
Listing on Programme Book (logo, company write up, URL Link)	Yes (120-words)	Yes (80-words)	Yes (50-words)	Yes Logo only
Advert in Programme Book	Full Page	Half Page	¼ Page	-
Logo included on holding slides in the plenary venue	Yes	Yes	Yes	Yes
Physical exhibition space (includes 1 complimentary exhibitor)	3m x 3m	3m x 3m 50% Discount	-	-
Complimentary exhibition attendee tickets – not incl access to sessions	3	2	-	-
A4 Insert in delegate bag (sponsor to provide and print)	Yes – 2 inserts **or** custom branded item	Yes – 1 insert	Yes – 1 insert	-
POST CONGRESS EXPOSURE				
Logo to appear on all marketing material distributed post Congress	Yes	Yes	Yes	Yes
Copy of attendee database (where permission has been granted)	Yes	Yes	Yes	Yes

INDIVIDUAL SPONSORSHIP ITEMS

Perhaps you'd like to put your name to something memorable and a bit different?
We're offering the following individual sponsor items for the SASO Congress 2023

OPPORTUNITY	COST	DETAIL
Notebook	**SOLD**	✓ Logo on notebook – cobranded with SASO Conference logo ✓ Listing on website (logo and URL Link), under confirmed sponsors
Pens	**SOLD**	✓ Logo on pen – cobranded with SASO Conference logo ✓ Listing on website and in programme book (logo only), under confirmed sponsors
Inserts into delegate bag **2x SOLD**	R2,000	✓ Insert into delegate bag – to be supplied and printed by the sponsor
Name badges and lanyards	**SOLD**	✓ Logo on name badge and lanyards – co-branded with SASO Conference logo ✓ Listing on website and in programme book (logo, URL Link), under confirmed sponsors
Programme book	R6,000	✓ Logo on front cover of programme book ✓ Full page advert on back cover of programme book ✓ Listing on website and programme book (logo, company write up, URL Link)
Registration desk	**SOLD**	✓ Logo on Registration Desk – co-branded with SASO Conference logo ✓ Listing on website and in programme book (logo, company write up, URL Link), under confirmed sponsors – 50-words ✓ Opportunity to place 2x free standing banners in registration area
Delegate bags	**SOLD**	✓ Logo on Delegate Bag – cobranded with SASO Conference logo ✓ Listing on website and in programme book (logo, company write up, URL Link), under confirmed sponsors – 50-words ✓ A4 Insert in delegate bag – to be supplied and printed by the sponsor
Cocktail function	R30,000	✓ Sponsor to provide banners for the cocktail function ✓ Listing on website and in programme book (logo, company write up, URL Link), under confirmed sponsors – 100-words ✓ 1x Complimentary delegate ✓ 1x Insert into delegate bag

SPONSORED COLLATERAL ITEMS

 A5 Hard Cover Notebooks	 Ball Point Pens
 Silk Double Hook Lanyards	 Laptop Bag
 Registration Desk	 Programme Book

EXHIBITION STANDS

What will I receive as an exhibitor?

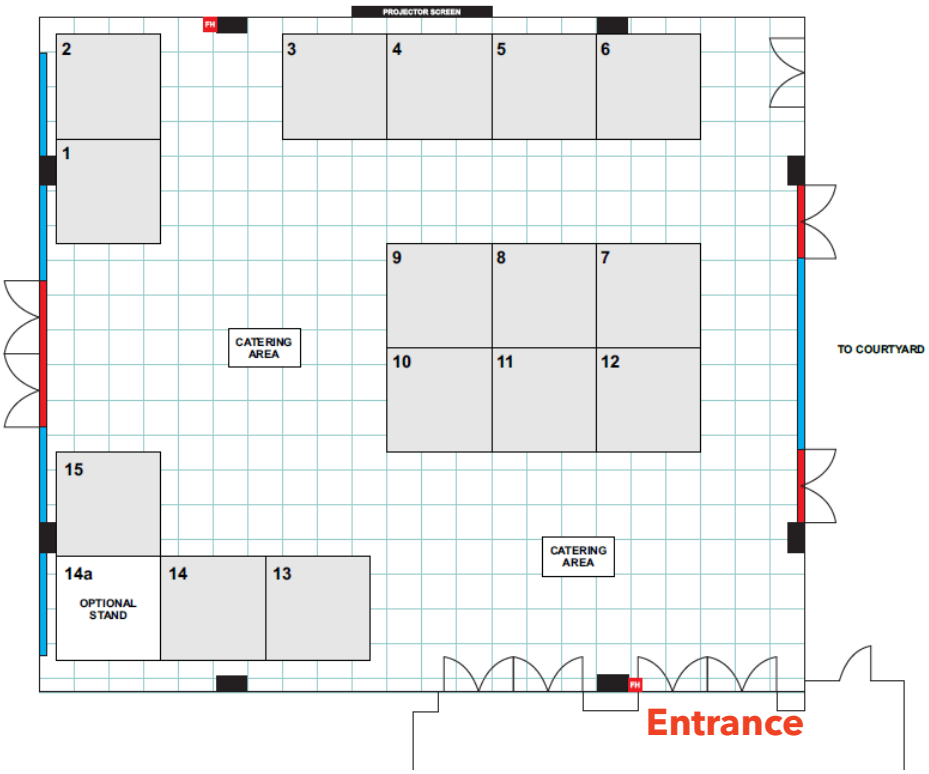
Exhibition Stand

- ✓ Shell scheme walling, 2500mm high
- ✓ Facia board with your company name printed in black
- ✓ 1x trestle table
- ✓ 2x chairs
- ✓ 2x spotlights
- ✓ 1x plug point
- ✓ 1x complimentary delegate passes
- ✓ Additional delegate pass @ R 1 800-00 per pass, to a max of 3x pax per 3m x 3m space

DESCRIPTION	PRICE (VAT incl.)
3m x 3m Exhibition Stand	R12,800

FLOOR PLAN

THE SOUTH AFRICAN SOCIETY OF Orthodontists



Reach Promote Connect

TERMS OF PAYMENT

a. 50% payment required on signing of contract
b. Balance due by 30 June 2023

TERMS AND CONDITIONS

1. All prices include VAT @15%.
2. Selection of sponsorship package and exhibition stand is on a first come first serve basis.
3. An invoice and contract will be sent within 2 working days after receipt of the booking form.
4. The LOC reserves the right to decline a sponsorship booking.
5. Sponsorship is only confirmed on receipt of the signed contract and payment in full.
6. Return on investment will be effected once a signed contract and full payment is received.
7. All sponsorship contracts are final and cannot be retracted.
8. The law of South Africa governs this contract.
9. Return on investment can only be effected once the required elements have been received from the sponsors (i.e. logos).
10. Cancellation policy:
    a. All cancellations must be received by the Congress Secretariat in writing – to charne@soafrica.com
    b. Cancellations received will be liable for the full value committed.

CONTACT US:

For more information and enquiries, please contact the Congress Secretariat

SCATTERLINGS
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