



**B·H·F**  
SOUTHERN AFRICA

**Cape Town**  
16-19 July 2017

The  
**18<sup>th</sup>** Annual  
**BHF Southern  
African Conference**

## Sponsorship packages 2017

### Dear Potential Sponsor

Celebrating our 18<sup>th</sup> annual event, this year's conference promises to be very exciting. The event will be held at the CTICC from the **16<sup>th</sup> – 19<sup>th</sup> July 2017**. The conference will focus on the tools required to achieve an efficiency-based, patient-centred private health system.

### Delegate Profile

Over 300 organisations are represented, and these include:

- Administrators
- Medical schemes
- Managed care organisations
- Pharmaceuticals
- Government departments

Designations ranging from: Directors, Principal Officers, Trustees, CEO's, CFO's, Actuaries, Marketing Directors and Medical Advisors attend the annual event.

### Conference Programme

As always, our comprehensive programme will address the full range of issues and challenges now facing the industry, equipping delegates to make informed strategic and operational decisions over the coming year.

### Sponsorship Packages

The 18th Annual BHF Southern African Conference will offer your organisation an opportunity to be directly involved by means of sponsorship and exhibiting.

If your organisation would like a customised package, we will gladly tailor the benefits to match your needs.

Below is a list of packages that have been tailored to appeal to a wide variety of marketing objectives.

**2017 Sponsorship Packages**



**B·H·F**  
SOUTHERN AFRICA

**Cape Town**  
16-19 July 2017

The  
**18<sup>th</sup>** Annual  
**BHF Southern  
African Conference**

## 1. SPONSOR PACKAGES

Delegate Conference Bags

Opening Cocktail Function

Branding of the Registration Area

Lanyards and Names Card Holders

Exhibition stands

Email Blasts

Bag Insert

Table Drops

Speaker Gifts

Gala Banquet Gifts



**B·H·F**  
SOUTHERN AFRICA

**Cape Town**  
16-19 July 2017

The  
**18<sup>th</sup>** Annual  
**BHF Southern  
African Conference**

## 2. PARTNESHIP PACKAGES

<b>ITEM</b>	<b>Delegate Conference Bags</b>
<b>VALUE</b>	<b>R 120 000 excl. VAT</b>
<b>RANK</b>	<b>Platinum</b>
<b>Packages includes</b>	Bags
<b>Naming rights</b>	✓
<b>VIP table at the BHF Gala</b>	One table
<b>Complimentary exhibition stand (SPACE ONLY)</b>	✓
<b>Branding Opportunity</b>	Co-branding with BHF on the conference bags
<b>Space for banners at event</b>	✓
<b>Discount on a 3x3 stand</b>	8%
<b>Complimentary conference ticket(s)</b>	2
<b>Company profile on the BHF conference website</b>	200 words
<b>Your company logo on the BHF conference website</b>	✓
<b>Your company logo on the conference programme</b>	✓
<b>Announcements of competitions during the plenary sessions by the facilitator</b>	✓
<b>Your company logo and acknowledgement on screen before and after each session</b>	✓
<b>Bag insert</b>	✓
<b>Email blasts</b>	
<b>Please tick the box to select your package</b>	<input type="checkbox"/>



**B·H·F**  
SOUTHERN AFRICA

The  
**18<sup>th</sup>** Annual  
**BHF Southern African Conference**

**Cape Town**  
16-19 July 2017

ITEM	Opening Ceremony	Registration	Photography	Lanyard & Name Card Holders
VALUE	R 120 000 excl. VAT	R 80 000 excl. VAT	R 45 000 excl. VAT	R 55 000 excl. VAT Reserved
RANK	Platinum	Gold	Silver Elite	Silver
Packages includes	Branding Rights  ✓	1. Monitors to display sponsor loop. 2. Space to display banners	Photographer	Name tags, and Lanyards
Branding Opportunity	Co-branding the opening ceremony	Co-branding registration system and area onsite	Co-branding all photographs. Photographer to wear branded shirt. Prints branded	Company logo and a blurb to be printed at the back of all delegate name tags and lanyards
Hosting conference presentations at stand		✓		
Space for banners at event	✓	✓	✓	✓
Discount on a 3x3 stand	6%	4%	3%	2%
Complimentary conference ticket(s)	2	1	1	1
Company profile on the BHF conference website	400 words	150 words	150 words	100 words
Your company logo on the BHF conference website	✓	✓	✓	✓
Your company logo on the conference programme	✓	✓	✓	✓
Announcements of competitions during the plenary sessions by facilitator	✓	✓	✓	✓
Your company logo and acknowledgement on screen before and after each session	✓	✓	✓	✓
Bag insert	✓	✓	✓	✓
Please tick the box to select your package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2017 Sponsorship Packages**



**B·H·F**  
SOUTHERN AFRICA

**Cape Town**  
16-19 July 2017

The  
**18<sup>th</sup>** Annual  
**BHF Southern African Conference**

### 3. PARTNERSHIP PACKAGES (cont.)

ITEM	Exhibition Stands 3 X 3	
	R 38 000 excl. VAT (Shell scheme)	R 36 000 excl. VAT (Space only)
RANK	Bronze	
Packages includes	Shell scheme	Space only
Complimentary conference ticket(s)	1	1
Company profile on the BHF conference website	50 words	50 words
Your company logo on the BHF conference website	✓	✓
Your company logo on the conference programme	✓	✓
Announcements of competitions during plenary sessions by facilitator	✓	✓
Your company logo and acknowledgement on screen before and after each session	✓	✓
Bag insert	✓	✓
Email blasts		
One standard table and two chairs	✓	✓
1 x Plug point	✓	✓
Electrician on standby for duration of conference, for any electrical faults with the plugs points	✓	✓
Security outside the venue at night, for duration of conference	✓	✓
1 x Fluorescent Light	✓	
White shell scheme walling, 2.5m in height - side & rear (depending on positioning & requirements)	✓	
Fascia - displays exhibitors name OR product name	✓	
Number of exhibitors manning sponsor's stands	strictly two only	strictly two only
Access to gala banquet and opening function for persons manning stand	strictly two only	strictly two only
Please tick the box to select your package	<input type="checkbox"/>	<input type="checkbox"/>



**B·H·F**  
SOUTHERN AFRICA

**Cape Town**  
16-19 July 2017

The  
**18<sup>th</sup>**  
Annual  
**BHF Southern  
African Conference**

## 4. ADDITIONAL SPONSORSHIP PACKAGES

Please pick the box to select your package

NR.	ITEM	VALUE	DESCRIPTION	BENEFITS	SELECT
1	Email Blasts	R 10 000 excl. VAT R 11 400 incl. VAT	Sending out a branded email to all our delegates announcing a competition.	<input checked="" type="checkbox"/> Branded Email to be distributed to all conference delegates by BHF. <input checked="" type="checkbox"/> Logo on the conference programme. <input checked="" type="checkbox"/> Your company logo on the conference website.	<input type="checkbox"/>
2	Bag Insert	R 10 000 excl. VAT R 11 400 incl. VAT	Opportunity to place a gift or brochure in the delegate bags (1100).	<input checked="" type="checkbox"/> BHF will insert the gift or brochure in the delegate bags. <input checked="" type="checkbox"/> Your company logo on the conference programme. <input checked="" type="checkbox"/> Your company logo on the conference website.	<input type="checkbox"/>
3	Table Drops	R 18 000 excl. VAT R 20 520 incl. VAT	Opportunity to place gift or brochure on the delegate tables at a session.	<input checked="" type="checkbox"/> BHF to coordinate the placing of gift or brochure on the table. <input checked="" type="checkbox"/> Your company logo and blurb to be placed on the Conference website (100 words). <input checked="" type="checkbox"/> Your company logo on the conference website.	<input type="checkbox"/>
4	Speaker Gifts	R 30 000 excl. VAT R 34 200 Incl. VAT	Opportunity to brand all our speaker gifts	<input checked="" type="checkbox"/> Announcement of your sponsorship during the plenary sessions by facilitator. <input checked="" type="checkbox"/> Speaker gifts to branded using your branding. <input checked="" type="checkbox"/> Company profile on the BHF conference website <input checked="" type="checkbox"/> Your company logo on the conference programme. <input checked="" type="checkbox"/> Announcements of competitions during the plenary sessions by facilitator. <input checked="" type="checkbox"/> Your company logo and acknowledgement on screen before and after each session. <input checked="" type="checkbox"/> 1 delegate	<input type="checkbox"/>



**B·H·F**  
SOUTHERN AFRICA

The  
**18<sup>th</sup>** Annual  
**BHF Southern  
African Conference**

**Cape Town**  
16-19 July 2017

5	BHF Gala Gifts	R 45 000 excl. VAT R 51 300 incl. VAT	Opportunity to brand the gala gifts	<ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Announcement of your sponsorship at the Gala Banquet. Your logo on the screen during the gala.</li><li><input checked="" type="checkbox"/> Gifts branded with your company branding.</li><li><input checked="" type="checkbox"/> Space for three banners inside the BHF exhibition hall.</li><li><input checked="" type="checkbox"/> 1 Complimentary conference ticket.</li><li><input checked="" type="checkbox"/> Company profile on the BHF conference website.</li><li><input checked="" type="checkbox"/> Your company logo on the conference programme.</li><li><input checked="" type="checkbox"/> Announcements of competitions during the plenary sessions by facilitator.</li><li><input checked="" type="checkbox"/> Your company logo and acknowledgement on screen before and after each session.</li><li><input checked="" type="checkbox"/> Bag insert.</li></ul>	<input type="checkbox"/>
---	----------------	--	-------------------------------------	--	--------------------------



**B·H·F**  
SOUTHERN AFRICA

**Cape Town**  
16-19 July 2017

The  
**18<sup>th</sup>** Annual  
**BHF Southern  
African Conference**

## SPONSORSHIP BOOKING FORM

### SPONSOR COMPANY DETAILS:

Company: \_\_\_\_\_

VAT. Number: \_\_\_\_\_

### EVENTS COORDINATOR:

Main Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### BHF CONTACT DETAILS:

Zola Mtshiya: BHF Marketing Department  
011 537 0236 or 0829031856 or [zolam@bhfglobal.com](mailto:zolam@bhfglobal.com)

### PAYMENT DETAILS:

Payments should be made to: **The Board of Healthcare Funders**

Bank: Nedbank  
Branch: The Mall Rosebank  
Branch Code: 197705  
Account Number: 1958449059

### PAYMENT TERMS:

Full payment will be payable by the **6 July 2017**.

### CANCELLATION POLICY:

- Notification of cancellation of a sponsorship package must be made in writing and received on or before the **3rd June 2017**, please note that an administration fee of **R10 000** will be payable.
- 70% of the sponsorship fee will be payable, if cancellation is received after **the 1 July 2017**.
- They will be no refund for all cancellations received after the **10 July 2017**.

### AUTHORISATION:

By signing below, I acknowledge that I am duly authorised to sign and thereby to commit the company shown above to the cost of exhibition opportunity outlined above and accept all printed terms and conditions.

Name & Surname: \_\_\_\_\_

Designation: \_\_\_\_\_