



The  
**21<sup>st</sup> Annual  
BHF Conference**  
CAPE TOWN ICC | 18-21 May 2022

## 2022 SPONSORSHIP PACKAGES

### DETAILS OF THE 21<sup>ST</sup> ANNUAL BHF CONFERENCE

VENUE: Cape Town International Convention Centre

DATE: 18-21 May 2022

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Register online at [www.bhfglobal.com](http://www.bhfglobal.com) 🐦 Follow us on Twitter @BHFGLOBAL



Dear Sponsor,

This year we are hosting the 21<sup>st</sup> Annual BHF Conference from 18<sup>th</sup> to 21<sup>st</sup> May 2022 at the International Convention Centre in Cape Town.

Themed: **Leading change in strengthening our healthcare system**, this year's conference promises to cover many topical issues with an impressive line-up of speakers.

## Delegate Profile

- 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.

## About the Conference

The annual BHF Conference is the largest healthcare convention in Southern Africa, premised in providing healthcare insights and facilitating engagement and cooperation on fundamental challenges facing private healthcare funding and national health policy.

The conference offers networking opportunities such as the BHF Golf Challenge, the prestigious Titanium Awards and networking cocktail functions at the event.





## The Conference Programme

As always, our collaborative and comprehensive content programme will address a broad range of issues and challenges facing the industry in 2022, equipping delegates to make informed strategic and operational decisions over the coming year.

## Sponsorship Packages

The 21<sup>st</sup> Annual BHF 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.

- 1) Partnership Packages
- 2) Opening Cocktail Function
- 3) Branding of Registration Area
- 4) Photography
- 5) Tea and Lunch
- 6) Delegate Room Drops
- 7) Lanyards and Name Card Holders
- 8) Exhibition Stands
- 9) Gala Banquet Gifts
- 10) Sponsor Packages for Small Businesses





## 1. PARTNERSHIP PACKAGES [Premium]

*\*All rates quoted are inclusive of VAT.*

ITEM	Premium Sponsorship
VALUE	<b>R410 000</b>
RANK	<b>PREMIUM SPONSOR</b>
<b><u>PACKAGES INCLUDES</u></b>	<ul style="list-style-type: none"> <li>• Co-branding: Delegate Bags</li> <li>• Coordinated Business-to-Business meetings</li> <li>• Main Sponsor BHF Golf Challenge</li> <li>• SMS to all delegates Wednesday</li> <li>• Email Blast to all delegates week before event</li> <li>• 6 X 3 Stand</li> <li>• 4 Complimentary Tickets</li> </ul>
VIP table at the BHF Gala	Two tables
Company profile on BHF conference website	200 words
Company logo on BHF conference website	✓
Company logo on conference programme	✓
Announcements of competitions during the plenary sessions by the facilitator	✓
Company logo on screen before and after each session	✓
BHF Magazine blurb listing	✓
Listing of company logo in conference programme	✓
<i>Please tick the box to select your package</i>	<input type="checkbox"/>





## 2. PARTNERSHIP PACKAGES [Platinum]

\*All rates quoted are inclusive of VAT.

ITEM	Platinum Sponsorship	Coffee Stations	Delegate Step Challenge Prizes	Gala MC & Entertainment
VALUE*	R245 000	R300 000	R235 000	R171 000 <b>RESERVED</b>
RANK	Platinum	Platinum	Platinum	Platinum
PACKAGE INCLUDES	<ul style="list-style-type: none"> <li>Branding Rights Opening Ceremony</li> <li>Registration Area and System Branding</li> <li>SMS to Delegates on Wednesday night</li> </ul>	<ul style="list-style-type: none"> <li>Branding of the BHF Conference built coffee stations. 4 stations inside the exhibition hall</li> <li>-Please refer to the floorplan</li> </ul>	<ul style="list-style-type: none"> <li>Branded Prizes for Winners</li> <li>Branded Footprints</li> <li>6x3 stand</li> </ul>	<ul style="list-style-type: none"> <li>Gala Dinner Gifts</li> <li>Entertainment for the Gala Dinner</li> </ul>
BRANDING OPPORTUNITY	Co-branding of registration area and system onsite	Co-branding of the coffee stations	A trail of co-branded sponsor-branded footprints	MC and co-branding of Entertainment for Gala on 19 May
	Co-branding of opening ceremony	SMS to delegates on Wednesday 18 May	Branding of all prizes	Co-branding on Gala Dinner Menus
Space for banners at the event	✓	✓	✓	✓
Complimentary conference ticket(s)	2	2	2	1
Company profile on BHF conference website	400 words	400 words	400 words	300 words
Company logo on BHF conference website	✓	✓	✓	✓
Company logo on conference programme	✓	✓	✓	✓
Announcements of competitions during plenary sessions (facilitator)	✓	✓	✓	✓





On screen acknowledgement before and after each session (logo)	✓	✓	✓	✓
Bag Insert	✓	✓	✓	✓
BHF Magazine Listing	✓	✓	✓	✓
<i>Please tick box to select package</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 3. PARTNERSHIP PACKAGES [Gold & Silver]

\*All rates quoted are inclusive of VAT.

ITEM	Lunch Stations	Photography	Lanyard & Name Card Holders
VALUE*	R80 000	R85 000	R75 000 <b>RESEVED</b>
RANK	Gold	Gold	Silver Elite
PACKAGE INCLUDES	<ul style="list-style-type: none"> <li>Lunch Stations</li> </ul>	<ul style="list-style-type: none"> <li>Photography</li> </ul>	<ul style="list-style-type: none"> <li>Lanyard &amp; Name tags branding</li> <li>SMS to Delegates on Friday Morning</li> </ul>
BRANDING OPPORTUNITY	Opportunity to brand lunch stations on Thursday/Friday	Co-branding all Photographs & Photographer t-shirt 3x3 meter branded station for photographers	Company logo on lanyards
		Co-branding on backdrop for Gala Photographs	Company logo and message printed on back of name cards
Space for banners at the event	✓	✓	✓
Complimentary conference ticket(s)	1	1	1
Company profile on BHF conference website	200 words	200 words	200 words
Company logo on BHF conference website	✓	✓	✓
Company logo on conference programme	✓	✓	✓
Announcements of competitions during plenary sessions (facilitator)	✓	✓	✓





On screen acknowledgement before and after each session (logo)	✓	✓	✓
Bag Insert	✓	✓	✓
BHF Magazine Listing	✓	✓	✓
<i>Please tick box to select package</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 4. EXHIBITION PACKAGES

\*All rates quoted are inclusive of VAT.

ITEM	Exhibition Stands 3 X 3		Exhibition Stands 6x3	
	R 43 700 (SHELL SCHEME)	R 41 400 (SPACE ONLY)	R 87 400 (SHELL SCHEME)	R82 800 (SPACE ONLY)
RANK	BRONZE		GOLD	
PACKAGE INCLUDES	Shell Scheme	Space Only	Shell Scheme	Space Only
Complimentary conference ticket(s)	1	1	2	2
BHF Magazine blurb listing	✓	✓	✓	✓
Company profile on conference website	50 words	50 words	100 words	100 words
Company logo on conference website	✓	✓	✓	✓
Company logo on conference programme	✓	✓	✓	✓
Announcements of competitions during plenary sessions by facilitator	✓	✓	✓	✓
Company logo and acknowledgement on screen before and after each session	✓	✓	✓	✓
Bag insert	✓	✓	✓	✓
One standard table and two chairs	✓	✓	✓	✓
1 x Plug point	✓	✓	✓	✓
Electrician on standby for duration of conference	✓	✓	✓	✓
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 exhibitor's name OR product name	✓		✓	
Number of exhibitors manning sponsor's stands	Strictly 2 only	Strictly 2 only	Strictly 4 only	Strictly 4 only
Access to gala banquet and opening function for persons manning stand	Strictly 2 only	Strictly 2 only	Strictly 4 only	Strictly 4 only
<i>Please tick box to select package</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 5. ADDITIONAL PACKAGES

*\*All rates quoted are inclusive of VAT.*

ITEM	Speaker Gifts	Vehicle Display	Memory Sticks	Branded Water Bottles
VALUE*	R60 000	R45 000	R60 000	R45 000
BRANDING OPPORTUNITY	Opportunity to brand speaker gifts	Opportunity to display 1 vehicle in exhibition hall	Opportunity to brand 300 Memory Sticks	Opportunity to supply your own branded water bottles at the BHF Conference
Your branding on all speaker gifts	✓			
Announcement of sponsorship during plenary sessions by facilitator	✓		✓	✓
Company logo and acknowledgement on screen before and after each session	✓	✓	✓	✓
Company profile and logo on BHF conference website	✓	✓	✓	✓
Company logo on conference programme	✓	✓	✓	✓
BHF Magazine blurb listing	✓	✓	✓	✓
Bag insert		✓		
Complimentary conference ticket(s)	1	1	1	1
X2 Exhibitors manning the display area		✓		







X2 Access to gala banquet and opening function for persons manning stand		✓		
Branded Memory sticks			✓	
Please tick the box to select your package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 6. SPONSORSHIP PACKAGES FOR SMALL BUSINESSES

\*All rates quoted are inclusive of VAT.

BHF offers a variety of advertising and branding opportunities for small businesses. This is great way for small businesses to enhance their profile without spending a fortune. The packages below are not only cost effective but will help you market your product, gain exposure and promote a positive image of your business. These packages are exclusively designed for small and medium-sized enterprises or small and medium-sized businesses.

NR.	ITEM	VALUE*	DESCRIPTION	BENEFITS	SELECT
1	<b>Animated Company Logo</b>	<b>R6 840</b>	Animated logo display on conference screens	<ul style="list-style-type: none"> <li>• Animated Company Logo displayed on screens during the conference</li> <li>• Company logo on programme</li> <li>• Company logo on event website</li> <li>• BHF Magazine blurb listing</li> </ul>	<input type="checkbox"/>
2	<b>Email Blasts</b>	<b>R11 500</b>	Sending out a branded email to all our delegates announcing a competition	<ul style="list-style-type: none"> <li>• Branded Email to be distributed to all conference delegates by</li> <li>• Company logo on programme</li> <li>• BHF Magazine blurb listing</li> <li>• Company logo on event website</li> </ul>	<input type="checkbox"/>
3	<b>Bag Insert</b>	<b>R11 500</b>	Opportunity to place a gift or brochure in the delegate bags (1100)	<ul style="list-style-type: none"> <li>• BHF will insert the gift or brochure in the delegate bags</li> <li>• Company logo on programme</li> <li>• Company logo on event website</li> <li>• BHF Magazine blurb listing</li> </ul>	<input type="checkbox"/>
4	<b>Table Drops</b>	<b>R20 700</b>	Opportunity to place gift or brochure on the delegate tables at a session	<ul style="list-style-type: none"> <li>• BHF to coordinate the placing of gift or brochure on the table.</li> <li>• Company logo and blurb on the event website (100 words)</li> <li>• BHF Magazine blurb listing</li> </ul>	<input type="checkbox"/>
5	<b>SMS to registered delegates</b>	<b>R14 540</b>	SMS of Competition announcements to all our delegates	<ul style="list-style-type: none"> <li>• SMS to be sent to all conference delegates by BHF</li> <li>• Company logo on the conference programme.</li> <li>• Company logo on the conference website.</li> </ul>	<input type="checkbox"/>





				<ul style="list-style-type: none"><li>• Animated conference logo of screen during the conference</li><li>• BHF Magazine blurb listing</li></ul>	
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## 7. SPONSORSHIP PACKAGES FOR SMALL BUSINESSES (Continued)

\*All rates quoted are inclusive of VAT.

NR.	ITEM	VALUE*	DESCRIPTION	BENEFITS	SELECT
6	<b>Charging Stations</b>	<b>R55 000</b>	Opportunity to brand the charging station in the exhibition hall	<ul style="list-style-type: none"> <li>• Branding on all charging stations</li> <li>• Announcement of your sponsorship during plenary sessions by facilitator</li> <li>• Company logo and blurb on conference programme</li> <li>• Company logo and blurb placed on conference website</li> <li>• Animated conference logo of screen during conference</li> <li>• BHF Magazine blurb listing</li> <li>• Bag Insert</li> </ul>	<input type="checkbox"/>
7	<b>Directional signage</b>  <b>Reserved</b>	<b>R7500</b>	Opportunity to co-brand on screens that directs delegates to various conference venues. (Conference rooms, Gala dinner, Registration, etc. X 1 opportunity)	<ul style="list-style-type: none"> <li>• Co-branding of directional signage</li> <li>• Company logo and blurb on conference programme</li> <li>• Company logo and blurb placed on conference website</li> <li>• BHF Magazine blurb listing</li> </ul>	<input type="checkbox"/>
8	<b>Picture frames branding</b>	<b>R6 500</b>	Co-branding of conference picture frames. These frames are usually placed in the exhibition hall and cocktail function area.	<ul style="list-style-type: none"> <li>• Co-branding of conference picture frames</li> <li>• Company logo and blurb on conference programme</li> <li>• Company logo and blurb to be placed on the Conference website</li> <li>• BHF Magazine blurb listing</li> </ul>	<input type="checkbox"/>
9	<b>Restroom Branding</b>	<b>R20 000</b>	Opportunity to brand the restrooms used by conference delegates.	<ul style="list-style-type: none"> <li>• Branding of all restrooms</li> <li>• Company logo and blurb on conference programme.</li> <li>• Company logo and blurb placed on conference website</li> <li>• BHF Magazine blurb listing</li> </ul>	<input type="checkbox"/>





## SPONSORSHIP BOOKING FORM | 2022 BHF CONFERENCE

### SPONSOR COMPANY DETAILS

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

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

### EVENTS CO-ORDINATOR

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

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

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

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

#### PAYMENT DETAILS:

*Payments should be made to:*

The Board of Healthcare Funders

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

#### BHF CONTACT DETAILS:

Mary Manamela

Key Accounts Manager

011 537 0270 / 065 814 7891

marym@bhfglobal.com

#### PAYMENT TERMS:

Full payment will be liable 30 days after receiving the invoice

#### CANCELLATION POLICY:

- Notification of cancellation of a sponsorship package must be made in writing and received on or before **3 April 2022**, 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 **30 April 2022**.
- There will be no refund for all cancellations received after **18 May 2022**.

### 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: \_\_\_\_\_

INVOICING ADDRESS: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

