



The
**22nd Annual
BHF Conference**
CAPE TOWN ICC | 14-17 May 2023

2023

**SPONSORSHIP
OPPORTUNITIES**



Convergence to a person centric health eco-system: Leaving no health citizen behind



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7th March 2023

Dear Potential Sponsor,

We are excited to announce the sponsorship packages for the 22nd Annual BHF Conference that will be held from 14th to 17th May 2023 at the International Convention Centre in Cape Town.

Whether off-the-shelf or bespoke, all packages have been designed to optimise: **Lead Generation, Brand Awareness and Thought Leadership** in the Healthcare industry.

Theme: Convergence to a person centric health eco-system – leaving no health citizen behind

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.

1.1. 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.





1.2. The Conference Programme

As always, our collaborative and comprehensive content programme will address a broad range of issues and challenges facing the industry in 2023, equipping delegates to make informed strategic and operational decisions over the coming year.

1.3. What's New?

Best stand Awards

As part of our efforts to recognise the enormous amount of effort, creativity and innovation that goes into the exhibition process, BHF has added the BEST stand awards.

Every exhibitor will automatically be placed into the competition, which is divided into three categories

1. Best Large Stand (9 x 3 and above);
2. Best mid-sized Stand (6 X 3);
3. Best Small Stand (3 X 3 and smaller) - to reflect the many sorts of organisations that exhibit at the BHF conference.

A team of judges will visit all stands on Monday, 15th May 2023 and WINNERS will be announced at the Titanium Awards Ceremony. Please watch this space for more details!

1.4. Sponsorship packages

By partnering with BHF you can widen your reach, gain brand exposure and engaged leads to nurture, build relations and close important business through the packages listed on the following page:



2. PARTNERSHIP PACKAGES [Premium]

**All rates quoted are inclusive of VAT.*

ITEM	PREMIUM SPONSORSHIP
VALUE	R410 000 RESERVED
RANK	PREMIUM SPONSOR
PACKAGES INCLUDES	<ul style="list-style-type: none">• Co-branding: Delegate Bags• Coordinated Business-to-Business meetings• SMS to all delegates Sunday• Email Blast to all delegates week before event• 6 X 3 Stand• 4 Complimentary Tickets
VIP table at the BHF Gala	Two tables
PRE-EVENT EXPOSURE	
Social Media promotion (facebook; Twitter, LinkedIn)	✓
Company profile on BHF conference website	400 words
Company linked logo on BHF conference website	✓
Company logo on conference programme	✓
ONSITE RECOGNITION	
Announcements of competitions during the plenary sessions by the facilitator	✓
Company logo on screen before and after each session	✓
BHF Magazine blurb listing	✓
Bag insert	✓
Listing of company logo in conference programme	✓
Please tick the box to select your package	<input type="checkbox"/>



3. PARTNERSHIP PACKAGES [Platinum]

*All rates quoted are inclusive of VAT.

ITEM	Opening Ceremony & Registration Sponsorship	Lunch & Coffee Stations	Delegate Step Challenge Prizes	Titanium Awards Gala Event
VALUE*	R245 000 RESERVED	R360 000 RESERVED	R235 000	R171 000 RESERVED
RANK	PLATINUM	PLATINUM	PLATINUM	PLATINUM
PACKAGE INCLUDES	<ul style="list-style-type: none"> • Branding Rights Opening Ceremony • Registration Area and System Branding • SMS to Delegates on Sunday night 	<ul style="list-style-type: none"> • Branding of the BHF Conference built coffee stations. X 4 stations inside the exhibition hall • Please refer to the floorplan 	<ul style="list-style-type: none"> • Branded Prizes for Winners • Branded Footprints • 6x3 stand 	<ul style="list-style-type: none"> • Entertainment for the Gala Dinner and MC
BRANDING OPPORTUNITY	Co-branding of registration area and system onsite	Co-branding of the coffee stations Opportunity to brand lunch stations on Monday/Tuesday	A trail of co-branded sponsor-branded footprints	Co-branding Gala event on 15 May SMS to Delegates on Monday afternoon
	Co-branding of opening ceremony	SMS to delegates on Friday 12 May and Sunday 14 May	Branding of all prizes	Co-branding on Gala Dinner Invite to Delegates and Menus
PRE-EVENT EXPOSURE				
Social Media promotion (Twitter, Facebook, LinkedIn)	✓	✓	✓	✓
Company profile and linked logo on BHF conference website	✓	✓	✓	✓
Company profile on BHF conference website	400 words	400 words	400 words	300 words
Co-branded emails	✓	✓	✓	✓
Complimentary conference ticket(s)	2	3	2	1



ITEM	Opening Ceremony & Registration Sponsorship	Lunch & Coffee Stations	Delegate Step Challenge Prizes	Titanium Awards Gala Event
ONSITE - RECOGNITION				
Space for banners at the event	✓	✓	✓	✓
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	✓	✓	✓	✓
Please tick box to select package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



4. PARTNERSHIP PACKAGES [Gold & Silver]

*All rates quoted are inclusive of VAT.

ITEM	Conference Photography	Lanyard & Name Card Holders
VALUE*	R85 000 RESERVED	R75 000 RESERVED
RANK	Gold	Silver Elite
PACKAGE INCLUDES	<ul style="list-style-type: none"> Photography 	<ul style="list-style-type: none"> Lanyard & Name tags branding SMS to Delegates on Sunday morning 14 May
BRANDING OPPORTUNITY	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
PRE-EVENT EXPOSURE		
Social Media promotion (facebook; Twitter, LinkedIn)	✓	✓
Complimentary conference ticket(s)	1	1
Company profile on BHF conference website	200 words	200 words
Company linked logo on BHF conference website	✓	✓
Company logo on conference programme	✓	✓
ONSITE - RECOGNITION		
Space for banners at the event	✓	✓
Announcements of competitions during plenary sessions	✓	✓
On screen acknowledgement before and after each session	✓	✓
Bag Insert	✓	✓
BHF Magazine Listing	✓	✓
Please tick box to select package	<input type="checkbox"/>	<input type="checkbox"/>



5. EXHIBITION PACKAGES

*All rates quoted are inclusive of VAT.

ITEM	Exhibition Stands 3 X 3		Exhibition Stands 6x3	
	R 43 700 (SHELL CHEME)	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
PRE-EVENT EXPOSURE				
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	✓	✓	✓	✓
ON-SITE RECOGNITION				
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
Please tick box to select package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



6. 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 own branded water bottles RESERVED
Your branding on all speaker gifts	✓			
Announcement of sponsorship during plenary sessions by facilitator	✓	✓	✓	✓
Company logo and acknowledgement on screen before and after sessions	✓	✓	✓	✓
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"/>



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



SPONSORSHIP PACKAGES FOR SMALL BUSINESSES (Continued)

*All rates quoted are inclusive of VAT.

NR.	SPONSORSHIP	VALUE*	DESCRIPTION	BENEFITS	SELECT
6	Charging Stations RESERVED	R55 000	Opportunity to brand the charging station in the exhibition hall	<ul style="list-style-type: none"> • Branding on all charging stations • Announcement of your sponsorship during plenary sessions by facilitator • Company logo and blurb on conference programme • Company logo and blurb placed on conference website • Animated conference logo of screen during conference • BHF Magazine blurb listing • Bag Insert 	o
7	Directional signage	R65 000	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"> • Co-branding of directional signage • Company logo and blurb on conference programme • Company logo and blurb placed on conference website • BHF Magazine blurb listing • 1 complimentary registration • 1 access to the Opening Ceremony and Gala Dinner 	o
8	Picture frames branding	R6 500	Co-branding of conference picture frames. These frames are usually placed in the exhibition hall and cocktail function area with your company logo and special message	<ul style="list-style-type: none"> • Co-branding of conference picture frames • Company logo and blurb on conference programme • Company logo and blurb to be placed on the Conference website • BHF Magazine blurb listing 	o
9	Restroom Branding	R20 000	Opportunity to brand the restrooms used by conference delegates.	<ul style="list-style-type: none"> • Branding of all restrooms • Company logo and blurb on conference programme. • Company logo and blurb placed on conference website • BHF Magazine blurb listing 	o



8. SPONSORSHIP OPPORTUNITY BOOKING FORM | 2023 BHF CONFERENCE

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:

Zola Mtshiya

BHF Head: Stakeholder Relations and
Business Development

011 537 0236 / 065 819 2225

zolam@bhfglobal.com

PAYMENT TERMS:

Full payment will be liable 30 days after receiving the invoice

CANCELLATION POLICY:

- Notification of cancellation of a marketing opportunity package must be made in writing and received on or before **3 April 2023**, please note that an administration fee of R10 000 will be payable.
- 70% of the marketing opportunity fee will be payable, if cancellation is received after **30 April 2023**
- There will be no refund for all cancellations received after **14 May 2023**

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 _____

: