



The
**23rd Annual
BHF Conference**
CAPE TOWN ICC | 4-8 MAY 2024

2024

SPONSORSHIP OPPORTUNITIES





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The 23rd Annual BHF Conference

SPONSORSHIP OPPORTUNITIES | PAGE 2
2024 Annual BHF Conference
CTICC 4-8 May 2024

20 November 2023

Dear Potential Sponsor,

We are excited to announce the sponsorship packages for the 23rd Annual BHF Conference that will be held from 4 to 8 May 2024 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: Beyond Barriers – Navigating the Future For Sustainable Healthcare

Delegate Profile







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

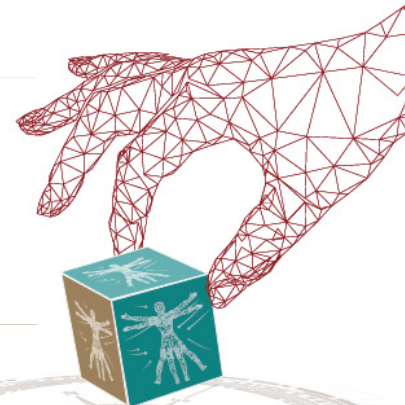
Designations ranging from: Directors, Principal Officers, Trustees, CEO's, CFO's, Actuaries, Marketing Directors and Medical Advisors attend the annual event.

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.

<p>1000+ Delegates</p> 	 <p>CAPE TOWN ICC 14-17 MAY 2023</p> <p>The 22nd Annual BHF Conference Convergence to a person-centric healthcare ecosystem <i>Leaving no health citizen behind</i></p>	
<p>25 Countries </p>		
<p>75 </p> <p>Industry thought leaders and experts presented at the conference</p>	<p>350 </p> <p>Organisations from across the healthcare, financial, medical and other sectors were represented</p>	<p>18 </p> <p>Media were represented at the conference</p>





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 2024, equipping delegates to make informed strategic and operational decisions over the coming year.

1.3. Best Stand Awards

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

Every exhibitor will automatically be placed into the competition, which is divided into three categories - Best Large Stand (9 x 3 and above) and Best mid-sized Stand (6X3) and Best Small Stand (3X3 and smaller) - to reflect the many sorts of organisations that exhibit at the BHF conference.

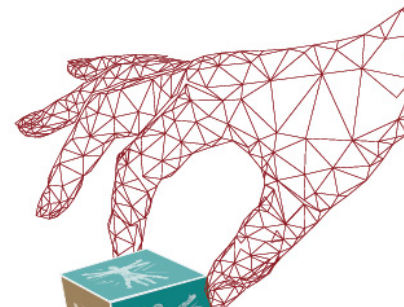
A team of judges will visit all stands on Monday, 6th May 2024 and WINNERS will be announced at the Titanium Awards Ceremony.

1.4. Sponsorship Categories

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

Sponsorship opportunities at the 2024 BHF Annual Conference include the following:

- 1) Partnership Packages (Premium)
- 2) Partnership Packages (Platinum)
 - Opening Ceremony & Registration
 - Delegate Bags
 - Lunch & Coffee Stations
 - Titanium Awards Gala Event
 - Lanyards & Name Card Holders
- 3) Partnership Packages (Gold)
 - Official Speaker Transport
 - Conference Photography
 - Speaker Gifts
- 4) Exhibition Packages
 - Exhibition Stands 3x3
 - Exhibition Stands 6x3
- 5) Additional Sponsorship Opportunities
 - Charging Stations
 - Directional signage
 - Branded Water Bottles
 - Memory Sticks
 - Table Drops
 - Restroom Branding
 - Bag Insert
- 6) New Sponsorship Opportunities
 - International speaker flights and accommodation
 - Wi-Fi for duration of the conference
 - Young Achiever Award
 - Lifetime achiever Award
 - Clinician Session

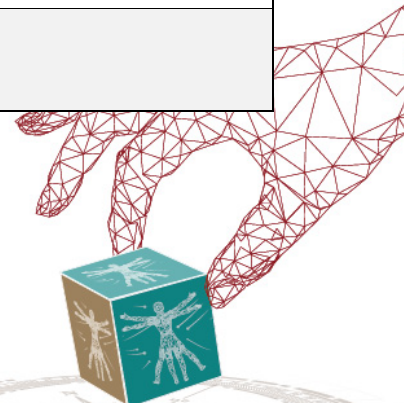




1. PARTNERSHIP PACKAGES [Premium]

**All rates quoted are inclusive of VAT.*

ITEM	PREMIUM SPONSORSHIP
VALUE	R410 000
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"/>

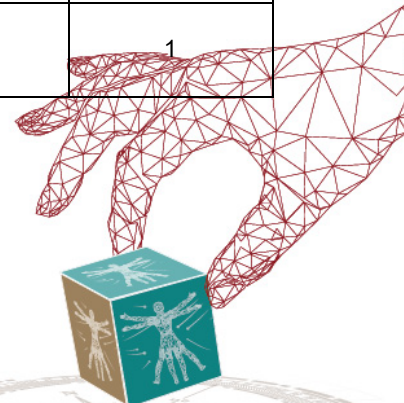




2. PARTNERSHIP PACKAGES [Platinum]

**All rates quoted are inclusive of VAT.*

ITEM	Opening Ceremony & Registration Sponsorship	Delegate Bags	Lunch & Coffee Stations	Titanium Awards Gala Event	Lanyards & Name Card Holders
VALUE*	R245 000	R230 000	R200 000	R200 000	R150 000
RANK	PLATINUM	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 Rights on Delegate Bags 	<ul style="list-style-type: none"> Branding of coffee and lunch stations. X 6 coffee stations Please refer to floorplan for location 	<ul style="list-style-type: none"> Entertainment for the Gala Dinner and MC SMS to Delegates on Monday afternoon 	<ul style="list-style-type: none"> Lanyard & Name tags branding SMS to Delegates on Sunday morning 5 May
BRANDING OPPORTUNITY	Co-branding of registration area and system onsite	These bags are sourced locally from women owned business and form part of an empowerment and CSI initiative	Co-branding of coffee stations and opportunity to brand lunch stations on Monday/Tuesday	Co-branding of Gala event on 5 May	Company logo on lanyards
	Co-branding of opening ceremony	.	SMS to delegates on Saturday, 4 May & Sunday, 5 May	Co-branding on Gala Dinner Menu and Invite to delegates	Company logo and message printed on back of name cards
PRE-EVENT EXPOSURE					
Social Media promotion	✓	✓	✓	✓	✓
Company logo on BHF website	✓	✓	✓	✓	✓
Company profile on BHF website	400 words	400 words	400 words	300 words	200 words
Co-branded emails	✓	✓	✓	✓	✓
Complimentary conference ticket(s)	3	3	2	2	1



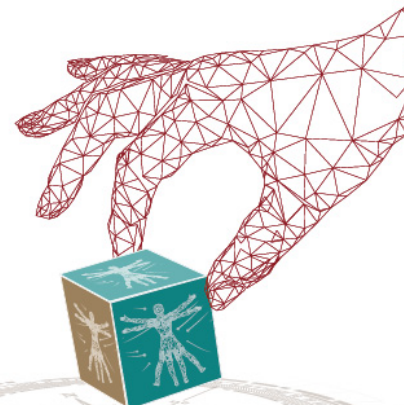


2. PARTNERSHIP PACKAGES [Platinum]

CONTINUED

*All rates quoted are inclusive of VAT.

ITEM	Opening Ceremony & Registration Sponsorship	Delegate Bags	Lunch & Coffee Stations	Titanium Awards Gala Event	Lanyard & Name Card Holders
ONSITE - RECOGNITION					
Space for banners at the event	✓	✓	✓	✓	✓
Logo on conference programme	✓	✓	✓	✓	✓
Announcements of competitions during plenary sessions (facilitator)	✓	✓	✓	✓	✓
On screen logo before and after each session	✓	✓	✓	✓	✓
Bag Insert	✓	✓	✓	✓	✓
BHF Magazine Listing	✓	✓	✓	✓	✓
Please tick box to select package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

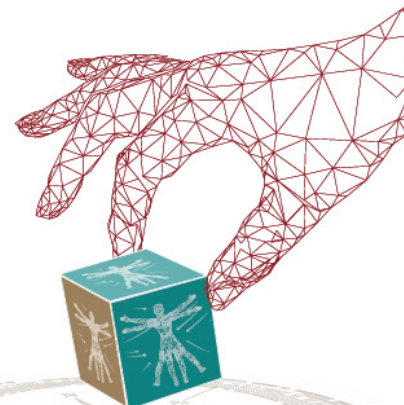




3. PARTNERSHIP PACKAGES [Gold]

**All rates quoted are inclusive of VAT.*

ITEM	Official Speaker Transport	Conference Photography	Speaker Gifts
VALUE*	R80 000	R85 000	R140 000
RANK	Gold	Gold	Gold
PACKAGE INCLUDES	Car Branding	Photography	Speaker gifts branding
BRANDING OPPORTUNITY		<ul style="list-style-type: none"> Co-branding all Photographs & Photographer t-shirt 3x3 meter branded station for photographers Co-branding on backdrop for Gala Photographs 	<ul style="list-style-type: none"> Opportunity to brand all speaker gifts
PRE-EVENT EXPOSURE			
Social Media promotion	✓	✓	✓
Complimentary conference ticket	1	1	1
Company logo and profile (200 words) on conference website	✓	✓	✓
Company logo on conference programme	✓	✓	✓
ONSITE - RECOGNITION			
Space for banners at the event	✓	✓	✓
On screen acknowledgement before/after sessions (logo)	✓	✓	✓
Bag Insert	✓	✓	✓
BHF Magazine Listing	✓	✓	✓
Please tick box to select package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

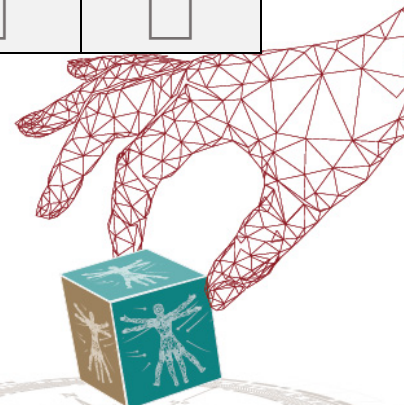




4. EXHIBITION PACKAGES

*All rates quoted are inclusive of VAT.

ITEM	Exhibition Stands 3x3		Exhibition Stands 6x3	
	R 46 000 (SHELL CHEME)	R 43 700 (SPACE ONLY)	R 92 000 (SHELL SCHEME)	R87400 (SPACE ONLY)
VALUE*				
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 (depends on position & requirements)	✓		✓	
Fascia - displays exhibitor's name/product name	✓		✓	
Number of exhibitors manning sponsor's stand	Strictly 2 only	Strictly 2 only	Strictly 4 only	Strictly 4 only
Access to gala banquet and opening function for persons manning stand	2	2	4	4
Please tick box to select package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

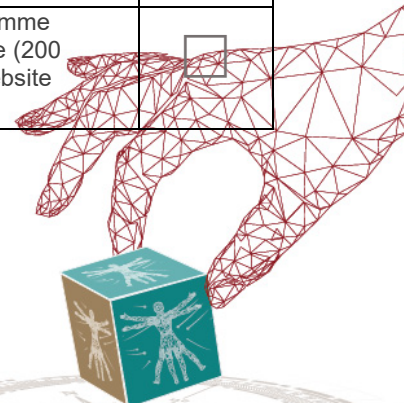




5. ADDITIONAL SPONSORSHIP PACKAGES

**All rates quoted are inclusive of VAT.*

NR.	SPONSORSHIP	VALUE*	DESCRIPTION	BENEFITS	SELECT
1	Charging Stations	R65 000	Opportunity to brand the charging station in the exhibition hall	<ul style="list-style-type: none"> • Branding on all charging stations • Company logo on programme • Company logo and profile (200 words) on conference website • BHF Magazine listing • Bag insert x1 • Complimentary conference ticket (1) 	<input type="checkbox"/>
2	Directional signage	R65 000	Opportunity to co-brand on screens that directs delegates to conference venues. (Plenary, Sessions, Registration, Gala dinner, etc.)	<ul style="list-style-type: none"> • Co-branding of directional signage • Company logo programme • Company logo and profile (200 words) on conference website • BHF Magazine listing • Bag insert x1 • Complimentary conference ticket (1) 	<input type="checkbox"/>
3	Branded Water Bottles	R65 000	Opportunity to supply own branded water bottles	<ul style="list-style-type: none"> • Own branded water bottles • Company logo on programme • Company logo and profile (200 words) on conference website • BHF Magazine listing • Bag insert x1 • Complimentary conference ticket (1) 	<input type="checkbox"/>
4	Memory Sticks	R60 000	Opportunity to brand 300 Memory Sticks	<ul style="list-style-type: none"> • Branding on Memory Sticks • Company logo on programme • Company logo and profile (200 words) on conference website • BHF Magazine listing • Bag inserts • Complimentary conference ticket (1) 	<input type="checkbox"/>
5	Table Drops	R25 000 per day	The opportunity for table drops is available from Monday 6 May to Wednesday 8 May	<ul style="list-style-type: none"> • BHF coordinates all table placements • Company logo on programme. • Company logo and profile (200 words) on conference website • BHF Magazine listing 	<input type="checkbox"/>
6	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 on programme. • Company logo and profile (200 words) on conference website • BHF Magazine listing 	<input type="checkbox"/>
7	Bag Insert	R15 000	Opportunity to place a gift or brochure in delegate bags (1100)	<ul style="list-style-type: none"> • Company logo on programme • Company logo and profile (200 words) on conference website • BHF Magazine listing 	<input type="checkbox"/>

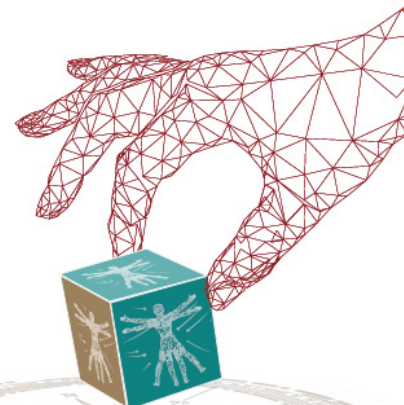




6. NEW SPONSORSHIP OPPORTUNITIES

**All rates quoted are inclusive of VAT.*

NR.	SPONSORSHIP	VALUE*	DETAILS	BENEFITS	SELECT
1	International Speaker Sponsorship	R150 000 per speaker	4 available slots	<ul style="list-style-type: none"> • Exclusive announcement of speaker 'proudly brought to you by X' • Sponsor spotlight prior to speaker presentation • On-stage digital branding • Social media 	<input type="checkbox"/>
2	Wi-Fi for duration of the conference	R250 000	Opportunity to sponsor exclusive internet access for conference delegates	<ul style="list-style-type: none"> • Branding of access code for duration of conference • Branded digital QR Code • Daily on-stage digital branding 	<input type="checkbox"/>
3	Young Achiever Award	R50 000	Opportunity to match the R50 000 award given to the young achiever by the BHF.	<ul style="list-style-type: none"> • Recognition at the awards • Opportunity to co present the award to winner at the Gala • Animated logo to be flighted during award ceremony • Company branded cheque to be presented to the winner 	<input type="checkbox"/>
4	Lifetime achiever Award	R50 000	Opportunity to match the R50 000 award given to the Lifetime achiever	<ul style="list-style-type: none"> • Recognition at the awards • Opportunity to co present the award to winner at the Gala • Animated logo to be flighted during award ceremony • Company branded cheque to be presented to the winner 	<input type="checkbox"/>
5	Clinician Session	R100 000 per sponsor	Opportunity for 2 co-sponsors	<ul style="list-style-type: none"> • Pre-event co-branded session • On-site branding (digital and print) • Speaker opportunity at event 	<input type="checkbox"/>





SPONSORSHIP BOOKING FORM | 2024 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 8192 225

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 2024**, 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 **19 April 2024**
- There will be no refund for all cancellations received after **30 April 2024**

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 _____

