



The  
**24<sup>th</sup> Annual  
BHF Conference**  
CAPE TOWN ICC | 10-14 MAY 2025

**2025 Sponsorship Opportunities**



**COLLABORATING FOR VALUE: Partnerships Transforming the Future of Healthcare**



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## December 2024

Dear Potential Sponsor,

We are excited to announce the sponsorship packages for the 24th Annual BHF Conference that will be held from 10 to 14 May 2025 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: Collaborating for value: Partnerships transforming the future of healthcare; “Uniting Parallels”**

Delegate Profile

- Administrators
- Medical schemes
- Managed care organizations
- 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 2025, equipping delegates to make informed strategic and operational decisions over the coming year, through the theme, " Collaborating for value: Partnerships transforming the future of healthcare.

## 1.3. What's New? – Innovation Hub Exhibition

We are excited to introduce the Innovation Hub at the 24th Annual BHF Annual Conference, a dedicated section in the BHF exhibition Centre that showcases cutting-edge solutions transforming healthcare across Africa. Aligned with our conference theme, this dynamic platform offers your organisation opportunity to present transformative ideas and solutions tailored to the healthcare industry, with a focus on addressing affordability, accessibility, and sustainability. Join us in this exclusive space to experience the future of healthcare innovation!

### What sets this opportunity apart?

The Innovation Hub allows you to engage with delegates through innovative tools such as a video showcasing your brand, which will be played once during a main session. You'll also have the opportunity to provide live demonstrations or presentations during lunches and tea breaks, and conduct interactive workshops on your solutions during these times to maximize engagement and visibility.

### Who qualifies?

#### Criteria:

1. The solution is innovative or a significant improvement on existing options. It solves a critical healthcare challenge in a new way.
2. The Innovation is market-ready or beyond conceptual stages. The innovation can be implemented or piloted immediately
3. The Innovation shows measurable or potential impact (cost savings, efficiency, improved health outcomes)
4. The Innovation can scale to larger markets or across healthcare systems. The Innovation is economically and environmentally sustainable.
5. The tool demonstrates credibility, track record, certifications, partnerships and compliant with healthcare industry standards.
6. The exhibitor will deliver an engaging and interactive showcase.



## INNOVATION HUB PACKAGE

\*All rates quoted are inclusive of VAT.

ITEM	Innovation Hub Stand 3x3
VALUE*	R60 000 (Shell Scheme) <b>LIMITED TO 4 ORGANIZATIONS</b>
RANK	INNOVATION
PACKAGE INCLUDES	Shell Scheme
This space is strategically placed for maximum exposure	✓
Complimentary conference ticket(s)	1
Prime brand visibility across all conference materials, signage, and digital platforms	✓
BHF Magazine blurb listing	✓
Company profile on conference website	200 words
Company logo on conference website	✓
Company logo on conference programme	✓
Live Stream of demos on BHF conference website	✓
Bag insert	✓
Limited based on qualifying criteria	✓
1 x Plug point	✓
Electrician on standby for duration of conference	✓
Security outside the venue at night, for duration of conference	✓
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 Innovation stand	Strictly 2 only
Access to gala banquet and opening function for persons manning stand	2
<b>Please tick box to select package</b>	<input type="checkbox"/>



## 1.4. Best stand Awards

As part of our efforts to recognize the enormous amount of effort, creativity and innovation that goes into the exhibition process, the BEST stand awards aims to recognize 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 organizations that exhibit at the BHF conference.

A team of judges will visit all stands on Monday, 12<sup>th</sup> May 2024 and WINNERS will be announced at the Titanium Awards Ceremony.

## 1.5. Sponsorship categories added

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

- 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
  - Table Drops
  - Bag Insert
- 6) Other 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"><li>• Co-branding: Delegate Bags</li><li>• Coordinated Business-to-Business meetings</li><li>• SMS to all delegates Sunday</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
<b>PRE-EVENT EXPOSURE</b>	
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	✓
<b>ONSITE RECOGNITION</b>	
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	Lunch & Coffee Stations	Lanyards & Name Card Holders	Titanium Awards Gala Event
<b>VALUE*</b>	R300 000 <b>RESERVED</b>	R250 000	R180 000 <b>RESERVED</b>	R200 000 <b>RESERVED</b>
<b>RANK</b>	<b>PLATINUM</b>	<b>PLATINUM</b>	<b>PLATINUM</b>	<b>PLATINUM</b>
<b>PACKAGE INCLUDES</b>	<ul style="list-style-type: none"> <li>Branding Rights Opening Ceremony</li> <li>Registration Area and System Branding</li> <li>SMS to Delegates on Sunday night</li> </ul>	<ul style="list-style-type: none"> <li>Branding of the BHF Conference built coffee stations. X 4 stations inside the exhibition hall</li> <li>Please refer to the floorplan</li> </ul>	<ul style="list-style-type: none"> <li>Lanyard &amp; Name tags branding</li> <li>SMS to Delegates on Sunday morning 11 May</li> </ul>	<ul style="list-style-type: none"> <li>Entertainment for the Gala Dinner and MC</li> </ul>
<b>BRANDING OPPORTUNITY</b>	Co-branding of registration area and system onsite	Co-branding of the coffee stations Opportunity to brand lunch stations on Monday/Tuesday	Company logo on lanyards	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	Company logo and message printed on back of name cards	Co-branding on Gala Dinner Invite to Delegates and Menus
<b>PRE-EVENT EXPOSURE</b>				
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	200 words	300 words
Co-branded emails	✓	✓	✓	✓
Complimentary conference ticket(s)	3	3	1	2





## 2. PARTNERSHIP PACKAGES [Platinum]

CONTINUED

\*All rates quoted are inclusive of VAT.

ITEM	Opening Ceremony & Registration Sponsorship	Lunch & Coffee Stations	Lanyards & Name Card Holders	Titanium Awards Gala Event
<b>ONSITE - RECOGNITION</b>				
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 Listing	✓	✓	✓	✓
Please tick box to select package	<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	R120 000 <b>RESERVED</b>	R150 000 <b>RESERVED</b>
RANK	Gold	Gold	Gold
PACKAGE INCLUDES	Car Branding	Photography	Speaker gifts branding
BRANDING OPPORTUNITY		<ul style="list-style-type: none"> <li>• Co-branding all Photographs &amp; Photographer t-shirt</li> <li>• 3x3 meter branded station for photographers</li> <li>• Co-branding on backdrop for Gala Photographs</li> </ul>	Opportunity to brand all speaker gifts
<b>PRE-EVENT EXPOSURE</b>			
Social Media promotion	✓	✓	✓
Complimentary conference ticket	1	1	1
Company logo and profile (200 words) on conference website	✓	✓	✓
Company logo on conference programme	✓	✓	✓
<b>ONSITE - RECOGNITION</b>			
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 3 X 3		Exhibition Stands 6x3	
	R 52 000 (SHELL CHEME)	R 50 000 (SPACE ONLY)	R 104 000 (SHELL SCHEME)	R100 000 (SPACE ONLY)
RANK	BRONZE		GOLD	
PACKAGE INCLUDES	Shell Scheme	Space Only	Shell Scheme	Space Only
<b>PRE-EVENT EXPOSURE</b>				
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	✓	✓	✓	✓
<b>ON-SITE RECOGNITION</b>				
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	2	2	4	4
<b>Please tick box to select package</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## 5. ADDITIONAL PACKAGES

\*All rates quoted are inclusive of VAT.

NR.	SPONSORSHIP	VALUE*	DESCRIPTION	BENEFITS	SELECT
1	Charging Stations <b>RESERVED</b>	R70 000	Opportunity to brand the charging station in the exhibition hall	<ul style="list-style-type: none"> <li>• Branding on all charging stations</li> <li>• Company logo on programme</li> <li>• Company logo and profile (200 words) on conference website</li> <li>• BHF Magazine listing</li> <li>• Bag insert x1</li> <li>• Complimentary conference ticket (1)</li> </ul>	<input type="checkbox"/>
2	Directional signage <b>RESERVED</b>	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"> <li>• Co-branding of directional signage</li> <li>• Company logo programme</li> <li>• Company logo and profile (200 words) on conference website</li> <li>• BHF Magazine listing</li> <li>• Bag insert x1</li> <li>• Complimentary conference ticket (1)</li> </ul>	<input type="checkbox"/>
3	Branded Water Bottles <b>RESERVED</b>	R65 000	Opportunity to supply own branded water bottles	<ul style="list-style-type: none"> <li>• Own branded water bottles</li> <li>• Company logo on programme</li> <li>• Company logo and profile (200 words) on conference website</li> <li>• BHF Magazine listing</li> <li>• Bag insert x1</li> <li>• Complimentary conference ticket (1)</li> </ul>	<input type="checkbox"/>
4	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"> <li>• BHF coordinates all table placements</li> <li>• Company logo on programme.</li> <li>• Company logo and profile (200 words) on conference website</li> <li>• BHF Magazine listing</li> </ul>	<input type="checkbox"/>
5	Bag Insert	R20 000	Opportunity to place a gift or brochure in delegate bags (1100)	<ul style="list-style-type: none"> <li>• Company logo on programme</li> <li>• Company logo and profile (200 words) on conference website</li> <li>• BHF Magazine listing</li> </ul>	<input type="checkbox"/>



## 6. OTHER SPONSORSHIP OPPORTUNITIES

\*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	International Speaker Sponsorship	R150 000 per speaker	4 available slots	<ul style="list-style-type: none"> <li>Exclusive announcement of speaker 'proudly brought to you by the sponsor'</li> <li>Sponsor spotlight prior to speaker presentation</li> <li>On-stage digital branding</li> </ul>	<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"> <li>Branding of access code for duration of conference</li> <li>Branded digital QR Code</li> <li>Daily on-stage digital branding</li> </ul>	<input type="checkbox"/>
3	Young Achiever Award <b>RESERVED</b>	R50 000	Opportunity to match the R50 000 award given to the young achiever by the BHF.	<ul style="list-style-type: none"> <li>Recognition at the awards</li> <li>Opportunity to co present the award to winner at the Gala</li> <li>Animated logo to be flighted during award ceremony</li> <li>Company branded cheque to be presented to the winner</li> </ul>	<input type="checkbox"/>
4	Lifetime Achiever Award <b>RESERVED</b>	R50 000	Opportunity to match the R50 000 award given to the Lifetime achiever	<ul style="list-style-type: none"> <li>Recognition at the awards</li> <li>Opportunity to co present the award to winner at the Gala</li> <li>Animated logo to be flighted during award ceremony</li> <li>Company branded cheque to be presented to the winner</li> </ul>	<input type="checkbox"/>
5	Clinical Workshop <b>RESERVED</b>	R200 000 per sponsor	Opportunity for 2 co- sponsors	<ul style="list-style-type: none"> <li>On-site branding (digital and print)</li> <li>Speaker opportunity at event</li> <li>Recognition on all official BHF platforms</li> </ul>	<input type="checkbox"/>



## SPONSORSHIP BOOKING FORM | 2025 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:

Nokuthula Mathunda  
BHF Key Accounts Manager:  
Stakeholder Relations and Business  
Development  
065 814 7891  
[NokuthulaM@bhfglobal.com](mailto:NokuthulaM@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 2025**, 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 2025**
- There will be no refund for all cancellations received after **30 April 2025**

### AUTHORISATION

By signing below, I acknowledge that I am duly authorized 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** \_\_\_\_\_