TRADE & SPONSORSHIP PROSPECTUS

SOCIETE INTERNATIONALE D’ONCOLOGIE PEDEATRIQUE

SIOP 2024

Curing paediatric cancer in Africa

Johannesburg, South Africa

6-11 May 2024  Towards 2030!
On behalf of Wits University, the South African Children’s Cancer Study Group, CCI and SIOP Africa, we would like to invite you to partner with us in hosting a world class conference in Johannesburg.

The Société Internationale d’Oncologie Pédiatrique/International Society of Paediatric Oncology (SIOP) was formed in 1969 by a small group of specialists at the Institut Gustave-Roussy (IGR) in Paris, with a mission to advance the study and care of children with cancer. This mission has expanded to embrace the advancement of basic research as well as clinical studies, the inclusion of nurses, other health professionals and parents, and the organisation of teaching and outreach programmes.

SIOP is a truly global, multifaceted organisation and the only global multidisciplinary society entirely devoted to paediatric and adolescent cancer. The society has over 2,600 members worldwide, 450 of whom are based in Africa.

University of the Witwatersrand and the South African Children’s Cancer Study Group

The University of the Witwatersrand (Wits) is a highly respected university, both on the African continent and world wide. The Wits Paediatric Oncology division encompasses Chris Hani Baragwanath Academic Hospital, Charlotte Maxeke Johannesburg Academic Hospital and Wits Donald Gordon Medical Centre (Mediclinic).

The South African Children’s Cancer Study Group (SACCSSG) is a professional society that welcomes all professionals involved in the care of childhood cancer in South Africa.

The multidisciplinary team responsible for childhood cancer care includes paediatric oncologists, paediatric surgeons, radiation oncologists, radiologists, ENT surgeons, orthopaedic surgeons, anaesthetists, pharmacists, speech therapists, audiologists, nurses, transplant physicians and allied health professionals, psychosocial support staff and rehabilitation practitioners.

International Society of Paediatric Oncology (SIOP) Africa

SIOP Africa is a branch of SIOP, the largest paediatric oncology organisation globally. SIOP fosters rigorous scientific research to address and reduce the inequalities in childhood cancer services. SIOP works closely with the World Health Organisation, World Child Cancer, the International Paediatric Surgery Society (IPSO) and the Paediatric Radiation Oncology Society (PROS) to better the treatment outcome of children with cancer around the world. SIOP holds an annual congress that provides a platform to present research and share knowledge about effective ways of managing cancers in children, while SIOP Africa holds a similar continental congress every second year. In May 2024, SIOP Africa is organising the 15th congress under the theme “Towards 2030”.
Why this theme?

Every year, over 400,000 children and adolescents are diagnosed with cancer worldwide. In many African countries, children with cancer have a survival rate as low as 20% while the five-year survival rates in regions such as the USA and Europe are above 80%. Despite significant advances, cancer management remains challenging in Africa where cancer treatment and research resources, awareness levels, and expertise are limited. Through these annual congresses, health professionals and survivors from various countries meet to share the latest scientific findings, network, and create collaborative projects.

Additionally, it is an opportunity for participants to introduce their products, network, and identify potential individuals or organisations they can work with to improve cancer care in their regions.

This year’s theme, “Towards 2030” draws inspiration from the WHO Global Initiative for Childhood Cancer (GICC) which aims to raise survival rates worldwide to above 60%. The GICC focuses attention on childhood cancer as a global health imperative, with increased attention and spending in both the private and state healthcare sectors.

SIOP Africa 2022: 357 participants in person, 70 virtual.
Exhibition Opportunities

**Why Exhibit?**

- Launch new products and reach new specific target market
- Strengthen current product popularity and generate sales leads
- Meet with sector-specific audience
- Be recognised and build trust
- Market intelligence – get to know your competitors and their products and keep up on industry trends and products
- Contribute to be the WHO global initiative for childhood cancer
- Benefit from prolonged exposure from experts in a relaxed environment.

**Exhibition Floor Space Cost (Excluding VAT)**

**Raw Exhibition Floor Space (no shell scheme)**

All exhibition floor space is sold on a first-come, first-served basis. To guarantee favorable positioning, reserve exhibit space early!

**Booked space is inclusive of:** Table and two chairs (if required) | Lunch and refreshments | Company logo with a link to your company website on the Congress website | Congress Programme acknowledgement | Partner slide between sessions | Security & general cleaning for duration of the Congress and Complimentary park-

**Payment Terms**

Full pre-payment is due immediately on receipt of invoice to confirm selected floor space position. Note, should payment not be received with 20 working days of confirming floor space the Congress Office retains the right to release and resell the floor space position.

**Cancellation Policy**

Cancellation received before **3 November 2023** will be refunded 50% of the total invoice cost, if the floor space is resold. If the floor space cannot be sold, 100% of the total invoice cost will apply.

Please forward your cancellation in writing to the Congress Office.

No cancellations will be accepted after **3 November 2023**. Full floor space cost payable.

**Available Opportunities**

**All costs are exclusive of VAT**

<table>
<thead>
<tr>
<th>3m x 2m</th>
<th>R69 600</th>
<th>2m x 2m</th>
<th>R35 000 <strong>Table top floor space</strong></th>
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</thead>
<tbody>
<tr>
<td>Each exhibition floor space will be provided with</td>
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<td></td>
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<tr>
<td>• 2 x trade badges</td>
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<td>• Table and two chairs (if required)</td>
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<td>• 15-AMP plug point</td>
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<td>• Company logo with a link to your company website on the Congress website</td>
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<tr>
<td>• Congress Programme acknowledgement</td>
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We thank you in anticipation for your support.

The Congress Organising Team

For Shell Schemes or custom built stands, please contact:

1UP
Claudia Nunes
Cell +27 7971 353 2819
Email claudia@1up.co.za

• Should additional Trade name badges be required, this would be at an additional cost of R5 000 inclusive of VAT per trade delegate
• Trade delegates (Healthcare Professionals) who wish to attend the scientific sessions, and who wish to qualify for CPD points with access to the exhibition hall, must register as a paying congress delegate.

A manual, outlining all technical aspects of exhibiting will be circulated prior to the start of the Congress, detailing:
• Technical information about the venue
• Final exhibition information

EO Africa | Tel: +27 (0) 11 325 0020 | email: exhibitions@eofrica.co.za | www.eoafrica.co.za
Registration & Information Desk

Includes

- Exclusive branding of the registration desk area
- Registration desk design and branding
- Delegate bags - artwork to be supplied by sponsoring company for bag tag
- Company branded note pads & pens (provided by the partnering company)
- Lanyards (sponsoring company to provide artwork for one colour print)
- 1 x Exclusive E-mailer sent to registered delegates inviting them to your stand (Sponsor to provide relevant artwork)
- 1 x A4 Full Colour Advert in the final programme
- 1 x A4 Bag Insert
- 4 x Complimentary Trade Registrations
- Website acknowledgement

### Exclusive Promotional rights

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<thead>
<tr>
<th>Exclusive Promotional rights</th>
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Symposia (60 minutes)

Thursday - 1 Lunchtime opportunity
Friday - 1 Breakfast & 1 Lunchtime opportunity
Saturday - 1 Breakfast opportunity

- Symposia will be allocated on a **First Come, First Served** basis
- Symposia may be fully accredited with CPD points where applicable and provided the Congress programme and faculty details are received timeously
- Cost of the CPD accreditation process to be for the account of the sponsoring company
- Only details of delegates that have given consent to share their personal data will be shared with the sponsoring company
- Sponsor may select speaker and topic (subject to Scientific Committee’s approval)
- Congress speakers to register as day delegates and pay relevant day registration fee

Includes

- Venue Hire | Standard AV Equipment - additional equipment on request
- 1 x Invitation E-blast (**RSVP management to be handled by the sponsoring company**)

### Breakfast

| Breakfast | R 35 000 |

### Lunchtime

| Lunchtime | R 50 000 |
**Delegate Bags**

- Delegate bags - artwork to be supplied by sponsoring company for bag tag (Delegate bags are sourced from Social Responsibility)
- Website Acknowledgement
- Partner slide between sessions

<table>
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<tr>
<th>Exclusive Promotional rights</th>
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**Congress Mobile App**

- Exclusive Sponsorship of the Congress Mobile App
- The participants can interact and stay engaged with personal messaging and communicating with each other directly
- Full access to the Congress and personalised agendas, search for contact details and session of local and international speakers
- Sponsor’s logo will be put as an icon onto the mobile app which can be linked to sponsors website

<table>
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<tr>
<th>Exclusive Promotional rights</th>
<th>R 75 000</th>
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**Delegate Lanyards**

Includes:

- Co-branded with the sponsor’s logo
- Company logo with a link to your company website will be placed on the Congress website
- Congress Programme acknowledgement
- Partner slide between sessions
- Sponsor’s logo to be provided strictly in Vector format

<table>
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<tr>
<th>Exclusive Promotional rights</th>
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</table>

**Refreshments Breaks**

*Exclusive Promotional Rights - rate per day*

- Includes partner branding of the refreshment area/s (2 x Tea/Coffee Breaks & Lunch opportunities)
- 1 x Complimentary Trade Access for the sponsored day
- Company logo with a link to your company website on the Congress website
- Congress Programme acknowledgement
- Partner slide between sessions
- The sponsoring company can bring branded serviettes, basic décor and 2 x pull up banners

<table>
<thead>
<tr>
<th>Exclusive Promotional rights - rate per day</th>
<th>R 26 000</th>
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</table>
**Branded Water Bottles**

- Logo on bottled water to be handed to delegate in plenary Congress session
- Company logo with a link to your company website on the Congress website
- Congress Programme acknowledgement
- Partner slide between sessions
- Sponsor's logo to be provided strictly in Vector format

| Exclusive Promotional rights | R 30 000 |

**Restroom Branding**

Exclusive Promotional Rights for duration of Congress

| Exclusive branding rights | R 20 000 |

**Advertisement in Print Programme**

An effective communication tool that will optimise your visibility, promote your products and/or your session at the Congress

- Company logo with a link to your company website on the Congress website

| Full Colour Page | R 10 000 |
| Half Colour Page | R 5 500 |

**Delegate Bag Insert**

Provide either a printed document or a pre-approved promotional item to include in the delegate bag.

| Rate Per Item | R 6 500 |
**Welcome function**

*Exclusive Promotional Rights*

Enhance and reinforce your organisation's brand image during the time when Congress faculty and delegates converge.

- Company logo with a link to your company website on the Congress website
- Congress Programme acknowledgement
- Announcement at the welcome function and acknowledgement on screens
- 4 x complimentary dinner tickets
- Announcement during the welcome function

<table>
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**Gala Dinner**

*Exclusive Promotional Rights*

Enhance and reinforce your organisation's brand image during the time when Congress faculty and delegates converge.

- Company logo with a link to your company website on the Congress website
- Congress Programme acknowledgement
- Announcement at the dinner and acknowledgement on screens
- 4 x complimentary dinner tickets
- Announcement during dinner.

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**Pre-congress Workshop - 5 opportunities per day**

(3 days - dependent on final programme)

*Includes:*

- Catering and Basic Audio Visual requirements;
- Workshop will be allocated on a **First Come, First Served** basis
- Workshop may be fully accredited with CPD points where applicable and provided the Congress programme and faculty details are received timeously
- Cost of the CPD accreditation process to be for the account of the sponsoring company
- Only details of delegates that have given consent to share their personal data will be shared with the sponsoring company

**NGO’s as well as Industry/Trade partners are required to contact the congress office for rates**
Educational Grant – Restricted / Unrestricted

- Sponsorship will include a Company Logo on the Congress website, Congress Programme and Holding Slides in Congress venues

Doctors From Africa - Educational Grant

- Registration—conference
- Flights — economy
- Accommodation x 4 nights

| Total per delegate—ex VAT | R 30 000 |

Nurses from Africa - Educational Grant

- Registration—conference
- Flights — economy
- Accommodation x 4 nights

| Total per delegate—ex VAT | R 28 000 |
**Expression of Interest**

**Attention: Kgaogelo Molepo**
Tel: +27 (0) 11 325 0020 | Email: exhibitions@eoafrica.co.za

<table>
<thead>
<tr>
<th>NAME OF COMPANY</th>
<th>CONTACT PERSON</th>
<th>POSTAL ADDRESS</th>
<th>VAT NUMBER</th>
<th>TEL</th>
<th>FAX</th>
<th>CELL</th>
<th>EMAIL</th>
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</thead>
</table>

**Please indicate with an X if your company is interested in partnering with any of the following opportunities**

### Exhibitions

**Exhibition - Floor Space only**

- 3m x 2m (6m²)  
  - 1st Choice: R69 600
  - 2nd Choice

- 2m x 2m (Table Top 4m²)  
  - 1st Choice: R35 000
  - 2nd Choice

### Additional Sponsorship Opportunities

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<tr>
<th>Registration &amp; Information Desk</th>
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<tr>
<td>Breakfast Symposium (Friday or Saturday)</td>
<td>R 35 000</td>
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<tr>
<td>Lunch Symposium (Thursday or Friday)</td>
<td>R 50 000</td>
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<td>Delegate Bags</td>
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<td>Faculty Dinner</td>
<td>R 30 000</td>
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<tr>
<th>Advertisement in Final Printed Programme</th>
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<td>Full Page Colour</td>
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<td>Half Page Colour</td>
<td>R 5 500</td>
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<td>Bag Insert</td>
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We, the undersigned, express our intention to partner with **SIOP Congress 2024**

Signed: ___________________________ Date: ________________
Congress proudly organised by
EO Africa

Tel: +27 11 325 0020
Email: exhibitions@eoafrika.co.za
Website: www.eoafrika.co.za