

icon 2024 Conference

OPPORTUNITIES FOR SPONSORSHIP FOR THE 7th Icon CONFERENCE

Indaba Hotel & Conference Centre, Johannesburg, South Africa

10 – 12 May 2024



2023 12 13

Dear potential Sponsor / Exhibitor

We take pleasure in inviting you to participate in the 7th Icon Conference at Indaba Hotel & Conference Centre, Johannesburg, South Africa, **10 – 12 May 2024**.

Target audience: Specialist oncologists, chemotherapy staff; radiation therapists, medical physicists, business managers and senior administrative staff from both medical practices and medical schemes. The venue at Indaba Hotel & Conference Centre offers a well-designed intimate space, where exhibiting companies can be assured of great exposure to conference delegates, as lunch and tea will be served in the exhibition areas. Exhibition space will be allocated on a first come first serve basis, depending on level of sponsorship.

The theme for this year's conference is “**Integrating expertise: The role of multi-disciplinary teams in oncology**” and will focus on the role of multi-disciplinary teams in delivering better outcomes for patients. It underscores the critical importance of collaborative, cross-disciplinary approaches in the field of oncology.

Multidisciplinary teams foster a culture of continuous learning and development, as professionals from different backgrounds collaborate and learn from each other's experiences. This conference will showcase case studies and best practices that demonstrate how multi-disciplinary collaboration has led to advancements in cancer care.

Approximately 700 delegates (based on the 2022 numbers, excluding the trade delegates) are expected to attend the **Icon Conference**.

A variety of opportunities remain for companies to promote themselves at this conference. The Organising Committee has compiled a summary of these opportunities and invites interested companies to select the option best suited to their marketing strategies and product profile.

The participation of the trade is the backbone of a successful conference. We have great appreciation for your continued support of our conferences.

The Organising Committee would be most grateful if your company would consider participating in this conference.

In the current budget-constrained environment a trend towards simplicity and relevance is considered more appropriate at this time and a focus on creativity will also be well received by delegates who will find alternative marketing strategies refreshing.

You will find all the relevant info on the Conference [website](#).

ICON 2024 SPONSORSHIP OPPORTUNITIES

Please complete the [Notice of Intention for the Trade](#) by **Friday, 19 January 2024** or as soon as possible.

It is your responsibility to make sure we have received your company's Notice of Intention submission.

www.iconconference.co.za/notice-of-intention

ONLY trade delegates / representatives in the service of companies participating in the Trade Exhibition OR involved as sponsors will be allowed to attend the conference.

1. INTERNATIONAL SPEAKERS

We are inviting international speakers in various areas of Medical and Radiation Oncology to attend the conference. Your company can sponsor one of these speakers. Sponsorship includes the costs of flights (business class from North America and Australia and Premium economy from Europe), transfers, registration and accommodation.

SPEAKER	INSTITUTION, CITY & COUNTRY	FIELDS OF EXPERTISE
TBC		
TBC		
TBC		
TBC		

Should your company be interested in sponsoring one or more international speakers, please contact Rhyno Kriek and complete the relevant space on the *Notice of Intention for the Trade*.

2. LOCAL SPEAKERS

Local speaker sponsor: Contribution of R21 000

3. TRADE SYMPOSIA

We are awaiting proposals for Trade Symposia. This is a magnificent way to promote your product(s) in an academic environment. However, not all proposals will be accepted.

They will first be evaluated by the committee to assess if the proposal is suitable for the conference thereafter.

These symposia will be **fully accredited for CPD points** - unless not applicable.

Cost: R107 000 for 50 minutes (one symposium).

The cost includes **venue hire & standard audio-visual and technical support.**

Trade Symposium 1	Friday, 10 May	Pre-conference. 12:00 TBC
Trade Symposium 2	Friday, 10 May	Pre-conference. 12:00 TBC
Trade Symposium 3	Saturday, 11 May	08:00 – 08:50
Trade Symposium 4	Saturday, 11 May	08:00 – 08:50
Trade Symposium 5	Sunday, 12 May	08:00 – 08:50
Trade Symposium 6	Sunday, 12 May	08:00 – 08:50

EXHIBITION SPACE

As Icon would like to encourage participating exhibitors to consider sponsoring local and international delegates to attend the conference, the Organising Committee has decided that a drive for quality rather than quantity should be evident in all aspects of the conference.

This includes the trade exhibition area. Starting by limiting the time for set-up from **11:00 Wednesday, 8 May to 17:00 on Thursday, 9 May 2024.**

Registration will commence at **07:00 on Friday, 10 May 2024** and the exhibition area will need to be fully setup and cleaned up by this time. The stand sizes will remain at the standard 3 X 3 meters.

Cost: R73 000 (2 complementary delegates included).

There are alternatives to the traditional custom-built stand to consider, options provided below:

3.1 Pull up banners

Marketing your company brand, services, and products through the usage of pull-up banners will help to draw attention to the best features of the above. You can also use the pull-up banners to notify visitors to your stand about products that are no longer part of your product stable, to display your company logo, to list the benefits of your products or simply to attract attention.

Pull-up banners have become the most popular display stands at trade shows, because there is no additional labour required to set them up. It is also more economical to use a roll-up than for instance, a wall unit. The most effective displays are those set-ups at eye level and with roll-ups you can attain just that.

3.2 Display walls

Save money and set-up time with a variety of different display walls. They can be customised to suit various requirements.

Designed to ensure superior visibility and high visual appeal, pop-up straight walls are easy to assemble and provide you with the overall exhibition branding solution that you need to make the best possible impression. It is the preferred system for a professional image campaign where you want a stylish exhibit backdrop for your exhibition area.

3.3 Shell mounts

With shell mounts, you can brand the existing shell scheme structure to maximise your brand exposure. With the current shell mount systems available, it is even possible to integrate LCD screen brackets.

Lightweight in design, the system folds flat for easy storage and movement. It is perfect for travelling to international exhibitions and because no tools are needed for installation, a single person can set up the system within two hours. There are many different styles on offer including: U-shape, L-shape and End-shell mount systems.

Featuring modular architecture, you can add onto or only use specific sections. The systems come with interchangeable fabric print options, allowing you to use the same system with different prints and thus save money on investing in various structures.

3.4 Totems

Totems are excellent for attention grabbing at tradeshows. Perfectly suited for highly interactive marketing, the units can be fitted with secure digital tablet enclosures to integrate technology with static displays. Fitted with the enclosures, the totems become highly visible and attractive information and marketing displays.

3.5 Towers

Branded towers for indoor applications. Easy to erect with no tools required, lightweight and extremely portable. Units pack down into a wheelie bag. Ideal for modular exhibition stands.

PLEASE NOTE: These are merely suggestions and ultimately your creativity as expert marketers and sales professionals will determine what works best for brand.

STAND ALLOCATION

Major sponsors & exhibitors will get the opportunity to select their stand(s) first.

Stand allocation will only be confirmed on receipt of full payment. Furthermore, the cancellation of your stand will result in a 50% cancellation fee of the total fee. No cancellations will be accepted 3 months prior to the conference.

4. INVITATION & REGISTRATION

The electronic invitation will be circulated widely to members of Icon, as well as to other disciplines that have an interest in cancer treatment. In total about 2 500 people will receive this information.

Cost: R 30 000 (one advertisement included).

This invitation be mailed from **December 2023**.

5. LUNCHES

The opportunity to sponsor lunches on Friday & Saturday is available. The sponsor will be allowed to brand the serving stations with tablecloths, serviettes, etc.

Cost: R 107 000 per lunch or **R 182 000** for both lunches.

6. REFRESHMENTS

The sponsor will be allowed to brand all serving stations with tablecloths, serviettes, coasters, etc. Only one sponsor per day. Sponsorship of morning and afternoon tea / coffee.

Cost: R22 000 / day **OR** R61 000 for the whole duration of the conference.

7. CONFERENCE BAGS

The sponsor should supply each registered delegate (**trade delegates included**) with a conference bag. The bag and the design must be approved by the organising committee. The sponsor's logo may appear on the bag. (The sponsor is responsible for the production of the bags.)

8. WATER BOTTLES

The sponsor should supply each registered delegate (**trade delegates included**) with a water bottle. The sponsor's logo will appear on the bottle. This is a great way of making the delegates aware of your participation in the conference. The sponsor could even add an A5 pamphlet to the bottle with information regarding a competition or new product, etc.

Cost: The sponsorship for the water bottles is **R 36 500** (Production by organisers included)

9. PENS & PADS

This is a good opportunity to promote your company. (The sponsor is responsible for the production of the pens and pads.)

10. LANYARDS

Good exposure for **R 44 000** (production by the organisers included).

No other company will be allowed to hand out their own lanyards to conference delegates at the conference. The company who sponsors this item reserves the right to be the only provider of lanyards for conference delegates.

11. AUDIO-VISUAL SERVICE

A sponsor is required to carry the cost of the audio-visual service in the plenary and breakaway venues. This sponsorship will be acknowledged on screen at the beginning of each session and noted in the Programme.

Cost: R96 000

12. SIGNAGE

This sponsor could assist us to guide the delegates to the different venues. The logo of the sponsoring company will appear on the boards.

Cost: R19 600 (Production by organisers included)

13. ADVERTISEMENTS

Quarter page advertisement in programme book:	R5 500
Half page advertisement in programme book:	R11 000
Full page advertisement in programme book:	R20 000

It is the sponsor's responsibility to ensure that we receive the advertisements.

14. SPONSORSHIP OF CPD SERVICE

The company sponsoring this service will assist the organisers in scanning delegates for CPD points at a CPD desk not located at your stand. The desk may be branded with your company banner. A company representative will be present throughout the congress to scan delegates for CPD points. Additional reps will scan delegates at the entrance to the ethics lectures. The allocation of CPD points per session may require the company to scan at other points during the day as well.

(The organisers will remain the contact between CPDhub and the congress).

Cost: R24 000

15. WEBSITE

This sponsor could assist in keeping delegates updated regarding conference arrangements. The website will also be utilized for online-registration and updates of the conference programme.

Cost: R25 000

16. CONFERENCE APP

The conference app is the primary mechanism by which delegates choose sessions to attend and navigate around the conference. The app works across various platforms, including Apple and Android.

Put your company's products and services in the palm of more than 700 conference delegates by securing the chance to be the sole sponsor of the app for Icon 2022.

Cost : R40 500

17. PULL UP BANNER ONLY

Cost: R13 500 (Representatives must register as additional trade delegates.)

18. CHARGING STATION

Cost: R15 000 (Representatives must register as additional trade delegates.)

19. GIFT TABLE

Cost: R15 000 (Representatives must register as additional trade delegates.)

20. ANY OTHER SUGGESTION?

Please be creative and let us know if you have a wonderful idea.

If you need more information regarding the cost of a specific item, please contact Rhyno Kriek.

SPONSORS

All your contributions will be taken into consideration in determining your **sponsorship level**.

We would like to give recognition to our sponsors in different categories:

Platinum sponsor:	Total contribution of more than R 390 000
Gold sponsor:	Total contribution of more than R 280 000
Silver sponsor:	Total contribution of more than R 170 000
Bronze sponsor:	Total contribution of more than R 110 000

SPONSORSHIP BENEFITS:

Description	Platinum	Gold	Silver	Bronze
Value of total contribution	More than R390 000	More than R280 000	More than R170 000	More than R110 000
Advertisement in Conference Programme	A4 ADVERT: Front inside cover OR inside back cover OR back outside cover	A4 ADVERT: Front inside cover OR inside back cover OR back outside cover	A5 ADVERT: Inside book	A5 ADVERT: Inside book
Logo	Logo on front cover			
Complimentary delegates (includes conference session access and excludes travel and accommodation)	8	6	4	2
Acknowledgement in Plenary session	Yes	Yes	Yes	Yes
Informational items / brochures included in delegate bags	Yes 8 pages	Yes 6 pages	Yes 4 pages	Yes 1 page

REMINDER: Please complete the [Notice of Intention for the Trade](#) by Friday, 19 January 2024 or as soon as possible.

We look forward to your response and hope to welcome you onboard for the 7th Icon Conference at Indaba Hotel & Conference Centre, Johannesburg. This meeting would not be possible without corporate sponsorship, especially with Icon's mission to make the conference as accessible and affordable as possible.

Kind regards

CO-Chairs

Dr Keo Tabane

Dr Sudeshen Naidoo

CONFERENCE ORGANISERS

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