

icon 2026 Conference

OPPORTUNITIES FOR SPONSORSHIP OF THE 8th Icon Conference

Century City Conference Centre, Cape Town, South Africa

5 – 7 June 2026



2025 10 28

Dear prospective Sponsor / Exhibitor

We take pleasure in inviting you to participate in the 8th Icon Conference at Century City Conference Centre, Cape Town, South Africa from **5 – 7 June 2026**.

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 Century City 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-served basis, depending on the level of sponsorship.

Approximately 700 delegates (based on the 2022 & 2024 numbers, excluding the trade delegates) are expected to attend the **Icon Conference in 2026**.

A variety of opportunities exist 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 the 2026 conference.

Given the current budget-constrained environment, a focus on simplicity and relevance is more appropriate. Creativity will also be well received by delegates who are likely to find alternative marketing strategies refreshing (See addendum 1).

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

ICON 2026 SPONSORSHIP OPPORTUNITIES

Please complete the **Notice of Intention for the Trade** by **Friday, 21 November 2025** at the latest, or **as soon as possible**.

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

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. Exhibition space

As far as exhibiting at the conference is concerned, the organising committee prefer a drive towards quality rather than quantity.

Build-up will only be **one day**, from **07:00 - 18:00 on Thursday, 4 June 2026**.

Registration will commence at **07:00 on Friday, 5 June 2026** and the exhibition area needs to be fully set-up and cleaned by this time. The stand sizes remain at the standard of 3 X 3 meters.

Cost: R80 000 (2 complementary delegates included)

Stand allocation

Major sponsors & exhibitors will receive 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.

Cancellation of stands:

- On or before 27 March 2026 – 50% refunded
- After 27 March 2026 – 100% non-refundable. Written cancellation is required.

The allocation of floor space will start with the largest contributing company from **1 Dec 2026**.

2. 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. Such sponsorship includes the costs of flights (premium economy flights), transfers, conference registration and accommodation.

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

3. Local speakers

Local speaker sponsorship: Contribution of R20 000

4. 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 whether the proposal is suitable for the conference.

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

Cost: R118 000 for 50 minutes (one symposium)

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

Trade symposium 1	Friday, 5 June	Pre-conference. 12:00 TBC
Trade symposium 2	Friday, 5 June	Pre-conference. 12:00 TBC
Trade symposium 3	Saturday, 6 June	08:00 – 08:50
Trade symposium 4	Saturday, 6 June	08:00 – 08:50
Trade symposium 5	Sunday, 7 June	08:00 – 08:50
Trade symposium 6	Sunday, 7 June	08:00 – 08:50

5. 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 approximately 2 500 people will receive this information.

Cost: R33 000 (one advertisement included)

This invitation be e-mailed to prospective delegates from **December 2025**.

6. Lunches

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

Cost: R105 000 per lunch **or** R175 000 for both lunches.

7. 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: R25 000 / day **or** R65 000 for the whole duration of the conference

8. 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 cost of the bags.

Approximately R120 per delegate x 750 bags = **R90 000**

9. 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 40 500** (production by the organisers included)

10. Pens & pads

This is a good opportunity to promote your company.

The sponsor is responsible for the production of the pens and pads and **delivery to the venue on Friday, 29 May 2026.**

11. Lanyards

Good exposure for **R 45 000** (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.

12. Audio-visual service

This sponsorship will be acknowledged on screen at the beginning and end of the academic sessions and acknowledged in the programme book.

The company may also have a 60 second video in every venue directly after the session is adjourned by the chair. This way the company gets more exposure than only the slides and programme book acknowledgements.

The video can be the same ~~one~~ for every break or it can be different for different breaks.

The video should be pre-recorded and sent through to the organisers in advance for approval by the committee.

The video may promote a product, service or just offer you general brand exposure as it would technically be outside the academic programme. It will be in a prime spot to get people's attention before they head off to a break and your brand / new product will be fresh in their memory each time they go for a refreshment break.

Cost: R85 000

13. Signage

The sponsored signage will guide the delegates to the different venues. The logo of the sponsoring company will appear on all the signage boards.

Cost: R22 000 (production by the organisers included)

14. Advertisements

Quarter page advertisement in programme book:	R6 000
Half page advertisement in programme book:	R12 000
Full page advertisement in programme book:	R22 000

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

15. Sponsorship of CPD service

The company sponsoring this service will enable the scanning of 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 may be present throughout the congress to scan delegates for CPD points, but not required. (The organisers will remain the contact between CPDhub and the congress).

Cost: R26 000

16. Website & registration area

This sponsorship would assist us in keeping delegates updated regarding congress arrangements. The website will also be utilised for online registration and updates of the congress programme. The **company's logo with embedded hyperlink** will appear on each web page and the registration link. The **company's logo will be displayed at the top of the registration counter** and the sponsor may place their own **two pull-up banners in the registration area**.

This sponsorship will ensure that delegates are kept updated regarding conference arrangements. The website will also be utilised for online-registration and updates of the conference programme.

Cost: R70 000

17. 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 2026.

Cost : R45 000

18. Pull-up banner only

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

19. Gift for academic delegates

Placed in conference bags as gifts to delegates.

Please send us your suggestions for gifts in the congress bags for approval.

This would be in all academic delegate bags & trade (if you wish to include it in trade bags).

20. Any other suggestion?

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

If you need more information regarding the cost of a specific item, please contact Heyns du Preez.

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 R400 000
Gold sponsor:	Total contribution of more than R300 000
Silver sponsor:	Total contribution of more than R200 000
Bronze sponsor:	Total contribution of more than R125 000

Sponsorship benefits:

Description	Platinum	Gold	Silver	Bronze
Value of total contribution	More than R400 000	More than R300 000	More than R200 000	More than R125 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. Please supply	Please supply	Please supply	Please supply
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, 21 Nov 2025** at the latest; or **as soon as possible**.

We look forward to your response and hope to welcome you onboard the 8th Icon Conference at Century City Conference Centre, Cape Town. 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

Chair

Dr Juliet Paxton

CONFERENCE ORGANISERS

Rhyno Kriek & Heyns du Preez

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Addendum 1

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

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.

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.

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.

Totems

Totems are excellent for attention grabbing at tradeshow. 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.

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.