



## CONFERENCE SPONSORSHIP OPPORTUNITIES

The Faculty of Health Sciences, North-West University, together with other universities in the Gauteng and North-West region, will be hosting the 10th scientific meeting of the South African Association of Health Educationalists (SAAHE) in July 2017. The theme for the 2017 SAAHE conference is:

**“From the classroom to the community”**

This conference is an annual highlight on the academic calendar of lecturers and researchers involved with the training of health care professionals in South Africa. All South African universities responsible for the training of medical and allied health professionals are represented at this conference.

More than three hundred delegates from South Africa, Africa and other international countries attend the conference annually. The 2017 conference programme will consist of research presentations in the form of oral and poster presentations, pre-conference workshops and seminars from 5–8 July 2017. International and national keynote speakers who are regarded as significant contributors in their field of health science education will also form part of the programme.

This conference provides an excellent platform for networking between academics from different universities, representatives from government organisations and NGO's, as well as industry. The purpose of this conference is to continue discourse in health science education in South Africa. It will also attempt to extend the geographic range of this momentum to all SAAHE regions in the country and to broaden the participation of educators from a wide variety of health care disciplines to improve interaction across disciplines and coherence in health care teaching-learning and practice.

Community leaders and government officials from surrounding areas involved in health issues will be invited to participate to increase their awareness of the importance of collaboration between Community and Higher Education Institutions (“Take hands to solve health education problems”), or as the logo of the Faculty of Health Sciences, NWU indicates: “Your health starts here”.

**Contact Person:** Mrs. Bianca Peterson | Conference Secretariat | Tel: +27 18-285 2450 |  
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SAAHE Tenth National Conference 2017 – North-West University, Potchefstroom Campus

The financial implications for presenting such a conference are considerable, with expected expenses of around R1.15mil. Delegates will pay a registration fee to help cover the costs, but financial support in the form of sponsorship, exhibitions and donations is crucial to make this conference possible.

We would like to invite your company to become involved with this prestigious conference as a sponsor, an exhibitor or both.

The conference programme will provide adequate opportunity for formal and informal networking. Companies who consider sponsorship or exhibition space will receive ample exposure during the conference, as exhibition space will be allocated close to the registration and information area, the coffee/tea areas, lunch area and main walk-through areas. Depending on the sponsorship package, the company will receive further acknowledgement in the printed and on-line versions of the conference programme and/or book of abstracts.

More details of sponsorship packages are given on the following pages. **A reservation form** is included that you may complete and e-mail to us indicating your interest in becoming involved or can be completed online at <http://health-sciences.nwu.ac.za/saahe>.

At the end of this letter is an Addendum with detailed information regarding SAAHE and the planned Conference in 2017. Please feel free to contact us if you need additional information.

A number of options have been made available to allow exhibitors a choice according to their objectives, requirements and budget. *These amounts and packages are negotiable.*

**EXHIBITION packages are listed below with benefits included:**

Description	Platinum Package	Gold Package	Silver Package
Value	R20 000	R10 000	R5 000
Opportunity to address the delegates during the course of the conference.	Yes, 10 min at Gala Dinner	Yes, 5 min at cocktail function	No
Registration for company representatives.	Yes, 3 registrations	Yes, 2 registrations	Yes, 1 registration
Premium exhibitor space	2 prime exhibition spaces (floor space)	1 prime exhibition space (floor space)	Exhibitor space in the form of a wall poster
Will be able to place banners in foyer in front of the venue where the conference will take place.	Yes, first placement option	Yes	No
Placement of marketing materials in the Breakaway Rooms.	Yes	No	No
Acknowledgement as an official exhibitor at the opening and closing ceremonies	Yes	Yes	Yes
Complimentary tickets to the Gala Dinner.	Yes, 3 vouchers	Yes 2 vouchers	Yes, 1 voucher
Complimentary tickets to the cocktail function.	Yes, 3 vouchers	Yes, 2 vouchers	Yes, 1 voucher
Acknowledgement in the Conference Programme and Abstract Book.	Yes	Yes	Yes

**Items selected for SPONSORSHIPS:**

**Benefits as sponsor:**

- Placing of marketing material in the conference bags.
- Advert (not only logo) in the Conference Programme and Abstract Book.
- Complimentary tickets to the cocktail function.
- Acknowledgement as an official sponsor of the Cocktail function. Venue branded with the Company logo.
- Acknowledgement as an official sponsor of the Gala Dinner. Venue to be branded with Company logo.
- Will be able to place banners in foyer in front of the venue where the conference will take place or in the breakaway rooms in which the symposium or workshop is sponsored.

*Please see the descriptors of possible items to sponsor.*

SAAHE Tenth National Conference 2017 – North-West University, Potchefstroom Campus

Description of specific sponsorship needs
Any forms of sponsorship (financial or other):
Sponsoring of key note speaker (travel & accommodation) (±R35 000)
Conference bags (± R20 000)
Conference name tags (± R10 000)
USB memory sticks (one per delegate)
Lucky draw prize for conference evaluations (±R 500)
Student support team salaries (25 students) (±R 30 000)
Student and IT support team uniforms (with company logo) (e.g. hoodies) (±R20 000)
Water bottles (with company logo)
Sponsoring of a specific session e.g. student presentations (±R10 000)
Stationary (pens, note paper, highlighters, etc)
Any other products for conference bags (e.g. lip ice, hand cream, vitamins, energy bars, etc.)
Scarves/ gifts for social events (300 delegates)
Award for best student presentation
Best poster presentation
Best oral presentation
SAAHE/NWU/Potchefstroom conference quiz prize
Amazing SAAHE race prize
Sponsoring a specific tea/coffee session (R50 per delegate) (±R15 000)
Any other:

## Reservation form for sponsors and exhibitors

(This form is also electronically available on the SAAHE website: <http://health-sciences.nwu.ac.za/saahe>)

Name of company			
Postal address			
Postal town			
Postal code			
Country			
Contact person			
Telephone code		Telephone number:	
		Facsimile number:	
E-mail address			
Company VAT number			
<b>Exhibitor Options</b>		<b>Description</b>	<b>Tick</b>
Platinum Package		R20 000	
Gold Package		R10 000	
Silver Package		R5 000	
<b>Sponsorships</b>			<b>Tick</b>
Any form of sponsorship (financial or other)			
Sponsoring of key note speaker (travel & accommodation) (±R35 000)			
Book launch (± R4 000)			
Conference bags (± R20 000)			
Conference name tags (± R10 000)			
USB memory sticks (one per delegate)			
Lucky draw prize for conference evaluations (±R 500)			
Student support team salaries (25 students) (±R 30 000)			
Student and IT support team uniforms (with company logo) (e.g. hoodies) (±R20 000)			
Water bottles (with company logo)			
Sponsoring of a specific session e.g. student presentations (±R10 000)			
Stationary (pens, note paper, high lighters etc)			
Any other products for conference bags (e.g. lip ice, hand cream, vitamins, energy bars etc.)			
Scarves/ gifts for social events (300 delegates)			
Award for best student presentation			
Best poster presentation			
Best oral presentation			
SAAHE/NWU/Potchefstroom conference quiz prize			
Amazing SAAHE race prize			
Sponsoring a specific tea/coffee session (R50 per delegate) (±R15 000)			
Other: (Please specify).			

\_\_\_\_\_

Full name and Surname

\_\_\_\_\_

Date

\_\_\_\_\_

Signature

***(Please e-mail this form to the Conference Secretariat)***

**Contact Person:** Mrs. Bianca Peterson | Conference Secretariat | Tel: +27 18-285 2450 |

E-mail: [saahe2017@nwu.ac.za](mailto:saahe2017@nwu.ac.za) | Web: <http://health-sciences.nwu.ac.za/saahe>

## ADDENDUM

### The first conference announcement



The poster features a teal and light blue geometric background with faint icons of a microscope, stethoscope, and laboratory equipment. A central white circle contains the text '10<sup>th</sup> SCIENTIFIC MEETING OF SAAHE'. Below this, a white banner reads 'FROM THE CLASSROOM TO THE COMMUNITY!'. The date and venue are listed in the lower half, and the SAAHE and North-West University logos are at the bottom.

**10<sup>th</sup>**  
SCIENTIFIC MEETING OF  
**SAAHE**

**FROM THE CLASSROOM  
TO THE COMMUNITY!**

**DATE:** 6-8 JULY 2017  
**VENUE:** NORTH-WEST UNIVERSITY  
POTCHEFSTROOM CAMPUS

 **SAAHE**  
South African Association of Health Educationists

 **NORTH-WEST UNIVERSITY**  
YUNIBESITHI YA BOKONE BOPHIRIMA  
NOORDWES-UNIVERSITEIT  
**POTCHEFSTROOM CAMPUS**

## SAAHE 2017 CONFERENCE

### 1. Aim of SAAHE and the 2017 Conference

The aims of SAAHE are to:

- 1.1 bring together those involved in the education of health care workers in South Africa and to promote cooperation and collaboration;
- 1.2 exchange ideas and disseminate information about the education of health care workers;
- 1.3 encourage, promote, and conduct research into matters concerned with the education of health care workers, with the aim of providing better health care delivery/service to communities; and
- 1.4 have established sub-groups in the Association that represent specific interest groups.

The SAAHE 2017 conference will provide the necessary platform for health care educationalists to reach these aims.

### 2. Project management, team composition and capacity

The SAAHE 2017 Conference committee consists of a core committee of 15 academic and support staff members from the NWU, Faculty of Health Sciences, who are responsible for organising the conference. This core committee is supported by additional staff members from the Faculty of Health Sciences, serving on sub-committees.

### 3. Activity-based work plan

The work plan consists of three phases:

Phase 1: Planning and organising (May 2016 – July 2017)

Phase 2: Conference presentation (5-8 July 2017)

Phase 3: Evaluation, wrap up, auditing and report writing (July – Aug 2017)

### 4. Budget

The projected costs of hosting the conference for 300 delegates is calculated at ± R1.15 mil, of which a significant contribution by sponsors is needed to cover these costs. The detailed budget is available on request. SAAHE follows a process through which any financial profit from the conference is shared between the National Council and the hosting region. Half of the proceeds will be transferred to the hosts of the following year's conference.

## 5. Quality assurance and financial accountability

The conference organising committee is working according to a conference planning work chart to ensure that all necessary tasks and activities are addressed. The reports of previous SAAHE conferences are used as guidelines on matters that may have an impact on the quality of the 2017 conference.

Delegates attending the conference will be requested to provide feedback on different aspects during and after the conference in the form of a quality assurance poll.

All financial expenditures will be handled by a single senior financial officer at the Faculty of Health Sciences, with supervision by two committee members (Chair of the organising committee and a School Director).

The financial processes will be audited after the conference.

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