

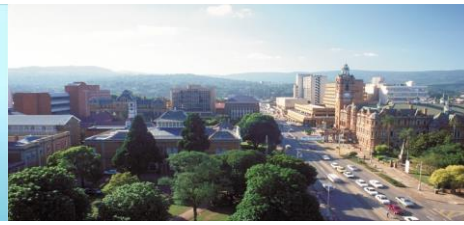


SPONSORSHIP & EXHIBITION PROSPECTUS

7th National NNASA Conference

4-5 August 2013
All Saints United Church
Pietermaritzburg, South Africa
www.nnasa.org.za





WELCOME

“IMPACT”

Leadership is not about a title or a designation. It's about impact, influence and inspiration. Impact involves getting results, influence is about spreading the passion you have for your work, and you have to inspire team-mates and customers.

Robin S. Sharma - Lawyer, Best Selling Author, Global Leadership Consultant

With The Millennium Development Goals coming to an end in 2015 and being replaced with the Sustainable Development Goals from 2016 the Worlds Focus is on what areas still need strengthening. Globally U5M has halved but neonatal mortality remains relatively unchanged. The Every Newborn Action Plan has a vision to end avoidable newborn deaths and has set a global neonatal mortality rate (NMR) target of of 10:1000 by 2035. Now more than ever is the time to IMPACT! We have to stop going through the motions, ticking training target boxes and moaning about all the challenges but gather our resources, put our heads down and focus on making a difference in the lives of those we serve.

As you can see NNASA has rebranded. We hope the new logo and website better reflect the work that Neonatal Nurses do and the support NNASA gives them. NNASA's core values remain “Care, Passion and Excellence” and are central to how we work as an Association and as neonatal Nurses. Our new Motto-“United in Caring for Neonates” not only reflects our efforts to unify Neonatal Nurses but also acknowledges the importance of Unity amongst all those involved in caring for Neonates-Families, Midwives, Doctors, Allied Health Professionals and of course our trade partners.

Trade support and involvement has always been a pillar of success for our conferences. For many nurses this is the only contact they have with trade representatives and the only exposure they get to new and innovative products. Without the financial support from our trade partners NNASA would be unable to provide this popular conference every year. This year we are hosting the conference without the support of a conference company but trust that we will still be able to offer a top notch trade exhibition. It is therefore with thanks that we welcome our faithful trade partners to All Saints Church Pietermaritzburg and hereby extend a warm invitation to any new companies to partner with NNASA in ensuring a successful and inspiring NNASA Conference 2016!

God bless

Ruth Davidge
Conference Chair



WHY SPONSOR, WHY EXHIBIT?

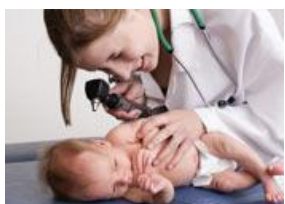
- Long term branding during the NNASA 2016 Conference build up
- Unique intellectual leadership communication opportunities
- To secure new business contacts and develop prospective clients for the future
- Accelerate the sales process for your company
- Maintain and extend relationships with existing clients
- Test the market for new product development
- Generate media exposure for company, products and services
- Maintain profile with competitors
- Gain customer feedback about company, products and services
- Maintain market viability
- Network with industry
- To be recognized as an industry player
- Identify and assess new markets
- Build brand awareness for products and / or company
- Introduce a new product to the current market

SPONSORSHIP OPPORTUNITIES AND BENEFITS

Gold Sponsorship Package **ZAR 40, 000.00** (Incl. of 14% VAT)
Limited to one (1) Sponsor

Benefits include:

- Visual recognition in the Plenary Sessions
- Logo placed on all conference material and general venue branding
- Logo and link on the conference website
- Four (4) full delegate passes to the conference (incl. attendance to Welcome Cocktail Awards Evening)
- 18 sqm exhibition floor space with first choice in position (*subject to availability and time of booking*)
- One (1) x Insert into delegate packs (sponsor to provide inserts)
- One (1) x Full page (outside back cover) advertisement in the final programme
- Acknowledgement of sponsorship in the conference programme (logo and company profile)



Silver Sponsor Package

ZAR 30, 000.00 (Incl. of 14% VAT)

UNLIMITED

Benefits include:

- Visual recognition in the Plenary Sessions
- Logo placed on all conference material and general venue branding
- Logo and link on the conference website
- Three (3) delegate passes to the conference (incl. attendance to Welcome Cocktail Awards Evening)
- Nine (9) sqm exhibition floor space with second choice in position (*subject to availability and time of booking*)
- Insert into delegate packs (sponsor to provide inserts)
- One (1) x Full inside page advertisement in the final programme
- Acknowledgement of sponsorship in the conference programme (logo and company profile)

Bronze Sponsor Package

ZAR 20, 000.00 (Incl. of 14% VAT)

UNLIMITED

Benefits include:

- Visual recognition in the Plenary Sessions
- Logo placed on all conference material and general venue branding
- Logo and link on the conference website
- Two (2) delegate pass to the conference (incl. attendance to Welcome Cocktail Awards Evening)
- Nine (9) sqm exhibition floor space with third choice position
- One (1) x Insert into delegate packs (sponsor to provide inserts)
- One (1) x Half page advertisement in the programme
- Acknowledgement of sponsorship in the conference programme (logo and company profile)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

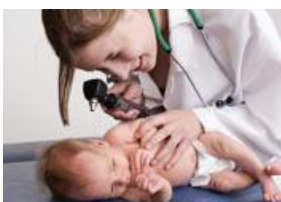
Welcome Cocktail & Awards Reception

ZAR 30, 000.00 (incl. 14% VAT)

Limited to one (1) Sponsor

This opportunity will be an event when all delegates attending the conference are able to network with each other and enjoy light snacks and drinks. The sponsor will be entitled to the following:

- Exclusive recognition as the Welcome Reception sponsor
- Exclusive branding rights of the Welcome Cocktail Reception Venue
- Opportunity to address the welcome reception attendees (5min time slot)
- One (1) full page colour advert in conference Programme
- Four (4) complimentary tickets to the cocktail evening
- Sponsorship acknowledgement in the conference programme booklet (logo and profile)
- Logo and link on the conference website
- One (1) insert into the delegate bags (*sponsor to supply material – 200 units*)



Delegate Bag Inserts

ZAR 1,5 000.00 incl. 14% VAT

- Opportunity to insert one (1) leaflet or information brochure into all conference bags
- Material must be provided and delivered by sponsors – maximum A4 size insert
- Estimated 150 units to be supplied by sponsor

Official Programme Booklet

ZAR 30, 000.00 incl. 14% VAT

Limited to one (1) Sponsor

Final programme booklet will be distributed via the conference bags. This is a high profile, much sort after sponsorship item which includes the following benefits:

- Exclusive sponsorship of the delegate programme
- One (1) full page advert in the conference programme booklet,
- One (1) pull-up banner at registration area
- Logo placement on all session housekeeping slides - sponsor to provide the advert
- Logo and link on the conference website

(Sponsor to provide a print ready advert and pull up banners)

Morning Tea Catering

ZAR 4, 000.00 incl. 14% VAT

Rate is for a "Per Serving" sponsorship (2 servings available)

Your sponsorship will entitle each delegate to tea and coffee and a snack in the morning of either the 4th or 5th August 2016, which will be served in the exhibition hall at scheduled intervals. Benefits include:

- Exclusive branding rights of all tea stations etc. – per daily sponsorship (serviettes, pull-up banners etc) *(sponsor to supply branded material)*
- Acknowledgement in the conference programme *(logo and profile)*
- Logo and link on the conference website

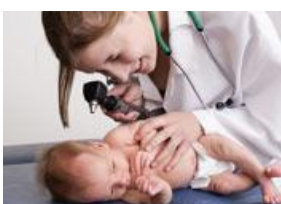
Afternoon Tea Catering

ZAR 4, 000.00 incl. 14% VAT

Rate is for a "Per Serving" sponsorship (2 servings available)

Your sponsorship will entitle each delegate to tea and coffee in the afternoon of either the 4th or 5th August 2016, which will be served in the exhibition hall at scheduled intervals. Benefits include:

- Exclusive branding rights of all tea stations etc. – per daily sponsorship (serviettes, pull up banners etc) *(sponsor to supply branded material)*
- Acknowledgement in the conference programme *(logo and profile)*
- Logo and link on the conference website



Lunch Catering (per serving)

ZAR 10, 000.00 incl. 14% VAT

Rate is for a "Per Serving" sponsorship (2 servings available)

Your sponsorship will entitle each delegate to a full buffet lunch on either 4th or 5th August 2013 which will be served in the exhibition hall at scheduled intervals. Benefits include:

- Exclusive branding rights of all catering stations / tables etc.
(sponsor to supply branded material i.e. serviettes, table cloths etc)
- Acknowledgement in the congress programme *(logo and profile)*
- Logo and link on the conference website

Note Books and Pens

Limited to one (1) Sponsor for each

Distributed via the conference bags, the note pads and pens are items which will see continuous use throughout the conference. Sponsor to either supply the stock for an estimate of 150 delegates/units or cash sponsorship as below.

The sponsor of the books/pens will be entitled to the following:

- Logo placed on the official conference website under the sponsor acknowledgement page
 - Logo placed in programme booklet under the sponsor acknowledgement section
- | | |
|-------------------------|-----------------------------|
| • Note Book Sponsorship | ZAR 2, 000.00 incl. 14% VAT |
| • Pen Sponsorship | ZAR 2, 000.00 incl. 14% VAT |

Speaker Gifts

ZAR 2, 000.00 (Incl. of 14% VAT)

Limited to one (1) Sponsor

The sponsor of the speaker gifts will be entitled to the following:

- The sponsor will have the opportunity to provide branded packaging for the gifts
(sponsor to provide if a requirement)
- Logo placed on the official conference website under the sponsor acknowledgement page
- Logo placed in programme booklet under the sponsor acknowledgement section

(Gifts to be sourced by the committee in consultation with the sponsor)

Delegate Lanyards

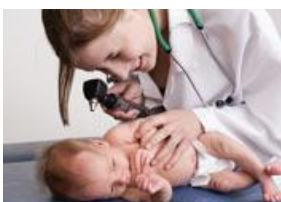
ZAR 5, 000.00 (Incl. of 14% VAT)

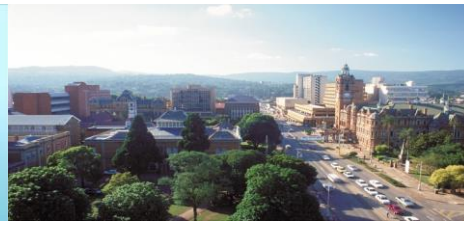
Limited to one (1) Sponsor

The sponsor has the opportunity to have their name and logo displayed on the lanyard together with the conference logo. This is a unique opportunity to have your company's name in front of the delegates each day, all day. *(Organizing committee to decide on design of the lanyard)*

Additional benefits include:

- Logo placed on the official conference website under the sponsor acknowledgement page
- Logo placed in programme booklet under the sponsor acknowledgement section





Delegate Bags

ZAR 20, 000.00 (Incl. of 14% VAT)

Limited to one (1) Sponsor

A much sought after sponsorship benefit, logo to appear on front of bag together with conference logo and event details – sponsor to supply logo / artwork. (*Organizing Committee to source and supply bags.*)

Additional benefits include:

- Logo placed on the official conference website under the sponsor acknowledgement page
- Logo placed in programme booklet under the sponsor acknowledgement section

Delegate Sponsorship

An opportunity to provide funding for one or more Nurses to attend NNASA 2016.

Most hospitals (both public and private sector) do fund nurses to attend conferences. This year we have endeavored to keep our registration fees as low as possible and to select a venue that is inexpensive and accessible, however we are aware that many nurses will still not have the opportunity to attend. This sponsorship is therefore a critical component of the conference whereby nurses are enabled to gain valuable knowledge and insight into the latest trends, best practices, global and national recommendations and key research.

Sponsors have the option of either sponsoring one or more delegates' full costs (flights, accommodation and registration fee) or alternatively just their registration fee.

The sponsor will be entitled to the following:

- Logo placed on the official conference website under the sponsor acknowledgement page
- Logo placed in programme booklet under the sponsor acknowledgement section

EXHIBITION PACKAGES

Exhibition Stands

ZAR 8, 000.00 incl. 14% VAT

Each stand space includes the following:

- One (1) 3m x 3m Exhibition Floor Space
- One (1) x trestle table and 2 x chairs
- One (1) x Company listing in the programme booklet (*logo and profile*)
- Two (2) x Exhibitor registrations including tea & lunch breaks and welcome cocktail ticket each
- Parking
- Please state if you require an electrical point

Exhibition packages do NOT include:

- Shell scheme walling / system and fascia board
- Transport and freight costs, storage, special materials, specialized carpets / flooring or furnishing apart from what has been specified
- Telephone, computer and data lines/ ADSL connection
- Dedicated stand security

NB: Additional exhibitors will need to register at the standard advertised rate



SPONSORSHIP/EXHIBITION PROCEDURES

Confirmation

Written confirmation of sponsorship level, benefits, space assignment, an invoice for payment and all necessary information will be provided by Organizing Committee, upon approval of the application.

Should you require additional Exhibition Space other than what is allocated, please advise the Organizing Committee in writing immediately. You will be invoiced for any additional costs

Booking Policies

- Sponsorship and Exhibition Stand Confirmation – we cannot confirm assignment and confirmation until we have received full payment. Upon acceptance and approval of an application for sponsorship/exhibition space, the assignment of the exhibition space and confirmation of sponsorship details will be confirmed in writing by the Organizing Committee
- The exhibition space is allocated on a first come first serve basis. Sponsors will have first right of refusal on all prime locations
- Cancellation – Should you wish to cancel your sponsorship, notification will only be accepted in writing
- Cancellation Policy
 - ** 90– 120 days prior to the set-up day of the conference: 50% refund
 - ** Less than 90 days: No refund

PAYMENT TERMS AND CONDITIONS

Acceptable forms of payment

- Electronic Funds Transfer (EFT)
- Cash / bank deposit

Please use the reference number as stated on the invoice when making payment

Kindly send proof of payment to: NNASA Treasurer -Wilma Crowhurst.

Email: treasurer@nnasa.org.za

Tel: 0782580573

- Invoices must be paid in full upon presentation prior to the conference commencing
- The organizers reserve the right to cancel, change or move your stand, as well as alter the floor plan where necessary



SPONSORSHIP AND EXHIBITION APPLICATION FORM

Our company *(please print)*

Agrees to sponsor / exhibit at NNASA 2016, taking place in Pietermaritzburg, South Africa from 4-5 August 2016. We commit to pay the full amount of the agreed sponsorship / exhibition package value.

SPONSORSHIP PACKAGES

Gold	ZAR 40, 000.00 <i>(incl.14% VAT)</i>	<input type="checkbox"/>
Silver	ZAR 30, 000.00 <i>(incl.14% VAT)</i>	<input type="checkbox"/>
Bronze	ZAR 20, 000.00 <i>(incl.14% VAT)</i>	<input type="checkbox"/>
OTHER (please specify): _____		

EXHIBITION PACKAGES

Shell Scheme Stand

3m x 3m standard Floor Space package @ R8, 000.00 *(incl. VAT)* Quantity: _____

- 1st choice for booth space stand #: _____
- 2nd choice for booth space stand #: _____

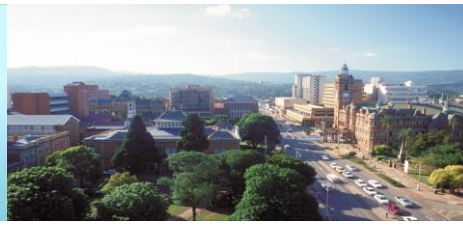
Cancellations:

Cancellation Policy

** 90 – 120 prior to the set up day of the conference 50% refund

** Less than 90 days: No refund





SPONSORSHIP AND EXHIBITION APPLICATION FORM CONTINUED.

PLEASE ensure that you list all your details accurately as we cannot be held responsible for any errors. We require that you fill in the following details and that you provide your company logo in a high resolution format by email. Please ensure that you print all the below information clearly as you would wish it to appear on the conference materials.

Company Name (as it appears in print):

Company Address: _____

City: _____ State: _____

Postal/ Zip Code: _____ Country: _____

Phone: _____ Fax: _____

Email Address: _____ Website: _____

Contact _____

Product Description (40 words maximum)

Company Registration / VAT Number _____

Payment Due

Sponsorship Sub Total: ZAR _____

Booth Space: ZAR _____

Total Due: ZAR _____

All totals are inclusive of 14%

Please email this form to:
Organizing Committee
Email: info@nnasa.org.za



ALL SAINTS UNITED CHURCH

