



# SPONSORSHIP & EXHIBITION PROSPECTUS

## 8<sup>th</sup> National NNASA Conference

8<sup>th</sup> National Neonatal Nurses conference  
*Ignite Your Passion!*

9-11<sup>th</sup> May 2018  
Latitude Conference Center- Dube Trade Port La Mercy Durban

[www.nnasa.org.za](http://www.nnasa.org.za)

[info@nnasa.org.za](mailto:info@nnasa.org.za)





## WELCOME

*"If you cant figure out your purpose, figure out your **passion**. For your **passion** will lead you right into your purpose"*

Bishop TD Jakes

*"The best leaders not only inspire us, they develop and empower us to lead with **passion** from whatever position we currently hold in life"*

Ty Howard- Ex American Football star and international development consultant.

In a recent article in Professional Nursing Today entitled – Nursing Leadership –A looming crisis in Africa- the author states “ The current and future demands of the dynamic healthcare environment need aggressive nursing leadership integration in all healthcare settings for an effective response to the local and global demands of the healthcare system”

Neonatal Nursing is a small but critical field of nursing. It needs strong passionate knowledgeable leaders to advocate for quality patient care and optimal outcomes for its vulnerable patient population. Neonatal nurses need to be knowledgeable in evidence based care in order to provide clinical leadership and advocacy. They also need to have confidence and knowledge in health systems in order to engage at all levels to advocate for the role of neonatal nurses and the needs of the neonate. Leadership is also required in order to mentor and train upcoming nurses, retain them in the neonatal field and meld together a strong united team.

This cannot be achieved without leaders who are passionate about neonatal nursing and the care of neonates and who continuously strive to improve quality of care, training, clinical environments, research and education.

*There is no **passion** to be found playing small-in settling for a life that is less than one you are capable of living.*

Nelson Mandela

This year the conference is to be held in a new venue: Latitude Conference Centre at Dube Trade Port (immediately next to King Shaka International Airport). This new modern facility can seat over 400 delegates and has a large glassed foyer area to accommodate the trade exhibition. It is easily accessible from the N2 -just 15 minutes from the golden beaches of Umhlanga and Ballito. So extend your stay and enjoy a weekend at the beach!

Trade support and involvement has always been a pillar of success for our conferences. For many nurses (particularly in the public sector) this is the only contact they have with trade representatives and the only exposure they get to new and innovative products. This is therefore an excellent opportunity for companies to showcase their products and connect with nurses one on one.

Without the financial support from our trade partners NNASA would be unable to provide this popular conference biannually. We therefor extend a warm invitation again to our faithful trade partners and to any new companies, to partner with NNASA in inspiring and igniting passion in hopefully 200 neonatal nurse leaders and ensuring a successful NNASA Conference 2018!

God bless

Ruth Davidge  
Conference Chair







## WHY SPONSOR, WHY EXHIBIT?

- Long term branding during the NNASA 2018 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 45, 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 Breakfast)
- 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 35, 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 Breakfast)
- Nine (9) sqm exhibition floor space with second 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 inside page advertisement in the final programme
- Acknowledgement of sponsorship in the conference programme (logo and company profile)

## Bronze Sponsor Package

**ZAR 25, 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 Breakfast)
- 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 & Awards Breakfast

**ZAR 35, 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 Breakfast sponsor
- Exclusive branding rights of the Welcome Breakfast 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 Welcome Breakfast
- 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 1,500.00** 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 35,000.00** 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 5,000.00** 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 10th or 11th May 2018, 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 5,000.00** 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 9th or 10th May 2018, 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 15, 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 the 9th or 10th May 2018 which will be served in the restaurant 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 4, 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 25, 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 10, 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 Breakfast each
- Parking
- Please state if you require an electrical point (limited points available-extension lead may be required)

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
- Sponsors to provide company logo and link to website when booking
- 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 Secretary –Koshen Moodley.

Email: [info@nnasa.org.za](mailto:info@nnasa.org.za)

Tel: 033 3952718

- 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 2018, taking place in La Mercy Durban, South Africa from 9-11<sup>th</sup> May 2018. We commit to pay the full amount of the agreed sponsorship / exhibition package value.

### SPONSORSHIP PACKAGES

Gold	ZAR 45, 000.00 (incl.14% VAT)	<input type="checkbox"/>
Silver	ZAR 35, 000.00 (incl.14% VAT)	<input type="checkbox"/>
Bronze	ZAR 25, 000.00 (incl.14% VAT)	<input type="checkbox"/>

OTHER (please specify): \_\_\_\_\_

Total sponsorship: ZAR \_\_\_\_\_

### EXHIBITION PACKAGES

#### Shell Scheme Stand

3m x 3m standard Floor Space package @ R10, 000.00 (incl. VAT)      Quantity: \_\_\_\_\_

- 1<sup>st</sup> choice for booth space      stand #: \_\_\_\_\_
- 2<sup>nd</sup> 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 \_\_\_\_\_

Electronic logo provided: Y / N

**Payment Due**

Sponsorship Sub Total: ZAR \_\_\_\_\_

Booth Space: ZAR \_\_\_\_\_

Total Due: ZAR \_\_\_\_\_

Please email this form to:  
**Organizing Committee**  
Email: [info@nnasa.org.za](mailto:info@nnasa.org.za)

All totals are inclusive of 14% VAT





# FLOOR PLAN

