



30TH SOCIETY OF  
**NEUROSURGEONS  
OF SOUTH AFRICA**

**CONGRESS 2022**

29 SEPT - 1 OCT 2022

**Radisson Hotel & Convention Centre**  
Johannesburg, O.R. Tambo

# Sponsorship & Exhibition PROSPECTUS



# About the Society of Neurosurgeons of South Africa (SNSA)

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**THE SOCIETY  
OF NEUROSURGEONS OF  
SOUTH AFRICA IS AN  
ASSOCIATION OF PRACTITIONERS  
WITH AN INTEREST IN  
MAINTAINING AND IMPROVING  
NEUROSURGICAL SERVICES IN  
SOUTH AFRICA. IT AIMS:**

- To improve the quality of scientific knowledge and pursuit of high standards of excellence in patient care, clinical practice and related sciences among professionals in the field of neurosurgery.
  - To maintain an educational organization dedicated to the exchange of ideas and dissemination of scientific facts in the field of neurosurgery.
  - To provide instruction, scientific meetings and professional publications for surgical, non-operative and diagnostic purposes in neurosurgery.
  - To improve the means of communication with and support for scientists and clinicians in their work and to provide means for improving their work.
  - To investigate and promulgate concepts and methods by which neurosurgical conditions may be detected and improved.
  - To maintain the highest ethical standards for the organization and to maintain full communication and interaction with other recognized bodies and specialty associations.
  - To strive for acceptable and equitable practise conditions and remuneration for those practising in neurosurgery.
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# Congress Overview

**225+**  
PARTICIPANTS

**20+**  
EXHIBITORS



## Participation

With membership exceeding 225 professionals and many interested sub-specialities and interest groups, the SNSA Congress 2022 expects to attract upward of 225+ participants and more than 20 exhibitors.

## Attendee profile

Neurosurgical and neuroscience professionals ranging from experienced neurosurgeons to fellows and registrars. Spine surgeons, neuro-oncologists, neurologists, and other specialists as well as allied professional physiotherapists, occupational therapists, dietitians, and nurses with an interest in the field of neuroscience.

## 2022 Programme Themes

*The topics of innovation, complication avoidance, neurocritical care, neuro-oncology, spine, neurovascular, neurotrauma, paediatrics, and ethics in neurosurgery will form the basis of the programme with lots of room for interactive discussion.*

*The pre-congress workshop will be conducted by internationally renowned experts in the field of intra-operative ultrasound and navigation in brain tumour surgery, and will include lectures, simulation-based training, and hands-on training sessions.*



## What to expect in 2022

# 3 days

OF HIGH-LEVEL CONTENT

DELIVERED BY LEADING  
INTERNATIONAL AND  
LOCAL EXPERTS

A MULTITUDE OF  
ORAL AND POSTER  
PRESENTATIONS

DELIVERED ACROSS  
THE 9 KEY AREAS OF  
NEUROSURGERY



EXHIBITS BY MORE THAN **20 COMPANIES** AND ORGANISATIONS HIGHLIGHTING THE NEWEST PRODUCTS AND SERVICES AVAILABLE IN THE FIELD OF NEUROSURGERY

# Tiered Sponsorships

## EACH TIERED SPONSORSHIP INCLUDES THE FOLLOWING RECOGNITION AND BRANDING BENEFITS:

- Acknowledgement as a sponsor with your logo on the congress **website**, on congress newsletters, on the **congress app**, on the on-site **sponsor banner**, and on holding slides shown in **session rooms**.
- **Sponsor spotlight** in a congress newsletter.

## GOLD SPONSOR

R115,000 (EXCLUSIVE OPPORTUNITY)

The Gold Sponsorship is the highest level of sponsorship and is limited to one. The sponsorship includes exclusive recognition as the Gold Sponsor from the podium and is the premium branding visibility position.

Choose to be recognised as a sponsor of one of the following: the congress app, a local speaker, the nametag lanyards, the congress stationery, or a barista coffee bar.

In addition to the standard recognition and branding benefits, further inclusions are an exhibition stand (2m x 2m) with 2 complimentary exhibition passes, 2 additional complimentary participant registrations, a 50% discount on up to 8 additional participant registrations, 2 complimentary tickets to both social events (welcome reception and congress dinner), 1 messaging opportunity via the congress app, and a pre-congress message sent to all participants.

## SILVER SPONSOR

R85,000 (ONLY 3 AVAILABLE)

The Silver Sponsorship includes recognition from the podium and is a highly visible branding position.

In addition to the standard recognition and branding benefits, further inclusions are an exhibition stand (2m x 2m) with 2 complimentary exhibition passes, 1 additional complimentary participant registration, a 50% discount on up to 5 additional participant registrations, 1 complimentary ticket to both social events (welcome reception and congress dinner), and 1 messaging opportunity via the congress app.

## BRONZE SPONSOR

R65,000 (ONLY 5 AVAILABLE)

The Bronze Sponsorship includes recognition from the podium and is a highly visible branding position.

In addition to the standard recognition and branding benefits, further inclusions are an exhibition table with 2 complimentary exhibition passes, 1 additional complimentary participant registration, and a 50% discount on up to 3 additional participant registrations.

# Content-Related Sponsorships

## EACH CONTENT-RELATED SPONSORSHIP INCLUDES THE FOLLOWING RECOGNITION AND BRANDING BENEFITS:

- Acknowledgement as a sponsor with your logo on the congress **website**, on congress **newsletters**, on the **congress app**, on the on-site **sponsor banner**, and on holding slides shown in **session rooms**.

R50,000

## International Speaker

This exclusive package includes the opportunity to introduce the international expert and recognition from the podium during the session. The sponsor will be acknowledged with a "Brought to you by..." by-line on the programme, and in the International Speaker Spotlight in the congress newsletter.

In addition to the standard recognition and branding benefits, further inclusions are a virtual information booth on the congress app and 1 complimentary registration.

R20,000

## Local Speaker

Sponsor a South African speaker and support the latest in neurological research. The sponsor will be acknowledged with a "Brought to you by..." by-line on the programme, and in the Speaker Spotlight in the congress newsletter.

In addition to the standard recognition and branding benefits, further inclusions are a virtual information booth on the congress app.

## Pre-Congress Workshop

R22,500

### INTRA-OPERATIVE ULTRASOUND AND NAVIGATION IN BRAIN TUMOUR SURGERY

A dedicated and hands-on workshop will take place on the day preceding the congress.

Highlighting the correct and safe use of intra-operative ultrasound and navigations tools in neurosurgery, the workshop will be delivered by leading experts both local and international, and will be attended by surgeons and registrars.

These are basic and advanced learning sessions, and it is an excellent opportunity to be acknowledged as a partner in the delivery of expertise. The sponsor will be acknowledged with a "Brought to you by...." by-line in the programme and a dedicated pre-congress workshop newsletter.

In addition to standard recognition and branding benefits, this package includes the opportunity to showcase equipment, by making it available for demonstration throughout the workshop, to introduce elements of the workshop and to be recognised by the faculty during the session

## Content-Related Sponsorships Continued

R35,000 (ONLY 2 AVAILABLE)

### Breakfast Symposium

Taking place at the start of the day, the symposium is an opportunity to deliver a session related to the congress topics, presented by a speaker of your choice (subject to Programme Committee approval).

In addition to the standard recognition and branding benefits, your symposium will be promoted to congress participants on the programme and in a dedicated breakfast symposium section of the congress newsletter. Please note: A continental breakfast and full AV/tech support are included, but any costs related to speakers or faculty are excluded.

R12,500 (ONLY 4 AVAILABLE, 2 PER DAY)

### Product Demonstration

Demonstrate your product, equipment, or services in 15-minute slots in a scheduled and dedicated Product Demo Session. Pre-record your presentation offering a demonstration, a case study, or panel discussion and it will be offered to participants on screen during the congress as well as on demand via the congress app.

This opportunity excludes the standard recognition and branding benefits.



# Participant-Related Sponsorships

## EACH PARTICIPANT-RELATED SPONSORSHIP INCLUDES THE FOLLOWING RECOGNITION AND BRANDING BENEFITS:

- Acknowledgement as a sponsor with your logo on the congress **website**, on congress **newsletters**, on the **congress app**, on the on-site **sponsor banner**, and on holding slides shown in **session rooms**.

## Congress App

**R25,000 (EXCLUSIVE OPPORTUNITY)**

The congress app is the primary digital communication channel displaying the programme and all congress content. It will allow participants to review the programme, create a personal agenda, make contact with other participants, learn about sponsors and exhibitors, and more. The organisers also use the congress app to communicate with participants via announcements and personal messaging and a social media-style activity stream allows for sharing and commenting.

This exclusive opportunity will place your brand in each participant's hand, with your logo and banner displayed prominently and includes the standard recognition and branding benefits.

## Refreshment Breaks

**R30,000 (ONLY 2 AVAILABLE)**

A great opportunity to win hearts and minds through delicious food and a much-needed cup of tea. You'll be recognised as the sponsor of the refreshments and lunches served in the exhibition hall.

In addition to the standard recognition and branding benefits, you're welcome to place your brochures or other literature in the hall and provide an item of branded collateral or a gift.

Please note: Any branding or promotional material is for the Sponsor's account.

## Barista Coffee Bars

**R10,000 (ONLY 2 AVAILABLE)**

Perk up the participants with delicious coffee served by professional baristas. Brand the coffee bar and display your banners or provide disposable cups or sleeves or branded coffee mugs for participants to keep.

The sponsorship includes the standard recognition and branding benefits.

Please note: The barista coffee bars are an additional offering to the standard tea and coffee service provided in the exhibition hall. All costs associated with the barista coffee bar are for the Sponsor's account.

## Lanyards & Nametags

**R10,000 (EXCLUSIVE OPPORTUNITY)**

This is a highly visible branding opportunity – your logo on the lanyard and nametag worn by every participant. This sponsorship also includes the standard recognition and branding benefits.

## Congress Stationery

**R10,000 (EXCLUSIVE OPPORTUNITY)**

Provide each participant with a branded notepad or notebook and a pen to carry with them to each session. The organisers will make these available at the back of the session rooms. This sponsorship also includes the standard recognition and branding benefits.

Please note: The provision of notepad/book and pen is for the Sponsor's account.



# Social Event Sponsorships

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**EACH SOCIAL EVENT SPONSORSHIP INCLUDES THE FOLLOWING RECOGNITION AND BRANDING BENEFITS:**

- Acknowledgement as a sponsor with your logo on the congress **website**, on congress **newsletters**, on the **congress app**, on the on-site **sponsor banner**, and on holding slides shown in **session rooms**.

## Welcome Reception

**R50,000 (EXCLUSIVE OPPORTUNITY)**

**SOCIAL EVENT**

The welcome reception will take place on the 1st day of the congress and all participants are invited to attend. It is an evening to stimulate networking and the initiation of collaborations while enjoying a social evening.

This exclusive package includes the opportunity to welcome participants on arrival, to give a brief welcome address, and to receive recognition from the podium.

In addition to the standard recognition and branding benefits, further inclusions are a virtual information booth (see Virtual Information Booth package under Advertising Opportunities for more details on this benefit) and 1 complimentary registration. You also have the opportunity to provide a gift for each dinner guest.

Please note: The provision of a gift is for the Sponsor's account.

## Faculty Dinner

**R30,000 (EXCLUSIVE OPPORTUNITY)**

**SOCIAL EVENT**

The faculty dinner will take place on 29 September 2022 and is an acknowledgement of the experts who have contributed their knowledge and experience to the scientific content of the congress.

This exclusive package includes the opportunity to interact with neurosurgical leaders and to provide subtle branding at the dinner venue.

In addition to the standard recognition and branding benefits, further inclusions are a virtual information booth (see Virtual Information Booth package under Advertising Opportunities for more details on this benefit), 1 complimentary registration, and 1 invitation to the dinner. You also have the opportunity to provide a gift for each dinner guest.

Please note: The provision of a gift is for the Sponsor's account.



## Social Event Sponsorships Continued

### Congress Dinner

R75,000 (EXCLUSIVE OPPORTUNITY)

#### SOCIAL EVENT

This celebratory dinner and awards function takes place on the final night and is open to all participants. It is an opportunity for networking, celebrating a successful congress, and acknowledging excellence.

This exclusive package includes the opportunity to welcome participants on arrival, to give a brief welcome address, and to receive recognition from the podium.

In addition to the standard recognition and branding benefits, further inclusions are a virtual information booth, 1 complimentary registration, and 2 complimentary dinner tickets. You also have the opportunity to provide a gift for each dinner guest.

Please note: The provision of a gift is for the Sponsor's account.

## Advertising Opportunities

### Digital Billboards

R5,000

Your static advertisement will be shown on the slides that are screened before and between sessions. Advertisements will be screened throughout the day, on rotation.

### Virtual Information Booth

R5,000

A virtual information booth on the congress app will display your profile, link to your website and videos, highlight your brand, and make brochure material available.

The booth will enjoy high branding visibility on the congress app, allowing you to place your material in the hands of all participants without the expense of staffing a physical exhibition stand.





# Exhibition Opportunities

We are offering exhibition stands or space to showcase your products and services, actively engage with participants to generate leads, and promote your brand. Exhibition space is limited, and is allocated on a 'first come, first served' basis.

## EACH EXHIBITION OPPORTUNITY INCLUDES THE FOLLOWING RECOGNITION AND BRANDING BENEFITS:

- Acknowledgement as an exhibitor with your logo on the congress **website**, on congress **newsletters**, on the **congress app**, on the on-site **sponsor banner**, and on holding slides shown in **session rooms**.

## Stand Package – 2m x 2m

R25,000

### INCLUDES:

- Basic 2m x 2m exhibition shell scheme, fascia board, illumination, and an electrical plug point (15 amp)
- 2 x full exhibitor passes including lunch and refreshments per 2m x 2m stand
- 2 x complimentary tickets to the welcome reception
- Virtual Information Booth on the congress app (see Virtual Information Booth package under Advertising Opportunities for more details on this benefit)

## Floor Space only – per sq m

R6,000 PER SQ M

### CHOOSE THIS OPTION IF YOU WOULD LIKE TO BUILD A CUSTOM STAND.

### INCLUDES:

- Electrical plug point (15 amp)
- 2 x full exhibitor passes including lunch and refreshments for each 4 sq m booked
- 2 x complimentary tickets to the welcome reception
- Virtual Information Booth on the congress app (see Virtual Information Booth package under Advertising Opportunities for more details on this benefit)

# Contact us to secure your participation

CONGRESS ORGANISER: AFRICAN AGENDA

Jason Rade

Sales and Partnerships

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Secure your participation now

