



B·H·F
SOUTHERN AFRICA

SUN CITY
17 - 20 June 2018

The
19th
Annual
**BHF Southern
African Conference**

Sponsorship packages 2018



Dear Potential Sponsor

Celebrating our 19th annual event, the 2018 conference promises to be very exciting. The conference will be held at Sun City from the **17th – 20th June 2018**. The conference will focus on implementation, actions and coming up with solutions.

Delegate Profile

- Administrators
- Medical schemes
- Managed care organisations
- Pharmaceuticals
- Government departments

Designations ranging from: Directors, Principal Officers, Trustees, CEO's, CFO's, Actuaries, Marketing Directors and Medical Advisors attend the annual event.



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BHF ANNUAL CONFERENCES

The BHF Annual Conference is the largest healthcare convention in Southern Africa, premised in providing healthcare insights and facilitating engagement and cooperation on fundamental healthcare challenges facing private healthcare funding and national health policy.

The conference offers networking opportunities such as BHF Golf Challenge, Titanium Awards and networking cocktail function.



1000 ATTENDEES



49 SPEAKERS

300

ORGANISATIONS



17 COUNTRIES

Conference Programme

As always, our comprehensive programme will address the full range of issues and challenges now facing the industry, equipping delegates to make informed strategic and operational decisions over the coming year.

Sponsorship Packages

The 19th Annual BHF Southern African Conference will offer your organisation an opportunity to be directly involved by means of sponsorship and exhibiting.

If your organisation would like a customised package, we will gladly tailor the benefits to match your needs.

Below is a list of packages that have been tailored to appeal to a wide variety of marketing objectives.



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1. SPONSOR PACKAGES

Partnership Packages

Opening Cocktail Function

Branding of the Registration Area

Photography

Tea and Lunch

Delegate room drops

Lanyards and Names Card Holders

Exhibition stands

Email Blasts

Bag Insert

Table Drops

Speaker Gifts

Gala Banquet Gifts

Sponsor Packages for Small Businesses



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2. PARTNERSHIP PACKAGES

ITEM	Premium Sponsor
VALUE	R410 000 incl. vat
RANK	PREMIUM SPONSOR
Packages includes	<ol style="list-style-type: none"> 1. Bags 2. Main Sponsor BHF Golf Challenge 3. SMS to all delegates Tuesday 4. Email Blast to all delegates Week before Conference 5. Room drop Monday Night to all delegates 6. 6 X 3 Stand 7. 4 Complimentary Tickets
VIP table at the BHF Gala	two tables
Company profile on the BHF conference Website	200 words
Your company logo on the BHF conference website	✓
Your company logo on the conference Programme	✓
Announcements of competitions during the plenary sessions by the facilitator	✓
Your company logo and acknowledgement on screen before and after each session	✓
BHF Magazine blurb listing	✓
Listing of logo in the conference programme	✓
Please tick the box to select your package	<input type="checkbox"/>

ITEM	Platinum Sponsorship	GALA MC and Entertainment	Delegate room drops	Monday or Tuesday tea breaks and lunches	Photography	Lanyard & Name Card Holders
VALUE	R245 000 incl. vat (SOLD)	R171 000 incl. vat	R91 200 incl. vat	R91 200 incl. vat (Monday Tea Break and Lunches) SOLD (Tuesday Available)	R75 000 incl. vat	R65 000 incl. vat (SOLD)
RANK	Platinum	Platinum	Gold	Gold	Gold	Silver
Packages include	<ol style="list-style-type: none"> 1. Branding Rights BHF Opening Ceremony 2. Registration area and System Branding 3. SMS to All Delegates Sunday Night 	<ol style="list-style-type: none"> 1. GALA Gifts 2. Entertainment for the GALA 	Branding rights	Branding rights: lunch and tea stations	Photographer	Name tags, and Lanyards SMS to all Delegates: Wednesday Morning
Branding Opportunity	Co-branding the opening ceremony Co-branding registration system and area onsite	Co-branding Entertainment & MC for the Gala Dinner – 18th June 2018 Co-branding on Gala menus	Branding of the delegate room drops to all delegates (Sunday or Tuesday night) Includes gifts	Opportunity to brand the lunch and tea stations on Monday 18 th June 2018	Co-branding all Photographs. Photographer to wear branded shirt. Prints branded Co-branding on backdrop	Company logo and a blurb to be printed at the back of all delegate name tags and lanyards

Space for banners at the event	✓	✓	✓	✓	✓	✓
Complimentary conference ticket(s)	2	1	1	1	1	1
Company profile on the BHF conference website	400 words	300 words	200 words	200 words	200 words	200 words
Your company logo on the BHF conference website	✓	✓	✓	✓	✓	✓
Your company logo on the conference programme	✓	✓	✓	✓	✓	✓
Announcements of competitions during the plenary sessions by facilitator	✓	✓	✓	✓	✓	✓
Your company logo and acknowledgement on screen before and after each session	✓	✓	✓	✓	✓	✓
Bag insert	✓	✓	✓	✓	✓	✓
Magazine Listing	✓	✓	✓	✓	✓	✓
Please tick the box to select	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. PARTNERSHIP PACKAGES (cont.)

ITEM	Exhibition Stands 3 X 3	
VALUE	R 43 700 incl. vat (SHELL SCHEME)	R 41 400 incl. vat (SPACE ONLY)
RANK	Bronze	
Packages includes	Shell scheme	Space only
Complimentary conference ticket(s)	1	1
BHF Magazine blurb listing	✓	✓
Company profile on the BHF conference	50 words	50 words
Your company logo on the BHF	✓	✓
Your company logo on the conference	✓	✓
Announcements of competitions during plenary sessions by Facilitator	✓	✓
Your company logo and acknowledgement on screen before	✓	✓
Bag insert	✓	✓
SMS		
Email blasts		
One standard table and two chairs	✓	✓
1 x Plug point	✓	✓
Electrician on standby for duration of conference,	✓	✓
Security outside the venue at night, for	✓	✓
1 x Fluorescent Light	✓	
White shell scheme walling, 2.5m in height - side & rear	✓	
Fascia - displays exhibitors name OR	✓	
Number of exhibitors manning sponsor's stands	strictly two only	strictly two only
Access to gala banquet and opening function for persons	strictly two only	strictly two only
Please tick the box to select your package	<input type="checkbox"/>	<input type="checkbox"/>

4. ADDITIONAL SPONSORSHIP PACKAGES

1	Speaker Gifts (Silver)	R50 000 incl. vat	Opportunity to brand all our speaker gifts (package includes gifts)	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Announcement of your sponsorship during the plenary sessions by facilitator <input checked="" type="checkbox"/> Speaker gifts to be branded using your branding. <input checked="" type="checkbox"/> Company profile and logo on the BHF conference website <input checked="" type="checkbox"/> Your company logo on the conference programme. <input checked="" type="checkbox"/> BHF Magazine blurb listing <input checked="" type="checkbox"/> Announcements of competitions during the plenary sessions by facilitator. <input checked="" type="checkbox"/> Your company logo and acknowledgement on screen before and after each session. 	<input type="checkbox"/>
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2	Delegate Lounge area (Silver)	R55 000 incl. vat	Opportunity to brand the furnished delegate lounge area.	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Announcement of your sponsorship before each session. Your logo on the screen during the conference <input checked="" type="checkbox"/> Space for 2 banners inside the lounge area <input checked="" type="checkbox"/> 1 Complimentary conference ticket. <input checked="" type="checkbox"/> Company profile on the BHF conference website <input checked="" type="checkbox"/> BHF Magazine blurb listing <input checked="" type="checkbox"/> Your company logo on the conference programme. <input checked="" type="checkbox"/> Announcements of competitions during the plenary sessions by facilitator. <input checked="" type="checkbox"/> Your company logo and acknowledgement on screen before and after each session. <input checked="" type="checkbox"/> Bag insert. 	<input type="checkbox"/>
3	Vehicle Display	R45 000 incl. vat	Opportunity to display 1 vehicle in the exhibition all; 1x opportunity.	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> 1 Complimentary conference ticket <input checked="" type="checkbox"/> Company profile on the BHF conference website <input checked="" type="checkbox"/> Your company logo on the BHF conference website <input checked="" type="checkbox"/> BHF Magazine blurb listing <input checked="" type="checkbox"/> Your company logo on the conference programme <input checked="" type="checkbox"/> Announcements of competitions during plenary sessions by Facilitator <input checked="" type="checkbox"/> Your company logo and acknowledgement on screen before and after each session <input checked="" type="checkbox"/> Bag insert <input checked="" type="checkbox"/> 2 exhibitors manning the display area <input checked="" type="checkbox"/> 2x Access to the gala banquet and opening function for persons manning stand 	<input type="checkbox"/>

SPONSORSHIP PAKGAGES FOR SMALL BUSINESSES

BHF introduces a variety of advertising and branding opportunities for small businesses. This is great way for small businesses to enhance their profile without spending a fortune. The packages below are not only cost effective but will help you market your product, gain exposure and promote a positive image of your business. These packages are exclusively designed for small and medium-sized enterprises or small and medium-sized businesses.

Please pick the box to select your package

NR.	ITEM	VALUE	DESCRIPTIO	BENEFITS	SELECT
1	Animated Company Logo	R6 840 incl. vat	Animated logo display on conference screens	<input checked="" type="checkbox"/> Animated Company Logo to be displayed on screens during the conference <input checked="" type="checkbox"/> Logo on the conference programme. <input checked="" type="checkbox"/> Your company logo on the conference website. <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>
2	Email Blasts	R 11 500 incl. vat	Sending out a branded email to all our delegates announcing a competition.	<input checked="" type="checkbox"/> Branded Email to be distributed to all conference delegates by BHF. <input checked="" type="checkbox"/> Logo on the conference programme. <input checked="" type="checkbox"/> BHF Magazine blurb listing <input checked="" type="checkbox"/> Your company logo on the conference website.	<input type="checkbox"/>
3	Bag Insert	R11 500 incl. vat	Opportunity to place a gift or brochure in the delegate bags (1100).	<input checked="" type="checkbox"/> BHF will insert the gift or brochure in the delegate bags. <input checked="" type="checkbox"/> Your company logo on the conference programme. <input checked="" type="checkbox"/> Your company logo on the conference website. <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>
4	Table Drops	R20 700 incl. vat	Opportunity to place gift or brochure on the delegate tables at a session.	<input checked="" type="checkbox"/> BHF to coordinate the placing of gift or brochure on the table. <input checked="" type="checkbox"/> Your company logo and blurb to be placed on the Conference website (100 words). <input checked="" type="checkbox"/> Your company logo on the conference website. <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>

5	Conference Footprints X 1 opportunity	R17 100 incl.vat	Opportunity to brand the conference footprints.	<input checked="" type="checkbox"/> Company logo and blurb on the BHF conference website. <input checked="" type="checkbox"/> Your company logo on the conference programme. <input checked="" type="checkbox"/> A trail of co- branded sponsor-branded footprints affixed to the floor will lead attendees to the conference rooms where sessions are taking place, the registration area and exhibition hall. <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>
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6	SMS to registered delegates	R14 540 incl. vat	SMS of Competition announcements to all our delegates	<input checked="" type="checkbox"/> SMS to be sent to all conference delegates by BHF <input checked="" type="checkbox"/> Company logo on the conference programme. <input checked="" type="checkbox"/> Your company logo on the conference website. <input checked="" type="checkbox"/> Animated conference logo of screen during the conference <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>
7	Charging Stations SOLD	R55 000 incl. vat	Opportunity to brand the charging station in the exhibition hall (includes charging stations)	<input checked="" type="checkbox"/> Branding on Charging stations. <input checked="" type="checkbox"/> Announcement of your sponsorship during the plenary sessions by facilitator. <input checked="" type="checkbox"/> Your company logo and blurb on the conference programme. <input checked="" type="checkbox"/> Your company logo and blurb to be placed on the Conference website. <input checked="" type="checkbox"/> Animated conference logo of screen during the conference <input checked="" type="checkbox"/> Your company logo on the conference website. <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>
9	Directional signage	R6500 incl. vat	Opportunity to co-brand on screens the routes to various conference venues. (Conference rooms, Gala dinner, Registration, etc. X 1 opportunity	<input checked="" type="checkbox"/> Co-branding of directional signage <input checked="" type="checkbox"/> Your company logo and blurb on the conference programme. <input checked="" type="checkbox"/> Your company logo and blurb to be placed on the Conference website <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>

10	Picture frames branding	R6500 incl. vat	Co-branding of the conference picture frames. These frames are usually placed in the exhibition hall and cocktail function area.	<input checked="" type="checkbox"/> Co-branding of the conference picture frames <input checked="" type="checkbox"/> Your company logo and blurb on the conference programme. <input checked="" type="checkbox"/> Your company logo and blurb to be placed on the Conference website <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>
11	Restroom Branding	R20 000 incl. vat	Opportunity to brand the restrooms used by conference delegates.	<input checked="" type="checkbox"/> Co-branding of the conference picture frames <input checked="" type="checkbox"/> Your company logo and blurb on the conference programme <input checked="" type="checkbox"/> Your company logo and blurb to be placed on the Conference website <input checked="" type="checkbox"/> Animated conference logo of screen during the conference <input checked="" type="checkbox"/> BHF Magazine blurb listing	<input type="checkbox"/>

SPONSORSHIP BOOKING FORM

SPONSOR COMPANY DETAILS:

Company: _____

VAT. Number: _____

EVENTS COORDINATOR:

Main Contact Person: _____

Designation: _____

Mobile: _____

Email: _____

BHF CONTACT DETAILS:

Mary Manamela: Section Head: Key Accounts

011 537 0270 / 065 853 4289 or marym@bhfglobal.com

PAYMENT DETAILS:

Payments should be made to: **The Board of Healthcare Funders**

Bank: Nedbank
Branch: The Mall Rosebank
Branch Code: 197705
Account Number: 1958449059

PAYMENT TERMS:

Full payment will be payable by the **6 June 2018**.

CANCELLATION POLICY:

- Notification of cancellation of a sponsorship package must be made in writing and received on or before the **3rd May 2018**, please note that an administration fee of **R10 000** will be payable.
- 70% of the sponsorship fee will be payable, if cancellation is received after **the 1 June 2018**.
- They will be no refund for all cancellations received after the **10 June 2018**.

AUTHORISATION:

By signing below, I acknowledge that I am duly authorised to sign and thereby to commit the company shown above to the cost of exhibition opportunity outlined above and accept all printed terms and conditions.

Name & Surname: _____

Designation: _____

Signature: _____