



Exhibition & Sponsorship Prospectus

34th Biennial Congress of the
South African Urological Association
16th Pan African Urological Surgeons' Association Congress

Workshops & Masterclasses: 11 - 12 September 2024
Congress: 12 – 15 September 2024

Congress hosted by

South African Urological Association (SAUA)
Pan Africa Urological Surgeon's Association (PAUSA)

In partnership with

Sefako Makgatho Health Sciences University (SMU)
University of Pretoria (UP)

in co-operation with the South African Urology Nurses Association (SAUNA)

Indaba Hotel & Conference Centre

Johannesburg

South Africa



Invitation to participate

We invite you to be part of the 34th Biennial Congress of the South African Urological Association & 16th Pan African Urological Surgeons' Association Congress that will be hosted at Indaba Hotel & Conference Centre, Johannesburg, South Africa.

We will also be joined by the South African Urological Nurses Association (SAUNA).

The Organising Committee would be most grateful if your company would consider participating in this congress. We have great appreciation for your continued support of our congresses. The participation of the trade is the backbone of a successful congress.

We hope you will partner with us in this mutually beneficial venture that will provide excellent opportunities to maximise your client connections, improve your brand positioning and better help your company reach your target audience.

The Organising Committee would be most grateful if your company would consider participating in this congress.

Partner with us

- SAUA PAUSA 2024 will welcome over 250 urologic professionals, allowing your company to connect with your target audience in urology, providing the opportunity for quality face-to-face interaction.
- More than 70% of attendees are decision makers for their practices.
- Our Exhibition Hall will be open daily to maximise your time with attendees.
- Congress attendance includes professionals working in all areas of Urology, including:
 - Urologists
 - Registrars & MO's
 - Urology Nurses

Sponsorship opportunities

There are a variety of opportunities for companies to promote themselves at this congress. The Organising Committee has compiled a summary of these opportunities for your company to select the option best suited to your marketing strategies and product profile.

In the current budget-constrained environment the organisers would like to encourage you to carefully reconsider the use of expensive promotional displays in the exhibition area. A trend towards simplicity and relevance is considered more appropriate at this time.

PLEASE NOTE: In order to qualify for the different sponsorship levels, you may select from the different sponsorship opportunities available until the total value is equal or greater than the desired sponsorship level.

- **Platinum sponsor:** Total contribution of more than **R 500 000**
- **Gold sponsor:** Total contribution of more than **R 400 000**
- **Silver sponsor:** Total contribution of more than **R 300 000**
- **Bronze sponsor:** Total contribution of more than **R 100 000**

After reading the opportunities below, please complete the **Online notice of intention form** before **30 April 2024**.

It is your responsibility to ensure that we have received your **notice of intention form**.

PLEASE NOTE: ONLY trade delegates / representatives in the service of companies participating in the **Trade Exhibition OR involved as sponsors** will be allowed to attend the congress.

1. EXHIBITION SPACES / BOOTHS

Exhibition stand spaces in the exhibition hall are offered in **9m²** blocks (**3 x 3-meter stand space**).

Cost: R70 000 for area only.

Exhibition fees include:

- **One table** with a **tablecloth** and **two chairs**.
- **One electrical point** (single phase **32 AMP**) will be provided per stand. Extension leads or adaptors will **not** be provided by the organisers.
- Two free exhibitor / trade registrations.

PLEASE **NOTE:** All **free trade delegate registrations** will only remain valid if the delegates are registered **before the early bird registration deadline – 15 July 2024**.

We do not provide shell schemes. GL Events is contracted to build shell schemes at an additional cost. You are also welcome to make use of other companies for the construction of your own stand.

Build-up:

Exhibitors will be expected to build up on **10 & 11 September** (Tuesday, 12:00 until Wednesday, 17:00). All stand construction needs to be **completed by 17:00 on Wednesday afternoon** to give the venue the opportunity to clean the exhibition area.

Final non-construction touches may be done on Thursday morning in order to open the exhibition area at 07:00 for the arrival tea & coffee.

Breakdown: On **Sunday, 15 September** from 11:30 until 18:00.

Exhibition stands in the exhibition hall are offered in **9m²** blocks (**3 x 3m stand space**).

However, exhibitors can also indicate a customized size stand – for example 36m² (6 x 6m) stand, if it is not smaller than 9m².

The **registration fee** for additional trade delegates is **R6 800** per person.

(This is a fee for early birds applicable to registration and payment **BEFORE 15 July 2024**.)

Stand allocation will only be confirmed on receipt of full payment.

Any cancellation of stands before **15 July 2024** will result in a 50% cancellation fee of the total fee.

No refunds for cancelled stands after 31 July 2024. Cancellation will result in a 100% cancellation fee of the total fee.

PLEASE NOTE: MAJOR SPONSORS & EXHIBITORS will get the opportunity to choose their stands first.

FORMAT OF EXHIBITION STANDS:

In the current budget-constrained environment the organisers would like to encourage you to carefully reconsider the use of expensive promotional displays in the exhibition area. **A trend towards simplicity and relevance is currently considered more appropriate.** We think you would agree.

The Organising Committee has decided that a drive for quality rather than quantity should be evident in all aspects of the congress. **This includes the trade exhibition area.**

The congress committee would like to encourage creativity in the exhibition area, with the underlying concept that **“less can be more”** and **“quality supersedes quantity”**. Please feel free to contact us with your ideas.

To give you a better understanding of the types of exhibition spaces, please see the several examples below:

Pull up banners:

Marketing your company brand, services, and products through the usage of pull-up banners will help to draw attention to the best features of your products and services. You can also use the pull-up banners to notify visitors to your stand about products that are no longer part of your product stable, to display your company logo, to list the benefits of your products or simply to attract attention.

Pull-up banners have become the most popular display stands at trade shows, because there is no additional labour required to set them up. It is also more economical to use a roll-up than, for instance, a wall unit. The most effective displays are those set-ups at eye level and with roll-ups you can attain just that.

Display walls:

Save money and set-up time with a variety of different display walls. They can be customised to suit various requirements.

Designed to ensure superior visibility and high visual appeal, pop-up straight walls are easy to assemble and provide you with the overall exhibition branding solution that you need to make the best possible impression. It is the preferred system for a professional image campaign where you want a stylish exhibition backdrop for your exhibition area.

Shell mounts:

With shell mounts, you can brand the existing shell scheme structure to maximise your brand exposure.

With the current shell mount systems available, it is even possible to integrate LCD screen brackets.

Lightweight in design, the system folds flat for easy storage and movement. It is perfect for travelling to international exhibitions and because no tools are needed for installation, a single person can set up the system within two hours. There are many different styles on offer including U-shape, L-shape and End-shell mount systems. Featuring modular architecture, you can add onto or only use specific sections. The systems come with interchangeable fabric print options, allowing you to use the same system with different prints and thus save money on investing in various structures.

Totems:

Totems are excellent for grabbing attention at tradeshow. Perfectly suited for highly interactive marketing, the units can be fitted with secure digital tablet enclosures to integrate technology with static displays. Fitted with the enclosures, the totems become highly visible and attractive information and marketing displays.

Towers:

Branded towers for indoor applications. Easy to erect with no tools required, lightweight and extremely portable. Units pack down into a wheelie bag. Ideal for modular exhibition stands.

2. EDUCATIONAL GRANTS: INTERNATIONAL SPEAKERS

We are inviting international speakers that are experts in their various areas of specialty in Urology to attend the congress. Your company has the opportunity to sponsor one of these speakers.

Sponsorship includes the costs of a **premium economy class air ticket, transfers, registration and accommodation.**

Should your company be interested in sponsoring one or more of these international speakers, please contact Rhyno Kriek and complete the relevant space on the **Sponsorship & Exhibition Agreement.**

Another option is to make an unrestricted educational grant available.

The following speakers have been confirmed:

Speaker	Institution / City	Country	Fields of expertise
Prof David Bayne (Endourological Society sponsored speaker)	University of California, San Francisco	USA	Endoscopic surgical techniques – such as endoscopic, laparoscopic or robotic approaches
Dr Thomas Chi (Endourological Society sponsored speaker)	University of California, San Francisco	USA	Urinary stone disease and minimally invasive surgery
Prof Sanjay Kulkarni	Kulkarni Uro-Surgery Institute, Pune	India	Reconstructive urology, in particular, the treatment of urethral stricture disease
Prof Rajeev Kumar (SIU sponsored speaker)	All India Institute of Medical Sciences, New Delhi	India	Minimally invasive (laparoscopic and robotic) urology with a focus on adrenal surgeries, percutaneous stone surgery, and microsurgery for male infertility
Prof Kurt McCammon	Eastern Virginia Graduate School of Medicine	USA	Reconstructive urology
Prof Ian Metzler (Endourological Society sponsored speaker)	Oregon Health & Science University, Oregon	USA	Endourology and stones
Prof Alicia Morgans (SAUA sponsored speaker)	Harvard Medical School, Boston	USA	Prostate Cancer, Familial Prostate Cancer, Urothelial Cancer, Thyroidectomy, and Prostatectomy.
Prof Kymora Scotland (Endourological Society sponsored speaker)	University of California, Los Angeles	USA	Endourology and stones
EAU sponsored speaker			
AUA sponsored speaker			

3. MASTERCLASSES

There will be six Masterclasses presented at SAUA PAUSA 2024. The content of the masterclass will be determined by the academic committee and the sponsor will have a slot in the session to make a promotional presentation.

Wednesday: Full-day parallel masterclasses (Semi-live & short lectures)		
	Masterclass 1	Masterclass 2
Topic	Penile Reconstruction / Urethroplasty Masterclass	Endourology Masterclass - USS guided PCNL and RIRS (Morning) and HoLEP (Afternoon)
Date & time	Wednesday, 11 September 08:30 – 17:00	Wednesday, 11 September 08:30 – 17:00
Sponsor:		NuAngle
Thursday morning: Half-day parallel masterclasses (Semi-live & short lectures)		
	Masterclass 3	Masterclass 4
Topic	Laparoscopy and Robotics Masterclass	Pelvic Health Masterclass
Date & time	Thursday, AM 12 September 08:00 – 12:30	Thursday, AM 12 September 08:00 – 12:30
Sponsor:		
Thursday afternoon: Half-day parallel masterclasses (Semi-live & short lectures)		
	Masterclass 5	Masterclass 6
Topic	Transperineal Biopsy Masterclass	HoLEP Masterclass
Date & time	Thursday, PM 12 September 13:15 – 17:00	Thursday, PM 12 September 13:15 – 17:00
Sponsor:		Vertice

The sponsor of the masterclass will have the opportunity to select from the 6 masterclasses presented at the congress. Some of the masterclasses will be presented by our invited local & international speakers attending the congress.

Cost: Please Heyns du Preez to discuss the costs attached.

R110 000 (full day)

R65 000 (half day)

Sponsorship includes:

- A 20-minute presentation of the relevant equipment / instruments / products provided by the sponsor in line with the masterclass's content.
The sponsor can bring in their own speaker for this 20-minute presentation.
- Branding of the lecture room during relevant the workshop.
- Workshop information paced in SAUA PAUSA 2024 Programme Book.
- A4/A5 congress bag insert advertising related products.

4. TRADE SYMPOSIA

We are awaiting proposals for Trade Symposia on the Friday and the Saturday.

This is a magnificent way to promote your product(s) by your **own speaker** in an academic environment. However, not all proposals will be accepted. They will first be evaluated by the committee to assess if the proposal is suitable for the congress thereafter, **only the top four proposals will be selected.**

Cost: R97 000 for 50 minutes (one Symposium).

Sponsorship includes:

- Symposium timeslot of 50 minutes.
- Audio-visual and technical support.
- Banner at symposium room entrance.
- Symposium information and company recognition on Congress Website.
- Symposium information in the Programme Book.
- An A4 or A5 congress bag insert advertising the trade symposium.

These symposia will be **fully accredited for CPD points** - unless not applicable.

Two parallel symposia:		
Trade Symposium 1	Friday, 13 September	13:00 – 13:50
Trade Symposium 2	Friday, 13 September	13:00 – 13:50
Two parallel symposia:		
Trade Symposium 3	Saturday, 14 September	13:00 – 13:50
Trade Symposium 4	Saturday, 14 September	13:00 – 13:50

5. AUDIO-VISUAL SERVICE

This sponsorship will be acknowledged on screen at the beginning and end of the academic sessions and noted in the Programme.

Cost: R130 000

6. GIFT TO ALL ACADEMIC DELEGATES (Trade excluded)

The Organising Committee would like to invite sponsors to submit a proposal in this regard. Please e-mail your proposal to sauacongress@rkcommunication.co.za

Estimated value of R90 per gift

7. CONGRESS BAGS

The sponsor must supply each registered delegate (**trade delegates included**) with a congress bag that is big enough to hold an A4 programme book. The bag and the design must be approved by the organising committee. The congress logo should appear on the bag. The sponsor's logo may also appear on the bag.

Cost: Bag sponsorship @ R200 x 700 bags = **R140 000** (negotiable)

8. LANYARDS

Good exposure for **R45 500** (Production **included**)

No other company will be allowed to hand out their own lanyards to congress delegates at the congress. The company who sponsors this item reserves the right to be the only provider of lanyards for congress delegates.

9. INVITATIONS & PROGRAMME

9.1 Invitation, registration & call for abstracts

The invitations will be circulated widely to members of the relevant societies, as well as to other disciplines that have an interest in urology treatment. Information will also be widely disseminated throughout both private and public hospitals.

Your advertisement and logo will appear in the Invitation.

Cost: R40 000

9.3 A4 programme book & A6 pocket programme

These programmes will be included in the congress bags.

Cost: R97 000

Four A4 advertisements are included in the programme and your logo on the Pocket programme.

10. REFRESHMENT BREAKS

Morning and **afternoon** tea / coffee. Coffee, tea and snacks will be provided by the Organising Committee with no additional cost to the sponsor. The sponsor will be allowed to brand all serving stations with tablecloths, serviettes, coasters, etc. Only one sponsor per refreshment break.

- Duration of the congress: **Cost: R80 000**
- Sponsorship of **morning & afternoon** refreshments on the **Friday or Saturday:**
Cost: R50 000 / day

11. LUNCHES

The opportunity to sponsor lunches on the Friday / Saturday is available.

The sponsor will be allowed to brand the serving stations with tablecloths, serviettes, etc.

Cost: R90 000 / lunch

12. SOCIAL EVENTS

We would like interested companies to e-mail us proposals regarding the **Welcoming Function, social evening** and the **Dinner**. Contact Heyns du Preez regarding the cost for the different functions if you are interested in sponsoring a function.

We are looking for sole sponsors for the three social functions.

- ❖ **Welcoming Function** Thursday, 12 September
- ❖ **Social evening** Friday, 13 September
- ❖ **Dinner** Saturday, 14 September

Cost: Please contact **Rhyno Kriek** to discuss the costs attached.

PLEASE NOTE: The social functions will be open to **ALL** trade delegates.

13. WATER BOTTLES

The organising committee would like to supply each registered delegate (trade delegates included) with a water bottle. The sponsor's logo will appear on the bottle. This is a great way of making the delegates aware of your participation in the conference. The sponsor could even add an A5 pamphlet to the bottle with information regarding a competition or new product, etc.

Cost: R40 000 (Production by organisers included)

14. PENS & PADS

This is a good opportunity to promote your company. The sponsor will be responsible for the production.

Cost: R12 500

15. WEBSITE

This sponsor could assist us in keeping delegates updated regarding congress arrangements. The website will also be utilised for online-registration and updates of the congress programme.

Cost: R24 500

16. CONGRESS APP

The congress mobile application is the primary mechanism by which delegates choose sessions to attend. The app works across various platforms, including Apple and Android. The congress app offers the sponsor the premium opportunity of constantly being connected to delegates. Our app will incorporate the full scientific and social programme, speaker bios, company listings, as well as general Congress, venue and local information.

Put your company's products and services in the palm of more than 450 conference delegates by securing the chance to be the sole sponsor of the app for SAUA PAUSA 2024.

Cost: R36 500

17. SIGNAGE

This sponsor could assist us to guide the delegates to the different venues. The logo of the sponsoring company will appear on the boards.

Cost: R18 000

18. BRANDING OPPORTUNITY

This sponsor will be able to assist the congress in having banners erected for the purposes of the congress. Please contact Rhyno Kriek directly with proposals and to negotiate the fee for branding purposes.

19. MANAGEMENT OF CPD POINTS

The company sponsoring this service will assist the organisers in scanning delegates for CPD points at a CPD desk not located at your stand. The desk may be branded with your company banner. A company representative will be present throughout the congress to scan delegates for CPD points. Additional reps will scan delegates at the entrance to the ethics lectures. The allocation of CPD points per session may require the company to scan at other points during the day as well.

Cost: R25 000 (the organisers will remain the contact between CPDhub and the congress).

20. OTHER INVOLVEMENT / SUGGESTIONS?

The Organising Committee would like to assist exhibitors and sponsor in meeting their congress objectives.

If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact **Heyns du Preez**, the congress organiser at

Sauacongress@rkcommunication.co.za

Please be creative and let us know if you have a wonderful idea. If you need more information regarding the cost of a specific item, please contact Rhyno Kriek.

**It is your responsibility to ensure that we have received
your online notice of intention submission.**

IMPORTANT DATES:

30 April 2024	Submission of online notice of intention form.
After 15 May 2024	Allocation of exhibition stands. We will start from existing floor plan. We will continue to the major sponsors & exhibitors. We will mail a confirmation & exhibitors' manual, invoice and a floor plan of the exhibition area.
15 July 2024	Early bird registration deadline
15 July 2024	Final payment for exhibition space and sponsorships
10 & 11 Sept 2024	Exhibition build-up
12 - 15 Sept 2024	Congress
15 Sept 2024	Exhibition break-down

We are looking forward to your response and hope to welcome you at SAUA PAUSA 2024.

Kind regards

Prof Shingai Mutambirwa (SAUA)

CONGRESS CO-CHAIR

Dr Jalloh Mohamed (PAUSA)

CONGRESS CHAIR

Rhyno Kriek & Heyns du Preez

CONGRESS ORGANISERS

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