

# 50<sup>th</sup> Annual National Congress Ophthalmological Society of South Africa



## Sponsorship & Exhibition Prospectus

**Masterclasses:** Wednesday, 9 March 2022

**Congress:** Thursday, 10 – Sunday, 13 March 2022

Sun City Convention Centre, South Africa





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2021 03 10

Dear Potential Sponsor / Exhibitor

## INVITATION TO PARTICIPATE

Approximately 750 delegates (based on the 2018 and 2019 numbers, **excluding** the trade) are expected to attend the 2022 National Congress of the Ophthalmological Society of South Africa at Sun City.

This Congress is **the number one event on the Ophthalmology calendar**, with quality presentations and lectures by world-renowned keynote speakers supporting our mission - "prevention of blindness".

A variety of opportunities remain for companies to promote themselves at this congress. The Organising Committee, chaired by Dr Clayton Erasmus, has compiled a summary of these opportunities and invite interested companies to select the option best suited to their marketing strategies and product profile.

The participation of the trade is the backbone of a successful congress.

**We have great appreciation for your continued support of our congresses in the past.**

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

### Please take note:

- Please note that 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.
- There are **two free registrations included** in the fee for **one** exhibition space (3 x 3m).
- Please complete the **Sponsorship and Exhibition Agreement** and return it by e-mail to Rhyno Kriek **before 16 April 2021**.  
It is your responsibility to ensure that the organisers have received your Sponsorship and Exhibition Agreement.
- **Major contributors** will get the opportunity to **choose their stands first** coupled with a first come first served basis allocation of stand spaces.
- Contributions and payments that has been carried over from the **cancelled OSSA 2021 congress** will be honoured and taken into consideration for stand allocations as well.

## 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.

### 1. EDUCATIONAL GRANTS: INTERNATIONAL SPEAKERS

We have well-known invited international speakers listed below. Your company has the opportunity to get involved by funding these speakers.

	<b>Institution, City &amp; Country</b>	<b>Fields of expertise</b>
Prof Harminder Dua	University of Nottingham, UK	Cornea & ocular surface disease
Prof Ferenc Kuhn (President: International Society of Ocular Trauma)	University of Alabama, Birmingham, AL USA	Ocular trauma and vitreoretinal diseases
Prof Robert La Roche	Department of Ophthalmology & Visual Sciences, Dalhousie University, Canada	Paediatric ophthalmology, adult strabismus & amblyopia
Prof Andrew Lee	Blanton Eye Institute, Houston Methodist Hospital; Neurology and Neurosurgery, Weill Cornell Medicine; UTMB and UT MD Anderson Cancer Center and Texas A and M College of Medicine; Baylor College of Medicine and the Center for Space Medicine, University of Iowa Hospitals and Clinics, and the University of Buffalo USA	Neuro-ophthalmology
Prof Adnan Tufail	University College London & Moorfields Eye Hospital, UK	Medical retina & cataract surgery in the context of medical retina patients
Mr David Verity	Moorfields Eye Hospital, UK	Adnexal, plastic & reconstructive surgery (eyelid, lacrimal, orbit and socket disorders)

The **educational grant** should include the cost of a return **Premium economy class air ticket, transfers and accommodation** at Sun City.

You have the choice to have a certain speaker be linked to your educational grant or just giving an unrestricted educational grant without it being linked to a certain speaker. All companies will be recognised for supporting the international speakers by being mentioned in the programme, and throughout the congress along with the in-house arrangements between sessions.

Should your company be interested in supporting us in this regard, please contact Rhyno Kriek and complete the relevant space on the Sponsorship and Exhibition Agreement.

## 2. EXHIBITION STANDS

Exhibition stands are offered in 9m<sup>2</sup> stands (3m x 3m) at **R 47 500 (15% VAT included)**.

This includes **two free trade delegate registrations** valued at **R5 200 each**.  
(This was not the case in the past!)

However, exhibitors can also indicate a custom size stand (e.g. 30m<sup>2</sup> (6 x 5m) stand, as long as it is not smaller than 9m<sup>2</sup>.

The exhibitions will be hosted in the **Sun Arena (Super Bowl)** at the **Sun City Convention Centre**.

Please note that we do not provide shell schemes. A service provider (**GL Events**) will be on site to build shell schemes at an **additional fee**.

You are also welcome to make use of other companies for the construction of your own stand.

### Provided by organisers

- One **Table** with **dark brown top** (Tablecloths can be provided on request, provided that COVID regulations permit doing so.)
- Two conference **chairs** per stand
- One **electrical point** (single phase 32 AMP) will be provided per stand.  
Note that **no** extension leads, or adaptors will be provided.

The registration fee for all **additional** trade delegates is **R5 200**. (Early Bird fee – Until 15 Oct 2021)

**There are TWO FREE REGISTRATIONS included per stand space  
if registered by 15 October 2021.**

The Meet & Greet is **included** & Social Evening and OSSA Banquet **excluded**.

- The exhibition floor plan will be made available to interested companies after we have received your Sponsorship and Exhibition Agreement.
- Please take note that **major sponsors & exhibitors** will get the opportunity to choose their stands first coupled with a first come first served basis.
- Contributions and payments that has been carried over from the cancelled OSSA 2021 congress will be honoured and taken into consideration for stand allocations as well.
- Stand allocation will only be confirmed on receipt of full payment.

### Cancellation of stands:

- On or before 13 November 2021 – 50% refunded
- After 14 November 2021 – 100% non-refundable. Written cancellation is required.

**No cancellations will be accepted later than 14 November 2021.**

### Build-up and break-down of stands

Exhibitors will be expected to set up on **8 & 9 March** (Tuesday & Wednesday) and break down on **Saturday, 16:00 - 23:59, 12 March 2022**.

You are reminded that only the floor space is marked out. Shell schemes will not be provided by the organisers, however you can contact the preferred supplier (**GL Events**) in this regard.

### 3. MASTERCLASSES

Please contact the organisers if you are interested in being involved in one of the following masterclasses.

**Wednesday, 9 March 2022**

**Time: 10:00 – 13:30**

#### **Masterclass 1: Retinal surgery**

This masterclass will be led by **Dr Bernard Wolff** from Johannesburg and he will be joined by a panel of retinal specialists.

**They will cover a wide range of topics relevant to a wide audience of ophthalmologists:**

- Diagnosis and decision making
- Indicators for surgery (clinical & imaging)
- What I learned from the cases I should never have operated on
- What outcomes can we reasonably expect from various pathologies nowadays
- Pearls and pitfalls
- Discussion

**Wednesday, 9 March 2022**

**Time: 14:15 – 17:30**

#### **Masterclass 2: Anterior segment imaging**

This masterclass will be led by **Dr Bill Nortje** from Durban and he will be joined by a panel of anterior segment specialists.

A session on imaging modalities of the anterior segment.

**Preliminary topic list:**

- OCT or Schleimflug? What is the best in 2022? And which to buy?
- Anterior segment scanning for glaucoma surgery: What part does it play? Which machine is best?
- Pan Fundus photography: Even cataract surgeons need to see the retina! It is expensive but is it worth it? And if so, which system do you buy?
- “Spot the NOT”: There are dangerous cases at HIGH RISK for refractive surgery that are NOT obvious.

## 4. WORKSHOPS

The Workshops will take place after lunch on Thursday & Saturday.  
Please refer to the Programme at a Glance.

**Workshops 1 & 2** (parallel) will take place from **13:30 – 14:20 on Thursday, 10 March.**

**Workshops 3 & 4** (parallel) will take place from **13:30 – 14:20 on Saturday, 12 March.**

**We are awaiting proposals for Workshops.**

This is a magnificent way to promote your product(s) in an academic environment.

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

**Cost / workshop: R 47 500** for 50 minutes.

The cost includes venue hire & standard Audio-visual and technical support.

Please take note that no proposals will be accepted **after 31 July 2021**. We would like to include the relevant workshop information on the website.

## 5. INVITATIONS & PROGRAMME

### 5.1 Invitation & registration:

**Electronic format. Cost: R 21 000** (one A5 advertisement included).

This invitation will be e-mailed during **April 2021**.

### 5.2 Programme & Pocket Programme

**A4 Programme book & A6 Pocket Programme. Cost: R 103 000**

(With 5 A4 advertisements in the programme & your logo on the Pocket programme).

These programmes will be included in the congress bags.

## 6. SOCIAL FUNCTIONS & SYMPOSIUM

Please take note that the social functions will be open to ALL trade delegates to attend, except the Young Ophthalmologists Symposium.

Please contact Rhyno Kriek regarding the cost for the different functions if you are interested in sponsoring a function.

**We invite interested companies to e-mail us regarding the social functions below.**

### 6.1. Thursday, 10 March

Welcoming function (We need a sponsor / partial sponsor)

### 6.2. Friday, 11 March

Young Ophthalmologist Symposium (We need a sponsor / partial sponsor)

### 6.3. Saturday, 12 March

OSSA Banquet (We need a sponsor / partial sponsor)

## 7. LUNCHESES

The opportunity to sponsor lunches on **Thursday, Friday and Saturday** is available. The sponsor will be allowed to brand the serving stations with tablecloths, serviettes, etc.

**Cost: R103 000 / lunch**

## 8. REFRESHMENTS IN EXHIBITION HALL

The sponsor will be allowed to brand all serving stations with tablecloths, serviettes, coasters, etc. A sponsor may sponsor the whole congress or specific days, but not more than one sponsor may sponsor per day.

**Cost: R37 000 / day OR R85 000** for the duration of the congress.

## 9. CONGRESS BAGS

The sponsor must supply each registered delegate (**trade delegates included**) with a congress bag. 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. The sponsor's logo may appear on the bag.

## 10. PENS & PADS

This is a good opportunity to promote your company. The sponsor is responsible for the production of the pens and pads.

## 11. REGISTRAR AWARDS

**Best registrar oral prize:** A sponsorship to an International Ophthalmology Congress to the value of **R42 000** for the best oral presentation.

**Best registrar poster prize:** A sponsorship to an International Ophthalmology Congress to the value of **R 24 000** for the best poster presentation.

## 12. AUDIO-VISUAL SERVICE

A sponsor is required to carry the cost of the 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: R 100 000** (Partial sponsorships will be considered).

## 13. 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: R 21 000**

## 14. BRANDING OPPORTUNITIES

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

## 15. WEBSITE

This sponsor could assist us to keep delegates updated regarding congress arrangements. The website will also be utilised for online-registration and updates of the congress programme. Excellent exposure for **R 21 000**.

## 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 750 conference delegates by securing the chance to be the sole sponsor of the app for O SSA 2022.

**Cost: R 31 500**

## 17. LANYARDS

Good exposure for **R42 000**. (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.

## 18. 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: R 31 500** (Production by organisers included)

## 19. 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 [ossa2022@rkcommunication.co.za](mailto:ossa2022@rkcommunication.co.za)

## 20. MANAGEMENT OF CPD POINTS

This service is sponsored by Discovery.

## 21. GAME DRIVES

The game drives will take place on **Friday, 11 March 2022** in the 55 000 hectare, malaria-free Pilanesberg National Park. The park has a wide variety of African wildlife including the Big Five – lion, rhino, elephant, buffalo and leopard – and borders the north eastern side of the Resort.

Please contact the organisers for involvement options.

## 22. GOLF DAY

Being at Sun City, O SSA golfers can't miss the opportunity to play golf at the magnificent Lost City Golf Course on **Friday, 11 March**.

Starting at 10:30 with 10 minute intervals. **Thirteen four-balls** are available.

Please contact the organisers for involvement options.



### 23. ANY OTHER SUGGESTION?

Your suggestions would be greatly appreciated, on any other possible sponsorship opportunities.

If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact Rhyno Kriek or Heyns du Preez, the congress organisers at [ossa2022@rkcommunication.co.za](mailto:ossa2022@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.

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**Please complete the Sponsorship & Exhibition Agreement and return it by e-mail to Rhyno Kriek before 16 April 2021.**

### IMPORTANT DATES:

<b>16 April 2021</b>	Submission of Sponsorship & Exhibition Agreement.
<b>After 16 April 2021</b>	Allocation of exhibition stands. We will start with the major sponsors & exhibitors. We will mail a confirmation & exhibitors' manual, invoice and a floor plan of the exhibition area.
<b>15 October 2021</b>	Registration of "free" trade delegates & early bird registration deadline
<b>13 November 2021</b>	Final payment for exhibition space and sponsorships
<b>8 &amp; 9 March 2022</b>	Exhibition build-up
<b>9 March 2022</b>	Pre-congress Masterclasses
<b>10 – 13 March 2022</b>	Congress
<b>13 March 2022</b>	Exhibition break-down from 16:00

You will receive all relevant documents after we have received your Sponsorship & Exhibition Agreement.

We are looking forward to your positive response and hope to welcome you at Sun City!

Kind regards.

**DR CLAYTON ERASMUS**  
**CONGRESS CHAIR**

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OSSA 2010 at Sun City (Superbowl)

