

AfSBT
10th International Congress

Dakar, Senegal
20 - 23 April 2020



SPONSORING GUIDE

10th INTERNATIONAL CONGRESS OF

AFRICA SOCIETY FOR BLOOD TRANSFUSION

Dakar, Sénégal 20-23 April, 2020

King Fahd Palace

www.afsbtdakar2020.com



AfSBT
Africa Society for
Blood Transfusion
Société Africaine
de Transfusion Sanguine
Sociedade Africana
para Transusão Sanguínea



**National Blood
Transfusion Center
of Senegal**



AfsBT

10th International Congress

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20 - 23 April 2020



BECOME A SPONSOR OF THE AfsBT 2020 INTERNATIONAL CONGRESS IN SENEGAL

You are invited to the biennial AfsBT congress to be held from 20 to 23 April 2020 in Dakar, SENEGAL. The AfSzBT congress is the biggest congress on blood transfusion organized in Africa, and attracts corporates, organizations and professionals, active in the field of blood transfusion and related disciplines from all African Countries.

The Congress will be hosted at the King Fahd Palace Hotel, Dakar, Senegal. About 400 delegates are expected, including physicians, medical technologists, nurses, donor recruiters, blood component and cold chain specialists, financial and IT systems experts and human resource personnel. Presentations and discussions will be in English and French with appropriate translation.

**The theme for the Congress is: BLOOD TRANSFUSION AND HEALTH
PRIORITIES IN AFRICA**



Why Sponsor with AfSBT ?

Sponsorship offers a comprehensive package of benefits including pre-event promotion; on-site exposure and post-event follow up. Becoming a sponsor at the AfSBT Congress provides an excellent opportunity to communicate your company's profile and future capabilities to a targeted audience of decision makers. It also offers opportunity to further develop networking ties with potential and existing relationships. Most importantly, sponsorship with AfSBT allows your company/ organization to gain brand recognition and credibility by aligning your business with this prestigious Society.

Sponsorship Packages

Together with the four Primary Sponsorship Packages (Platinum, Gold, Silver, and Bronze) many other sponsorship opportunities exist. Full details of what your company can support, are provided in this communication notice. All prices are quoted in US dollars and where applicable, the number of delegates has been estimated. Should this need to be adjusted up or down, the sponsorship cost may be affected

How to Sponsor :

- Complete the sponsorship Application attached to this notice

Payment :

- 60% deposits due by 31 December 2019
- 40% Balance is due by 29 February 2020

Contacts :

For more information about the AfSBT Congress sponsorship opportunities contact:

Dr. Heidi Goubran, Communications Manager, AfSBT

Email : heidi.goubran@afsbt.org

Local organizing committee

+221 77 191 96 09 / 33 869 86 60

Email : contact@afsbt-dakar2020.com



PLATINIUM 20 000 \$

Number of persons for Gala Dinner	10
Pre Congress marketing Opportunity	✓
Presence of logo on website	✓
Presence of the sponsor's kakemono during the event (congress, dinner, etc.)	✓
Logo on totem and digital terminals	✓
Presence on photowall	✓
Logo on Kakemonos	✓
Exhibition stand area	3X4m ² Area
Co-branding registration area	✓
Complimentary registration for delegates	3
Advertisement in congress hand book	Full page, back cover
Company synopsis / link on AfsBT website	500 words
Logo on Congress banners displayed at the congress	200 words
Electronic logo on projection screens	✓
Insert (provided by sponsor) into congress bags	✓



GOLD
15 000 \$

Number of persons for Gala Dinner	6
Pre Congress marketing Opportunity	✓
Presence of logo on website	✓
Presence of the sponsor's kakemono during the event (congress, dinner, etc.)	✓
Logo on totem and digital terminals	✓
Presence on photowall	
Logo on Kakemonos	✓
Exhibition stand area	3X3m ² Area
Co-branding registration area	
Complimentary registration for delegates	2
Advertisement in congress hand book	Full page,Inside front cover
Company synopsis / link on AfSBT website	250 words
Logo on Congress banners displayed at the congress	100 words
Electronic logo on projection screens	✓
Insert (provided by sponsor) into congress bags	✓



SILVER
10 000 \$

Number of persons for Gala Dinner	4
Pre Congress marketing Opportunity	
Presence of logo on website	✓
Presence of the sponsor's kakemono during the event (congress, dinner, etc.)	✓
Logo on totem and digital terminals	✓
Presence on photowall	
Logo on Kakemonos	✓
Exhibition stand area	3X2 m ² Area
Co-branding registration area	
Complimentary registration for delegates	1
Advertisement in congress hand book	Full page
Company synopsis / link on AfsBT website	150 words
Logo on Congress banners displayed at the congress	50 words
Electronic logo on projection screens	✓
Insert (provided by sponsor) into congress bags	✓



BRONZE

5 000 \$

Number of persons for Gala Dinner	2
Pre Congress marketing Opportunity	
Presence of logo on website	✓
Presence of the sponsor's kakemono during the event (congress, dinner, etc.)	✓
Logo on totem and digital terminals	✓
Presence on photowall	
Logo on Kakemonos	✓
Exhibition stand area	
Co-branding registration area	
Complimentary registration for delegates	1
Advertisement in congress hand book	Half page
Company synopsis / link on AfsBT website	100 words
Logo on Congress banners displayed at the congress	50 words
Electronic logo on projection screens	✓
Insert (provided by sponsor) into congress bags	✓



PRIMARY SPONSORSHIP OPPORTUNITIES

	PLATINIUM 20 000 \$	GOLD 15 000 \$	SILVER 10 000 \$	BRONZE 5 000 \$
Number of persons for Gala Dinner	10	6	4	2
Pre Congress marketing Opportunity	✓	✓		
Presence of logo on website	✓	✓	✓	✓
Presence of the sponsor's kakemono during the event (congress, dinner, etc.)	✓	✓	✓	✓
Logo on totem and digital terminals	✓	✓	✓	✓
presence on photowall	✓			
Logo on Kakemonos	✓	✓	✓	✓
Exhibition stand area	3X4m ² Area	3X3m ² Area	3X2m ² Area	
Co-branding registration area	✓			
Complimentary registration for delegates	3	2	1	1
Advertisement in congress hand book	Full page, back cover	Full page, Inside front cover	Full page	Half page
Company synopsis / link on AfSBT website	500 words	200 words	150 words	100 words
Logo on Congress banners displayed at the congress	200 words	100 words	50 words	50 words
Electronic logo on projection screens	✓	✓	✓	✓
Insert (provided by sponsor) into congress bags	✓	✓	✓	✓



OTHER SPONSORSHIP OPPORTUNITIES

OPPORTUNITY		COST	BENEFITS
1	Stand rental for other exhibitors in Trade Exhibition Area : 3x2m ² and 3x3m ² . Includes : Stand construction, 01 Table, 2 two chairs light and electricity power point, Listing of the name in the final programme / Congress handbook, 2 free exhibitor badges (which entitle them to teas and lunch)	2000 \$ / 3000 \$	Opportunity to display and demonstrate the value of your Goods and thanks in congress handbook
2	Tea breaks about 400 delegates (the cost is per break and 5 breaks are available)	2500 \$	Branding of tea area for specific break, and thanks in congress handbook
3	Bottle water about 400 delegates (cost per day : morning and afternoon) – 3 days are available	1000 \$	Quotation of the name of the sponsor during the event and thanks in congress handbook
4	Lunch symposia (the cost is per lunch for 100 delegates and 6 lunch symposia are available)	4 000 \$	Branding the lunch area by the sponsor and congress handbook
5	Opening of Congress and exhibition.	20 000 \$	See the offers below
6	Gala dinner about 400	25 000 \$	See the offers below
7	Delegate identity badges – neck ribbon style	2 000 \$	Appearance of the sponsor's logo on the ribbon
8	Note pad and pens for delegates	1500 \$	Putting the sponsor's logo on notepads and pens
9	Full page insertion in congress hand book	500 \$	
10	Half page insertion in congress hand book	200 \$	
11	Brochure inside congress bag	500 \$	
12	Logo on congress bag	4000 \$	Thanks in congress handbook
13	Return trip transport for tour to blood service	2000 \$	Thanks in congress handbook
14	Prizes for poster presentation	200 \$	Thanks in congress handbook



Sponsored Welcome Reception/Opening of the Trade Exhibition: USD 20,000

- Exclusive branding of the welcome reception venue.
- 3 minutes presentation speech during the congress welcome reception.
- Signature branding of the congress and exhibition such as (“Brought to you by...”).
- Prominence in the pre-event and event publicity imprints, television and radio advertising as well as other materials surrounding the congress and exhibition, including but not limited to the congress website, billboards, banners, backdrop, printed and electronic media, posters, brochures, name badges and congress bags.
- Enhanced Listing Package.
 - Corporate logo on event website.
 - Additional 100 characters company description on the website.
- Option to add up to 4 product descriptions: product name, 250 words description, product photo, and brochure (for each).
- Recognition during the ministerial opening ceremony of the congress and exhibition.
- 4 complimentary delegates’ registrations.
- 4 complimentary exhibitions registrations.
- Link to the sponsor’s website.
- 1 full page advertisement in the Congress final programme.
- An advertising banner in the congress website home page for six months.
- Access to all the registrants (exhibitors and delegates) contact details. After the congress.
- Feature in all e-newsletters as the strategic partner sponsor of the congress & Exhibition to be sent to participants and stakeholders.
- Delegates Bag Insert – Get the attention of all attendees by placing up to three (3) of your company’s promotional items (Supplied by the sponsor) in the official conference bag.
- Up to 2 roll-up banners in the congress room, (to be supplied by sponsor).
- Up to 8 roll-up/tear drop banners at the venue compound during the event. (to be supplied by sponsor).
- A complimentary 3MX3M premium stands strategically located at the entrance or other preferred area (early booking recommended, customization of stand at the cost of sponsor).
- A 30 seconds short video about your company (supplied by the Sponsor) hosted at the event website and to be included in the event infomercial to be aired in the exhibition hall and during interludes in the congress hall.
- Listed in the “THANK YOU” and post-congress communication.



Sponsored Gala Dinner: USD 25,000.00

- Exclusive branding of the Gala Dinner Venue.
- 5 minutes presentation speech during the Gala Dinner.
- Signature branding of the congress and exhibition such as (“Brought to you by...”).
- Prominence in the pre-event and event publicity imprints, television and radio advertising as well as other materials surrounding the congress and exhibition, including but not limited to the congress website, billboards, banners, backdrop, printed and electronic media, posters, brochures, name badges and congress bags.
- Enhanced Listing Package.
 - Corporate logo on event website.
 - Additional 200 characters company description on the website.
 - Option to add up to 4 product descriptions: product name, 500 words description, product photo, and brochure (for each)
- Recognition during the ministerial opening ceremony of the congress and exhibition.
- 6 complimentary exhibitions registrations.
- Logo prominently in the front cover page of the Congress & Exhibition official brochure.
- Link to the sponsor’s website.
- 1 full back page advertisement in the Congress final programme.
- An advertising banner in the congress website home page for 6 months.
- Access to all the registrants (exhibitors and delegates) contact details.
- Private pre- congress workshop/seminar arranged and managed by the ORGANIZATION (optional). A minimum 35 participants for the workshop guaranteed.
- Feature in all e-newsletters as the strategic partner sponsor of the congress & Exhibition to be sent to participants and stakeholders
- Opportunity to make a 5 minute speech at media events.
- Delegates Bag Insert – Get the attention of all attendees by placing up to four (5) of your company’s promotional items (Supplied by the sponsor) in the official conference bag.
- Up to 5 roll-up banners in the congress room, (to be supplied by sponsor).



- Up to 10 roll-up/tear drop banners at the venue compound during the event. (to be supplied by sponsor).
- At least one stand-alone corporate banner to be displayed in a prime location at all event and functions (to be supplied by sponsor) e.g. cocktail, dinners, lunch venues, workshops rooms.
- 1 sponsor-branded table for the Gala Dinner. (Branded by the sponsor).
- Appreciation plaque presented by the guest of honor during the gala awards night.
- A complimentary 3MX4M premium stands strategically located at the entrance or other preferred area (early booking recommended, customization of stand at the cost of sponsor).
- A 60 seconds short video about your company (supplied by the Sponsor) to be displayed during the event
- Listed in the “THANK YOU” and post-congress communication.



RESERVATION FORM AFSBT CONGRES, DAKAR, SÉNÉGAL 2020 : SPONSORSHIP

Please complete the form below and return to :

Dr. Mohammed Farouk : mohammed.farouk@afsbt.org

Dr. Heidi Goubran : heidi.goubran@afsbt.org

Company Name:.....

VAT Nr:.....

Physical Address:.....

Suburb/City:..... Postal Code:..... Country:.....

Postal Address:.....

Suburb/City:..... Postal Code:..... Country:.....

Contact Name:.....

Telephone:..... Fax:.....

Email:..... Website:.....

We confirm our interest in the following sponsorship/s: (x) Details on preceding pages.

N°	ITEM	X	US \$	N°	ITEM	X	US \$
A	PLATINIUM		20.000	6	Lunch symposia (the cost is per lunch for 100 delegates and 6 lunch symposia are available)		4.000
B	GOLD		15.000	7	Delegate identity badges – neck ribbon style		2.000
B	SILVER		10.000	8	Note pad and pens for delegates		1.500
C	BRONZE		5.000	9	Full page insertion in congress hand book		500
1	Welcome reception/opening of the trade exhibition		20.000	10	Half page insertion in congress hand book		200
2	Gala dinner		25.000	11	Brochure inside congress bag		500
3	Stand rental for other exhibitors in Trade Exhibition Area 3x2m ² and 3x3m ²		2.000 3.000	12	Logo on congress bag		4.000
4	Tea breaks for 400 delegates (the cost is per break and 5 breaks are available)		2.500	13	Return trip transport for tour to blood service		2.000
5	Bottle water for 400 delegates (cost per day : morning and afternoon) – 3 days are available		1000	14	Prizes for poster presentation		200

Payment Terms: 60% deposit is required by 31December 2019 to secure / Balance is due by 29 February 2020

Sponsor's full name:.....Title: Dr / Prof / Mr / M

Sponsor's Signature:.....(Mandated by Co.) Date:.....

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CONTACT

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+221 77 191 96 09

contact@afsbtdakar2020.com