



# **MSSA Conference**

**1 - 5 December 2019**

**CLUB MYKONOS • LANGEBAAN • WESTERN CAPE**



**SPONSOR/EXHIBITOR PROSPECTUS**

## LETTER OF INVITATION

Dear MSSA Friends,

The 56th Congress of the Microscopy Society of Southern Africa, MSSA 2019, will be hosted by the University of Cape Town. The conference will take place at the Mykonos Resort (Langebaan, Western Cape) from 1 to 5 December 2019.

The mission of the Microscopy Society of Southern Africa: 'To promote and develop microscopy and associated techniques at all levels in the Southern African region' encourages interaction within and between all fields and disciplines.

MSSA would therefore like to invite all microscopists nationally and within the Southern African region to join us at Mykonos, Langebaan, to present their research, interact with peers and re-unite with friends and colleagues. MSSA is also the most important event to discuss the latest technological developments in light- and electron microscopy, as well as ancillary equipment, with our trade delegates and representatives at the Technical Forum and in the Exhibitor lounges. This conference is thus an excellent opportunity for lunchtime workshops and discussions with all microscopists, whether they are purchasing or sourcing information for future applications.

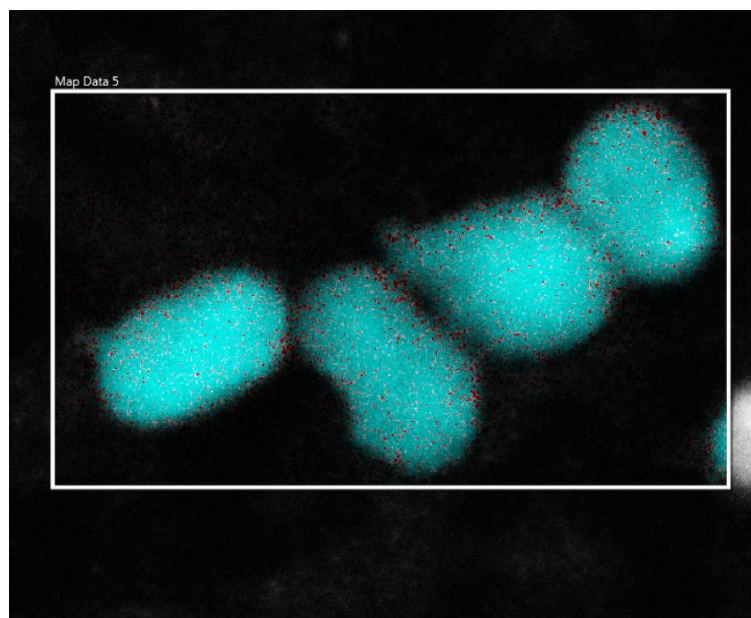
As a Society, we appreciate and value the generous support from our sponsors to help us organize a successful conference every time. The trade exhibition received a dramatic facelift in 2016, and MSSA will continue with our efforts to increase and maximize the benefits to our sponsors. We will hold the ice breaker party on Sunday evening, enticing all participants to arrive the day before (and thus attend) the traditional technical forum which will run without parallel sessions on the Monday.

The exhibitor lounges will be strategically located in close proximity to the common lunchtime venue. All exhibitors will also have access to a boardroom should this be required for private meetings, and all main sponsors will have access to the lunchtime workshop venue for presentations to showcase their products.

We hope that you will be able to join us for the MSSA 2019 conference. Please discuss any additional requirements you may have with us, and we wish you a most successful and enjoyable conference at Forever Resorts.

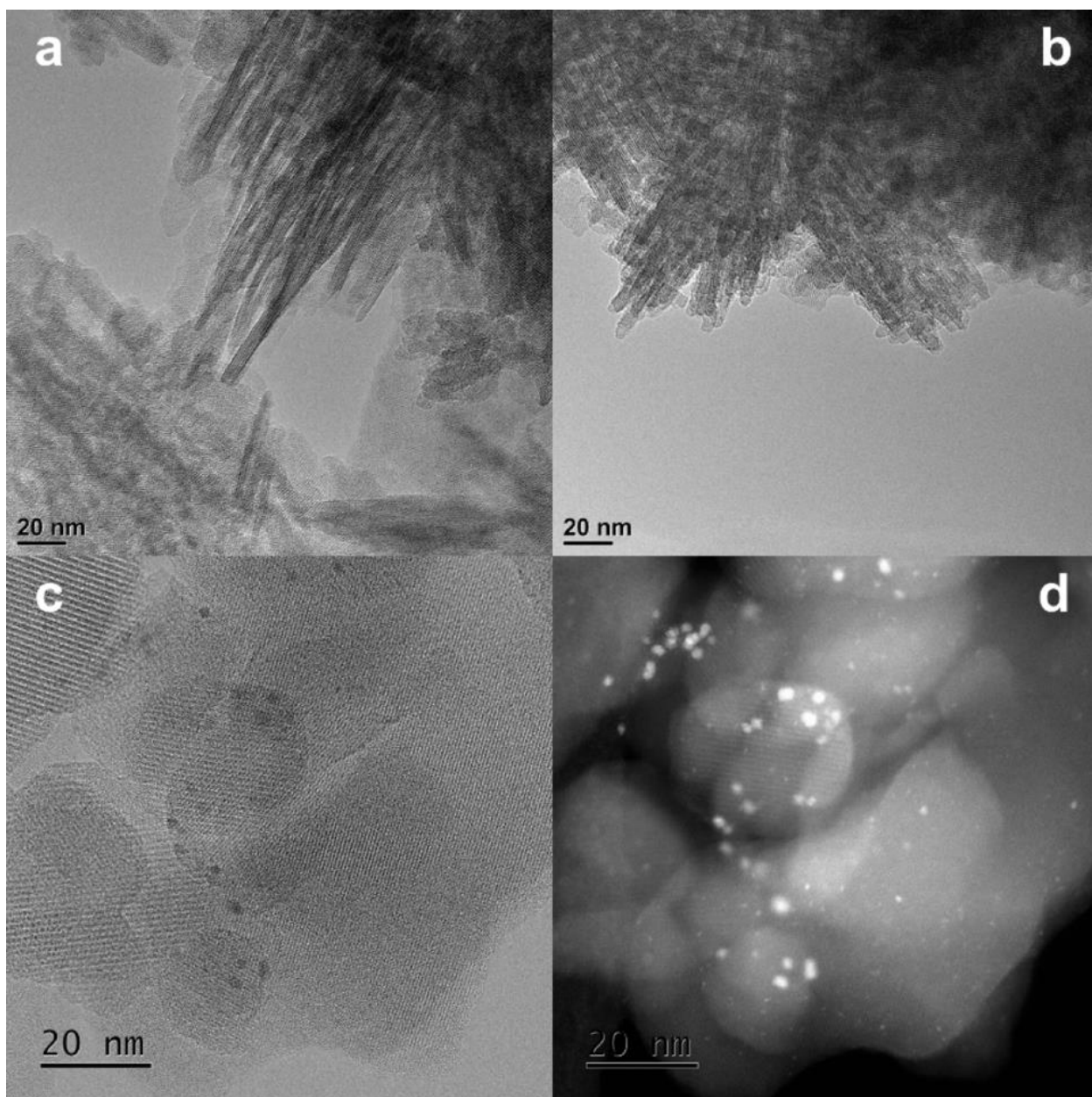
Kind regards,

Patricia J. Kooyman  
Conference Convener



## CONFERENCE PROGRAMME

Date	Time	Description
Sunday, 1 December 2019	10:00 – 15:00 14:00 – 17:00 17:00 – 20:00	Exhibition set-up Registration open Ice Breaker / Meet & Greet in exhibition (sponsored by Carl Zeiss)
Monday, 2 December	09:00 – 17:00 19:00 – 22:00	Technical Forum Free Evening
Tuesday, 3 December	09:00 – 15:00 15:00 – 17:00 18:00 – 22:00	Scientific parallel sessions Poster session (sponsored by JEOL) Free Evening
Wednesday, 4 December	09:00 – 15:00 15:00 – 17:00 19:00 – late	Scientific parallel sessions Poster session (sponsored by JEOL) Gala Dinner (Sponsored by Advanced Laboratory Solutions)
Thursday, 5 December	09:00 – 12:30 12:30 – 13:30 13:30	Scientific parallel sessions Finger food or buffet lunch Departure & Exhibition Breakdown



# SPONSORSHIP OPPORTUNITIES AND BENEFITS

## 1. GOLD SPONSOR BENEFITS

- Gala Dinner sponsorship (Wednesday, 4 December)
- Exhibition space 6m x 2m
- 2 delegates full conference registration
- Website – Logo with links and company write-up (135 words)
- Mobile app – logo, link to website and company write-up (135 words)
- Insert in conference bag
- Full list of delegates and contact details (where permission has been granted)
- A4 advertisement in proceedings and inside back cover of program
- Named lecture venue, e.g. COLA Technician forum lecture theatre
- Rolling product presentation, between speakers and logo

**Cost R147 500.00**

**1 Available**

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## 2. SILVER SPONSOR BENEFITS

- Casual Dinner sponsorship (Monday, 2 December 2018)
- Exhibition space 4m x 3m
- 2 delegates full conference registration
- Website – Logo with links and company write-up (125 words)
- Mobile app – logo, link to website and company write-up (125 words)
- Insert in conference bag
- Full list of delegates and contact details (where permission has been granted)
- A4 advertisement in proceedings and inside front in program
- Named venue E.g. COLA materials poster room

**Cost R 135 000.00**

**1 Available**

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## 3. COPPER SPONSOR BENEFITS

- Ice Breaker evening sponsorship (Sunday, 1 December)
- Branding of conference bags
- Exhibition space 3m x 2m
- 2 delegates full conference registration
- Website – Logo with links and company write-up (100 words)
- Mobile app – logo, link to website and company write-up (100 words)
- Insert in conference bag
- Full list of delegates and contact details (where permission has been granted)
- A4 advertisement in proceedings and in program

**Cost R 107 500.00**

**1 Available**

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## 4. NICKEL SPONSORSHIP BENEFITS

- Exhibition space 3m x 2m
- 2 delegates full conference registration

- Website – Logo with links and company write-up (80 words)
- Mobile app – logo, link to website and company write-up (80 words)
- Full list of delegates and contact details (where permission has been granted)
- **ONE** of the following:
  - **Registration branding** – including branded registration area, lanyards, badges and may supply company shirts for registration staff **OR**
  - **Hospitality Sponsorship** – branding of tea and lunch area, including supply of branded serviettes and branded overlays for buffet stations and dump tables **OR**
  - **Mobile App sponsorship** – including branding on splash banner and every page on the mobile app **OR**
  - **SOLD - Poster session sponsorship** – including branding of poster area throughout the conference (2 available) OR
  - **Speaker sponsorship** – including branding on the conference programme

Cost R 87 000.00

4 Available

## PRIMARY SPONSORSHIP BENEFITS GRID

DESCRIPTION	<b>SOLD</b> GOLD	SILVER	<b>SOLD</b> COPPER	NICKEL
Value	R175,000	R135,000	R107,500	R87,000
Number Available	1	1	1	5
<b>Pre-Event Marketing and Branding</b>				
Logo on conference website with URL link and organisation description	Yes (135 words)	Yes (125 words)	Yes (100 words)	Yes (80 words)
Listing in Conference Programme	Yes (135 words)	Yes (125 words)	Yes (100 words)	Yes (80 words)
<b>At Event Marketing and Branding</b>				
Exhibition stand	6m x 2m	4m x 2m	3m x 2m	3m x 2m
Complimentary delegate Registration	2	2	2	2
Function/ Product Sponsored (non-exclusive) *** ref Pg. 6	Gala Dinner	Casual Dinner	Ice Breaker	Registration <b>OR</b> Mobile App <b>OR</b> Hospitality <b>OR</b> Poster Session <b>OR</b> Speakers
Acknowledgement in Plenary session (Logo on looped presentation in venue)	Yes	Yes	No	No
Logo on conference signage and banners	Yes	No	No	No
Informational items/brochures included in delegate packs	Yes – 2 Pages	Yes – 1 Page	Yes	No
Advertisement	Yes	Yes	Yes	No
Mobile App	Yes (135 words)	Yes (125 words)	Yes (100 words)	Yes (80 words)

Slot in Technical Forum to discuss your product / service (Abstract submission to Technical Forum required)	Yes	Yes	Yes	Yes
<b>Post Event Marketing and Branding</b>				
E-mail to attendee database with sponsorship/exhibitor acknowledgement and contact details (where permission granted)	Yes	Yes	Yes	Yes
Full delegate list with contact details sent to sponsor for one time usage (where permission granted)	Yes	Yes	Yes	Yes

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## **EXHIBITION SPACE ONLY**

- Exhibition space – 3m x 2m
  - 1x (3m x 2m) shell scheme stand
  - 1x table
  - 2x chairs
  - 1x plug point
- 1 delegate full conference registration

**Cost R 30 000.00**

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## **5. TABLE SPACE ONLY**

- 2m x 2m space
  - 1x table
  - 1x chair
  - Two pull up free-standing banners allowed only (supplied by Exhibitor)
- 1 delegate full conference registration

**Cost R 20 000.00**

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\*\*\* **SPONSORSHIP OF FUNCTIONS OR PRODUCTS are inclusive of:**

Item	Opportunity	Sponsorship Package	Detail
1.	Gala Dinner	GOLD	<p><b>Full sponsorship includes:</b>            Menu and Beverages            Dinner Décor            Dinner Entertainment            Printed logo on Menus            Printed invite with sponsor logo            Branding in dinner venue            10 min Speaker slot at dinner            Opportunity to distribute a gift to the delegates at the Gala Dinner (to be supplied by the sponsor)</p>
2.	Casual Dinner	SILVER	<p><b>Full sponsorship includes:</b>            Menu and Beverages            Naming and branding of arrival cocktail            Printed invite with sponsor logo            Branding in function venue</p>
3.	Ice Breaker	COPPER	<p><b>Full sponsorship includes:</b>            Menu and Beverages            Naming and branding of arrival cocktail            Printed invite with sponsor logo            Branding in ice-breaker venue            5 min Speaker slot at Ice Breaker</p>
4.	Registration	NICKEL	<p>Logo on registration desks            Opportunity to supply smart branded shirts for registration staff (3 required)            Logo on lanyards and name badges (to be sourced by the Organising Committee)</p>
5.	Mobile App	NICKEL	<p>Logo on splash banner which displays when the app loads            Logo on every page of the mobile app</p>
6.	Hospitality Sponsorship	NICKEL	<p>Branding at all tea / coffee stations for the full conference (sponsor may provide branded colour overlays for tables, branded serviettes, menu cards, roll-up / free standing banners).</p>
7.	Poster Session	NICKEL	<p>Branding inside the poster session venue (3 x banners supplied by the sponsor, branded table cloths / overlays may be provided for the dump tables / buffet points inside the venue, with branded serviettes / coasters, etc. to be provided by the sponsor)            Branding on the banner outside the venue (provided by the organisers)</p>
8.	Speakers	NICKEL	<p>Acknowledgement on slides displayed inside conference venue            Acknowledgement on speakers page on website (not link to any specific speaker – only one sponsor will be sourced for all invited speakers)</p>

## EXHIBITOR BENEFITS GRID

DESCRIPTION	3m x 2m Exhibition Space	2m x 2m Table Space Only
Value	R30,000	R20,000
<b>Pre-Event Marketing and Branding</b>		
Logo on conference website with URL link and organisation description	Yes; Listing only	Yes; Listing only
Listing in Conference Programme	Yes; Listing only	Yes; Listing only
<b>At Event Marketing and Branding</b>		
Area	3m x 2m	2m x 2m
Complimentary Delegate Registration	0	0
Exhibitor Delegates Included	1	1
Function/ Product Sponsored (non-exclusive)	No	No
Acknowledgement in Plenary session (Logo on looped presentation in venue)	No	No
Logo on conference signage and banners	No	No
Informational items/brochures included in delegate packs	No	No
Advertisement	No	No
Slot in Technical Forum to discuss your product / service <b>(Abstract submission to Technical Forum required)</b>	Yes	Yes
<b>Post Event Marketing and Branding</b>		
E-mail to attendee database with sponsorship/exhibitor acknowledgement and contact details (where permission has been granted)	No	No

## ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE

Item	Opportunity	Cost	Detail
1.	Conference Bags	R15,000.00	Organising Committee to source and approve bags Sponsor branding to appear on the bag along with the Conference branding Acknowledgment on sponsor page on conference website – including logo (50-word) company write-up and URL link Logo and 50-word company write-up on mobile app 1 Page insert into the conference bags Logo (50 word) company write-up and contact details in final programme book
2.	Branded Bottled water	R 7,500.00 per day	Logo on bottled water to be handed to delegate in plenary conference session Acknowledgement on conference website and in final conference programme Listing on the mobile app as a bottled water sponsor
3.	Student Sponsorship	Registration, travel and Accommodation per student/s	Acknowledgement on conference website and in final conference programme Listing on the mobile app as a student grant sponsor
4.	Conference A5 notebook	R 9,000.00	Logo on Front cover of notebook Acknowledgement on conference website and in final conference programme Listing on the mobile app as the notebooks sponsor
5.	Mint Tins	R 4,500.00 per day	Logo on mint tin to be handed to delegate in plenary conference session Acknowledgement on conference website and in final conference programme Listing on the mobile app as the mint tins sponsor
6.	Advertisement	R3 500.00	A4 advert in conference program or proceedings
7.	Advertisement	R1 500.00	A5 advert in conference program
8.	Delegate bag insert	R3 500.00	Include a brochure or product in conference bag Acknowledgment on conference website

9.	Lunchtime Symposium	R7 500.00	Insert invitation in delegate bag Company logo and URL link on conference website and final programme book Listing on mobile app
10.	Branding of Material Science Lecture Theatre	R17 500.00	Logo on banners and signage Logo on conference programme Opportunity to display 4 x banners inside the lecture hall Acknowledgment on the screens during breaks – this is also the Plenary venue Company write-up (50-words), logo and URL link to be placed on the company website, mobile app and final programme book
11.	Branding of Bio Sciences Lecture Theatre	R14 500.00	Logo on banners and signage, on the conference programme Opportunity to display 4 x banners inside the lecture halls Acknowledgment on the screens during breaks – this is also the Plenary venue Company write-up (50-words), logo and URL link to be placed on the company website, mobile app and programme book
12.	Casual Dinner sponsorship	R45 000.00	Co-branding of all casual dinner materials, including on the conference programme, invitations, menus and 5-minute speech at the casual dinner Opportunity to place 4 x banners inside the casual dinner venue Opportunity to hand out a gift to each of the delegates at the casual dinner (gift to be supplied by sponsor) 4 x tickets to invite guests to attend the casual dinner Company write-up (50-words), logo and URL link to be placed on the conference website, mobile app and programme book
13.	Student Dinner sponsorship	R40 000.00	Co-branding of all student dinner materials, including on the conference programme, invitations, menus and 5-minute speech at the student dinner Opportunity to place 4 x banners inside the dinner venue Opportunity to hand out a gift to each of the delegate at the student dinner (gift to be supplied by the sponsor) 4 x tickets to invite guest to the student dinner Company write-up (50-word), logo and URL link to be placed on the conference website, mobile app and programme book Will only take place if sponsored
14.	Hospitality sponsorship	R9 500.00 per day (3 days available)	Opportunity to brand the buffet points and cocktail tables for the day selected – branding of serviettes, overlays, coasters, and tent cards on the buffet stations (would require 500 per day) Company logo with URL link placed on conference website, mobile app and programme book
15.	Name badges & Lanyards	R7,500.00	Logo to be placed on the name badges and lanyards Company logo with URL link placed on conference website, mobile app and in the programme book
16.	Mobile App	R25,000.00	Logo to appear on every page of the mobile app and the splash banner 50 - word company write-up and logo to appear on the website, mobile app and in the programme book Logo to appear on the mobile app instruction mailer and flyer

### IMPORTANT NOTICE:

**Should any Company find that the Sponsorship Grid does not have a sponsorship package to suit your needs – please contact the Conference Convener directly to discuss a tailor-made opportunity.**

## SPONSORSHIP / EXHIBITION COMMITMENT FORM

### MSSA 2019 Conference 1 - 5 December 2019

Please complete this form and fax it to 086-620-4555 or email it to [mandy@soafrica.com](mailto:mandy@soafrica.com)

I hereby confirm our commitment as a  sponsor  exhibitor for the above mentioned conference as follows:

Name of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Postal Address: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Company Registration No.: \_\_\_\_\_

VAT Registration No.: \_\_\_\_\_

#### Commitment:

##### Sponsorship:

Gold (R147,500)

Silver (R135,000)

Copper (R107,500)

Nickel (R87,000)

Additional sponsorship opportunity: \_\_\_\_\_ Value: R \_\_\_\_\_

##### Exhibition:

Standard stand space 3m x 2m (R30,000) First preference stand number: \_\_\_\_\_ Second preference: \_\_\_\_\_

Display stand 2m x 2m (R20,000)

##### Advertising:

A4- colour R 3,500.00  In Programme Book

In Proceedings

Total Value Committed: \_\_\_\_\_

I confirm that I have the authority to make this commitment on behalf of my company:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print name: \_\_\_\_\_

Please complete both pages and return by fax 086 620 4555 or email [mandy@soafrica.com](mailto:mandy@soafrica.com)

## TERMS & CONDITIONS

1. Terms of payment
  - i. 25% deposit on confirmation to secure booking and activate return on investment (non-refundable)
  - ii. Further 50% payable by 31 July 2019
  - iii. Balance 25% payable by 30 September 2019
2. An invoice and sponsorship / exhibition confirmation document will be sent to you within 48 hours of receipt of Commitment Form.
3. Selection of sponsorship / exhibitors on a first-come, first-served basis.
4. The Commitment Form does not constitute a legal and / or contractual engagement. It only serves as an indication of intent to proceed with the chosen commitment.
5. Sponsorship / exhibition however, is only confirmed on receipt of a signed Agreement and payment of the 25% deposit.
6. Failure to comply with the payment schedule could result in the forfeiture of your commitment, and any refund due outside of the 25% deposit will be at the discretion of the Conference Organising Committee.
7. All sponsorship / exhibition contracts are final and cannot be retracted.
8. Deposits are non-refundable
9. The Conference Organising Committee reserves the right to decline sponsorship / exhibition / advertising bookings.
10. The law of South Africa governs this Agreement.
11. The Conference Organising Committee reserves the right to amend the rules and regulations governing sponsorship / exhibition at its discretion.
12. All exhibitors are to comply with the Exhibition Rules and Regulations as determined by the St George's Hotel.
13. Cancellation after 30 September 2019 attracts a 100% penalty fee

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print name: \_\_\_\_\_

Please complete both pages and return by fax 086 620 4555 or email [mandy@soafrica.com](mailto:mandy@soafrica.com)

## CONTACT US

For more information or to discuss your involvement, contact:



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