CONGRESS SPONSORSHIP BROCHURE

Brought to you by:

www.wdsc2012.org.za
Introduction

Down Syndrome International together with local hosts Down Syndrome South Africa take pride in hosting the next World Down Syndrome Congress for the first time on African soil, giving us the opportunity of learning and sharing experiences from across the globe. The aim of this congress is for all participants to gain experience on the latest developments and up to date knowledge and tools to improve the lives of people with Down syndrome.

Down Syndrome South Africa is planning a dynamic programme that will cater for all professionals including health, educational, and research practitioners. There will be parallel participative programmes for parents, siblings, children and adults with Down syndrome. This exciting programme will ensure that all who participate will benefit.

In following on from the 10th Conference held in 2009 in Dublin, we will be following with a second Synod. This is an event which has been developed especially for people with Down syndrome where their wishes and desires will be voiced and heard in this open forum.

TARGET AUDIENCE
• Individuals with Down syndrome
• Families and other direct carers
• Researchers, clinicians, therapists, educators, government personnel and other interested persons wanting to learn more.

WHY DELEGATES WILL ATTEND?
World Down Syndrome Congress 2012 offers 3 full days of plenary and concurrent sessions consisting of presentations from individuals with Down syndrome, professionals in the field of Down syndrome and family members from all over the world representing a wealth of knowledge and experience. In addition it provides a one day pre conference INDABA for young adults with Down syndrome and one day of post conference workshops and meetings along with an excellent platform for networking, the exchange of ideas and the formation of friendships.
HOW SPONSORS CAN PARTICIPATE?
Sponsorship may come from your marketing budgets or your social responsibility budgets

OUTLINE OF SPONSORSHIP OPPORTUNITIES

Various types of commercially viable sponsorship opportunities are available to sponsors for WDSC 2012

1. Platinum, Gold, Silver and Bronze sponsorship.
2. Name branding of functions.
3. Sponsorship of a variety of specific items.
4. Advertising

The following sponsorship packages provide a high degree of flexibility, combining a number of traditional branding elements with added-value opportunities for addressing the conference attendees and communicating a corporate message. Naturally P.R. releases and press coverage around the conference will add further to the value of the package. It is difficult to put a monetary value to such coverage in advance but in the past the event has always been popular with the journals and specialized press.

1. PLATINUM R200,000.00   GOLD R100,000   SILVER R70,000   BRONZE R45,000

As a Platinum, Gold, Silver or Bronze Sponsor of the WDSC 2012, GENERAL will be clearly identified as one of most important contributors through visual branding and clear identification in conference promotional material and documentation. The GENERAL logo will be significantly prominent at the event.
As a platinum, gold, silver or bronze sponsor GENERAL will receive:

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<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>The opportunity to address the delegates and/or show a promotional video (Platinum 5 minutes – Gold 3 minutes).</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<td>The GENERAL logo, in colour, on the front of the main brochure and all promotional brochures where possible.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>The GENERAL logo, in colour, on the conference signage.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>The GENERAL logo, on directional signage.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<td>The GENERAL logo on the front cover of the speakers’ notes.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<td>GENERAL banner may be placed in the conference venues.</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
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<td>GENERAL banner may be placed on the main room stage.</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<tr>
<td>GENERAL advertisement in the speakers’ notes.</td>
<td>A4 x 2</td>
<td>A4 x 1</td>
<td>A5 x 1</td>
<td>No</td>
</tr>
<tr>
<td>Hot link from the conference web site to your own company web site</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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In addition GENERAL will also receive:

**Free tickets** to attend the conference, cocktail party and gala dinner valued at:

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<td></td>
<td>R40,000</td>
<td>R20,000</td>
<td>R10,000</td>
<td>R5,000</td>
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**Free exhibition space** in the hall where catering takes place (Platinum 12 sq m – gold 6 sq m – silver 3 sq m – bronze 2 meter poster Display space valued at:

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<td></td>
<td>R24,000</td>
<td>R12,000</td>
<td>R4,000</td>
<td>R2,000</td>
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The **platinum, gold, silver or bronze** sponsorship gives GENERAL substantial direct tangible benefits in terms of free tickets to the social events, free display space and all the added prestige and exposure of being recognised as a major sponsor, plus, the opportunity to further enhance your sponsorship by the distribution of appropriate promotional items to the delegates.

As a **platinum, gold, silver or bronze** sponsor, GENERAL can gain increased exposure by providing or sponsoring any of the sponsorship items listed under sections 2 and 3 below.
2. **NAME BRANDING OPPORTUNITIES**

- **Gala Dinner** Including option to address the delegates (can be jointly sponsored) ~ R250,000.00
- **Welcome cocktail party** Including option to address the delegates (can be jointly sponsored) ~ R100,000.00
- **INDABA** – Pre congress for people with Down syndrome 14th August 2012 (Can be jointly sponsored) ~ R 50,000.00
- **Wines** for social functions ~ R 50,000.00
- **Lunches** per day (three days available) ~ R 50,000.00

3. **SPONSORSHIP OF SPECIFIC ITEMS**

The following items or any other appropriately useful items may be provided/sponsored. (Estimated requirement 800)

- **Translation Facilities – French, Spanish & Portuguese** ~ R350,000.00
- **Conference bags** – with company logo est. R100 each ~ R 80,000.00
- **Memory sticks** with proceedings & company logo est. R100 ~ R 80,000.00
- **Conference Video Feed** – internet password and access for Dsi members ~ R 50,000.00
- **Conference Notes Printing** – Estimated costs R50 each ~ R 40,000.00
- **Name Badges** including company logo ~ R 25,000.00
- **Adopt a family** project ~ R 20,000.00
- **Person with Down syndrome & 1 family member**, sponsored attendance, travel & accommodation (ea) ~ R 20,000.00
- **International Key Note speakers**, travel, accommodation & registration fee (each) ~ R 20,000.00
- **Pens** – Estimated cost R20 each including company logo ~ R 16,000.00
- **Pads** – costs R20 each including company logo ~ R 16,000.00
- **Students** – sponsored attendance, travel & accommodation (each) ~ R 10,000.00
- **Volunteers T-Shirts** 30 volunteers @ 3 T-shirts each with your company logo ~ R 10,000.00
4. ADVERTISING

**Advertising in Congress Book** – This book will be handed out free to all registered delegates for the Main congress 15-17\(^{th}\) August 2012 and will provide all information including the scientific programme, poster presentations, social programmes, abstracts and information regarding Key Note speakers as well as the exhibition layout. Companies have a choice of:

- A4 Full colour: R 7,000.00
- A4 Black and White: R 5,000.00
- A5 Full colour: R 3,500.00
- A5 Black and White: R 2,500.00

(Artwork to be supplied)

**Inserts into Congress Bags** – Congress bags will be handed out free to all registered delegates for the Main congress 15-17\(^{th}\) August 2012. (1000 copies) Companies have a choice of:

- Leaflets supplied by you - First page: R 3,500.00
- Additional pages per page thereafter: R 2,000.00

**NB! All sponsorship costs are subject to VAT @ 14%**

**CONCLUSION**

We are most willing to discuss implementation of the above or any other ideas GENERAL may have for GENERAL participation in adding value for the delegates and exposure for your organisation.

We look forward to welcoming you on board as a sponsor of **WDSC 2012** and to working with you to make it a valuable and rewarding event for all participants.
Exhibition

A trade exhibition relevant to Down syndrome will take place alongside the congress, where suppliers will gain exposure to delegates and decision makers participating to the congress.

Exhibition space: will be available in modules ranging from 9m² and multiples thereof.
Exhibition cost:  R2000.00/m² (excluding 14% VAT)
The exhibition stand package includes: Shell scheme, lighting, power, carpets and fascia name.

Note we are also looking for interesting and valuable topics and speakers.

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For information about Down Syndrome South Africa visit: www.downsyndrome.org.za
For information about Down Syndrome International visit: www.ds-int.org

www.wdsc2012.org.za