



DISPENSING HOPE AND HEALTH
WITH COMPASSION

7TH ICPA
Conference &
Exhibition 2023



Sandton
Convention
Centre



14&15
October
2023



ICPA

INDEPENDENT COMMUNITY
PHARMACY ASSOCIATION

INVITATION LETTER

Dear Sponsor

We would like to invite you to sponsor the 7th Annual ICPA Conference and Exhibition, which will be held 14&15 October 2023, at the Sandton Convention Centre, Johannesburg.

The ICPA Conference is a yearly opportunity for our core audience – pharmacy owners and pharmacists to come together and learn more and be inspired by the ever changing industry. This is a fantastic opportunity to position yourself amongst these companies and individuals, to demonstrate the role that your organization has to play in empowering, developing and supporting the industry as a whole. Your presence at the conference could enhance the programme and as well as your brand as a whole.

As detailed in this document, we have a number of sponsorship opportunities available for your selection. Key components of the packages are the active marketing and branding opportunities for both your company and the products you promote - these are detailed in the accompanying Sponsorship Benefits Information.

Should you have any special needs or requirements or would like further information, please contact Stephanie de Beer from XL Millennium on +27 (0) 21 590 7900.

Once you have decided on your package, kindly [click here](#) to complete the intent form.

We value all of your contributions and participation to ensure another successful conference in 2023.

We welcome all our sponsors and trade exhibitors to ICPA Conference 2023 and thank you in advance for your continued support.

Yours sincerely,
ICPA Conference Organising Committee 2023

SPONSORSHIP OPPORTUNITIES & BENEFITS

DIAMOND SPONSORSHIP

R550 000.00
(incl. VAT)

Our elite Diamond Sponsor will receive the maximum visibility at the ICPA 2023 Conference.
With this exclusive sponsorship package, some of the opportunities from which you will benefit are to:

- Gala evening sponsorship
- Prime exhibition space – 6m x 3m (including: Shell scheme walling; Fascia with your company name only (no logo); 1 x plug point; 2 x spotlights; 4 x chairs and 2 x tables)
- 5 delegates full conference registration fee
- Website prominent – Logo with link
- Insert in conference bag
- A4 Advertising – Outside back cover of programme
- 10 minute speaking opportunity at the gala dinner
- Logo on conference signage
- Opportunity to place branding at the gala dinner.

PLATINUM SPONSORSHIP

R450 000.00
(incl. VAT)

- Conference bag sponsor
- Logo placed on the conference bags (co-branded with conference logo; ICPA reserves the right to select the bag)
- Exhibition space – 6m x 3m (including: Shell scheme walling; Fascia with your company name only (no logo); 1 x plug point; 2 x spotlights; 2 x chairs and 2 x tables)
- 3 delegates full conference registration
- Website – Logo with link
- Insert in conference bag
- A4 Advertisement - inside front cover of programme
- Logo on conference signage.

GOLD SPONSORSHIP

R300 000.00
(incl. VAT)

- Sponsorship of name badges and lanyards (co-branded with conference)
- Exhibition space – 3m x 3m (including: Shell scheme walling; Fascia with your company name only (no logo); 1 x plug point; 2 x chairs and 1 x tables)
- 2 delegates full conference registration
- Website – Logo with link
- Insert in conference bag
- A4 Advertisement - inside back cover of programme
- Logo on conference signage.

SILVER SPONSORSHIP

R200 000.00
(incl. VAT)

- Hospitality area sponsor and Serving station - Hospitality area is the stand,
- Exhibition space – 3m x 3m (including Shell scheme walling; Fascia with your company name only (no logo); 1 x plug point; 2 x spotlights; 2 x chairs and 1 x table)
- 2 delegates full conference registration
- Website – Logo with link
- Insert in conference bag
- Hospitality area sponsor – branding of a dedicated hospitality area Sponsor must provide their own furniture, branded overlays, banners and food and beverage if applicable etc.
- Serving station sponsor - branding of the tea/ coffee stations, branded overlays and pull up banners.

COPPER SPONSORSHIP

R150 000.00

- Acknowledgement as sponsor
- 5 minute speaking opportunity during a session
- Exhibition space – 3m x 3m (including: Shell scheme walling; Fascia with your company name only (no logo); 1 x plug point; 2 x spotlights; 2 x chairs and 1 x table)
- 2 delegates full conference registration
- Website – Logo with link
- Insert in conference bag
- A4 advertisement in programme
- Branded crew T-shirts – which allows for a "walking logo".

EXHIBITION STAND PACKAGE (X10)

R35 000.00

- 3 x 3m stand
- Shell Scheme walling
- Fascia with your company name only (no logo)
- 1 x plug point
- 2 x spotlights
- 2 x chairs; 1 x table
- 2 x exhibitor passes with access to sessions
- 2 x complimentary admittance to the Gala dinner
- Your company logo with a URL link to your company website will be placed on the Conference website
- Acknowledgement in the final Conference programme

PRIMARY SPONSOR GRID

DESCRIPTION	DIAMOND	PLATINUM	GOLD	SILVER	COPPER
Value (incl. VAT)	R550 000	R450 000	R300 000	R200 000	R150 000
Number available	1	1	1	2	1

PRE-EVENT MARKETING AND BRANDING

Logo on conference website with link to organisation and description	✓	✓	✓	✓	✓
Logo in programme	✓	✓	✓	✓	✓

EVENT MARKETING AND BRANDING

Exhibition stand	6m x 3m	6m x 3m	3m x 3m	3m x 3m	3m x 3m
Complimentary registration	✓	✓	✓	✓ ✓ ✓	✓ ✓ ✓
Function/product sponsored (non-exclusive)	Gala dinner	Conference bags	Name badges & lanyards	Hospitality area and serving station	✗
Acknowledgement in Plenary session (Logo on looped presentation in venue)	✓	✓	✓	✓	✓
Logo on conference signage and banners	✓	✓	✓	✓	✓
Informational items / brochures	✓	✓	✓	✓	✓
Advertisement in conference programme	✓	✓	✓	✓	✓

POST-EVENT MARKETING AND BRANDING

E-mail to attendee database with sponsorship / exhibitor	✓	✓	✓	✓	✓
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ADDITIONAL SPONSORSHIP OPPORTUNITIES

	OPPORTUNITY	COST (incl. VAT)	DESCRIPTION
1.	Speaker sponsorship	R20 000.00 (x 2 available)	Acknowledgement in conference programme and electronic branding inside venue and on looped presentation screen.
2.	Waterbottle wrap (branding)	R10 000.00	Your branding on the wrap on the outside of a 250ml water bottle.
3.	Full page advert in programme	R8 000.00	Full page (A4 vertical) advert in conference programme.
4.	Half page advert in programme	R4 000.00	Half page (A5 horizontal) advert in conference programme.

Should you find that the sponsorships do not have a sponsorship package to suit your needs – please contact the Conference Convener directly to discuss a tailor-made opportunity.