

INTERNATIONAL CANCER CONFERENCE



AORTIC

OAREC

SENEGAL

3 - 6 NOVEMBER 2023

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Cancer in Africa  
IMPLEMENTATION, WORKFORCE, OPPORTUNITIES

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SPONSORSHIP  
PROSPECTUS



[www.aorticconference.org](http://www.aorticconference.org)



[info@aorticconference.org](mailto:info@aorticconference.org)

## contact



### Institutional Partnerships

Belmira Rodrigues

Managing Director | AORTIC

[belmira.rodrigues@aortic-africa.org](mailto:belmira.rodrigues@aortic-africa.org)



### Industry Partnerships

Lydie Buleon

Sponsorship Sales | K.I.T. Group

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## follow

 @aortic-africa

 @aortic.africa

 #AORTIC2023

 AORTIC Information

 @aortic\_africa

[www.aorticconference.org](http://www.aorticconference.org)



## about aortic

The African Organisation for Research and Training in Cancer (AORTIC) is an Africa-based organisation with members throughout Africa and the international cancer community. Our objectives are to support, integrate, and facilitate evidence-based interventions and innovative programmes that prevent and control cancer in Africa. One way in which we achieve our objectives is by hosting our biennial cancer conference around Africa, so as to raise awareness, build capacity, and make an impact across the continent. The AORTIC biennial conference is the definitive event on the African health calendar, enabling the exchange of ideas and the opportunity to interact with oncology leaders from all over the world.



AORTIC hosts biennial international cancer conferences around Africa which are a platform for innovative and interactive education and training across the full cancer-care continuum. An AORTIC conference is a space to forge partnerships, to network, and to build capacity.



AORTIC supports Africa-based researchers in order to advance their research skills and development. We develop and support research to create new knowledge and drive innovation in cancer control.



AORTIC is developing the next generation of leaders in cancer care, research, education, and advocacy in Africa through our African Cancer Leadership Institute (ACLI).



AORTIC provides and facilitates cancer education and training for African cancer clinicians, researchers, advocates, survivors, policy makers, and students through the AORTIC Education and Research Webinar Series and our YouTube channel.

aortic's mission is to transform cancer control in africa through collaboration in education, research, and the delivery of equitable and timely interventions to minimise the impact of cancer.










# Why support the AORTIC 2023 conference?

AORTIC's key mission is education, and our institutional and industry partners are critical to achieving this mission – AORTIC conference participants expect to learn from institutional and industry partners when they attend the conference.

Organising a session during the conference is a powerful vector of engagement and is an efficient and effective way to engage with the audience, identifying your organisation as a component of this continental and international community.

What does an AORTIC conference offer our institutional and industry partners? Simply – direct access to the AORTIC network of African scientific and medical leaders. Those who are leading the African cancer community, those who are key thought leaders in their region, and those who are actually building the policies and plans for cancer prevention and control in Africa.

## What to expect in 2023

-  AORTIC's unique focus on cancer in Africa
-  4 days of carefully selected keynotes, presentations, and technical sessions
-  450+ oral presentations, 150+ posters
-  A variety of formal and informal opportunities to network with more than 750 peers and colleagues from more than 55 countries
-  Extensive learning and collaboration opportunities in conference sessions
-  An exchange of innovative ideas
-  Exhibits, workshops, and symposia by more than 30 institutions and industry partners showcasing the newest products and services available in cancer prevention and treatment
-  Open dialogue opportunities with like-minded cancer institutions
-  Opportunity to engage and hold side meetings

## participant profile

- |  |  |
|--|--|
|  Clinicians                           |  Industry Researchers & Investigators |
|  Oncologists                          |  Funders                              |
|  Nurses                               |  Policymakers                         |
|  Healthcare Practitioners             |  Patients, Advocates, Support Groups  |
|  Scientists                           |  Cancer & Health Institutions / NPOs  |
|  Academic Researchers & Investigators |  Foundations & Trusts                 |

# 2023 programme themes



ACCESS TO  
MEDICINES



ADVOCACY



BASIC TRANSLATIONAL  
SCIENCE



BIOBANKING



CANCER  
GENETICS



CANCER HEALTH  
DISPARITIES



CANCER  
SCREENING



CLINICAL  
TRIALS



EARLY DETECTION  
AND PREVENTION



GRANT-WRITING  
SKILLS



HAEMATOLOGY



IMPLEMENTATION  
SCIENCE



JOURNALISM AND  
CANCER REPORTING



NATIONAL CANCER  
CONTROL PLANS



NUTRITION AND  
CANCER



ONCOLOGY  
NURSING



PAEDIATRIC  
ONCOLOGY



PALLIATIVE CARE



PATHOLOGY



PSYCHO-  
ONCOLOGY



RADIATION  
ONCOLOGY



SITE-SPECIFIC  
CANCERS



SURGICAL  
ONCOLOGY



TOBACCO  
CONTROL

africa's largest cancer conference

highly praised by participants



## AORTIC 2019 CONFERENCE STATISTICS

939

participants



from 66  
countries



22 sponsors  
and  
supporters

1012



abstracts

92

sessions



24

exhibitors  
& displays



333  
posters

## AORTIC 2021 VIRTUAL STATISTICS

933

PARTICIPANTS



FROM 59  
COUNTRIES



565



ABSTRACTS



17 SPONSORS  
AND  
SUPPORTERS

9 EXHIBITORS



170  
RECORDED ORAL  
PRESENTATIONS

87

SESSIONS



# sponsorship opportunities

Becoming a sponsor is easy: there are sponsorship opportunities at various price points, and all the opportunities come with valuable benefits.

Create a tailored package that suits your goals and budget by selecting from the wide range of opportunities. Depending on the total value of your sponsored items, you may reach a sponsorship recognition tier that qualifies you for additional benefits. For example, if your total is USD 150 000, you will be recognised as a Diamond Sponsor and enjoy an additional layer of benefits.

Should you wish to support the conference in a way not detailed herein, please contact us.



## Institutional Partnerships

Belmira Rodrigues  
Managing Director | AORTIC  
[belmira.rodrigues@aortic-africa.org](mailto:belmira.rodrigues@aortic-africa.org)



## Industry Partnerships

Lydie Buleon  
Sponsorship Sales | K.I.T. Group  
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SELECT YOUR  
SPONSORSHIP  
ITEMS FROM  
THE LIST



ADD UP THE  
TOTAL VALUE OF  
YOUR ITEMS TO  
REACH A TOTAL



FIND OUT WHICH  
SPONSORSHIP  
RECOGNITION TIER  
YOU QUALIFY FOR



SEE YOUR  
ADDITIONAL  
BENEFITS

# why sponsor?

Support



Support AORTIC's goal of reducing cancer mortality and improving quality of life for cancer patients, survivors, and care givers in Africa.

Engage



Engage on all aspects of cancer control with influential leaders and policy makers from across Africa and around the world.

Explore



Explore new business opportunities: establish new relationships and set up strategic partnerships.

Manage



Manage relationships: nurture and reconnect with existing connections by networking with industry contemporaries and peers.

Promote



Promote your research, services, and products to an influential audience with a focus on ethics, policy, and action on cancer in Africa.

Gain



Gain access to knowledge, best practice, research, and innovation.

Join



Join the community and actively engage with participants.

Collaborate



Use this conference as an opportunity to build relationships with other stakeholders.

Strengthen



Strengthen your relationship with other stakeholders in the industry.



# 1 sponsored sessions and exclusive sponsor symposia

Organising a Session or Symposium is a great opportunity to set your topic within the Conference. The sponsor will be acknowledged on the programme and the session will be marketed in Conference communications. Please note that the proposed topic and presenters will be subject to approval by the Programme Convenors.

CONCURRENT SESSION Various Sponsored Sessions scheduled in parallel with each other, co-created with AORTIC		EXCLUSIVE SYMPOSIA No more than 2 Sponsored Symposia scheduled at the same time		MARKETING ADD-ONS FOR SPONSORED SESSIONS AND SYMPOSIA		PRICE
DURATION	PRICE	DURATION	PRICE	+	INVITATION <i>The Organiser will send an email invitation to your Session or Symposium to all registered participants on your behalf.</i>	USD 2 000
45 minutes (breakfast or lunch)	USD 12 000	45 minutes	USD 15 000	+	REMINDER <i>After your invitation, the Organiser will send an email reminder about your Session or Symposium to all registered participants on your behalf, just ahead of the Conference.</i>	USD 1 000
60 minutes	USD 15 000	60 minutes	USD 18 000	+	APP ANNOUNCEMENT REMINDER <i>Send an announcement to all participants via the virtual platform, reminding them that your session is about to begin.</i>	USD 2 000
90 minutes	USD 30 000					
120 minutes	USD 40 000					

## NOTES ABOUT SPONSORED SESSIONS AND SYMPOSIA

- Sponsored Sessions are scheduled and organised in consultation with the Programme Convenors.
- Sponsored Symposia are organised by the sponsor, with approval by the Programme Convenors.
- Sponsored Symposia are scheduled when no scientific programme sessions are taking place: breakfast time and lunch time.
- Time slots and rooms will be assigned based on the order of the sponsorship tiers, according to the date of the booking. The Programme Convenors reserve the right to change the date and time of the Symposia.
- Special packages can be created for sponsors that would like to organise multiple sessions or sessions in a different format – discuss your ideas with us.
- Discuss catering options with us – let us customise a menu for your participants.
- The proposed Symposia programme (title, topics, and presenters) must be approved by the Programme Convenors. The goal of the approval process is to ensure that there is no overlapping of topics among Symposia. Once approved, a Symposium programme can only be modified with the approval of the Programme Convenors.
- All presenters, as well as all participants and invited guests who wish to attend the Sponsor Session or Symposia, must be registered as full Conference participants. The sponsor is responsible for paying the registration fee and travel arrangements of invited presenters and facilitators who are invited specifically to participate in the Sponsor Session or Symposium.

- INCLUDES**
- Venue hire (theatre-style set up, capacity to be discussed)
  - Lectern with microphone and presentation laptop or comfort monitor
  - Facilitator's desk with 2 microphones
  - 2 microphones for audience
  - Front projection screen
  - Room assistant and AV technician
  - Use of Speaker Prep Room
  - Publication in Conference programme
  - Opportunity to place posters or pop-up banners around the Conference venue to promote your Session or Symposium (depending on sponsorship level).

- EXCLUDES**
- Costs associated with invited presenters and facilitators
  - Branding and promotion
  - Session materials
  - Catering



## 2 educational support

Educational grants are important for the success of the Conference and to continue AORTIC's work on cancer control in Africa. Grants are unconditional and will be awarded to successful bursary applicants. Preference will be given to applicants that have submitted successful abstracts. Discuss supporting one or more participants with us.



SUPPORT TYPE	PRICE
BURSARY GRANT	FROM USD 2 500



## 3 speaker sponsorship

USD 5 000

Sponsor an invited speaker and show your organisation's alignment with the topic. The sponsor will be acknowledged with a "Brought to you by..." by-line on the programme, and in a speaker spotlight in the Conference newsletter. Please note that the proposed sponsorship will be subject to approval by the speaker and Scientific Programme Committee.

## 4 interpretation services

USD 10 000 | 1 sponsor per venue

The provision of English and French interpretation is a core deliverable of this continental gathering – a necessity to ensure that all participants can fully engage with the scientific content. The facilitators of sessions with sponsored interpretation will acknowledge the sponsors at the start and end of the session and you will be able to place your branding at interpretation headset desk.

## 5 speaker prep room

USD 10 000 | Exclusive

Host and brand the room where speakers check their slides and run through their talk in advance. Align your brand with the invited experts and place your literature, branded gifts, or merchandise in the room. Please note that any branding and gifting costs are for the sponsor's account.

## 6 conference services partnership packages

The Conference Services Packages offer opportunities to support the items and services that are essential to the hosting of a world-class conference.

### POCKET PROGRAMME BOOKLET

USD 5 000 | Exclusive

This programme-at-a-glance booklet fits into every participant's name tag pouch and is an essential reference item. Your logo will grace the back cover of this booklet and you can place an advertisement on the inside front cover.

### ABSTRACT EBOOK

USD 7 500 | Exclusive

All of the abstracts and presentation summaries will be published in PDF format and made available via the Conference app and the Conference website. Your logo will be included on the cover page, and you can provide a full-page, full-colour advertisement.

### CONFERENCE APP

USD 10 000 | Exclusive

The Conference mobile app hosts the detailed programme as well as other essential information such as speaker profiles, abstracts and presentation summaries, and sponsor and exhibitor profiles. Its scheduling functionality allows participants to select sessions and create a personalised agenda, and its networking functionality allows participants to connect with each other.

### LANYARDS

USD 4 500 | Exclusive

Each participant's name tag will hang on a lanyard with the Sponsor's logo alongside the AORTIC logo.

### NOTEPADS AND PENS

USD 3 000 | Exclusive

Each participant will receive a notepad or notebook and pen that you provide.

## 7 networking partnership packages

The Networking Partnership Packages offer opportunities to sponsor the networking opportunities that round out the Conference experience and allow participants to connect outside of the sessions.

### NETWORKING RECEPTION

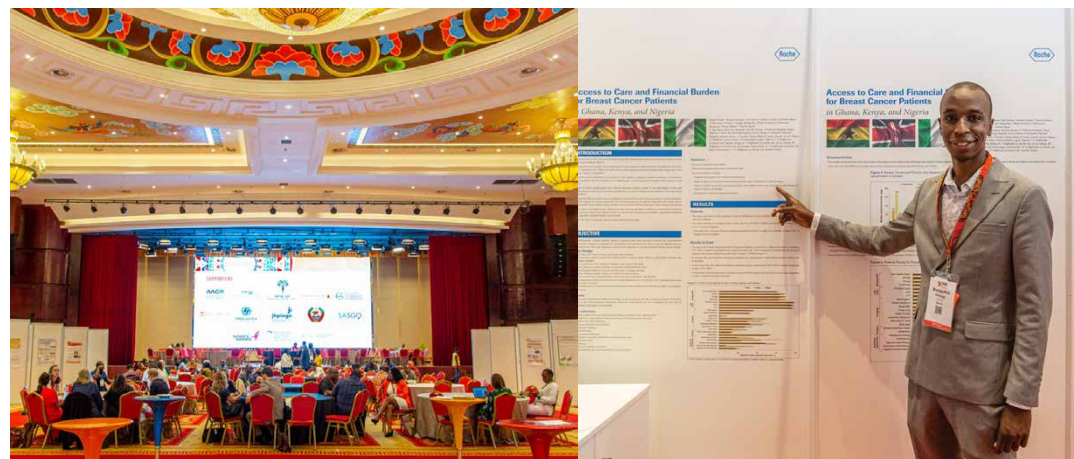
USD 20 000 | Exclusive

The Networking Reception is an important event in the Conference programme and constitutes an excellent platform for a Sponsor to demonstrate commitment to the African cancer community.

### CONFERENCE AWARDS DINNER

USD 40 000 | Exclusive

Exclusive top billing as Sponsor of the Conference Awards Dinner, with the opportunity to give brief opening remarks and present the awards personally.



## 8 exhibition packages

Located in the refreshment and networking area of the conference venue, the AORTIC exhibition will give you a good opportunity to interact with conference participants. The number of stands will be limited, and allocated on a “first come, first served” basis.

With logistical support from the Organiser, participation in the exhibition is easy, affordable, and will place your products, services, and research directly in front of your target market. Stands and display tables include a listing on the conference website and app.

Lunches and refreshments are included, but attendance at conference sessions is excluded. A full exhibition manual with a menu of add ons will be available soon.

	EXHIBITION OPTION	PRICE
1.	<b>DOUBLE EXHIBITION STAND</b> <i>6m x 3m stand with a 3-sided shell scheme. Additional features include a fascia board for name (white with black lettering), 15-amp plug point, spot lighting, venue security and cleaning, general illumination, 4 exhibitor passes, 1 conference table, and 2 chairs.</i>	USD 9 500
2.	<b>SINGLE EXHIBITION STAND</b> <i>3m x 3m stand with a 3-sided shell scheme. Additional features include a fascia board for name (white with black lettering), 15-amp plug point, spot lighting, venue security and cleaning, general illumination, 2 exhibitor passes, 1 conference table, and 2 chairs.</i>	USD 5 000
3.	<b>DISPLAY TABLE</b> <i>This includes 1 conference table with 2 chairs, venue security and cleaning, general illumination, and 1 exhibitor pass. Note that there are a limited number of Display Tables available, and they are reserved for non-profit organisations from lower- and middle-income countries.</i>	USD 1 500



## sponsorship recognition tiers

**DIAMOND**  
USD 150 000

**PLATINUM**  
USD 100 000

**GOLD**  
USD 75 000

**SILVER**  
USD 50 000

**BRONZE**  
USD 30 000

**SUPPORTER**  
USD 15 000

The total value of sponsored items calculates your sponsorship tier. Each sponsorship tier has additional benefits designed to increase your return on investment.

PRE-CONFERENCE						
Recognition on the Conference website with logo	●	●	●	●	●	●
200-word profile on Conference website	●	●	●	●	●	
Market your sponsorship with the Conference logo	●	●	●	●	●	●
Virtual profile on Conference app	●	●	●	●		
Recognition on AORTIC social media platforms	●	●	●	●		
Recognition in Conference newsletter with logo	●	●	●	●	●	
Recognition in Conference newsletter Sponsor Spotlight	●	●				
AT THE CONFERENCE						
1x full conference registration	6	5	4	3	2	1
Logo on sponsor banner	●	●	●	●	●	●
Your slide on screen between sessions	●	●	●	●	●	●
Logo on holding slides in session rooms	●	●	●	●	●	
Recognition during the opening and closing ceremonies	●	●				
Private meeting room in the conference centre						
POST-CONFERENCE						
Use Conference logo in your client communications	●	●	●	●	●	
Logo on post-Conference report	●	●	●	●		

# booking form

Please complete this booking form and sponsorship list and return it to:

*Belmira Rodrigues*

*Managing Director | AORTIC*

*belmira.rodrigues@aortic-africa.org*

## 1. company / organisation details

Company / Organisation name: \_\_\_\_\_

Physical address: \_\_\_\_\_

Postal address: \_\_\_\_\_

Postal code: \_\_\_\_\_

Company VAT number: \_\_\_\_\_

## 2. contact person

Full name: \_\_\_\_\_

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

Mobile number (incl. country code): \_\_\_\_\_

Telephone number (incl. country code): \_\_\_\_\_

## 3. billing contact

Full name: \_\_\_\_\_

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

Mobile number (incl. country code): \_\_\_\_\_

Telephone number (incl. country code): \_\_\_\_\_

## 4. sponsorship list

	price	✓
SPONSORED SESSIONS AND SYMPOSIA		
45 minutes Concurrent	USD 12 000	
60 minutes Concurrent	USD 15 000	
90 minutes Concurrent	USD 30 000	
120 minutes Concurrent	USD 40 000	
45 minutes Symposium	USD 15 000	
60 minutes Symposium	USD 18 000	
MARKETING ADD ONS		
Invitation	USD 2 000	
Reminder	USD 1 000	
App Announcement	USD 2 000	
PROGRAMME SUPPORT		
Bursary Grant	From USD 2 500	
Speaker Sponsorship	USD 5 000	
Interpretation Services	USD 10 000	
Speaker Prep Room	USD 10 000	
Pocket Programme Booklet	USD 5 000	
Abstract eBook	USD 7 500	
CONFERENCE SERVICES		
Conference App	USD 10 000	
Lanyards	USD 4 500	
Notepads and Pens	USD 3 000	
NETWORKING PARTNERSHIPS		
Networking Reception	USD 20 000	
Conference Awards Dinner	USD 40 000	
EXHIBITION		
Double Exhibition Stand	USD 9 500	
Single Exhibition Stand	USD 5 000	
Display Table	USD 1 500	
TOTAL :		

sponsorship recognition tiers	value	✓
DIAMOND	USD 150 000	
PLATINUM	USD 100 000	
GOLD	USD75 000	
SILVER	USD 50 000	
BRONZE	USD 30 000	
SUPPORTER	USD 15 000	

## 5. declaration

By signing below, I confirm that:

- I have read and understood the Terms and Conditions as they appear below.
- I am duly authorised to sign and thereby to bind the company/organisation thereto; and
- the selections I have made on this Booking Form as are intended and are correctly selected.

Full name: \_\_\_\_\_

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## terms and conditions

Completion of the Booking Form by the Sponsor shall be considered a commitment to purchase the items. Upon receipt of a Booking Form, AORTIC will send the Sponsor a contract with addendum and invoice.

### contracting

The contract with addendum outlining all sponsorship rights and responsibilities must be signed and returned by the Sponsor, along with proof of payment for the full amount owed, to confirm the booking.

### terms of payment

Payment is due within 14 days of invoice. Should payment not be received within 14 days, AORTIC will be entitled to cancel the booking and the Sponsor will be subject to the cancellation fees defined below. Any bookings made after 1 September 2023 will be subject to immediate settlement.

### cancellation/modification policy

Cancellation or modification of sponsorship/exhibition/advertisement items must be made in writing to AORTIC.

### AORTIC shall retain:

- 10% of the invoiced amount if the cancellation/modification is made before 31 June 2023
- 50% of the invoiced amount if the cancellation/modification is made between 1 July 2023 and 30 September 2023
- 100% of the invoiced amount if the cancellation/modification is made on or after 1 October 2023