



2023

ADVERTISING &
SPONSORSHIPS
OPPORTUNITIES

Advertising & Sponsorship

ABOUT SAMED

The South African Medical Technology Industry Association (SAMED) is the voice of the medtech industry representing 150+ members that include multinationals, distributors, wholesalers and local manufacturers of medical devices, medical equipment and in vitro diagnostics (collectively termed medical technologies).

SAMED is the voice of the South African medtech industry. The Association encompasses the full spectrum of diverse players involved in the supply of medtech products and services to diagnose, monitor, treat and rehabilitate patients. SAMED is committed to enabling a sustainable, ethical, and transformed medical technology industry that ensures patient access to medical technologies.

We offer the following advertising and sponsorship opportunities:

SAMED ANNUAL REPORT

SAMED's Annual Report is distributed to SAMED members and industry stakeholder. Our Annual Report is also available on the SAMED website until the publication of the next edition (approximately 12 months). Reach our membership, our stakeholders and website visitors through advertisement in our Annual Report.

SAMED EVENTS

SAMED hosts numerous events during the course of the year. These include Regulatory Forums, Market Access Forums, Transformation Forum, Code (Ethics) Forums, NHI Forums, General Members Forums and our Annual General Member Meeting. Reach targeted audiences with physical and/or virtual sponsorship opportunities

SAMED ANNUAL CONFERENCE

SAMED's Annual Conference is our flagship event with industry leaders and key stakeholders. Our annual conference drew over 250 unique attendees from the medtech sector in 2021. Reach our members and other medtech sector players through physical and/or virtual sponsorship opportunities.

See the next pages for the options, fees, terms and conditions and booking form.

Fee schedule

SAMED EVENTS

	Physical	Virtual
Exclusive sponsor	No	No
Table and chair setup	Yes	No
Two pull-up banners in the foyer	Yes	No
One free delegate to man table and attend session	Yes	No
One free virtual delegate for the event	No	Yes
Mention on the event page/invitation	Yes	Yes
Logo on the holding slide	Yes	Yes
Video (60 seconds max) played before start of event	No	Yes
FEE*	R 3 000	R 1 500
Add: a banner in the venue	R 250	n/a
Add: an additional delegate	R350/non-member -10%	R350/non-member -10%

OTHER EVENT OPPORTUNITIES

	No fee subject to the below requirements
Notepads and pens	Branded notepads and/or pens at own cost supplied to all physical delegates
<u>Water</u> (May be subject to a corkage fee)	Branded water at own cost supplied to all physical delegates
<u>Catering</u> (May be subject to a corkage fee) <ul style="list-style-type: none"> One pull-up banner at the serving area Service offering flyers at the serving area 	Supply / Cost covering of meals or snacks for all physical delegates
<u>Venue (only available for physical and hybrid events)</u> <ul style="list-style-type: none"> Company banners outside the venue/in the foyer Special mention on the invitation Logo on holding slide Company profile on the event page Two free delegates 	<ul style="list-style-type: none"> Venue with sufficient capacity for the event Sufficient secure parking for the event Infrastructure to support the event (projector, screen, microphones, AV system, internet connection, etc.) Hybrid capabilities (if needed)

[Click here](#) to view our 2023 preliminary events schedule

SAMED ANNUAL CONFERENCE

Physical Stand	Premier	Standard
Choice on table and chairs stand position	Yes	No
Pull-up banner in foyer	Yes	No
Number of delegates	2	1
Advert circulated in final programme	Yes	No
Logo in the programme	Yes	Yes
Logo on home page banner (www.samed.org.za)	Yes	No
Company profile on event page	Yes	Yes
FEE*	R 10 000	R 7 000

Session Sponsorship	Premier (max 1 per session)	Standard (max 2 per session)
Exclusive sponsor	Yes	No
Length of video played before session	60 seconds	30 seconds
Number of virtual delegates for the session	1	1
Logo on the session holding slides	Yes	Yes
Logo in the programme	Yes	Yes
Company profile on event page	Yes	Yes
FEE*	R 2 000	R 1 000

Multiples sessions obtained at discounted rates: 2 sessions 5%, 3 sessions 7.5% and 5 or more sessions 10%



Did you know? SAMED plans to host 31 events in 2023, of which 9 are set to be in-person (including the SAMED Annual Conference).

[Click here](#) to view our 2023 preliminary events schedule

* SAMED is VAT registered and all fees are exclusive of 15% VAT.
Paid up SAMED members will be given a 10% discount on the listed advertising and sponsorship fees.

OTHER CONFERENCE OPPORTUNITIES

	No fee subject to the below requirements
Notepads and pens	Branded notepads and/or pens at own cost supplied to delegates
<u>Water</u> *May be subject to a corkage fee	Branded water at own cost supplied to delegates
<u>Coffee stand</u> *May be subject to a corkage fee <ul style="list-style-type: none">Coffee station floor spaceOne delegate to manage the stand	Branded coffee station and coffee materials at own cost
<u>Media Sponsorship</u> <ul style="list-style-type: none">Two pull up banners in the venue foyer (if a physical or hybrid event)Special mention on the invitation/in the programmeTwo delegatesLogo on conference banner image on Homepage of SAMED websiteMedia Partner profile on the event pageCirculation of the publication (magazine) at event / through digital channels	<ul style="list-style-type: none">Reputable publication that reaches the right target market and has a large readershipCirculation of the Save the Date for conference to readership database via print/digital and social channelsCirculation of invitation for conference to readership database via print/digital and social channelsCirculation of a call for sponsors for conference to readership database via print/digital and social channelsCirculation of a final call for registrations for conference to readership database via print/digital and social channelsAt least one post event article approved by SAMED circulated to readership database via print/digital and social channels

SAMED ANNUAL REPORT

Description	Application by	Artwork by	Fee*
Full page	31 March 2023	6 April 2023	R 7 000
Half Page (vertical / horizontal)			R 4 000
Third of a Page (vertical / horizontal)			R 3 000



Did you know? SAMED now permits medical technology company and product promotion and advertising on our various platforms.

[Click here](#) to view our latest Annual Report

* SAMED is VAT registered and all fees are exclusive of 15% VAT.
Paid up SAMED members will be given a 10% discount on the listed advertising and sponsorship fees.

SAMED will permit ordinary and associate SAMED members, service providers, medtech suppliers and customers to or of the medtech industry to advertise and/or provide sponsorship subject to the below.

Terms and Conditions

1. Medtech product promotion or advertising will be permitted, including brand names, as aligned to regulations for the advertising of medtech. Advertising/sponsorship content should be of value to the broader membership (or a sector of membership) and/or to the attending/invited audience.
2. SAMED is not an advertising agent or marketing platform for members, trade shows, doctor societies, professional congress organisers, associate members, service providers to the medtech sector, training organisations and general health related events or workshops. As such, no advertising of trade shows, member events, medical/doctor society specific congresses or events will be permitted. These events should be advertised by the members and various doctor societies and/or professional congress organisers.
3. All advertising and sponsorship offerings will include a signed contract between both parties i.e. SAMED and the advertising / sponsorship and will include the relevant fees, or not and terms and conditions
4. SAMED has the right to refuse or limit any request to advertise/sponsor at SAMED events or on any SAMED platform. SAMED's decisions are without any prejudice.
5. Sponsorship/advertising positions on all SAMED platforms will be at the discretion of SAMED.
6. All sponsorship/advertising materials must be provided in the format, to the specifications and by the date as requested by SAMED. Failure to do so may result in cancellation of the booking.
7. SAMED reserves the right to use or reject all content according to the platform where it is being used, in which case it will advise the entity that has submitted the content.
8. All advertising and sponsorship will work on a first come first served basis.
9. All invoices for sponsorship/advertising are due immediately. Sponsorship/advertising offerings will not be enabled or accessible until full payment has been received.
10. Endorsement Disclaimer: All advertising/sponsorship will include this disclaimer:
 - a. The advertising or publication of any content by SAMED does not imply an endorsement by SAMED of either the content or the provider thereof.
11. Cancelled Meeting Disclaimer: In the event that a SAMED event is cancelled by SAMED, or for any reason/factor outside the control of SAMED, the amount of the advertising / sponsorship fee will be refunded. The liability of SAMED shall be limited to that refund and SAMED shall not be liable for any other loss, cost, or expense, however caused, incurred, or arising. In particular, SAMED shall not be liable to refund any travel or hotel costs incurred by the advertising / sponsorship entity.

Advertising/Sponsorship booking form

Please complete and indicate (X) your requirements to allow SAMED to accurately supply an invoice and acceptance of your order. Email the completed form or any enquiries to communication@samed.org.za.

Sponsorship and advertising invoices will be received directly from our accountants Sentera.

Billing Details

Company Name	
VAT Number	
Billing Address	Postal Code:
Order Reference (optional)	
Contact person	
Designation / Job Title	
Email	
Telephone	
Website	
Please give a brief description of your company / products / services.	
I, _____, hereby confirm that information provided above is accurate and that I have read and agree to the terms and conditions for advertising and/or sponsorship.	

Signature

Date

Advertising/Sponsorship booking form

Please complete and indicate (X) your requirements to allow SAMED to accurately supply an invoice and acceptance of your order. Email the completed form or any enquiries to communication@samed.org.za.

Sponsorship and advertising invoices will be received directly from our accountants Sentera.

SAMED will inform you of all numbers, specifications/requirements and deadlines.

Booking Details

	Event Name & Date	Event Name & Date	Event Name & Date	Event Name & Date	Event Name & Date	Event Name & Date
SAMED EVENTS						
	Indicate with an X					
Physical						
Virtual						
Banner in venue						
Additional delegate						
Notepads						
Pens						
Water						
Catering						
Venue						
Venue location, description & capacity						

Please see page 9 to book for the [SAMED Annual Conference](#)

Advertising/Sponsorship booking form

SAMED ANNUAL CONFERENCE		Indicate with an X
Physical - Premier		
Physical - Standard		
Session - Premier		
Session - Standard		
Session Name		
Session Name		
Session Name		
Session Name		
Session Name		
Notepads		
Pens		
Water		
Coffee station		
Media		
Publication name, description and audience		

Those interested in sponsoring the SAMED Annual Conference can send an expression of interest to communication@samed.org.za and details on the conference will be forwarded as and when it becomes available.

SAMED ANNUAL REPORT (Specification TBC)		Indicate with an X
Full page		
Half Page - vertical		
Half Page - horizontal		
Third of a Page - vertical		
Third of a Page - horizontal		

Artwork for the Annual Report to be supplied in PDF no smaller than 10MB by no later than 6 April 2023