



2024

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 hosted virtually and is 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.

Description	Application by	Artwork by	Fee*
Large	31 March 2024	6 April 2024	R 7 000
Medium			R 4 000
Small			R 3 000

* 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. Terms and conditions on page 9.

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



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

Fee schedule

SAMED EVENTS

SAMED holds a range of events annually, which include forums, workshops, general member meetings and our Annual General Meeting (AGM). These events range in content from medtech and general regulations; matters of medtech procurements and reimbursement; ethical, compliance and our Code; diversity, equity and inclusivity aligned to transformation and B-BBEE; women in medtech; national health insurance, patient access and so much more. Target our members and stakeholders through our events

Physical exhibition

May be applied in conjunction with virtual sponsorship

Offering / inclusions	Fee*
<ul style="list-style-type: none">Non-exclusive sponsorTable and chair setupTwo pull-up banners in the foyerOne free delegate to man table and attend sessionMention on the event page/invitationLogo on the holding slide	R 5,000
Add: a banner in the venue	+ R 500
Add: an additional trade delegate	+ R 500 / p

Physical speaking slot

Limited to one per event and subject to programme agenda

Offering / inclusions	Fee*
<ul style="list-style-type: none">10 Minute speaking opportunity to share business activities / opportunity (relevant to event programme)	R 10,000

Virtual exhibition

May be applied in conjunction with physical sponsorship

Offering / inclusions	Fee*
<ul style="list-style-type: none">A company video of up to 60 seconds played before start of eventLogo on holding slideMention on the event page/invitationOne free virtual delegate for the event	R 2,000

Virtual speaking slot

Limited to one per event and subject to programme agenda

Offering / inclusions	Fee*
<ul style="list-style-type: none">10 Minute speaking opportunity to share business activities / opportunity (relevant to event programme)	R 7,000

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SAMED EVENTS CONT.

Other opportunities

May be applied in conjunction with physical sponsorship

Offering / inclusions	Fee*
<u>Notepads and pens sponsorship</u> <ul style="list-style-type: none">Branded notepads and/or pens at own cost supplied to delegates	No Fee
<u>Water sponsorship</u> <p>May be subject to a corkage fee</p> <ul style="list-style-type: none">Branded water at own cost supplied to delegates	No Fee
<u>Catering sponsorship</u> <p>May be subject to a corkage fee</p> <ul style="list-style-type: none">Supply / Cost covering of meals or snacks for all physical delegatesOne pull-up banner at the serving areaService offering flyers at the serving area	Cost of catering
<u>Venue sponsorship</u> <p><i>Requirement</i></p> <ul style="list-style-type: none">Venue with sufficient capacity for the eventSufficient secure parking for the eventInfrastructure to support the event (projector, screen, microphones, AV system, internet connection, etc.) <p><i>Offering</i></p> <ul style="list-style-type: none">Company banners outside the venue/in the foyer10-minute speaking slot to address delegates on business offeringSpecial mention on the invitationLogo on holding slideCompany profile on the event pageTwo free delegates	No Fee

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[Click here to view our 2024 preliminary events schedule](#)



SAMED CEO Pulse: SAMED taking the Pulse of Medtech



SAMED 2023 Annual Conference: Accelerate Connect Converge Rebuild



SAMED 36th Annual General Meeting with Dr Sandile Buthelezi



Captains of the Industry cocreating an elevated medtech

[Click here to view videos from our past events](#)

SAMED ANNUAL CONFERENCE

SAMED’s Annual Conference is our flagship event with industry leaders and key stakeholders. Our annual conference drew over 150 unique attendees from the medtech sector in 2023. Reach our members and other medtech sector players through a range of sponsorship opportunities. Build packages that suit your budget and meet your objectives.

Partnership packages

May be applied in conjunction with other sponsorship opportunities.

Offering / inclusions	Fee*
<div>Gold Package</div> <ul style="list-style-type: none">• 3 x 3 Trade stand (first choice on position; space only)• Trestle table and two chairs• 3 x Complimentary delegates, incl. Gala dinner• 1 x Pull up banner at registration area• 1 x Pull up banner at Gala dinner• 5 x Push notification on app to delegate• 1 x Special mention as Gold Sponsor on LinkedIn (tagged)• Company profile on the event page max 400 and 2 links• Logo on event page (linked)• Logo on event page banner carousel• Logo in the final programme• Logo on all holding slides• Advert in the final programme• Announcements of any stand competitions via MC and / or app• Flyer drop (either in delegate bags – if available - or on seats)	R 40,000
<div>Silver</div> <ul style="list-style-type: none">• 3 x 3 Trade stand (second choice on position; space only)• Trestle table and two chairs• 2 x Complimentary delegates, incl. Gala dinner• 1 x Pull up banner at registration area• 1 x Email blast to delegate• 3 x Push notification on app to delegate• 1 x Special mention as Silver Sponsor on LinkedIn (tagged)• Company profile on the event page max 400 and 1 link• Logo on event page (linked)• Logo on event page banner carousel• Logo in the final programme• Logo on all holding slides• Advert in the final programme• Announcements of any stand competitions via MC and / or app	R 30,000

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SAMED ANNUAL CONFERENCE CONT.

Partnership packages cont.

May be applied in conjunction with other sponsorship opportunities.

Offering / inclusions	Fee*
<p><u>Bronze</u></p> <ul style="list-style-type: none">• 3 x 3 Trade stand (assigned position; space only)• Trestle table and two chairs• 2 x Complimentary delegates, excl. Gala dinner (+ R 650 per gala attendee)• 1 x Pull up banner at registration area• 2 x Push notification on app to delegate (as determined by organisers)• 1 x Special mention as Bronze Sponsor on LinkedIn (tagged)• Company profile on the event page max 300 and 1 link• Logo on event page (linked)• Logo on event page banner carousel• Logo in the final programme• Logo on all holding slides• Advert in the final programme• Announcements of any stand competitions via MC and / or app	R 20,000

Trade Exhibition Space

This is for trade exhibition space only and is limited to venue capacity. May be applied in conjunction with other sponsorship opportunities.

Offering / inclusions	Fee*
<p><u>Exhibition space (limits are venue dependent)</u></p> <ul style="list-style-type: none">• 2 x 3 Trade stand (assigned position)• Trestle table and two chairs• Two trade delegates• Logo in programme• Company profile on event page max 200 words with 1 link• 1 x push notification via event app• Announcements of any stand competitions via MC and / or app	R 10,000
Additional trade delegates	- 15% in-person delegate fee

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[Click here to view our 2024 Annual Conference Preliminary Programme](#)



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Fee schedule

SAMED ANNUAL CONFERENCE CONT.

Session Partner

May be applied in conjunction with other sponsorship opportunities. Limits are programme dependent with no more than one (1) per session.

Offering / inclusions	Fee*
<u>Plenary session video</u> <ul style="list-style-type: none"> No parallel stream: Full delegate compliment as audience 60 second video played at the start of the session 1 x push notification via event app (if available) 	R 6,000
<u>Parallel session video</u> <ul style="list-style-type: none"> Parallel stream: Split delegate compliment as audience 60 second video played at the start of the session 1 x push notification via event app (if available) 	R 4,000

Other opportunities

May be applied in conjunction with other sponsorship opportunities. Limitation apply.

Offering / inclusions	Fee*
<u>Catering (limited to one)</u> <ul style="list-style-type: none"> Branding of food stations (tea / lunch) 2 x Pull up banner at the registration area 2 x Pull up banners in the exhibition space 	R 50,000
<u>Delegate Bags (limited to one)</u> <ul style="list-style-type: none"> Co-branded with SAMED 1 Flyer permitted per delegate bag 1 x push notification via event app (if available) 	R 50,000
<u>Badging (limited to one)</u> <ul style="list-style-type: none"> Co-branded name badges and lanyards 	R 15,000
<u>Gala Table (limited to five)</u> <ul style="list-style-type: none"> "Brought to you by..." branding on the table Pull up banner at the gala event Speaker(s) assigned to your table Discretion on seating at your table 1 x push notification via event app during the Gala Dinner (if available) 	R 10,000
<u>Awards (limited to one)</u> <ul style="list-style-type: none"> Co-branded awards / certificates Special mention at awards ceremony during gala dinner 1 x push notification via event app during the Gala Dinner (if available) 1 x Pull up banner at gala dinner 4 x free gala dinner seats 	R 15,000
<u>Flyer drop (limited to four)</u> <ul style="list-style-type: none"> In delegate bags / on seats 	R 5,000

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Fee schedule

SAMED ANNUAL CONFERENCE CONT.

Other opportunities

May be applied in conjunction with other sponsorship opportunities. Limitation apply.

Offering / inclusions	Fee*
<u>Corporate Gifts (limited to one)</u> <ul style="list-style-type: none"> For delegates, co-branded gifts For speakers, co-branded gifts 	R 30,000 R 60,000
<u>Notepads and pens sponsorship (limited to one)</u> <ul style="list-style-type: none"> Branded notepads and/or pens at own cost supplied to SAMED in advance of the event 	No Fee
<u>Water station (limited to two)</u> May be subject to a corkage fee <ul style="list-style-type: none"> Branded water station and cups at own cost supplied to delegates 1 x push notification via event app (if available) 	No Fee
<u>Coffee stand sponsorship</u> May be subject to a corkage fee <ul style="list-style-type: none"> Coffee station position (according to the space availability) One delegate to manage the stand Branded coffee station and coffee materials at own cost 	No Fee

Media Sponsorship

Limited to one and based on publication merit.

Offering / inclusions	Fee*
<u>Requirements:</u> <ul style="list-style-type: none"> Reputable publication that reaches the right target market and has a large readership Circulation of the Save the Date for conference to readership database via print/digital and social channels Circulation of invitation for conference to readership database via print/digital and social channels Circulation of a call for sponsors for conference to readership database via print/digital and social channels Circulation of a final call for registrations for conference to readership database via print/digital and social channels At least one post event article approved by SAMED circulated to readership database via print/digital and social channels <u>Offering:</u> <ul style="list-style-type: none"> Two pull up banners in exhibition space Two media delegates Special mention on the event page banner Advert in the programme Media Partner profile on the event page Circulation of the publication (magazine) at event / through digital channels 	No fee

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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. All advertising and sponsorship will work on a first come first served basis.
2. 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.
3. Sponsorship/advertising positions on all SAMED platforms will be at the discretion of SAMED.
4. 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
5. 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.
6. Medtech product promotion or advertising will be permitted, including brand names, as aligned to regulations for the advertising of medtech as well as CPD criteria. Advertising/sponsorship content should be of value to the broader membership (or a sector of membership) and/or to the attending/invited audience.
7. 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.
8. 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.
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 the relevant section(s) to allow SAMED to accurately supply an invoice and acceptance of your order.
For no fee items please still complete 1 and 5-11. Email the completed form or any enquiries to communication@samed.org.za.

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

Billing Details

1. Company Name	
2. VAT Number	
3. Billing Address	Postal Code:
4. Purchase Order Reference (optional)	
5. Contact person	
6. Designation / Job Title	
7. Email	
8. Telephone	
9. Website	
10. Please give a brief description of your company / products / services (to be used for event listing as applicable)	
11. 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

All invoices for sponsorship/advertising are due immediately. Sponsorship/advertising offerings will not be enabled or accessible until full payment has been received.

Advertising/Sponsorship booking form

Please complete the relevant section(s). SAMED will inform you of all numbers, specifications/requirements and deadlines. Please complete per event.

Email the completed form or any enquiries to communication@samed.org.za.

Booking Details

SAMED ANNUAL REPORT (Specification TBC)	Fee*	Indicate with an X
Large	R 10 000	
Medium	R 6 000	
Small	R 4 000	

SAMED EVENTS	Fee*	Indicate with an X
Name and date of event:		
Physical exhibition	R 5,000	
Add: a banner in the venue	R 500	
Add: an additional trade delegate	R 500 / p	
Physical speaking slot	R 10,000	
Virtual exhibition	R 2,000	
Virtual speaking slot	R 7,000	
Notepads and pens sponsorship	No fee	
Water sponsorship	No fee	
Catering sponsorship	Cost of catering	
Venue sponsorship (subject to inspection)	No fee	

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Please see page 12 to book for the SAMED Annual Conference

Advertising/Sponsorship booking form

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Booking Details: SAMED Annual Conference

PARTNERSHIP PACKAGES	Fee*	Indicate with an X
Gold	R 40,000	
Silver	R 30,000	
Bronze	R 20,000	

TRADE EXHIBITION SPACE	Fee*	Indicate with an X
Space only	R 10,000	
Additional trade delegate	- 15% delegate fee	

SESSION PARTNER	Fee*	Indicate with an X
Plenary session video	R 6,000	
Plenary session name:		
Parallel session video	R 4,000	
Parallel session name:		

OTHER OPPORTUNITIES	Fee*	Indicate with an X
Catering	R 50,000	
Delegate Bags	R 50,000	
Badging	R 15,000	
Gala Table	R 10,000	
Awards	R 15,000	
Flyer drop	R 5,000	
Catering	R 50,000	
Corporate Gifts: Delegates	R 30,000	
Corporate Gifts: Speakers	R 60,000	
Notepads and pens sponsorship	No Fee	
Water station	No Fee	
Coffee stand sponsorship	No Fee	
Media Partner	No Fee	

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