



SAMED 
advancing patient care through MedTech



2025

**ADVERTISING & SPONSORSHIPS
OPPORTUNITIES**

Partner with the Voice of South Africa's Medtech Industry

The South African Medical Technology Industry Association (SAMED) represents a dynamic and growing membership of over 165 organisations, including multinational corporations, local manufacturers, distributors, and wholesalers of medical devices, equipment, and in vitro diagnostics.

As the recognised voice of the medtech sector, SAMED brings together the full spectrum of industry players driving innovation, improving patient outcomes, and strengthening healthcare delivery across South Africa. We are committed to advancing a sustainable, ethical, and inclusive industry that ensures equitable access to lifesaving and life-enhancing technologies.

To support this mission, we offer strategic advertising and sponsorship opportunities designed to amplify your brand and connect you with key stakeholders in the medtech ecosystem.

SAMED ANNUAL CONFERENCE

SAMED's Annual Conference is the premier gathering for medical technology leaders, innovators, and key healthcare stakeholders. In 2024, the event attracted over 170 unique attendees from across the medtech value chain, from manufacturers and distributors to policymakers and healthcare providers.

As a sponsor or advertiser, this is your opportunity to position your brand at the heart of meaningful conversations and strategic connections. Explore a variety of tailored partnership options designed to fit your budget, elevate your visibility, and deliver real impact.



Fee schedule

PARTNERSHIP PACKAGES

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

Offering / inclusions	Fee*
<u>Gold Package</u> <ul style="list-style-type: none"> • Moderator and/or panelist slot on the conference programme. This is on a first come first serve basis and the content must fit with the programme and be of an educational / thought leadership nature. • Corporate video to be played twice (at start of moderated/panel session) and one other strategic moment during the event • Primary branding on all event collateral (website, lanyards, banners, screens, & programmes) at the conference • Primary branding on all event invitations and communications • Primary branding and company logo to be included on the sponsor loop video • Advert and company profile on the event website • Primary branding on post-event emails • Two Company banners and branding interspersed at strategic places at the event venues • 2-Day Space at the Medtech Spotlight Arena* <ul style="list-style-type: none"> • 1 x Branded Counter • 1 x TV with stand • 1 x Chair • 1 x VIP seat to attend the conference • 1 x VIP seat to attend the Cocktail • 3 x social media posts – Before and After the Event on LinkedIn • 1 x Medtech Specific Thought Leadership Article that will be published in SAMED Newsletter over a 6-month period after the conference • 1 x Advertisement in the next edition of Medtech Insider published after the conference 	R 45,000
<u>Silver</u> <ul style="list-style-type: none"> • Moderator and/or panelist slot on the conference programme. This is on a first come first serve basis and the content must fit with the programme and be of an educational / thought leadership nature. • Corporate video to be played twice (at start of moderated/panel session) and one other strategic moment during the event • Secondary branding on all event collateral (website, lanyards, banners, screens, & programmes) at the conference • Secondary branding on all event invitations and communications • Secondary branding and company logo to be included on the sponsor loop video • Advert and company profile on the event website • Secondary branding on post-event emails • Two Company banners and branding interspersed at strategic places at the event venues • 2-Day Space at the Medtech Spotlight Arena <ul style="list-style-type: none"> • 1 x Branded Counter • 1 x Chair • 1 x TV with stand • 2 x social media posts – Before and After the Event on LinkedIn 	R 40,000

Fee schedule

<p>Bronze</p> <ul style="list-style-type: none">• Moderator and/or panelist slot on the conference programme. This is on a first come first serve basis and the content must fit with the programme and be of an educational / thought leadership nature.• Corporate video to be played once (at start of moderated/panel session) or one other strategic moment during the event• Tertiary branding on all event collateral (website, lanyards, banners, screens, & programmes) at the conference• Tertiary branding on all event invitations and communications• Tertiary branding and company logo to be included on the sponsor loop video• Advert and company profile on the event website• Tertiary branding on post-event emails• Two Company banners and branding interspersed at strategic places at the event venues• 1-Day Space at the Medtech Spotlight Arena*• 1 x Branded Counter• 1 x Chair• 1 x TV with stand• 1 x social media post – Before or After the Event on LinkedIn	R30,000
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MEDTECH SPOTLIGHT ARENA

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

The Medtech Spotlight Talks Arena is a dedicated platform at the SAMED Annual Conference designed for sponsors who are ready to elevate their brand presence and engage directly with medtech stakeholders. This unique opportunity allows your organisation to secure a 1-day or 2-day activation space, where you can connect with delegates through structured, high-impact engagements, think of it as corporate speed networking, designed for maximum visibility and measurable impact.

Why Participate?

- Amplify your brand visibility among senior medtech leaders, healthcare stakeholders, and decision-makers
- Demonstrate your value proposition in a focused and interactive setting
- Generate qualified leads and build lasting relationships in real time

Added Value:

The sponsor who logs the highest number of verified engagements will receive an exclusive advertising feature in the SAMED Newsletter for 2 editions, a valuable communication channel to reach our full member base and industry partners. The Spotlight Arena is not just a promotional platform; it’s a strategic opportunity to inform, influence, and inspire. Secure your space, drive conversations, and position your brand at the centre of medtech innovation. Limited slots available.

Offering / inclusions	Fee*
<u>Networking space (limits are venue dependent)</u> <ul style="list-style-type: none">• Branded Counter and one chair• TV with stand• One Medtech Spotlight Arena delegate• Logo in programme• Company profile on event page max 200 words with 1 link• Announcements of any stand competitions via MC	R 19,000 for 2 days R 9,500 for 1 day
Additional Medtech Spotlight Arena delegate	- 10% delegate fee

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 (Played at end of the plenary session)</u> <ul style="list-style-type: none">• 60 second video played at the start of the session• Logo in programme	R 7,500
<u>Parallel session video (Played at end of the plenary session)</u> <ul style="list-style-type: none">• 30 second video played at the end of the session• Logo in programme	R 6,500

Fee schedule

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

Offering / inclusions	Fee*
<u>Badging</u> (limited to one) <ul style="list-style-type: none">• Co-branded name badges and lanyards• Logo on company website with click through	R 10,000
<u>Company Video</u> <ul style="list-style-type: none">• 60 second video hosted on the conference website• Logo hosted on company website with click through	R 2,000
<u>Logo on Conference Site</u> <ul style="list-style-type: none">• One logo on conference site with click through	R 1,500

* SAMED is VAT registered and all fees are exclusive of 15% VAT. Paid up SAMED Associate members will be given a 5% discount on the listed advertising and sponsorship fees. Terms and conditions on page 8.

SAMED will permit associate SAMED members, service providers 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. SAMED reserves the right to use or reject advertising content according to the platform where it is being used, in which case it will advise the entity that has submitted the content.
5. Advertising/sponsorship content should be of value to the broader membership (or a sector of membership) and/or to the attending/invited audience.
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. All invoices for sponsorship/advertising are due immediately. Sponsorship/advertising offerings will not be enabled or accessible until full payment has been received.
8. SAMED reserves the right to periodically amend its advertising/sponsorship offerings and fees.
9. A booking form and these terms and conditions must be signed by the sponsorship/advertising agency.
10. SAMED is VAT registered and all fees are exclusive of VAT.
11. Paid up SAMED Associate members will be given a 5% discount on the listed advertising and sponsorship fees.
12. Endorsement Disclaimer: The advertising or publication of any content by SAMED does not imply an endorsement by SAMED of either the content or the provider thereof.
13. 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.

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.

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

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	
11. I, _____, hereby, confirm that the 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. Email the completed form or any enquiries to communication@samed.org.za

Booking Details: SAMED Annual Conference

PARTNERSHIP PACKAGES	Fee*	Indicate with an X
Gold	R 45,000	
Silver	R 40,000	
Bronze	R 30,000	
MEDTECH SPOTLIGHT ARENA SPACE	Fee*	Indicate with an X
Space for 1 Day	R 9,500	
Space for 2 Days	R 19,000	
Additional Spotlight Arena delegate	- 10% delegate fee	
SESSION PARTNER	Fee*	Indicate with an X
Plenary session	R 7,500	
Plenary session name:		
Parallel session	R 6,500	
Parallel session name:		
OTHER OPPORTUNITIES	Fee*	Indicate with an X
Badging (Co-branded name badges and lanyards)	R 10,000	
Company Video on Conference site	R 2,000	
Company Logo on Conference site	R 1,500	

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