

PARTNER WITH US

ADVERTISING & SPONSORSHIP OPPORTUNITIES

Connect with South Africa's leading MedTech community.

Promote your organisation through our trusted communication channels and industry events to increase your visibility, showcase your expertise and reach key healthcare decision-makers.



Partner with the Voice of South Africa's Medtech Industry

The South African Medical Technology Industry Association (SAMED) represents a diverse membership of multinational companies, local manufacturers, distributors, and wholesalers of medical devices and diagnostics.

As the voice of the medtech sector, SAMED unites industry players to drive innovation, improve patient outcomes, and strengthen healthcare delivery in South Africa.

OPPORTUNITIES INCLUDE:



Newsletters

Reach an engaged and targeted MedTech audience.



Website Advertising

Gain visibility on our high-traffic website year-round.



Annual Report

Feature your brand in our authoritative industry publication.



Conferences & Events

Showcase your solutions and connect face-to-face with key decision-makers.



Sponsorship Packages

Position your brand as a supporter of the MedTech industry.



Webinars & Industry Forums

Lead conversations and share your expertise.

Advertising and sponsorship opportunities are offered selectively to support SAMED's sustainability, enable high-quality member engagements, and facilitate access to information and services that are aligned with SAMED's strategic objectives and member value proposition.

SAMED will permit associate SAMED members, service providers and customers to or of the medtech industry to advertise and/or provide sponsorship in certain SAMED communication platforms subject to the below:

1. General Principles

- 1.1. 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 a general rule, 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. Exclusions might include events such as Medtech Europe, AfriSummit, BUSA, NdoH, CMS, ISPOR, The Ethics institute and other events that are of value to members and the sector and/or that align with SAMED's objectives and strategy. These events may be 'shared' with members via SAMED communication platforms including the website at no cost rather than paid advertisement. Such decisions will be at the discretion of the EO.
- 1.2. Paid up SAMED Associate members will be given a 5% discount on the listed advertising and sponsorship fees.
- 1.3. All requests for sponsorship or advertising (both incoming or outgoing) must be vetted by the EO.
- 1.4. Advertising/sponsorship content should, as far as possible, be of value to the broader membership (or a sector of membership) and/or to the attending/invited audience.
- 1.5. Deciding on "value to the broader membership" will be at the EO's discretion. The EO will consult the Board Chair and Vice Chair should he/she require assistance in reaching a decision.
- 1.6. Advertising and sponsorship fees may be levied and will be reviewed by Exco annually.
- 1.7. No free advertising or sponsorship will be permitted unless SAMED has partnered with/has an arrangement with the provider on a SAMED strategically aligned initiative. Requests for free advertising and sponsorship accompanied by a motivation will be forwarded to the Executive Officer for decision making.
- 1.8. All paid for advertising and sponsorship offerings will include a signed contract between both parties i.e. SAMED and the advertising/sponsorship entity and will include the relevant fees, or not and terms and conditions. See document: SAMED advertising / sponsorship contract.
- 1.9. Exco has the discretion to decide to retract, not to offer or accept advertising and sponsorship opportunities/requests.
- 1.10. So as not to dilute the SAMED brand, at this point in time no paid for advertising is offered on the SAMED LinkedIn page, website (other than in relation to events) or in the SAMED annual report.
- 1.11. No analytics will be provided.
- 1.12. No member or attendee contact details will be shared due to POPIA, Company names can be shared.
- 1.13. Sponsorship offerings to be shared with all associate members and with new associate members in welcome pack.
- 1.14. Only available to associate members and/or service providers to our industry that we know of or that approach us.

- 1.15. Ordinary members are excluded from advertising and sponsorship opportunities to preserve fairness, avoid competitive imbalance, and protect SAMED’s neutral industry positioning.
- 1.16. Any exceptions to this SOP will be dealt with by Exco.
- 1.17. Fees will be reviewed annually to ensure alignment with operational costs and market norms.

PARTNERSHIP PACKAGES

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

Offering / inclusions	Fee* excl. VAT
<u>Virtual Member forums (excluding CEO Pulse, AGM and Annual conference): “Sponsor this forum/topic”</u> • 90 second video or 1 x sponsor slide (no accompanying verbal promotion) • Video/slide to be reviewed and approved by SAMED (either the EO or a designated person) prior to invoicing and invite going out. • 1 Video slot/slide per sponsor allowed. • SAMED reserves the right to decide time placement and number of sponsors. • No speaker slots offered as advertising/sponsorship. SAMED will approach speakers if required. • Sponsored by (only logo, and click through to website) to appear on invite (wherever it appears e.g. in newsletter, website)	R1,500
<u>In-person Member forums (excluding CEO Pulse, AGM and Annual conference): “Sponsor this forum/topic”</u> 1.1 Offerings per day (regardless of whether a full or half day): • 90 second video or 1 x sponsor slide (no accompanying verbal promotion) • Video/slide to be reviewed and approved by SAMED (either the EO or a designated person) prior to invoicing and invite going out • 1 Video slot/slide per sponsor allowed • SAMED reserves the right to decide time placement and number of sponsors • No speaker slots offered as advertising/sponsorship. SAMED will approach speakers if required. • Sponsored by (only logo, and click through to website) to appear on invite (wherever it appears e.g. in newsletter, website)	R 1,500

1.2 Exhibition table • Table and one chair (to be provided by venue if available, if not then sponsor must arrange) • Includes access for 1 person to man the table and attend the event. • All marketing material to be supplied by sponsor at own cost.	R2,500
1.3 Counter (SAMED has 7 counters which can be branded by the sponsor). • Includes access for 1 person to man the counter and attend the event. • Chair(s) to be supplied by the sponsor at own cost. • All marketing material to be supplied by sponsor at own cost.	R3,000
1.4 Banner • SAMED reserves right to decide on placement and number of banners. • Banner to be supplied by the sponsor at own cost.	R500
1.5 Newsletters (SAMED News, SAMED Regulatory and Compliance Newsletter): • Advertising space: Size 224.79mm (width) x 74.93mm (height) • Content subject to be reviewed and approved by SAMED (either the EO or a designated person) prior to invoicing and placement • SAMED reserves right to decide placement in the publication. • Maximum of 2 advertising spaces available per issue of each newsletter. Advertising space will be reserved on a first-come, first-serve basis. • Maximum of 1 advertising space per advertiser. • Newsletters may, at the discretion of SAMED, also be shared with WhatsApp groups	R1,000

* 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 4.

1. All advertising and sponsorship will be considered 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. All advertising/sponsorship material e.g. videos, slides, advertisements, banners etc, are subject to SAMED review and approval prior to invoicing, use and/or publication.
4. All advertising and sponsorship offerings will include a signed contract between both parties i.e. SAMED and the advertising/sponsorship entity and will include the relevant fees, or not and terms and conditions.
5. SAMED reserves the right to use or reject advertising content according to the platform where it is being used, in which case SAMED will advise the entity that has submitted the content.
6. Advertising/sponsorship content should be of value to the broader SAMED membership (or a sector of membership) and/or to the attending/invited audience.
7. 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 contract.
8. All invoices for sponsorship/advertising are due immediately. Sponsorship/advertising offerings will not be enabled or accessible until full payment has been received.
9. SAMED reserves the right to periodically amend its advertising/sponsorship offerings and fees.
10. All advertising and sponsorship with SAMED will only happen once both parties i.e. SAMED and the advertising/sponsorship entity have signed an advertising/sponsorship contract.
11. SAMED is VAT registered and all fees are exclusive of VAT.

12. Endorsement Disclaimer: All advertising/sponsorship will include this 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 may be refunded, unless SAMED already incurred costs to facilitate the advertising/sponsorship activity **for the specific entity**. Such scenarios will be addressed on a case-by-case basis and a mutually beneficial agreement reached between the parties. 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

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 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 Advertising and Sponsorships

FORUM PACKAGES	Fee*	Indicate with an X
Virtual Member Forum	R 1,500	
In-Person Member Forum	R 1,500	

IN-PERSON FORUM PACKAGE	Fee*	Indicate with an X
Exhibition Table	R 2,500	
Counter	R 3,000	
Banner	R 500	

NEWSLETTERS (SAMED NEWS & COMPLIANCE)	Fee*	Indicate with an X
Cost per slot and per issue	R 1,000	

* 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.