



The South Africa I know, the home I understand



2017 International Population Conference



## **Exhibition and Sponsorship brochure**

**28<sup>th</sup> International Population Conference**

**29 October – 4 November 2017**

**Cape Town International Conference  
Centre**



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## ABOUT INTERNATIONAL UNION FOR SCIENTIFIC STUDY OF POPULATION (IUSSP)

The International Union for the Scientific Study of Population (IUSSP) is a professional organisation of demographers, population scientists and development practitioners. Its mission is to promote the scientific study of population, encourage exchange between researchers around the globe, and stimulate interest in population.

To further its mission the IUSSP organises an International Population Conference (IPC) once every four years in a different country, in collaboration with a host country institution. The 28<sup>th</sup> IPC will be held in South Africa in 2017 in the city of Cape Town.

## 28th INTERNATIONAL POPULATION CONFERENCE

Statistics South Africa (Stats SA) on behalf of the Republic of South Africa, will host the 28<sup>th</sup> International Population Conference of the International Union for the Scientific Study of Population (IUSSP) in Cape Town, South Africa at the Cape Town International Conference Centre (CTICC) from 29 October to 4 November 2017.

This conference will attract over 2,000 participants from 140 countries. It brings together researchers, scholars, policy makers, and government officials from around the world to discuss the latest population research and debate pressing global and regional population issues.



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## WHY SPONSOR OR EXHIBIT AT THE 28th IPC?

The IUSSP in collaboration with the implementing country host agency, Statistics South Africa, invites organizations, companies, agencies, universities, and foundations concerned with issues of population and development and the post-2015 development agenda to become a sponsor of the conference.

The 28<sup>th</sup> IPC to be held in October 2017 only takes place once every 4 years. It is a rare opportunity to reach out and interact with the international community of scholars and practitioners working in the population sciences. The Conference will feature population experts from Africa, Asia, Europe, Australasia, South, Central, and North America and the Caribbean who will address emerging population and development issues in plenary and parallel sessions as well as poster sessions. There will also be a young demographer symposia to showcase the work of young researchers.

With an expected attendance of more than 2000 participants, this is an opportunity to meet current and future influential leaders in the population and development field under the warm skies of the city of Cape Town.. This is also an opportunity for organizations, research agencies, and foundations to support current and emerging demographers and population scientists studying the global challenges of urbanization, healthy ageing, climate change, , emerging diseases and health threats, scarcities of food and water, and the impact of policy changes and finances on public health systems, as well as learn about major advances in data and technology.



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The 28<sup>th</sup> IPC is an opportunity to showcase your products, ideas, solutions, research and services to thousands of researchers, scholars and connect with forward-looking thinkers and innovators who are developing ground-breaking research and data analysis applications in the population sciences.

By sponsoring and exhibiting at the 28<sup>th</sup> IPC, join the community of concerned global citizens supporting scientific evidence-based knowledge that population research provides to inform public debate and planning and policy decisions to benefit countries in need and make the world a better and more efficient place to live in.



## SPONSORSHIP PACKAGES AT THE 28TH IPC

### CATEGORY A : SPONSORSHIP PACKAGE

#### SPONSORSHIP CATEGORY

Platinum Sponsor A1	Gold Sponsor A2	Silver Sponsor A3
ZAR 500 000	ZAR 300 000	ZAR 200 000
US \$ 36 000	US \$ 22 000	US \$ 14 500
Euro 32 000	Euro 19 000	Euro 13 000

#### BUILD UP TO THE CONFERENCE

Logo on the IPC 2017 website (home-page)	•		
Link from IPC 2017 website to sponsor's website	•	•	
Logo on IPC website, under sponsors and a company profile	300 words	200 words	100 words

## DURING THE CONFERENCE

<b>Acknowledgement at Opening ceremony</b>	•	•	•
<b>Complimentary exhibition stand 9 m<sup>2</sup></b>	2	1	1
<b>Delegate registration for duration of the conference</b>	2	1	
<b>Invitation to the Opening Reception</b>	2	1	1
<b>Logo included in the exhibition catalogue</b>	•	•	•
<b>Advert included in the final conference programme</b>	A4	A5	A6
<b>Logo displayed on sponsor shared holding slide during plenary sessions</b>	•	•	•
<b>Company acknowledgement as a sponsor at the registration area</b>	•	•	•
<b>Logo on sponsors banner in each conference room</b>	•	•	•
<b>Insert of promotional material into delegate conference bag</b>	2	1	1
<b>Advertorial/ advert in 1 edition of conference newsletter showcasing the Company services</b>	A5		
<b>Advertising on notice boards at strategic places (plasma screens)</b>	•	•	•
<b>Banners on side of the plenary stage</b>	3	2	1
<b>Exposure on conference social media platforms</b>	•	•	•

## CATEGORY B: SOCIAL SPONSORSHIP OPTIONS

Companies who choose to sponsor a social event will be able to brand the venue and will be acknowledged in programme as hosts of the event. A slot on the event programme will be provided to promote their organisation and services.

<b>OPENING RECEPTION (COCKTAIL FUNCTION)</b> <b>ZAR 500 000</b> <b>US \$ 36 000</b> <b>EURO 32 000</b>	<b>AFRICA GALA EVENING (SEATED DINNER)</b> <b>ZAR 600 000</b> <b>US \$ 43 000</b> <b>EURO 38 000</b>
<b>B1</b>	<b>B2</b>
<p><b>Benefits:</b></p> <p><b>Exclusive to one Sponsor</b></p> <ul style="list-style-type: none"> <li>• Naming rights to the opening reception. i.e. “Sponsor Name” Opening Reception</li> <li>• 10 banners displayed at the opening reception (provided by company)</li> <li>• 4 x Complimentary guest passes to opening reception for networking opportunity</li> <li>• Logo on conference –sponsor-shared-holding slide during plenary sessions</li> <li>• Logo on conference website, under sponsors</li> <li>• Company acknowledgement as a sponsor at the registration area</li> <li>• Logo on sponsor’s banner in all conference rooms.</li> </ul>	<p><b>Benefits:</b></p> <p><b>Exclusive to one Sponsor</b></p> <ul style="list-style-type: none"> <li>• Naming rights to the Africa evening. i.e. “Sponsor Name” Africa Gala Evening</li> <li>• 10 banners displayed at the Africa Gala Evening (provided by company)</li> <li>• 4 x Complimentary guest passes to Africa Gala Evening for networking opportunity</li> <li>• Logo on conference –sponsor-shared-holding slide during plenary sessions</li> <li>• Logo on conference website, under sponsors</li> <li>• Company acknowledgement as a sponsor at the registration area</li> <li>• Logo on sponsor’s banner in all conference rooms.</li> </ul>

## CATEGORY C: ADVERTISING OPPORTUNITIES

Category	Type of sponsorship	Amount	Visibility and exposure
<b>C1</b>	<b>Advertising , company services on an information screen at the conference</b>	ZAR 20 000 US \$ 1 400 Euro 1 300	<ul style="list-style-type: none"> <li>▪ Advertising of company logos and services on a central information screen at conference to be viewed by all participants for the duration of the conference.</li> <li>▪ Five minute presentation on company services which will run on repeat throughout the day.</li> </ul>
<b>C2</b>	<b>Insertion of promotional material into the conference bags, e.g. Pamphlets / pens/notepads/ etc</b>	ZAR 5 000 US \$ 360 Euro 320  per insert for 2000 bags	<ul style="list-style-type: none"> <li>▪ Insert promotional material into conference bag, Price will be per insert into bag.</li> <li>▪ This will be viewed or used by all participants at conference ± 2000.</li> </ul>
<b>C3</b>	<b>Sponsor networking Centre (coffee area) venue will be branded with sponsors name</b>	ZAR 80 000 US \$ 5 700 Euro 5 000	<ul style="list-style-type: none"> <li>▪ The Centre will be branded with sponsors name and will be named accordingly in the programme.</li> <li>▪ Entitle sponsor to get advertising in the newsletter (200 words)</li> </ul>
<b>C4</b>	<b>Sponsor Business Centre (Internet café) Provide computers, printers and scanners for the cafe as well as internet access</b>	20 computers and internet access	<ul style="list-style-type: none"> <li>▪ Exclusive branding in the internet café and venue named after company</li> </ul>



Category	Type of sponsorship	Amount	Visibility and exposure
<b>C5</b>	<b>Sponsor 2000 conference delegate bags (branding cost included)</b>	ZAR 450 0000 US\$ 32 500 Euro 29 000	<ul style="list-style-type: none"> <li>▪ Extended exposure as delegates will continue to use the bag after the conference.</li> <li>▪ Sponsor logo on all delegate bags , along with conference and host logo</li> <li>▪ 1 x Complimentary bag insert</li> <li>▪ The sponsor will be entitled to a free A5 advertisement in the conference newsletter.</li> </ul>
<b>C6</b>	<b>Host an invited speaker: local and international</b>	ZAR 30 000 US \$ 2 150 Euro 1 900	<ul style="list-style-type: none"> <li>▪ The sponsor is considered as the host of one of the plenary speakers; the conference programme will reflect that the speaker is the sponsor's guest speaker. The sponsor may then brand the lecture venue.</li> </ul>
<b>C7</b>	<b>Sponsor the printing of Conference programme/abstracts (Exclusive to one sponsor)</b>	ZAR 250 000 US\$ 18 000 Euro 16 000	<ul style="list-style-type: none"> <li>▪ The sponsor will be acknowledged in the programme and the sponsor receives a colour advert on back cover</li> </ul>

## CATEGORY D: DONATIONS

Category	Type of sponsorship	Amount	Visibility and exposure
<b>D1</b>	<b>Donations</b>	Minimum amount ZAR 10 000 US \$ 715 Euro 640	<ul style="list-style-type: none"> <li>The sponsor will be acknowledged in the conference materials</li> </ul>

## CATEGORY E: EXHIBITION PACKAGE

Category	Exhibition Package	Amount	Included with each Exhibit Booth purchase
<b>E1</b>	<b>Shell Scheme Booth –</b>	ZAR 30 000 US \$ 2 150 Euro 1 900	<ul style="list-style-type: none"> <li>One 3 x 3 exhibit space 9 m<sup>2</sup></li> <li>One table, two chairs, plug point and lighting</li> <li>Panel with company name</li> <li>Two (2) exhibitor badges</li> <li>Two (2) conference bags</li> <li>Company logo and 50-word company profile under exhibitors on IPC 2017 website</li> <li>Company logo and 50-word biography in Conference and Exhibitor Program</li> <li>Teas and lunch for duration of conference</li> <li>Access to the social events</li> </ul>
<b>E2</b>	<b>Extra exhibitor</b>	ZAR R2 950 US \$ 213 Euro 190 (Per person)	<ul style="list-style-type: none"> <li>Maximum of two (2) extra persons per booth</li> <li>Conference bag</li> <li>Teas and lunch for duration of conference</li> <li>Access to the social events</li> </ul>

Category	Exhibition Package	
E3	<b>Table Top Exhibition Display</b>	<p>Local exhibitors who are defined as a non-profit organization are eligible to receive a free table top exhibition upon registering before 20 October 2017 for a maximum of one table top display.</p> <p>Assignment of space will be confined to a specific area on the floorplan. Non-profit exhibitors do not have the option to choose space in other locations on the exhibition floor as per this package.</p>

***Category A sponsors have first choice in selecting exhibition stand location, followed by exhibitors on a “first paid, first-served” basis.***

***No exhibitor may sub-let or share with another exhibitor without the prior written approval of the exhibit manager.***

## EXHIBITION / SPONSORSHIP BOOKING POLICIES

The booking policies below are important to note

- Exhibition space will only be confirmed once payment has been received in full.
- The exhibition space is allocated on a first come, first serve basis.
- Stands can be reserved for five working days only. Stands not confirmed after five days will be released and made available to other interested exhibitors.
- The exhibition coordinator reserves the right to alter the exhibition floorplan at any time.
- Affected exhibitors will be notified when the exhibition floorplan has been altered.

## SPONSORSHIP AND EXHIBITION CONTACT INFORMATION

### **Sponsorship queries/requests**

Name: Adriana Balducci

Email: [sponsorshipIPC2017@statssa.gov.za](mailto:sponsorshipIPC2017@statssa.gov.za)

Tel: [+27 12 316 9388](tel:+27123169388)

### **Exhibition queries/requests**

Name: Bongive Masabalala

Email: [exhibitionIPC2017@statssa.gov.za](mailto:exhibitionIPC2017@statssa.gov.za)

Tel: [+ 27 12 310 4689](tel:+27123104689)