



# HEALTHCARE INFRASTRUCTURE

## Shaping the Future

14th SAFHE Southern African Healthcare Conference  
**10 – 12 August 2022**  
Durban International Convention Centre, South Africa

# CALL FOR EXHIBITORS & SPONSORS

“ Traditionally innovation in healthcare has unfolded slowly and carefully, with governments, private healthcare funders, regulators and other stakeholders taking a cautious approach to introducing new technologies to the market. However, the COVID-19 health crisis has forced the sector to pick up the pace of research, development, and technology innovation to save lives and safeguard economies. ”

- BIZ Healthcare, August 2021 -

### ABOUT

The **South African Federation of Healthcare Engineering (SAFHE)** biennial event gathers senior people from the public and private sectors involved in the provision of healthcare services to seek ways to improve healthcare service delivery. It is widely acclaimed as the flagship event for healthcare infrastructure in Southern Africa.

The Covid-19 pandemic highlighted the need for better awareness, preparedness and closer collaboration between the public and private sector decision makers. It highlighted our vulnerability to global trade and the need for improved early recognition of threats and coordination of resources to combat them.

During this year's conference we will take a holistic view of our healthcare services by analysing where we are today, and what is needed to shape a sustainable and adaptable healthcare infrastructure for the future. We will delve into the latest trends in design and construction, the changes required in management and operations, advances in technology, and explore the ways in which we can work smarter to improve healthcare service delivery and reduce costs.

The conference is aimed at the following sectors:

- Hospital CEO's, Senior Managers & Hospital Clinical Managers
- Nursing Managers, Senior Nursing & Medical Staff
- Technical Managers, Hospital Engineers & Maintenance Personnel
- Health Service and Facilities Planners, Administrators & Managers
- HR and Training Managers
- Architects, Designers & Quantity Surveyors
- Infrastructure Equipment Suppliers & Specialists
- Clinical Engineering Practitioners & Technicians
- Medical Equipment Suppliers & Specialists
- Information Technology & Communications Specialists
- Health, Safety & Security Specialists



### CALL FOR EXHIBITORS

A trade exhibition will run alongside the conference offering exhibitors an outstanding opportunity to enhance their brand image and promote their products and services whilst networking with senior decision makers and procurement managers who regularly attend the SAFHE biennial event.

In the past the exhibition has always SOLD OUT so it is important to book your space early to get prime space and avoid missing out.

- Exhibition space ranges from 9m<sup>2</sup> – 36m<sup>2</sup>.
- View exhibition layout [here](#).

#### Exhibition Costs:

- Stand package: R4 000 per m<sup>2</sup> (excl VAT)
- Space only (build your own stand): R3 500 per m<sup>2</sup> (excl VAT)

#### Exhibition schedule:

- 09 August 2022: Build-your-own-stand exhibitors build stands from 06h00 – 22h00
- 10 August 2022: Exhibitors dress stands from 06h00 – 11h00
- 10 August 2022: Live exhibition from 12h30 – 19h30
- 11 August 2022: Live exhibition from 08h00 – 17h30
- 12 August 2022: Live exhibition from 08h00 – 14h00
- 12 August 2022: Breakdown from 14h00 – 22h00

Submit your exhibition application online [here](#).



# CALL FOR SPONSORS

Various types of commercially viable sponsorship opportunities are available to sponsors of the conference that provide a high degree of flexibility, combining a number of traditional branding elements with value-added opportunities for addressing the conference attendees and communicating your corporate message.



## Gold, Silver and Bronze Sponsorship Packages

As a gold, silver or bronze sponsor of the conference, your company will be clearly identified as one of the most important contributors through visual branding and clear identification in all conference promotional material. Your branding will feature prominently throughout the conference.

Our gold and silver sponsorship packages provide the best of both worlds with prestige status and the opportunity to promote your products and services through a dedicated exhibition space; whilst our bronze sponsorship package provides the prestige, but without the need to man an exhibition stand.

SPONSORSHIP BENEFIT	<b>GOLD</b> R150 000 + VAT	<b>SILVER</b> R80 000 + VAT	<b>BRONZE</b> R45 000 + VAT
Sponsor profile on the conference website, including: <ul style="list-style-type: none"> <li>• Company name and logo.</li> <li>• 200-word company bio.</li> <li>• Links to company website and social media platforms.</li> <li>• Additional links to company or product brochures.</li> </ul>	✓	✓	✓
Acknowledgement in pre and post conference marketing emails.	✓	✓	✓
Company logo on the front of the printed conference programme and colour advertisement inside.	✓ 2 pages	✓ 1 page	✓ 1 page
Company banner may be displayed in the conference hall.	✓	✓	✓
Company banner may be displayed on the main stage.	✓	X	X
Company logo to appear on directional signage.	✓	✓	✓
Run a promotional video during the conference breaks.	3 minutes	2 minutes	1 minute
Company brochure may be included in the delegate conference bag.	✓	✓	✓
Free conference tickets including access to the welcome cocktail party.	12 tickets	6 tickets	3 tickets
Free exhibition space in the hall where all catering takes place.	18m <sup>2</sup> Valued at R72 000	9m <sup>2</sup> Valued at R36 000	X
Access to VIP trade invites for key and potential customers to visit the exhibition on 11 August (afternoon) or 12 August (morning).	✓	✓	✓



### Function name branding

**WELCOME COCKTAIL PARTY R150 000 + VAT**

Includes venue branding, welcome address and 10 free cocktail party tickets.



### Other sponsorship opportunities

We'd be happy to discuss the following sponsorship opportunities with you:

- Conference bags
- Conference notepads
- Conference pens
- Printed conference programme
- Memory sticks for presentations
- Internet café
- Lunches each day
- Invited celebrity speakers
- Speaker and delegate gifts

## CONCLUSION

We would be happy to discuss the above options or any other ideas you may have in terms of how your company's participation can add value to the delegates in return for brand exposure. We look forward to welcoming you on board as a sponsor and/or exhibitor of the SAFHE 2022 conference and working with you to make it a valuable and rewarding event for all participants.

Please contact Kim on [info@sbs.co.za](mailto:info@sbs.co.za) to discuss your involvement in more detail.



[www.sbs.co.za/safhe2022](http://www.sbs.co.za/safhe2022)



Presented by SAFHE in association with  
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