

ISAG 2023

39th International Society
for Animal Genetics
CONFERENCE

2 – 7 July 2023
CAPE TOWN, SOUTH AFRICA

PROSPECTUS

www.isag.us/2023

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INVITATION

Dear Industry

We would like to invite you to the 39th International Society for Animal Genetics Conference and we welcome your participation at this event. The meeting will be held at the Cape Town International Convention Centre, 2nd – 7th July 2023.

REASONS TO SPONSOR / EXHIBIT:

The conference has different sponsorship packages, providing sponsors with a choice of levels of exposure, depending on your financial commitment. Participating as a sponsor and / or an exhibitor at ISAG 2023 will allow you to interact with your target market and demonstrate your level of support and commitment to the industry.

- Networking with industry colleagues and key decision makers and to establish a broad network
- Show your product range
- Increase marketing opportunities
- Reinforcing your organisation’s brand and building brand awareness
- Receive immediate feedback on your product

As an organisation, we thank you for your willingness to assess our request and look forward to a favourable response.

SPONSORSHIP PACKAGES SUMMARY:

PACKAGE	PLATINUM	GOLD	SILVER	BRONZE	DONOR
PRICE	R450 000	R360 000	R270 000	R180 000	
PRE-SYMPOSIUM RECOGNITION					
Logo on the home page of the website	✓				
Logo on the sponsorship page of the website	✓	✓	✓	✓	✓
Logo on the Conference Information email blast	✓				
ON-SITE RECOGNITION					
Verbal recognition at the Opening	✓				
Conference slide displayed during the breaks	✓	✓	✓	✓	
APP Full screen advertisement	✓				
APP Scrolling banner		✓	✓		
APP listing	✓	✓	✓	✓	✓
One three-minute video	✓				
Opportunity to hold a lunchtime seminar	✓	✓			
Exhibition space	16m ²	12m ²	8m ²	4m ²	
Delegate Registrations	4	3	2	2	
Exhibitor Registrations	8	6	4	2	
POST EVENT RECOGNITION					
Delegate list	✓	✓	✓	✓	



SPONSORSHIP PACKAGES

PLATINUM SPONSOR: R450 000

- Recognition as a Platinum Sponsor (logo) on the homepage of the website
- Recognition on the Conference slide displayed between sessions
- Logo on the Conference Information email blast (pre-event)
- Recognition at the opening
- Listing in the APP
- Opportunity to hold a lunchtime seminar
- 16m² exhibition space
- Four full delegate registrations
- Eight exhibitor registrations
- Full screen app advertisement
- Three minute video to be played during breaks in the venues
- Post conference delegate list (opt in only)

SILVER SPONSOR: R270 000

- Recognition as a Silver Sponsor (logo) on the website
- Recognition on the Conference slide displayed between sessions
- Listing in the APP
- 8m² exhibition space
- Two full delegate registrations
- Four exhibitor registrations
- Scrolling banner APP advertisement
- Post conference delegate list (opt in only)

All costs are inclusive of 15% VAT.

GOLD SPONSOR: R360 000

- Recognition as a Gold Sponsor (logo) on the website
- Recognition on the Conference slide displayed between sessions
- Listing in the APP
- Opportunity to hold a lunchtime seminar
- 12m² exhibition space
- Three full delegate registrations
- Six exhibitor registrations
- Scrolling banner APP advertisement
- Post conference delegate list (opt in only)

BRONZE SPONSOR: R180 000

- Recognition as a conference sponsor (logo) on the website
- Recognition on the Conference slide displayed between sessions
- Listing in the APP
- 4m² exhibition space
- Two full delegate registrations
- Two exhibitor registrations
- Post conference delegate list (opt in only)

DONOR

- Recognition as a conference sponsor (logo) on the website
- Listing in the APP



SPONSORSHIP ITEMS

All costs are inclusive of 15% VAT. All items below to be approved by the Committee.

SPONSORSHIP ITEM	AMOUNT
<p>APP Advertisements on Home Screen (only 6 opportunities)</p> <p>Full Screen Advertisement</p> <ul style="list-style-type: none"> Image size 768w x 160h. Ensure any text is legible when the image is viewed at half of its size *These ads are interactive and can be linked to an external URL. Item design and content subject to approval of the Committee 	R 14 000
<p>Scrolling Banner Advertisement</p> <ul style="list-style-type: none"> Image size 768w x 160h. Ensure any text is legible when the image is viewed at half of its size *These ads are interactive and can be linked to an external URL. Item design and content subject to approval of the Committee 	R9 000
<p>Breakaway Naming Rights</p> <ul style="list-style-type: none"> The sponsor will have name rights for the meeting rooms The meeting rooms will be referred to as the “Company” meeting room in the programme The sponsor can display 2 banners inside the room (sponsor to supply) 	R 34 500
<p>Business Lounges</p> <ul style="list-style-type: none"> Two opportunities available. The lounges will be placed in the exhibition area Two couches, two single chairs and a coffee table will be supplied Sponsor can place their banners within the lounge area 	R 24 000
<p>Catering</p> <p>Lunch (per break)</p> <ul style="list-style-type: none"> Three opportunities available: Monday 3rd, Tuesday 4th and Thursday 6th July 2023 Sponsors will be able to display 2 banners in the lunch area <p>Tea & Coffee (per break)</p> <ul style="list-style-type: none"> Two opportunities available per day: Monday 3rd, Tuesday 4th and Thursday 6th July 2023 Sponsors will be able to display 2 banners in the tea & coffee area 	R 9 200
<p>Conference Bags (Conference to Supply)</p> <ul style="list-style-type: none"> Sponsor’s name / logo and Conference logo will appear on the bag *Design is subject to approval of the Committee 	R 80 000
<p>Conference Lanyards</p> <ul style="list-style-type: none"> Sponsor’s name / logo and Conference logo will appear on the lanyard and on the website 	R 40 250
<p>Conference Pens, Pads and Product Bag Insert (Sponsor to supply)</p> <ul style="list-style-type: none"> Pens / pads / inserts to be supplied to the organiser 14 days before 	R 5 000 each

SPONSORSHIP ITEMS

Continued

SPONSORSHIP ITEM	AMOUNT
Conference Bursary <ul style="list-style-type: none"> • Support conference attendance of early stage researchers • Verbal acknowledgement during the ISAG award ceremony 	R 25 000
Delegate Gift (Sponsor to supply) <ul style="list-style-type: none"> • Sponsor to supply delegates with a branded gift (water bottles etc.) which will be distributed in the conference bag 	R 5 000
Gala Dinner (Thursday, 6th July) <ul style="list-style-type: none"> • Verbal acknowledgement during the dinner • Sponsor's logo will appear on the Conference website relative to the Gala Dinner and on the menu • Complimentary admission for 8 guests to the dinner • Sponsor may also supply a gift for each place setting bearing the company logo 	R 230 000
Information Wall <ul style="list-style-type: none"> • This will be placed near the registration desk • Sponsor's name / logo will appear on the wall 	R 9 200
Lunchtime Seminar (Platinum and Gold sponsors only) <ul style="list-style-type: none"> • A limited number of slots will be available during the conference (13h30–14h15) • Title and speakers must be approved by the Scientific Committee and all cost for the speakers (transport, accommodation and registration) must be covered by the sponsor • Sponsors can display 2 banners in the room during the presentation • Standard audio visual will be supplied 	R 13 800
Pocket Programme <ul style="list-style-type: none"> • Sponsor's logo will be printed on the pocket programme distributed with the conference badge 	R 34 500
Poster Area <ul style="list-style-type: none"> • Sponsor may display banners in the poster area 	R 13 800
Pre-Conference Instructions <ul style="list-style-type: none"> • Distributed electronically 3 weeks before conference • Sponsor's logo will be prominently displayed on instructions 	R 5 750
Registration Desk Branding <ul style="list-style-type: none"> • Sponsor can display banners (sponsor to supply) next to the registration desk or brand the registration desk counters with their logo (sponsors expense) 	R 40 250
Speaker Prep Room (presenters review room) <ul style="list-style-type: none"> • Sponsor's logo will be displayed on the screensavers and on the signage at the entrance of the room 	R 11 500

SPONSORSHIP ITEMS

Continued

SPONSORSHIP ITEM	AMOUNT
<p>Soiree at the Sky (Tuesday, 4th July)</p> <ul style="list-style-type: none"> • Verbal acknowledgement during the Soiree • Complimentary admission for 2 guests to the Soiree • Sponsor's logo will appear on the Conference website relative to the Soiree • Sponsor can display 2 banners inside the venue 	R 150 000
<p>USB sticks for Abstracts</p> <ul style="list-style-type: none"> • Sponsor's logo will appear on the USB stick 	R 40 250
<p>Welcome Reception (Monday, 3rd July)</p> <ul style="list-style-type: none"> • Verbal acknowledgement during the Reception • Complimentary admission for 2 guests to the Reception • Sponsor's logo will appear on the Conference website relative to the Welcome Reception • Sponsor can display 2 banners inside the venue 	R 97 750





TRADE EXHIBITION

All costs are inclusive of 15% VAT.

EXHIBITION STAND COST

4 SQM

2m x 2m – R 27 000

8 SQM

4m x 2m – R 50 000

THE STAND PRICE INCLUDES:

Shell scheme (octanorm)	General security in the exhibition hall
Fascia with company name (20 letters) per 4 sqm	Daily cleaning of public areas
One table and two chairs per 4 sqm	Two exhibitor registrations which includes tea / coffee and lunch per 4 sqm
One plug point per 4 sqm	
Carpeting	Company logo on the website

EXHIBITION DATES

Subject to change.

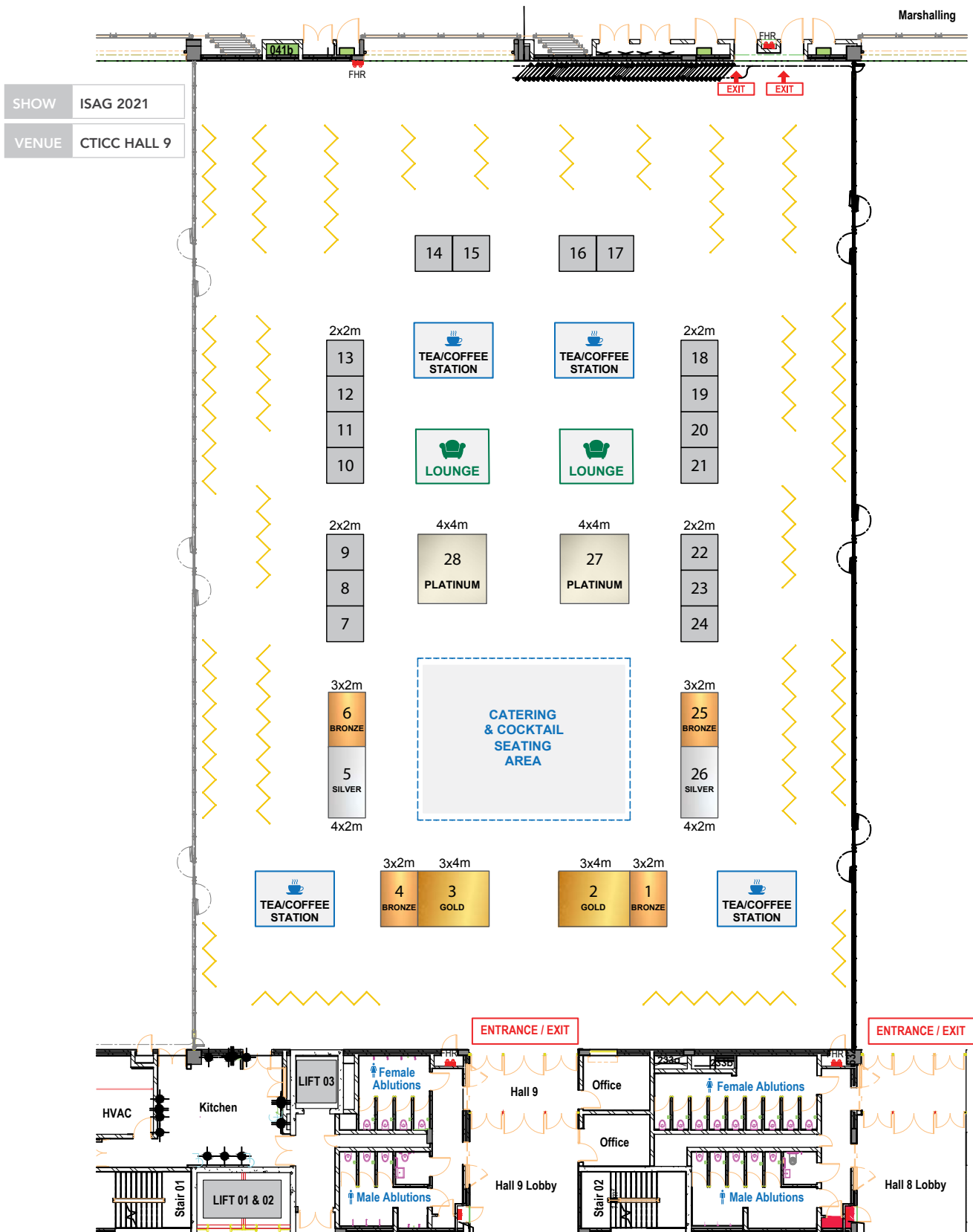
DATE	DESCRIPTION	TIMES
Sunday 2nd July 2023	Contracted stand Builders	11h00 – 22h00
	Shell scheme dressing	16h00 – 18h00
	Floor space client (Liaise with your individual stand contracted builder when you can dress your stand)	TBA – 22h00
Monday 3rd July 2023	Conference / Exhibition / Poster viewing	08h00 – 18h00
	Welcome Reception	18h30 – 21h00
Tuesday 4th July 2023	Conference	08h00 – 18h00
Wednesday 5th July 2023	Conference	08h00 – 18h00
Thursday 6th July 2023	Conference	08h00 – 17h00
	Breakdown	17h00 onwards
Friday 7th July 2023	Breakdown	08h00 – 12h00

CONFERENCE & EXHIBITION ORGANISERS

Turners Conferences & Conventions (Pty) Ltd (PO Box 1935, Durban, 4000)

Catherine Taylor | +27 (0) 31 368 8000 | catherinet@turnersconferences.co.za

EXHIBITION LAYOUT





TERMS & CONDITIONS OF APPLICATION & CONTRACT

Exhibition and Sponsorship Policy

- Exhibition space and sponsorship will only be confirmed once the exhibitor's application has been completed and payment has been received in full.
- Exhibition space is allocated on a first come first serve basis.
- All exhibitors will be given a shell scheme stand. If you wish to build a custom stand, you are requested to notify the organisers.
- All custom stand builders are required to submit stand designs and plans for sign off by the organisers and safety officer.

Terms of Payment

- 50% deposit invoice will be issued on receipt of Application Form and Contract
- Final balance invoice will be issued 26th February 2023
- All invoices must be settled within 30 days, non-receipt of payments may result in release of reserved items

Cancellation Policy

All cancellations must be made in writing to the Conference Secretariat and the following cancellation policy will be enforced:

- 10% of the contract price if cancellation is received up until 4 months before the start of the Conference
- 50% of the contract price if cancellation is received up until 3 months before the start of the Conference
- 100% of the contract price if cancellation is received less than 2 months before the start of the Conference

Exhibition Layout

The Organisers reserve the right to change the exhibition floor layout if necessary. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the exhibition and/or stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organisers.

Liability

The Organisers accept no responsibility for any damages if the sponsored event is not performed because of any obstacle or hindrance outside the control of the Organisers, which the Organisers could not reasonably have foreseen when signing this contract and which the Organiser could not have avoided at a reasonable effort or cost. Such obstacles and hindrances include, but are not limited to, the outbreak of war, civil riots, pandemic, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above.