

**KENYA MEDICAL ASSOCIATION**  
**38<sup>th</sup> ANNUAL SCIENTIFIC CONFERENCE**

**SIRIKWA HOTEL, ELDORET**

**21<sup>ST</sup> - 24<sup>TH</sup> APRIL 2010:**

**“BUILD YOUR BRAND”**

**INTRODUCTION**

Since 1968, The Kenya Medical Association has grown in national prominence and remains the only national nonprofit organization dedicated to improving medical services access/delivery to the public and advocate for Medical practitioners' rights at both the National and International level. The volunteer-led organization is considered a trailblazer for its online resources, advocacy efforts and programs for healthcare recipients and medical professional groups.

This guide highlights the sponsorship benefits and opportunities of supporting the Kenya Medical Association 38<sup>th</sup> Annual Scientific Conference program whose theme is ***“Health Challenges in the Face of a Changing Environment”***

Our Annual Scientific Conferences have over the years made a positive difference for health care recipients', medical practitioners and industry stake holders, by availing information on advancements and research in the medical field. Policy issues in the Health Sector are also widely discussed during the conference.

Partnering with KMA allows you to build your brand identity with a sophisticated, influential change agent audience. Our programs and services provide active marketing channels and distinctive touch points that leave an indelible mark in the hearts and minds of potential consumers. We encourage you to consider supporting The Kenya Medical Association's 38<sup>th</sup> Annual Scientific Conference.

**Benefits of supporting KMA activities:**

- **BUILD** brand visibility and support with Association Members and Industry Stakeholders.
- **DEVELOP** a marketing link to a brand-loyal, highly consumer-oriented medical professional target audience.
- **SEND** a positive message to your products' consumers and employees about your Corporate Social Responsibility (CSR) in improving Healthcare delivery.
- **OUTREACH**, to connect with regional and international professionals who are invited to the event.
- **MAKE** a statement on diversity, inclusion and social awareness.
- **CREATE** exposure among a national network of thousands of medical professionals from across the country.

**SPONSORSHIP PACKAGE OPPORTUNITIES**

**1. Web advertising**

Kenya Medical Association sponsorships are GOOD FOR BUSINESS and cost significantly less than many web and/or print promotional campaigns, especially when targeting the unique Medical Practitioners' marketing demographic.

**Large Banner**

Website Position	Home Page			KMA Organs & Blog/Forum Pages			Other Pages		
<b>Term</b>	3 Months	6 Months	1 Year	3 Months	6 Months	1 Year	3 Months	6 Months	1 Year
<b>Price</b>	18,000	39,000	60,000	15,000	33,000	52,000	12,000	24,000	45,000

**Small Banner**

Website Position	Home Page			KMA Organs & Blog/Forum Pages			Other Pages		
<b>Term</b>	3 Months	6 Months	1 Year	3 Months	6 Months	1 Year	3 Months	6 Months	1 Year
<b>Price</b>	9,000	19,500	30,000	7,500	16,500	26,000	6,000	12,000	22,500

**2. Presenting sponsor - KSH 300,000.00**

As Presenting Sponsor, you will also receive the following media exposures:

- Recognition as the Presenting Sponsor on all advertising, where applicable
- Logo prominently featured in or on all newspaper ads and print ads (designated as "Presenting Sponsor").
- Named in press releases issued after sponsor commitment.
- sponsor banner displayed at event
- sponsor name announced at event
- Opportunity for information/literature giveaway.

**3. Sponsor the Keynote Speaker – KSH. 100,000.00**

Enjoy the prestige and the recognition that comes from the association with the Conference Keynote Speaker. Your company will have the opportunity to welcome the attendees and introduce your company as well as having the privilege of the Keynote Speaker's introduction.

Other benefits:

- Sponsor banner or logo displayed on podium;
- Sponsor name or logo in organization's newsletter;

**4. Plenary Speaker sponsor – KSHS. 100,000.00**

- Logo will appear at beginning of talk and introduced as "company name sponsored talk"
- Logo and hyperlink will appear in the relevant area of the Conference website
- Logo will appear on appropriate area of final program
- Logo will appear on the Sponsors Page in the event guide

**5. Sponsor a conference Track - KSH 70,000.00 per track**

- Exclusive sponsorship of track featuring six 15 minute sessions that focuses on related issues
- Sponsor recognition signage displayed outside presentation room for the duration of the program
- Sponsor logo recognition on the presentation screen at the beginning of each session
- Opportunity to display promotional materials and giveaways on literature table inside the presentation room

**6. Tote bags Sponsorship - KSH 300,000.00**

Distributed to attendees as they arrive at the conference, the bags contain the official conference materials, meal coupons, opening night reception invitation and other registration materials. Attendees pick up their bag as they check in at registration or the badge pick-up counters. Your name, logo and welcome message will be featured on the outside of the bag.

**7. Badge Holders/Wallets sponsorship - KSH 150,000.00**

This is your opportunity to have thousands of walking billboards on the show floor. Badge holders will be distributed at registration counters to attendees.

Your company's name and logo will be seen by everyone, everyday. You gain visibility after the conference ends as many attendees keep their badge holder to reuse at other events. You also have the option to distribute badge holders at your booth.

**8. Audio/Visual Services – KSH. 50,000.00**

Get your name up in lights! Sponsor the Audio Visual Services at conference. Your branding will be a prominent feature at every session. Your message will be seen by thousands of eyes as they eagerly wait for their sessions to start.

**9. Exhibitor Lounge – KSH. 50,000.00**

Be a champion for fellow KMA conference exhibitors by sponsoring the Exhibitor Lounge. This exhibit hall refuge provides exhibitors with an area to take a break and grab a bottle of water or cup of coffee.

**10. Badge Lanyards – KSH. 50,000.00**

As conference attendees are required to carry their name badges during all conference functions, the conference lanyard provides unique exposure for such things as your companies name, its logo, or web address. You will have complete control of the text on the conference lanyard, within production schedules.

**11. Conference Binders - KSH. 50,000.00**

The sponsorship of Conference binders is geared for a company that desires visibility. This package ensures that your company's name stands out not only at the time of the Conference but also long after the event when the attendees refer to conference materials.

**12. Literature distribution**

One brochure or folder with up to two pieces of printed material handed to each participant along with their registration materials KSHS. 70,000.00

Multiple copies of one brochure or multiple copies of literature package displayed on distribution table for attendees to pick up - KSH. 50,000.00.

**13. Media Lounge - KSH 50,000.00**

Members of the media will gather in the media lounge to work, relax, or share their thoughts with one another. By sponsoring this lounge, your company receives key exposure to this influential group. Sponsors will be featured in signage throughout the room.

**14. Event Signage - KSH 30,000.00**

- Company name/logo on signs displayed throughout the conference venue

- Option to hire exhibition stand for significantly reduced fee
- Company name in list of acknowledgements
- Company name on conference website with a hotlink
- Insert in Delegate Wallets

**15. Exhibition Stand - KSH 40,000.00**

For three days meet and discuss your company products with over 300 regional and international participants. Exhibiting helps you **meet new potential customers** and provides your organization with a unique opportunity to enter into dialogue with decision makers. Each event is planned to give you lots of 'quality time' exposure to delegates.

Breaks will be held in the exhibition area enabling your company to interact with participant and market your products

**16. Program advertising**

	Price	Size	Price
Full Page	150,000.00	¼ Page	37,500.00
½ Page	75,000.00	Business Card	10,000.00

**17. Opening Night Reception – KSH. 100,000.00**

Align yourself with the conference kickoff celebration and be seen by the hundreds of attendees while they network and enjoy food, drink and entertainment. Your sponsorship also includes:

1. A riser for the sponsors to provide a welcome announcement including a sign with sponsor's logo(s) to hang from the behind the stage.
2. Large, visible signs will be positioned at your booth, the food court area, conference walkways and in the exhibit hall on Wednesday inviting attendees to the reception.
3. Opening Night Networking Reception invitations can be found in every attendee bag. The invitations prominently display your logo as a sponsor.
4. Placard in your booth listing your company as sponsor of the reception

**18. Morning Refreshment - KSH 70,000.00 PER DAY**

Time for an energizing breakfast bar! Attendees will enjoy energy packed refreshment to charge their batteries before a day of sessions.

Signs with each sponsor's name and logo prominently displayed at the refreshment stations and at the entrance to the exhibit hall.

**19. Afternoon Refreshment - KSH 70,000.00 PER DAY**

Time for an afternoon ice-cream treat! Attendees will enjoy a cold refreshment to recharge their batteries before the final sessions of the day.

Signs with sponsor's logo prominently displayed at the refreshment stations and at the entrance to the exhibit hall.

**20. Coffee Break - KSH 70,000.00 PER DAY**

Signs with the sponsor's name and logo prominently displayed at the coffee stations and at the entrance to the exhibit hall.

**21. What about Lunch? - KSH 150,000.00 PER DAY**

Sponsor lunch for full conference attendees served in the exhibit hall.

Benefits include:

- Your company logo displayed on all lunch tickets (1 for each full conference attendee, per day)
- Tent signage on lunch tables in the Exhibit Hall directing attendees to visit your booth.
- 22" x 28" Billboards with your company logo noting lunch compliments of your company.

**22. Fun day event sponsorship – KSHS. 100,000.00**

- The delegates will be divided into teams and each team will be named after the sponsor.
- The teams will adorn the sponsors T shirts and caps of their respective sponsor
- The social activity will appear in the conference program with the company's ad
- The sponsor will be allowed to distribute materials

**23. KMA Annual Dinner sponsorship - KSH 150,000.00**

This is it! The annual Gala Dinner and Dance. The week has been long and it's time to say good bye to friends until next time. This evening will be remembered! What better venue than this to have your company recognized by the membership.

This event is by invitation only. Your company will be the only sponsor of this event and the guest list will be "who's who" of the medical community. Guests will include other medical practitioners from throughout East Africa, Government agencies, as well as internationally renowned research scientists and clinicians. Other benefits include:

- Logo will appear on the registration form as sponsor of this section of the event
- Logo and hyperlink will appear in the relevant area of the Conference website
- Sole branding at venue
- Logo to appear on dinner menus
- Opportunity to distribute one item of your company's literature and a gift/giveaway at each place setting
- Complimentary table for 5 guests
- 10 minute pre-dinner speech
- Logo will appear on the final program

**24. ITEM DONATIONS**

- LCD projector
- photocopying machine,
- Printers
- Laptops
- computers
- Laser printer.
- Postage
- Conference Notepads

**25. Abstract booklet sponsorship – KSHS. 250,000.00**

- Sponsor printing of the abstract booklet and have your advert displayed on the cover inner page of the booklet.

**26. Printing of Conference posters and brochures – Kshs. 200,000.00**

- Logo and advert will be printed on the posters and brochure

**27. Rapporteurs – KSHS. 60,000.00**

- The rapporteur will be responsible for preparing the final conference report

**28. Transport & Accommodation for KMA National Governing Council (NGC) members – Kshs. 600,000.00**

The NGC is the decision making body of KMA

**29. Distinguished Service Award – KSHS. 200,000.00**

The KMA distinguished Service Awards are issued every year to members of the Association who have contributed considerably to the medical profession and health services and shown outstanding dedication to the association. Below are the benefits of sponsoring this ceremony.

- Company name/logo/banner displayed throughout the venue
- Option to hire exhibition stand for significantly reduced fee
- Company name in list of acknowledgements
- Make a short presentation before the award ceremony

**30. Scholarship for outstanding abstract from a young doctor/Young Scientist Award – KSHS. 60,000.00**

Support transport and accommodation expense for a young doctor with the most outstanding abstract.

- Your company logo/banner will be displayed during presentation of the abstract
- You will have the opportunity to introduce the presenter.
- Your company will be listed in the acknowledgement list



**Contact Information** Due to limited sponsorship, there will be no cancellations or refunds.

The Kenya Medical Association wishes to thank our generous Sponsors whose support over the years has been instrumental in the success of our annual conferences and meetings.

**All Cheques Should be made to: KENYA MEDICAL ASSOCIATION NATIONAL**

SPONSORSHIP REGISTRATION FORM			
<b>Organization:</b>			
<b>Contact Name:</b>			<b>Attending Conference? yes/no</b>
<b>Address:</b>			
<b>City:</b>			
<b>Phone:</b>	<b>Fax:</b>	<b>Cell:</b>	<b>E-mail</b>
<b>Sponsorship Entry:</b>			<b>Amount Enclosed :</b>