

# SPONSORSHIP & EXHIBITION PROSPECTUS



## 3rd Annual **AFRICA INTERDISCIPLINARY HEALTH CONFERENCE**

Advancing Universal Health Coverage through Interdisciplinary Evidence-Based Practice and Collaboration

# 19-21 AUGUST 2020

# AfIHC 2020 Conference

A Place to Engage with and Learn from Health Leaders Around the World.

3rd Annual Africa Interdisciplinary Health Conference (Virtual)

August 19-21, 2020

## About AfIHC

AfIHC is under the auspices of Push Aid Africa Inc. (PAAF), a 501(c)(3) non-profit organization in the USA and non-governmental organization in Ghana that inspires hope and contributes to the education and healthcare of the underserved population of African descent, at home and abroad.

Our vision is to promote a strong collaboration among health-related stakeholders for evidence-based healthcare delivery in Africa.

AfIHC's mission is to advance the understanding of health through interdisciplinary research to promote evidence-based practice among healthcare providers across Africa. It seeks to provide the opportunity for Health related researchers, practitioners, and students to network and establish mutually beneficial south-south and south-north collaborations. AfIHC is committed to translating research into practice in Africa.

<https://www.afihc.org/>

## AfIHC 2020 Conference

A Place to Engage with and Learn from Health Leaders Around the World.

The conference is designed as a peer-reviewed forum for health-related researchers, practitioners, academics and students at all levels. It serves as a unique platform for professionals and students to showcase and discuss their innovative health-related research.

AfIHC is unique because it emphasizes the importance of interdisciplinary exchange and therefore welcomes participants from a wide range of health-related disciplines.

The purpose of this conference is to create a platform for the various healthcare providers in both clinical and academic/research settings to meet and discuss their research findings to promote evidence-based practices related to the health sector in Africa.

So far, we have hosted two conferences in Accra, Ghana. Participants who attended our inaugural conference in 2018 came from 5 countries across the globe. In 2019, about 160 participants from 8 countries participated in the second conference.

Our 2020 virtual conference will be held in collaboration with Africa Interprofessional Education Network (AfrIPEN) from August 19–21, 2020 under the theme, Advancing Universal Health Coverage in Africa through Interdisciplinary Evidence-Based Practice and Collaboration.

## Letter from the Secretary General



### Jerry John Nutor, PhD

I wish to invite you to support the 3rd annual Africa Interdisciplinary Health Conference (AfIHC) from 19-21 August, 2020. The theme for the 3rd annual conference is ***Advancing Universal Health Coverage in Africa through Interdisciplinary Evidence-Based Practice and Collaboration***. This virtual conference is expected to draw participants from Africa and other continents.

Interdisciplinary collaboration is becoming the dominant model for understanding complex health issues across the globe. However, not much has been done in Africa to promote this collaboration among healthcare professionals. AfIHC is the first of its kind in the Africa sub-region, focusing on connecting health-related researchers, academics, students and practitioners. This conference is the most remarkable event that will bring together healthcare professionals from all disciplines including governmental, private, and bilateral organizations in Africa to deliberate on the future of interdisciplinary health research and collaborations in Africa.

The outbreak of the novel coronavirus (COVID-19) has presented us with the unprecedented opportunity to use an interdisciplinary approach to promote Universal Health Coverage and Technology in Africa. AfIHC 2020 will be the ideal platform for us to discuss innovative ways to prevent or handle pandemics such as COVID-19 using an interdisciplinary approach. We are, therefore, calling on your organization to be a part of creating history with us by supporting the event. We have a range of options for Sponsorships and Exhibitions in this document and we are also able to create customised options for you. All sponsorships are tax deductible, which can be allocated as expenditure in your marketing budgets or as a donation allocated to your organisation's CSI budget. AfIHC, under the auspices of Push Aid Africa Inc. (PAAF), a 501(c)(3) non-profit organization, will provide a certificate to any organisations requiring it.

I look forward to collaborating with you and our peers at the upcoming event.

Best regards,

***Jerry John Nutor, PhD***

## **Jerry John Nutor, PhD**

*I am an assistant professor at University of California, San Francisco. I am the founder and Secretary General of Africa Interdisciplinary Health Conference (AfIHC). I founded AfIHC to create a platform for the various healthcare providers in both clinical and academic/research settings to meet and discuss their research findings to promote evidence-based practices related to the health sector in Africa.*

*My research interests are in global health, specifically, in maternal and child health and prevention of mother-to-child transmission of HIV. I am also interested in understanding the impact of environmental, social and economic factors on the health of women and children with particular concern with HIV/AIDS in low resources countries and minority populations in the United States.*

## **Event Partner: About Afripen**

The Africa Interprofessional Education Network (AfrIPEN) is a consensus-based partnership between various institutions and individual with the vision to establish interprofessional education and collaborative practice (IPE) as integral part in training the health workforce and in the effective functioning of systems for health in Sub-Saharan Africa.

The mission of AfrIPEN is to advocate for, collaborate on, promote and share good practice of IPE in Sub-Saharan Africa <https://afripen.org/>

## **Theme:**

**Advancing Universal Health Coverage in Africa through Interdisciplinary Evidence-Based Practice and Collaboration.**

Universal Health Coverage (UHC) involves health for all people while also ensuring that the use of health services does not expose the user to financial hardship. African countries are challenged with the implementation of UHC due to multiple systems and governance factors. In order to advance UHC in Africa there is a need for collaboration between different health professions. Furthermore, clinical and research collaborations in Africa, and internationally, will enhance evidence-based best practices. UHC cuts across all of the health-related Sustainable Development Goals (SDGs) and brings forth the hope of better health and protection for the world's poorest.

## **Sub Themes**

- 1 - Year of the nurse and the midwife 2020: Nurses and midwives as interdisciplinary partners
- 2 - Interdisciplinary education and training for healthcare professionals in Africa
- 3 - Interdisciplinary response to emerging infectious diseases in Africa
- 4 - Interdisciplinary research frameworks for south-south and north-south research collaboration

## Participant Profile

This conference will be of interest to any clinician or health-related professionals and academics in the medical and allied health science, researchers, students, other professionals and stakeholders.

Our annual conference strives to offer great networking opportunities and the possibility for participants to meet and interact with leading academics, researchers, practitioners, colleagues, and friends as well as sponsors and exhibitors.

This virtual conference is expected to draw participants from Africa and other continents allowing participants from diverse backgrounds and locations.

### The Conference Aims To:

- 1 - Showcase research and best practices in a wide range of health-related disciplines across Africa and beyond.
- 2 - Provide a forum for networking and collaboration among health-related practitioners, academics, researchers, and students.
- 3 - Engage with and learn from health leaders around the world.

## Previous Sponsors

We would like to thank our previous sponsors. Through their partnership, we were able to achieve our goal by organizing a successful conference. We appreciate their generous donations and support.



# Benefits of Sponsoring Our Conference

Be part of the first ever, completely virtual AfIHC - a groundbreaking interdisciplinary health professional conference! Our conference and exhibition packages allow for maximum company or product exposure. By partnering with AfIHC you can reinforce your brand and impact within the health professional community.

## 1 - Our Delegate is Your Client

Exhibitors and sponsors have the opportunity for face-to-face networking with leading scientists, clinicians and academics, increase brand awareness, and develop collaborations with an international audience.

## 2 - Brand Visibility

Put your brand visuals in front of our audience. Showcase your brand to new audience members and stay top of mind with delegates that already know you. With our sponsorships you will receive many benefits like featured ads that boost brand recognition.

## 3 - Targeted Marketing

Our conference attracts delegates in our niche audience that are highly interested customers. We will provide you with opportunities to engage with delegates in our virtual exhibition hall, who are looking for relevant products and innovative solutions.

## 4 - Consumer Perception

Delegates form positive opinions when your business is tied to our event. Customers will assume your business is reliable and reputable if you can sponsor other organizations.

## 5 - Efficient Lead Generation

Think about the amount of time you normally spend marketing representative activities. Not only does our conference bring you a host of compatible customers, but they will also encounter the human side of your business. You can learn about customers, promote your products or ideas and build a mailing list.

## 6 - Community Goodwill

Strengthening your business image is one of the most valuable benefits of event sponsorship.

## 7 - Content Strategy

Event sponsorships provide fresh material to expand your content strategy. By connecting with the AfIHC on social media, you can find relevant audiences to target.

## 8 - Business Relationships

Are you in the market for new partnerships or supplier relationships? Events are great places to find non-competing businesses you can collaborate with in the future.

## 9 - Return on Investment

You will be able to foster quality relationships with our niche audience. Sponsors & Exhibitors are encouraged to create online forms and/or activities to engage with delegates during breaks as a long-term strategy to leverage your investment.

# Main Sponsor Packages

## Cash Sponsorships

Companies that are able to sponsor with a financial contribution will be eligible to brand alignment and coverage in most of the conference communications.

	Platinum Partner	Gold Partner
	US \$4,000.00	US \$3,000.00
The Conference in association with "Your Organisation Name"	✓	-
Pre-recorded Exclusive Opening Virtual Plenary Session and a 3-minute address to the delegation ( <i>content to be submitted to the committee for approval</i> )	Day 1	Day 2
Recognition on the AflHC website and/or Mobile App: Listed under Sponsors and/or Exhibitors. Company Logo on our website.	✓	✓
Inclusion of your logo in all AflHC emails to our database	✓	✓
Company profile wording on AflHC website ( <i>and PDF programme booklet</i> )	250 words	100 words
Organisation logo on Conference Booklet PDF - emailed to all	✓	✓
Organisation logo on slide templates where possible	✓	-
Complimentary virtual conference registrations	6	4
Inclusion of an advertisement in the Website and/or Mobile App	Large	Medium
1 x Virtual Exhibition Listing	✓	✓
Opportunity to announce a lucky draw winner via a pre-recorded video that will be shared on AflHC social media channels ( <i>Prize sponsored by your company</i> )	✓	✓

# Support Sponsor Packages

## Benefits

These benefits will be applied to all the below sponsorship options

Benefit Description	Support Sponsors
Recognition on the AfIHC website and/or Mobile App: Listed under Sponsors and/or Exhibitors Company Logo on our website	✓
Company Logo shown on Sponsor slides between speakers presentations	✓
Inclusion of a special offer from your company in the Virtual Goody Bag ( <i>artwork supplied by your company</i> )	✓
Digital flyer / company profile included on website and/or Mobile App ( <i>artwork supplied by your company</i> )	✓

## Category: Community

### Sponsor Delegates or Students: \$30 - \$100

Your organisation can make an impact by sponsoring the participation of students or young professionals that might otherwise not be able to attend. To ensure Universal Healthcare across Africa, we want to ensure that delegates across Africa are able to attend.

The wonderful opportunity that has arisen from the Covid-19 Pandemic is that our delegates can now easily attend our virtual conference without the additional expense of travelling, accommodation and the administration involved with visa applications.

Sponsor a Student or a Delegate from a low income country. Your funds will provide this delegate with full access to all the content and documentation. Your organisation will be supporting the dissemination of the research presented to regions that wouldn't usually have access.

**Full conference registration: \$20**

**Special Group/NGO rate registration (groups of 8): \$120**

**Student registration: \$10**

**Donations will be accepted**

Please visit the website for the latest information as these prices are subject to change

<https://www.afihc.org/conference-info/>



## Category: Virtual

### Online conference management: \$3,000.00

Our event requires the effective implementation and management of plenary sessions, oral and poster presentations and Q&A sessions, while all being done online for the first time.

- This sponsorship will cover the appointment of an IT technical assistant to manage the conference sessions and support speakers with their IT set up and ensure they are ready. Different technologies will be tried and tested to ensure the correct system is implemented during the conference
- Speakers will be invited to a rehearsal to ensure that switching between speakers during the live streaming portion of the event is as seamless as possible.
- Speaker sessions will be pre-recorded where we foresee internet streaming infrastructure lacking in that area, and which may negatively affect the delegate experience on the day.
- While IT support for all delegates may not be possible, we aim to create a guide book for delegates who may be using the online platform for the first time.
- We will create a Q&A document that should assist delegates and if technically possible we will have a chat room for delegates to support each other where they are experiencing difficulties
- We endeavour to set up a testing phase for anyone that is new to the technology - perhaps the day before the conference starts.

This sponsorship includes the licensing of digital software required to host a professional virtual research conference.

Your Organisation will be thanked verbally by the MC at the start and end of each session, and your Organisation will receive the same benefits as the Gold Sponsor.

### Daily option: \$750 per day

If it suits your budget to sponsor 1 or more days, we can break this option down into a cost per day. Your Organisation will be thanked verbally by the MC at the start and end of each session on that day, and your Organisation will receive all the other Support Sponsor benefits.

## Mobile App: \$3,000.00

A mobile app, compatible with iPhone and Android designed to promote the overall exposure of AfIHC's conference and to increase the usage, visits and interactions with AfIHC, its sponsors and exhibitors.

The mobile app would be owned by AfIHC. As the sponsor you will be the main sponsor of the app. Your logo will be alongside the AfIHC logo. Your branding and links to your website and social media pages will be exposed to hundreds of delegates and members for 6 months.

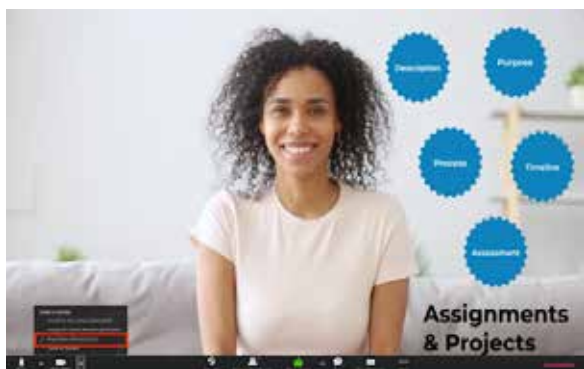
<p><b>The Features would include:</b></p> <ul style="list-style-type: none"><li>- About Us &amp; Contact</li><li>- Speaker Programme</li><li>- Rate the Speaker</li><li>- Virtual Exhibition Hall</li><li>- Virtual Goody Bag</li><li>- Sponsor List, Adverts &amp; Contacts</li><li>- Fan Wall – Upload your pics</li><li>- Questionnaires &amp; Feedback</li><li>- Links to pages on the AfIHC website</li><li>- Push notifications</li></ul>	<p><b>Additional Sponsor Benefits:</b></p> <ul style="list-style-type: none"><li>- Your company artwork will be placed one of the first 3 cover pages (artwork supplied by your company)</li></ul>
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## Design of Speaker Presentations: \$1,000.00

In this new digital world, we are aware that watching a conference from your desk will be a very different experience to being in a conference room. We want to do all we can to increase and encourage delegate engagement. To do this, we plan to incorporate technologies and upgrade presentations to be interactive and engaging and keep our delegates' attention for longer. This will allow us to have the presentation "in video" so that there is no need to have to choose between video or slide view - viewers can see both at the same time.

A template will be created for the event and speaker content will then be applied to that presentation. Some technologies allow us to show the speaker and presentation within the video - another way we can increase engagement and create visual stimulants to keep the audience engaged.



*Your organisation logo will be shown on the intro slides for the speakers.*

## Virtual Goody Bag: \$250.00

Sponsors and exhibitors will be given the opportunity to share special offers and gifts in a digital format - just like a traditional, in-person goody bag, we will host a section on our website and/or mobile app. Sponsors and exhibitors can include flyers for special offers, value-adds and discounts to the goody bag.

Your company can sponsor and host this digital arena which will be guaranteed to receive many delegate visits. This sponsorship will allow us to create this space to be inviting and interactive.

## Virtual Networking Room: \$200.00

### **Be the host of the Networking Room!**

Each day, our conference coordinator will keep track of pertinent points that require more time and discussion.

### **The networking room will be set up as a breakout room where that point can be discussed.**

- The room will include a facilitator
- The delegates could brainstorm a common challenge, and/or the speaker who presented could provide more feedback in the discussions
- We could host up to 4 breakout rooms per day - dependent on the popular topics

Your organisation will be mentioned at the beginning and end of each session as the sponsor and host of the virtual room/session.

# Exclusive Advertising Opportunities

## Pre-Event Social Media Post: \$100.00

AfIHC will upload a social media post created in collaboration with the sponsor, to our Facebook page as well as the Facebook Event page. The advert will also be placed on <https://www.afihc.org/> with a link back to your website

## Pre-Event Email: \$350.00

The sponsor will have the opportunity to create an advert that will be included in our newsletter and distributed to the entire database. The advert will also be placed on <https://www.afihc.org/> with a link back to your web site

## Social Media Competition: \$300.00

This is an opportunity for a company to partner with AfIHC and take advantage of their social media following by creating an online competition that can link to your brand or a lucky draw at the virtual event.

- 2 Social Media Posts per month from date of agreement
- Posts will be shared across AfIHC's Facebook, Twitter & LinkedIn profiles

## Digital Incentive Prizes: \$100.00 - \$600.00

We have found in the past that incentive prizes to keep delegates online and engaged will increase our audience numbers and attendance to the end of sessions.

We would like to encourage our delegates to talk about the event on social media using #AfIHC2020. Your company can sponsor gifts where the delegate is encouraged to mention/tag both our event/organisation and your company in their post.

We are looking for organisations to sponsor the cash or the gift itself.

### **We would recommend only digital gifts**

- Subscription: books, music,
- Journal subscription fees
- Article processing costs for open access publication
- Online book store voucher
- Wifi and data vouchers
- Registration for other conferences - cross marketing of events
- Online course registration fees

Sponsors can promote their product on our platforms - i.e. a Journal could sponsor a waiver of article processing costs and we will promote the journal on our platforms.

# Category: Events

## Morning Workout Classes: \$550.00

### **Sponsor a morning workout class.**

A big part of Health is wellness and work-life balance. We like to encourage our delegates to keep up their routine of daily exercise. Sponsor our fitness sessions by providing a fitness instructor who can run a live stream class on our Facebook page.

We would like to suggest a mixture of yoga or HIIT classes, with generally low impact and suitable for all fitness levels.

This sponsorship covers 3 workout classes.

## Virtual Cocktail Party: \$200.00

Host our relaxed, down-time event where delegates have a chance to have some fun and get to know each other in a different way. This allows for more engagement and action from the delegates, instead of a passive audience. It also allows for the important human connection that delegates may feel is missing with a virtual event.

### **Relaxed happy hour networking**

- Ice breaker activities
- Inspirational and energising videos with great soundtracks
- Trivia contest
  
- Topic-themed pop-up breakaway rooms to promote networking - announced on the spot and open for 10 minutes, max
- Central background music from online host
- Co-host selecting ad hoc people to chat to/interview from time to time, red carpet-style
- Share your best moment of the day - delegates have the 'virtual' podium
- 'Build your own' non-alcoholic cocktail to one of the shared recipes - provided in the delegate PDF
- A Masked Ball: Members to decorate their own glamorous 'eye-mask' - cut out provided in delegate PDF. Winners to be voted for by the audience.

## Virtual Lunch Break/Relaxation: \$200.00

### **Sponsor content to encourage relaxation of delegates**

- Relaxing music for the lunch break
- Meditation sessions - in a breakout room
- Relaxation colouring in templates
- Live YouTube safari at different locations

# Category: Delegate Pack

## Delegate Conference Pack: \$400.00

Each delegate receives a PDF programme booklet which includes information about AfIHC, speakers, sponsors and exhibitors. We have an opportunity to provide additional content and information to support delegates to get the most out of our new virtual conference offering.

### **The booklet will include:**

- Any necessary technical guidelines for the conference
- All Speaker bios and abstracts
- Programme schedule
- List of Sponsors & Exhibitors and their logos, website address and contacts
- Break away exercises - stimulate a different skill to allow for downtime when away from the screen
- Non-Alcoholic Cocktail recipes for the cocktail party
- A cutout of cocktail party mask - to be printed, decorated and worn at the cocktail party
- Link to cocktail selfie gallery to vote for the mask winner that will go live at party
- Colouring in templates
- Guideline to meditation
- Link to a post-conference round-up that will go live after the conference

Each delegate also receives a certificate of attendance which is used for proof to employers. These are designed with AfIHC event look and feel and emailed to delegates that have attended. If your company sponsors the Delegate Pack, we will mention your company as a sponsor by way of your company logo and contact details, in the email we send to delegates with their certificate after the event.

## Conference Post Event Video: \$750.00

Sponsor the post conference video where we will edit the event recordings into a valuable video resource. The live event sessions will be recorded and published post-event. Some speakers will pre-record their presentations and these will be edited together with the live footage.

### **The videos will be used in the following way:**

Valuable conference content to continue AfIHC's fund-raising efforts  
Marketing content to promote the future events - a highlights reel

Your company logo will be added to the beginning and end of videos as the video sponsor.

# Exhibitors

## Digital Exhibition Listings: \$1000.00

We are creating a digital exhibition hall on our website (and will be extended to our mobile app if it is sponsored)

### Exhibitors will receive a space on our digital platforms that will include

- A summary of the business offerings
- Special exhibition offer
- Videos to demonstrate physical products - supplied by the exhibitor
- Contact details
- Forms to capture leads - we recommend including a prize for an incentive
- Opportunity to talk about your business for 2 minutes - before the draw of your prize incentive, which will take place on the last day of the conference
- Digital networking in our virtual spaces

## New & Exciting Development: Speed Networking!!

Special time slots will be allocated in the programme to allow exhibiting company representatives to engage with a small group of 3-5 delegates in a virtual break out room.

This allows exhibitors to focus on conversations about their products to a small focused audience and/or one-on-one, much like you would in a real life exhibition scenario.

## NGO/Non-Profit Exhibitors Listing: Free

NGOs that will benefit from the digital marketing provided by our exhibition will be provided a space free of charge. Limited to 10 spaces.

This includes a free listing - includes your logo and a link to your website; contact details and a summary of your offerings.

Exhibitors Benefits	
Recognition on the AfIHC website and/or Mobile App: Listed under Sponsors and/or Exhibitors Company Logo with link to your website	✓
Company Logo shown on Sponsor slides between speakers presentations	✓
Inclusion of a special offer from your company in the Virtual Goody Bag	✓
Opportunity to announce a lucky draw winner via a pre-recorded video that will be shared on AfIHC social media channels <i>(Prize sponsored by your company)</i>	✓
Digital flyer / company profile / advert shown on website and/or Mobile App	✓

# Sponsorship & Exhibitor Terms & Conditions

**All orders placed are subject to the following conditions, which shall form the basis of a contract between the Sponsor & AfIHC.**

**The acceptance of a quote implies acceptance of the standard terms herein namely the following:**

1. All sponsorship benefits will be in effect after the sponsor has been paid in full.
2. The benefits are stipulated in the document and any other benefit requests are subject to committee approval.
3. A premium of 30% will be applied if the sponsor wishes to have exclusive rights to any part of the event.
4. All prices are quoted in US Dollars - applicable taxes will be added
5. All sponsorships are based on a quantity of 150 items. However, if the number of registrations increases and we are expecting more delegates to attend, we will communicate a possible increase in quantities with the sponsors.
6. The content of all inserts, special offers, and adverts are subject to approval by the committee before they are added to the delegate bags. Electronic copies are to be submitted to the organiser by 13th July for approval.
7. Inclusion of any sponsored content is subject to committee approval and publishing deadlines.
8. Artwork for all special offers, adverts and company profiles are to reach the organising committee by no later than 1 August.
9. In some instances, artwork is required for the implementation of the sponsor's benefit. If a sponsor is unable to provide professional artwork, we are able to quote on producing the artwork for your business within your corporate identity guidelines.
10. If an author is unable to provide professional artwork, we will only include written information and a description of the author.
11. Sponsorship of any speaker sessions is subject to availability and committee approval.
12. Complementary conference registrations include online access to the 2020 virtual 3-day conference.



# Contacts

## **AfiHC / Push Aid Africa Inc - USA**

**Jerry John Nutor, PhD**

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