

# MSSA 2024

## Sponsor/Exhibitor Prospectus

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2 – 6 December 2024

Mod-lec space, University of the Free State, Bloemfontein

### Letter of Invitation

Dear Friends,

On behalf of the local organising committee, I would like to extend a warm welcome and invite you to participate in MSSA 2024. The 58<sup>th</sup> MSSA conference will be hosted and held at the University of the Free State from 2 - 6 December 2024 in Bloemfontein.

The MSSA conference stands out as a highly anticipated event in the local microscopy community, not only offering a unique opportunity for professionals to reconnect with old acquaintances but also building new connections with emerging professionals, while staying updated on the latest research and technological developments. This year's conference is expected to maintain this tradition, promising an engaging lineup of respected international speakers, innovative workshops, and an exciting social agenda.

The MSSA conference relies on the generous support of our sponsors, without whom the event would not be possible. We greatly value the benefits our sponsors receive in return for their support. To ensure satisfaction, we have placed significant emphasis on enhancing delegate interaction with exhibitors and maximising sponsor exposure by hosting the tea/coffee breaks within the exhibition venue. Our primary goal is to cultivate a relaxed atmosphere where exhibitors can engage with both current and potential clients. Additionally, all exhibitors will have access to a dedicated boardroom for conducting private meetings, while main sponsors will enjoy exclusive access to a lunchtime workshop venue for product presentations. Through these initiatives, we aim to provide our sponsors with optimal visibility and opportunities to showcase their offerings, thereby fostering fruitful connections and collaborations within the microscopy community.

We wish all the trade members an enjoyable and successful conference.

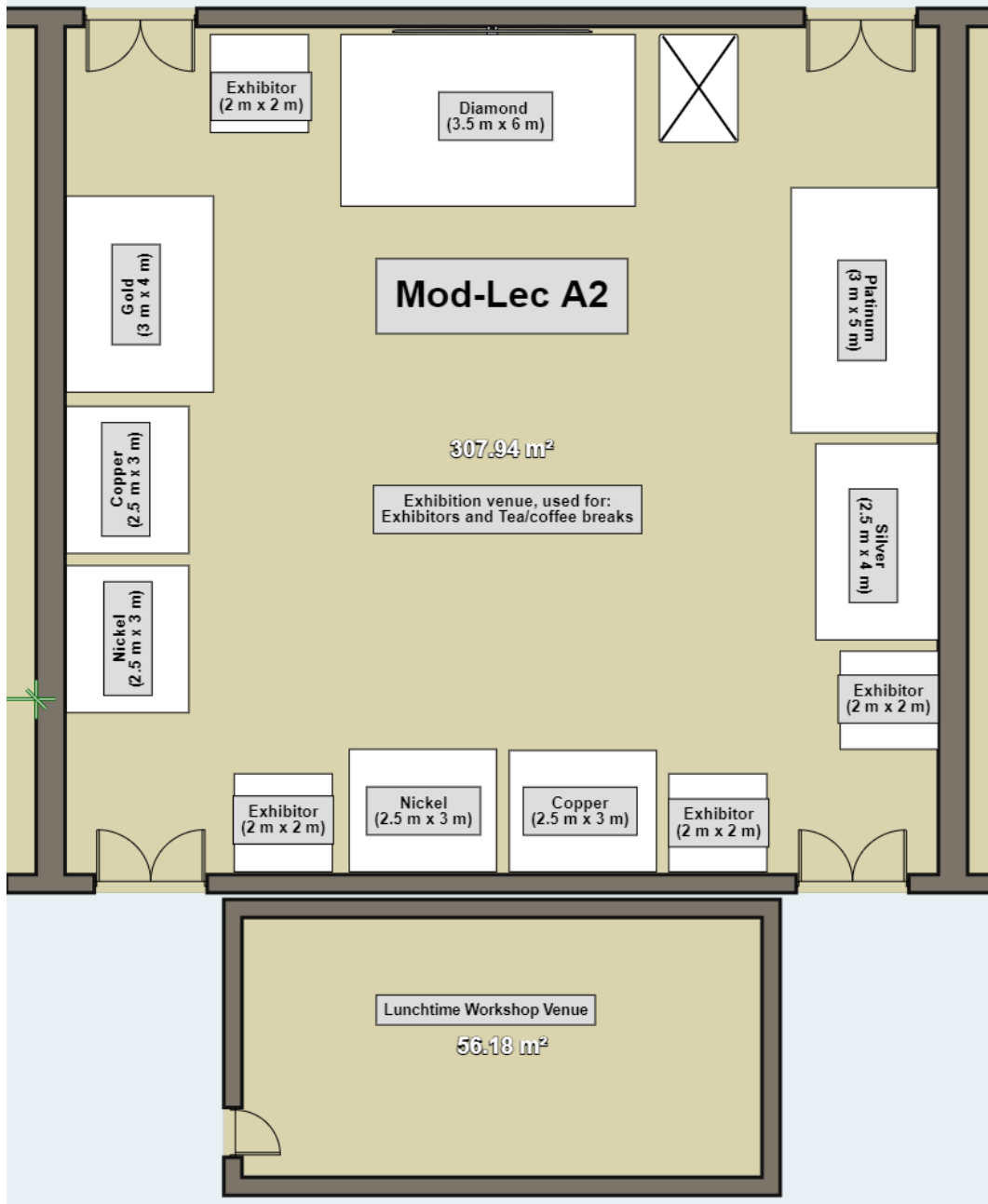
Prof JJ (Koos) Terblans  
*Conference Convenor*

## Sponsorship Opportunities and Benefits

| Package                                                                                                 | Diamond         | Platinum          | Gold            | Silver         | Copper         | Nickel                                           | Exhibitor                                        |
|---------------------------------------------------------------------------------------------------------|-----------------|-------------------|-----------------|----------------|----------------|--------------------------------------------------|--------------------------------------------------|
| Value                                                                                                   | R 165, 000      | R 145, 000        | R 130, 000      | R 120, 000     | R 99, 000      | R 75, 000                                        | R 30, 000                                        |
| Number Available                                                                                        | 1               | 1                 | 1               | 1              | 2              | 2                                                | 4                                                |
| <b>Pre-event marketing and branding</b>                                                                 |                 |                   |                 |                |                |                                                  |                                                  |
| Single logo with URL link on <b>home page</b> of conference website                                     | Yes             | Yes               | Yes             | No             | No             | No                                               | No                                               |
| Single logo on <b>sponsorship page</b> of conference website with URL link and organisation description | Yes (250 words) | Yes (100 words)   | Yes (75 words)  | Yes (50 words) | Yes (30 words) | Yes (Logo and link to website only)              | Yes (Logo and link to website only)              |
| Single logo with URL link on online <b>abstract submission forms</b>                                    | Yes             | Yes               | Yes             | No             | No             | No                                               | No                                               |
| Single logo listed in <b>conference programme</b> with organisation description                         | Yes (250 words) | Yes (100 words)   | Yes (75 words)  | Yes (50 words) | Yes (30 words) | Yes (Logo with contact details and website only) | Yes (Logo with contact details and website only) |
| <b>At-event marketing and branding</b>                                                                  |                 |                   |                 |                |                |                                                  |                                                  |
| Exhibition space*                                                                                       | Prime           | Prime             | Prime           | Standard       | Standard       | Standard                                         | Standard                                         |
| Number of complimentary delegate registrations                                                          | 4               | 3                 | 2               | 2              | 2              | 2                                                | 1                                                |
| Event/product sponsored**                                                                               | Gala dinner     | Traditional braai | Student evening | Ice breaker    | Poster session | Conference bags                                  | -                                                |
| Acknowledgement in plenary session (logo on looped presentation)                                        | Yes             | Yes               | Yes             | No             | No             | No                                               | No                                               |



**\*Exhibition space**



**\*\* Sponsorship of Functions or Products is Inclusive of:**

Based on a quantity of 200 delegates (should delegate no's increase – cost may increase also)

| Item | Opportunity               | Sponsorship Package | Detail                                                                                                                                                                                                                  |
|------|---------------------------|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Gala Dinner               | DIAMOND             | Menu and Beverages<br>Dinner Décor<br>Dinner Entertainment<br>Printed Logo on Menus<br>Printed Invite with Sponsor Logo<br>Branding at Venue<br>10 min Speaker Slot at Event<br>Acknowledgement in Conference Programme |
| 2    | Traditional Braai Evening | PLATINUM            | Menu and Beverages<br>Dinner Décor<br>Printed Invite with Sponsor Logo<br>Branding at Venue<br>5 min Speaker Slot at Event<br>Acknowledgement in Conference Programme                                                   |
| 3    | Student Evening           | GOLD                | Menu and Beverages<br>Printed Invite with Sponsor Logo<br>Branding at Venue<br>5 min Speaker Slot at Event<br>Acknowledgement in Conference Programme                                                                   |
| 4    | Ice Breaker               | SILVER              | Cocktail Snacks and Beverages<br>Printed Invite with Sponsor Logo<br>Branding at Venue<br>5 min Speaker Slot at Event<br>Acknowledgement in Conference Programme                                                        |
| 5    | Poster session            | COPPER              | Cheese and Wine<br>Printed Invite with Sponsor Logo<br>Logo on Poster Boards<br>Branding at Venue<br>5 min Speaker Slot at Event<br>Acknowledgement in Conference Programme                                             |
| 6    | Conference Bags           | NICKEL              | Purchase and Branding of Conference Bags                                                                                                                                                                                |

**\*\*\*Lunchtime workshop venue slot (see floorplan on previous page)**

The lunchtime workshop venue is inclusive of:

- 30 minute **once-off** access to the workshop venue
- Venue seats 28 people school room seating max (or 35 chairs only max)
- Workshop will be listed in the conference programme
- Two pull up banners permitted in venue (supplied by Exhibitor)
- Title of workshop above door for the duration of the workshop
- Projector and screen available
- Booking facility at registration desk

## Additional Sponsorship Opportunities Available

| Item                       | Cost Detail                                                        | Opportunity                                                                                                                               |
|----------------------------|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Sponsor Plenary Speaker | Speaker flights, accommodation, registration fees, and subsistence | Acknowledgement in conference programme, on conference website, and on looped presentation screen                                         |
| 2. A4 advertisement        | R3 850.00                                                          | Advert in conference program                                                                                                              |
| 3. A5 advertisement        | R2 200.00                                                          | Horizontal advert in conference program                                                                                                   |
| 4. Competitions            | Prizes e.g. money, USB, beach ball ... anything!                   | Facebook competitions will be run prior to and during the conference to generate interest. Competitions will be named after the sponsors. |

### **Important Notice:**

**Should any company find that the Sponsorship Grid does not have a sponsorship package to suit your needs – please contact the Conference Convener directly to discuss a tailor-made opportunity.**

# SPONSORSHIP / EXHIBITION COMMITMENT FORM

## MSSA 2024 Conference 2 – 6 December 2024

Please complete this form and email it to [LeeE@ufs.ac.za](mailto:LeeE@ufs.ac.za)

I hereby confirm our commitment as a  **sponsor**  **exhibitor** for the above mentioned conference as follows:

Name of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Designation: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Postal Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Company Registration No.: \_\_\_\_\_

VAT Registration No.: \_\_\_\_\_

### Commitment:

Please indicate your commitment by ticking the appropriate box.

**Sponsor:**

**Exhibitor:**

|            |            |            |            |           |           |
|------------|------------|------------|------------|-----------|-----------|
|            |            |            |            |           |           |
| Diamond    | Platinum   | Gold       | Silver     | Copper    | Nickel    |
| R 165, 000 | R 145, 000 | R 130, 000 | R 110, 000 | R 99, 000 | R 75, 000 |

|           |
|-----------|
|           |
| Exhibitor |
| R 30, 000 |

**Additional advertising or advertiser only\*:**

**Other (please specify):**

|        |        |
|--------|--------|
|        |        |
| A4     | A5     |
| R 3850 | R 2200 |

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Colour advert in conference programme.

Total Value Committed: \_\_\_\_\_

I confirm that I have the authority to make this commitment on behalf of my company:

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print name:** \_\_\_\_\_

## Terms & Conditions

1. Terms of payment

Payment during 2024

- i. 25% deposit on confirmation to secure booking and activate return on investment (non-refundable)
- ii. Further 50% payable by 31 July 2024
- iii. Balance 25% payable by 30 September 2022

2. An invoice and sponsorship / exhibition confirmation document will be sent to you within 48 hours of receipt of Commitment Form.
3. Selection of sponsorship / exhibitors on a first-come, first-served basis.
4. The Commitment Form does not constitute a legal and / or contractual engagement. It only serves as an indication of intent to proceed with the chosen commitment.
5. Sponsorship / exhibition however, is only confirmed on receipt of a signed invoice and payment of the 25% deposit.
6. Failure to comply with the payment schedule could result in the forfeiture of your commitment, and any refund due outside of the 25% deposit will be at the discretion of the Conference Organising Committee.
7. All sponsorship / exhibition contracts are final and cannot be retracted.
8. Deposits are non-refundable
9. The Conference Organising Committee reserves the right to decline sponsorship / exhibition / advertising bookings.
10. The law of South Africa governs this Agreement.
11. The Conference Organising Committee reserves the right to amend the rules and regulations governing sponsorship / exhibition at its discretion.
12. All exhibitors are to comply with the Exhibition Rules and Regulations as determined by the University of the Free State
13. Cancellation after 30 September 2024 attracts a 100% penalty fees