

THE 20th ANNUAL
SIOPSA CONFERENCE
24 - 26 July 2018
CSIR International Convention
Centre, Pretoria



SIOPSA

Sponsorship Document

The art of **collaboration**

COMPLEXITY AND UNCERTAINTY | CAPABILITY AND A COLLABORATIVE ENTERPRISE
COOPERATION AND COORDINATION WITHIN SOCIAL PROCESSES

SIOPSA.ORG.ZA | 0860 SIOPSA (0860 746772)



Why Sponsor?

The Annual SIOPSA Conference attracts a variety of academic researchers in the organisational sciences with leading practitioners from industry, government, and consulting firms.

Conference sponsors are exposed to a highly engaged audience. Being part of this prestigious event is an ideal opportunity for companies to network directly with IO Psychologists working in corporate and private practice. Take part in the conference by being a sponsor, by exhibiting during the conference or by taking up any of the other marketing opportunities.



What's in it for all our sponsors?

Sponsoring the Annual SIOPSA Conference gives you:

- Opportunity to make valuable contacts and increase sales
- Unique marketing and brand exposure
- All the SIOPSA Conference sponsors' names and logos are featured in the conference welcome booklet and conference programme.
- Promotional material is included in all the delegates' bags.
- Prominent sign recognition at event entrance and the registration area.
- Mention on the SIOPSA website & Link to sponsor's company website.
- Sponsors are recognised throughout the conference during discussion periods and breaks.
- Exhibition stands for lead generation and networking.
- Post conference marketing to extend brand awareness.

Who attends the conference?

- Industrial and Organisational Psychologists
- HR Directors / Managers / Practitioners
- Labour Relations Managers / Practitioners
- Talent Managers
- Training managers
- Line Managers
- Employee Relations Managers
- OD Specialists
- Counselling Psychologists
- Assessment Managers
- Consulting Organisations
- Private Practice
- Corporate Companies
- And various other interested parties



Sponsorship Packages

Emerald Sponsorship: R80 000,00 (Main sponsor)

One opportunity

Marketing opportunities include:

- Networking Event (Gala dinner) Sponsor
- 15 min address at the Networking event
- Exclusive branding at the networking event
- Mention on the SIOPSA website: Conference page as Emerald (main) sponsor
- Link to your company website on the SIOPSA website (applicable from date of contract to end 2018)
- Double stand at conference (including two non-conference attending personnel)
- Brochure/ promotional material in Conference bag (printing of brochure or promotional material gift for your own account)
- Name and logo to appear in the electronic Conference abstract book
- Advertisement included in electronic Conference abstract book
- Mention at the President's opening address
- Post conference marketing to extend brand awareness (applicable until end 2018)



Sponsorship Packages

Diamond Sponsorship: R61 000,00

One opportunity

Marketing opportunities include:

- Sponsorship of a conference app with prominent logo/sign recognition. Only SIOPSA's and the sponsor's logo/sign will feature on the app. The conference app will be used before, during and after the conference.
- Mention on the SIOPSA website: Conference page as Diamond sponsor
- Link to your company website on the SIOPSA website (applicable from date of contract to end 2018)
- Double stand at conference (including two non-conference attending personnel)
- Brochure/ promotional material in Conference bag (printing of brochure or promotional material gift for your own account)
- Name and logo to appear in the electronic Conference abstract book
- Advertisement included in electronic Conference abstract book
- Mention at the President's opening address
- Post conference marketing to extend brand awareness (applicable until end 2018)



Sponsorship Packages

Platinum Sponsorship: R51 000,00

One opportunity

Marketing opportunities include:

- Mention on the SIOPSA website: Conference page as Platinum sponsor
- Link to your company website on the SIOPSA website (applicable from date of contract to end 2018)
- Double stand at conference (including two non-conference attending personnel)
- Brochure/ promotional material in Conference bag (printing of brochure or promotional material gift for your own account)
- Name and logo to appear in the electronic Conference abstract book
- Advertisement included in electronic Conference abstract book
- Mention at the President's opening address
- Post conference marketing to extend brand awareness (applicable until end 2018)

Gold Sponsorship: R36 000,00

Three opportunities

Marketing opportunities include

- Prominent logo/sign recognition at the Conference
- Mention on the SIOPSA website: Conference page, as Gold sponsor
- Link to your company website on the SIOPSA website (applicable from date of contract to end 2018)
- Double stand at conference (including two non-conference attending personnel)
- Brochure/ promotional material in Conference bag (printing of brochure or promotional material gift for your own account)
- Name and logo to appear in the electronic Conference abstract book
- Advertisement included in electronic Conference abstract book
- Mention at the President's opening address



Sponsorship Packages

Silver Sponsorship: R19 000,00

Marketing opportunities include:

- Mention on the SIOPSA website: Conference page, as Silver sponsor
- Stand at conference (including two non-conference attending personnel)
- Brochure/ promotional material in Conference bag (printing of brochure or promotional material gift for your own account)
- Name and logo to appear in the electronic Conference abstract book
- Advertisement included in electronic Conference abstract book

Exhibitors

Large stand	R 15,300
Small stand	R 8,250

- Stand at conference (including two non-conference attending personnel)
- Mention on the SIOPSA website: Conference page as exhibitor

The CSIR has a recently renovated, separate exhibition area. SIOPSA will be offering a standard exhibition shell scheme package based upon the following configuration:

- Exhibition walls, based on a 3x2 metre (6m²) configuration (this is the measurement of a small stand; a large stand is double this space)
- Fascia board – colour is standard (white)
- Company name on fascia (no logo, an average of 20 letters)
- 15 amp power point, with a shared dB Board
- 1 x double fluorescent light



Sponsorship Packages

Other Sponsorship and Marketing opportunities

• Bag sponsorship	SQ*
• Advertisement included in abstract book	R 4,500
• Sponsorship of lanyards	R 5,000
• Sponsorship of note pads or pens at the event	R 5,000
• Brochure/ promotional material in Conference bag	R 2,800
• Lunch sponsorship	R 11,000
• Coffee/Tea sponsorship	R 8,000
• T-shirts	R 30,000

*Sponsor can produce the bags using their own supplier. The design of the bag will be done in collaboration with SIOPSA.

Contact

To enquire about and discuss, alternative sponsorships, please contact:

zandile@siopsa.org.za or 0860 746 772

To enquire about exhibition, please contact

zandile@siopsa.org.za or 0860 746 772

TERMS AND CONDITIONS:

- All prices quoted include VAT.
- Sponsorship and exhibition will only be confirmed once proof of payment has been received.
- Booking for a specific exhibition stand in the convention hall will only be confirmed once proof of payment has been received.
- Printing of brochure or promotional material/gift to be included in Conference bag, is for your own account.

For more information, registration forms and banking details please contact:

zandile@siopsa.org.za or info@siopsa.org.za