

Sponsorship Prospectus

Society for Industrial & Organisational Psychology of SA (SIOPSA)

Presents

The 23rd SIOPSA Annual Conference



RE-HUMANISING WORK

People at the center | From human capital to **human workers**

21 - 23 July 2021

WHY SPONSOR?

About SIOPSA

SIOPSA is a member-based, non-profit organisation established to enhance the Industrial and Organisational Psychology profession (also referred to as work psychologists) in South Africa. To this end, SIOPSA exists to serve its members and strives to create conditions in which work psychologists will be able to deliver efficient and effective services to the benefit of all in South Africa.

Why Sponsor

The SIOPSA annual conference provides sponsors and partners with an exceptional opportunity to engage with a wide audience of people practitioners and leaders from multiple industries. This year, our theme *“Re-humanising work”* enables sponsors and partners to be aligned to and demonstrate commitment to being part of a people-centric reform agenda in the world of work.

In 2020, we adapted to the extraordinary changes experienced globally and took our annual conference virtual, for the first time ever. This resulted in one of our most successful conferences in the past two decades. This year, we are going virtual again! The online platform provides more ways than ever for sponsors and partners to have interactive experiences, demo-corners, exhibitions stands, live chats and more with attendees. By going virtual, our audience is bigger and more global than ever. We have sponsorship opportunities to suit various budgets, while maximizing return on investment. Your sponsorship lead generation, interactions with attendees, as well as exposure and impressions on the virtual platform are measurable. The SIOPSA conference offers you exposure to:



A network of **350+** attendees



From **100+** Organisations



10,500 followers across SIOPSA Social Media Platforms

Sponsorship Benefits Include;

- The opportunity to engage with a large and global audience
- Have your brand prominently displayed on the web and mobile platform, and virtual programme
- Have your brand on the SIOPSA Conference website, with a link to your website
- Brand displayed in conference communications
- Extended brand exposure as attendees use the platform weeks before and after the event
- Targeted connection of attendees by searching and reviewing profiles for insights
- Interact with attendees and message attendees in app without having to request contact information
- Have your own brand profile, which is customisable, with opportunity for streaming, video, demo videos, marketing content and photo uploads
- Virtual exhibition hall with live chat, easy lead generation and connection in app
- Enhanced virtual presence to drive engagement with community board conversations, and scheduling virtual meets ups to connect further
- In-depth tracking and reporting on sponsorship ROI after the conference
- Gamification to drive exhibition visits
- Participate in virtual swag bags to enhance exposure
- Grow connections with virtual promotions

WHO ATTENDS?

- Industrial & Organisational Psychologists
- Business Leaders
- Talent Managers
- OD Specialists
- Counselling Psychologists
- Consulting Organisations
- Corporate Companies, Academia and various other interested parties
- Training Managers
- Line Managers
- Employee Relations
- HR Directors, Managers and Practitioners



SPONSORSHIP OPPORTUNITIES AT A GLANCE

	SPONSORSHIPS			
	RUBY (Main Sponsor)	EMERALD (Keynotes or Presidential Awards)	SAPPHIRE (Session Sponsors)	PLATINUM
	1 Opportunity	2 Opportunities	4 Opportunities	Multiple
	R250 000.00	R100 000.00	R34 000.00	R19 000.00
Conference naming rights	✓			
Exclusive branding on the home page of the conference virtual platform (Whova web app and mobile app)	✓	✓		
Sponsor either all Keynote Addresses or Presidential Awards		✓		
Pre-recorded video address during conference opening	✓	✓		
Brand displayed during conference opening sessions	✓	✓		
Live stream video address at networking event	✓	✓		
Mention on SIOPSA website as sponsor & link to your website	✓	✓	✓	✓
Full company profile on conference platform	✓	✓	✓	
Virtual exhibition stand with opportunity to upload video, stream, demo and engage visitors	✓	✓	✓	✓
1 x 20 minute demo corner session included in Demo Track of programme	✓	✓	✓	
Inclusion in exhibitor gamification -"Amazing Race"	✓	✓	✓	✓
Promotional material in virtual conference delegate "swag bag" (promotional material own cost/ design)	✓	✓	✓	✓
Sponsor promo video interviews shared on SIOPSA social media platforms pre-conference. Video clips to be produced by sponsor.	✓ 2 video interviews	✓ 1 video interview	✓ 1 video interview	✓ 1 video interview
In-depth ROI report post-conference	✓	✓	✓	✓
Extended branded opportunity at 2 other SIOPSA webinars other than the conference	✓			
Conference passes	5	3	2	1
Logo exposure on conference programme and banner on virtual platform at conference	✓	✓	✓	✓
Abstract book (conference publication)	Double Page Ad	Double Page Ad	1 Full Page Ad	Half Page Ad
Advertisements on SIOPSA social media sites (T&C's apply)	6	3	2	2
Email adverts to members (T&C's apply)	4	2	2	1
Key note speaker opportunity for a leader from sponsor company. 1 x additional slot in other sessions (e.g. panels or case study sessions)	✓			
Sponsor profiled or invited to contribute a thought leadership piece in one of SIOPSA's partner publications	✓			
(Session Sponsors) Prominent branding as sponsor in ALL sessions of chosen type			✓	
Full company profile on app under exhibitors	✓	✓	✓	✓
Logo on CPD certificates or Help Tutorial or Asynchronous sessions			✓	

EXHIBITION ONLY PACKAGES

Virtual Exhibitions and Demo Corner Sessions

Calling all innovative, cutting edge and future fit organisations. Share your company in our dedicated Demo Track or Standard Virtual Stand and be associated with all the leaders and up-and-coming companies in industry. Get brand love before, during and after the conference as attendees visit your virtual stands and watch demos. (Demo videos can be live or recorded, responsibility of demo company. Company Q & A also required)

	Exhibition Space Only	
	STANDARD Virtual Exhibitor	DEMO Corner Session
	R7 500.00	R13 500.00
Virtual exhibition stand with opportunity to upload video, stream, demo and engage visitors	✓	✓
1 x 20 minute demo corner session included in Demo Track of programme		✓
Inclusion in exhibitor gamification -"Amazing Race"		✓
Promotional material in virtual conference delegate "swag bag" (promotional material own cost/design)		✓
1 promo video as exhibitor hosted on social platforms pre-conference (video at own cost)	✓	✓
In-depth ROI report post-conference	✓	✓
Conference passes	1	1
Logo exposure on conference programme	✓	✓
Abstract book (conference publication)		Half Page
Advertisements on SIOPSA social media sites (T&C's apply)	1	3
Full company profile on app under exhibitors	✓	✓
Mention on SIOPSA website as exhibitor/demo corner	✓	✓



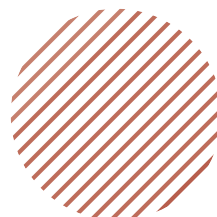
SPONSORSHIP OPPORTUNITIES

RUBY: Main Sponsor - R250 000.00



MARKETING OPPORTUNITIES INCLUDE:

- Conference naming rights for the SIOPSA 2021 Conference
- Exclusive branding on the home page of the conference virtual platform (Whoova web app and mobile app)
- Pre-recorded video address during conference opening
- Brand displayed during conference opening sessions
- Live stream video address at networking event
- Mention on SIOPSA website as sponsor and link to your website
- Full company profile on conference platform
- Virtual exhibition stand with opportunity to upload video, stream, demo and engage visitors
- 20 minute Demo corner session included in conference programme
- Inclusion in exhibitor gamification - "Amazing Race"
- Promotional material in virtual conference delegate "swag bag" (promotional material own cost/design)
- 2 x Sponsor promo video interviews shared on SIOPSA social media platforms pre-conference
Video clips to be produced by sponsor
- In-depth ROI report post-conference
- Extended branded opportunity at 2 other SIOPSA webinars other than the conference
- 5 x Conference passes
- Logo exposure on conference programme and banner on virtual platform at conference
- Double page advert abstract book (conference publication)
- 6 x Advertisements on SIOPSA social media sites (T&C's apply)
- 4 x Email adverts to members (T&C's apply)
- Key note speaker opportunity for a leader from sponsor company. One additional slot in other sessions (e.g. panels or case study sessions)
- Sponsor profiled or invited to contribute a thought leadership piece in partner publication
- Full company profile on app under exhibitors



SPONSORSHIP OPPORTUNITIES

EMERALD (Keynotes or Presidential Awards Sponsor)



MARKETING OPPORTUNITIES INCLUDE:

- Sponsor either all Keynote Addresses or Presidential Awards
- Pre-recorded video address during conference opening
- Brand displayed during conference opening sessions
- Live stream video address at networking event
- Mention on SIOPSA website as sponsor & link to your website
- Full company profile on conference platform
- Virtual exhibition stand with opportunity to upload video, stream, demo and engage visitors
- 20 minute Demo corner session included in conference programme
- Inclusion in exhibitor gamification - "Amazing Race"
- Promotional material in virtual conference delegate "swag bag" (promotional material own cost/design)
- 1 x Sponsor promo video interviews shared on SIOPSA social media platforms pre-conference. Video clips to be produced by sponsor
- In-depth ROI report post-conference
- 3 x Conference passes
- Logo exposure on conference programme and banner on virtual platform at conference
- Double page advert in Abstract book (conference publication)
- 3 x Advertisements on SIOPSA social media sites (T&C's apply)
- 2 x Email adverts to members (T&C's apply)
- Full company profile on app under exhibitors



SPONSORSHIP OPPORTUNITIES

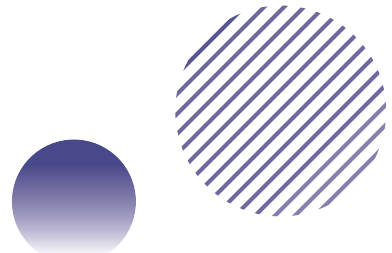
SAPPHIRE (Session Sponsors) R34 000.00 (4 Opportunities)



MARKETING OPPORTUNITIES INCLUDE:

- Option 1:** Master Tutorials
- Option 2:** Research Presentations & Posters
- Option 3:** Case Studies
- Option 4:** Panel Discussions

- Prominent branding as sponsor in ALL sessions of chosen type: branding in zoom waiting rooms of sessions; branding on presentation slides; co-branding on zoom background of speakers
- Mention on SIOPSA website as sponsor and link to your website
- Full company profile on conference platform
- Virtual exhibition stand with opportunity to upload video, stream, demo and engage visitors
- 20 minute Demo corner session included in conference programme
- Inclusion in exhibitor gamification - "Amazing Race"
- Promotional material in virtual conference delegate "swag bag" (promotional material own cost/design)
- 1 x Sponsor promo video interviews shared on SIOPSA social media platforms pre-conference
Video clips to be produced by sponsor
- In-depth ROI report post-conference
- 2 x Conference passes
- Logo exposure on conference programme and banner on virtual platform at conference
- 1 full page in Abstract book (conference publication)
- 2 x Advertisements on SIOPSA social media sites (T&C's apply)
- 2 x Email adverts to members (T&C's apply)
- Full company profile on app under exhibitors



SPONSORSHIP OPPORTUNITIES

PLATINUM (Session Sponsors) R19 000.00 (Multiple Opportunities)



MARKETING OPPORTUNITIES INCLUDE:

- Option 1:** CPD Partner - Brand on CPD system with logo on all CPD certificates issued and on MYCPD system
- Option 2:** Tutorials & Tech support - logo on all tutorial videos, pre-conference FAQ webinars, tech support communications and FAQ page
- Option 3:** Sponsor of Asynchronous sessions - Prominent branding as sponsor in ALL sessions of this type: branding on presentation slides; co-branding on zoom background of speakers

- Mention on SIOPSA website as sponsor & link to your website
- Virtual exhibition stand with opportunity to upload video, stream, demo and engage visitors
- Inclusion in exhibitor gamification - "Amazing Race"
- Promotional material in virtual conference delegate "swag bag" (promotional material own cost/design)
- 1 x Sponsor promo video interviews shared on SIOPSA social media platforms pre-conference
Video clips to be produced by sponsor
- In-depth ROI report post-conference
- 1 x Conference passes
- Logo exposure on conference programme and banner on virtual platform at conference
- Half page advert on Abstract book (conference publication)
- 2 x Advertisements on SIOPSA social media sites (T&C's apply)
- 1 x Email adverts to members (T&C's apply)
- Full company profile on app under exhibitors
- Logo on CPD certificates or Help Tutorial or Asynchronous sessions



DIAMOND EXCHANGE PACKAGE

Sponsors can partner with SIOPSA through a reciprocal commercial relationship. This can be done by offering goods or services on a barter arrangement of equivalent value. Examples of barter exchanges include marketing and advertising trade arrangements, access and exchange of expert advisory services and product exchanges.

BRAND ADD-ONS

Delegate "Swag Bag" Sponsor: R10 000

Greatly valued by attendees. sponsoring the "swag bag" for delegates means the gift's given to all attendees in virtual conference goodie bags will be in a "bag" with your logo on. The Swag bag creates high visibility for your company during the conference and beyond. Attendees will love the free gifts and virtual goodies shared with them, from you and SIOPSA.

Abstract Book Advertisement: R3 500

Create high visibility for your company before and during the conference as everyone constantly checks their abstract booklet. Be remembered beyond the event as attendees revert to their abstract books to relearn or confirm their knowledge.

Join the Amazing Race: R2 500

Boost attendee visits to your stall.

Social Media Booster: R2 500

Boost Brand visibility with X2 extra social media posts, and X2 mentions on social during conference and an announcement on Whova.



WHAT ARE DELEGATE SWAG BAGS?

The "Swag bag" is a virtual goodie bag for delegates that is a tool for sponsors to further achieve their marketing goals. Besides the organizer, participating sponsors and brands can place their content in the bag. The sponsors are given complete control over the design of their goodie bags and the contents available to them. The delegate Swag bags are tailored to the sponsor needs and audience of SIOPSA. It is as simple as logging onto the Swag Bag platform, customizing to your brand and including your goodies. A huge benefit of the digital event bag is that you get an exact evaluation of the activities within the bag. This allows conclusions to be drawn very quickly as to which content delegated engaged with. This allows you to precisely track your marketing activities and measure your success. Digital bags are sustainable, increase digital reach, allow sponsors to monetize their marketing and save time and money.

Swag bags can feature both digital and physical goodies, for delegates to redeem. Other great ideas are vouchers and coupon codes, linked to your products or services. Other possible features to increase engagement are surveys and raffles.

WHAT IS THE AMAZING RACE?

The "Amazing Race" uses gamification to further engage and motivate attendees to visit exhibitors. Offering you more value for money and increased ROI. For our delegates it will deliver a more interactive and world class conference. Delegates will compete with one another by visiting exhibitors and getting a certain piece of information. Once they have visited all exhibitors and collected the necessary information, they will place in the amazing race and if they win, they win great prizes.

OTHER PARTNERSHIP OPPORTUNITIES

We are looking to partner with the following organizations for collaboration, endorsement and other reciprocal relationship purposes;

- Media houses
- Radio stations
- Publications
- Related interest groups

AWARD WINNING MODERN LEAD CAPTURE APP



Highlight your company features & consider running competitions or special offers through the app

1



Conveniently scan business cards

2



Schedule appointments and manage your leads

3

Whoa

CONTACT US

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TERMS & CONDITIONS

Acceptance:

This contract shall be deemed accepted by SIOPSA when received by an authorised member of SIOPSA staff, either in person or upon receipt by post or other delivery method and confirmed by SIOPSA with an official contract acceptance form specifying booth assignment.

Cancellation of Contract:

In the event of the Sponsor, its employees and agents cancelling their signed agreement to exhibit at the conference, no cancellation refunds will be made. The Sponsor agrees that they are responsible for the total contract fee, which shall be retained or paid to SIOPSA as liquidated damages according to this schedule. In the event that SIOPSA, cancels the conference, a full refund to the Sponsor is applicable.

The Exhibition Attendees:

General admission to the exhibition will be available to all duly registered attendees. SIOPSA makes reasonable attempts to attract quality attendees to its exhibition but does not guarantee specific volumes or levels of qualification. Traffic by any given booth is a function of that exhibit and not the responsibility of SIOPSA.

Subletting of Exhibit Space:

The Sponsor may not assign, sublet or share their exhibit space with another business or firm unless approval has been obtained in writing from SIOPSA.

Waiver, Release and Indemnification:

The Sponsor shall indemnify, release and hold SIOPSA harmless from and against any and all claims, penalties, damages, losses, costs, charges and expenses whatsoever, including legal fees and costs, arising out of the Sponsor's participation in the conference.

Acts done or caused to be done by the Sponsor of its obligations hereunder:

Any loss, damage or destruction to property of the Exhibit Facilities caused by the Sponsor, its agents, employee's guests or invitees; any loss, theft, misappropriation or otherwise, or damage or destruction of any property of the Sponsor or property of its guests or invitees brought into the Exhibit Facilities. The Sponsor hereby agrees to waive the right of subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property, when permitted by its contracts with its carriers.



SIOPSA

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