



South African
Haemophilia Foundation



MASAC 2023
**EDUCATIONAL
SYMPOSIUM**

3 - 4 November 2023, Johannesburg

Sponsorship Prospectus

Welcome note: Join Us in Making a Difference

Dear Valued Sponsor,

I hope this letter finds you in good health and high spirits. On behalf of the South African Haemophilia Foundation (SAHF), I would like to extend a warm welcome to you as we prepare for the upcoming MASAC Educational Symposium in 2023. We are truly honored to have the opportunity to share with you the remarkable journey of this symposium and invite you to join us as a valued sponsor.

Before we embark on this new chapter, it is important for us to express our heartfelt gratitude to our longstanding sponsors who have been with us since the inception of the symposium in 1995. Your unwavering support and commitment to our cause have been instrumental in transforming the lives of individuals affected by bleeding disorders across South Africa. We are eternally grateful for your generosity and dedication throughout the years.

To our potential new sponsors, we extend a special invitation to join us in this new phase of our journey. The MASAC Educational Symposium has played a pivotal role in ensuring that individuals with bleeding disorders receive accurate diagnoses and subsequent treatment from some of the best multi-disciplinary teams in our country. Since its inaugural meeting of the Medical and Scientific Advisory Committee in 1995, the symposium has grown to become the single most important local gathering for haemophilia treaters in South Africa.

This symposium has served as a platform for the exchange of knowledge, the dissemination of cutting-edge research, and the facilitation of collaborations among medical professionals, researchers, patients, and caregivers. Through educational sessions, networking opportunities, and the fostering of support networks, the symposium has empowered the haemophilia community with the information and resources needed to enhance the quality of care, treatment outcomes, and overall well-being.

As we look ahead to the MASAC Educational Symposium in 2023, we are excited to embrace a hybrid format that will enable delegates from across Africa and the rest of the world to participate both in person and virtually. Our primary focus remains on ensuring that healthcare professionals, from Africa have access to the invaluable knowledge and expertise shared at this event. However, we welcome individuals and organizations from all corners of the globe to contribute their insights and collaborate towards our shared vision of improving the lives of those affected by bleeding disorders.

We sincerely believe that your partnership and sponsorship will not only make a tangible difference in the lives of individuals with bleeding disorders but also further the progress of haemophilia treatment and research on a global scale. Your generous support will help us maintain the legacy of the MASAC Educational Symposium and continue to provide an invaluable platform for learning, collaboration, and support.

On behalf of the South African Haemophilia Foundation and the entire symposium organizing committee, I extend my deepest appreciation for your consideration and support. We eagerly await the opportunity to discuss the available sponsorship options and how we can best showcase your commitment to this vital cause. Together, let us make a lasting impact and bring hope and empowerment to individuals and families affected by bleeding disorders.

Warm regards,



Clerment Sefojane
Chairperson
South African Haemophilia Foundation

Overview

The SAHF's Medical and Scientific Advisory Council's Educational Symposium is a premier event that brings together medical professionals, researchers and other stakeholders from the field of haemophilia. This symposium has been instrumental in disseminating the latest advancements, research findings, and best practices related to haemophilia and bleeding disorders. By facilitating collaboration and knowledge sharing, it plays a vital role in enhancing the quality of care, treatment outcomes, and overall quality of life for individuals affected by these conditions.

Objectives:

- **Knowledge Exchange:** The symposium aims to foster an environment of collaborative learning, allowing participants to share experiences, best practices, and cutting-edge research related to haemophilia and bleeding disorders. It provides a platform to bridge the gap between medical professionals and researchers ensuring that knowledge is effectively disseminated and implemented.
- **Education and Awareness:** By offering a diverse range of educational sessions, the symposium aims to increase awareness and understanding of haemophilia and bleeding disorders among healthcare professionals and the wider community. It focuses on empowering individuals with the information necessary to make informed decisions regarding treatment, management, and overall well-being.
- **Networking and Support:** The symposium serves as a crucial networking opportunity, facilitating connections between professionals and organizations. It encourages the establishment of support networks and collaborations.

Prospective audience

The SAHF's Medical and Scientific Advisory Council's Educational Symposium primarily targets medical professionals involved in the management and treatment of haemophilia and bleeding disorders in South Africa. However, with this year's symposium being held in a hybrid format, we are excited to extend our reach to an African audience. While we aim to foster networking and collaboration by welcoming participants from all corners of the world, our primary focus remains on ensuring that healthcare professionals from Africa have access to the invaluable knowledge and expertise shared at the event.

Conclusion:

The SAHF's Medical and Scientific Advisory Council's Educational Symposium has been an exceptional platform for advancing the understanding, treatment, and management of haemophilia and bleeding disorders. With your support and contributions, we can continue to make a lasting impact on the lives of individuals affected by these conditions. Let us join hands in promoting education, awareness, and support, and together, we can bring positive change to the haemophilia community not only in South Africa but throughout Africa and beyond.

MASAC Educational Symposium 2023 Structure

The MASAC Educational Symposium in 2023 will adopt a dynamic and engaging format, carefully designed to foster interaction and discussion among all participants. The symposium will be structured to accommodate both in-person and virtual attendance, ensuring inclusivity and accessibility for delegates from across Africa and the rest of the world.

The symposium will feature a diverse range of sessions, including keynote speeches, panel discussions, interactive workshops, and scientific presentations. Renowned experts and thought leaders from the field of haemophilia and bleeding disorders will share their insights and expertise, providing attendees with a comprehensive understanding of the latest advancements and best practices.

To facilitate interaction and discussion, the symposium will incorporate various networking opportunities. Attendees will have the chance to connect with fellow professionals and researchers through dedicated networking sessions, virtual breakout rooms, and interactive Q&A sessions. These platforms will enable fruitful exchanges of ideas, experiences, and perspectives, encouraging participants to learn from one another and build valuable connections.

By combining the best aspects of in-person and virtual interactions, the MASAC Educational Symposium will provide a rich and inclusive environment for knowledge exchange and collaboration. The format and structure of the symposium will encourage participants to engage, network, and discuss ideas, thereby fostering a sense of community and empowering individuals with haemophilia and bleeding disorders to make a significant impact on their own lives and those of others.

In summary, the symposium's format will be dynamic and interactive, incorporating keynote speeches, panel discussions, workshops, and scientific presentations. Attendees will have ample opportunities to network, participate in live discussions, and engage with the virtual platform's interactive features. The symposium will serve as a catalyst for meaningful interactions and collaborations among professionals, researchers and various stakeholders, creating a supportive community that advances the understanding and treatment of haemophilia and bleeding disorders.

MASAC Educational Symposium 2023 Draft Program

Day 1: Friday 3rd November

• **Session I**

Gene Therapy and new therapies in the pipeline

• **Session II**

Acquired Bleeding disorders:
Von Willebrands Disease
Factor 8 and 9 Inhibitors
Rare acquired disorders

• **Session III**

Genetic round table for bleeding disorders

• **Session IV**

Best of local research presentations

Day 2: Saturday 4th November

• **Session V**

Theme Prophylaxis :
Who what where how and how will new therapies influence this?

• **Session VI**

Multi disciplinary session
Dental, Physiotherapy, Obstetrics and Gynecology and Laboratory

• **Session VII**

Point of Care Testing

• **Session VIII**

Debate: Should we all be using all this Emicizumab?

Sponsorship tiers for the MASAC Educational Symposium

We are delighted to present exclusive sponsorship opportunities for the MASAC Educational Symposium 2023. By becoming a sponsor, you have the chance to make a meaningful impact in the field of haemophilia and bleeding disorders, while gaining prominent visibility and recognition among a diverse audience of medical professionals, researchers and other stakeholders.

We offer a range of sponsorship tiers tailored to meet your organization's goals and budget. Our Gold tier limited to two sponsors, available at R 75,000, provides comprehensive benefits such as exhibition space, extensive brand exposure, and acknowledgement throughout the symposium. The Silver tier limited to two sponsors, priced at R 70,000, offers similar advantages, ensuring maximum visibility and engagement with our esteemed attendees. Our Bronze tier limited to one sponsor, priced at R 60,000, provides significant brand exposure and networking opportunities.

To accommodate smaller pharmaceuticals and hospital groups, we have introduced a fourth tier, allowing sponsorships ranging from R 30,000 to R 50,000. This tier offers notable benefits including branding opportunities and online visibility on our platform. Additionally, we have created a fifth tier for small laboratory and medical equipment companies, with sponsorship options between R 10,000 and R 25,000. This tier offers valuable exposure to our audience and listing on our website.

Other sponsorship items:

International Academic Speaker	:	R 60 000 / Speaker
Conference Dinner	;	R 50 000
Delegate Bags	:	R 25 000
Delegate Bag insert	:	R 5 500 Bound A4 Booklet Max 20 pages R 3500 Bound A5 Booklet Max 10 pages R 3000 A4 Pamphlet Max 4 pages R 2000 A5 Pamphlet Max 4 pages

Gold Sponsorship: MASAC Educational Symposium 2023

Sponsorship tier	Amount	Benefits
Gold x 2	R 75 000	Exhibition Stand/Table
		Company write-up in official Program
		Company logo on marketing mailers prior to the conference
		Company logo on conference banners
		Company logo on meeting program
		Company logo on session holding slides
		Thank you mailer post-conference
		Listing on SAHF website (logo, company write-up, URL link)
		Full-page advertisement in the program
		Acknowledgment at the beginning of the business meeting and education sessions
		Social media exposure with content provided by sponsor
		Delegate bag inserts provided by sponsor
		Listing on Symposium Website for 3 months after the conference
		Copy of attendee database

Silver Sponsorship: MASAC Educational Symposium 2023

Sponsorship tier	Amount	Benefits
Silver x 2	R 70 000	Exhibition Stand/Table
		Company write-up in official Program
		Company logo on marketing mailers prior to the conference
		Company logo on conference banners
		Company logo on meeting program
		Company logo on session holding slides
		Thank you mailer post-conference
		Listing on SAHF website (logo, company write-up, URL link)
		Half-page advertisement in the program
		Acknowledgment at the beginning of the business meeting and education sessions

Bronze Sponsorship: MASAC Educational Symposium 2023

Sponsorship tier	Amount	Benefits
Bronze x 1	R 60 000	Exhibition Stand/Table
		Company write-up in official Program
		Company logo on marketing mailers prior to the conference
		Company logo on conference banners
		Company logo on meeting program
		Company logo on session holding slides
		Thank you mailer post-conference
		Listing on SAHF website (logo, company write-up, URL link)
		Quarter-page advertisement in the program



Other Sponsorship: MASAC Educational Symposium 2023

Sponsorship tier	Amount	Benefits
Small Pharmaceuticals & Hospital Groups	R 30 000 - R 60 000	Company logo on conference
		Company logo on meeting program
		Company logo on session holding slides
		Thank you mailer post-conference
		Listing on SAHF website (logo, company write-up, URL link)
		Listing on Symposium Website for 3 months after the conference

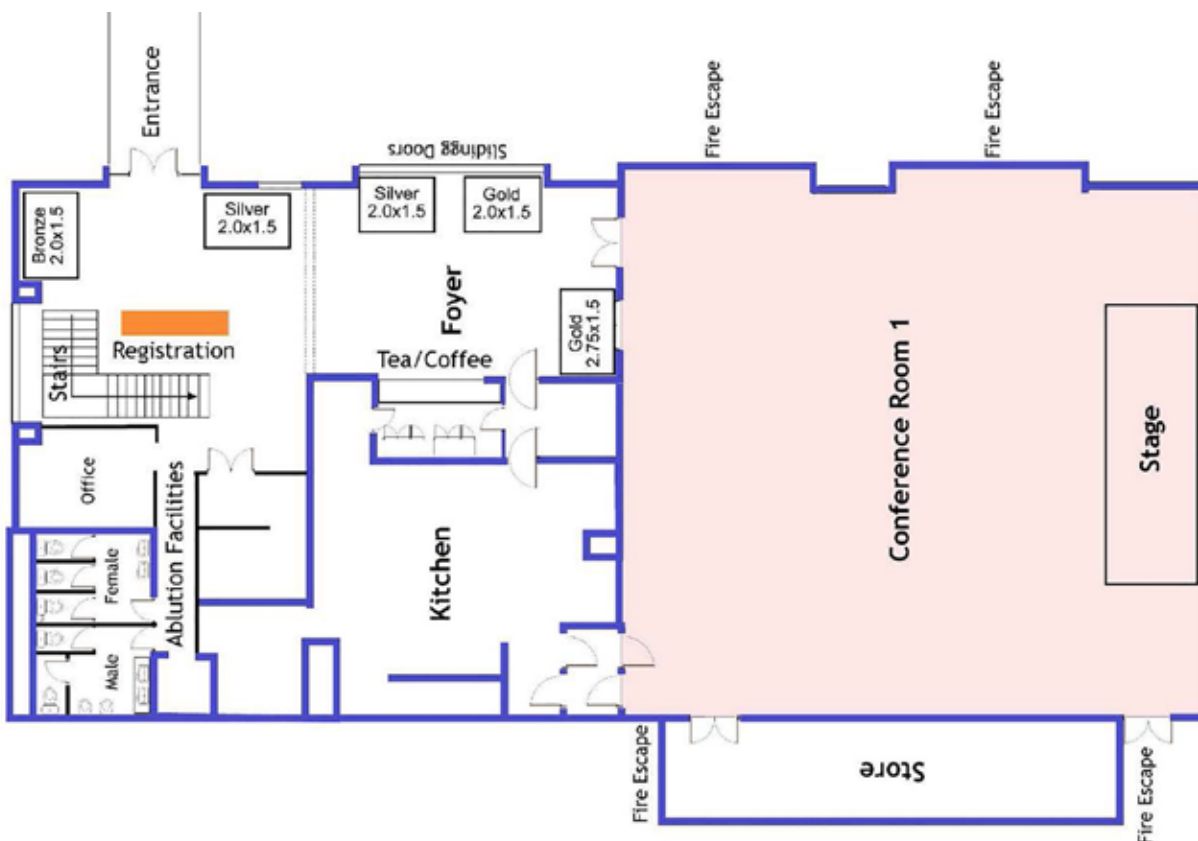
Other Sponsorship: MASAC Educational Symposium 2023

Sponsorship tier	Amount	Benefits
Small Laboratory & Medical Equipment Companies	R 10 000 - R 25 000	Company logo on meeting program
		Company logo on session holding slides
		Thank you mailer post-conference
		Listing on SAHF website (logo, company write-up, URL link)
		Listing on Symposium Website for 3 months after the conference

Floor plan

The floor plan of the MASAC Educational Symposium has been meticulously designed to create a dynamic and engaging environment for all attendees. The layout features strategically placed sponsor stands and networking areas, facilitating seamless interaction and collaboration among attendees. With spacious presentation hall and a designated registration area, the floor plan ensures easy navigation and accessibility, allowing participants to fully immerse themselves in the symposium's enriching sessions and discussions.

Venue layout and information



Ground Floor Conference Room 1

In conclusion, the MASAC Educational Symposium offers an unparalleled platform for advancing knowledge, collaboration, and innovation in the field of haemophilia and bleeding disorders. With a rich history dating back to 1995, this symposium has played a pivotal role in ensuring accurate diagnosis and optimal treatment for individuals with bleeding disorders, thanks to the involvement of top-notch multi-disciplinary teams in South Africa. Now, as we approach the 2023 symposium, we are excited to introduce a hybrid format that welcomes delegates from across Africa and around the world, allowing for both in-person and virtual participation.

By becoming a sponsor, you have the opportunity to support this vital event and make a tangible difference in the lives of those affected by bleeding disorders. Your partnership will provide invaluable resources for the symposium, enabling us to continue delivering high-quality educational sessions, fostering collaboration among professionals, and promoting advancements in research and treatment.

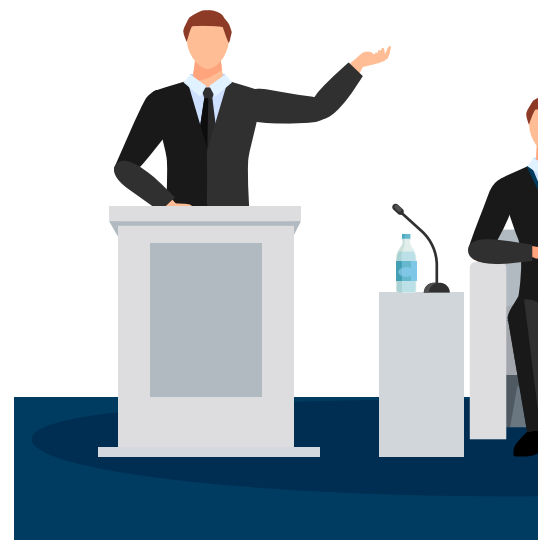
With various sponsorship tiers available, ranging from Platinum to Gold, and customized options for smaller pharmaceuticals, hospital groups, laboratories, and medical equipment companies, you can choose the level of engagement that aligns with your organization's objectives and budget. Each sponsorship tier offers a range of benefits, including extensive brand exposure, networking opportunities, and recognition throughout the symposium.

We invite you to join us as a sponsor and contribute to the success of the MASAC Educational Symposium. Together, we can empower individuals with bleeding disorders, enhance medical knowledge, and transform the future of haemophilia treatment. Take action today and be a catalyst for positive change in the bleeding disorders community. Contact our dedicated sponsorship team to explore the possibilities and secure your sponsorship. Let us unite in our mission to create a brighter future for those living with haemophilia and bleeding disorders.

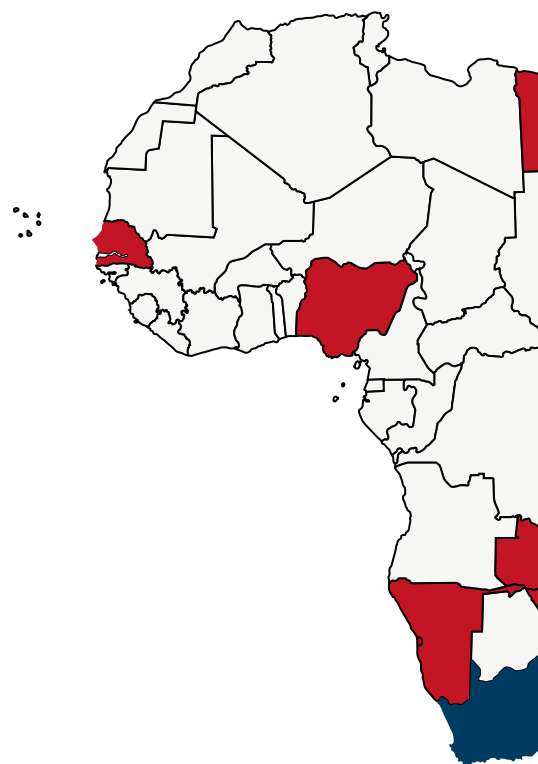
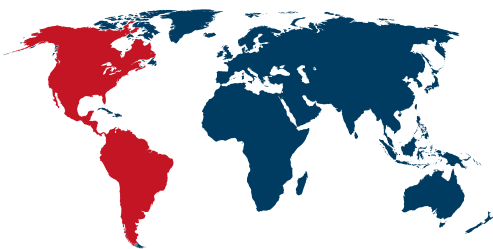


Sponsorship Impact at a Glance

1995 - 2022



+54 International
Academic Speakers
Attended MASAC
Educational Symposium
Between 1995 - 2022.



+4050
Multidisciplinary Medical
Professionals Attended
MASAC Educational
Symposium Between 1995 -
2022.

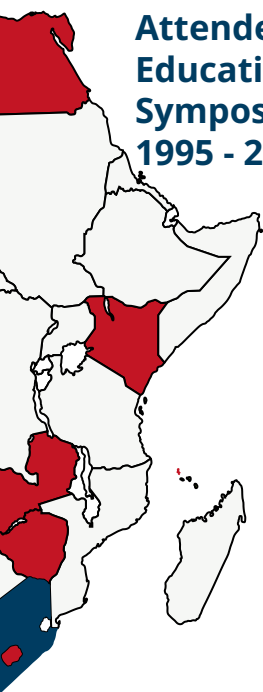


+648 Academic
papers presented at MASAC
Educational Symposium
Between 1995 - 2022.



+540

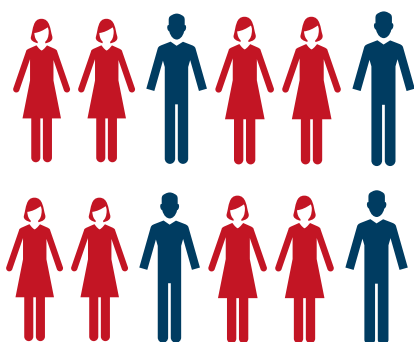
Multidisciplinary
Medical Professionals
From Across Africa
Attended MASAC
Educational
Symposium Between
1995 - 2022.



+108* Research
Studies Conducted in
South Africa Between
1995 - 2022.

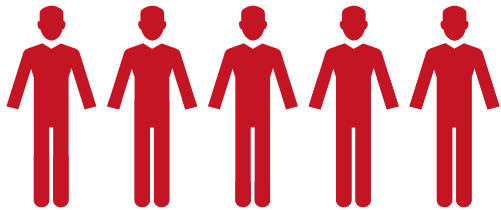
*At an average of four studies
per year.

+405 Haemophilia and
Haematology Nurses
Attended MASAC
Educational Symposium
Between 1995 - 2022.



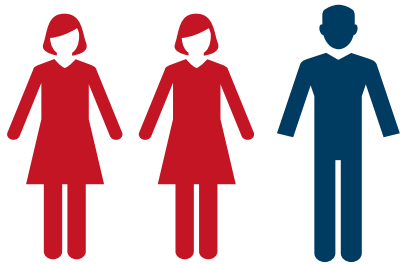


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3 - 4 November 2023, Johannesburg



+3000** Patients
Diagnosed and Treated for
inherited clotting factor
deficiencies in South Africa.

** MAHLANGU, J et al. Prophylaxis is the new standard of care in patients with haemophilia. South African Medical Journal, [S.l.], v. 112, n. 6, p. 405-408, may. 2022. ISSN 2078-5135. Available at: <<http://www.samj.org.za/index.php/samj/article/view/13589/10129>>. Date accessed: 25 May. 2023.





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www.haemophilia.org.za