

SMLTSA

28th SMLTSA CONGRESS

29 - 30 October 2027
Gqeberha- South Africa

SPONSOR, PARTNER AND EXHIBITOR *Opportunities*

WELCOME MESSAGE



MELANIE VAN VLIET
Congress Chair



CAROL MASSYN
Scientific Chair



WILNA HILLS
Congress Secretary

Dear Valued Stakeholders,

On behalf of the Society of Medical Laboratory Technology of South Africa (SMLTSA) and the Local Organising Committee, we are delighted to invite you to partner with us for the **2027 SMLTSA National Congress**, taking place from **29–30 October 2027** at the **Boardwalk International Convention Centre & Hotel in Gqeberha, South Africa.**

This year's congress theme, **"Innovating Laboratory Medicine: AI, Precision Diagnostics, and the Future of Healthcare,"** reflects the rapid advancement of laboratory medicine and its growing impact on healthcare delivery. The congress will explore emerging technologies, artificial intelligence, precision diagnostics, and innovative approaches that are shaping the future of the profession.

As a valued stakeholder, your support and participation are essential to the success of this landmark event. Through sponsorship, exhibition, or collaboration, we invite you to showcase your organisation's expertise and innovation to a diverse audience of laboratory professionals, healthcare practitioners, researchers, academics, and industry leaders.

Join us as we foster meaningful connections, share knowledge, and explore new opportunities to advance laboratory medicine and improve patient care across Africa and beyond.

We look forward to partnering with you and welcoming you to Gqeberha for an inspiring gathering of learning, collaboration, and innovation.

The Local Organising Committee
SMLTSA 2027 National Congress

WELCOME TO SMLTSA

SAVING LIVES, ONE SPECIMEN AT A TIME

The Society of Medical Laboratory Technology of South Africa (SMLTSA) is committed to promoting the ideals of medical laboratory science that align with the needs of our community within a unified healthcare system. SMLTSA hosts a bi-annual national congress to provide a platform to showcase studies and developments within our profession. We encourage all medical laboratory professionals to participate in national and international congresses pertinent to their scope of profession.

Our Vision:
To remain the voice of Medical Technology in South Africa, ensuring that the perspectives of Medical Laboratory Professionals are considered in policy-making that impacts pathology testing across Southern Africa.

Leading Innovation:
SMLTSA supports scientific research with a world-class journal that empowers laboratory professionals to contribute to the advancement of laboratory medicine. By embracing research, we guarantee that our services remain current and relevant to the local healthcare landscape.

Developing the Profession:
Recognizing the vital role of laboratory professionals in patient care, SMLTSA is dedicated to fostering excellence through rigorous education and training. Our programs are benchmarked against global standards to produce highly skilled and qualified laboratory professionals.

CONNECT WITH US

Tel: +27 (0)21 531 1231
Email: administrator@smltsa.org.za
www.smltsa.org.za



RYNO FREIDBERG
SMLTSA President



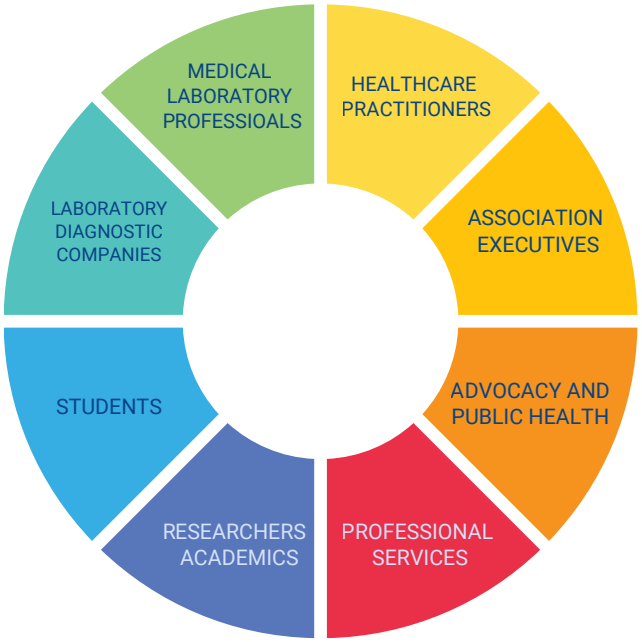
YULEEN CARELSE
SMLTSA Office Manager





SMLTSA 2015

ATTENDEE PROFILE



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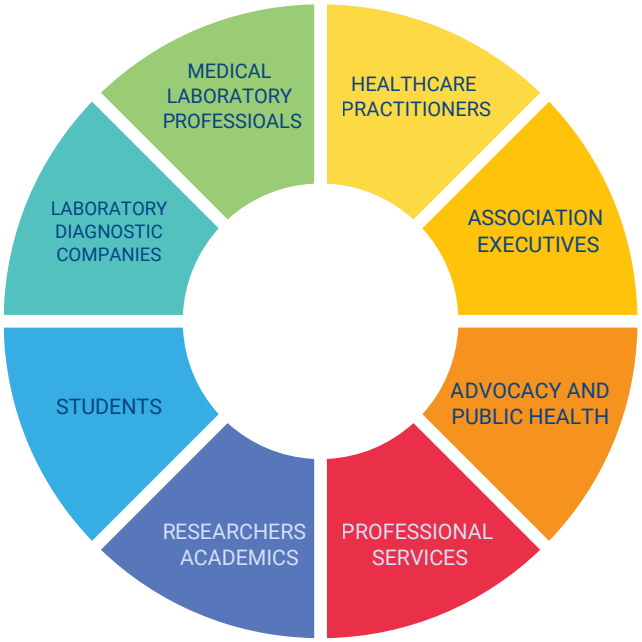
GOLD SPONSOR

SILVER SPONSOR

EXHIBITORS

SMLTSA 2023

ATTENDEE PROFILE



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BECKMAN COULTER

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LANCET LABORATORIES

SYMPOSIUM SPONSOR

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EXHIBITORS

AXIM Nuclear & Oncology

BECKMAN COULTER

DAVIES DIAGNOSTICS

HemoCue

ilex South Africa (Pty) ltd

HPCSA Health Professions Council of South Africa

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LABOTEC Your Partner in Science & Technology

ORB Diagnostics

RADIOMETER

RANDOX

The Scientific Group

Ascendis MEDICAL

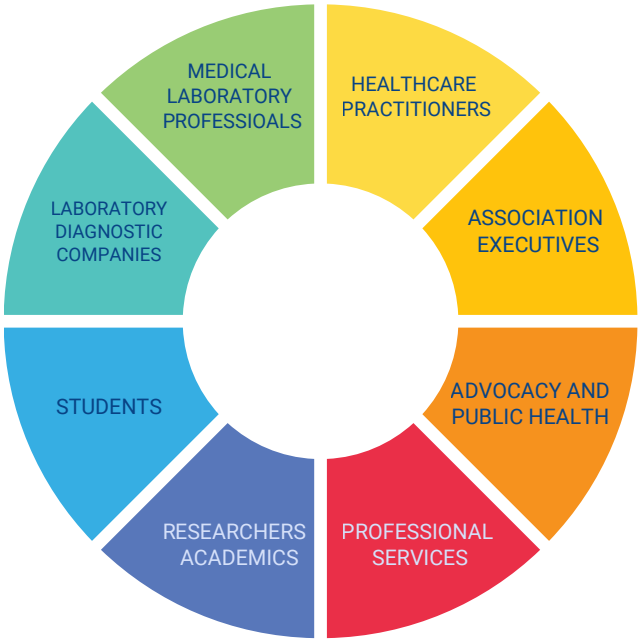
sanas South African National Accreditation System

ZANS AFRICAN MEDICAL

sysmex

SMLTSA 2025

ATTENDEE PROFILE



SPONSORS

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR

BRONZE SPONSOR

ADDITIONAL SPONSOR

EXHIBITORS

Boardwalk

Situated along Gqeberha's scenic beachfront, Boardwalk Hotel offers a sophisticated blend of luxury accommodation, world-class conferencing, and vibrant entertainment. Just minutes from Hobie Beach and the airport, the resort is home to the renowned Boardwalk International Convention Centre, featuring versatile event spaces ideal for conferences, exhibitions, gala dinners, and corporate gatherings of all sizes.

Beyond the conference experience, guests can enjoy an array of restaurants, bars, casino entertainment, and leisure activities all within the resort precinct. Whether exploring the beautiful Eastern Cape coastline, enjoying the lively atmosphere of the Boardwalk precinct, or relaxing in stylish accommodation, Boardwalk creates the perfect balance between business and leisure for every delegate and traveller.



WHY BECOME A SPONSOR

- Demonstrate your commitment to improving healthcare and supporting patient wellbeing. Sponsorship showcases your dedication to making a positive impact on the lives of patients and the broader community.
- Contribute to the advancement of knowledge and best practices in healthcare. Your support helps bring together experts and practitioners to share insights and innovations that can enhance patient care and laboratory practices.
- Opportunity to place your brand at the forefront of a key industry event, offering extensive exposure to a targeted audience of healthcare professionals, including medical laboratory scientists.
- Engage directly with influential decision-makers, industry leaders, and practitioners in the healthcare field. Build valuable connections that can lead to long-term partnerships and collaborations.
- Position your organization as a leader in the healthcare industry by aligning with a reputable, academic conference, which can strengthen your brand's credibility and reputation within the medical community.
- Showcase your products and services to a captive audience of healthcare professionals. Highlight how your offerings can address the needs of medical laboratories and improve patient outcomes.
- Benefit from the conference's marketing and PR efforts, including media coverage, social media mentions, and inclusion in promotional materials. This can amplify your brand's reach and visibility.
- Be a catalyst in supporting the growth and development of healthcare services in Southern Africa. Your sponsorship helps fund important research, education, and advocacy efforts that improve patient care and laboratory practices.

PARTNERSHIP PACKAGES

TIERED BENEFITS	Platinum R350,000	Gold R250,000	Silver R125,000	Bronze R65,000
Complimentary registrations	4	3	2	1
Company logo with hyperlink on conference website	✓	✓	✓	✓
Company logo on banners	✓	✓	✓	✓
Complimentary exhibition space	✓ (6 x 3 square metres booth)	✓ (6 x 3 square metres booth)	✓ (3 x 3 square metres space)	✓ (3 x 2 square metres space)
Welcome speech preceding Keynote speaker	✓ 5 minutes			
Screening of 2-minute promotional video during sessions and refreshment breaks	✓	✓	✓	
One page insert (A4 folded to A5 or A5 size) in delegate bag (partner to provide inserts)	✓	✓		
Dedicated post on conference social media accounts	5	3	2	1
Logo printed in one colour on badge lanyards	✓			
Complimentary tickets to Gala Dinner	4	2	2	2
Opportunity to host a lunch symposium (any additional hospitality costs will be for sponsor's account).	✓	✓		
Full colour advertisement in the final programme (client to provide artwork)	A4	A5	A6	

ADDITIONAL OPPORTUNITIES

EXHIBITOR SPACE (3X3) — ZAR 45,000 EACH

- A 3m x 3m exhibition space in the Exhibition & Hospitality Area
- One table, a black tablecloth, two chairs and a plug point will be provided
- Exhibitors to provide own branding and banners
- Complimentary tea, coffee and lunches during conference days for two staff members



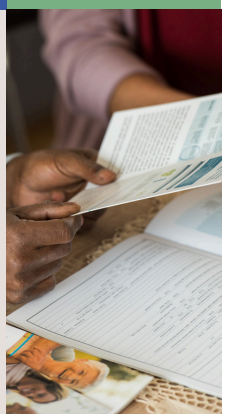
EXHIBITOR SPACE (3X2) — ZAR 35,000 EACH

- A 3m x 2m space in the Exhibition & Hospitality Area
- One table, a black tablecloth, two chairs and a plug point will be provided
- Exhibitors are welcome to position pull up banners behind the table and chairs
- Complimentary tea, coffee and lunches during conference days for two staff members



BAG INSERTS — ZAR 8,500 EACH

- Multiple opportunities
- Reach delegates directly by providing a bag insert
- Bag inserts such as flyers (A5 or A4) and small gifts are accepted
- Bag insert subject to the approval of the local organising committee
- The sponsor will provide a minimum of 300 units (quantity subject to change according to final number of in-person delegates).



NOTEBOOK & PEN — ZAR 20,000

- Exclusive opportunity
- Provide each delegate with a notebook and pen with your company branding
- Final design is subject to approval of the local organising committee
- The sponsor will provide a minimum of 300 units (quantity subject to change according to final number of in-person delegates).



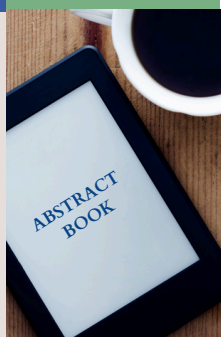
CHARGING STATION FOR DEVICES — ZAR 25,000

- Keep delegates powered up with branded charging stations
- The local organising committee will provide the infrastructure
- The sponsor will provide graphics design elements for the branding of the charging station based on design specifications provided by the local organisers.



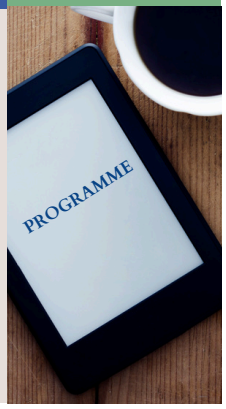
ADVERTISEMENT IN ABSTRACT E-BOOK — Various prices

- The Electronic Abstract Book is a great way to extend your marketing beyond the conference.
- Inside front cover: R20,000
- Full page advertisement: R15,000
- Half page advertisement: R10,000
- Sponsor to provide artwork



ADVERTISEMENT IN OFFICIAL PROGRAMME — Various prices

- The official printed Programme is a great way to position your brand during the conference.
- Inside front cover: R20,000
- Full page advertisement: R15,000
- Half page advertisement: R10,000
- Sponsor to provide artwork



LUNCH — ZAR 30,000 EACH

- Two opportunities available
- Branding at all lunch serving areas during the relevant lunch break
- Opportunity to display 4 x free standing pull up banners at various points during the lunch break
- Your company's name, logo and web page in sponsor acknowledgements



ADDITIONAL OPPORTUNITIES

GALA DINNER

ZAR 100,000

- Exclusive opportunity
- 5 min welcome speech from sponsor at the dinner
- Venue branding (on screen and in-venue)
- 5 x Complimentary Gala Dinner tickets
- Your company's name, logo and web page in sponsor acknowledgements
- Logo on printed menu



COFFEE & TEA BREAKS

ZAR 15,000 EACH

- Five opportunities available
- Based on two breaks per day (morning and afternoon)
- Branding at all tea/coffee stations during the relevant break
- Opportunity to display 4 x free standing pull up banners at various buffet points during the relevant break
- Your company's name, logo and webpage in sponsor acknowledgements.



SPONSOR A KEYNOTE SPEAKER

ZAR 40,000 PER SPEAKER

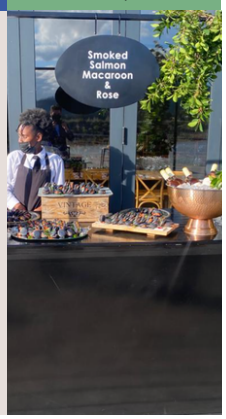
- Multiple opportunities
- Sponsorship will include speaker's fee, return economy flight within South Africa and 2 nights' accommodation at the venue for speaker
- Your company's name, logo and web page in sponsor acknowledgements



FAREWELL RECEPTION

ZAR 70,000

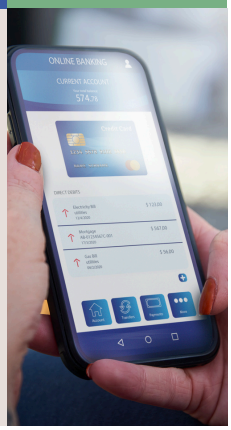
- Exclusive opportunity
- 5 min welcome speech from sponsor at the reception
- Venue branding (on screen and in-venue)
- Your company's name, logo and web page in sponsor acknowledgements



MOBILE APP SPONSOR

ZAR 65,000

- Exclusive Branding on mobile app home screen
- 3 Custom Banner Ads
- 3 dedicated push notifications
- Your company's name, logo and web page in sponsor acknowledgements
- In-App Content: Featured sponsor section
- 1 Complimentary Congress ticket
- 1 Complimentary Congress Awards Dinner ticket



DELEGATE BAG

ZAR 35,000

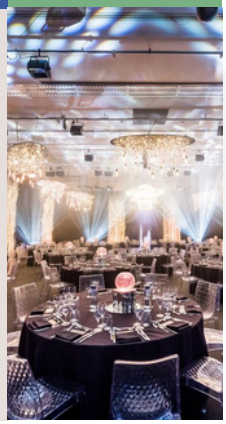
- Exclusive opportunity
- Your logo co-branded with the conference logo on delegate bags



ADDITIONAL OPPORTUNITIES

SPONSOR AN AWARD — ZAR 3000 - 5 000

- Best Oral - R 5 000
- Best Poster - R 5 000
- Top MLS student - R 3 000
- Top Medical Technician student - R 3 000
- Top Phlebotomy Technician - R 3 000
- Outstanding Service to the Profession - R 5 000
- Best Student Presentation - R 5 000
- Your company's name, logo and web page in sponsor acknowledgements



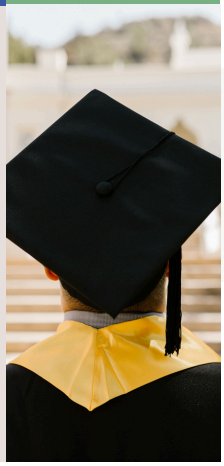
SPONSOR A NATIONAL STUDENT — ZAR 15,000 EACH

- Sponsor a deserving student to attend SMLTSA Congress 2027
- Sponsorship covers local travel, congress fees and accommodation
- Your company's name, logo and webpage in sponsor acknowledgements



SPONSOR A LOCAL STUDENT — ZAR 5 000 EACH

- Sponsor a deserving student to attend SMLTSA Congress 2027
- Sponsorship covers local travel, congress fees and accommodation
- Your company's name, logo and webpage in sponsor acknowledgements



BREAKFAST SYMPOSIUM — ZAR 49,500

- 2 Opportunities available
- Sponsor a 1 hour breakfast symosium in a private venue
- Venue branding (on screen and in-venue)
- Venue availability subject to final congress programme
- Price excludes menu
- Your company's name, logo and web page in sponsor acknowledgements
- Logo on printed menu



LUNCH SYMPOSIUM — ZAR 49,500

- 2 Opportunities available
- Sponsor a 1 hour lunch symosium in a private venue
- Venue branding (on screen and in-venue)
- Venue availability subject to final congress programme
- Price includes congress standard lunch
- Your company's name, logo and web page in sponsor acknowledgements
- Logo on printed menu



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Gqeberha- South Africa

LET'S CONNECT

For further enquiries on partnership opportunities, please contact:

SMLTSA HEAD OFFICE
Tel: +27 (0)21 023 2653
Email: congress@smltsa.org.za
Website: www.smltsa.org.za