

# WCOP

World Conference on Pharmacometrics

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Century City Conference Centre,  
Cape Town 7-10 February 2021

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## SPONSORSHIP AND EXHIBITION PROSPECTUS

[www.wcop2020.org](http://www.wcop2020.org)

Hosted by:



## 1. BACKGROUND

The 3<sup>rd</sup> World Conference on Pharmacometrics 2020 (WCoP2020, [www.wcop2020.org](http://www.wcop2020.org)), under the auspices of the World Conference of Pharmacometrics Committee (WCoP), is hosted by the University of Cape Town and Pharmacometrics Africa. The Conference will be held in Cape Town, South Africa. Because of the COVID-19 outbreak, the dates had to be postponed from April 2020 to 7 – 10 February 2021. The University of Cape Town (UCT) is South Africa's oldest university, and is one of Africa's leading teaching and research institutions. Pharmacometrics Africa is a not-for-profit company registered in South Africa providing a platform for open access clinical pharmacology educational programs in partnership with local research organisations and academic groups.

### 1.1 Scope and Target Audience

This three-day international Conference brings together leading national and international researchers, academics, clinicians and educators from various disciplines including: pharmacokinetics and pharmacodynamics, population modelling and simulation, clinical and experimental pharmacology, systems pharmacology, medical, pharmaceutical and related healthcare disciplines; pharmaceutical industry; governmental and non-governmental organizations.

Of the expected 300 - 500 delegates, a significant representation of specialists from Africa will be attending and actively participating. Being the first international meeting in this field in South Africa and on the African continent, this provides an invaluable platform to promote and develop pharmacometrics in this region. Local researchers will showcase their expertise and projects offering an opportunity for engagement with the international research community. Aspiring scientists will be provided learning opportunities and capacity building to overcome the lack of local skills.

Besides the scientific programme, delegates will have the benefit of full access to the three-day exhibition and to special networking events.

### 1.2 Scientific Programme

Pharmacometrics – the central theme of WCoP2020 - uses mathematical models based on biology, pharmacology, physiology, and disease for quantifying the relationships between the dose of an administered drug, its exposure (pharmacokinetics), and its clinical efficacy and safety (pharmacodynamics) in individual patients and in whole populations. This methodology has been used successfully to identify the most appropriate dosing regimen of a medicine, by describing variability between individuals that may be associated with lack of efficacy in certain patients or with toxicity in others. Regulatory agencies, including the US Food and Drug Administration (FDA) and the European Medicines Agency (EMA) require modelling analyses to be included in regulatory dossiers. As a result, pharmacometrics has become an integral part of modern drug discovery and development.

Delegates of WCoP 2020 will attend a diverse array of focused conference sessions, conference and satellite workshops, and capacity building training sessions in pharmacometrics, covering a range of topics in an international and local African context. Sessions will be accredited for continued professional development (CPD/CME).

Details on the scientific programme and keynote speakers can be found in the programme layout.

### 1.3 Invitation for Sponsorship

You are hereby invited to become a sponsor of WCoP2020 hosted by the University of Cape Town and Pharmacometrics Africa in Cape Town, South Africa. As a sponsor you will be able to meet leading scientists (academic, clinical and pharmaceutical industry), decision-makers in healthcare and research, and health practitioners from South Africa, Africa and around the world. Sponsorship packages can be individually tailored to ensure that your marketing budget is directed towards those areas of greatest benefit to your company. Your sponsorship will be recognised from the time of agreement, and all privileges will apply according to the selected tier (as outlined below), which may extend beyond the Conference itself.

Negotiable and customizable sponsorship opportunities include both tiered sponsorship (Table 1) and itemized sponsorship (Table 2) options, as listed and described below.

### 1.4 Invitation for Trade and Exhibition

As an exhibitor you will be able to showcase your company and meet leading scientists (including academia & pharmaceutical industry), decision-makers in healthcare and research, and health practitioners from South Africa, Africa and around the world. Customizable trade & exhibition opportunities will be made available in the exhibition halls and other areas in the Cape Town Century City Conference Centre. Visibility and interaction with delegates will be enhanced by arranging tea breaks inside the exhibition halls, as well as the poster screens for delegate research presentations placed at strategic points inside the exhibition halls.

## 2. SPONSORSHIP

### 2.1 Tiered Sponsorship Opportunities

Sponsorship will be acknowledged according to selected tiers. Below are some of the options available to you for the different available tiers: Diamond, Platinum, Gold and Silver (Table 1). Our sponsorship team will be happy to discuss your requirements and prepare a package that will help position you within the industry as market leaders in the region and internationally.

**Table 1: Tiered Sponsorships**

Package	Diamond	Platinum	Gold	Silver
Cost (exchange rate: \$1:R14, 8 May 2019)	R175,000 (approx. \$ 12,500)	R 125,000 (approx. \$ 8,925)	R 70,000 (approx. \$ 5,000)	R 40,000 (approx. \$ 2,850)
Logo on the conference website with URL link	500-word description	450-word description	300-word description	Logo only
Exhibition stand (see Section 3)	5m x 3 m – PLUS lounge prime positioning	Dimensions are 5mx3mx2m - L-shaped – prime positioning	6m x 2m	3m x 2m
Advert in the A5 conference programme	Full page inside cover	Full page outside back cover	1 x Full page advert	½ Page advert
Complimentary delegate registrations to attend plenary sessions	4	3	2	1
Acknowledgement on looped slides between sessions	Yes	Yes	Yes	Yes
Company brochure in delegate pack	Yes – A5 (10 pages)	Yes – A5 (10 pages)	Yes – A5 (6 pages)	n/a
Branding at a lunch	Yes	Yes	n/a	n/a
Branding at a tea break	n/a	n/a	yes	n/a
Acknowledgement by Chair in opening ceremony	Yes	Yes	Yes	Yes

### 2.2 Itemised Sponsorship Opportunities

Below are some of the opportunities for the available itemized (targeted) sponsorship options (Table 2). Our sponsorship team will be happy to discuss your requirements and prepare a package that will help positioning you within the industry as market leaders in the region and worldwide.

Proposals for sponsored workshops should be submitted via the WCoP2020 website for approval by the Scientific Committee.

**Table 2: Itemised Sponsorship Opportunities**

Item	Opportunity	Cost	Detail
1.	Sponsorship of Poster Room Section	R 20,000 (approx. \$ 1,450)	<ul style="list-style-type: none"> <li>Full branding rights in the Poster Room Area</li> <li>Acknowledgement in programme</li> <li>Logo on the Conference website with URL link</li> <li>Acknowledgement on looped slides between sessions</li> <li>Acknowledgement by Chair in the Opening Ceremony</li> </ul>
2.	Welcome Cocktail Function	R95,000 (approx. \$ 6,785)	<ul style="list-style-type: none"> <li>Branding on stage at welcome function</li> <li>Opportunity for 5-minute presentation at welcome function</li> <li>3 additional guests to attend the cocktail party</li> <li>Logo on Conference website with URL link, 150 word description</li> <li>Logo on loop “primary sponsors slide” in plenary venue</li> <li>Full page advert in the A5 Conference programme</li> <li>3 complimentary delegate registrations to attend plenary sessions</li> <li>Acknowledgement on looped slides between sessions</li> <li>Acknowledgement by Chair in the Opening Ceremony</li> </ul>

3.	Gala Dinner	R175,000 (approx. \$ 12,500)	<ul style="list-style-type: none"> <li>• Branding at the podium</li> <li>• Opportunity for 5-minute welcome presentation at Dinner</li> <li>• 4 additional guests to attend the dinner</li> <li>• Logo on conference website with URL link, 150 word description</li> <li>• Logo on loop "primary sponsors slide" in plenary venue</li> <li>• Full page advert in the A5 Conference programme</li> <li>• 3 complimentary delegate registrations to attend plenary sessions</li> <li>• Acknowledgement on looped slides between sessions</li> <li>• Acknowledgement by Chair in the Opening Ceremony</li> </ul>
4.	Speaker Sponsorship	Registration fees, travel, accommodation per speaker requirements	<ul style="list-style-type: none"> <li>• Acknowledgement according to contribution value</li> <li>• Acknowledgement on conference website and in final conference programme</li> </ul>
5.	Young Scientist / Student Sponsorship	Registration, travel, accommodation per recipient requirements	<ul style="list-style-type: none"> <li>• Acknowledgement according to contribution value</li> <li>• Acknowledgement on conference website and in final conference programme</li> </ul>
6.	Conference A5 Programme / Book of Abstracts	R22,500 (approx. \$ 1,700)	<ul style="list-style-type: none"> <li>• Acknowledgement in programme, logo on the cover of programme / abstract book</li> <li>• Logo on the Conference website with URL link</li> <li>• Acknowledgement on looped slides between sessions</li> <li>• Acknowledgement by Chair in the Opening Ceremony</li> </ul>
7.	Registration Desk	R 70,000 (approx. \$ 5,000)	<ul style="list-style-type: none"> <li>• Sponsor-branded lanyards, notepads and pens (to be supplied by sponsor)</li> <li>• Branding at registration desk</li> <li>• Logo on Conference website with URL link, 150 word description</li> <li>• Logo on loop "primary sponsors slide" in plenary venue</li> <li>• Full page advert in the A5 Conference programme</li> <li>• 2 complimentary delegate registrations to attend plenary sessions</li> <li>• Acknowledgement on looped slides between sessions</li> <li>• Acknowledgement by Chair in the Opening Ceremony</li> </ul>
8.	Hospitality Sponsor for Conference Tea Breaks and Lunches	R 25,000 per day (approx. \$ 1,900)	<ul style="list-style-type: none"> <li>• Branding at all coffee / tea stations for the day</li> <li>• Acknowledgement in exhibition venue where tea / coffee breaks are held</li> <li>• Acknowledgement in programme</li> <li>• Logo on the Conference website with URL link</li> <li>• Acknowledgement on looped slides between sessions</li> <li>• Acknowledgement by Chair in the Opening Ceremony</li> </ul>
9.	Pre-Conference Workshops	R30,000 (approx. \$ 2,300)	<ul style="list-style-type: none"> <li>• Branding at the Workshop venue, advertisements at additional cost</li> </ul>

## 3. TRADE & EXHIBITION

### 3.1 Opportunities

- Direct marketing by exhibition at international Conferences is all about relationship-building. WCoP 2020 provides companies in the following and related fields an opportunity to participate in their exclusive trade and exhibition arena:
  - ▶ Companies who are concerned with medicines research and development
  - ▶ Companies who provide software programmes or databases for pharmacometric analyses
  - ▶ Entities who offer fellowships and bursaries to young scientists engaged in pharmacology and related fields
  - ▶ Medical research companies
- A floor layout plan with stand dimensions for WCoP 2020 is included in this prospectus. All stands must be fully set up and functional by noon on 6 April before registration opens.

### 3.2 Payment Terms

- The full amount is payable on signing of contract to secure your space; once you have booked and paid, your agreed exhibition stand price and conditions will not change
- Terms and conditions are detailed in the Exhibition Set-up Agreement

## 4. SPONSORSHIP APPLICATION & AGREEMENT

- To apply for sponsorship or exhibition space, you are invited to complete the attached Sponsorship Form (Expression of Interest). You are also most welcome to contact the organisers directly if you have any questions or wish to engage with us regarding sponsorship opportunities. Contact details are provided below.
- The official WCoP 2020 Conference website at [www.wcop2020.org](http://www.wcop2020.org) contains regularly updated information.
- We thank you in advance for your consideration to support this important international Conference.

#### **Prof. Paolo Denti**

Co-Chair, WCoP 2020  
Local Organising Committee

#### **Prof. Colin Pillai**

Co-Chair, WCoP 2020  
Local Organising Committee

#### **Prof. Bernd Rosenkranz**

Finance Chair, WCoP 2020  
Local Organising Committee

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#### **Contact Details:**

Sponsorship: Prof Bernd Rosenkranz (Finance Chair):  
Email: [rosenkranz@sun.ac.za](mailto:rosenkranz@sun.ac.za)

Exhibition Space: Catherine Rowe (Event Management Solutions):  
Tel: +27 21 712 0571/Cell: +27 82 3900 159  
Email: [catherine@eventmanagementsolutions.co.za](mailto:catherine@eventmanagementsolutions.co.za)

## SPONSORSHIP AND COMMITMENT FORM

Please complete this form and fax it to Tel: +27 21 7120571 or email: catherine@eventmanagementsolutions.co.za. I hereby confirm our commitment as a sponsor for the above mentioned congress as follows:

Name of Company:			
Contact Person:			
Designation:			
Telephone:		Fax:	
Postal Address:			
Email:		Mobile No.:	
VAT Registration No.:			

### COMMITMENT / SPONSORSHIP:

Please book the following sponsorship package:			
Package:		Value: R	
Additional Opportunity Number:			
Opportunity:		Value: R	
Total Value Committed:			
I confirm that I have the authority to make this commitment on behalf of my company:			
Signed:		Date:	
Print name:			
(Please sign reverse of this form as well as acknowledgement of the terms and conditions)			

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### SPONSORSHIP TERMS & CONDITIONS

#### Terms of Payment

- Full amount payable on confirmation to secure booking (non-refundable).
- An invoice and sponsorship confirmation document will be sent to you within 48 hours of receipt of Commitment Form.
- Selection of sponsorship is on a first-come first-served basis.
- 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.
- Sponsorship however, is only confirmed on receipt of a signed contract and payment of the full amount.
- Failure to comply with the payment schedule could result in the forfeiture of your commitment, and any refund due will be at the discretion of the Congress Organising Committee.
- All sponsorship contracts are final and cannot be retracted.
- The Congress Organising Committee reserves the right to decline sponsorship bookings.
- The law of South Africa governs this contract.
- The Congress Organising Committee reserves the right to amend the rules and regulations governing sponsorship at its discretion.
- Logos must be provided in jpeg format and emailed to catherine@eventmanagementsolutions.co.za within 24 hours of commitment to ensure that we are able to offer maximum exposure.

#### Cancellation Policy

All cancellations must be received by the Congress Secretariat in writing.  
Sponsorship payments are non refundable.

I accept these terms and conditions:

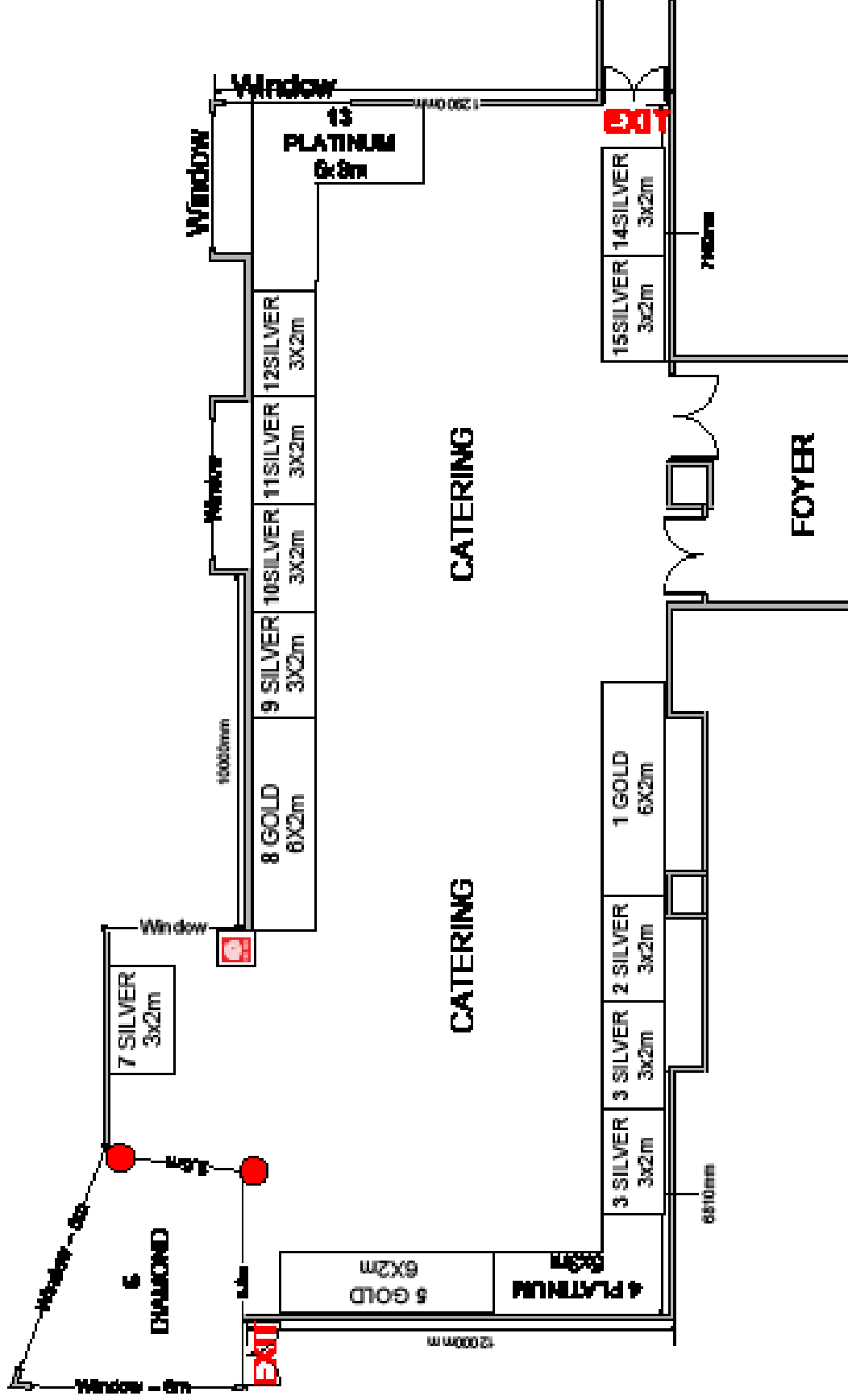
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_



CENTURY CITY  
CONFERENCE CENTRE  
AND HOTEL

# HALL D – WCOP 2020 - Exhibition





**CONTACT INFORMATION:**

**Booking office: T - 021 910 1913**  
**Congress office: T - 021 712 0571**

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*email: [wcop2020@eventmanagementsolutions.co.za](mailto:wcop2020@eventmanagementsolutions.co.za)*