



6th SCIENCE CENTRE WORLD CONGRESS

4 - 8 SEPTEMBER 2011
CAPE TOWN, SOUTH AFRICA

Science Across Cultures

SPONSORSHIP PROSPECTUS

6SCWC 2011 CONGRESS OVERVIEW

Taking place in Cape Town from 4th – 8th September 2011, 6SCWC is the first time the Science Centre World Congress will be held in Africa and presents a once-in-a-lifetime marketing opportunity.

A 5-day congress is planned, with social events encouraging delegates to interact throughout the week. The Scientific Programme is being developed by International Planning Committee, and a mix of plenary and parallel sessions arranged.

The congress is also a great opportunity for visitors to South Africa to make the most of their trip through a variety of pre- and post-congress tours, and it is hoped that many delegates will bring their spouses, partners or families.

With the theme "Science Across Cultures", the 6th Science Centre World Congress will encourage reconciliation between different cultures and a greater appreciation of the role that science centres can play in highlighting each culture's unique contributions to science, technology and science education.

WHEN: 4 - 8 September 2011

WHERE: Cape Town Convention Centre (CTICC), Cape Town, South Africa

HOST: The MTN Sciencentre, the Southern African Association of Science and Technology Education Centres (SAASTEC), and the North Africa and Middle East Science Centers Network (NAMES)

DELEGATES: Number of Delegates expected: 300 - 400

DELEGATE PROFILE: The 6SCWC will attract science centre leaders from all over the world to discuss collaboration and to provide an opportunity for professional interchange and international networking. Topics discussed are the issues facing science centres around the globe and the important role that science centres can play in increasing public engagement in science and technology.

The 6SCWC is aimed at senior decision makers in the science centre and science museum industry, as well as the developers of new science centres and science museums in Africa and other developing continents. Staff from universities, government departments, corporate foundations, traditional museums, educational NGOs and CBOs are also invited to attend.

CONTACT: 6th Science Centre World Congress Secretariat
African Agenda

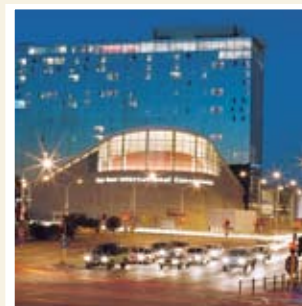
T +27 (0)21 683 2934

F +27 86 542 4191 (fax to email)

F +27 21 683 0816 (international)

E info@6scwc.org

W www.6scwc.org



SPONSORSHIP OPPORTUNITIES

The 6SCWC Local Organising Committee has determined that sponsorship of congress activities, services and materials/products is an appropriate method of raising funds for the purposes of:

- Keeping registration costs to a minimum to attract maximum attendance
- Allowing for expansion and enhancement of the congress programme and allowing it to attract the most sought after speakers
- Establishing and maintaining a balanced budget

And is committed to the following principles:

- sponsorship activities should be executed and acknowledged in such a way that the congress is not perceived as a commercial endeavour
- the aim of the congress is to be a vehicle to enhance the dissemination and exchange of scientific information

NB: Prices are for guidelines only and may be reviewed

THE GALA DINNER

FULL SPONSORSHIP: R250,000 PARTIAL SPONSORSHIP: R100,000

The Gala Dinner will be held at the Moyo Restaurant at the Spier Estate. This elegant occasion is one of the highlights of the congress and rounds off the event in style. It promises to be a very memorable occasion. Sponsorship can be either for the complete package or for an element such as the wine for the evening, the entertainment or the venue. Sponsors will receive full recognition during the evening through printed material. Consideration will be given to either full or partial sponsorship.

WELCOME RECEPTION R100,000

The Opening Ceremony and Welcome Reception is the first official event of the congress and as such has high attendance. Delegates will be welcomed to the congress, entertained and given the opportunity to network, meet old acquaintances and make new friends. Drinks and substantial snacks followed by entertainment with a lively African flavour. Sponsors who contribute to this event will receive full recognition during the evening through printed material and visual branding.

INTERNET CAFÉ R40,000

Situated in the exhibition area, the Internet Café will provide complimentary access to the internet for all registered delegates and exhibitors. This is a popular service, which is well supported at an international congress. The sponsor will be entitled to have their logo on each workstation as a screen saver thus creating a visible profile to all users.

CONGRESS HANDBOOK R35,000

The Congress Handbook will be inserted into every delegate's congress bag. It is the key document of the congress as it includes the complete schedule of activities including the Scientific Programme and the Social Programme. It also contains information about the destination and the venue and will include maps and diagrams. The exclusive sponsor will be afforded the inside cover page for advertising purposes.

SPEAKERS PREP ROOM R20,000

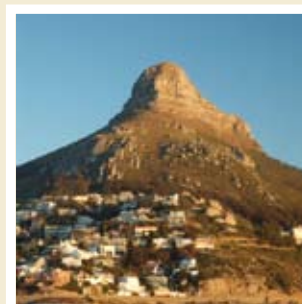
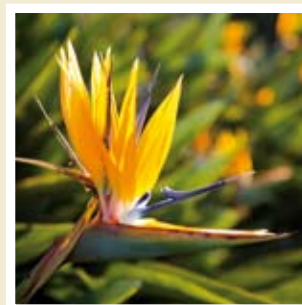
Situated adjacent to the main meeting rooms, the Speakers Prep Room will be the heart of the scientific programme preparations. All speakers will be required to report to the prep room to hand in and preview their presentations with the technicians. The name of the exclusive sponsor will be displayed at the entrance to the prep room and on all computer stations.

ABSTRACT CD R15,000

Abstracts will be available on CD. This is the essence of the Scientific Programme and the delegates will all avail of it, even after the congress is over. The CDs can be distributed from the exclusive sponsor's booth or they can be included in the congress bag. The sponsor's corporate branding can be included on the CD cover (advert material to be supplied by the sponsor).

CONGRESS BADGES R25,000

Every delegate, speaker, accompanying person and official will be required to wear a congress badge in order to gain entrance into the sessions, social events and other areas of the venue. The full-colour badge will reflect the participant's name, organisation and country and will carry the official congress logo. The exclusive sponsor's name and logo will be discreetly incorporated.



CONGRESS BAG R45,000

The congress bag will be offered to all fully-registered participants and will likely be the most visible item at the congress. The bag will contain the Congress Handbook, the Abstract Booklet and other material appropriate to the congress. Sponsorship will include corporate branding.

STATIONERY - WRITING PAD AND PEN R25,000

The sponsoring company will be entitled to include a quality writing pad with their corporate branding and a pen in the congress bag. Almost every participant uses this stationery on a regular basis.

EDUCATIONAL GRANTS R25,000 PER DELEGATE

The congress is being held in Africa for the first time and it is therefore a wonderful and unique opportunity for African delegates to attend and learn from world leaders in their field. It allows them the exposure to speakers and advances relating to science that they may never experience again. It is therefore the intention of the Organising Committee to vigorously promote the sponsorship of their registration and accommodation under a managed programme that will provide the opportunity of a lifetime, and in so doing invest in the future of the field. Sponsors may choose to sponsor a single African delegate or multiple African delegates at R25,000 per delegate

LUNCHES AND REFRESHMENT BREAKS R15,000 PER DAY

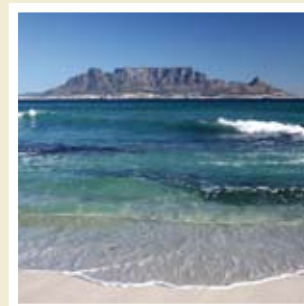
Delegate fees include refreshments breaks and lunch each congress day. These are obviously well supported and participants enjoy the break as well as the networking opportunity. Opportunities exist for sponsors to sponsor lunch and refreshment breaks on the day of their choice. Recognition will be given at the refreshment stations and at the entrance to the break area in the exhibition hall. The sponsoring company will also be entitled to set up an information desk from which to distribute materials.

AUDIO-VISUAL & TECHNICAL SERVICES R55,000

An international congress applies advanced technology in its presentation media. Translation equipment, recording of Keynote speakers, sound systems, lighting and dual projection are standard and these create an opportunity for sponsors to participate in the physical structure of the scientific programme. The technical application is a daily occurrence in all areas and sessions and offers an opportunity for wide exposure.

OTHER

Should you wish to sponsor an element of the congress not included here, please do not hesitate to contact us and we will be pleased to consider all reasonable requests.



ADVERTISING OPPORTUNITY

ADVERTISEMENTS IN THE CONGRESS HANDBOOK

Advertising opportunities are available in the Congress Handbook. It is the key document of the congress as it includes the complete schedule of activities including the Scientific Programme and the Social Programme. It also contains information about the destination and the venue and will include maps and diagrams. Advertising options and costs will be as follows:

- **FULL PAGE: FULL COLOUR @ R10,000**
- **HALF PAGE: FULL COLOUR @ R7,000**
- **QUARTER PAGE: FULL COLOUR @ R4,000**

Prices are exclusive of design and production of the adverts, which must be delivered to the organisers in the required format 45 days prior to the event to ensure inclusion.