



17th International Conference of Drug Regulatory Authorities

Cape Town, South Africa:
27 November - 2 December 2016

www.icdra.co.za



SPONSORSHIP PROSPECTUS DOCUMENT





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Cape Town, South Africa: 27 November - 2 December 2016

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Tel: 012 395 8000
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Dear Delegate

INVITATION: 17TH ICDRA CONFERENCE: 27 NOVEMBER – 2 DECEMBER 2016

The Medicines Control Council, under the auspices of the South African National Department of Health, is pleased to invite you to the city of Cape Town, to join us for the 17th International Conference of Drug Regulatory Authorities (ICDRA). The conference will be held at the Cape Town International Convention Centre, from the 27 November to 2 December 2016.

The Medicines Control Council is honoured to be selected by the World Health Organization (WHO) to host delegates, from each of the WHO Member states, to participate on such a prestigious platform. We believe that the event will provide an excellent forum from which harmonised collaboration can be fostered. In addition, the event will allow us to pursue active discussion on innovative approaches pertaining to the opportunities and challenges faced by drug regulators around the world.

As the 17th ICDRA will be, not only a landmark event for South Africa, but for the African continent, the Medicines Control Council, together with the South African National Department of Health, are committed to pursue all endeavours necessary to host a memorable conference and an unforgettable African experience.

Further information regarding the 17th ICDRA, Cape Town, South Africa is available at the following website: www.icdra.co.za

We look forward to welcoming you in Cape Town, South Africa.

Yours sincerely

DR. JOEY GOUWS
REGISTRAR OF MEDICINES

The International Conference of Drug Regulatory Authorities (ICDRA) provides a forum for drug regulatory authorities to meet and discuss ways to strengthen collaboration. As a platform established to develop international consensus, ICDRA continues to be an important tool for WHO and drug regulatory authorities in their efforts to harmonize regulation and improve the safety, efficacy and quality of medicines.

The scope and diversity of the 17th ICDRA will unfold through guided programme sessions with technical presentations followed by focused discussion. The objective of the 17th ICDRA is encompassed by the theme of the event: "Patients are Waiting: How Regulators Collectively Make a Difference". The 17th ICDRA will seek to define regulatory pathways for new initiatives for public/private partnerships, product development and increasing the speed of regulatory outcomes.

Value-Adding Initiatives of the 17th ICDRA

African Regulatory Harmonization

The event will welcome delegates from each of the World Health Organization Member States as well as facilitate the interaction of 54 African countries during plenary sessions targeted at achieving African harmonization. One of the most significant discussion points, as indicated on the preliminary agenda for the 17th ICDRA, would be that of the African Medicines Regulatory Harmonization Initiative. The WHO will select and invite key note speakers from the WHO Member States in Africa to share their expertise and lessons learned so as to spark discussion and provide a true value-add in realizing harmonized drug regulation in Africa.

Regulation of Medical Devices and Intra Vitro Diagnostics (IVD)

The approval of Bill 6D, 2014, which was published in the government gazette (09/01/2016), makes provision for the definition of medical devices and IVD devices. As such the MCC is required to have regulatory oversight over these products. Currently, no country in Africa has implemented the necessary guidelines and regulatory oversight required to ensure the safety, efficacy and quality of these products. The 17th ICDRA will provide an opportunity for the South African and African regulatory authorities to gain valuable insight into medical device and IVD regulation and the promulgation of the relevant regulatory guidance. This will ensure that steps taken by regulators are appropriate and that the degree of regulatory oversight will be commensurate with the risks associated with the use of medical devices and IVDs.

Regulatory Preparedness around Public Health Emergencies

Effective dialogue concerning containment of disease, as well as best practices regarding corrective and preventative measures implemented will enhance regulatory preparedness going forward and will provide a basis from which regulators may work toward the management of public health emergencies.

Conduct of Clinical Studies in Africa

The 17th ICDRA will explore the ethical obligations associated with conducting clinical trials in vulnerable populations and will also provide an analysis of the initiation of regulatory control over clinical trials, performed on animals.

Promoting local medicine manufacture

The converged interface offered through the pre-ICDRA meeting will stimulate multi-faceted dialogue between stakeholders. Interactions between technical experts, patient groups, civil society, government, industry and international regulatory authorities, at the pre-ICDRA meeting and exhibition arena will aid in promoting local drug manufacture and may ignite potential export opportunities.

The 17th ICDRA will be a landmark event for South Africa, as well as for the African continent. Targeted recommendations from both the pre-ICDRA meeting, as well as the 17th ICDRA, will serve to strengthen regulatory systems through convergence, reliance and networking. We look forward to welcoming delegates to Cape Town, South Africa, to participate in this auspicious event and to contribute to the impetus of change that will be facilitated through the 17th ICDRA.

PRE-ICDRA –27-28 NOVEMBER 2016 (OPEN)

«PATIENTS ARE WAITING: HOW REGULATORS COLLECTIVELY MAKE A DIFFERENCE»

“STRENGTHENING REGULATORY SYSTEMS THROUGH CONVERGENCE, RELIANCE AND NETWORKS”

	Sunday/27 November	Monday/28 November		
08:00-09:00	Registration			
09:00-10:30	Plenary 1: African Medicines Regulatory Harmonization Initiative - Moderated panel discussion	Workshop 5: Stakeholders collaboration in emergency situations: learning from Ebola, Zika and the R&D Blueprint	Workshop 6: Shortages of medicines: what regulators can do to help?	
Coffee				
11:00-12:30	Plenary 2: Collaboration and harmonization in the field of medical devices	Workshop 7: Regulatory cooperation for new treatments: stakeholders' views	Workshop 8: Promise of more effective regulatory system through cooperation, reality or myth: what has been achieved today?	
Lunch				
14:00-15:30	Workshop 1: EAC MRH – what has been achieved so far?	Workshop 2: Global Regulatory Model for Medical Devices – where to start?	Workshop 9: Work sharing	Workshop 10: Good reliance practices
Coffee				
16:00-17:30	Workshop 3: Reducing inspections burden	Workshop 4: Enablers for regulatory cooperation and sustainability	Plenary 3: Partnerships – how to effectively cooperate? - Moderated panel discussion	
18:00-19:00	Pre-ICDRA Welcome Reception			



PROGRAMME

29 NOVEMBER – 2 DECEMBER 2016 (REGULATORS ONLY)

«PATIENTS ARE WAITING: HOW REGULATORS COLLECTIVELY MAKE A DIFFERENCE»

“PRESENT CHALLENGES AND OPPORTUNITIES – ROADMAP FOR THE FUTURE”

	Tuesday/ 29 November	Wednesday/ 30 November	Thursday/ 1 December	Friday/ 2 December
08:00-09:00	Registration			
09:00-10:30	Plenary 1: Opening Ceremony	Workshop A: Similar biotherapeutic products	Workshop B: Model regulatory framework for medical devices: pre-requisites for successful implementation including reliance	Plenary 5: Good regulatory practices
				Plenary 7: Global scenery of regulatory convergence initiatives: linking opportunities Global survey of convergence activities- Panel discussion
Coffee				
11:00-12:30	Plenary 2: Update on 16 th ICDRA recommendations: Global context, local actions	Workshop C: Pharmaco-vigilance / Safety monitoring	Workshop D: Blood products – old and new challenges	Plenary 6: Strengthening supply chain integrity
				Workshop I: Regulators response to shortages of supplies
				Workshop J: Regulators role in addressing anti-microbial resistance
Lunch				
14:00-15:30	Plenary 3: Strengthening of Regulatory Systems: Follow-up on WHA Resolution 67.20	City tours	Workshop E: Regulatory challenges of medical products for maternal & child health	Workshop F: Progress in fighting SSFFC (Sub-standard /Spurious/ Falsified/ Falsely-labelled/ Counterfeit) Medicines
				Plenary 8: Closing
Coffee			Coffee	
16:00-17:30	Plenary 4: Regulatory preparedness for public health emergencies: Lessons learned from Ebola		Workshop G: Updates on vaccines regulation	Workshop H: Safety of herbal medicines: present challenges and opportunities
18:00-20:00	ICDRA Welcome Reception		Gala Dinner	

PRIMARY SPONSORSHIP BENEFITS

Platinum, Gold, Silver and Bronze Sponsors receive varying levels of appropriate visibility at the Conference. Each package has been designed to offer the sponsor a variety of exposure opportunities in exchange for a package value to suit your budget. Some of the benefits include:

- Gaining extensive marketing exposure and branding to your target audience and including your company literature in delegate packs
- Showcasing new products and services at your exhibition stand
- Receiving intensive exposure prior to, during and after the Conference

ADDITIONAL SPONSOR BENEFITS

Sponsors investing in any of our Additional Sponsorship opportunities will have a platform to:

- Create brand awareness and promote product knowledge through distributing promotional material to your target audience
- Cultivate brand loyalty through extensive acknowledgement of your investment



PRIMARY SPONSORSHIP BENEFITS GRID

DESCRIPTION	PLATINUM	GOLD	SILVER	BRONZE	BLUE
Value (no VAT applicable)	R200,000	R150,000	R100,000	R50,000	R25,000
Number Available	2	6	8 7 (1 Sold)	10 8 (2 Sold)	Unlimited
PRE-CONFERENCE EXPOSURE					
Logo on Conference website with URL link and company description	Yes (250 Words)	Yes (150 words)	Yes (100 words)	Yes (75 words)	Yes (50 words)
Logo to appear on all marketing material prior to the Conference	Yes	Yes	Yes	Logo to appear on 3 x mailers distributed prior to the conference	Logo to appear on 1 x mailer distributed prior to the conference
AT CONFERENCE EXPOSURE					
Listing in Conference Programme Book (Sponsor & Exhibitor section)	Yes (250 words)	Yes (150 words)	Yes (100 words)	Yes (75 words)	Yes (50 words)
Exhibition / Display	6m x 3m - including shell scheme	3m x 3m	3m x 3m	50% Discount on 1 3m x 3m exhibition stand	No
Complimentary delegates (includes conference session access to Pre-ICDRA only , excludes travel & accommodation)	6	4	2	1	1
Function / Product Branding (non-exclusive)	Gala Dinner	Pre-ICDRA Reception / ICDRA Welcome Reception	N/A	N/A	N/A
Acknowledgement in Plenary session (includes Logo on looped presentation in plenary session)	Yes	Yes	Yes	Yes	Yes
Logo on Conference signage and banners	Yes	Yes	Yes	No	No
Delegate pack inserts	Yes – 8 Pages	Yes – 6 Pages	Yes – 4 Pages	Yes – 2 Pages	Yes -1 Page
Advertisement in final programme	Full page	Full page	½ Page	½ Page	No
Opportunity to host breakfast or lunch symposium (additional cost to be covered by sponsor)	Yes	No	No	No	No
POST CONFERENCE					
List of delegates (supplied at the conference)	Yes	Yes	Yes	Yes	Yes
E-mail to attendee database with sponsorship/exhibitor acknowledgement and contact details	Yes	Yes	Yes	Yes	Yes

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Based on a quantity of 500 delegates

ITEM	OPPORTUNITY	COST	DETAIL
1.	Conference Final Programme Book	R50,000	<ul style="list-style-type: none"> • Cost is based on 16 pages, A4 full colour throughout • Logo on front cover of book with full page advert inside • Acknowledgement on Conference website and in final conference programme book (75 words company write-up) • Logo on front cover of the book "Programme Book sponsored by..." • Full page advertisement inside the conference programme book • Acknowledgement in Plenary Session • Logo on looped presentation in plenary venue & exhibition • 1 Complimentary Delegate
2.	Conference Branded Notepads (co-branding with conference logo)	R15,000	<ul style="list-style-type: none"> • Logo on notepad along with Conference branding • A5 notepad, 20 pages, full colour, lined – conference branding at the top of each page, sponsor logo on the bottom right hand corner. • Acknowledgement on Conference website and in final Conference programme • Acknowledgement in Plenary Session • Logo on looped presentation in plenary venue & exhibition
3.	Registration	R25,000 Plus R50 per badge (includes badge and lanyard)	<ul style="list-style-type: none"> • Branding of registration area – along with Conference branding • Logo on name badges and lanyards (with Conference branding) • Insert into delegate packs • Full page advertisement in final programme book • 1 complimentary delegate • Acknowledgement on Conference website and in final conference programme book (75 words company write-up)
4.	Mint Tins	R12,500 per day	<ul style="list-style-type: none"> • Logo on mint tin to be handed to delegate in plenary Conference session • Acknowledgement on Conference website and in final conference programme book • Logo included in looped presentation in plenary & exhibition
5.	Branded Water Stations	R15,000	<ul style="list-style-type: none"> • Logo on water stations to be placed strategically throughout the venue • Acknowledgement on Conference website and in final Conference programme book • Logo included in looped presentation in plenary & exhibition
6.	Hospitality Sponsor for Conference Tea Breaks and Lunches	R17,500 per day	<ul style="list-style-type: none"> • Branding at all tea / coffee stations for the day • Acknowledgement in exhibition venue where tea/coffee breaks are to be held • Acknowledgement on Conference website and in final conference programme • Logo included in looped presentation in plenary & exhibition
7.	USB's	R35,000	<ul style="list-style-type: none"> • Branding of USB's to be handed to delegates with selected presentations • Acknowledgement on Conference website and in final Conference programme book (50 word company write up) • 1 Complimentary Delegate • Full page advertisement • 6 Page insert into delegate packs
8.	Delegate registration sponsorship	Registration fees, travel and Accommodation	<ul style="list-style-type: none"> • ** To be calculated on request • Acknowledgement according to contribution value • Acknowledgement on Conference website and in final Conference programme

ITEM	OPPORTUNITY	COST	DETAIL
9.	Invited Speakers Sponsorship	Speaker flight / accommodation / registration fees PLUS R5,000 for branding opportunity	<ul style="list-style-type: none"> ** To be calculated on request Acknowledgement according to contribution value Acknowledgement in programme book and mini programme, and electronic branding inside venue and on looped presentation screen Acknowledgement on Conference website on the programme page, speaker biography page and confirmed sponsors page
10.	Speaker gifts	12 Gifts required at R1,000 each	<ul style="list-style-type: none"> Branding of speaker gifts Acknowledgement upon handing over of speaker gift Gift may be wrapped with branded ribbon / paper. Logo on Conference website on confirmed sponsors page and in final Conference programme book
11.	Conference pens	R17,500	<ul style="list-style-type: none"> Branding on Conference pen Brochure insert into delegate bag Acknowledgement on confirmed sponsors page on the conference website
12.	Pre-ICDRA Reception Sponsorship (non-exclusive)	R50,000	<ul style="list-style-type: none"> Logo included on Conference programme and wherever the event is mentioned Branding at event (4 x roll up banners, branded serviettes may be provided by the sponsor, branded table cloths may be provided by the sponsor) Branding on invitations / tickets distributed to delegates Acknowledgement on Conference Website on confirmed sponsors page and on social events page and in Final Programme book (75 word company write-up) Full page advertisement Distribution of gifts at the event 1 x Complimentary delegate to Pre-ICDRA 10 x complimentary tickets to event
13.	ICDRA Welcome Reception Sponsorship (non-exclusive)	R50,000	<ul style="list-style-type: none"> Logo included on Conference programme and wherever the event is mentioned Branding at event (4 x roll up banners, branded serviettes may be provided by the sponsor, branded table cloths may be provided by the sponsor) Branding on invitations / tickets distributed to delegates Acknowledgement on Conference Website on confirmed sponsors page and on social events page and in Final Programme book (75 word company write-up) Full page advertisement Distribution of gifts at the event 1 x Complimentary delegate to Pre-ICDRA 10 x complimentary tickets to event
14.	ICDRA Gala Dinner (non-exclusive)	R75,000	<ul style="list-style-type: none"> Logo included on Conference programme and wherever the event is mentioned Branding at event (4 x roll up banners, branded serviettes may be provided by the sponsor, branded table cloths may be provided by the sponsor) Branding on invitations / tickets distributed to delegates Acknowledgement on Conference Website on confirmed sponsors page and on social events page and in Final Programme book (75 word company write-up) Full page advertisement Distribution of gifts at the event 1 x Complimentary delegate to Pre-ICDRA 10 x complimentary tickets to event

SOLD

ITEM	OPPORTUNITY	COST	DETAIL
15.	Internet Café (Cyber Café – chill area, charging station, etc.)	R25,000	<ul style="list-style-type: none"> • Branding of internet café area, logo on screen savers. Can provide branded mouse pads. • Acknowledgement on conference website on the confirmed sponsors page. • Insert into delegate bag
16.	Transport	R50,000	<ul style="list-style-type: none"> • Branding on all transfer coaches to and from Cape Town International Airport. • Delegates will be charged transfer fees – this will assist in keeping the prices low (R200 per person) • Branding on all shuttle buses for social events where official transport is provided. • 1 x Complimentary delegate to attend Pre-ICDRA • Acknowledgement on Conference website with logo and write-up (75 words) • Acknowledgement in final programme book with logo and write up
17.	Meet & Greet desks at Cape Town International Airport	R25,000 per desk	<ul style="list-style-type: none"> • International Arrivals and Domestic Arrivals Available • Desks to be branded • Banners at the airport to include sponsor logo • Opportunity to provide staff providing the meet & greet service with branded T-shirts • Acknowledgement on confirmed sponsors page on the conference website • Company logo and 50 word write up in final programme book • Half page advertisement in final programme book.
18.	Conference Bags (hand made shoppers)	R50 per person (R25,000)	<ul style="list-style-type: none"> • Branding on the Conference bag • Inserts into Conference bag • Advertisement in final programme magazine • Logo, write-up and URL link on website (confirmed sponsors page) and in final programme book
19.	Delegate gifts (hand made gifts)	R115 per person (R57,500)	<ul style="list-style-type: none"> • Branding on the gifts • Inserts into conference bag • Advertisement in final programme book • Logo, 75 word write up and URL link on website (confirmed sponsors page) and in final programme book • 1 Complimentary delegate

EXHIBITION

It is true that whether you sell industrial power plants or sticky puddings, the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow. Exhibitions are more about relationship-building than selling a product. They are the most explicit form of direct marketing.

When it comes to the total quantity of a marketing interaction, nothing holds a candle to exhibitions. Exhibitions have a number of advantages over other media. They are powerful tools for:

- Bringing your customers and most active prospects to you
- Meeting pre-qualified prospects
- Allowing you to meet your market face-to-face
- Allowing you to demonstrate products, answer questions and overcome objections
- Using all five senses to communicate a message
- Representing the marketplace in one place and time, bringing together suppliers, buyers, purchase influencers, consultants and media

Exhibitions also produce tangible results, making it easy to measure the medium's return on investment.

The 17th International Conference of Drug Regulatory Authorities exhibition will provide companies in the following fields an opportunity to participate in their exclusive exhibition, focused on all facets of drug manufacture, research and development. These companies would be:

1. Companies who are concerned with, would like to influence, or actively practice in any aspect of drug research, development, manufacture or distribution.
2. Companies who provide equipment or supplies for drug research, development, manufacture and distribution.
3. Companies who provide bursaries to those who study in drug research and development-related fields.
4. Medical research companies

OPPORTUNITIES AVAILABLE

DESCRIPTION	SIZE	COST
Standard Exhibition Stand	3m x 3m	R25,000
Display Table	2m x 2m	R15,000

INCLUDED IN EACH 3M x 3M STAND:

- Shell Scheme – 2,500 mm high
- Fascia Board with your company name printed on it in black Arial font
- 1 x Plug Point
- 2 x Spotlights
- 2 x Chairs
- 1 x Table
- 2 x Exhibitor passes to man the stand for the duration of the Conference (includes access to Conference sessions)

INCLUDED IN EACH DISPLAY TABLE:

- 2m high walling behind your stand space
- 1 x Plug Point
- 2 x Chairs
- 1 x Table
- 1 x Exhibitor pass to man the stand for the duration of the Conference (includes access to Pre-ICDRA Conference sessions)

You may register additional delegates on our website – www.icdra2016.co.za

PAYMENT TERMS:

Payment Terms will be as follows:
50% deposit on signing of contract to secure your stand
Balance payable by 31 July 2015

FOR MORE INFORMATION CONTACT:

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