



PARTNERSHIP OPPORTUNITY

AMREF INTERNATIONAL UNIVERSITY 1ST PRIMARY HEALTHCARE CONGRESS

Aligning practice to evidence in strengthening PHC for lasting health change in Africa

Date: Nov 29th - Dec 1st, 2023 Venue: Amref International University

Background

It has been 45 years since the landmark 1978 Alma-Ata Declaration, which defined Primary Health Care (PHC) as “essential healthcare based on practical, scientifically sound and socially acceptable methods and technology made universally accessible to individuals and families in the community through their full participation and at a cost that the community and country can afford.”

The goal of PHC is to provide better health services for all, making it an integral part of a country’s health system and the central function for the community’s overall social and economic development. The aim is to achieve the highest possible level of health and well-being, ensuring equitable distribution and a sustainable healthy life without financial burden on patients.

The PHC agenda is yet to be fully realized, and the scientific foundation of PHC requires further examination. The implementation of PHC in Africa could be more impactful if it is based on evidence that is contextualized. Much of the researches that informs PHC is not Africa-led, and even when evidence is generated within Africa, its translation to programs and policy remains dismal. In light of these challenges, Amref International University together with its research partners from Africa and beyond have convened to deliberate on the extent to which PHC practices in Africa are evidence-based and to share recent evidence that can enhance PHC practice.

Sponsorship Opportunities

Our Sponsors reflect our multi-sectoral approach to addressing challenges hindering the implementation of PHC in Africa as well as related issues. The congress will offer opportunities to network, collaborate and establish valuable global partnerships geared towards influencing legislative, regulatory and policy issues that will promote lasting health change in Africa.

CONGRESS SPONSORSHIP PACKAGES

THOUGHT LEADERSHIP OPPORTUNITIES	PLATINUM (USD10,000)	GOLD (USD5,000)	SILVER (USD3,500)	BRONZE (USD1,500)
Speaking opportunity in plenary session	Y	N	N	N
Host a Parallel Session	Y	Y	Y	N
Speaking opportunity in opening or closing ceremony	Y	N	N	N
Speaking opportunity in parallel session	Y	Y	Y	N

VISIBILITY OPPORTUNITIES	PLATINUM (USD10,000)	GOLD (USD5,000)	SILVER (USD3,500)	BRONZE (USD1,500)
Sponsor recognition in opening and closing ceremony	Y	Y	N	N
Social media mentions and visibility on conference website	Y	y	y	y
Advertisement e-Programme	Full page	½ Page	¼ page	N
Speaker profiling and bio on programme and website	Y	Y	Y	N
Banners in conference room	Y	N	N	N
Opportunity to submit a 90-second video clip to be shown pre and post plenary sessions	Y	N	N	N
Banner placement at the Conference Venue	Y	Y	N	N
Exhibition inclusive of branding rights	Y	Y	N	N
3X3 Booth that allows for branding and distribution of marketing materials	Y	Y	Y	Y
Attendee Passes	6	4	3	2

ADDITIONAL BENEFITS	PLATINUM (USD10,000)	GOLD (USD5,000)	SILVER (USD3,500)	BRONZE (USD1,500)
Translation Services	Y	N	N	N

Customized packages are available upon request and include hosting cocktails events amongst others

PANEL PACKAGES

CATEGORY	FEE
PHC Panel Session Package	USD 2,000

EXHIBITION PACKAGES

EXECUTIVE (USD500)	STANDARD (USD300)
Upto 10 Available	Upto 10 Available
<p>INCLUDES:</p> <p>One full congress registration Single 3m X 3m Exhibition Booth 1 display table + 3 chairs (Two) 2 Exhibitor passes Participation acknowledgment on congress website Unlimited meeting scheduling (attendee to exhibitor) One (1) Booth ID sign One (1) 220 - 240V outlet One (1) Waste Paper bin</p> <p><i>*Available upon request at an additional cost: Digital screens, extension cables, display racks etc</i></p>	<p>INCLUDES:</p> <p>Single 3m X 3m Exhibition Booth One (1) display table + Two (2) chairs Two (2) Exhibitor passes Participation acknowledgment on congress website Unlimited meeting scheduling (attendee to exhibitor) One (1) Booth ID sign One (1) 220 - 240V outlet One (1) Waste Paper bin</p> <p><i>*Available upon request at an additional cost: Digital screens, extension cables, display racks etc</i></p>

OTHER PACKAGES	COST (USD)
Virtual attendance - congress access per unique ID (validity 29th Nov - 1st Dec 2023)	42
Student & Youth Delegates Day Pass (Validity 29 Nov - 1st Dec 2023)	42

Early bird registration Deadline : 30th Oct 2023

Late registration Deadline: 10th Nov 2023

CATEGORY	FEE	
Registration	Early Bird Registration	Late Bird Registration
	USD 150	USD 200
Students and Youth Delegates (upto 21 Years)	Early Bird Registration	Late Bird Registration
	USD 50	USD 55
International Delegates	USD 150	
International Students and Youth Delegates	USD 50	

For more invitation visit www.phcongress.com or email the secretariat at PHCongress@Amref.ac.ke