

# TRADE PROSPECTUS



**2024**  
CONGRESS  
CAPE TOWN  
SOUTH AFRICA

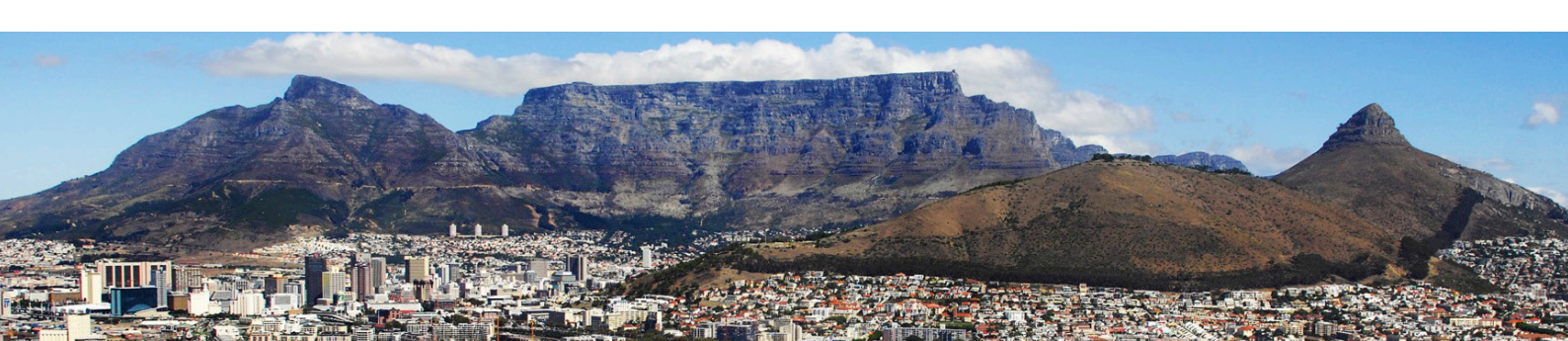
**30 August – 1 September 2024**

**CBT—Application and Accessibility in Africa**

**[www.cbtasa2024.co.za](http://www.cbtasa2024.co.za)**

**Contact: Eastern Sun Events  
Wanda Fourie  
[wanda@easternsun.co.za](mailto:wanda@easternsun.co.za)**





Dear Trade Members

CBTASA (CBT Association of South Africa) was officially founded in October 2019. We are a constituted, non-profit organisation and are affiliated with the EABCT <https://eabct.eu>. Our association represents a network of vetted CBT therapists and trainers, each of which is concurrently registered with their own respective professional body. The CBTASA also collaborates with academic and other training institutions, thus ensuring that all CBT generations are represented by the CBTASA.

What is CBT?

An umbrella term for different modalities of evidence-based psychotherapies ('talking therapies') that are applied by mental health specialists. CBT represents a constantly-evolving methodology, comprising of first, second, and third generations. It can be thought of as the three parts of a tree - the roots, trunk, and various branches. These parts make up the three generations.

CBTASA Congress 2024

We are thrilled to present the comprehensive prospectus for the highly anticipated CBTASA Congress in 2024. This inaugural event promises to be a remarkable gathering of leading experts, professionals, and educators in the field of Cognitive Behavioral Therapy. Our esteemed lineup of speakers have made significant contributions to the field.

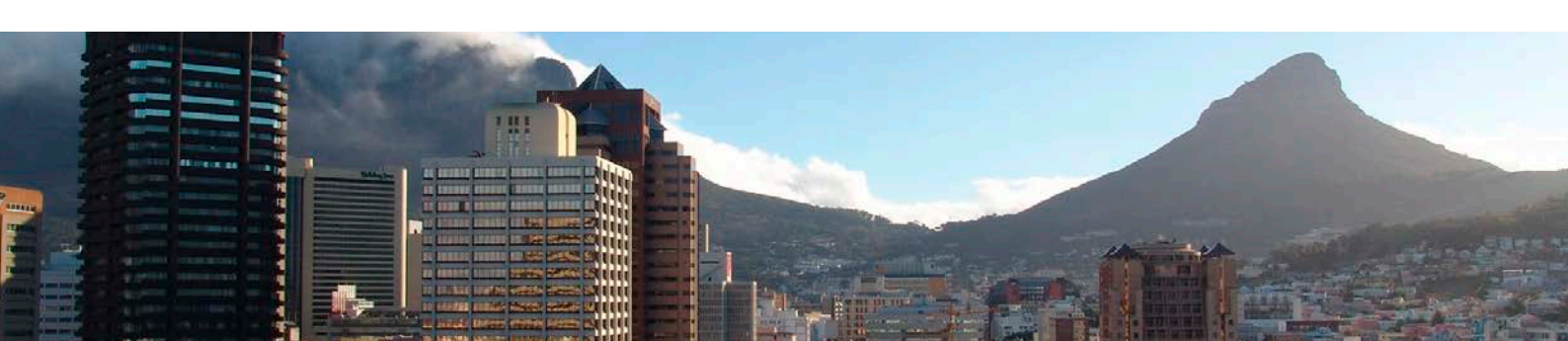
In addition to captivating keynote presentations and insightful panel discussions, we have also curated an impressive array of educational workshops and interactive sessions that allow participants to delve deeper into specific topics. These hands-on experiences will empower attendees with practical skills.

Furthermore, we understand that networking plays a crucial role in fostering collaborations and creating lifelong connections within any industry. The congress is expected to host several world-renowned and well-respected CBT scholars and pioneers. Hence, we have meticulously designed various social events, including a Congress dinner, where participants can engage in meaningful conversations with like-minded individuals from around the world.

We look forward to your participation in our inaugural congress.

Kind regards

Daniel Rabinowitz (Congress Chair) & Jeromy Mostert (Trade Liaison)  
CBTASA Congress 2024



# Sponsorship Packages

## Note:

A company sponsoring items to the following values will be acknowledged as follows:

R 75 000	Platinum Sponsor
R 60 000	Gold Sponsor
R 40 000	Silver Sponsor
R 20 000	Bronze Sponsor

Custom benefits will be discussed with the above individual sponsors.  
Exhibition spaces are not included in any of the sponsorship packages.

## Terms and Conditions:

Sponsorship items/packages must be paid for IN FULL by 15 June 2024.  
Cancellations MUST be in writing to Wanda Fourie - [wanda@easternsun.co.za](mailto:wanda@easternsun.co.za)  
Cancellations need to be acknowledged in writing by an Eastern Sun Events' staff member to be valid.

## Cancellation Fees:

Bookings made are binding.  
Until 31 January 2024: No cancellation Fee.  
01 February 2024 – 15 May 2024: 50%  
16 May 2024 onwards: 100%  
Cancellation clauses will apply, whether payment has been received or not.





# Platinum

R 75 000

Trade symposium or Breakfast Symposium (Excludes Catering) x 1

## Branding

- Logo on Congress Website
- Logo on Congress App
- Logo on directional signage
- Logo on screen display in plenary venue
- Pull up banner in registration area
- Thank you at Congress Dinner

## Registration

- Exhibitor registrations x 3

## Digital

- Pre-loaded electronic brochures & videos on congress app x 4

## Social Functions

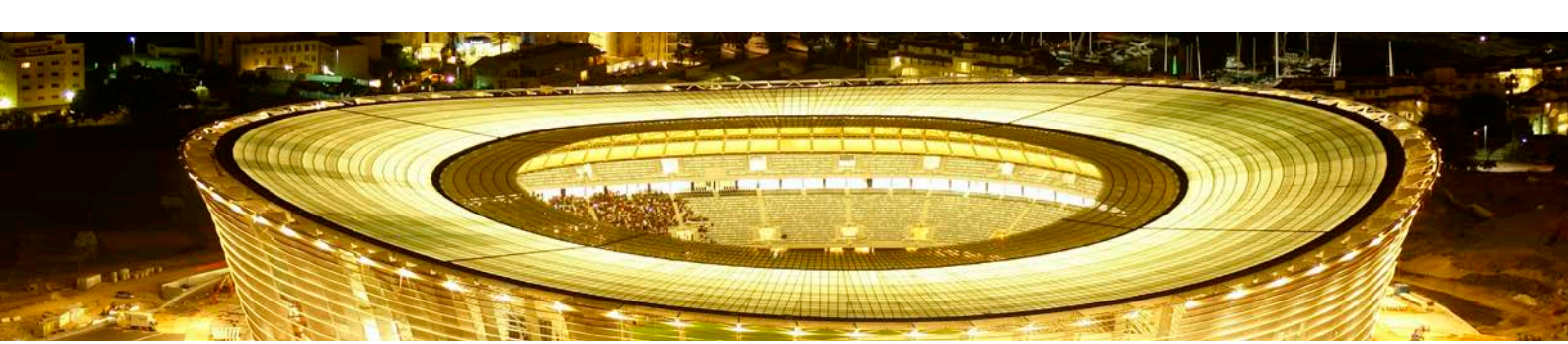
- Dinner tickets x 3

## Information

- Delegate list pre and post congress (POPIA regulations)







# Gold

R 60 000

## Branding

- Logo on Congress Website
- Logo on Congress App
- Logo on screen display in plenary venue
- Thank you at Congress Dinner

## Registration

- Exhibitor registrations x 2

## Digital

- Pre-loaded electronic brochures & videos on congress app x 3

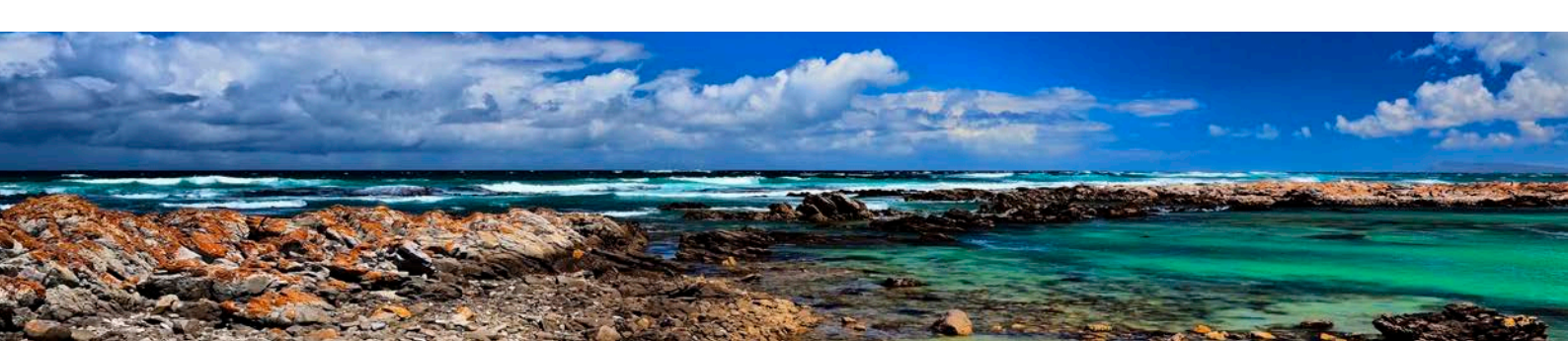
## Social Functions

- Dinner tickets x 2

## Information

- Delegate list pre and post congress (POPIA regulations)





# Silver

R 40 000

## Branding

- Logo on Congress Website
- Logo on Congress App
- Logo on screen display in plenary venue
- Thank you at Congress Dinner

## Registration

- Exhibitor registrations x 1

## Digital

- Pre-loaded electronic brochures & videos on congress app x 2

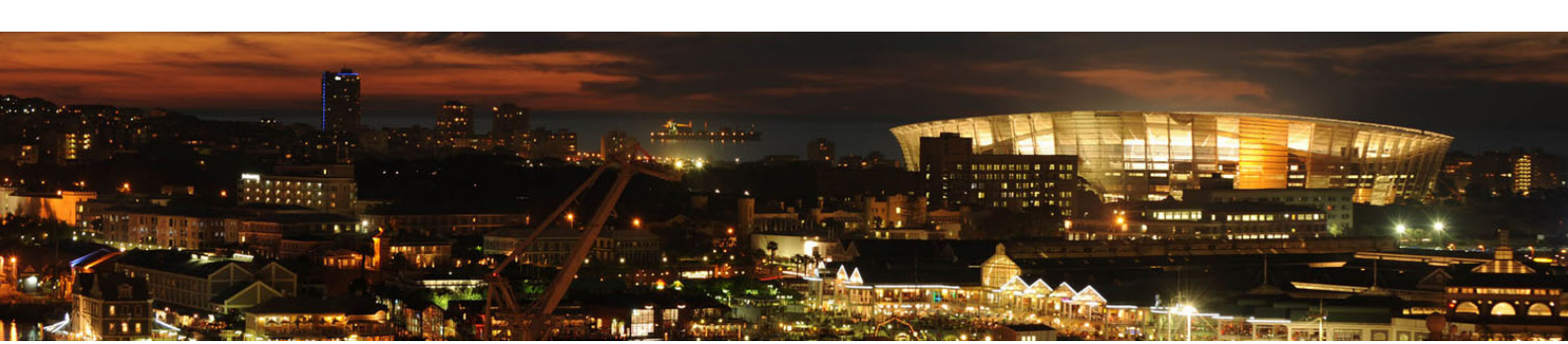
## Social Functions

- Dinner tickets x 1

## Information

- Delegate list pre and post congress (POPIA regulations)





# Bronze

R 20 000

## Branding

- Logo on Congress Website
- Logo on Congress App
- Logo on screen display in plenary venue
- Thank you at Congress Dinner

## Digital

- Pre-loaded electronic brochures & videos on congress app x 1

## Information

- Delegate list pre and post congress (POPIA regulations)







# Sponsorship Benefits

## Venue

### Tea Break

R 12 000 - (per tea-break per day)

- Logo on Congress Website
- Two Banners (own cost)
- Branding of tea break - eg. branded serviettes, branded tablecloths etc (own cost)
- Logo on relevant printed materials

### Lunch Break

R 18 000 - (per lunch break per day)

- Logo on Congress Website
- Two Banners (own cost)
- Branding of lunch break - eg. branded serviettes, branded tablecloths (own cost)
- Logo on relevant printed materials

## Social Functions

### Welcome Function

R 45 000 (pre-dinner snacks & beverages)

- Logo on Congress Website
- Two Banners (own cost)
- Branding at Welcome Function (own cost)
- Logo on relevant printed materials

### Congress Dinner

R 55 000

- Logo on Congress Website
- Two Banners (own cost)
- Branding at Dinner (own cost)
- Logo on relevant printed materials
- Three Dinner tickets







# Sponsorship Benefits

## Digital Platforms

### Congress Website

R 22 000

- Logo on Congress Website
- Branding of Congress Website

### Congress Wifi

R 20 000

- Logo on Congress Website
- Listed under sponsors on Website
- Company or product name as Login for delegates on congress Wi-Fi

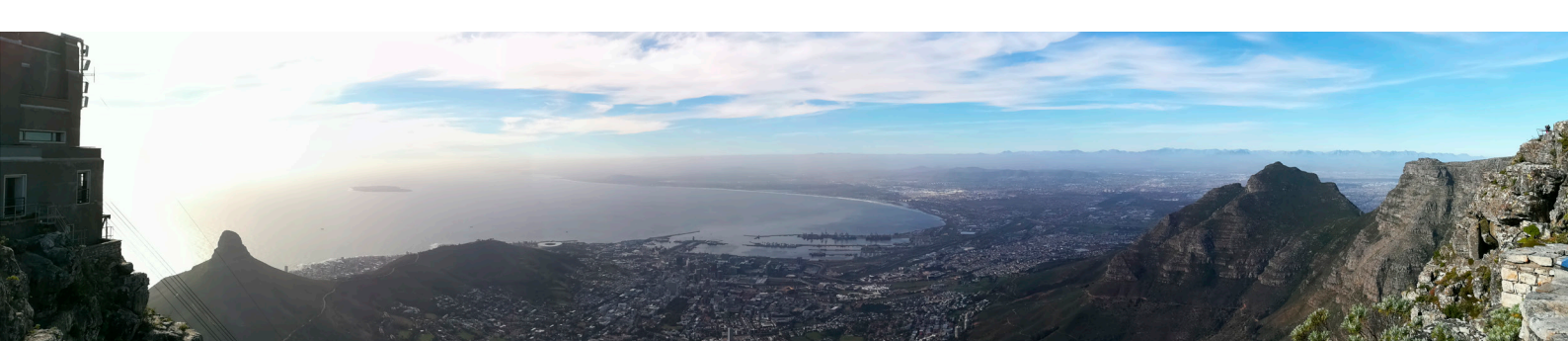
## Registration

### Branded Registration Desk

R 45 000

- Logo on Congress Website
- Branding of registration desk (includes branded lanyards)
- Two representatives to assist at the registration desk during main registration to interact with delegates
- Two Dinner Tickets





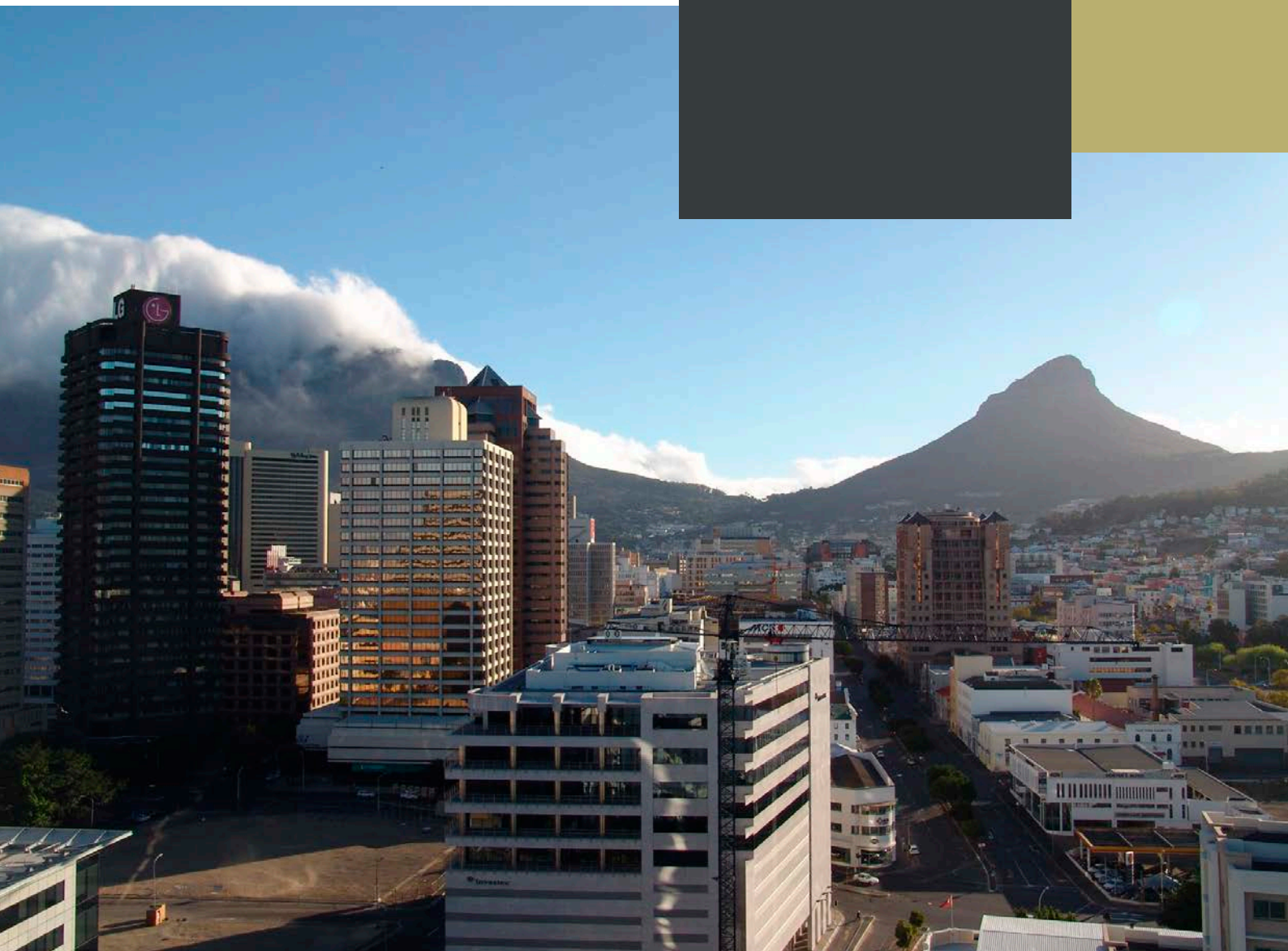
# Sponsorship Benefits

## Trade Symposia

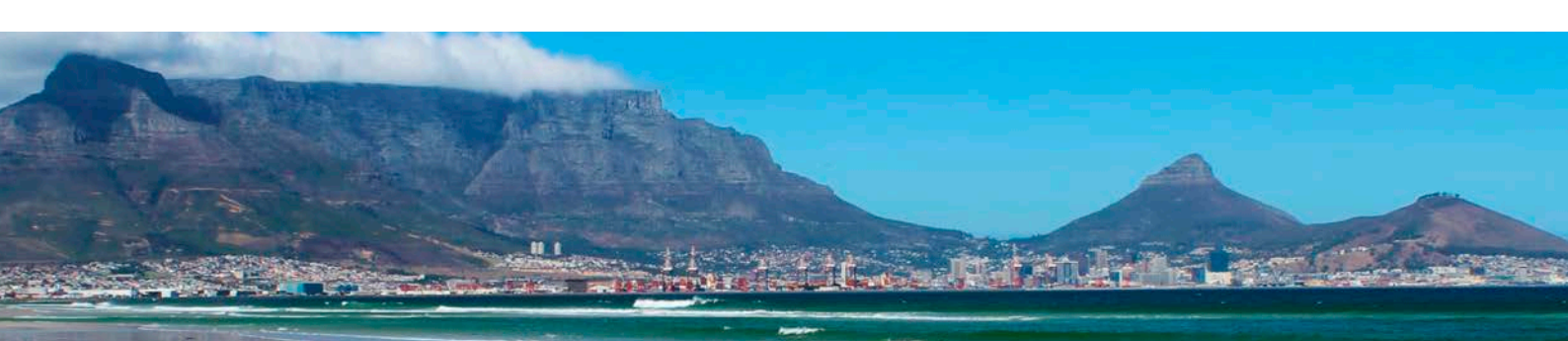
(Limited Slots)

R 35 000

- Logo on Congress Website
- Branding of Symposium
- Marketing of Symposium
- CPD Accreditation
- Venue Hire
- Standard presentation AV







# Exhibition

## Venue Information

UCT Graduate School of Business  
Breakwater Lodge  
Portswood Road  
V& A Waterfront  
Cape Town  
8000

## Exhibition Dates

30 August 2024 - 1 September 2024  
Build-Up Date  
29 August 2024  
Breakdown Date  
1 September 2024

## Stand Costs

Exhibition spaces are not included in any of the sponsorship packages.  
3m x 2m Floorspace for R 20 000 (per stand space)

Inclusions:

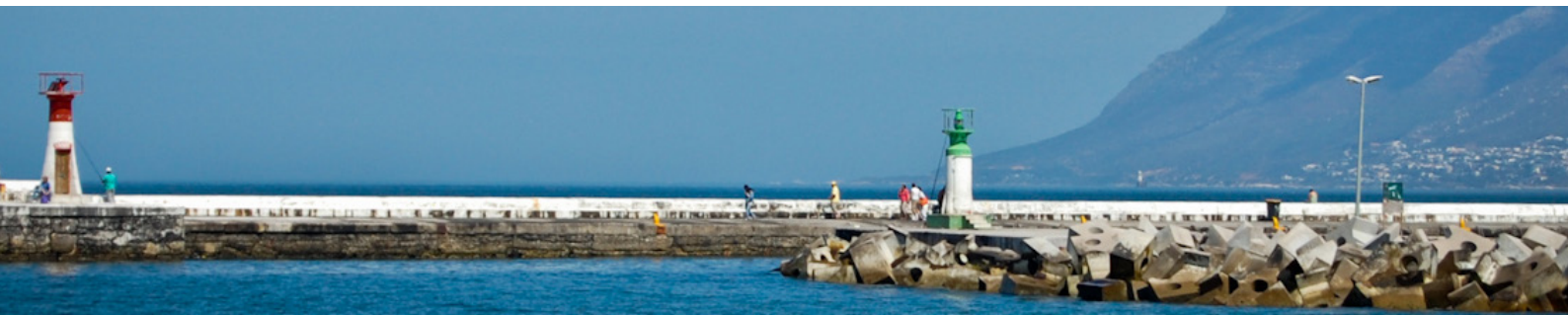
- Plug-point
- Table & one chair (if required)
- One free exhibitor registration ticket
- All teas and lunches, during Congress, for one exhibitor
- Welcome Function for one exhibitor

## Stand Information

Stand Space Size | 3m x 2m  
Height Restriction 3m

Exhibition bookings now open!





# Exhibition Terms & Conditions

By completing this booking you agree to be bound by the full exhibition terms and conditions.

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