

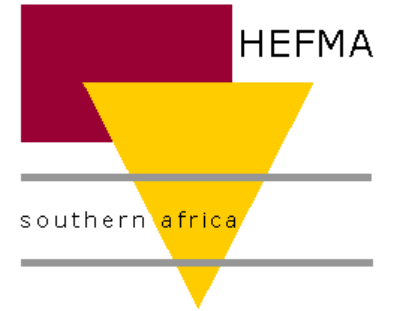
UNIVERSITY OF THE  
FREE STATE  
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HEFMA CONFERENCE 2023  
**MAINTENANCE  
MATTERS**  
SUSTAINABLE CAMPUS INFRASTRUCTURE



# HEFMA Conference 2023

Bloemfontein - 16 to 19 October 2023

# HEFMA Southern Africa

*HEFMA represents the interest of the facility management department of 27 universities in, and outside South Africa.*

*The purposes of HEFMA Southern Africa are:*

1

To develop and maintain high quality standards in the facilities management of the physical infrastructure of campuses for Higher Education.

2

To promote professional ideals and standards that would assure the best academic environment; and to engage in such other related activities as may be desirable or required to fulfil the objectives of the organisation.

3

To provide the best professional service to Higher Education through constant education, information and resource creation.



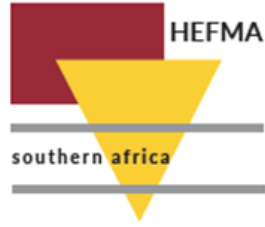
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Invitation to join Hefma 2023

The Higher Education Facilities Management Association (Southern Africa): HEFMA is an association representing facilities management professionals at 27 higher educational institutions in Southern Africa. The Facilities and Estates managers manage and develop the infrastructural assets and operations at these higher educational institutions.

This includes both hard and soft services from engineering, environmental sustainability, planning and overall project management services as well as soft services such as cleaning, gardens and grounds.

The association's members gather every year at our annual conference where we share ideas and review methodologies on how to best enhance practises in facilities and infrastructure management to keep up with the transformation and advancement of infrastructure needs and maintenance.

This event represents a unique opportunity for sponsors, consultants, and contractors to meet and network with this group of Facilities and Estates management professionals at this conference scheduled to take place the second week of October.

We therefore invite you to be part of this great annual HEFMA conference to enable your company to raise your recognition while promoting your endeavours. The Conference will be hosted by the University of the Free State at James Moroka Building from 16 to 19 October 2023.

Sponsors will be able to select one of the sponsorship categories set out in this document.

We hope that we can count on your support to make this year's event one of our best yet!

Thank you for your consideration.

We look forward to hearing from you and please do contact us if you have any questions.

Sincerely

**Nico Janse van Rensburg**  
Senior Director: University Estates

# Preliminary Programme

TIME	SATURDAY 14 October 2023	SUNDAY 15 October 2023	MONDAY 16 October 2023	TUESDAY 17 October 2023	WEDNESDAY 18 October 2023	THURSDAY October 2023	19	
am	Full Day Executive Meeting	Full Day Executive Meeting	Workshop 1	Full Day Conference & Exhibition Keynote address & Parallel Sessions	Half Day Conference & Exhibition Keynote address & Parallel Session	Half Day Conference & Exhibition		
			Workshop 2					
<b>MID MORNING TEA/COFFEE SESSION</b>								
			Exhibition Build-up	Panel Discussion & Parallel Session	Panel Discussion & Parallel Session	AGM		
<b>LUNCH BREAK AT THE CONFERENCE VENUE</b>								
pm			Welcome/Opening/Keynote	Panel Discussion	Site Tour - Bloemfontein Campus Tour departs after lunch from the conference venue			
	<b>MID AFTERNOON TEA/COFFEE SESSION</b>							
				Panel Discussion	Parallel Discussion			
		Private dinner with the HEFMA Executive	Welcome Cocktail Function Venue: James Moroka Building	HEFMA2023 Gala Dinner Venue: Centenary Complex	Spitbraai and Planetarium Show Venue: Naval Hill Planetarium			

Preliminary programme at a glance. The programme is subject to change without prior notice.



# Sponsorship Opportunities

## **Premium Sponsor: R90 000,00**

### Sponsorship benefits

- 2 x Delegate registrations
- 2 x Additional gala dinner tickets
- Exhibition space (2 x 3m) Please refer to page 9 for more information on the exhibition space.)
- Branding opportunities (banners) on the stage for the duration of the Conference
- The sponsor's logo will be prominently displayed on the Hefma2023 webpage
- In between sessions, attendees will see the sponsor's logo on the holding slides.
- Electronic advertisement included in the Digital Programme accessed by all the delegates at the conference. (advert supplied by the sponsor)



# Sponsorship Opportunities

## **Function Sponsorship: R80 000,00**

Gala Dinner, Tuesday, 17 Oct 2023

### Sponsorship Benefits

- 4 Tickets to the Gala Dinner
- Opportunity to address the delegates at the dinner (5 minutes)
- The sponsor's logo will be prominently displayed on the Hefma2023 webpage & receive recognition at the conference..
- In between sessions, attendees will see the sponsor's logo on the holding slides.
- The sponsor can showcase their banner in the registration venue to increase visibility and exposure.

## **Function Sponsorship: R70 000,00**

Spitbraai & Planetarium visit, Wednesday, 18 Oct 2023

### Sponsorship benefits

- 2 Tickets to the Spitbraai function and Planetarium visit
- The sponsor's logo will be prominently displayed on the Hefma2023 webpage & receive recognition at the conference..
- In between sessions, attendees will see the sponsor's logo on the holding slides.
- The sponsor can showcase their banner in the registration venue to increase visibility and exposure.



# Sponsorship Opportunities

## **Sponsorship: R25 000,00**

Benefits to the sponsoring company

- The sponsor's logo will be prominently displayed on the Hefma2023 webpage.
- The sponsor will receive recognition at the Conference closing for their generous support.
- In between sessions, attendees will see the sponsor's logo on the holding slides.
- The sponsor can showcase their banner in the registration venue to increase visibility and exposure.

## **Sponsorship: R10 000,00**

Benefits to the sponsoring company

- The sponsor's logo will be prominently displayed on the Hefma2023 webpage.
- The sponsor will receive recognition at the Conference closing for their generous support.
- The sponsor can display brochures in the registration venue.

## **Sponsorship: R5 000,00**

Benefits to the sponsoring company

- The sponsor's logo will be prominently displayed on the Hefma2023 webpage.
- The sponsor will receive recognition at the Conference closing for their generous support.



# Sponsorship Opportunities

## Campus Visit Sponsorship: R18 000

- The sponsor's logo will be prominently displayed on the Hefma2023 webpage
- Opportunity to address the delegates during the Conference (5 minutes)

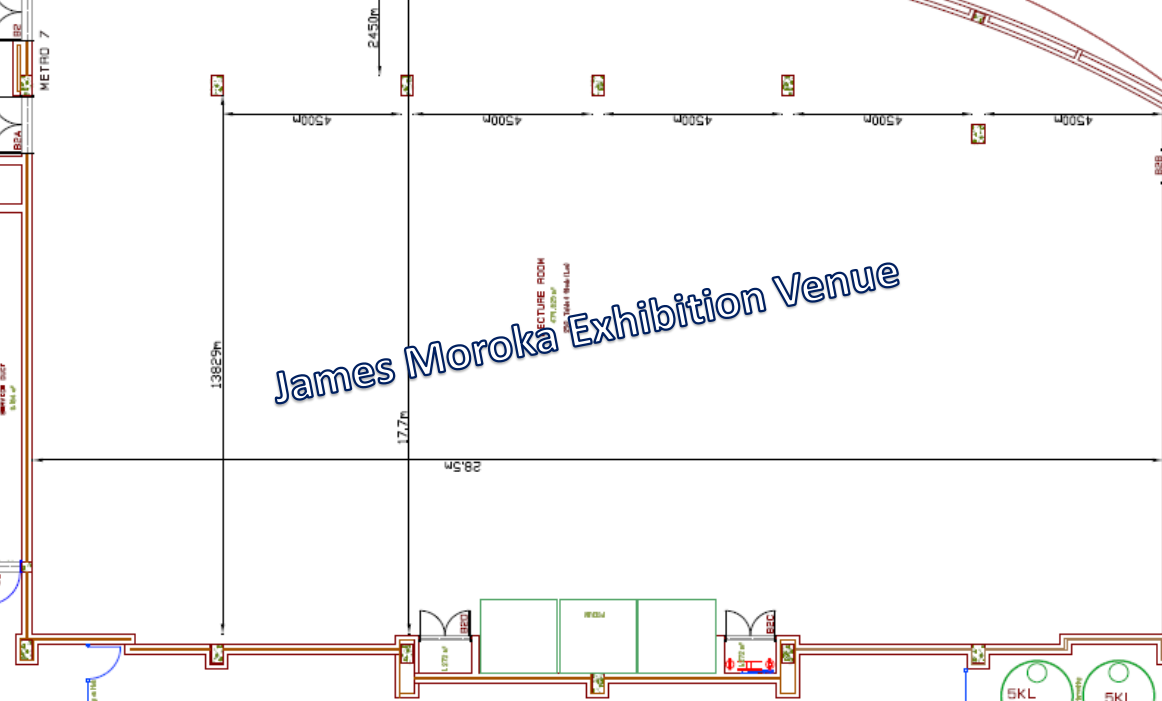
## Keynote Speaker Sponsorship: R15 000

- The sponsor's logo will be prominently displayed on the Hefma2023 webpage.
- The sponsor will receive recognition when the sponsored Keynote speaker is introduced

## Sponsorship – shopper bag, conference badge, stationery and gifts

- Exclusively branded items are available as add-on's to existing sponsorship packages. Items will include sponsor logo, and if space allows the Conference logo as well.
- Quotes for the above items can be obtained by contacting the Event Organizer at [deidre@iafrica.com](mailto:deidre@iafrica.com)
- All sponsors and exhibitors will be acknowledged on slides during the Conference.





Exhibition  
opportunity

## Exhibition space: R17 000

- Approximate 2 x 3m exhibition floor space
- One conference size table with cloth
- 2 x chairs
- 1 x plug point
- Table top signage with name of exhibitor

### Exhibitor Benefits:

- 1 x staff member included (Includes Welcome function, conference lunches and excludes attendance to gala dinner and campus tour.)
- The exhibitor logo will be prominently displayed on the Hefma2023 webpage & receive recognition at the conference.



HEFMA CONFERENCE 2023

# MAINTENANCE MATTERS

SUSTAINABLE CAMPUS INFRASTRUCTURE

**16 to 19 October 2023 –University of the Free State , Bloemfontein**

For more information please contact the organisers:

Conf et al – [deidre@iafrica.com](mailto:deidre@iafrica.com)

<https://www.hefma.org/index.html>

