



**THE 3<sup>RD</sup>  
KENYA ASSOCIATION OF  
FAMILY PHYSICIANS [KAFP]  
ANNUAL SCIENTIFIC CONFERENCE**

**&  
THE 8<sup>TH</sup>  
WONCA AFRICA REGION  
CONFERENCE**



**Wonca**

**5th-7th JUNE 2024**

**EMARA OLE SERENI HOTEL,  
NAIROBI. KENYA.**

**SPONSORSHIP PROSPECTUS**

[www.kafp.or.ke](http://www.kafp.or.ke)



# ABOUT KAFP

The **Kenya Association of Family Physicians (KAFP)** is the umbrella body for **Family Medicine Physicians** and the **General Practitioners** in the Republic of Kenya. It was founded in May 2003 and currently has 200 members. The Association's mandate is to support the development of comprehensive primary care networks that fulfill primary care principles of:

1. First Contact (Access to comprehensive primary care services)
2. Comprehensiveness
3. Continuity of Care( Ongoing Care)
4. Coordinated care
5. Family Centered
6. Culturally competent and
7. Community oriented

**KAFP** realizes that Kenya is facing multiple challenges in increasing access to primary care and improving its quality. This to an extent is due to the lack of adequately trained community oriented Family Physicians and other primary care providers. The Association's role is to capacity build and advocate for quality Primary Health Care (PHC).



# THE 3<sup>RD</sup> KAFP ANNUAL SCIENTIFIC CONFERENCE



The KAFP leadership is mandated by its members to organize annual scientific conferences. The 2024 ASC is the third in the series, after successful conferences in 2022 and 2023 that realized attendance of more than 100 Family Physicians from across Kenya. The key objective is to enhance Continuous Professional Development for Family Medicine Physicians and General Practitioners in the Republic of Kenya.

This year's conference will also play host to the **8<sup>th</sup> WONCA African Region Conference**.

The World Organization of Family Doctors (WONCA) is a not-for-profit organization and was founded in 1972 by member organizations in 18 countries. WONCA now has 133 Member Organizations in 111 countries and territories with membership of about 500,000 family doctors and more than 90 per cent of the world's population. This includes eight organizations in collaborative relations with WONCA. There are some 35 members in the Academic membership category, which consists of Academic Departments of Family Medicine. Over 800 individual general practitioners and family physicians have chose to join WONCA in their own right. Membership of WONCA.

*“WONCA's 2024 conference is proudly hosted by KAFP, The Kenya Association of Family Physicians which is the umbrella body for Family Physicians and General Practitioners in the Republic of Kenya. The association was founded in May 2003 with the mandate of supporting the development of Comprehensive Primary Care networks across Kenya. It currently has approximately 200 members countrywide.”*

# THE 3<sup>RD</sup> KAFP ANNUAL SCIENTIFIC CONFERENCE & THE 8<sup>TH</sup> WONCA AFRICA REGION CONFERENCE

We aim to raise the bar for general practice and family medicine and to better the lives of people everywhere by defining and advancing its ideals, which include gender equity and respect for all human rights.



## THEME:

**Drumming for change in Africa: Building a Resilient Primary Healthcare System. A Focus on Innovations and Sustainability.**



## SUB THEMES:

1. Primary Healthcare Research, Innovation and Training.
2. Community Engagement and Empowerment.
3. Primary Healthcare Delivery Models and Sustainability.
4. Healthy Aging, Wellness and Preventive Health.
5. Health Equity and Inclusivity.
6. The Family Practice Services Integration.

# WHY SPONSOR?

Summary of Benefits

## ANTICIPATED IN-PERSON ATTENDANCE

- ❑ 150+ Family Physicians & GPs from Kenya
- ❑ 150+ Family Physicians & GPs from across Africa
- ❑ 30+ Family Physicians from the rest of the world

## SPONSORED SESSIONS

- ❑ Sponsored scientific presentations
- ❑ Company videos-on-loop

## EXHIBITION & BRANDING

- ❑ Enhanced interactions with delegates at exhibition booths
- ❑ Branding opportunities; banners, posters, website, venue

*“Join us in raising the bar for general practice and family medicine and bettering the lives of people everywhere by defining and advancing its ideals, which include gender equity and respect for all human rights.”*



# TITLE SPONSOR

**KES. 1,200,000**

## SPONSORED SCIENTIFIC PRESENTATIONS

- Two sponsored scientific presentations (15 minutes each)

## VIDEOS-ON-LOOP

- 3 - 5 minutes content videos-on-loop (3 videos max)
- Includes product presentations, company reels, documentaries etc
- Placement in lunch & tea areas throughout the conference

## EXHIBITION

- Prime 6m by 3m shell scheme booth

## BRANDING

- Roll-up banner placement at plenary entrances/exits (2)
- Prime-spots banner placement at social events (cocktail & gala dinner)
- Logo placement on all conference branded items (banners, posters, bags, website etc)

## ADVERTISING

- Two A4 size pages advertisement in conference booklet
- A5 advertisement on conference website for 30 days

*\*\*Complimentary Conference Registration for 5.*

*\*\*Complimentary tickets to Gala Dinner for 5.*

*\*\*Roll-up banners placement around exhibition & tea area (shared benefit)*

# GOLD SPONSOR

**KES. 750,000**

## SPONSORED SCIENTIFIC PRESENTATION

- ❑ One sponsored scientific presentation (15 minutes)

## VIDEOS-ON-LOOP

- ❑ 3 - 5 minutes content videos-on-loop (2 videos max)
- ❑ Includes product presentations, company reels, documentaries etc
- ❑ Placement in lunch & tea areas throughout the conference

## EXHIBITION

- ❑ Prime 6m by 3m shell scheme booth

## BRANDING

- ❑ Roll-up banner placement at plenary entrances/exits (1)
- ❑ Logo placement on selected conference branded items (banners, posters, website etc)

## ADVERTISING

- ❑ Full A4-size page advertisement inside conference booklet
- ❑ A5 advertisement on conference website for 30 days

*\*\*Complimentary Conference Registration for 4.*

*\*\*Complimentary tickets to Gala Dinner for 4.*

*\*\*Roll-up banner placement around exhibition & tea area (shared benefit)*



# SILVER SPONSOR

**KES. 450,000**

## VIDEOS-ON-LOOP

- ❑ 3 - 5 minutes content videos-on-loop (3 videos max)
- ❑ Includes product presentations, company reels, documentaries etc
- ❑ Placement in lunch & tea areas throughout the conference

## EXHIBITION

- ❑ 3 sq. meters shell scheme booth in exhibition area

## BRANDING

- ❑ Logo placement on selected conference branded items (banners, posters, website etc)

## ADVERTISING

- ❑ Half A4-size page advertisement inside conference booklet
- ❑ A5 advertisement on conference website for 15 days

*\*\*Complimentary Conference Registration for 2.*

*\*\*Complimentary tickets to Gala Dinner for 2.*

*\*\*Banner placement around exhibition & tea area (shared benefit)*



# Gala Dinner

AWARD NIGHT  
SPONSOR

**KES. 500,000**

## SPONSORED SCIENTIFIC PRESENTATION

- ❑ Sponsored scientific presentation during GALA DINNER (20 minutes)

## PRODUCT PRESENTATIONS

- ❑ Product presentation during GALA DINNER (10 minutes)

## EXHIBITION

- ❑ 3 sq. meters shell scheme booth in exhibition area

## BRANDING

- ❑ Exclusive GALA DINNER venue branding
- ❑ Logo placement on selected conference branded items (banners, posters, website etc)

## ADVERTISING

- ❑ Full A4-size page advertisement inside conference booklet
- ❑ A5 advertisement on conference website for 30 days

*\*\*Complimentary Conference Registration for 2.*

*\*\*Complimentary tickets to Gala Dinner for 5.*

*\*\*Roll-up banners placement around exhibition & tea area (shared benefit)*

## EXHIBITION

- ❑ 3 sq. meters shell scheme booth in exhibition area

## BRANDING

- ❑ Logo placement on selected conference branded items (banners, posters, website etc)

## ADVERTISING

- ❑ Logo placement on conference website for 15 days

*\*\*Complimentary Conference Registration for 2.*

*\*\*Banner placement around exhibition & tea area (shared benefit)*

**EXHIBITOR**

**KES. 200,000**





## CONTACT US FOR RESERVATION

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