



39th

FAMSA

GENERAL ASSEMBLY &
SCIENTIFIC CONFERENCE

2025

SPONSORSHIP
PROPOSAL



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INTRODUCTION

The Federation of African Medical Students' Associations (FAMSA) will hold its 39th General Assembly & Scientific Conference from 9th November – 13th November 2025 and will welcome members and guests from around Africa to the vibrant town of Eldoret, Uasin Gishu County, Kenya. We are thrilled to announce that this year's edition promises to be dynamic and impactful, as we welcome delegates not only from Africa but from around the world, gathering under our carefully curated theme: **“Redefining Health in Africa: Uniting Research, Innovation and Partnerships to Foster Sustainable Growth.”**

The Federation of African Medical Students' Associations is a non-governmental, non-profit-oriented organization for all medical students in Africa committed to advancing the health of African people and addressing the challenges of African societies. Our Executive members are medical students from across Africa who strive to unite African medical students as a cohesive force to tackle healthcare challenges on the continent and to drive meaningful impact through regional collaboration with health ministries, academic institutions, and global health organizations.

Previous editions of the General Assembly have been held in various parts of Africa, most recently in Gambia, Zambia, Uganda, Kenya, Tanzania, and Nigeria. This 39th edition is anticipated to attract over 1,500 delegates in attendance.

Your organization is invited to play a pivotal role in FAMSA GA 2025 through sponsorships and partnership to drive meaningful healthcare transformation across Africa. By supporting this event through sponsorship and collaboration, you will gain exceptional opportunities to showcase your leadership and commitment to health advancement on the continent. This could be through sponsored sessions, participant materials, educational support, advertising, networking events and career opportunities. Your organization will have the tools to connect with and inspire a captive audience about your work and your commitment to health improvement across the continent

Sponsorship benefits include hosting themed sessions, branding on participant materials, providing educational support, targeted advertising, access to exclusive networking forums, and career engagement with Africa's next generation of healthcare leaders. These avenues offer a unique platform to share your mission, highlight your impact, and build enduring connections with a diverse and influential audience from across Africa and beyond.

We would be honored to have you join us in this vital effort to strengthen healthcare systems in Africa. Together, we can inspire change, foster innovation, and shape a healthier future for the continent. We look forward to forging a lasting partnership with your organization.

Sincerely, Organising Committee of 39th FAMSA GA.



About FAMSA

Established in 1968, the Federation of African Medical Students' Associations (FAMSA) is an independent, non-political federation of all Medical Students' Associations (MSAs) across Africa. FAMSA was founded to foster friendship, collaboration, and cooperation among African medical students. It is a project-oriented medical student body, widely recognized as the official international forum of African medical students.

The vision of FAMSA is to remain a strong, united network of medical students who are aware of global health issues and responsive to contemporary challenges facing the medical profession and global health systems.

As passionate advocates for the health needs of the African continent, FAMSA and its members strive through impactful community outreach, workshops, conferences, research initiatives, and publications to improve health outcomes and strengthen health systems across Africa.



FAMSA GA 2025

A thoughtfully sculpted 5-day event that uniquely seeks to ignite a transformative dialogue on Redefining Health in Africa: Uniting Research, Innovation, and Partnerships to Foster Sustainable Growth. This landmark gathering will convene the brightest minds and most passionate advocates to collectively chart a new course for healthcare across the continent. The event promises a dynamic blend of plenary and parallel sessions, workshops, thought-provoking discussions, practical training sessions, engaging exhibitions showcasing cutting-edge solutions, enriching expert meetings, vibrant cultural nights, exciting sports activities, and unforgettable excursions that highlight the rich diversity of Eldoret and its surroundings

General Information

39th General Assembly and Scientific Conference

Date: Sunday 9th - Thursday 13th November 2025

Venue: Eldoret, Uasin Gishu County, Kenya

Grand Empire Hotel

Host: Medical Students Association Moi University, Kenya

Expected attendees: 1500 delegates from all over the world.

The breakdown of expected attendees is shown below.

Participants

Students - 70%

Researchers - 10%

Healthcare professionals - 7%

Policymakers - 3%

African Leaders - 1%

Industry experts - 3%

Foundations - 2%

NGOs - 2%

Academicians - 2%

Exhibition Setup & Dismantling

Exhibition Setup:

Sunday, 8th November 2025: 6:00 PM – 9:00 PM (the evening before the conference)

Monday, 9th November 2025: 7:00 AM – 2:00 PM (the morning of the conference start)

Exhibition Dismantling:

Thursday, 13th November 2025: 3:00 PM – 10:00 PM (final day of the conference)

Accommodation:

For all hotel accommodation enquiries for staff during the exhibition period, please contact:
famsaga2025@gmail.com

Exhibition Stands

The FAMSA General Assembly 2025 offers a prime opportunity for companies, organizations, and institutions to showcase their services, products, and innovations to a targeted audience of healthcare professionals, students, researchers, and stakeholders from across Africa. Exhibitors will engage with a dynamic community committed to transforming the future of health in Africa through meaningful collaboration and impactful solutions.

Exhibitors will benefit from:

1. Direct access to key actors in African health and development.
2. Visibility across multiple event platforms, including the official handbook and conference website.
3. Inclusion of lunch and refreshments for exhibitors.

Please note: Access to conference sessions is not included with exhibitor passes.

Exhibition Opportunities

Double Exhibition Stand (18m²)

This package includes a 6-meter wide by 3-meter deep stand, ideal for large-scale displays. It comes with a basic shell scheme, a fascia board displaying your organization's name (white with black lettering), a plug point, and spotlighting. The stand is well-lit with general illumination, and the venue is secured with overall security throughout the event. Also included are 1 table, 2 chairs, and 4 exhibitor passes.

Standard Exhibition Stand (9m²)

This option offers a 3-meter wide by 3-meter deep stand, suitable for mid-sized displays. It includes a basic 3-wall shell scheme, a fascia board (white with black lettering), a plug point, and spotlighting. Exhibitors benefit from general illumination and venue-wide security. The package also comes with 1 table, 2 chairs, and 2 exhibitor passes.

Display Table (Non-Profit LMICs Only)

This option is reserved exclusively for non-profit organizations from Low- and Middle-Income Countries (LMICs). It includes a conference table with 2 chairs, general illumination, and venue-wide security. One exhibitor pass is provided with this package. Availability is limited.

Important Information

1. Limited Availability: Exhibition space is limited and will be allocated on a first-come, first-served basis.
2. Inclusions: All options include listings in the official conference handbook and website.
3. Exclusions: Exhibitor passes do not grant access to conference sessions. Additional access may be purchased separately.
3. Support: For further details or to reserve your space, please contact us through our email (famsaga2025@gmail.com)

Budget & Sponsorship

The conference will span 4 days, with publicity going on several weeks before the commencement of the General Assembly. Sponsors and partners will enjoy the utmost publicity not only in Kenya but all across Africa and other regions of the world. The Conference also provides a focal point for marketing efforts, sales campaigns and gives product brands high visibility among key audiences.

A selection of items available for sponsorship is listed below, each with its own unique benefits and monetary value. Those suitable for a single sponsor only are exclusive and available on a “first come, first serve” basis. In addition to item sponsorship, there are benefits attributed to categories based on accumulative sponsorship spend; for example, if three items are sponsored and the cumulative value of these is \$6,000 then the benefits attributed to a Platinum sponsor are granted. Accumulative sponsorship spending is determined by sponsorship items purchased.

SPONSORSHIP LEVELS

Platinum (\$6,000+) 4 Free Tickets included

Exclusive Branding: Your logo prominently displayed on all event materials (digital and print), including banners, brochures, and the official event website.

Keynote Speaking Opportunity: Deliver a featured speech at the opening or closing ceremony.

Prime Exhibit Space: Premium booth location at the event’s exhibition area for maximum visibility and interaction with attendees.

Dedicated Media Exposure: Featured in all press releases, newsletters, and multiple mentions across event-related social media channels.

Co-Naming Rights: Branding opportunities such as “Presented by [Sponsor]” for specific sessions, workshops, or even the entire event.

Full-page Advertisement: In event program materials and digital brochures.

Gold (\$4,000 – \$5,999) 3 Free Tickets included

High-Level Branding: Your logo featured on major event materials (flyers, digital programs) and on the event website.

Panel Participation: Opportunity to participate as a speaker or panelist during a session.

Priority Booth Placement: Well-placed exhibit space for your company or organization, ensuring strong visibility.

Strategic Media Mentions: Your brand highlighted in select social media posts & newsletters, ensuring exposure.

Half-page Advertisement: Featured in the event program.

Silver (\$2,000 – \$3,999) 2 Free Tickets included

Supportive Branding: Your logo on attendee badges, specific event materials (programs, digital slides), and the event website.

Short Presentation: A time slot to introduce your company or product during a break or pre-panel session.

Standard Exhibit Space: A booth in a central location to showcase your product, service, or initiative.

Social Media Recognition: Your organization’s logo mentioned in one or two social media posts before or after the event.

Quarter-page Advertisement: In the event program or digital brochure.

Budget & Sponsorship

Bronze (Below \$2,000) 1 Free Tickets included

Acknowledgment Branding: Mention in event brochures, online platforms, and on select signage during the event.

Promotional Product Placement: Option to include your company's branded products or marketing materials in the attendee gift bag.

Logo Placement: On the event website and in a thank-you post on social media.

Event Brochure Mention: Your brand mentioned in a list of supporting sponsors within the event brochure.

Benefit	Platinum	Gold	Silver	Bronze
Recognition as a Key Sponsor	✓	✓	✓	✓
Speaking Opportunity at Opening Ceremony	✓	—	—	—
Logo on Event, Backdrop & Printed Materials	✓ (Prime Placement)	✓	✓	Name Only
Exhibition Booth	✓ (Priority Location)	✓	✓	—
Social Media Mentions (Pre, During, Post Event)	✓ (Premium Frequency)	✓ (Moderate Frequency)	✓ (Limited Frequency)	✓ (Thank-You Mention)
Full Page in Event Brochure	✓	½ Page	¼ Page	Logo Only
Promotional Material in Delegate Bags	✓	✓	✓	—
Complimentary Passes to the Event	5	3	2	1
Recognition Plaque	✓	✓	—	—
Access to Networking Dinner with Key Stakeholder	✓	✓	—	—
Website Feature with Logo & Link	✓	✓	✓	—
Customized Sponsorship Certificate	✓	✓	✓	✓

Other Sponsorship Opportunities

Exclusive Sponsorship Items	
Exclusive Item	Fee (USD)
Delegate Bags	\$2,500
Lanyards & ID Cards	\$500
Wireless Internet	\$500
Photo Booth	\$500
Conference Dinner	\$1,000
Lunch (per day)	\$500 (x4)
Tea Break (per day)	\$250 (x4)
Interpretation Services	\$50
Non-Exclusive Sponsorship Items	
Exclusive Item	Fee (USD)
Speaker SupportBags	\$200/speaker
Host Concurrent Session	\$500/session
Gifts in Delegate Bag	\$500
Flyer in Delegate Bag	\$200
Scholarships	\$1,000 (10 delegates)
Abstract Publication	\$1,000
Full Page Ad	\$300
Half Page Ad	\$150

Exclusive Items



Lanyards and Identity Cards (\$500)

The Lanyards and Identity cards are items worn by every delegate throughout the conference. Sponsor recognition will be through the placement of logos on lanyards and identity cards. Color will be proposed by conference organizers to be agreed on by sponsors.



Delegate Bags (\$2,500)

Sponsorship of the delegate bags is an excellent marketing opportunity for sponsors during the conference and thereafter as it is a wonderful collectible that delegates get to carry around during the conference and even take back to their home countries. 600 bags will be produced with the logo of the sponsor placed next to the conference logo on the front of the bag.



Wireless Internet Access (\$500)

Providing internet access for all participants would greatly facilitate communication and visibility of the conference. A booth will be provided for sorting any technical issues which may arise.



Photo Booth (\$500)

Photo Booths always generate a lot of traffic and attention. It's an original way to have your organization's brand associated with the great experience participants had at the conference as they share their photos via social media.



Conference Dinner (\$1,000)

Earn tremendous exposure with top billing at the grand dinner of the event. The company will be allowed to do a brand presentation and also own a booth at the entrance to engage delegates.



Lunch (1 Opportunity per day) (\$500 USD each for 4 days = \$2000))

Dedicated one-hour lunch break will be held daily in the exhibition area. The daily lunch sponsor has the unique opportunity to market to all participants in one place, at one time, with multiple competing programs sessions. Daily lunch sponsors will have their logo displayed at various catering points and the opportunity to hand out information or branded collateral to participants during their supported one-hour lunch.



Tea Break (1 Opportunity per day) (\$250 each for 4 days = \$1,000)

Tea, coffee, and refreshment will be served mid-morning each day (30 minutes) in the exhibition area. During the refreshment break, sponsors will have the unique opportunity to market to all participants in one place, at one time, with multiple concurrent sessions. Refreshment break sponsors will have their logo displayed at various catering points and the opportunity to hand out information or branded collateral to participants during their supported 30-minute refreshment break.



Interpretation Services (1 Sponsor per venue) (\$50)

The provision of English / French interpretation is a core deliverable of this continental event; a necessity to ensure full participation by participants. The chairs of sessions with sponsored interpretation will acknowledge the sponsors at the start and end of the session.

Non-Exclusive Items



Speaker support (\$200 USD per speaker)

The conference hopes to bring together diverse minds that are making an impact in their respective fields to address pertinent issues. Therefore, supporting us in accommodating the speakers will be a huge contribution to the success of the conference. Not all speakers are supported by the organizers, with funds being granted on a case-by-case basis reflecting the individual needs of the speaker. The sponsor will not be able to influence the program, speaker selection, or the contents of the speaker's presentation. Sponsor acknowledgment will be made on all correspondence with speakers.



Host concurrent session (\$500 per session)

Subject to approval by the Programme and Content Subcommittees, sponsors can choose speakers, brand the venue, and indicate preference in terms of scheduling within the conference programme. Such sessions will be indicated in the programme as: "Sponsored by Sponsor's Name", and the sponsor will have a two-minute introduction opportunity from the floor. Limited Concurrent sessions are available for sponsors which are relevant to this year's theme. The sessions are provided on a first-come first-serve basis.



Gifts (jotters, pen, notebooks, USB drives etc) in delegate bag (\$500)

These are also popular collectibles in conferences and would be given to all delegates. The logo of the sponsor may be placed on such items. The sponsor will provide funds for the participant stationery distributed to all participants for use during and after the conference. Jotters or pens will be branded with the sponsor logo or message. Suggestions by sponsors as to other gift items are welcome.



Flyer in Delegate Bag (\$200)

Flyers may feature sponsor's logo and exhibitions. Content must be relevant to the conference and approved by the Organizing committee.



Scholarships for Delegates (\$1,000)

This will cater for conference registration and accommodation of 5–8 delegates who will be making presentations at the conference but do not have the financial capability to attend.



Abstract Publication / Conference Book (\$1,000)

All abstracts will be published in PDF format via the conference website and also in the abstract booklet that will be distributed to all delegates. The sponsor's logo will be included on the cover pages and the sponsor can provide a full-page, full-colour advert for inclusion.



Programme Guide Advertisement (Full Page - \$300; Half Page - \$150)

The programme guide is provided to every delegate at registration and contains the conference schedule and a map guide of the conference center. This would mean that every advertisement placed within the guide will circulate amongst all conference participants during the conference and even thereafter. The content is to be created by the sponsors and reviewed by organizers.

Terms and Conditions

Sponsors

A contract and an addendum outlining all sponsorship benefits will be sent to the Sponsor.

The contract must be signed and returned, along with proof of payment for the full amount owed, to the conference organizers to confirm the booking.

Terms of Payment

Payment is due on receipt of invoice within seven (7) days. All payments must be received by 29rd of September 2025.

Should the Sponsor/Exhibitor fail to complete payment before 2nd October 2025 the conference organizers will be entitled to cancel the booking and cancellation will be subject to cancellation fees as defined below.

Cancellation/Modification Policy

Cancellation or modification of sponsorship/ exhibition/advertisement items must be made in writing to the Conference Organisers. The Conference Organisers shall retain:

15% of the invoiced amount if the cancellation/ modification is made before 2nd October 2025 (inclusive)

50% of the invoiced amount if the cancellation/ modification is made between 3rd October to 17th October 2025 (inclusive)

75% of the invoice amount if the cancellation/ modification is made between 18th October to 26th October 2025

100% of the invoiced amount if the cancellation/ modification is made on or after 27st October 2025

Exhibitors

Proof of payment of the full amount paid should be sent to the conference organizers to confirm exhibition bookings. Once an exhibition booking has been confirmed, the Exhibition Guide will be sent to the Exhibitor. It is the Exhibitors' responsibility to read the Exhibition Guide and be familiar with all exhibition conditions.

Limitation of Liability

The Conference Organizers (understood to include FAMSA and the FAMSA GA 2025 Secretariat, and their principals, agents, and representatives) will not be responsible for any injury, loss or damage that may occur to the Sponsor/Exhibitor or their employees or property before, during or after the symposium dates, provided such injury, loss or damage is not caused by the negligent or willful act of the aforementioned party.

Sponsors/Exhibitors are advised to carry their insurance. Sponsors/Exhibitors shall be responsible for any damage to the center, its furniture, carpeting, or electrical fittings and wiring.

The Conference Organizers shall not be liable for failure to perform its obligations under this contract due to strikes, riots, acts of God, or any other cause beyond its control. In the event of such termination, the Sponsor/Exhibitor waives all or any damages and agrees that the Conference Organizers may, after deducting all the costs and expenses, including a reserve for claims, refund to the Sponsor/Exhibitor, and as for complete settlement and discharge of all Sponsor/Exhibitor's claims and demands, the pro-rata amount of all funds paid by Sponsor/ Exhibitors.

Anyone visiting, viewing, or otherwise participating in the Sponsor's/ Exhibitor's exhibit/event is deemed to be the invitee or licensee of the Sponsor/ Exhibitor rather



Applications

To apply for any of the above as a sponsor or partner, please send a mail stating the exact sponsorship package or partnership being applied for to famsaga2025@gmail.com with the following details:

- 1. Name of the organization*
- 2. Telephone / mobile number*
- 3. Sponsorship package applying for*

All applications for the various sponsorship packages must be submitted on or before 22th September 2025.

Funds to support the GA and scientific conference are administered to the following bank account details managed by the Organizing Committee:

Payment Details:

MSAMU DOLLAR ACCOUNT NUMBER: 02101831260001

Bank code: 11

Branch code: 013

Swift code: KCOOKENA

For further details, please visit our website at www.famsaga2025.com

For any questions, suggestions, or thoughts about the 39th FAMSAG General Assembly and scientific conference, please contact the Organizing Committee at famsaga2025@gmail.com





39th **FAMSA**

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famsanet.org



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