



WORLD CONFERENCE ON DROWNING PREVENTION

DURBAN
OCTOBER 8 - 10

2019



PROSPECTUS & EXHIBITION MANUAL

Ubuntu, Growing global drowning prevention capacity

www.wcdp2019.co.za

LIFESAVING SOUTH AFRICA
35 Livingstone Road, Windermere
Durban, South Africa, 4001
wcdp2019.info@ilsf.org
@wcdp2019

Prospectus and Exhibition Manual

The World Conference on Drowning Prevention (WCDP) is the flagship educational event on the calendar of the International Life Saving Federation (ILS). It is a bi-annual opportunity to bring together the world's foremost experts on research, systems and information on drowning prevention, rescue, lifesaving and water safety. The exchange, debate and development are designed to find ways to reduce death and injury in all aquatic environments worldwide.

WCDP 2019 in Durban, South Africa, is an opportunity to report on progress in answering to the ten actions to prevent drowning as outlined in the 2014 World Health Organization's Global Report on drowning.

This is much more than a conference; it is a convergence of people and projects aimed directly at addressing a highly preventable public health challenge. Join us in October this year, in Durban, to play your part in this collaborative effort to save lives.

This year, the WCDP will be hosted for the first time on the African continent, by Lifesaving South Africa (LSA), on behalf of the ILS, and we anticipate that at least 600 delegates will attend the three day conference.

Become part of this global initiative. Help us to prevent drownings and save lives!!



LIFESAVING SOUTH AFRICA

35 Livingstone Road, Windermere, Durban, South Africa, 4001

wcdp2019.info@ilsf.org • wcdp2019.co.za • @wcdp2019

Table of contents

	Page
1. An Invitation from the ILS President, Graham Ford	4
2. An invitation from the host nation, LSA	5
3. The Benefits of Partnering with WCDP 2019	6
4. Commercial Partnership opportunities	7
5. Exhibition Stands	8
5.1 Exhibition booth space and costs	8
5.2 Exhibitor Package	9
5.3 Exhibition Floor Plans	10
5.4 Exhibitor Schedule	10
5.5 Exhibitor deliveries to the ICC.....	10
5.6 Health & Safety regulations	10
6. Conference Scholarships	11
7. Who will be in attendance at WCDP 2019?	11
8. Durban as the host City	12
9. Durban ICC as the host venue	13
10. Book now	13
11. Annexures:	
11.1 Floor-plan of ICC Hall 2	
11.2 Indemnity Form – to be forwarded once a stand is booked	
11.3 Booking form – refer to the website portal	
11.4 Furniture list – refer to the website portal	



1. An Invitation from the ILS President, Graham Ford

As President of the International Life Saving Federation (ILS) I would like to invite you to participate as a partner, sponsor and exhibitor at the World Conference on Drowning Prevention 2019 in Durban, South Africa.

The prevention of drowning needs strong global advocacy. The global burden of drowning mortality, and morbidity has been significantly underestimated. According to the World Health Organization, drowning death rates are highest in the WHO African Region. More than 90% of drowning fatalities occur in low- and middle-income countries, many of which do not have formal drowning prevention strategies in place.

The International Life Saving Federation, in collaboration with other international agencies, governments and member organizations, intends to build global capacity to lead, partner and assist in drowning prevention through government and other regulatory involvement, community interventions, as well as lifesaving and lifesaving sport projects. Local community leadership will be encouraged and facilitated to engage in strategic interventions that will reduce drowning mortality and water-related injury.

The World Conference on Drowning Prevention 2019 will highlight effective evidence-based drowning prevention strategies for many at-risk nations and populations throughout the world. It is also the meeting place for those seeking to ensure best practice in drowning prevention activities, lifeguarding and rescue standards, aquatic risk management and medical treatment.

The World Conference on Drowning Prevention 2017 was represented by some 800 delegates from 65 nations; the 2019 conference is confident of attracting 600 delegates from about 60 countries. The theme for the 2019 World Conference on Drowning Prevention is "Ubuntu: Growing global drowning prevention capacity". Ubuntu is an African concept that denotes a culture of sharing; of being part of a wide community that is intrinsically interlinked - "I am, because we are". As global citizens when one is affected, we are all affected. We need to share the successes and lessons learned from projects that can have a positive impact on the reduction of drowning not only in Africa but across the world.

I encourage you to consider joining us in this great discussion

Graham Ford

President

International Life Saving federation



2. An invitation from the host nation, Lifesaving South Africa

The World Conference on Drowning Prevention comes to Africa in October, 2019. Lifesaving South Africa (LSA), the host nation on behalf of the International Lifesaving Federation (ILS), invites partner organizations to join hands with us to host a successful conference in Durban as well as partner for a greater good – prevent drowning.

The prevention of drowning requires concerted global advocacy more so among many low income countries and less adaptive populations. In such countries there are no lifesaving lead organizations and little government support. The call for the spirit of “Ubuntu” - that is to share capacity and expertise across borders and political divides - becomes even more emphatic.

Sadly, drownings are not peculiar to developing nations as it could occur anywhere and at any time. Drownings are preventable tragedies and while voluntary lifesaving organizations take the lead to save lives, it can be reduced and prevented through collaborative efforts of governments, corporates, communities and families.

The conference aims to provide evidence-based research to inform drowning prevention strategies, lifeguarding and rescue best practices, medical treatment of patients rescued and risk management of aquatic environments.

We invite companies involved in the development of equipment, products, technologies and services to partner with us in prevention and safety in aquatic environments and urge you to be part of this significant biennial event in sunny and welcoming Durban, SA.

Dhaya Sewduth

WCDP 2019 LOC Chairman

Voluntary LSA Director: Drowning Prevention

3. The Benefits of Partnering with WCDP 2019

The WCDP 2019 has several commercial partnership packages available, providing partners and exhibitors with a choice of involvement in a variety of ways. Support of this event will provide your organization with opportunities to:

- Maximize one-stop exposure and interaction with delegates from over 60 countries around the world
- Network with key decision makers, including government representatives
- Have an extensive social media presence before, during and after the conference
- Build and reinforce strategic relationships
- Contribute to furthering the work of Drowning Prevention in South and Southern Africa and around the globe
- Involve employees and family members in the conference. Volunteers from across all walks of life are welcome to assist and are vital to the success of the event.

This opportunity will allow access to delegates through:

- Face-to-face time at booths during the conference
- Website exposure before and after the conference
- Social media exposure before, during and after the conference
- Promotional materials in delegate packages
- Networking Opportunities at reception and banquet events
- Advert space in the conference program
- Advert space in the proceedings book

There is also a unique opportunity to provide scholarships to ensure that the conference is accessible to those in greatest need but without the resources required to attend an international conference of this type.

We believe that support of the World Conference on Drowning Prevention 2019 will give your organization and its stakeholders a new perspective and lasting memories of contributing to the global community in reducing the public health challenge of drowning.

There are many ways to profile your company and products, such as logos in specific areas, delegate lanyards, adverts in the brochure, exposure at the breaks, exposure at the formal functions, etc, etc.....

If it is not listed in this document, you name it and we will consider it. Please contact us to discuss the options and opportunities.

4. Commercial Partnership opportunities.

There are many aspects of the conference available for commercial partner visibility, with an opportunity to customise a package as well as entertain unique approaches for your company profile. The conference team looks forward to discussing your thoughts on the best methods of ensuring you get the maximum return on your investment in WCDP 2019

Partner Benefits		Diamond	Platinum	Gold	Silver	Bronze
	# Available					
Exhibit booth space (All 3 conference days plus opportunities for additional exposure at related events)	3m x 3m			R 10 000	R 10 000	R 10 000
	3m x 5m	R 20 000	R 20 000			
Trade show book ad	12 x ¼ page					R 3 000
	6 x ½ page			R 5 000	R 5 000	
	5 x full page	R 10 000	R10 000			
Welcome reception partner	3	R 150 000				
Banquet partner	2	R 200 000	R 200000			
Lunch partner	3	R 60 000	R 60 000	R 60 000		
Coffee break partner	6	R 20 000	R 20 000	R 20 000	R 20 000	
Keynote speaker partner	6	R 50 000	R 50 000	R 30 000		
Logo on conference vehicle	10	R 15 000	R 15 000	R 15 000	R 15 000	
Info insert in delegate package	20	R 3 000	R 3 000	R 3 000	R 3 000	R 3 000
Logo on Conference banner	3	R 65 000	R 65 000			
Logo on Conference Newsletter, LSA website and stationery	20	R 85 000	R 25 000	R 10 000	R 5 000	R 5 000
Social media/web presence	20	R 15 000	R 12 000	R 4 000	R 2 000	R 1 000
Scholarships	6	R 150 000	R 75 000	R 45 000		
Banquet tickets		R 8 000	R 6 000	R 4 000	R 2 000	
(only available to partners when in combination with Exhibit Booth Space)	Actual tickets	x 4	x 2	x 2	x 1	x 1
		R 851 000	R 561 000	R 206 000	R 62 000	R 22 000

5. Exhibition Stands.

This is a prime opportunity for your company to benefit from face-to-face conversations with decision-makers from around the world. It is estimated there will be over 500 international delegates in attendance and over 100 from South Africa.

As an exhibitor you will have wide exposure to the delegates during the conference through the morning, midday and afternoon breaks. All the presentations are being held in the same area of the conference centre, with breakaway sessions across the passageway.

In addition, website and social media exposure before during and after the conference will maximize your return on investment.

5.1 Exhibition booth space and costs are as follows:

Standard 3m x 3m (roughly 10ft x 10ft)	= R 11 500-00.
Rectangular 3m x 4m, with two open sides	= R 14 000-00
Large stand, with two open sides, 5m x 5m	= R 20 500-00
Unique stand, subject to space	= on application

The above packages include one stand delegate for the three days, and 1 x Gala Dinner ticket.

Additional stand delegates can be booked at R750-00 per person, per day, or R2000 per person for the three days. A maximum of 3 extra stand delegates, per stand, will be allowed.

Additional Gala Dinner tickets, subject to availability, can be purchased at R875-00 per person

Please note that if you are a commercial partner, the Exhibition Stand costs might be part of your actual partnership package. This can be confirmed via LSA. There are many other benefits whereby both commercial partners and exhibitors will be able to increase their exposure to delegates and others.

The exhibition space has been designed to allow easy and comfortable movement of delegates. All break times and meal times will be in this same area, maximising foot-traffic past the stands. The Poster display area is also in this same area.

Please refer to the attached floor plan and book your stand soonest, as it is on a first come, first served basis. Booked stands will be highlighted on the floor-plan. Please note that the actual final layout is subject to change once all bookings have been finalised.

ICC Security will be in place to ensure that your booth and contents are safe outside of exhibition hours. An additional security guard will be placed in the Expo area at night.

An additional benefit for exhibitors has been negotiated with our Supplier, Scan Display, who can print your posters / marketing banners / expo stand sides / unique items at a specially discounted price, and you collect it in Durban, before the Expo. You can also arrange for it to be erected / placed at your Expo stand.

Email LSA with your requirements and a quotation will be forwarded to you for confirmation. The final arrangements and payment will be directly between yourself and Scan Display.

Another benefit for Expo Stand exhibitors is the available workshop room, in the corner of the Expo area, which has been made available for specific talks / interaction with groups of clients.

This area is available to be booked for 20min slots in the designated periods, and each exhibitor will be allowed one free booking slot per day. Additional slots can be purchased, subject to availability, at R950-00 per time slot. These bookings will be confirmed on request.

If there is no interest by exhibitors in utilising this "marketing / briefing room", it might be converted into a specific poster display area, and the Organising Committee reserves the right to cancel any bookings and / or rearrange time slots to make this area more "user friendly".

5.2 Exhibitor Package:

The structure of each shell scheme stand will include:

- Structure of the basic booth / side panels and WCDP 2019 logo
- 1 x fascia board, with company name in English, (maximum of 20 letters) & small logo.
- 1 x 15amp power point plug, with shared plug points linked to a DV board per area.
- 2 x spotlights.
- 1 x Table, 1.83m x 46cm x 74cm high.
- 1 x Table cloth in dark blue
- 2 x Chairs
- Carpeted floor, in standard colour.

The website directs all bookings via the EventsAir portal, where your booking can be placed. Additional forms might become applicable, dependent on your requirements, and these will be emailed to exhibitors once the process has started.

Unique custom-made stands must be pre-authorized at least sixty (60) days before the Exhibition build-up, ie, by latest 7th August, 2019. Any heavy items / vehicles / equipment must be declared and noted at this time. All additional requirements / forms must be completed and submitted by latest 7th September 2019.

Complete the application form online and note your specific requirements. Specific expo furniture can also be booked online.

5.3 Floor Plan of the Exhibition area:

The detailed floor plan is attached. Please indicate the stand number that you would like to book, and this will be reserved once you have paid the required deposit. Complete the online process, and an invoice will be generated and emailed to you. It is payable within 7 Days. If the deposit is not paid timeously, the booking will be cancelled and released.

Please note that WCDP 2019 reserves to right to make changes / alterations to the actual floor-plan. If your booked stand needs to be altered, the WCDP LOC will discuss any changes with you before finalising the actual layout of the expo area.

5.4 Exhibition Schedule:

Build-up of shell scheme	- Monday, 7th October, 08h00 to 11h00.
Dressing of Stands	- Monday, 7th October, 11h00 to 18h00.
Exhibition hours	- Tuesday, 8th October, 08h30 to 17h30 - Wednesday, 9th October, 08h30 to 17h30 - Thursday, 10th October, 08h30 to 15h30
Breakdown of Stands	- Thursday, 10th October, 16h00 to 20h00.
Deconstruction of Stands	- Thursday, 10th October, 19h00 onwards.

5.5 Exhibitor deliveries to the ICC:

Please note that there is no storage space available at the ICC. Deliveries of Expo goods will only be allowed to be received at the ICC on Monday, 7th October, from 8am to 5pm. Neither the Organisers nor the venue, ICC, will accept deliveries on behalf of exhibitors. The safety and security of any goods arriving before 8am on Monday, 7th October, cannot be guaranteed.

The ICC Hall 2 loading bay is adjacent to the exhibition area and on the same level. No unloading or loading of any equipment / material is allowed via the Front entrance of the venue.

5.6 Health & Safety regulations:

All applicable SA Health & Safety regulations will be strictly enforced and monitored daily. All exhibitors will be required to sign an Indemnity form before the actual stand build-up.

Aisles may not be blocked at any time. The minimum aisle space must be maintained at a minimum of at least 3metres, at all times.

6. Conference Scholarships.

Over 90% of drownings globally occur in low- and middle-income countries. Conference scholarships offer a unique opportunity to support a delegate by making the conference accessible to those in greatest need but without the resources required to attend.

A scholarship is meant to help fund the delegate's conference fee as well as local flight, accommodation and meals while attending the conference. Contributors can specify the country of origin of the scholarship recipient but not the individual. A tax receipt can be issued.

This is a distinctive aspect to the WCDP 2019 designed to increase attendance by those in countries where drowning is a major risk and there is need for increased prevention knowledge and action. If keen to assist, please email the LOC team and we will contact you.

Your scholarship contribution will be acknowledged throughout the conference as well as on the conference website, social media and in publications.

7. Who will be in Attendance at WCDP 2019?

The ILS world Conference on drowning Prevention 2019 will be attended by over 600 delegates from nearly 60 countries. In fact, latest indications are that over 700 delegates could be present when the event starts on 8th October. Countries from around the globe attended WCDP 2017 in Vancouver, Canada, and most will be attending again in South Africa.

Delegates are all committed to learning how to improve drowning prevention in their own country and around the world. They will include:

National, Provincial and Local Government
Policy Makers
WHO, UN UNICEF representatives
Researchers
Medical professionals
Drowning Prevention practitioners
Emergency response agencies
Lifesaving agencies
Lifesavers and Lifeguards

Lifesaving sports leaders
Swimming and water safety instructors
NGO's and development agencies
Disaster reduction professionals
Pool and beach operators and managers
Existing and potential donors
Business Partners
Swim Clubs
Waterpark Operators

You can showcase your products and services to the expected 600+ delegates by either signing up as a sponsor or booking an Expo booth. Contact LSA today, or visit the website: www.wcdp2019.co.za

8. Durban as the Host City.

- Known as the Zulu Kingdom, KwaZulu-Natal is considered a place of discovery, providing visitors with lasting memories. The region offers a mosaic of vivid scenery, a blend of cultures and diverse attractions.
- Where east meets west, Durban is a vibrant city that is truly in touch with its African identity. Highly sophisticated and cosmopolitan, it is an exciting city where visitors can undertake a spot of retail therapy, dance the night away, or simply relax on the warming sands of its beachfront.
- Durban has been named Africa's leading meeting and conference destination by World Travel Awards 2014, 2015 and 2016.
- Durban has been voted as the best city in South Africa, in terms of Quality of Life in the 18th Mercer Quality of Life survey.
- South Africa's second largest city, ripples with vibrancy and is the country's most popular leisure destination. With mild winters, hot summers and golden beaches stretching as far as the eye can see, the city is a melting pot of different cultures.
- The New York Times named Durban as one of the 52 must-see places of 2015.
- British Airways has selected Durban as one of the 19 "must-see" global destinations for 2019.
- With a similar time-zone to Europe, a visit to Durban means that jet lag is significantly reduced.
- The province has a pristine 600km coastline, a towering mountain range - the uKhahlamba or Drakensberg (UNESCO World Heritage Site) - and boundless untamed stretches of wilderness which is home to the big 5.
- KwaZulu-Natal, and the iSimangaliso Wetland Park (another UNESCO World Heritage Site), also offers visitors the chance to view some of the country's most unique species of wildlife on land (such as Rhino, Giraffe, and Leopard), as well as in the Indian Ocean (such as dolphins and whales, and other marine creatures).
- It is an area renowned for its efforts towards conservation, being home to the Hluhluwe-iMfolozi - South Africa's oldest game reserve, where the white rhino was saved from extinction.
- KwaZulu-Natal is also where some of the most significant and fascinating battles have taken place during the late 19th to the early 20th centuries – from Isandlwana and Rorke's Drift (Anglo-Zulu War) to Spioenkop, Colenso, and the Siege of Ladysmith (Anglo-Boer War).
- No visit to Durban, and KwaZulu-Natal, without tasting some of the most unique dishes in the world – the 'Bunny Chow' (a Durban-style curry served in half a loaf of bread) and 'Shisanyama' (spiced meat on an open fire) are the two meals that you simply cannot miss.



9. Durban ICC as the host venue.

In 2018 the Durban International Convention Centre (Durban ICC) was named amongst the top 17 client-rated convention centres in the world by the International Association of Congress Centres (AIPC). The Centre was recognized as one of the 17 finalists for “Best Client-Rated Convention Centre” in the global competition and was notably the only convention centre in Africa to have made the final list despite several entrants from the continent.

The AIPC Apex Award is made bi-annually in recognition of the highest client rating received by a convention centre on the basis of a comprehensive analysis of centre performance based on customer satisfaction surveys. An independent “blind” evaluation process carried out by Ipsos, a recognized international market research company, ensures an objective analysis of the data which addresses a series of factors including centre facilities, project management capabilities, catering and technical capacity. AIPC represents an elite association of international convention centres from 57 countries world-wide. Its mission is to encourage, support and recognize excellence in convention centre management and to maintain a range of programming that addresses this mission.

Durban ICC Chief Executive Officer, Lindiwe Rakharebe noted, “Being named in this exclusive list is an outstanding achievement and affirms our position as Africa’s leading convention centre. The AIPC Apex Awards is the highest form of recognition for international service excellence and one of the most prestigious accolades in the global conference industry.”

10. Bookings are now open

Visit the WCDP 2019 website and book your booth now.....limited space is available.

Complete and submit the Expo Stand booking form online and make payment as per the conditions set out on the WCDP 2019 website. A deposit of 50% is payable to confirm a booking. The balance must be settled by latest 7th September, 2019, one month prior to the actual event.

Or email LSA to discuss commercial partnership opportunities.

We look forward to finalising your companies involvement in WCDP 2019.