

IUSSP XXXVIII



2017 International Population Conference

Cape Town

29 October - 4 November 2017

Cape Town International Convention Centre (CTICC)

Exhibition & Sponsorship

28th International Population Conference



STATS SA
STATISTICS SOUTH AFRICA

Foreword by the President of the International Organising Committee



Dr Pali Lehohla
Statistician-General
of South Africa

Spurred on by interesting innuendos in Africa’s population dynamics in the past 10-15 years, as its economies grow steadily above the global average with little benefit from this growth, Statistics South Africa (Stats SA) sought to bring discussions closer home on key issues of population and development in bidding to host the 28th International Population Conference (IPC) of the International Union of the Scientific Study of Population (IUSSP) in 2017.

It is an honour therefore, as the President of the International Organising Committee (IOC) of the IPC and as the Statistician-General of the Republic of South Africa (RSA) to invite you to the 28th IPC in Cape Town, from 29 October to 4 November 2017. A conference that dates back to the early 20th century, will be hosted in southern Africa for the first time, at a time when the complex relationships on population and sustainable development are being played out on a continent and region witnessing population increases unprecedented in history.

Population is not simply a problem of numbers. The growth in Africa’s population in the last decade has not been accompanied by the necessary structural transformation nor has it translated into equitable human development and improved livelihoods. Nearly 50 per cent of Africans still live in poverty even though countries are becoming richer. We are confronted with a global, an African and a South African contemporary population crisis insofar as the population situation in many African countries continues to contribute to or detract from their chances of realising the goals of development, not only for the current generation but also for future generations. Conversely, we still ask the question how does development affect population growth?

These together with data issues and data holdings through various data collection vehicles, namely population and housing censuses, labour force surveys and demographic health surveys, and civil registration and vital statistics to name a few, policy analysis and debates on current trends force us to revisit basic questions we have always asked over time:

1. Will developing countries be capable of improving the levels of living for their people with the current and anticipated levels of population growth?
2. With increasing unemployment, how will African countries be able to cope with the vast increases in their labour forces over the coming decades? Will employment patterns and transitions reflect population trends?
3. The problem of poverty alleviation: What are the implications of higher population growth rates among the world’s poor for their chances of overcoming the human misery of absolute poverty? Will world food supply and its distribution be sufficient not only to meet the anticipated population increase in the coming decades but also to improve nutritional levels to the point where all humans can have an adequate diet?





- 4. Improvement in health and education: Given the anticipated population growth will African countries be able to extend the coverage and improve the quality of their health and educational systems so that everyone can at least have the chance to secure adequate health care and basic education?
- 5. Poverty and the freedom of choice: To what extent are the low levels of living an important factor in limiting the freedom of parents to choose a desired family size? Is there a relationship between poverty and family size?



In view of these and other questions, we anticipate the 28th IPC in 2017 to frame the discussions of a convergence of experts to a little more than simply that of numbers, or densities, or rates, or movements, but with full consideration of the qualities of human life: prosperity in place of poverty, education in place of illiteracy, full opportunities for the next generations of children in place of current limitations and how we duly re-look at our population policies as a collective.

It is in this light, that I look forward to welcoming you all to the City of Cape Town in October 2017 to share ideas as you also take time to enjoy the best of Cape Town.

“ A conference that dates back to the early 20th century, will be hosted in southern Africa for the first time, presenting opportunities of population and development to engage in current and topical discussions as we jointly explore new ideas, technologies, data holdings methodologies and scientific discourse. ”



A Message of Support from the Chairperson of the South African National Organising Committee



Ms Kefiloe Masiteng
Deputy Director-General:
Population & Social
Statistics, Statistics
South Africa

It is my honour and pleasure as the Chairperson of South Africa's National Organizing Committee (NOC) of the 28th IPC of the IUSSP to invite you to the City of Cape Town in October 2017. As a global community focused on identifying the parameters of work required in achieving the Sustainable Development Goals, we as a country and an NOC will be working hard with the IUSSP and its structures towards putting together a conference of importance such as this.

As South Africa, we are pleased to host this conference as we experience first-hand the cumulative costs of population growth and its dynamics. Today the task of slowing population growth is made more difficult, as today's children become tomorrow's parents. In general, food supplies and agricultural production must be greatly increased to meet the needs of a rapidly growing population. This limits the allocation of resources to other economic and social sectors.

Secondly, even a decrease in the dependency ratio is still affecting our revenue base as governments struggle to allocate diminishing resources to feed, clothe, house and educate the component of the population which consumes but does not produce goods and services as the elderly population starts to increase, fertility declines and families reconfigure.

Thirdly, a rapidly ageing population has serious implications for the provision of productive labour force as rates of job creation globally should match the rate of supply of the labour force. For us in South Africa, the rate of labour force supply has outstripped that of job creation already, implying that the rates of unemployment have been increasing far too rapidly. ***The questions are more than the answers we can provide.***

“ The NOC invites potential exhibitors and sponsors to join us at the 28th IPC to showcase your work, products, innovations and technology that promotes understanding and policy initiatives in populations. ”



About International Union for Scientific Study of Population (IUSSP)



The International Union for the Scientific Study of Population (IUSSP) is a professional organisation of demographers, population scientists and development practitioners.

Its mission is to promote the scientific study of population, encourage exchange between researchers around the globe, and stimulate interest in population.

To further its mission the IUSSP organises an International Population Conference (IPC) once every four years in a different country, in collaboration with a host country institution. The 28th IPC will be held in South Africa in 2017 in the City of Cape Town.

Since 1928 the IUSSP hosts an International Population Conference every four years. It draws over 2000 participants who are demographers, policy makers, government officials, scientists, development practitioners, civil society researchers, students...

28th International Population Conference



Statistics South Africa (Stats SA) on behalf of the Republic of South Africa, will host the 28th International Population Conference of the International Union for the Scientific Study of Population (IUSSP) in Cape Town, South Africa at the Cape Town International Conference Centre (CTICC) from 29 October to 4 November 2017.

This conference will attract over 2 000 participants from 140 countries. It brings together researchers, scholars, policy-makers, and government officials from around the world to discuss the latest population research and debate pressing global and regional population issues.

The conference themes are broad and diverse (***please see the back cover of this document for the scientific themes***).



Why Sponsor or Exhibit at the 28th IPC?

The IUSSP, in collaboration with the implementing country host agency, Statistics South Africa (Stats SA), invites organisations, companies, agencies, universities, and foundations concerned with issues of population and development and the post-2015 development agenda to become sponsors of the conference.

The 28th IPC to be held in October 2017 only takes place once every 4 years:

1. It is a rare opportunity to reach out and interact with the international community of scholars and practitioners working in the population sciences. The Conference will feature population experts from Africa, Asia, Europe, Australasia, South America, Central America, and North America, and the Caribbean who will address emerging population and development issues in plenary, parallel and poster sessions. There will also be a young demographer symposia to showcase the work of young researchers.
2. With an expected attendance of more than 2 000 participants, this is an opportunity to meet current and future influential leaders, in the population and development field - under the warm skies of the city of Cape Town.
3. This is also an opportunity for organisations, research agencies and foundations to support current and emerging demographers, and population scientists studying the global challenges of urbanisation, healthy ageing, climate change, emerging diseases and health threats, scarcities of food and water, and the impact of policy changes and finances on public health systems, as well as to learn about major advances in data and technology.
4. The 28th IPC is an opportunity to showcase your products, ideas, solutions to the problems that are listed above, research and services to thousands of researchers, scholars and connect with forward-looking thinkers and innovators who are developing ground-breaking research and data analysis applications in the population sciences.
5. By sponsoring and exhibiting at the 28th IPC, you will be joining the community of concerned global citizens that support scientific evidence-based knowledge that population research provides to inform public debate and planning and formulating policy decisions to benefit countries in need, and thus contribute to make the world a better and more pleasant place to live in.



Sponsorship Packages at the 28th IPC

Category A: Three Types of Sponsorship Packages

SPONSORSHIP CATEGORY		
PLATINUM	GOLD	SILVER
A1	A2	A3
ZAR 500 000	ZAR 300 000	ZAR 200 000
US \$ 36 000	US \$ 22 000	US \$ 14 500
Euro 32 000	Euro 19 000	Euro 13 000

BUILD UP TO THE CONFERENCE			
Logo on the IPC 2017 website (home-page)	★		
Link from IPC 2017 website to sponsor's website	★	★	
Logo on IPC website, under sponsors and a company profile	300 words	200 words	100 words
DURING THE CONFERENCE			
Acknowledgement at the Opening Ceremony	★	★	★
Complimentary exhibition stand measuring 9m² *	2	1	1
Delegate registration for the duration of the conference	3	2	1
Additional invitation to the Opening Reception	3	2	1
Logo included in the exhibition catalogue	★	★	★
Advert included in the final conference programme * *	A4 size	A5 size	A6 size
Logo displayed on sponsor shared holding slide during plenary sessions	★	★	★
Company acknowledgement as a sponsor at the registration area	★	★	★
Logo on sponsor's banner in each conference room	★	★	★
Promotional material insert into delegate conference bag	2	1	1
Advertorial / Advert in 1 edition of the conference newsletter * *	A5 size	A6 size	A7 size
Advertising on notice boards at strategic places	★	★	★
Banners outside of the plenary venue * * *	2	1	1
Exposure on conference social media platforms	★	★	★

* Category A Sponsors (Platinum, Gold and Silver) have first choice in selecting the preferred exhibition stand location, followed by exhibitors on a "First paid, first served" basis.

* * All advert content and logos need to be supplied to the conference host

* * * All banners need to be supplied to the conference host

Sponsorship Packages at the 28th IPC

Category B: Social Sponsorship Options

Category	OPENING RECEPTION	Category	GALA EVENING
B1	(COCKTAIL FUNCTION)	B2	(SEATED DINNER)
	ZAR 500 000		ZAR 600 000
	US \$ 36 000		US \$ 43 000
	EURO 32 000		EURO 38 000

Benefits of Sponsoring “B1 & B2” Social Events (Exclusive to one sponsor per event)
Exclusive Naming Rights Opportunity for the “Official Sponsor’s Name” at the ‘Opening Reception’ / ‘Gala Evening’
10 X Banners displayed at the ‘Opening Reception’ / ‘Gala Evening’ *
4 X Complimentary guest passes to the to ‘Opening Reception’ / ‘Gala Evening’ (networking opportunity)
Logo on the conference sponsor-shared-holding slide during plenary sessions
Logo on conference website (Under Sponsors)
Company acknowledgement as a sponsor at the ‘Registration’ area
Logo on sponsor’s banner in all conference rooms.

* All banners need to be supplied to the conference host

“ The IUSSP is the largest international professional association of population specialists. With over 2000 members from 140 countries, the IUSSP brings together researchers, scholars, policy makers and others from diverse disciplinary and professional backgrounds to address key population issues. ”



Sponsorship Packages at the 28th IPC

Category C: Advertising Opportunities

Category	Sponsorship Type	Amount	Visibility and Exposure
C1	Advertising your company services on an information screen at the conference.	ZAR 20 000 US \$ 1 400 EURO 1 300	<ul style="list-style-type: none">Advertising of company logos and services on a central information screen at conference to be viewed by all participants for the duration of the conference.Five-minute slideshow on company services, which will run on repeat throughout the day.
C2	Insertion of promotional material into the conference bags, e.g. pamphlets/pens/notepads.	ZAR 5 000 US \$ 360 EURO 320 <i>(per insert for 2 000 bags)</i>	<ul style="list-style-type: none">Insert promotional material into conference bagThis will be viewed by all ± 2 000 participants at the conference.
C3	Sponsor a Networking Centre: Sponsors will have exclusive rights to brand the area. <i>(All branding and furniture to be supplied by sponsor.)</i>	ZAR 80 000 US \$ 5 700 EURO 5 000	<ul style="list-style-type: none">The Centre will be branded with sponsor's name and will be named accordingly in the programme.This will entitle the sponsor to advertise in the conference newsletter (200 words)
C4	Sponsor a Business Centre (Internet café): Provide computers, and a printer for the café as well as internet access.	20 Computers and internet access	<ul style="list-style-type: none">Exclusive branding in the internet café and venue named after company

(Continued on the next page)



Sponsorship Packages at the 28th IPC

Category C: Advertising Opportunities (Continued from the previous page)

Category	Sponsorship Type	Amount	Visibility and Exposure
C5	Sponsor 2 000 conference delegate bags (branding cost included)	ZAR 450 000 US \$ 32 500 EURO 29 000	<ul style="list-style-type: none">Extended exposure as delegates will continue to use the bag after the conference.Sponsor's logo on all delegate bags, along with the conference and host logos1 x Complimentary bag insertThe sponsor will be entitled to a free A5 advertisement in the conference newsletter.Five-minute slideshow on company services, which will run on repeat throughout the day on the central screens.
C6	Host an invited speaker: local and/or international	ZAR 30 000 US \$ 2 150 EURO 1 900	<ul style="list-style-type: none">The sponsor is considered as the host of one of the plenary speakers; the conference programme will reflect that the speaker is the sponsor's guest speaker. The sponsor may then brand the speakers venue.
C7	Sponsor the printing of Conference programme / abstracts (Exclusive to one sponsor)	ZAR 250 000 US \$ 18 000 EURO 16 000	<ul style="list-style-type: none">The sponsor will be acknowledged in the programme and be entitled to a colour advert on back cover of the programme / abstracts book.



Sponsorship Packages at the 28th IPC

Category D: Donations

Category	Sponsorship Type	Amount	Visibility and Exposure
D1	Donations	ZAR 10 000 US \$ 7 500 EURO 640	<ul style="list-style-type: none">The sponsor will be acknowledged in the conference materials

Sponsorship Packages at the 28th IPC

Category E: Exhibition Package

Category	Exhibition Package	Amount	Included with each Shell Scheme Booth Purchased
E1	Shell Scheme Booth	ZAR 30 000 US \$ 2 150 EURO 1 900	<ul style="list-style-type: none">One 3 x 3 exhibit space measuring 9m²One table, two chairs, plug point and lightingPanel with company nameTwo (2) exhibitor badgesTwo (2) conference bagsCompany logo and 50-word company profile under exhibitors on IPC 2017 websiteCompany logo and 50-word biography in Conference and Exhibitor ProgramTea and lunch for the duration of the conferenceAccess to the social events
E2	Per Extra Exhibitor	ZAR 2 950 US \$ 213 EURO 190 (per person)	<ul style="list-style-type: none">Maximum of two (2) extra persons per booth allowedConference bagTea and lunch for the duration of the conferenceAccess to the social events



Exhibition & Sponsorship
The booking policies are very important:

- 1. Exhibition space will **only** be confirmed once the full payment has been received.
- 2. The exhibition space is allocated on a first come, first served basis.
- 3. No exhibitor may sub-let or share with another exhibitor without the prior written approval of the exhibition manager.
- 4. Stands can be reserved for only five working days. If confirmation has not been received in writing within five working days (by end of the 5th day), the stand will be released and made available to the next interested exhibitor.
- 5. The exhibition coordinator reserves the right to alter the exhibition floor plan at any time.*

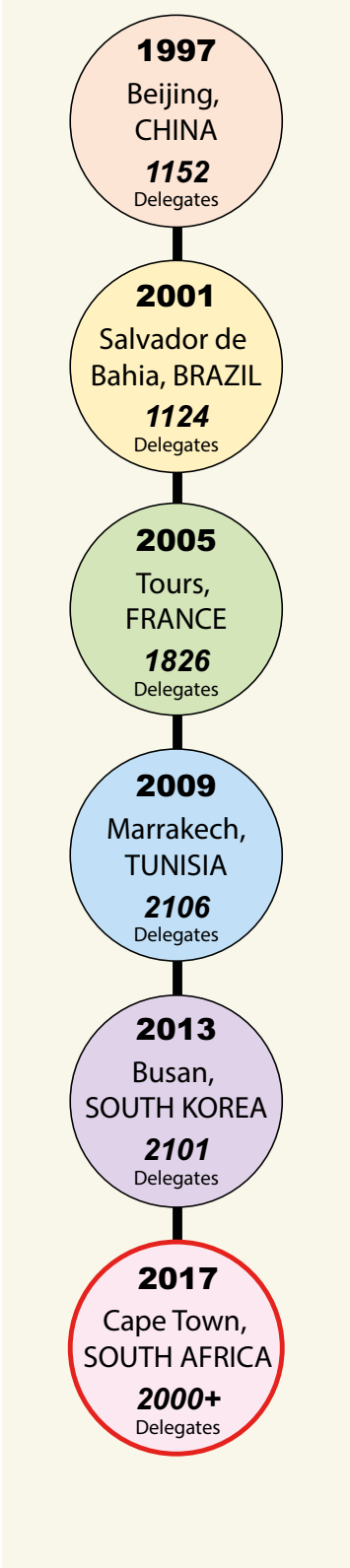
* Please note: Affected exhibitors will be notified when the exhibition floor plan has been altered.

“ There will be a set of sessions on Population and Policy Challenges in Africa. Attention to advances in methods and data measuring population phenomena, evaluating progress towards health and development goals such as the SDGs will be a key concern cutting across all sessions. ”

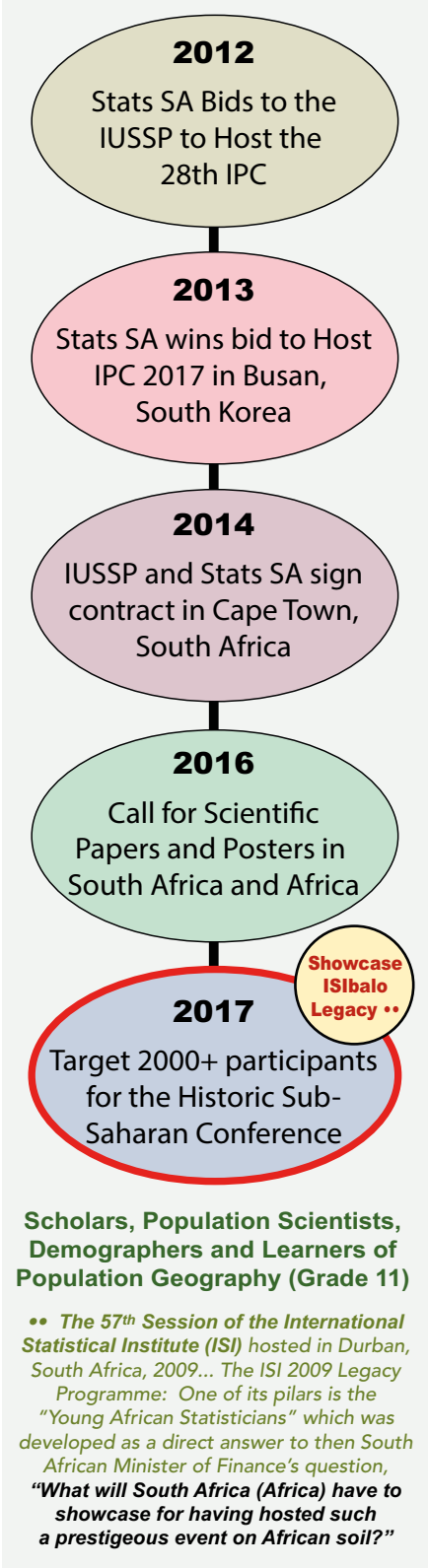


The Time for AFRICA is NOW!

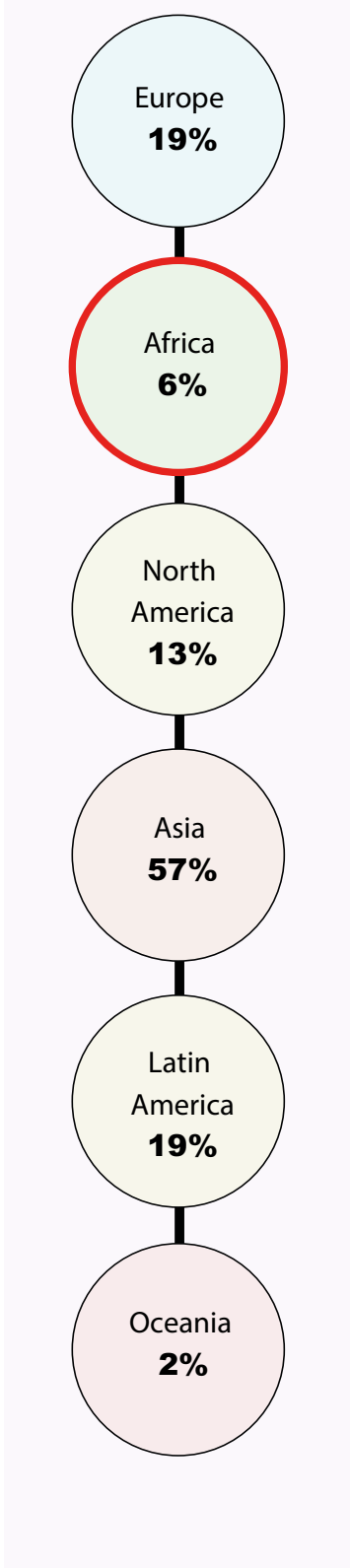
Past Five IPC Host Countries



IPC 2017's Journey to Cape Town



World Support @ Busan 2013





Exhibition & Sponsorship



19 Themes • 240 Scientific Sessions!

- 1 Ageing and Intergenerational Relations**
- 2 Biodemography**
- 3 Children and Youth**
- 4 Culture, Religion, Language & Demographic Behaviours**
- 5 Demographic Methods and Data**
- 6 Education & Labour Force**
- 7 Fertility**
- 8 Gender and Population**
- 9 Health, Mortality & Longevity**
- 10 Historical Demography**
- 11 HIV/AIDS and STIs**
- 12 Marriage and Union Formation, Families and Households**
- 13 Migration and Urbanisation**
- 14 Population and Development**
- 15 Population and Human Rights**
- 16 Population, Consumption and the Environment**
- 17 Sexuality and Reproductive Health**
- 18 Spatial Demography**
- 19 Population & Policy Challenges in Africa**

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