



ASCEND

CRITICAL CARE RETRIEVAL SYMPOSIUM

Innovation • Collaboration • Community

SPONSORSHIP PROSPECTUS

ASCEND 2027

28–30 MAY 2027 | JOHANNESBURG, SOUTH AFRICA

THREE DAYS. ONE COMMUNITY.

A shared commitment to excellent care wherever the patient needs us.

PARTNER WITH ASCEND

Align your organisation with a focused community of clinicians, educators, operational leaders and retrieval professionals committed to advancing critical care in the retrieval environment.

Coordinated and hosted by EPIC EM × ROCKET HEMS

THE CONFERENCE

Why ASCEND?

ASCEND is a South African conference built around retrieval medicine, critical care and the people who deliver it. The aim is simple: bring the retrieval community into one place to share the clinical thinking, human factors, systems lessons and practical experience that help us deliver better care to critically ill and injured patients.

The programme is designed to be clinically relevant, energetic and highly practical — with space for evidence, experience, honest conversation and the ideas that move retrieval care forward.

3

DAYS

120-150

EXPECTED DELEGATES

28-30

MAY 2027

JHB

SOUTH AFRICA

Who you will meet

- Paramedics and prehospital critical-care clinicians
- Doctors working in emergency medicine, anaesthesia, intensive care, trauma and retrieval
- Critical-care and emergency nurses
- HEMS and fixed-wing retrieval teams
- Clinical educators, simulation faculty and training organisations
- Service leaders, operational decision-makers and patient-safety teams
- Professionals interested in equipment, technology and systems that improve care during transport

Why partnership matters

A sponsor is not simply buying logo placement. Partnership gives organisations an opportunity to be present in the conversations, relationships and ideas shaping retrieval and critical care in South Africa. We want our commercial partners to be visible, useful and genuinely connected to the community attending ASCEND.

LIMITED. VISIBLE. MEANINGFUL.

Partnership opportunities

We have deliberately kept the sponsorship structure focused, with a limited number of partners at each level. This protects visibility and gives each sponsor meaningful value throughout the conference.

PRINCIPAL PARTNER R70,000

1 AVAILABLE

Our highest-profile partnership for an organisation wanting sustained visibility across the full ASCEND experience.

- Highest-tier logo placement on conference website, selected digital collateral and venue branding
- Recognition as Principal Partner in social media posts and engagements
- Recognition as Principal Partner in opening and closing acknowledgements
- Premium exhibition position for all three days
- Three complimentary full-conference delegate registrations
- Opportunity to provide an approved item for every delegate welcome pack
- Dedicated sponsor acknowledgement across selected pre-event social/community communication
- Opportunity to support a named conference element or session, by agreement and subject to programme independence
- Priority recognition on sponsor slides between sessions
- Post-event acknowledgement and inclusion in the conference thank-you communication

SUPPORTING PARTNER R35,000

2 AVAILABLE

Strong conference-wide visibility with an exhibition presence and meaningful delegate engagement.

- Prominent second-tier logo placement on conference website and selected venue/digital collateral
- Exhibition space for all three days
- Two complimentary full-conference delegate registrations
- Opportunity to provide an approved item for delegate welcome packs
- Recognition during opening / sponsor acknowledgements
- Inclusion on sponsor slides between sessions
- Pre-event and post-event sponsor acknowledgement through selected conference channels

CHOOSE YOUR LEVEL

Partnership opportunities

CONFERENCE PARTNER R20,000

4–5 AVAILABLE

An accessible partnership for organisations that want brand visibility and direct connection with the retrieval community.

- Logo on sponsor section of conference website and selected sponsor collateral
- One complimentary full-conference delegate registration
- Opportunity to provide approved literature or a small item for the delegate welcome pack
- Recognition on conference sponsor slides
- Inclusion in collective sponsor acknowledgement before and after the event

EXHIBITOR R10,000

LIMITED SPACES

A dedicated presence in the delegate networking area for organisations wanting direct product, service or technology engagement.

- Exhibition space for the three-day conference
- Two exhibitor representative passes for exhibition access and catering
- Organisation name/logo included in the exhibitor listing
- Access to scheduled networking and refreshment periods
- Opportunity for delegates to experience products, technology or services directly at your stand

DIGITAL PARTNER R20,000

2 AVAILABLE

Extend your organisation's presence beyond the conference room and into ASCEND's digital education community.

- Logo and recognition as an ASCEND Digital Partner on the conference website and online platform
- Opportunity to share approved educational, product or organisational information through the online conference platform
- Logo and acknowledgement associated with 1–2 selected recorded ASCEND presentations published on YouTube after the conference
- Sponsor logo incorporated into the opening and/or closing branding of the selected recorded talks
- Organisation name, website link and approved call-to-action included in the description of the sponsored recorded content
- Pre- and post-conference acknowledgement through selected ASCEND digital channels
- Continued digital exposure as sponsored recorded content is viewed and shared after the live event

COMPARE THE OPTIONS

At-a-glance partnership benefits

Benefit	Principal R70k	Supporting R35k	Conference R20k	Exhibitor R10k	Digital R20k
Conference website logo	Highest tier	Prominent	Sponsor section	Exhibitor listing	Digital Partner
Venue / digital sponsor branding	Highest tier	Second tier	Collective	Listing	Digital-only
Exhibition space	Premium	Included	—	Included	—
Full delegate registrations	3	2	1	—	—
Exhibitor representative passes	Included	Included	—	2	—
Welcome-pack contribution	Included	Included	Included	—	—
Opening acknowledgement	Principal recognition	Included	Collective	—	Digital recognition
Between-session sponsor slides	Priority	Included	Included	Listing	Selected digital content
Pre/post event acknowledgement	Dedicated / priority	Included	Collective	Collective	Included
Named conference element*	By agreement	By agreement	—	—	1–2 recorded talks
Online platform content sharing	—	—	—	—	Included
Recorded YouTube talk sponsorship	—	—	—	—	1–2 talks

*Any sponsored session, named element or industry contribution will be agreed with the organising team and clearly distinguished from the independent scientific/clinical programme. Digital sponsorship will not influence speaker selection or presentation content; sponsor-supplied material is subject to approval by the ASCEND organising team.

Bespoke ways to partner

Focused sponsorship can support specific parts of the delegate experience, either as standalone opportunities or within a larger package, subject to availability.

- Delegate lanyards or name badges
- Coffee / refreshment experience
- Delegate welcome bags or practical conference items
- Simulation or skills area equipment support and banners
- Speaker support, travel or accommodation
- Networking function or social element
- Education scholarship / sponsored delegate places
- Audio-visual, streaming or digital-content support

A PARTNERSHIP, NOT JUST PLACEMENT

What partners can expect from ASCEND

A focused professional audience

Rather than broad consumer exposure, ASCEND offers concentrated access to clinicians and services working in high-acuity, time-critical care — the people who use, influence, teach and often help select the systems and equipment used in retrieval.

Time to build real relationships

The three-day format creates repeated opportunities for conversation through exhibition time, catering breaks and the broader conference community, rather than a single brief brand impression.

Credible association

ASCEND is built around better patient care, clinical excellence, learning and collaboration. We want partners whose presence adds value to that environment.

Professional visibility

Sponsor recognition is integrated across appropriate conference touchpoints while protecting the clarity and independence of the educational programme.

A partnership approach

Where possible, we will work with sponsors to understand what they hope to achieve and identify the conference touchpoints that create the most useful fit.

Our principle

Commercial partnership should make the conference better for delegates.

We therefore prioritise useful, relevant engagement over intrusive advertising, while ensuring our sponsors receive clear and meaningful recognition. We are looking to create an experience, showcase your products and tools in simulation with us, help us to create high fidelity simulation interactions and put your tools and products to the test in our Critical Care Retrieval preconference workshops and testing stations.

Responsible engagement: delegate contact information will not be provided to sponsors or exhibitors unless the individual delegate has specifically consented. Product demonstrations, sponsored content or industry-supported activities must be clearly identified and agreed with the organising team.



JOIN US AT ASCEND 2027

Help us bring the retrieval community together.

ASCEND is being created for people who care deeply about what happens between the moment a critically ill or injured patient needs help and the moment they reach the definitive care they need.

We would love to partner with organisations that share that commitment.

Whether you want to support the conference at principal-partner level, exhibit a product or service, become a digital partner, sponsor part of the delegate experience, or build a bespoke partnership with us, we would be delighted to explore the right fit.

28–30 MAY

2027

JOHANNESBURG

SOUTH AFRICA

120–150

EXPECTED DELEGATES

PARTNERSHIP ENQUIRIES

For sponsorship, exhibition opportunities or bespoke partnership discussions, please contact the ASCEND organising team through EPIC EM / ROCKET HEMS.

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INNOVATION • COLLABORATION • COMMUNITY