

Healthcare
Industry
Prospectus

Think Big

**ANZCA ASM 2017
Brisbane Convention
& Exhibition Centre
May 12-16**

“The ANZCA ASM will be held at the Brisbane Convention and Exhibition Centre, which has won many major national and international awards for catering and sustainability.”



Welcome

FROM CONVENORS

Dear partners in healthcare,

Since the early days of anaesthesia as a specialty there has existed a rich and storied history of clinicians collaborating with science and industry to produce continual improvement in patient outcomes and safety. As clinicians involved in the organisation of the ANZCA 2017 Annual Scientific Meeting (ASM) in Brisbane, we would like to invite you to continue your support for our specialty.

“Think Big” is the theme for our meeting and this extends from the scientific content, through to the social program and into other areas such as technological and workshop support. We hope your organisations can assist us by also thinking big for your involvement in our trade display.

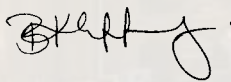
Our scientific program will use the “Think Big!” theme to showcase big ideas in innovation, the utilisation of big data and the delivery of quality health care to a big country. We also plan to include sessions on obesity, its challenges in the healthcare setting and the impact it has on patient care. With our commitment to ensure a big future for our profession we will present a renewed focus on medical education.

We are excited to be working towards a big technology meeting and are looking to deliver an almost paperless conference, with smartphones and tablets being relied upon for meeting information, e-posters, social media including a twitter lounge and twitter moderation of each session. We are currently recruiting our twitter army! The committee is also very keen to explore the world of apps and gadgetry as it will apply to us now and in the future. We hope you, as our healthcare partners will be equally enthusiastic in these areas.

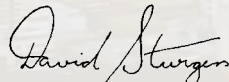
Finally, we hope to make our trade display area a fun, interesting and BIG place to be, thus maximising your exposure to our delegates.

The ANZCA ASM will be held at the Brisbane Convention and Exhibition Centre, which has won many major national and international awards for catering and sustainability. Sunny subtropical Brisbane and its environs will surely attract many delegates, who will also be able to discover the joys of our nearby coastlines and rainforests. There will also be an engaging social program on offer.

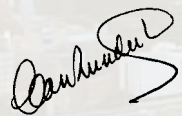
We look forward to having you as part of our meeting and hope that you, our health care industry partners in delivering healthcare will share our enthusiasm for delivering a “BIG” meeting.



Dr Bridget Effenev
Convenor (Chair)



Dr David Sturgess
Scientific Convenor



Professor Andre Van Zundert
Deputy Scientific Convenor



Dr David McCormack
Convenor HCI Convenor

ASM Regional Organising Committee

POSITION

NAME

Dr Bridget Effenev	Convenor
Dr David Sturgess	Scientific Convenor
Professor Andre Van Zunert	Deputy Scientific Convenor
Dr Kathleen Cooke	FPM Scientific Convenor
Dr Kerstin Wyssysek	Workshop and SGD Convenor
Dr Rachel Ng	Workshop Co-Convenor
Dr Phil Cowlshaw	Regional Workshop Convenor
Dr Helen Davis	SGD Co-Convenor
Dr Victoria Eley	ePoster Convenor
Dr David McCormack	HCI Convenor
Dr Mark Young	NFC Convenor
Dr Adrian Langley	Social Media Convenor
Dr Sean McManus	ANZCA Councillor
Dr Nicole Phillips	Director of Professional Affairs, ASMs
Dr Mick Vagg	FPM Officer

ANZCA ASM Sponsorship Manager
Rhian Foster
Phone: +61 2 9966 9085
Email: sponsorship@anzca.edu.au

ANZCA/FPM KEYNOTE SPEAKERS

Professor Andrea Kurz	ANZCA ASM Visitor
Professor Chris Eccleston	FPM ASM Visitor
Professor Michael Irwin	Australasian Visitor
Professor Tim Cook	ANZCA Queensland Visitor
Dr Suellen Walker	FPM Queensland Visitor
Professor Lorelei Lingard	ANZCA Organising Committee Visitor

INVITED SPEAKER

Professor Andrew Klein



ANZCA ASM 2017

The event

The ANZCA Annual Scientific Meeting is designed for specialists and trainees in anaesthesia and pain medicine. It is known as an exceptional conference with an outstanding academic and social program attracting internationally acclaimed speakers. The ANZCA ASM 2017 is expected to attract more than 1500 delegates and accompanying partners from Australia, New Zealand and other regions of the world. The dynamic and dedicated team of anaesthetists on the organising committee are developing an academic and social program not to be missed. A professional in-house ANZCA events team will be available to you to provide excellent stakeholder engagement, marketing and customer service.

The venue

The Brisbane Convention & Exhibition Centre (BCEC) is centrally located in the unique riverside precinct at South Bank, home to Brisbane's thriving arts and cultural community. South Bank is considered city's cultural and entertainment hub, home to more than 35 cafes, bars and restaurants and Australia's most celebrated Gallery of Modern Art.

The BCEC is a transport hub for trains, buses and the city's high speed CityCats and with purpose built facilities, a convenient location and easy access to all forms of transport, makes life easy for exhibitors and visitors alike.

Meeting promotion

A professionally planned and executed marketing strategy will ensure that the benefits of supporting ANZCA ASM 2017 are widely known across Australia and New Zealand.

This includes:

- Extensive direct mail campaigns.
- Website and electronic promotions.
- Advertising in professional journals.
- Social media campaigns including links with and to online medical education
- Use of hospital, private practice and international and national speaker networks.
- Active promotion at all ANZCA meetings held in the months prior to the ASM.

Why should you sponsor the ANZCA ASM 2017?

ANZCA ASM 2017 provides a unique educational environment dedicated to the exchange of up-to-date (cutting edge and world-leading) scientific research, training and the opportunity to share and exchange ideas with those people most skilled in the use of your products.

If anaesthetists, intensivists, pain medicine specialists, trainees and allied medical personnel are part of your target market, there is no better way to reach all of them at one meeting than by supporting the ANZCA ASM 2017.

The key benefits of sponsorship include:

- The opportunity to promote your name, to support your brands and to maintain a high profile among specialists before, during and after the event.
- ASM delegates are keen to improve their scientific, technical and educational knowledge. Aligning your company with this comprehensive educational experience demonstrates your commitment to assisting their professional development and further education.
- An opportunity to consolidate corporate relationships and expose your staff to their key markets.
- Interacting with delegates face-to-face during morning and afternoon tea breaks, lunchtimes and the healthcare industry cocktail reception.
- Benefiting significantly from exposure to a keenly interested, relevant, and above all, influential audience in an educational environment away from the competition of every day distractions.
- An increase in online exposure through the meeting embracing new communication forums including online education sites, social media, the Virtual ASM and the dedicated ASM website.

The ANZCA ASM 2017 sponsorship team would be delighted to meet with you to discuss these opportunities and to hear your suggestions for promoting your products or services.

Early confirmation of your sponsorship of the meeting will ensure an even higher level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to ANZCA ASM 2017 and the opportunity exists for your company to be represented as a key supporter of the meeting well in advance of the actual dates.

Sponsorship Opportunities

Sponsors can choose to be a major sponsor, receiving acknowledgements, benefits and entitlements applying to this level of sponsorship, or contribute through a range of other targeted sponsorship and exhibition opportunities.

All prices are inclusive of the Australian Goods and Services (GST) tax.

In addition to the listed options, we would welcome the opportunity to discuss your individual sponsorship requests in order to best accommodate your company's marketing and sponsorship requirements.

Please contact
ANZCA ASM Sponsorship Manager
Rhian Foster
Phone: +61 2 9966 9085
Email: sponsorship@anzca.edu.au

MAJOR SPONSORSHIP - \$51,500 (six opportunities)

Entitlements

- Premium exhibition space (6m x 6m = 36sqm island space).
- One full-page advertisement in the *ANZCA Bulletin*.
- One banner advertisement in the *ANZCA E-Newsletter*.
- Company logo and 50-word company synopsis on the Virtual ASM.
- Company logo on ASM signage and session holding slides.
- Company logo in ASM registration brochure (subject to time of confirmation).
- Company logo and website link on the ASM website.
- ASM logo incorporated with company logo for your use on your website.
- Two full delegate registrations to attend all sessions.
- Eight exhibitor registrations to attend the healthcare industry (HCI) exhibition, morning and afternoon teas, lunches and HCI Cocktail Reception.
- Two tickets to the conference dinner.
- Social media support and promotion.
- Delegate list (subject to privacy laws).

The major sponsor package also includes a choice of one of the two options.



OPTION 1

Breakfast session

This option carries a surcharge of \$4500

These are available each day with continental breakfast provided. The package covers breakfast for participants, use of the room and basic audiovisual facilities for a maximum of one hour. This option is subject to approval of your speaker and content by the scientific convenor. Note that additional breakfast sessions are available for separate sponsorship (see page 6).

Entitlements

- Acknowledgement in the ASM handbook (subject to time of confirmation).
- Naming rights to the breakfast session.
- Opportunity to provide a company-chosen guest speaker.
- Opportunity to provide your own signage at the breakfast.

OPTION 2

ANZCA delegate name badge lanyards

This option carries no surcharge

Name badges will be required for entry to all events and will be provided to every delegate upon registration.

Entitlements

- Acknowledgement on the Virtual ASM and in the pocket program.
- The opportunity to have your logo printed on the lanyards, accompanied by the ASM logo (size and placement of your logo will be at the discretion of the organising committee).

OPTIONAL EXTRAS

Sponsorship of a speaker – price on request

Opportunity exists to sponsor one of the renowned international speakers present at the 2017 ASM. Each speaker will present three to four times during the program. Confirmation of sponsorship for our selected speaker is dependent upon approval from both the speaker, company and the College.

Entitlements

- Acknowledgement on the Virtual ASM.
- Opportunity to provide a company chosen guest speaker.
- Inclusion of your logo on the ASM website with a link to your own website.

Video link

Entitlements

- Opportunity to provide a DVD advertisement (15 second maximum) to be played via a link on the ASM website

Themed Lounges areas \$6500 per lounge – 2 opportunities available

Delight delegates with a place to network and chill out in the exhibition area. Insert your brand name and come up with your own theme. A great way to extend your brand past your stand and provide fun and interaction for delegates.

Entitlements

- Logo acknowledgement as the themed lounges area sponsor on the ASM website.
- Acknowledgement on the Virtual ASM.
- 6m x 9m open plan space in a prominent area of the exhibition floor.

Please note: The sponsor is responsible for furniture and theming. Height restrictions of 1.5 metres.

Educational Sponsorship

SPONSORSHIP OF A SPEAKER - \$15,000

Opportunity exists to sponsor one of the renowned international speakers present at the 2017 ASM. Each speaker will present three to four times during the program. Confirmation of sponsorship for our selected speaker is dependent upon approval from the speaker, company and the College.

Entitlements

- Logo recognition in the ANZCA ASM registration brochure.
- Acknowledgement on the Virtual ASM.
- Opportunity to provide a company chosen guest speaker.
- Opportunity to provide a DVD advertisement (15 second maximum) to be played via a link on the ASM website.
- Inclusion of your logo on the ASM website with a link to your own website.

BREAKFAST SESSION - \$12,750

The package covers breakfast for participants, use of the room and basic audiovisual facilities for a maximum time of one hour. It is subject to approval of your speaker and content by the scientific convenor. Note that a breakfast session may also be included with the major sponsor package.

Entitlements

- Logo recognition in the ANZCA ASM registration brochure (subject to time of confirmation).
- Naming rights to the breakfast session.
- Opportunity to provide a company chosen guest speaker.
- Opportunity to provide your own signage at the breakfast.
- Inclusion of your logo on the ASM website with a link to your own website.
- 15 Complimentary tickets to be given to your VIP delegates.

LUNCHTIME SESSION - \$9750

The package covers lunch for delegates, use of the room and basic audiovisual facilities for a maximum time of one hour. It is subject to approval of your speaker and content by the scientific convenor.

Entitlements

- Logo recognition in the ANZCA ASM registration brochure (subject to time of confirmation).
- Naming rights to the lunchtime session.
- Opportunity to provide a company-chosen guest speaker.
- Opportunity to provide your own signage at the lunch.
- Inclusion of your logo on the ASM website with a link to your own website.
- 15 Complimentary tickets to be given to your VIP delegates.

Social Functions

GALA DINNER

\$16,500 for exclusive rights or;

\$9000 for a joint opportunity for a maximum of 2 companies

The social highlight of the meeting, the evening will be centred round gourmet food and wine as well as spectacular entertainment. It provides a unique opportunity to gain exposure to a very large number of anaesthetists and pain medicine specialists in a relaxed and fun environment.

Entitlements

- Acknowledgement on the Virtual ASM.
- Acknowledgement at the dinner.
- Company signage to be displayed at the dinner venue.
- Company logo on the ASM website with a link to your website.
- Company logo to be printed on dinner tickets and menus.
- 10 complimentary tickets to the dinner (for the exclusive sponsor) or five complimentary tickets to the dinner (for the joint sponsor).

Other Sponsorship Opportunities

ANZCA Virtual ASM

(Exclusive opportunity) - **\$20,000**

The Virtual ASM is an online companion to the five day meeting and is for everyone! Attendees on-site and those who can't make it to Brisbane can download schedules, meeting updates, abstracts, presentations, and presentation recordings.

Entitlements

- Promotional banner of the Virtual ASM linking to ASM website.
- Sponsor's information included on the Virtual ASM.
- Sponsor's branded animation on all pages.
- Acknowledgement in all meeting publications.
- Virtual ASM statistical information (as negotiated).



Exhibition Opportunities

The exhibition will be the focal point of the ANZCA ASM 2017. The program is structured to maximise the opportunity for delegates to visit the exhibition – all morning and afternoon tea breaks and lunches will be served in the exhibition area as well as the HCI Reception.

Applications are taken on a first-come, first-serve basis and can be made on the enclosed form. Upon receipt, exhibition space will be allocated and written confirmation sent to you, together with an invoice for the cost of your stand(s).

Single exhibition booth – \$8,000

Entitlements

- 3m x 3m exhibition booth.
- Back and side walls (2.5m high).
- One standard power point.
- Two spotlights.
- Company name on fascia board.
- Display table.
- Two chairs.
- Company listing in the ASM website (subject to time of booking).
- Two exhibitor registrations (including lunch, refreshments and HCI Reception).
- Delegate list (subject to privacy laws).

Double exhibition booth – \$17,000

Entitlements

- 3m x 6m exhibition booth.
- Back and side walls (2.5m high).
- Two standard power points.
- Four spotlights.
- Company name on fascia board.
- Two display tables.
- Four chairs.
- Company listing on the ASM website (subject to time of booking).
- Four exhibitor registrations (including lunch, refreshments and HCI reception).
- Delegate list (subject to privacy laws).

Please note: Additional equipment will be available for hire.

Additional exhibitor registrations – \$200

Each exhibition booth includes registration for two exhibitors. Additional registrations can be purchased and include:

- Access to healthcare industry exhibition.
- Daily catering in the exhibition area.
- Name tag.
- Ticket to the HCI reception.



Publications

ANZCA BULLETIN AND ANZCA E-NEWSLETTER ADVERTISING PACKAGE - \$24,000 plus GST

ANZCA Fellows and trainees obtain information from three key sources - the quarterly *ANZCA Bulletin*, the *ANZCA E-Newsletter* and the ANZCA website. With a circulation of 8000, the *ANZCA Bulletin* and *ANZCA E-Newsletter* are high-quality, trusted publications reaching an intelligent, influential and affluent audience. A special package has been created to offer advertising in these publications at a greatly discounted rate.

Entitlements

- Full-page advertisement in all four *ANZCA Bulletins* in 2016-2017 (value - \$16,800).
- Display banner advertisement in all eleven *ANZCA E-Newsletters* in 2016-2017 (value - \$15,950).

To take advantage of these publication opportunities, please contact ANZCA Advertising Manager Vivienne Forbes on **+61 3 9093 4927** or **vforbes@anzca.edu.au**.

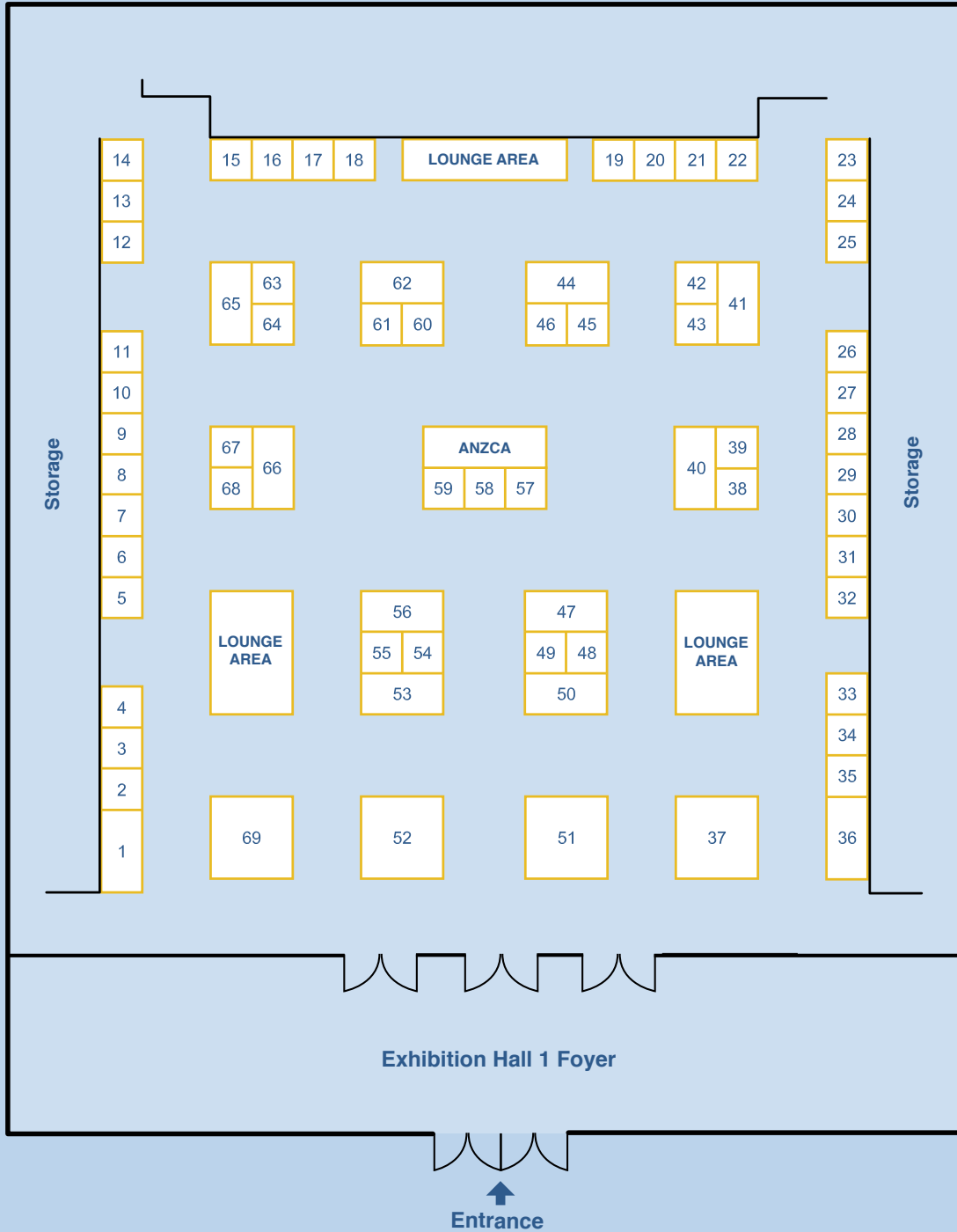
ASM E-NEWSLETTER - \$3000 plus GST (four opportunities)

A new opportunity has been created for four companies to be the exclusive partners of the *ASM E-Newsletter*. There will be six e-newsletters sent to all ANZCA Fellows and trainees - this includes a pre-edition, as well as a daily edition. The e-newsletter includes interviews with invited speakers, a wrap of the day's activities and sessions, important updates and information for delegates, photos and much more. The ASM e-newsletters receive a great deal of positive feedback from delegates and auditing shows that open rates were high.

Entitlements

- Acknowledgment as exclusive partner sponsor of the *ASM E-Newsletter*.
- Business card size advertisement in all six ASM e-newsletters.
- Acknowledgement in the ASM handbook.

Exhibition Floorplan





Sponsorship and exhibition form

Please print clearly in capital letters

CONTACT DETAILS

Contact name: _____

Company name: _____

Position: _____

Address: _____

State: _____

Postcode: _____

Phone: _____

Mobile: _____

Website: _____

Email: _____

Products/services to be exhibited: _____

All costs are shown in Australian dollars and are inclusive of GST.

SPONSORSHIP ITEM

Please confirm our sponsorship as follows:

<input type="checkbox"/> Major sponsorship including breakfast session	\$56,000
<input type="checkbox"/> Major sponsorship including lanyards	\$51,500
<input type="checkbox"/> Major sponsor themed lounge area	\$6500
<input type="checkbox"/> Sponsorship of a speaker	\$15,000
<input type="checkbox"/> Breakfast sessions	\$12,750
<input type="checkbox"/> Lunchtime sessions	\$9750
<input type="checkbox"/> ePoster presentation area	\$6500
<input type="checkbox"/> Gala dinner	\$16,500
<input type="checkbox"/> ANZCA Virtual ASM	\$20,000
Sponsorship total amount	\$

EXHIBITION BOOTH

<input type="checkbox"/> Single exhibition booth 3m x 3m	\$8000
<input type="checkbox"/> Double exhibition booth 3m x 6m	\$17,000

Preferred exhibition location (1-3 in order of preference)

Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt.

First choice: _____

Second choice: _____

Third choice: _____

Please note: A limit of two booths per company applies except for major sponsors, unless otherwise agreed by the organising committee.

Exhibition total amount **\$**

Sponsorship and exhibition form

PAYMENT OPTIONS

Upon confirmation of your booth number the following payment options are available.

- Payment in full is due by September 30, 2016 to secure your booth.
- Those applying after September 30, 2016 will be required to pay in full immediately.

The organising committee reserves the right to cancel the exhibition in circumstances beyond their control. In such case all monies paid to date will be refunded in full. The liability of the organiser will be limited to that amount.

- I require a tax invoice to make payment.
 I wish to pay by bank transfer.

Bank details will be supplied on your tax invoice issued with confirmation.

- I would like to pay by credit card:
 Visa MasterCard

** Please note all credit card payments will incur a 1% surcharge.*

Sponsorship payment: \$ _____

Exhibition payment: \$ _____

TOTAL (A\$): \$ _____

Amount to authorise: \$ _____

Card number: _____

Expiry date: _____

Card holder's name: _____

Signature: _____

CANCELLATION POLICY

Cancellations will only be accepted in writing and must be signed by the person whose signature appears on the original form or their nominee. Cancellations received prior to September 30, 2016 will be liable for a \$200 administration fee. Cancellations after September 30, 2016 will receive no refund and will be liable for payment in full should it not have been received by the cancellation date. The organising committee reserves the right to cancel the exhibition in circumstances beyond their control. In such case all monies paid to date will be refunded in full. The liability of the organiser will be limited to that amount.

- I have read the cancellation policy and accept all of its conditions.

Name (please print): _____

Organisation: _____

Signed: _____ Date: _____

ABN: 82 055 042 852 - Australian and New Zealand College of Anaesthetists

Please email or post this form to:
ANZCA - Rhian Foster, 630 St Kilda Road Melbourne
VIC 3004 Australia

T: +61 2 9966 9085 E: sponsorship@anzca.edu.au

“Our scientific program will use the “Think Big!” theme to showcase big ideas in innovation, the utilisation of big data and the delivery of quality health care to a big country.”

