

**SPONSORSHIP &
EXHIBITION PROSPECTUS**



**2021
CICM**

**V I R T U A L
A S M**

1st - 3rd JUNE 2021

R E S P I R A T O R Y

cicm2021asm.delegateconnect.co

#VIRTUALASM2021 #CICM2021ASM

CICM ANNUAL SCIENTIFIC MEETING

TABLE OF CONTENTS

INVITATION	3
THE COLLEGE OF INTENSIVE CARE MEDICINE OF AUSTRALIA & NEW ZEALAND	4
BENEFITS OF A VIRTUAL EVENT	5
OUR AUDIENCE	6
ASM VIRTUAL PROGRAM AT A GLANCE	7
BENEFITS TO YOUR COMPANY	8
SPONSORSHIP OPPORTUNITIES	9
ADVERTISING	17
EXHIBITION ZONE	18
BOOKING FORM	19
TERMS AND CONDITIONS	20



INVITATION

*We invite you to join us for the
College of Intensive Care Medicine of Australia and New Zealand
2021 Virtual ASM.*

The College of Intensive Care Medicine virtual ASM will bring Leaders, Educators, Researchers and Specialist together in an educational and inspiring forum. The experience will be different to an in-person ASM; however, it will open possibilities that were previously beyond reach. Our aim is to provide you with direct engagement globally and to have your company branding in front of your target audience.

Virtual events are becoming one of the most important platforms for organisations to continue their educational meetings, and for companies to exhibit products and services to a larger online audience. By removing the geographical barriers, companies can now be associated with a strong scientific meeting, have access to high profile International speakers and increase your global delegate reach. Your marketing budget will go further, enabling you to capitalise on sales in a larger arena.

Together we will continue to build on essential relationships that have been developed over the years and foster the important networking opportunities available. For those who join us for the first time, welcome: we trust this will be the beginning of a new partnership as we head together into the new normal.

Be creative, be adventurous and be engaged.

COLLEGE OF INTENSIVE CARE MEDICINE OF AUSTRALIA AND NEW ZEALAND (CICM)



The College of Intensive Care Medicine is the body responsible for intensive care medicine specialist training and education in Australia and New Zealand.

OUR VISION

To be the world's leading authority in the provision of the highest quality training, clinical care, and professional standards in the field of intensive care medicine.

OUR MISSION

The College is committed to achieving the best health outcome for critically ill patients, through training high-quality specialists, increasing specialty knowledge, and improving standards of care.

BENEFITS OF A VIRTUAL CONFERENCE

ACCESSIBILITY

The virtual space is infinite, it can increase our global attendance by removing travel times, availability, and funding restrictions. We open the opportunities for a wider audience to gather, giving you brand recognition on a global scale.

CONTRIBUTION

Invaluable and diverse contributions to the world of research and knowledge will be available. We will tap into a world of speakers and leaders within the ASM theme: *Respiratory*.

SUSTAINABILITY

Allows us to reduce the amount of carbon footprint.

ON DEMAND

Creates longer value and allows our attendees & sponsors an ongoing opportunity to learn post event.



OUR AUDIENCE

As we adjust to the world changing, the ASM will be a time for our strong college community in Australia, New Zealand and beyond to connect, share knowledge and learn. We are confident that our comprehensive virtual ASM will deliver an exceptional scientific program that our meeting is known for.

Our previous meetings attracted 400 + delegates from across Australia and New Zealand, Hong Kong, Singapore, and China. Attendee numbers to any event are difficult to predict, however by delivering a scientific meeting on a virtual platform, we will bring the ICU community together, engaging a national and global audience.

MEMBERS FROM 18 DIFFERENT COUNTRIES

MALAYSIA	CANADA
IRELAND	UNITED STATES
HONG KONG	MALAYSIA
SINGAPORE	JAPAN
AUSTRALIA	UNITED ARAB EMIRATES
UNITED KINGDOM	SWITZERLAND
FIJI	GREECE
QATAR	FINLAND
ISRAEL	INDIA



Facebook
3300+



Twitter
3000+



LinkedIn
700+

Fellows
1182

Trainees
768

ASM VIRTUAL PROGRAM AT A GLANCE

TUESDAY 1st JUNE

Welcome to Country

Virtual Scientific Plenary Stream

Sponsored Virtual Workshop/Presentation Stream

Virtual Exhibition Zone Opens

Networking Rooms Open

Wellbeing Room Opens

Social Program

WEDNESDAY 2nd JUNE

Breakfast Workshop

Morning Exercise and Wellbeing Session

Virtual Scientific Plenary Stream

Sponsored Virtual Workshop/Presentation Stream

Virtual Exhibition Zone Open

Networking Space

Wellbeing Room

Social Program

THURSDAY 3rd JUNE

Breakfast Workshop

Morning Exercise and Wellbeing Session

Virtual Scientific Plenary Stream

Sponsored Virtual Workshop/Presentation Stream

Virtual Exhibition Zone Open, *Closes at the completion of the program*

Networking Space

Wellbeing Room

Social Program

BENEFITS TO YOUR COMPANY

VIRTUAL ASM: Is the “must-attend” Scientific ASM for our Fellows and trainees in Intensive Care.

EDUCATION: Learn what is happening in the ICU field and how your company can be part of it.

PRESENCE: Show your commitment to the industry, by supporting the community that supports your business. This is a great way to connect with the ICU experts and stakeholders and to learn more about trends and challenges.

LAUNCH: A new product or marketing campaign, with the undivided attention of your target audience. There is no better way to make an impact.

SALES LEADS: Participation at the CICM ASM allows you to secure leads to meet future sales targets.

EXPAND: Your reach to our global ICU community, with virtual events, there are no boundaries.

INCREASE SALES: By launching your new products or by demonstrating products and equipment in one of our virtual workshops.

COMMUNICATION STRATEGY: A strong marketing and communications strategy will create maximum brand awareness, global reach and increased interest in the event.

WEBSITE: The virtual ASM platform is a pivotal marketing tool; this is the key source of information about the event and is constantly updated and refreshed to reflect the latest news, sponsors and exhibitors.

DIRECT MARKETING: Frequent email blasts update members with general information, latest news, key dates, sponsors and program and speaker details. This ensures delegates remain engaged in activities leading up to the ASM.

SOCIAL MEDIA: LinkedIn, Twitter, and Facebook will feature heavily in the ASM social media marketing.





SPONSORSHIP OPPORTUNITIES

MAJOR PARTNER

As a Major Partner of the CICM ASM, your company will show commitment and support to the ICU community. You will receive prominent attention prior, during and post event, reaching a national and global audience.



- » Dedicated Virtual Networking Room for exclusive use for the duration of the event: You will be issued with a link and personalised password for your company to use for private meetings, staff catch up or to invite delegates along for a private cocktail night.
- » 3 x 20-minute Virtual Workshop/ Presentations to be scheduled during prime-time breaks. Your presentations can be live or pre-recorded with the ability to have live Q & A** *Please view terms and conditions. Additional virtual sessions can be purchased separately.*
- » 2 x Sponsored sessions.
- » A 2-minute company video screened at the end of your sponsored sessions.
- » Company branding displayed during your sponsored session.
- » Company branding included on sponsor slide loop, broadcast prior to sessions commencing. *(Opening session not included).*

- » **On-Demand** content, branding, virtual workshops/presentations will be available for 12 months post event to existing delegates and new On-Demand registrations.
- » 10 x Delegate registrations to attend the ASM & social events.
- » Virtual Exhibition presence in the Exhibition Zone, including all entitlements. *(Please see exhibition zone entitlements listed below).*

MARKETING

- » Verbal acknowledgement as our ASM Partner at the beginning and completion of the ASM.
- » Announcement prior to your virtual workshop/presentation commencement.
- » Brand placement as our ASM Partner on the home page of the virtual event platform.
- » 1-page electronic flyer emailed to all CICM members via ASM News.

- » With a reach of over 3,000+ followers, we will post on CICM Social Media platforms your partnership commitment for the CICM 2021 Virtual ASM. Have your hashtag linked to this post to ensure maximum branding.
- » Regular branding placement in each E-news, ASM News, circulation to over 2,900 members.
- » 1 Full page advertisement in the electronic ASM Handbook.
- » Branding, scheduled time and description of your Virtual Workshops will be displayed in the ASM Handbook.
- » Your company will be acknowledged as our Partner in the ASM Handbook.
- » Delegate list provided 1 month prior to the ASM, with regular updates. *(This list will contain name, organisation, and email address of those who have elected to be included.)*

PREMIUM SPONSOR

3 Opportunities



- » 2 x 20-minute Virtual Workshop/ Presentations to be scheduled during prime-time breaks. Your presentations can be live or pre-recorded with the ability to have live Q & A** *Please view terms and conditions. Additional virtual sessions can be purchased separately.*
- » 1 x Sponsored Session.
- » A 1-minute corporate video screened at the end of your sponsored session.** *Schedule your session sponsorship & video prior to your virtual workshop to maximise exposure.*
- » Company branding displayed during your sponsored session.
- » Company branding included on sponsor slide loop, broadcast prior to sessions commencing. *(Opening session not included).*
- » Virtual Exhibition presence in the Exhibition Zone, including all entitlements. *(Please see exhibition zone entitlements listed below).*

- » **On-Demand** content, branding, virtual presentation available for 12 months post event to existing delegates and new On Demand registrations.
- » 6 x Registrations delegate registrations to attend the ASM & social events.

MARKETING

- » Announcement prior to your virtual workshop/presentation commencement.
- » Brand placement as a Premium Sponsor on the home page of the virtual event platform.
- » 1-page electronic flyer emailed to all CICM members via ASM News.
- » With a reach of over 3,000+ followers, we will post on CICM Social Media platforms your Premium Sponsorship commitment for the CICM 2021 Virtual ASM. Have your hashtag linked to this post to ensure maximum branding.

- » Regular branding placement in each E-news, ASM News, circulation to over 2,900 members.
- » 1 half page advertisement in the electronic ASM Handbook.
- » Branding, scheduled time and description of your Virtual Workshop will be displayed in the ASM Handbook.
- » Your company will be acknowledged as a Session Sponsor in the ASM Handbook.
- » Delegate list provided 2 weeks prior to the ASM, with regular updates. *(This list will contain name, organisation, and email address of those who have elected to be included.)*

VALUED SPONSOR

5 Opportunities



- » 2 x 20-minute Virtual Workshop/ Presentations to be scheduled over the 3 days. Your presentations can be live or pre-recorded with the ability to have live Q & A** *Please view terms and conditions. Additional virtual sessions can be purchased separately.*
- » Company branding included on sponsor slide loop, broadcast prior to sessions commencing. *(Opening session not included).*
- » Virtual Exhibition presence in the Exhibition Zone, including all entitlements. *(Please see exhibition zone entitlements listed below).*
- » **On-Demand** content, branding, virtual presentation available for 12 months post event to existing delegates and new On Demand registrations.
- » 4 x Registrations delegate registrations to attend the ASM & social events.

MARKETING

- » Branding, scheduled time and description of your Virtual Workshop will be displayed in the ASM Handbook.
- » Brand placement as a Valued Sponsor on the home page of the virtual event platform.
- » With a reach of over 3,000+ followers, we will post on CICM Social Media platforms your Valued Sponsorship commitment with us for the CICM 2021 Virtual ASM. Have your hashtag linked to this post to ensure maximum branding.
- » 1-page electronic flyer emailed to all CICM members via ASM News.
- » Regular branding placement in each E-news, ASM News, circulation to over 2,900 members.
- » Delegate list provided 2 weeks prior to the ASM, with regular updates. *(This list will contain name, organisation, and email address of those who have elected to be included.)*

SESSION SPONSOR

4 Opportunities

- » 1 x Sponsored session.
- » A 1-minute corporate video screened at the end of your sponsored session.
- » Company branding displayed during your sponsored session.
- » Company branding included on sponsor slide loop, broadcast prior to sessions commencing. *(Opening session not included).*
- » **On-Demand** content of the ASM will be available for 12 months post event to existing delegates and new On Demand registrations.
- » 4 x Registrations delegate registrations to attend the ASM & social events.
- » Virtual Exhibition presence in the Exhibition Zone, including all entitlements. *(Please see exhibition zone entitlements listed below)*

MARKETING

- » Brand placement as a Session Sponsor on the home page of the virtual event platform.
- » With a reach of over 3,000+ followers, we will post on CICM Social Media platforms your Session Sponsorship commitment with us for the CICM 2021 Virtual ASM. Have your hashtag linked to this post to ensure maximum branding.
- » 1-page electronic flyer emailed to all CICM members via ASM News.
- » Regular branding placement in each E-news, ASM News, circulation to over 2,900 members.
- » Your company will be acknowledged as a Session Sponsor in the ASM Handbook.
- » Delegate list provided 2 weeks prior to the ASM, with regular updates. *(This list will contain name, organisation, and email address of those who have elected to be included.)*

BREAKFAST SESSION SPONSOR

2 Opportunities

- » 1 x 30 -minute Breakfast Workshop/ Presentation. Your presentations can be live or pre-recorded with the ability to have live Q & A** *Please view terms and conditions.*
- » Company branding included on sponsor slide loop, broadcast prior to sessions commencing. *(Opening session not included).*
- » Virtual Exhibition presence in the Exhibition Zone, including all entitlements. *(Please see exhibition zone entitlements listed below).*
- » **On-Demand** content, branding, virtual presentation available for 12 months post event to existing delegates and new On Demand registrations.
- » 4 x Registrations delegate registrations to attend the ASM & social events.

MARKETING

- » Brand placement as a Breakfast Sponsor on the home page of the virtual event platform.
- » With a reach of over 3,000+ followers, we will post on CICM Social Media platforms your Breakfast Sponsorship commitment for the CICM 2021 Virtual ASM. Have your hashtag linked to this post to ensure maximum branding.
- » 1-page electronic flyer emailed to all CICM members via ASM News.
- » Regular branding placement in each E-news, ASM News, circulation to over 2,900 members.
- » Branding, scheduled time and description of your Breakfast Workshop will be displayed in the ASM Handbook.
- » Delegate list provided 2 weeks prior to the ASM, with regular updates. *(This list will contain name, organisation, and email address of those who have elected to be included.)*

SOCIAL/WELLBEING SPONSOR

4 Opportunities

Virtual social events will be planned for each day of the ASM. Sponsor a morning fitness session or a night on Broadway.

- » 1 x Sponsored social/wellbeing session.
- » A 1-minute corporate video screened at the end of your sponsored session.
- » Company branding displayed during your sponsored session.
- » Company branding included on sponsor slide loop, broadcast prior to sessions commencing. *(Opening session not included).*
- » **On Demand** content of the ASM will be available for 12 months post event to existing delegates and new On Demand registrations. This will include all social and wellbeing events.
- » 4 x Registrations delegate registrations to attend the ASM & social events.
- » Virtual Exhibition presence in the Exhibition Zone, including all entitlements. *(Please see exhibition zone entitlements listed below)*

MARKETING

- » Brand placement as a Sponsor on the home page of the virtual event platform.
- » With a reach of over 3,000+ followers, we will post on CICM Social Media platforms your Social Sponsorship commitment with us for the CICM 2021 Virtual ASM. Have your hashtag linked to this post to ensure maximum branding.
- » 1-page electronic flyer emailed to all CICM members via ASM News.
- » Regular branding placement in each E-news, ASM News, circulation to over 2,900 members.
- » Delegate list provided 2 weeks prior to the ASM, with regular updates. *(This list will contain name, organisation, and email address of those who have elected to be included.)*

ASM HANDBOOK SPONSOR

Distributed via email, this essential guide will contain the complete ASM schedule, including all program information, speaker profiles, workshops, social schedule, sponsors, and exhibitors.

- » Company branding on the front cover of the ASM handbook.
- » One full page colour advertisement on the inside front cover of the ASM Handbook.
- » Company branding included on sponsor slide loop, broadcast prior to sessions commencing. *(Opening session not included).*
- » **On Demand** content of the ASM will be available for 12 months post event to existing delegates and new On Demand registrations.
- » 4 x Registrations delegate registrations to attend the ASM & social events.
- » Virtual Exhibition presence in the Exhibition Zone, including all entitlements. *(Please see exhibition zone entitlements listed below.*

MARKETING

- » Brand placement as a Sponsor on the home page of the virtual event platform.
- » With a reach of over 3,000+ followers, we will post on CICM Social Media platforms your Handbook Sponsorship commitment with us for the CICM 2021 Virtual ASM. Have your hashtag linked to this post to ensure maximum branding.
- » 1-page electronic flyer emailed to all CICM members via ASM News.
- » Regular branding placement in each E-news, ASM News, circulation to over 2,900 members.
- » Delegate list provided 2 weeks prior to the ASM, with regular updates. *(This list will contain name, organisation, and email address of those who have elected to be included.)*

ADVERTISING

ASM HANDBOOK

(2 Opportunities for each option)

- » Full page \$1,100 (inc GST)
- » Half page \$550 (inc GST)

THE CRITICAL CARE DIGITAL JOURNAL

(2 Opportunities)

- » \$3,300 (inc GST)
- » 3 Ads to be placed in the *Critical Care Resuscitation Journal*

Flexibility to have 3 ads in one edition or spread your advertising over 3 editions. The Critical Care Resuscitation Journal has a circulation of over 2,900 members and is distributed globally.

Please note: The advertising opportunities DO NOT include the exhibition zone.



ASM EXHIBITION VIRTUAL ZONE



A virtual zone, equivalent of an exhibition booth will deliver your company the opportunity to schedule live online chats, upload online brochures, pre-recorded video, special offers, product demos and connect globally to our audience.

BENEFITS

- » Company branded exhibitor virtual zone.
- » Control of your booth presentation presence and the materials you display.
- » Include a welcome video that demonstrates your products and services.
- » Capture lead generation when an attendee clicks on your booth.
- » Exhibition zone will go live starting Tuesday 1st June at 10am and is available 24-hours a day to our global conference audience.
- » Your booth will remain live for 12 Months post ASM. CICM will promote **On-Demand** registrations after the June live event.

- » All registered attendees can return to on-demand sessions and visit the exhibition zone at any time during the year.
- » 2 x Delegate registrations to attend the ASM & social events.

INCLUSIONS

- » Live chat option during the primary hours you staff the virtual event.
- » 4 booth staff profiles and contact details can be listed.
- » Inclusion in any incentive for attendees to visit the exhibit arena.
- » Hosted video.
- » Uploaded downloadable resources (videos, marketing brochures, product spec sheets etc).
- » Links to sponsor external channels (website, social media, LinkedIn)
- » Direct link to chat as per the chat functionality.

- » Instructions on how to effectively set up your exhibition platform.
- » Regular branding placement in each E-news, ASM News, circulation to over 2,900 members.
- » Your company will be acknowledged as an exhibitor in the ASM Handbook.
- » Delegate list provided 1 week prior to the ASM, with regular updates. *(This list will contain name, organisation, and email address of those who have elected to be included.)*

CONTACT DETAILS

Company _____

Contact Person _____

Telephone _____

Email _____

Address _____

Postcode _____

SPONSORSHIP (Inclusive of GST)

	On application
Major Partner	
Premium	\$8,800
Valued	\$6,600
Session	\$4,400
Breakfast Session	\$6,600
ASM Handbook	\$5,500
Social/Wellbeing	\$4,400
Critical Care Digital Journal	\$3,300
Advertising	Full Page \$1,100 Half Page \$550

EXHIBITION (Inclusive of GST)

Virtual Exhibition Zone	\$2,200
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METHOD OF PAYMENT

Electronic Transfer:

Please insert your company name as a reference when making the deposit. Email a copy of remittance to stephg@cicm.org.au

Account name: College of Intensive Care Medicine of Australia & New Zealand.

BSB: 013423

Account: 4771-38496

CREDIT CARD

Visa Card Master Card

Credit Card Number _____

CVV _____

Expiry date _____ / _____

Card holder's name _____

Signature _____

CORRESPONDENCE

All sponsorship and exhibition enquiries and bookings to:

Stephanie Gershon

Conference Organiser

College of Intensive Care Medicine of

Australia and New Zealand

Suite 101, 168 Greville Street
Prahran VIC, 3181

Phone: 03 9514 2888

Email: stephg@cicm.org.au

TERMS AND CONDITIONS

VIRTUAL WORKSHOPS/ PRESENTATIONS

1. The workshop and or presentation structure is the responsibility of the sponsor.
2. Major Sponsors and Premium Sponsors have the first right to schedule their workshop in prime time (During session breaks. E.g. lunch, afternoon tea).
3. A workshop time will be confirmed on receipt of a booking application.
4. The sponsored workshop/presentation will be streamed currently with the main scientific program.
5. Sponsors who have a virtual workshop as part of their agreement have the option to add an additional workshop at a reduced rate of \$1,100 (incl GST). This option is not available for a one-off sponsorship.
6. A workshop/presentation brief must be submitted to the CICM ASM Committee for final approval.
7. Sponsors will be required to meet for a rehearsal discussion at least 2 weeks prior to the event.
8. A Pre-Recorded workshop or presentation is advised with live Q & A.
9. It is advised the Sponsor allocates a moderator to ensure live Q & A and session runs smoothly and to time.
10. Delegate connect are the CICM ASM platform providers, a support person will be available on the day.
11. CICM will advertise your workshops via E-News, ASM News, Social Media platforms and within the ASM Handbook.
12. CICM Cannot guarantee delegate attendance to the virtual ASM or workshops.
13. All scheduled workshops will be displayed **On-Demand** for a period of 12 months

SESSION SPONSORSHIP

1. Session allocation will be determined at the time of booking.
2. Company video must be submitted to Delegate Connect (CICM ASM Virtual Platform Provider) no later than TWO weeks prior to the event.
3. Company video must be in the format stipulated and must not exceed the time allocated.

MARKETING AND BRANDING

1. Sponsors eligible to a 1-page electronic flyer must adhere to design specification and submit by deadline which will be advised by CICM.
2. Branding and marketing of your company's participation will commence once booking confirmation has been received.
3. Website Branding as a sponsor will occur once the designated website is live.
4. It is a company responsibility to provide logos, social media links and marketing material to CICM for the commencement of advertising.

ADVERTISING IN ASM HANDBOOK

1. Position in the publication will be determined by CICM.
2. Sponsor to supply print ready artwork in line with print deadlines.
3. Advertising specifications will be advised closer to the meeting.

GENERAL

1. All applications must be received on an official booking form.
2. By submitting a sponsorship booking form, you acknowledge that you have read and agreed to the terms and conditions listed.

3. 25% deposit of total sponsorship / exhibition cost is due when submitting the application. The final amount is due by March 30th, 2021, unless previously organised with the College.
4. CICM cannot guarantee delegate attendance to the virtual ASM.
5. The acceptance of the application sponsorship / exhibition will be effective upon written acceptance from CICM.
6. Sponsorship & exhibition applications received will be handled on a first-come, first-served basis. 1st Option will be given to those who completed have continued their sponsorship agreement from 2020 ASM.
7. The exhibitor must comply with all terms outlined in the exhibition briefing paper emailed prior to the event.
8. It is the responsibility of an exhibitor to ensure their Exhibition Zone profile is completed to a professional standard and in accordance to the time line provided by CICM.
9. In the event the sponsor/exhibitor cancels their participation at the Conference, the organising committee reserves the right to retain all monies until such time the sponsorship or exhibition is resold.
10. Any booth or sponsorship package cancelled after March 30th will not be refunded, thus 100% forfeited.
11. Company branding in the ASM e-marketing and brochures is determined by your confirmation as a sponsor prior to print deadlines. It is recommended that you confirm your sponsorship as early as possible to maximize all exposure.
12. These conditions together with the sponsorship booking, forms a mutual agreement between your company and CICM regarding all aspects of your sponsorship at the CICM ASM.