



Shedding Light on the
Medical Laboratory 'Black Box'

SPONSORSHIP **PROPOSAL**





INVITATION

On behalf of the Australasian Association for Clinical Biochemistry and Laboratory Medicine (AACB), we invite you to join us for the 62nd AACB Annual Scientific Conference (ASC) in Auckland, New Zealand, from October 13-16, 2025.

The Annual Conference is our flagship educational and scientific event, offering professional development opportunities for a diverse group of members, including pathologists, medical scientists, technicians, researchers, trainees, and laboratory managers across the Australasian region. The conference features a world-class scientific program and provides sponsors with a strategic platform to showcase their support and align their brand with this premier event.

This year's theme, "**Shedding Light on the Medical Laboratory 'Black Box'**," highlights the complexities behind the results that many clinical and non-clinical colleagues may not fully understand. The conference will include sessions on a wide range of current and relevant topics in the pathology and medical laboratory testing fields, all connected to this theme.

Inside this prospectus, you'll find various opportunities for your consideration, and we'd be delighted to discuss how AACB 2025 can help meet your marketing objectives.

We look forward to your successful participation in the 2025 AACB Conference!

Samarina Musaad
Chair, Scientific Program Chair

HOST CITY & VENUE

AUCKLAND, NEW ZEALAND

Auckland, New Zealand's vibrant largest city, is a captivating blend of urban sophistication and stunning natural beauty. Nestled between two sparkling harbors, it boasts a dynamic arts scene, diverse culinary offerings, and lush parks. With its friendly atmosphere and rich cultural heritage, Auckland is not only a gateway to the breathtaking landscapes of New Zealand but also an ideal destination for those seeking a memorable experience. Come and discover why Auckland is often referred to as the "City of Sails"!

GRAND MILLENNIUM AUCKLAND

The Grand Millennium Auckland is a premier hotel that combines luxury and convenience in the heart of New Zealand's largest city.

With its elegant design and modern amenities, the hotel offers guests a comfortable retreat just minutes away from top attractions, shopping, and dining. The hotel offers spacious, well-appointed rooms featuring stunning city views, as well as exceptional facilities, including restaurants and bars, a fully equipped business centre, a range of business services, and versatile conference facilities, including 16 modern function rooms.

Auckland Airport is just a 40-minute taxi ride away, and public transport options are easily accessible.





THE PROGRAM

Features:

- Plenary Sessions
- Concurrent Symposia
- Concurrent Submitted Oral Sessions
- Poster Sessions
- Concurrent Hot Topic Poster Sessions
- Industry Symposia
- Welcome Reception
- Conference Dinner
- Pre & Post Workshops

WHY PARTNER WITH AACB 2025?

Key Benefits:

- Sponsorship offers a chance to align your company with this impactful educational experience, providing exceptional opportunities to engage with delegates.
- This is an opportunity to showcase your company's dedication to the industry.
- Build and strengthen strategic relationships through meaningful connections.
- Enjoy valuable networking time with industry colleagues and key decision-makers.
- Leverage a cost-effective way to reinforce your brand and increase awareness among a relevant audience.
- Gain access to a diverse network of delegates from both public and private sectors.
- By associating your brand with this comprehensive educational experience, you demonstrate your commitment to ongoing professional development and learning.
- Present your latest innovations and new products or services to a key audience.
- Promote your brand and maintain a high profile among specialists before, during, and after the event.



PARTNERSHIP OPPORTUNITIES

We greatly appreciate the long-standing relationships we have with our industry partners and are thrilled to invite you to be part of AACB 2025. We offer a wide range of sponsorship opportunities for you to consider.

We recognise that each organisation has unique needs, and we are dedicated to collaborating with you to create customised packages that ensure you achieve maximum exposure and a strong return on your investment.

All sponsorship and exhibition fees are listed in Australian dollars and includes 15% NZ GST.

PLATINUM PARTNER (2 available) - \$23,500

Industry Symposium

- A 90 minute industry symposium held concurrently in the conference program.
- Room and standard audio-visual equipment included (additional equipment at sponsors cost).
- Recording of session will be made available to delegates on-demand post conference, and a copy provided to the sponsor.
- Content including title/s and speaker/s of your proposed session to be approved by the Scientific Program Committee.

OR Awards Partner

- Awards are presented for the Submitted Oral & Hot Topic Poster sessions and Posters. Award recipients receive a certificate and a cash prize, which is presented at the Closing Ceremony.
- Logo on Award certificates alongside AACB logo.
- Logo on Poster signage displayed around poster boards (supplied by conference).
- Recognition by Chairs and on slides in Hot Topic Poster Sessions & Submitted Orals Sessions.
- Opportunity for a company representative to be on stage for award presentations and photos.

Exhibition

- 6m x 2m exhibition booth with shell scheme or space (for custom build).

Registration

- Four complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, Conference Dinner and access to recordings (post conference).

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as a Platinum Partner.
- One A4 colour advertisement in the Conference handbook (copy to be supplied)
- Sponsor banner with hyperlink on Conference App (artwork to be supplied; shared rotating banner).
- One push notification per day in Conference app during the Conference.
- An article in the meeting e-news which is sent to over 2000 contacts.
- Free standing banner in plenary room (supplied by sponsor; position determined by organisers).
- Logo, hyperlink and 200 word profile on Conference website.
- Company profile and logo in Conference App.
- Acknowledgment in the Conference Handbook.
- Acknowledgment at the opening and closing ceremonies.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Delegate list (name/organisation/state/country) supplied, three weeks prior to the Conference.

CONFERENCE APP PARTNER (exclusive) - \$13,500

Conference App

- Your logo on the Conference App header (appears at the top of all pages).
- Your logo and recognition in the App information sent to delegates.
- Sponsor banner with hyperlink on the Conference App (shared rotating banners; sponsor to supply artwork).
- One push notification per day in the Conference app during the Conference.

Exhibition

- 3m x 2m Exhibition Booth with shell scheme or space (for custom build).

Registration

- Three complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner and access to recordings (post conference)).

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as the Conference App Partner.
- Logo, hyperlink and 100 word profile on Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- One A4 colour advertisement in the Conference handbook (copy to be supplied).
- Acknowledgment in the Conference Handbook.
- Acknowledgment at the opening and closing ceremonies.
- Delegate list (name/organisation/ state/country) supplied, three weeks prior to the Conference.

SCIENTIFIC PROGRAM PARTNER (2 available) - \$13,500

Plenary Session

- Choice of Plenary Session to sponsor (subject to committee & speaker approval).
- Acknowledgment at the start of the session including logo on session slide.
- Free standing banner on stage during plenary session (supplied by sponsor; position determined by organisers).

Exhibition

- 3m x 2m Exhibition Booth with shell scheme or space (for custom build).

Registration

- Three complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner and access to recordings (post conference)).

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as the Scientific Program Partner.
- Logo, hyperlink and 100 word profile on Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- One A4 colour advertisement in the Conference handbook (copy to be supplied).
- Acknowledgment in the Conference Handbook.
- Acknowledgment at the opening and closing ceremonies.
- Delegate list (name/organisation/ state/country) supplied, three weeks prior to the Conference.



EARLY CAREER SCIENTISTS AND STUDENT SCHOLARSHIPS (exclusive) - \$13,500

Scholarships

- Provides full registration for 3 early career scientists.
- Provides full registration for 3 students
- Photo opportunity with the scholarship recipients at the conference.

Exhibition

- 3m x 2m Exhibition Booth with shell scheme or space (for custom build).

Registration

- Three complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner and access to recordings (post conference)).

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as the Early Career & Student Scholarship Partner.
- Logo, hyperlink and 100 word profile on Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- One A4 colour advertisement in the Conference handbook (copy to be supplied).
- Acknowledgment in the Conference Handbook.
- Acknowledgment at the opening and closing ceremonies.
- Delegate list (name/organisation/ state/country) supplied, three weeks prior to the Conference.

BARISTA PARTNER (exclusive) - \$9,500

Barista

- Espresso machine with supply of cart, barista and all consumables; to be operational during conference catering breaks (m/tea, lunch & a/tea).
- Branded sign on espresso cart (artwork provided by sponsor).
- Option to include branded cups.

Exhibition

- Booth 10 (3m x 2m) with shell scheme or space (for custom build).

Registration

- Two complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner and access to recordings (post conference)).

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as the Barista Partner.
- Logo and hyperlink on the Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference Handbook.
- Delegate list (name/organisation/ state/country) supplied, two weeks prior to the Conference.

INDUSTRY SESSION PARTNER (3 available)* - \$8,500 (1 SOLD / 2 AVAILABLE)

Industry Symposium

- A 90 minute industry symposium held concurrently in the conference program.
- Room and standard audio-visual equipment included (additional equipment at sponsors cost).
- Recording of session will be made available to delegates on-demand post conference, and a copy provided to the sponsor.
- Content including title/s and speaker/s of your proposed session to be approved by the Scientific Program Committee.

Registration

- Two complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner and access to recordings (post conference).
- Complimentary day registration for your session speaker/s.

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as a Industry Session Partner.
- Logo on the Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference Handbook.
- Delegate list (name/organisation/ state/country) supplied, two weeks prior to the Conference.

**First option goes to the Platinum Partner package*





AWARDS PARTNER * (exclusive) - \$8,500

Awards

- Awards are presented for the Submitted Orals & Hot Topic Poster sessions and Posters. Award recipients receive a certificate and a cash prize, which is presented at the Closing Ceremony.
- Logo on Award certificates alongside AACB logo.
- Logo on Poster signage displayed around poster boards (supplied by conference).
- Recognition by Chairs and on slides in Hot Topic Poster Sessions & Submitted Orals Sessions.
- Opportunity for a company representative to be on stage for award presentations and photos.

Registration

- Two complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner and access to recordings (post conference)).

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as the Awards Partner.
- Logo on the Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference Handbook.
- Delegate list (name/organisation/ state/country) supplied, two weeks prior to the Conference.

CONFERENCE DINNER PARTNER (exclusive) - \$7,500

Dinner

- Logo on dinner menus.
- Five tickets to the conference dinner.
- Verbal acknowledgement at the dinner by Conference Chair.
- Option to display free standing banners at the dinner (supplied by sponsor).

Registration

- Two complimentary Exhibitor registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and access to recordings (post conference)).

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as the Conference Dinner Partner.
- Logo on Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference Handbook.
- Delegate list (name/organisation/ state/country) supplied, two weeks prior to the Conference.

**First option goes to the Platinum Partner package*



INDUSTRY GALA WELCOME RECEPTION PARTNER (exclusive) - \$6,500

Welcome Reception

- Five tickets to the Welcome Reception.
- Option to display free standing banners at the Welcome Reception (supplied by sponsor).

Registration

- Two complimentary Exhibitor registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and access to recordings (post conference).

Marketing & Promotion

- Company name and logo associated with all Conference promotional material as the Industry Gala Welcome Reception Partner.
- Logo on Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference Handbook.
- Delegate list (name/organisation/ state/country) supplied, two weeks prior to the Conference.





CONFERENCE HANDBOOK (exclusive) - \$6,000

Handbook

- Logo on handbook cover.
- One A4 colour advertisement in handbook with first choice of position (artwork provided by sponsor).

Registration

- One complimentary Exhibitor registration (includes access to sessions, daily catering, Industry Gala Welcome Reception, and access to recordings (post conference).

Marketing & Promotion

- Logo on the Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference Handbook.
- Delegate list (name/organisation/ state/country) supplied, one week prior to the Conference.

CONFERENCE LANYARDS (exclusive) - \$5,000

Lanyards

- Logo on delegate lanyards alongside the conference logo (supplied by conference).

Registration

- One complimentary Exhibitor registration (includes access to sessions, daily catering, Industry Gala Welcome Reception, and access to recordings (post conference).

Marketing & Promotion

- Logo on Conference website.
- Company profile and logo in Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference Handbook.
- Delegate list (name/organisation/ state/country) supplied, one week prior to the Conference.

ADVERTISING OPPORTUNITIES

- A4 colour advertisement in handbook - \$650.
- A5 colour advertisement in handbook - \$325.

EXHIBITOR BOOTH - 3M X 2M - \$4,850

3m x 2m Booth Package

- 3m x 2m Shell scheme or space.
- Acknowledgement in the Conference Website and Conference Handbook.
- Company details and logo in the Conference App.
- Two Exhibitor registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception and access to recordings post conference).
- Discounted exhibitor registration for additional staff (\$550pp; does not include the dinner).
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Delegate list (name/organisation/state) supplied one week prior to the Conference.

Shell scheme includes

- Size: 3.0m x 2.0m
- Walls: 2.5m high aluminium frame with white panels
- Fascia: Fascia sign across aisle frontages
- Lighting: 1 x LED track spotlight per booth
- Power: 1 x 10amp power outlet per booth

Custom-designed booths

- Custom booths require prior approval by the Event Manager and venue. There will be no discount or refund on the booth price for the non-use of standard exhibition modules
- Custom booths do not include power or lighting.

Exposure at the Exhibition is enhanced through the following key features:

- The Industry Exhibition will serve as the central hub of the Conference.
- All tea breaks, lunches, and the Industry Gala Welcome Reception will take place around the exhibition.
- The Scientific Program is designed to encourage delegates to explore the exhibition thoroughly.
- Various sponsorship opportunities are available to further boost your company's visibility



TERMS AND CONDITIONS

Applications should be directed to the AACB Events Manager, Lisa King at lisa@aacb.asn.au.

1. Invoices will be issued on receipt of application and due 30 days from invoice date.
2. Deposit invoices can be provided on request. All invoices are due 30 days from invoice date.
3. Payment can be made by cheque or EFT.
4. Refunds or discounts do not apply for facilities not used or required.
5. All amounts are in AUD\$ and include 15% NZ GST.
6. AACB reserve the right to decline applications based upon any association, direct or indirect, that does not uphold the objectives of the Conference.
7. Booth positions will be first allocated to the Platinum Partners, then in order of receipt of application. Please indicate booth preferences on the application form.
8. All exhibitors must be registered for the Conference. Additional exhibitor registrations at a discounted price, can be purchased through the delegate registration form when available.
9. Should the exhibition floor plan require expansion or retraction, the Committee has the right to make the necessary changes
10. Public Liability and Property Insurance: All exhibitors must ensure they have adequate insurance for public liability and property damage to cover their liability (if any). Exhibitors will be required to provide a copy of their PL insurance policy and certificate currency to the Event Manager.

Allocation of sites

Exhibition booths will be allocated based on sponsorship status, then in order of receipt of applications.

March 2025

Registration & Call for Abstracts open.

July 2025

Exhibition manuals will be available on the Conference website.

Contractor build - Sunday 12 October 2025

1900-2000 Exhibition contractor build / custom builds (tbc)

Move-In - Monday 13 October 2025

From 1000 Access for exhibitors
Set up to be completed by 1300.
Times subject to change

Move-Out - Thursday 16 October 2025

Exhibitors will move out after lunch (tbc).
All exhibition goods must be removed from the venue by 2000, Thursday 16 October.
Times subject to change

Cancellation Policy:

Cancellations must be made in writing to the AACB Events Manager, Lisa King at lisa@aacb.asn.au.

- In the event of a cancellation of sponsorship or exhibition booth/s before 1 July 2025 a service fee of 10% (being a reasonable pre-estimate of administration costs incurred) shall apply and the balance of any monies paid shall be refunded.
- In the event of cancellation after 1 July 2025, no refund of any monies paid will be made unless the sponsorship or booth (as appropriate) is "resold", in which event a service fee of 10% will apply with the balance of any monies then paid being refunded.

Liability:

The venue, AACB, the Scientific Program Committee, and the Conference Secretariat shall not be responsible for any loss, damage or injury that may occur to the exhibitor, exhibitor's employees (public or other) or property from any cause whatsoever prior, during and after the exhibition. The exhibitor, on contracting for space or an exhibition stand, expressly releases AACB, the Scientific Program Committee, and the Conference Secretariat, and the venue from, and agrees to indemnify same against, any and all claims for such direct and indirect loss, damage, or injury.

Exhibitors shall indemnify and hold harmless the venue, AACB, the Scientific Program Committee, and the Conference Secretariat from all liability (damage, incident, or accident) which might ensue from any cause resulting or connected with the transportation, placing, removal or display of exhibits.

Each exhibitor should secure insurance at their own cost and expense to cover their equipment, exhibits and display materials. It is the responsibility of all Exhibitors to ensure that they have adequate insurance.