



THE PRACTICAL CLINICAL LABORATORY

AACB 63rd Annual Scientific Conference

14th - 17th September, 2026

Melbourne Convention Exhibition Centre (MCEC)

SPONSORSHIP PROPOSAL

INVITATION TO SPONSOR & EXHIBIT

On behalf of the Australasian Association for Clinical Biochemistry and Laboratory Medicine (AACB), we're delighted to invite you to sponsor the 63rd AACB Annual Scientific Conference, taking place Melbourne Convention Exhibition, Centre Melbourne (MCEC) from 14–17 September 2026.

As AACB's flagship event, the ASC brings together pathologists, scientists, technicians, researchers, and laboratory leaders from across Australasia for four days of cutting-edge science, collaboration, and professional development.

This year's theme, *The Practical Clinical Laboratory*, highlights the lab's essential role in translating innovation into real-world patient care. It emphasises the laboratory as a place of action and application, where theory, innovation and clinical guidelines are transformed into meaningful outcomes that support diagnosis, monitoring and treatment.

Sponsors will benefit from high-impact visibility, strategic engagement, and alignment with a premier scientific audience.

Inside this prospectus, you'll find a range of sponsorship opportunities, with flexibility to tailor a package to your brand and marketing goals.

We look forward to welcoming your organisation to Melbourne in 2026.

Kay Weng Choy
Chair, Scientific Program Chair

HOST CITY:

MELBOURNE, AUSTRALIA

Melbourne is a vibrant, cosmopolitan city celebrated for its dynamic arts and culture scene, making it a magnet for tourists from around the world. From world-class galleries and cutting-edge theatre to laneway street art and live music, the city pulses with creative energy. Its diverse culinary landscape, stylish boutiques, and calendar packed with international festivals and sporting events offer something for every traveller. With its blend of heritage architecture and modern design, Melbourne invites exploration - and rewards it with unforgettable experiences at every turn.

VENUE:

Melbourne Convention and Exhibition Centre (MCEC)

1 Convention Centre Pl, Melbourne [Visit the Website here](#)

Located in the heart of Melbourne, MCEC is a world-class facility perfectly suited to hosting an event of this scale and significance. A venue renowned for visionary events, we are excited to host our 63rd AACB ASC at the MCEC.



THE PROGRAM

The AACB 2026 Program will feature:

Plenary Sessions
Concurrent Symposia
Concurrent Submitted Oral Sessions
Poster Sessions
Concurrent Hot Topic Poster Sessions
Industry Symposia
Welcome Reception
Conference Dinner

PROGRAM AT A GLANCE

Monday 14 September 2026

Exhibition Build
Exhibition Set-Up
Early Career Forum
Sponsors & MAACB, FAACB Reception

Tuesday 15 September 2026

Conference Opening Ceremony
Conference Program
Exhibition Opens (morning tea)
Posters (from Lunch break)
Industry Gala Welcome Reception

Wednesday 16 September 2026

Conference Program
Exhibition & Posters
Conference Gala Dinner

Thursday 17 September 2026

Conference Program
Exhibition & Posters
Exhibition Move-out
Conference Closing Networking Drinks

WHY PARTNER WITH AACB 2026?

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.

KEY DATES

- Early Bird Registration opens – 3 February 2026
- Call for Abstracts opens – 16 February 2026
- Call for Abstracts closes – June 2026
- Early Bird Registration closes – July 31 2026



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 2026.

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 costs are listed in Australian dollars and includes 10% AUD GST.

PLATINUM PARTNER (exclusive)
- \$24,500

As the Platinum Partner, you will have a strong presence before, during and after the Conference.

The package includes:

- Company name and logo associated with all Conference promotional material as a Platinum Partner
- Five complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner)
- One 6m x 3m exhibition booth with shell scheme or space
- An opportunity to run a 90-minute industry session during the Conference. Room and audio-visual equipment (lectern & mic, data projector & screen) will be provided. Session day to be confirmed. (Session will be recorded and made available to delegates on-demand and a copy provided to the sponsor).
- One printed program pocketbook colour advertisement (size TBC) (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.
- Company profile and logo on Conference website and Conference App
- Logo and hyperlink on Conference website
- Acknowledgment in the printed program pocketbook
- 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

The mobile app is a vital navigation tool for participants. It's the go-to resource for program updates, speaker bios, abstracts, exhibitor profiles, Q&A, and more—accessible at the touch of a button. By sponsoring the app, your company's branding will be showcased on multiple pages, complete with unlimited links to your website.

The package includes:

- Company name and logo associated with all Conference promotional material as the Conference App Partner.
- 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
- Four complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner)
- One Exhibition Booth 3m x 3m with shell scheme or space
- Logo on Conference website with hyperlink
- Company profile on Conference website
- Logo on the Sponsors Board and Sponsors reel at the Conference
- One printed program pocketbook colour advertisement (size TBC) (copy to be supplied)
- Acknowledgment in the printed program pocketbook
- Acknowledgment at the opening and closing ceremonies.
- Delegate list (name/organisation/state/country) supplied, three weeks prior to the Conference.



SCIENTIFIC PROGRAM PARTNER (3 available)
- \$13,500

This is your opportunity to demonstrate your commitment and support for the Scientific Program by offering financial support to enable quality scientific presentations and educational content. The Scientific Program Committee has selected an outstanding calibre of speakers for you to support.

The package includes:

- Company name and logo associated with all Conference promotional material as a Scientific Program Partner.
- Four complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner).
- Choice of a Plenary Session to sponsor (subject to committee approval). Sponsor will be acknowledged at the start of the session including logo on session slide.
- One 3m x 3m Exhibition Booth with shell scheme or space.
- Logo on Conference website with hyperlink.
- Company profile and logo on Conference website and Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- One printed program pocketbook colour advertisement (size TBC) (copy to be supplied)
- Acknowledgment in the printed program pocketbook
- Acknowledgment at the opening and closing ceremonies.
- Delegate list (name/organisation/state) supplied, three weeks prior to the Conference.

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

As the Early Career and Student Scholarship Partner you have the unique opportunity to align your brand with the development of future leaders in the field, showcasing your commitment to education and innovation. This partnership enhances your visibility at the conference, allowing for meaningful networking with emerging talent and fostering relationships.

The scholarship provides full registration for 3 Early Career and 3 Students to attend the AACB 63rd ASC in Melbourne.

The package includes:

- Company name and logo associated with all Conference promotional material as a Early Career and Student Scholarship Partner.
- Three complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner).
- One 3m x3m Exhibition Booth with shell scheme or space.
- Logo on Conference website with hyperlink.
- Company profile and logo on Conference website and Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- One printed program pocketbook colour advertisement (size TBC) (copy to be supplied)
- Photo opportunity with the scholarship recipients at the conference.
- Acknowledgment in the printed program pocketbook
- Acknowledgment at the opening and closing ceremonies.
- Delegate list (name/organisation/state) supplied, three weeks prior to the Conference.



BARISTA PARTNER (2 available) - \$9,500

Becoming one of the barista partners offers a unique opportunity to showcase your brand in a vibrant, high-traffic environment. This partnership allows you to engage directly with delegates, providing them with an exceptional coffee experience, and the chance to highlight your products and services in a relaxed setting.

The package includes:

- Espresso machine with supply of cart*, barista and all consumables; to be operational during catering breaks. **Venue will supply cart*
- One 3m x 3m exhibition booth with shell scheme or space for espresso cart.
- Two complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner).
- Branded sign on espresso cart (artwork to be provided by sponsor).
- Option to provide branded keep cups or use supplied cups.
- Logo on Conference website with hyperlink.
- Company profile on Conference website and Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the printed program pocketbook
- Delegate list (name/organisation/state) supplied, two weeks prior to the Conference.

INDUSTRY SESSION PARTNER (3* opportunities) - \$8,500 each

An opportunity to run a 90 minute industry session onsite at the Conference. Sessions will run concurrently (day to be confirmed). **First preference is given to the Platinum Partner*

The package includes:

- Naming rights to your industry session.
- Provision of meeting room (set theatre style) and audio-visual equipment (lectern & mic, data projector & screen)
- Recording of your session which will also be made available on-demand to delegates post meeting, and a copy provided to the sponsor.
- Two complimentary full Conference registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner).
- Complimentary Day Registration for your speaker/s.
- Opportunity to display free standing banners in room during session (provided by sponsor).
- Acknowledgement on the Conference Website, Printed Program pocketbook and App.
- Acknowledgment on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference App with logo and profile.
- Delegate list (name/organisation/state) supplied, two weeks prior to the Conference.



AWARDS PARTNER (exclusive) - \$8,500

Becoming the AACB Awards Partner offers a prestigious association with an event that recognises excellence in clinical biochemistry and laboratory medicine. This partnership enhances your visibility through branding opportunities and provides valuable networking with industry leaders and decision-makers. You benefit from increased brand recognition among a passionate audience and positively impact the community by supporting the recognition of outstanding achievements.

Awards are presented for the Submitted Oral sessions, the Hot Topic Poster sessions and for the Posters. Award recipients receive a certificate and a cash prize, which is presented at the Closing Ceremony.

The package includes:

- Recognition as the Awards Partner in all promotional material.
- Logo on onsite Poster signage which will be displayed around the poster boards (supplied by Conference).
- Logo on Award certificates alongside AACB logo.
- Logo on slides in the submitted Oral and Hot Topic presentation sessions.
- Recognition by Chairs in Hot Topic Poster and Oral Sessions.
- Opportunity to have a company representation on stage for the award presentations during the Closing Ceremony.
- Two complimentary full registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner).
- Acknowledgement on the Conference Website, Printed Program pocketbook and App.
- Acknowledgment on the Sponsors Board and Sponsors reel at the Conference.
- Delegate list (name/organization/state) supplied, two weeks prior to the Conference.

CONFERENCE DINNER PARTNER (exclusive) - \$8,500

The Conference Dinner is a standout social event, offering sponsors a unique chance to engage with delegates in a relaxed, memorable setting. As a sponsor, your brand will be acknowledged during the evening placing you front and centre with key figures from across the Scientific community.

The package includes:

- Recognition as a Conference Dinner Partner in all promotional material.
- Company logo on dinner menus.
- Five tickets to Conference Gala Dinner.
- Two complimentary full registrations (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner).
- Verbal acknowledgement at the Conference Gala Dinner.
- Acknowledgement at the Industry Gala Function through signage.
- Acknowledgement on the Conference Website, Printed Program pocketbook and App.
- Acknowledgment on the Sponsors Board and Sponsors reel at the Conference.
- Delegate list (name/organization/state) supplied two weeks prior to the Conference



INDUSTRY GALA FUNCTION (exclusive)

\$7,000

This is the first main networking function of the Conference and will be held in the Industry Exhibition area on Tuesday evening.

The package includes:

- Naming rights for the Industry Gala Function.
- Opportunity to display free-standing signage in the function area (provided by sponsor).
- Opportunity for a 5min presentation (at the end of the Plenary Session prior to the Industry Gala Function).
- Five tickets to the Industry Gala Function.
- Two Full registrations (includes all conference sessions, morning tea, lunch & afternoon tea each day of the Conference, a ticket to the Industry Gala Function (Tue), Conference Dinner (Wed) & Closing Drinks (Thu), name
- Acknowledgement on the Conference Website, Printed Program pocketbook and App
- Acknowledgment on the Sponsors Board and Sponsors reel at the Conference.

CONFERENCE POCKETBOOK PROGRAM

(exclusive) - \$5,000

The package includes:

- One printed program colour advertisement (size TBC) and first choice of advertisement position (artwork provided by sponsor).
- Logo on Printed program front page.
- One complimentary full registration (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner).
- Acknowledgment on the Conference website, Printed Program pocketbook and App.
- Acknowledgment on the Sponsors Board and Sponsors reel at the Conference.
- Delegate list (name/organisation/state) supplied one week prior to the Conference.

CONFERENCE LANYARDS (exclusive) - \$5,500

The package includes:

- Company logo on delegate lanyards alongside the conference logo (supplied by conference)
- One complimentary full registration (includes access to sessions, daily catering, Industry Gala Welcome Reception, and Conference Dinner).
- Acknowledgment on the Conference website, Printed Program pocketbook and App.
- Acknowledgment on the Sponsors Board and Sponsors reel at the Conference.
- Delegate list (name/organisation/state) supplied one week prior to the Conference.

ADVERTISEMENT \$850

- colour advertisement in the Conference Program pocketbook. (size TBC). Artwork to be supplied in PDF format by sponsor
- banner ad in app with link to website



EXHIBITION BOOTH PACKAGE - \$4,950

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.

3m x 3m Booth Package Entitlements

- 3m x 3m Shell scheme or space.
- Acknowledgement in the Conference Website and Printed Program Pocketbook.
- Company details and logo in the Conference App.
- One (1) Exhibitor registration (includes access to sessions, daily catering, and Industry Gala Welcome Reception).
- Discounted exhibitor registration for additional staff.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Delegate list (name/organisation/state) supplied one week prior to the Conference.

Financial Corporate Members of AACB receive an additional Exhibitor Registration per booth. Enquire with the AACB Office about becoming a Corporate Member office@aacb.asn.au

Shell scheme

Size: 3.0m x 3.0m

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



Corner booth example

Custom-designed booths

Custom booths require prior approval by the Event Manager and venue, particularly those greater than 3 metres in height. There will be no discount or refund on the booth price for the non-use of standard exhibition modules.

Custom booths require approval

IMPORTANT INFORMATION

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

February 2026

Registration opens. All sponsors and exhibitors confirmed at this time will be acknowledged on the website.

April 2026

Exhibition manuals will be available on the Conference website. These manuals will include all details required by the venue (e.g., delivery labels & details, exhibitor catering forms, internet forms etc), exhibitor registration information, guidelines, and delivery labels for equipment.

Move-In

Monday 14 September 2026

0800-1200 Exhibition contractor build

From 0900 Access for custom builds

From 1500 Access for exhibitors

Set up to be completed by 2000.

Times subject to change

Move-Out

Thursday 17 September 2026

Exhibitors will move out after afternoon tea (tbc). All exhibition goods must be removed from the venue by 1600, Friday 18 September.



EXHIBITION FLOOR PLAN TO COME



TERMS AND CONDITIONS

Applications should be directed to the AACB Events Manager, Chontelle Grecian at chontelle@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 credit card (Mastercard or Visa only), cheque or EFT.
4. Refunds or discounts do not apply for facilities not used or required.
5. All amounts are in AUD\$ include 10% 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 Partner, 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.

Cancellation Policy:

Cancellations must be made in writing to the AACB Events Manager, Chontelle Grecian at chontelle@aacb.asn.au.

- **In the event of a cancellation of sponsorship or exhibition booth/s before 1 June 2026** 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 June 2026,** 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.

