



HGSA 48TH ANNUAL SCIENTIFIC MEETING

- **GENETIC ECOSYSTEMS** -

15-18 August 2025, ICC Sydney, NSW

# SPONSORSHIP PROPOSAL



... making sense of your genes

## INVITATION TO SPONSOR & EXHIBIT

On behalf of the Local Organising Committee, we would like to invite you to be a part of the **48<sup>th</sup> Human Genetics Society of Australasia (HGSA) Annual Scientific Meeting** to be held at **ICC Sydney, Sydney NSW**, from the **15-18 August 2025**.

This year's theme, "**Genetic Ecosystems**," is in recognition of the collaboration required between academia, research institutions, healthcare providers and technology firms to deliver genomic medicine into our healthcare system.

The Meeting promises a comprehensive exploration of the most recent advances in human genetics and genomics, including discussions about equity and ethical considerations, genomic newborn screening, genetic research on Indigenous populations and rare diseases, and functional genomics platforms.

We are pleased to offer a variety of sponsorship opportunities tailored to fit your needs. Additionally, we are open to discussing custom packages that align perfectly with your marketing goals.

We eagerly anticipate the prospect of collaborating with you once more. To secure your place at the HGSA 2025 meeting, we encourage you to act swiftly.

Should you have any queries or wish to discuss the available packages further, please do not hesitate to reach out to our Event Manager, Lisa King at [lisa@aacb.asn.au](mailto:lisa@aacb.asn.au).

Thank you for considering our invitation. We look forward to welcoming you to an enriching and unforgettable scientific experience in Sydney.

*Richard Bagnall & Ben Nash*  
Co-Chairs, Local Organising Committee

## HOST CITY:

### SYDNEY, NSW

Sydney, renowned as one of the world's most beloved cities, boasts a vibrant and lively atmosphere that makes it a year-round destination. Australia's most iconic city is beautifully set around the stunning Sydney Harbour, the heart of its internationally diverse and dynamic character. Sydney's charm is mirrored in its warm, optimistic residents, thriving business scene, and enthusiastic spirit for life.

### VENUE

#### International Convention Centre (ICC) Sydney

ICC Sydney is a premier convention, exhibition, and entertainment venue located in the heart of Sydney's vibrant Darling Harbour. With its striking contemporary design and state-of-the-art facilities, ICC Sydney is the go-to destination for world-class events, from international conferences and exhibitions to live performances and major sporting events. Its versatile spaces, including an expansive exhibition hall, spacious convention centre, and a grand ballroom, are complemented by cutting-edge technology and exceptional services.

## LOCAL ORGANISING COMMITTEE (LOC)

Richard Bagnall - Co-Chair  
Ben Nash - Co-Chair  
Jessica Clarke - ASDG Rep  
Monica Armstrong - Cancer SIG Rep  
Clara Chung - AACG Rep  
Debbie Redelman - ASGC Rep  
Shelley Pirreca - ASIEM Rep  
Angelo Condell - Early Career/Student Rep  
Nicole Schonrock - Member  
Leslie Burnett - Member





# HGSA 2025

- GENETIC ECOSYSTEMS -

15-18 August 2025, Sydney, NSW

## THE PROGRAM

The HGSA 2025 Program will feature:

Keynote Speakers

International, Interstate & Local invited speakers

Themed Plenary Sessions

Concurrent SIG Sessions

Concurrent Top Oral Sessions

Concurrent Workshops

Poster Session

Concurrent Industry Sessions

Gala Dinner

Welcome Reception

## PROGRAM AT A GLANCE

### Friday

0830 - 1700 Pre-Conference SIG Meetings

0600 - 1600 Exhibition Build & Set-Up

1700 - 1900 Welcome Reception & Exhibition Opening

1930 - 2130 SIG Mixers

### Saturday

0830 - 1800 Conference Program

0830 - 1700 Exhibition Open

1700 - 1800 Poster Session

1930 - 2130 President's Reception

### Sunday

0830 - 1700 Conference Program

0900 - 1700 Exhibition Open

1900 - 2300 Conference Dinner

### Monday

0900 - 1600 Conference Program

0830 - 1400 Exhibition Open

1430 - 2000 Exhibition Move-out

## KEY DATES:

- Call for Abstracts opens – February 2025
- Early Bird Registration opens – February 2025
- Call for Abstracts closes – 18 April 2025
- Early Bird Registration closes – 30 June 2025

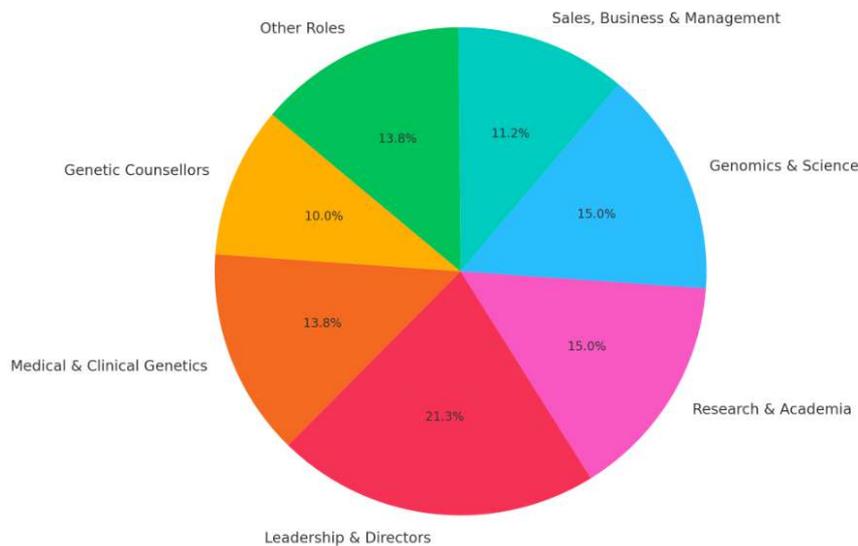


## WHY PARTNER WITH HGSA 2025

HGSA 2025 provides a unique educational environment dedicated to the latest advancements in scientific research, training, and the exchange of ideas among clinicians, scientists, and allied health professionals specialising in human genetics.

### Key Benefits:

- **Boost Your Visibility:** Elevate your brand and reputation by maintaining a prominent presence before, during, and after the event. Leverage this opportunity to be recognised as a key player among industry experts.
- **Support Professional Development:** ASM delegates are keen to expand their scientific, technical, and educational knowledge. By partnering with us, you demonstrate your commitment to their professional growth and ongoing education.
- **Facilitate Direct Interaction:** Connect with delegates face-to-face during key networking moments, including morning, lunchtime, and afternoon breaks, as well as the Welcome Reception and Conference Dinner. These interactions foster valuable relationships and potential collaborations.
- **Reach a Targeted Audience:** Gain exposure to a focused and influential audience in a dedicated educational setting, free from everyday competitive distractions. This ensures that your message is delivered effectively and resonates with those who matter most.



## PARTNERSHIP OPPORTUNITIES

We value the long-standing relationships we have with our industry partners and are excited to invite you to be part of HGSA 2025.

An extensive array of sponsorship opportunities is available for your consideration. The Local Organising Committee understands each organisation has individual needs and we are committed to working with you to tailor packages to ensure you receive maximum exposure and return on your involvement.

All sponsorship and exhibition costs are in Australian dollars and inclusive of the 10% GST.

(HGSA Corporate Members also receive discount off your total sponsorship, as per your HGSA membership tier).

### PLATINUM PARTNER (exclusive) - \$24,500

**SOLD**

The Platinum Partner offers numerous benefits, including enhanced visibility and recognition before and during the Conference. This premier partnership level provides exclusive branding opportunities, including exhibition booths, registrations, an industry session, advertisements and more!

#### The package includes:

- Company name and logo associated with all Conference promotional material as a Platinum Partner
- Four complimentary full Conference registrations (includes access to sessions, daily catering, Welcome Reception, Conference Dinner & Poster Session)
- Two 3m x 3m exhibition booths with shell scheme or space
- Company logo on delegate lanyards (lanyards supplied by Conference)
- An opportunity to run a one-hour industry session during the conference. Room and audio-visual equipment (lectern & mic, data projector & screen) will be provided. Sessions will run concurrently (day/times to be confirmed).
- One A5 colour advertisement in the Conference handbook (copy to be supplied)
- Sponsor banner with hyperlink on Conference App (shared rotating banners).
- One push notification per day in conference app during the conference.
- Company profile and logo on Conference website (with link) and 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) 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).
- 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
- Two complimentary full conference registrations (includes access to sessions, daily catering, Welcome Reception, Conference Dinner & Poster Session)
- One Exhibition Booth 3m x 3m with shell scheme or space
- Company profile and logo on Conference website (with link) and Conference App
- Logo on the Sponsors Board and Sponsors reel at the Conference
- One A5 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) 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 Local Organising 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.
- Two complimentary full conference registrations (includes access to sessions, daily catering, Welcome Reception, Conference Dinner & Poster Session)
- One 3m x 3m Exhibition Booth with shell scheme or space.
- Company profile and logo on Conference website (with link) and Conference App
- Logo on the Sponsors Board and Sponsors reel at the Conference
- One A5 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) supplied, three weeks prior to the Conference.

### BARISTA PARTNER (2 available) - \$11,500

**SOLD**

Becoming a barista partner offers a unique opportunity to highlight 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:

- Recognition as a Barista Partner in all conference promotional material.
- Espresso machine with supply of cart, barista and all consumables; to be operational during catering breaks.
- One 3m x 3m exhibition booth with shell scheme or space for espresso cart.
- Two complimentary full conference registrations with access to sessions, daily catering, Welcome Reception, Conference Dinner & Poster Session.
- Branded sign on espresso cart (artwork to be provided by sponsor).
- Option to provide branded keep cups or use ICC Sydney supplied cups.
- Company profile and logo on Conference website (with link) and Conference App.
- Logo on the Sponsors Board and Sponsors reel at the Conference.
- Acknowledgment in the Conference Handbook.
- Delegate list (name/organisation/state) supplied, two weeks prior to the Conference.



## INDUSTRY SESSION PARTNER

(6 available) - \$8,500 each

**SOLD**

An opportunity to run a one-hour industry session as part of the conference program. Sessions will run concurrently, with a maximum of three running at any one time. Session times will be first allocated to the Platinum Partner and then allocated in order of receipt of application.

Session days/times to be confirmed.

### 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) including recording of session which will be made available on-demand, post meeting.
- Two complimentary full conference registrations (includes access to sessions, daily catering, Welcome Reception, Conference Dinner & Poster Session)
- 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 and Conference Handbook
- 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.

## POSTER PARTNER (exclusive) - \$7,500

**SOLD**

This partner not only highlights your commitment to advancing scientific dialogue but also ensures your brand is prominently associated with the Posters and Poster Session at the meeting. The poster session occurs on one of the evenings and serves as a key opportunity for authors and delegates to network, explore, and discuss the displayed research.

### The package includes:

- Recognition as the Poster Partner in all conference promotional material.
- Logo on Poster signage which will be displayed around the poster boards (supplied by conference).
- Opportunity to include free standing banners around the poster boards and/or during the poster session.
- Two complimentary full registrations (includes access to sessions, daily catering, Welcome Reception, Conference Dinner & Poster Session)
- Acknowledgement on the Conference Website, Conference Handbook 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.



### **EDUCATION SCHOLARSHIP PARTNER (exclusive) - \$7,500**

An opportunity to support professional development for members, providing four full Conference registrations to attend in Sydney.

#### **The package includes:**

- Company name and logo associated with all Conference promotional material as the Education Scholarship Partner
- Two complimentary full registrations (includes access to sessions, daily catering, Welcome Reception, Gala Dinner, & Poster Session)
- Acknowledgement on the Conference Website, Conference Handbook and App
- Acknowledgment on the Sponsors Board and Sponsors reel at the Conference
- Delegate list (name/organisation/state) supplied, two weeks prior to the Conference.

### **GALA DINNER PARTNER (3 available) - \$4,500**

The Conference Gala Dinner (venue to be confirmed) is the premier networking event of the conference. It's an unmissable evening filled with lively festivities, delicious food, and plenty of dancing.

#### **The package includes:**

- Recognition as a Gala Dinner Partner in all promotional material
- Company logo on dinner menus (alongside other dinner partners).
- Opportunity to display signage in the function area (provided by sponsor)
- Five tickets to Gala Dinner
- One complimentary full registration (includes access to sessions, daily catering, Welcome Reception, Conference Dinner & Poster Session)
- Verbal acknowledgement at the Gala Dinner
- Acknowledgement on the Conference Website, Conference Handbook and App
- Acknowledgment on the Sponsors Board and Sponsors reel at the Conference
- Delegate list (name/organization/state) supplied one week prior to the Conference.

### **CONFERENCE HANDBOOK (exclusive) - \$4,500**

#### **The package includes:**

- One colour advertisement (A5) in Conference Handbook and first choice of advertisement position (artwork provided by sponsor)
- Log on handbook cover.
- One complimentary full registration (includes access to sessions, daily catering, Welcome Reception, Gala Dinner & Poster Session)
- Acknowledgment on the Conference website, Handbook 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.

### **PAD & PENS - \$4,000 or individual sponsorship \$2,000 each**

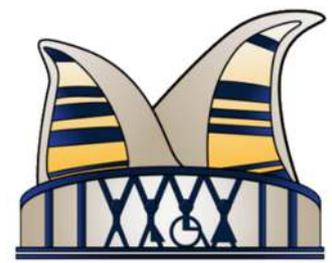
#### **The package includes:**

- Logo on pads and/or pens (supplied by sponsor)
- Logo on the Sponsors Board and Sponsors reel at the Conference
- One complimentary exhibitor registration (excludes the dinner)
- Acknowledgment on the Conference Website, Handbook and App

### **Advertisements - \$350**

A5 colour advertisement in the conference handbook.





## 3m x 3m EXHIBITION BOOTH PACKAGE - \$4,360

### Exposure to the Exhibition occurs through:

- The industry exhibition will serve as the central hub of the Conference.
- All tea breaks, lunches, and the Welcome Reception will take place around the exhibition.
- 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 only
- One full registration (includes name badge, handbook, conference app, access to sessions, daily catering, Welcome Reception, Conference Dinner & Poster Session.)
- Discounted exhibitor registration for additional staff @ \$550pp. *Note: does not include the Conference dinner. Tickets can be purchased.*
- Logo on the Sponsors Board and Sponsors reel at the Conference
- Acknowledgement in the Conference Website, and Handbook.
- Company details and logo in the Conference App.
- Delegate list (name/organisation/state) supplied one week prior to the Conference.

### Shell scheme

Size: 3.0m x 3.0m

Walls: 2.5m high aluminium frame with white panels

Fascia: Fascia sign across aisle frontages

Lighting: 2x track spotlights per 9sqm

Power: 1 x 4amp power outlet per booth



Corner booth image

### Space Only

Space only (custom stand) does not include power or lights. This should be arranged with the booth builder.

### Custom-designed booths

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

### Important Information

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

### September 2024

Website is live. All sponsors and exhibitors once confirmed will be acknowledged on the website and in all electronic marketing.

### May 2025

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

### Move-In

Friday 15 August 2025

0600-1400 Exhibition contractor build

From 1000 Access for custom builds

From 1300 Access for exhibitors

Set up to be completed by 1600.

Times subject to change

The Welcome Reception will be held in the exhibition hall from 1700.

### Move-Out

Monday 18 August 2025

Exhibitors will move out after lunch (tbc). All exhibition goods must be removed from the venue by 2000, Monday.



## SPECIAL INTEREST GROUP SPONSORSHIP

The Special Interest Group (SIG) Meetings will be held on the Friday 15th August 2025 as Satellite Meetings to the Conference.

We are seeking sponsorship support to assist with speaker costs, meeting, and networking costs, with the aim of keeping the SIG registration fees low, to allow as many members to attend as possible. Multiple Opportunities are available, and we are happy to discuss other opportunities that would suit your marketing strategies.

Sponsorship is available for the following SIGS:

- **Australasian Society of Diagnostic Genomics (ASDG)** - which represents over 300 members across Australasia with the aim to promote the interests of those working in the diagnostic genomics field.
- **Australasian Society of Genetic Counsellors (ASGC)** - which represents over 280 members across Australia and New Zealand, providing genetic counselling or members of the HGSA working in related areas.

*Please note, these packages do not include registration to the conference.*

## SIG Barista Partner - \$3,500 (exclusive)

The SIG barista partner is the sole barista for the SIG meetings on Friday 15 August. The barista station will be and open during the SIG catering breaks (m/tea, lunch, and a/tea).

Benefits include:

- Two complimentary registrations to your nominated SIG meeting on Friday & SIG function on Friday night.
- Espresso machine with supply of cart, barista and all consumables; to be operational during catering breaks on Friday for the SIG meetings.
- Branded sign on espresso cart (artwork to be provided by sponsor).
- Option to provide branded keep cups or use ICC Sydney supplied cups.
- Acknowledgement on the Conference Website, Conference Handbook and App.
- Acknowledgment on the Sponsors Board at the Conference.
- Acknowledgement on the Sponsors reel at the SIG Meeting.

## SIG Partner - \$2,000 (multiple opportunities)

The SIG package includes:

- Two complimentary registrations to your nominated sponsored SIG meeting on Friday & SIG function on Friday night.
- Opportunity to provide advertising material including flyers/pens etc (a shared table will be provided in the foyer area).
- Acknowledgement on the Conference Website, Conference Handbook and App.
- Acknowledgment on the Sponsors Board at the Conference.
- Acknowledgement on the Sponsors reel at the SIG Meeting.



## TERMS AND CONDITIONS



Applications should be directed to the Event Manager, Lisa King at [lisa@aacb.asn.au](mailto:lisa@aacb.asn.au).

1. **Invoices** will be issued on receipt of application and due within 30 days of invoice.
2. Deposit invoices will be provided on request. All invoices are due within 30 days of invoice.
3. **HGSA Corporate Members** - discounts will be applied as per your membership tier.
4. Payment can be made by credit card (Mastercard or Visa only), cheque or EFT.
5. Refunds or discounts do not apply for facilities not used or required.
6. All amounts include 10% GST.
7. The LOC reserve the right to decline applications based upon any association, direct or indirect, that does not uphold the objectives of the conference.
8. 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.
9. **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.
10. Should the exhibition floor plan require expansion or retraction, the Committee has the right to make the necessary changes.
11. **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 Event Manager, Lisa King at [lisa@aacb.asn.au](mailto:lisa@aacb.asn.au).

- **In the event of a cancellation of sponsorship or exhibition booth/s before 31 March 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 31 March 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, HGSA, the LOC, AACB Services 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 HGSA, the LOC, AACB Services, 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, HGSA, the LOC and AACB Services 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.

