

Sponsorship Prospectus

2nd Asia Pacific Conference on Point of Care Testing for Infectious Diseases

19 - 21 June 2025 Samyan Mitrtown Hall Bangkok, Thailand

pocconference.com.au





Conference Objective

Point-of-care testing as a key tool for ending the global epidemic of infectious disease to advance global and regional strategies for disease elimination (for example, HIV/AIDS, viral hepatitis, cervical cancer, sexually transmitted infections, tuberculosis, malaria, antimicrobial resistance, and other key infections) the conference will cover:

- Innovative point-of-care testing strategies to enhance early diagnosis, linkage to care, and treatment (including rapid tests, molecular tests, and self-testing)
- Enhanced integration of point-of-care testing for multiple infectious diseases (including triple-elimination of HIV, hepatitis B virus, and syphilis)
- Enhanced implementation of point-of-care testing (including understanding what works, where, and why)
- · Reducing antibiotic overuse and improving antimicrobial resistance stewardship
- Engagement of affected communities, civil society organizations, and public and private care providers (including community-led and community-centred models of point-of-care testing)
- Political advocacy, policy change, and supportive health systems
- Strategies for monitoring and evaluating the impact of point-of-care testing on health outcomes
- Multidisciplinary research to optimize development, implementation, and impact of point-of-care tests on health outcomes
- Development of technologies that are innovative and affordable
- Cost-effectiveness and cost-benefit of scaling-up point-of-care testing, including ensuring adequate resourcing and access to affordable services
- The conference will consider the implementation of point-of-care testing in diverse settings, including but not limited to the community, community-led services, Indigenous-led services, primary care clinics, antenatal care clinics, women's health clinics, HIV and sexual health clinics, drug treatment clinics, needle/syringe programs, mental health clinics, refugee/migrant health services, mobile health clinics, prisons and tertiary hospital-based care.



Conference Overview

The Conference	2 nd Asia Pacific Conference on Point of Care Testing for Infectious Diseases
Dates	19 - 21 June 2025
Location	Bangkok, Thailand
Venue	Samyan Mitrtown Hall
Delegate Categories	Healthcare sector including Physicians, General Practitioners, Nurses, Midwives, Social Workers, Community Workers, Educators, Pharmaceutical Company Representatives, Researchers, Government Agency Personnel, Non-Government Organisations Personnel, Student Researchers, Junior Graduates.
Expected Delegates	300+ delegates
Booking Deadline	Friday 28 February 2025
Conference contact	Amy Sargent M: +61 420 602 855 E: amy.sargent@ashm.org.au



About ASHM



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Our purpose

ASHM is a peak organisation of health professionals in Australia, New Zealand and the Asia and Pacific Region who work in HIV, viral hepatitis and sexually transmissible infections. ASHM draws on its experience and expertise – through education and training; policy and advocacy; direct action and leadership – to support the health workforce and to contribute to the sector, domestically and internationally.

Who we are

ASHM is a professional, not-for-profit, member-based organisation. It supports its members, sector partners and collaborators to generate knowledge and action in clinical management and research, education, policy and advocacy in Australasia and internationally. It is committed to quality improvement, and its products and services are sought after by governments, members, health care workers and affected people. ASHM's dedicated membership, high calibre staff and commitment to partnership assure its effectiveness in achieving its mission.

How we work

ASHM works collaboratively and in partnership to prevent HIV, viral hepatitis and STIs, and to preserve and protect the health of those living with these infections. It aims to function as a cohesive and inclusive group of professionals, advancing its vision in a skilled, informed, compassionate and appropriate way.



Our values

ASHM is committed to the principles of the Ottawa Charter for Health Promotion and Jakarta Declaration on Leading Health Promotion into the 21st Century, as well as the highest standards of ethical conduct as practised by the medical, scientific and health care professions.

Our Commitment

ASHM is committed to continual quality improvement and working in ways that:

- support collaboration, partnership and cooperation
- reflect best practice in management and service delivery
- are informed by the latest scientific, clinical, health and policy research
- maintain transparency, industrial fairness and democratic decision-making
- strengthen ties with infected and affected populations
- respect cultural differences and diversity
- respect privacy and confidentiality, and
- redress social inequities

ASHM is a signatory to the Code of Conduct for Australian aid and development agencies, which is administered by the Australian Council for International Development (ACFID).

2025 Program at a Glance

This face-to-face conference will take place over 2.5 days in June 2025

DAY 1						P	lenary sessio	on		
	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00
AY 2	Plenary session		Abstract	sessions	Lunch	Abstract	sessions		speaker/	Networking

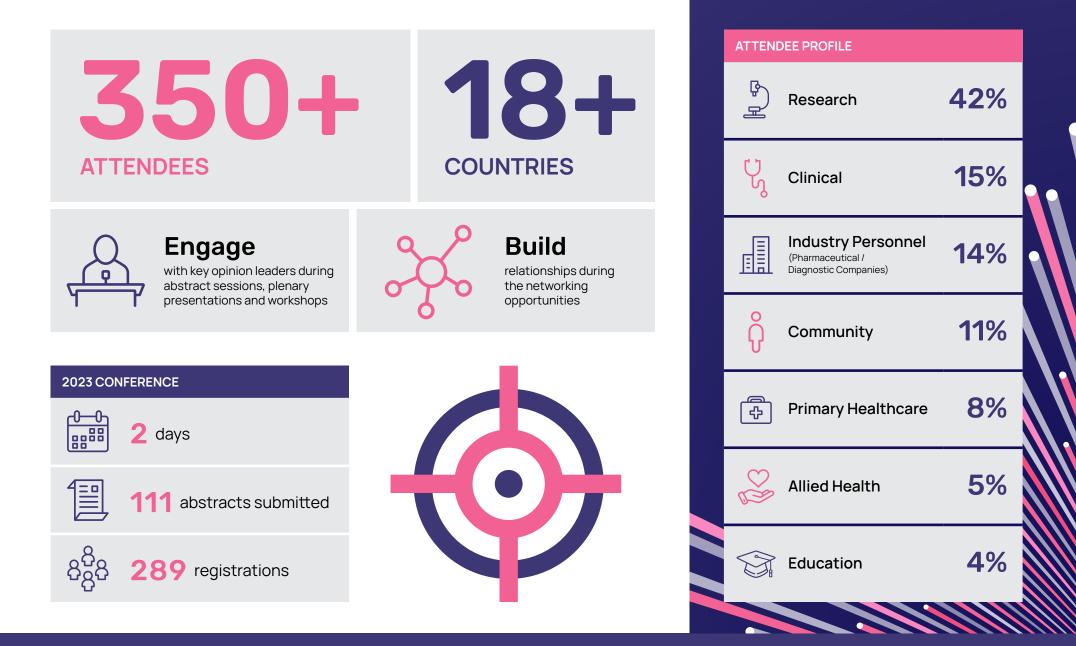
	9:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00
DAY 3	Plenary	session	Abstract	sessions	Lunch	Invited s workshop	speaker/ sessions	Closing	session	

DA

function

workshop sessions

An opportunity to connect



Sponsorship Opportunities

01. Major packages

Prices are in Australian dollars and are excluding of GST



02. Build your own package

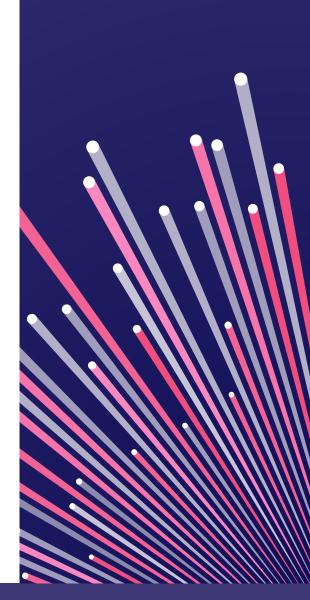
Choose from the variety of individual sponsorship items to create your own bespoke package, or to enhance one of the existing major sponsorship packages.



Major Sponsor Inclusions

	Gold	Silver	Bronze
Opportunity to purchase educational symposium at discounted rate	v		
Shell scheme booth or floor space in exhibition area	 		
Advertisement included in handbook	✓		
Acknowledgement by chairperson	 		
Complimentary registrations	5	3	
Notification sent via Conference App	3x	1x	
Logo included in e-newsletter communication to mailing list	✓	V	
Acknowledgement in post conference communication to delegates	✓	V	
Opportunity to purchase booth space at discounted rate		V	v
Link to company website from conference website	 	~	 ✓
Company logo on conference pull up banner	✓	~	 ✓
Logo in conference handbook	 	~	 ✓
Company logo on PowerPoint Slides	 	~	
Thank you on the conference website homepage	 	V	 ✓

Please note: All company logos and marketing material need to be company, not product related



Gold Sponsor \$23,000 excl GST

Inclusions

- Opportunity to purchase an Educational Satellite Symposium at discounted rate of \$5,000 ex GST (see page 12)
- Logo included in e-newsletter communication to mailing list
- Link to company website from conference website. Link to be provided by sponsor
- · Company logo on conference pull up banner
- Double page spread advertisement in colour included in the conference handbook (artwork to be provided by sponsor, must be company not product related).
- Company logo on conference PowerPoint slides at the commencement and conclusion of the conference
- Acknowledgement by chairperson during the plenary sessions and conference closing
- · Logo in delegate handbook with acknowledgement as gold sponsor
- 3 x conference app alerts maximum of 30 words per alert. Sponsor to provide text and date and time preferences
- Acknowledgement as gold sponsor in the post conference communication to delegates
- Thank you on conference website homepage

Exhibition

• Priority placement of 1 x shell scheme booth or floor space in the Exhibition area.

Registrations

• 5 x complimentary registrations not including conference dinner



Silver Sponsor \$10,000 excl GST

Inclusions

- Logo included in e-newsletter communication to mailing list
- Link to company website from conference website. Link to be provided by sponsor
- · Company logo on conference pull up banner
- Company logo on conference PowerPoint slides at the commencement and conclusion of the conference
- · Logo in delegate handbook with acknowledgement as silver sponsor
- 1x conference app alert maximum of 30 words per alert. Sponsor to provide text and date and time preferences
- Acknowledgement as silver sponsor in the post conference communication to delegates
- Thank you on conference website homepage

Exhibition

• Opportunity to purchase shell scheme booth at discounted rate of \$4,000 excl GST

Registrations

• 3 x complimentary registrations not including conference dinner



Bronze Sponsor \$7,500 excl GST

Inclusions

- Logo included in e-newsletter communication to mailing list
- Link to company website from conference website. Link to be provided by sponsor
- Company logo on conference pull up banner
- · Logo in delegate handbook with acknowledgement as gold sponsor
- Acknowledgement as bronze sponsor in the post conference communication to delegates
- Thank you on conference website homepage

Exhibition

• Opportunity to purchase shell scheme booth at discounted rate of \$4,000 excl GST





Educational Satellite Symposium

\$8,000 excl GST (\$5,000 excl GST for Gold Sponsors)

Opportunity to host an Educational Satellite Symposium within the conference program. The session will allow you to fully engage your target audience with content put together by your company.

Package includes:

- Notification of the Symposium in the marketing of the conference program.
- 1 x conference app notification
- Listing of the symposium in the conference program and associated events page of the conference website and app
- 2 x banners to be provided by sponsor.
- Limited room layout changes can be made (additional cost may be incurred)
- Content to be developed by the sponsor with approval by the Congress
 Scientific Committee
- Conference room hire and basic audio visual equipment provided (if the session is run at the conference venue)

Educational Satellite Symposium Guidelines:

- Time slots for the symposium: a breakfast, evening or lunch symposium. Duration of session depends on allocated time in the program.
- Costs incurred above the room hire and basic audio-visual are at the sponsor's expense.
- All logistical requirements are to be organised through ASHM Conference & Events Division. No external event companies are to be engaged.
- There is limited time for additional room set ups. Should additional AV be required we require our AV Technical Director to be used in order to ensure set ups are appropriate to the conference requirements and time frame available.
- Satellites must ensure there is appropriate gender representation. Representation of all genders must be present and where possible balanced.
- The content of the symposium will be the responsibility of the sponsor and can in no way be seen to be endorsed by the committee (the committee do have content approval rights). The committee do highly recommend you include consumer representatives in your session to ensure affected communities have a voice and are part of the solution
- The sponsor is to consult with the secretariat on the content already planned in the program and communicate as soon as topics are suggested to ensure little duplication with the main conference program.
- It is recommended content of your symposium be developed prior to communications regarding the early bird registration deadline to increase the number of delegates preregistering for your educational session. Early bird deadline: **Sunday 23 March 2025**
- Approval is to be requested by the sponsor from the conference organiser to take the satellite session to an offsite venue
- All costs and logistics associated with an offsite satellite session will be organised and be at the expense of the sponsor
- If the satellite is held at the conference venue, catering can be organised by the conference secretariat, however, all catering costs are at the sponsor's expense
- Registrations for all satellite sessions (held at conference venue or offsite) will be open to all delegates and managed via the online conference registration system.

Educational Opportunities (continued)

On Demand Content Supporter

Poster Tours and Prize Supporter

\$3.500 excl GST

\$5,000 excl GST

Invest in content capture and dissemination. Support the educational legacy of the meeting to enable the content to reach the communities and organisations that were not able to attend. Audio synchronised slides will be captured for a number of key conference sessions.

Benefits:

- Acknowledgement of support on the conference website with logo and hyperlink to company's website
- Company logo on all promotion with a link to the on demand content
- Company logo on the speaker consent forms advising speakers of your support

Note: All sessions captured will be provided through the conference website

Poster presentations are an integral part of the conference and by supporting the poster activity, your company's branding will be prominent during and after the event. The posters are on display throughout the conference and is located in the exhibition hall. Included in this package is the cost for poster prizes (\$200 x four).

Benefits:

- Acknowledgement of support on the conference website and Conference App
- •Opportunity to display up two (2) banners in the Exhibition Hall area (sponsor to provide)
- Logoacknowledgement, as the Poster Session Tours and Prize Supporter on the PowerPoint slide during the prize announcements in the closing plenary.
- App promotional notification of poster tour/s

All print promotion will be supported with the following sentence: Medical education is determined by our International Scientific Program Committee and made possible by support from (insert sponsor). The discussion space will encourage conversations and idea sharing. Located in the exhibition area, there will be a series of informal talks during coffee and lunch breaks.

Discussion Space

\$5.500 excl GST

Benefits:

Sponsor

- Acknowledgment of support on the Conference website with logo and hyperlink to company's website
- Company logo on conference floorplan in the handbook and App
- Logo included on banners located at the entrance to the discussion space
- Acknowledgment of support on the discussion space program included in the conference handbook.

Scholarship Supporter

From \$2,000 excl GST

The Scholarship Program assists individuals to attend the Conference. Scholarships will be granted to individuals facing financial hardship. The assessment and eligibility criteria are available on request from the Conference Secretariat and will be available on the Conference website. This amount will support 1 x full scholarship (registration, flights, accommodation) for one local attendee or go towards supporting an international scholarship.

Benefits:

- The opportunity for sponsors and recipients to meet and have a photograph taken for future media and promotional purposes
- Acknowledgement of support in the conference handbook
- Acknowledgement of support on the conference website on the scholarship page
- Acknowledgement of support in the notification email sent to delegates

Note: Support is via an unconditional grant. The supporter has no control over content, tone, emphasis, allocation of funds or selection of recipients.

Branding and Delegate Experience

Conference App Supporter



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A\$5,000 excl GST

The speakers, program and exhibitor details will all be accessible via the conference app. The Conference Smart Phone App will be available at no cost for every delegate to download on all internet ready mobile phones including iPhone and Android. Research shows around 75% of all delegates will use the App which in turn improves the attendee experience.

Benefits:

- Company logo acknowledging support included on email launching App
- Acknowledgement on official conference website with logo and hyperlink to organisation's website
- Organisation's logo included in The Conference Handbook (subject to printing deadlines)
- App includes company logo as the 'Official App Sponsor'

Speaker Preparation Room Supporter

A\$3,500 excl GST

Benefits:

- Acknowledgement on signage inside the speaker's prep room
- Acknowledgement as a conference supporter on the conference website
- Acknowledgement as a conference supporter in the conference handbook where the speaker's prep room is mentioned

Charging Station

A\$2,000 excl GST

Phone and tablet charging station placed in a dedicated high traffic area at the conference venue.

Benefits:

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• Logo included as sponsor on station signage



Early Career Networking Event Supporter

\$3,500 excl GST

This event is to provide delegates early in their career the opportunity to network with experts in the field in an informal setting.

Benefits:

- Acknowledgement of your support in the conference handbook and app
- Acknowledgement of your support on the conference website promoting the event
- Acknowledgement of your support in the newsletter or email to early career delegates promoting the event
- Opportunity to have flyers available at the event
- Option to place up to two (2) company not product branded banners
- 1 x app notification of event

All promotion will be supported with the following sentence: Medical education is determined by our scientific program committee and made possible by support from (insert sponsor).

Advertisement in Handbook

\$2,000 excl GST

Distributed to all delegates, the Conference Handbook is a valuable resource for the delegates to use during the conference. Delegates will constantly refer to the Conference Handbook for general information and program information.

Benefits:

• The advertisement will be placed on an inside page of the conference handbook at the discretion of the conference secretariat.

Artwork is to be provided by the sponsor and must be company not product related.

App Notification (x3 Messages)

\$2,000 excl GST

Benefits:

• 3 x conference app alerts maximum of 30 words per alert. Sponsor to provide text and date and time preferences.

Exhibition Opportunities

The exhibition is an integral part of the conference. Sponsors, Companies and Organisations are invited to exhibit at the conference and thus have the opportunity to network and showcase their products/ services to their target audience.

Exhibitor	3m x 3m Floor Space only	3m x 3m Shell Scheme Booth	Community Table Top
Commercial Rate	A\$4,100	A\$5,300	-N/A-
Sector Organisation Rate	-N/A-	A\$2,650	A\$1,900

Shell scheme booth includes:

- **Stand:** 3m x 3m with walls (size and colour dependent on contracted exhibition company's stock)
- Fascia: 1 x company name and company logo in black and white (maximum number of letters to be determined)
- Lighting: 2 x 150 watt track lights per booth
- Power: 1 x single power point (4 amp) per booth
- Flooring: The venue has carpet flooring

Please note: Any additional requirements including furniture are at the exhibitor's own expense

All exhibition packages will include the following benefits:

- Complimentary registration per 3m x 3m (exhibition access only)
- A company profile included in the exhibition section of the conference handbook distributed at the conference and conference app

Community Table Top

Package includes the following benefits:

- 1 x Poster Board
- 1 x skirted table and chair
- 1 x complimentary registration per 3m x 3m
- A company profile included in the exhibition section of the conference handbook distributed at the conference and conference app

Exhibitor Add On - Discussion Space Showcase - A\$1,700

Add a 5 minute showcase to your exhibition package to demonstrate your products.

Benefits:

- Product showcase included in discussion space program.
- 1 x app alert notifying delegates of the showcase.



Sponsorship Terms and Conditions

To confirm your participation, we will require the Supporter/Exhibitor Application Form and full payment. The support cannot be confirmed, and therefore no benefits will be given, until full payment is received. Payment must be received 14 days from the issue of invoice. If the full payment is not received the conference organiser has the right to review the commitment and withdraw the application form.

Terms of participation include:

- The payment is offered as an unconditional grant. The supporter has no control over content, tone or emphasis of the conference, allocation of funds or selection of recipients
- There will be no opportunity for the company to control the curriculum of educational initiatives of the conference program
- The company will have access to use the conference logo for promotional purposes only
- The conference and collaborators do not endorse or promote any health-care related products
- Companies cannot claim any relationship, endorsement or support from the conference or collaborators
- All attending delegates from the sponsoring organisation are to be registered by **30 April 2022**
- If payment is not made prior to the conference dates, an additional 20% surcharge will be added to the overall sponsorship total

Whilst every care will be taken by the venue and organising personnel, the organisers will not be responsible for any loss or damage to property, including brochure materials of any exhibiting company or any other person, by theft or fire or any other cause

The organisers reserve the right to change the program, revise the layout of the floor plan, to transfer an exhibiting company to an alternative site, or alter the shape or size of any booth. Any such change will be advised in writing by the organisers and an alternative provided. The contracted exhibition company will advise exhibitors of what equipment can be used with the stands. The venue itself stipulates that pins, nails, tape, Velcro and other items are not to be used on the walls, ceilings or other fittings.



In exceptional circumstances the Organisers will be prepared to consider cancellation of the contract with Sponsors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing.
- If cancellation of sponsorship is necessary after confirmation, the following penalties will apply:
- For Cancellation notices received in writing before 15 December 2024 - a cancellation fee of 50% of the original package price will apply
- Cancellation notices received after
 15 December 2024 receive no refund

Payment details

In paying for sponsorship you are paying ASHM.

Credit Card and EFT payment

Details will be provided on the invoice or please contact the Conference Secretariat at <u>conference.finance@ashm.org.au</u>

Signature

Print Name

Company

Date

Exhibition Terms and Conditions

1. THE CONTRACT

- 1.1 In this contract, the Conference Secretariat is the ASHM Conference & Events Division ABN 48 264 545 457 are 'we': 'us' and 'our'. The person with an exhibition space is 'you' and 'your'.
- 1.2 These Terms and conditions apply from the date of signing. You acknowledge that we update the details of the exhibition from time to time.

2. OUR RIGHTS AND RESPONSIBILITIES

- 2.1 We will:
 - a) Organise and hold the exhibition
 - b) Promote the exhibition
- c) Make reasonable efforts to offer you the space requested
- 2.2 We do not guarantee Exhibition visitor numbers or any level of commercial activity.
- 2.3 We may change the exhibition including but not limited to:
 - a) Changing your space or its location to suit floor plan and reducing your fee in proportion to any reduction in size
 - b) Changing how long it runs for
 - c) Changing visitor opening hours
 - d) Extending the venue in a separate area from the main venue
- 2.4 We ask you to:
 - a) Obey the relevant laws
 - b) Prevent any damage
- 2.5 We can:
 - a) Refuse to allow, or stop displays, product demonstrations or other uses of your space
 - b) Specify display area wall heights and coverings
 - c) Approve or disapprove the content and presentation of your materials
 - d) Decide times you can set up and dismantle displays
 - e) Decide how you, your employees, contractors or agents use exhibition entry cards
 - f) Set conditions for moving goods and displays before, during and after the exhibition
 - g) Set restrictions on taking photographs we will advise you if this will be required
 - h) Specify how you can use audio visual equipment and media and how you can demonstrate machines
 - i) Make health and safety requirements
- 3. YOUR RIGHTS AND RESPONSIBILITIES
- 3.1 You must:
 - a) Use your space only to display and promote goods and/or services in keeping with the exhibition
 - b) Make the most of your space's promotional goods and/or services in keeping with the exhibition

- c) Follow our directions as soon as possible and pay any associated costs
- d) Follow relevant laws, meet OH&S and venue guidelines, and avoid damaging any person or property
- e) Keep your space clean and tidy, and immediately remove all your materials when the exhibition ends. If you do not, we will charge you a fee to do so
- f) Not do anything that may interfere with the smooth running of the exhibition, including, but not limited to, encouraging exhibition visitors to view goods and services in another location

4. PAYMENT

4.1 You must pay the full fee owing for your exhibition space prior to the exhibition beginning or the organisers reserve the right to cancel your space

5. OUR REMEDIES

- 5.1 If you breach the contract, we will provide you with notice of the breach and give you a reasonable time to remedy it. If you fail to remedy the breach within this time, we may:
 - a) Reallocate your space or refuse you access to it
 - b) Remedy your breach without advising you and require you to pay for the cost of our actions
 - c) Remove you from the exhibition and your space
- 5.2 If you cancel all or part of the contract (except if you cancel because of our breach) we will claim a cancellation fee from you dependent on the time of the cancellation. Cancellation charges had been advised in the sponsorship & exhibition prospectus

6. RISK AND INSURANCE COVER

- 6.1 You agree that the exhibition site can be hazardous. You will take due care to prevent injury and property damage. We are not responsible for any damage caused by your acts or omissions. You must use our incident report form to tell us in writing about any site incident and give us supporting evidence. After an incident, you must not remove anything from the site without our prior approval.
- 6.2 You must give us proof of current public liability insurance by the date stated in the exhibition manual
- 6.3 You must not share your space without advising us in writing. By sharing your space the primary contact is responsible for payment and providing the proof of public liability insurance and is responsible for the actions of the other party unless a separate proof of public liability is provided
- 7. WARRANTIES AND LIABILITIES
- 7.1 As allowed by law, or except where the contract states, we:

- a) Do not make any representations or warranties about you or your space
- b) Are not liable for any person's injury or death, property damage, economic loss or any indirect damages to do with the exhibition
- 7.2 You indemnify us from and against any claims, damages, losses and costs we may incur because of:
 - a) Any breach of the contract that you make
 - b) Any of your displays or product demonstrations
 - c) Any of your acts or omissions to do with the exhibition, including any negligence and wrong doings
- 7.3 You agree not to sell or intend to sell goods at the exhibition that misrepresent or infringe intellectual property rights. You indemnify us from and against any and all claims, damages, losses and costs we may incur if you breach this agreement.

8. GIVING US MATERIAL

- a) You must give us all material by the deadline that we set. If we do not receive it by the deadline, we will consider that you have cancelled the advertising.
- b) If you want to cancel your advertising, you must tell us in writing. No reduction in exhibition space fees will apply.
- c) If you have provided materials but wish to cancel the publication after the deadline we will endeavour to stop its publication but we are not liable if the material cannot be removed and we will not stop production if this risks the timely printing of it.

9. GENERALISSUES

- 9.1 We are not liable for any expenditure, liability or loss because of: a) Acts of god or terrorism
 - b) Natural disasters
 - c) Strikes or shortages
 - d) Failure of electrical power or other venue issues
 - e) Lower than advised exhibition visitor numbers
- 9.2 You give us consent to use your contact information for internal purpose

Signature	
Print Name	
Company	
Date	

Application form

Business or Company name
Contact name
Position held:
Company address:
Phone no:
Mobile:
Email:

Major supporter packages \$28,000 Gold + Symposium Gold \$23,000 \$14,000 Silver + Booth \$10,000 Silver Bronze + Booth \$11,500 Bronze \$7,500 **Enhancement opportunities Educational Symposium** \$8,000 On demand content supporter \$5,000 Conference App \$5,000 Poster Tours & Prizes \$3,500 Early career networking even supporter \$3,500 \$3,500 Speaker prep room Scholarship supporter From \$2,000 \$2,000 Charging station \$2,000 Ad in handbook \$2.000 App notification Exhibition \$5,300 Exhibition shell scheme Exhibition floor space \$4,100 Exhibition sector organisation \$2,650 \$1,900 Community table top **Exhibitor Showcase** \$1,700 TOTAL \$



Email completed form to: amy.sargent@ashm.org.au

Sponsorship contract and tax invoice will be sent upon receipt of this form. Please provide a copy of your logo (as a high resolution >300dpi eps and jpeg file in colour and black and white) for use in recognising sponsorship.

agree to the terms and conditions stated on pages 17 - 18

Signed				
•				

Date ____