



14<sup>th</sup> International

# SPARK of LIFE (SOL) Conference

20  
25

Sponsorship  
Prospectus



Thu 22 – Sat 24  
May 2025

Pullman Melbourne  
on the Park



Australian  
Resuscitation  
Council

[www.resus.org.au/conferences](http://www.resus.org.au/conferences)

# Company Invitation

On behalf of the Australian Resuscitation Council, we have great pleasure inviting you to join us at the 14th Spark of Life Conference to be held on 22 – 24 May 2025, “Engagement, Equity, Effectiveness,” at Pullman Melbourne on the Park in East Melbourne.

The conference program will cover many topics including, First Aid, Basic Life Support, Paediatric Life Support, Neonatal Life Support, Advanced Life Support and Education & Implementation and will include a number of overseas keynote speakers as well as many Australasian invited speakers.

If you require further information, please contact our Conference Organiser:

**RACS Conferences & Events Management**  
**Conferences & Events Management**

E: [sol@surgeons.org](mailto:sol@surgeons.org)

T: +61 3 9249 1249

## We look forward to seeing you there!



**Professor  
Peter Morley**  
National Chair

# Australian Resuscitation Council

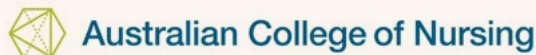
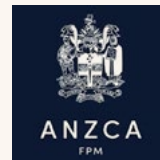
The Australian Resuscitation Council is a voluntary co-ordinating body which represents all major groups involved in the teaching and practice of resuscitation.

We produce guidelines to foster uniformity and simplicity in resuscitation techniques and terminology.

## Our Executive Committee

- Professor Peter Morley – National Chair
- Professor Helen Liley – Secretary
- Professor Michael (Mike) Parr – Deputy Chair
- Dr Finlay (Fin) Macneil – Treasurer

## Our Member Organisations



# Why Should You Be Involved?

Joining us at Australian Resuscitation Council Spark of Life Conference 2025 provides your organisation exposure to clinicians and health professionals from across our twenty member organisations. We expect delegates from Australia, Aotearoa New Zealand, South-East Asia, Europe, United Kingdom, United States of America, and other countries.

## **Involvement will provide you with:**

- Opportunities to demonstrate and display your products at your booth in the industry exhibition
- Exhibition time during delegate breaks over two conference days and the welcome reception
- Opportunity to meet leaders in the fields of in hospital and out of hospital resuscitation and first aid
- Opportunity to increase your client base
- Maintenance of existing client relationships
- Recognition of your support of education and collaboration in the fields of resuscitation and first aid

## **Our Conference Marketing Communications Strategy**

### **The comprehensive marketing communications plan encompasses:**

- Provisional program distributed electronically to all members of the Council and affiliated organisations.
- Regular promotion on Council social media accounts Facebook, Twitter, and LinkedIn
- Promotional support from member organisations to members through online website listings and newsletters
- Conference promoted on international societies/associations websites





# Program at a Glance

(subject to change)

## Thursday 22 May 2025

### 6:00pm – 8:00pm Cocktail Reception

A Cocktail Reception will be held in the exhibition area in the Level 1 Foyer, Pullman Melbourne on the Park.

## Friday 23 May 2025

### 8:30am – 10:00am

Session 1: Plenary Session I

### 10:00am – 10:30am

Morning Tea with the Industry

### 10:30am – 12noon

Session 2: Plenary Session II

### 12:00pm – 1:00pm

Lunch with the Industry plus  
Poster Presentations

### 1:00pm – 2:00pm

Session 3: Panel Discussion

### 2:00pm – 3:00pm

Session 4: Concurrent Free  
Paper Sessions

### 3:00pm – 3:30pm

Afternoon Tea with the Industry

### 3:30pm – 5:00pm

Session 5: Breakout Sessions

### 7:30pm – 10:30pm

Conference Dinner

## Saturday 24 May 2025

### 8:30am – 10:30am

Session 6: Plenary Session III

### 10:30am – 11:00am

Morning Tea with the Industry

### 11:00am – 12:30pm

Session 7: Breakout Sessions

### 12:30pm – 1:15pm

Lunch with the Industry plus Poster  
Presentations

### 1:15pm – 2:15pm

Session 8: Concurrent Sessions

### 2:15pm – 3:30pm

Session 9: Breakout Sessions

### 3:30pm – 4:00pm

Afternoon Tea with the Industry

### 4:00pm – 5:30pm

Session 10: Plenary Session IV

# Sponsorship Opportunities

(All prices are payable in AUD and are inclusive of GST.)



## Major Sponsor Packages

As major partners of this conference, your company/organisation will be acknowledged as a prime supporter of the Australian Resuscitation Council Spark of Life Conference 2025.

Sponsor Benefits	Platinum Sponsor (exclusive)	Gold Sponsor	Silver Sponsor
Cost	\$60,000.00	\$50,000.00	\$18,000.00
Prime booth in the exhibition space, allocated in consultation with the sponsor and subject to availability at the time of application	9m x 1.5m Booth	6m x 1.5m Booth	3m x 1.5m Booth
Company representative registration including**: <ul style="list-style-type: none"> <li>Daily morning tea, lunch and afternoon tea served in the exhibition area (as applicable)</li> <li>Access to scientific sessions</li> </ul>	6	4	2
Tickets to the Cocktail Reception on Thursday 22 May 2025	6	4	2
Tickets to the Conference Dinner on Friday 23 May 2025	6	4	-
Company logo on sponsors' acknowledgment page in the Provisional Program*	√	√	√
Company logo on sponsors' acknowledgment page in the conference app*	√	√	√
Company logo on conference signage at the venue (quantity and type at the discretion of the organising committee)	√	√	√
Company logo on conference website homepage with a link to your company website	√	√	√
Company profile in the Provisional Program (maximum of 250 words) *	√	√	√
Company profile on the conference app (maximum of 250 words) *	√	√	√

# Sponsorship Opportunities (Cont.)

(All prices are payable in AUD and are inclusive of GST.)

Sponsor Benefits	Platinum Sponsor (exclusive)	Gold Sponsor	Silver Sponsor
Acknowledgement in Chair's welcome letter in relevant conference publications*	√	√	√
Delegate circulation list including name and state/country (where release of details has been granted) provided once after closure of early registration deadline and again immediately prior to the conference	√	√	√
Company logo and acknowledgement on the main holding slides throughout the sessions	√	√	√
Opportunity for company brochure/s (PDF format, no larger than 10MB) to be uploaded as an e-satchel on the conference app	2	1	1
Company logo and acknowledgement as Platinum Sponsor on the front cover of the Provisional Program*	√	-	-
Company logo on confirmation emails sent to registered delegates in the leadup to the conference*	√	-	-
Company logo on the conference app home page banner*	√	-	-
Colour advertisement in the Provisional Program*	2 x Full Page	2 x Full Page	1 x Full Page
Recognition as sponsor at key events at the conference	√	√	-

\*Inclusion is subject to meeting production timelines at the time of application and payment received.

\*\*Additional industry representative registrations can be purchased for \$250.00 incl. GST per additional registration (a maximum of 2 additional representatives are available for purchase).



# Additional Sponsorship Opportunities

## Cocktail Reception Sponsorship (exclusive opportunity)

\$18,000.00 incl. GST

Opportunity exists for companies to support the cocktail reception scheduled for Thursday 22 May 2025. Arrangements and costs may be discussed and negotiated directly with the organising committee. Please contact the Conference Organiser for discussion.

### Benefits:

- Naming right for the Cocktail Reception
- Recognition as Sponsor at the Cocktail Reception
- Company acknowledgement in the Provisional Program\*
- Company acknowledgement in the conference app\*
- Company acknowledgement on the conference website

\*Inclusion is subject to meeting production timelines at the time of application and when payment is received

Note: Sponsorship commitment at the cocktail reception does not provide companies access to the Australian Resuscitation Council Spark of Life Conference 2025. Conference sponsorship is separate from the cocktail reception sponsorship.

## Conference Dinner Sponsorship (exclusive opportunity)

\$25,000.00 incl. GST

Opportunity exists for companies to support the conference dinner scheduled for Friday 23 May 2025. Arrangements and costs may be discussed and negotiated directly with the organising committee. Please contact the Conference Organiser for discussion.

### Benefits:

- Naming right for the Conference Dinner
- Recognition as Sponsor at the Conference Dinner
- Company acknowledgement in the Provisional Program\*
- Company acknowledgement in the conference app\*
- Company acknowledgement on the conference website
- Company logo on Conference Dinner menu\*

\*Inclusion is subject to meeting production timelines at the time of application and when payment is received

Note: Sponsorship commitment at the dinner does not provide companies access to the Australian Resuscitation Council Spark of Life Conference 2025. Conference sponsorship is separate from the dinner sponsorship.





# Exhibition Package

\$4,400.00 incl. GST



The exhibition will be an integral part of the Conference and will give your company access to key professionals in the fields of first aid and resuscitation.

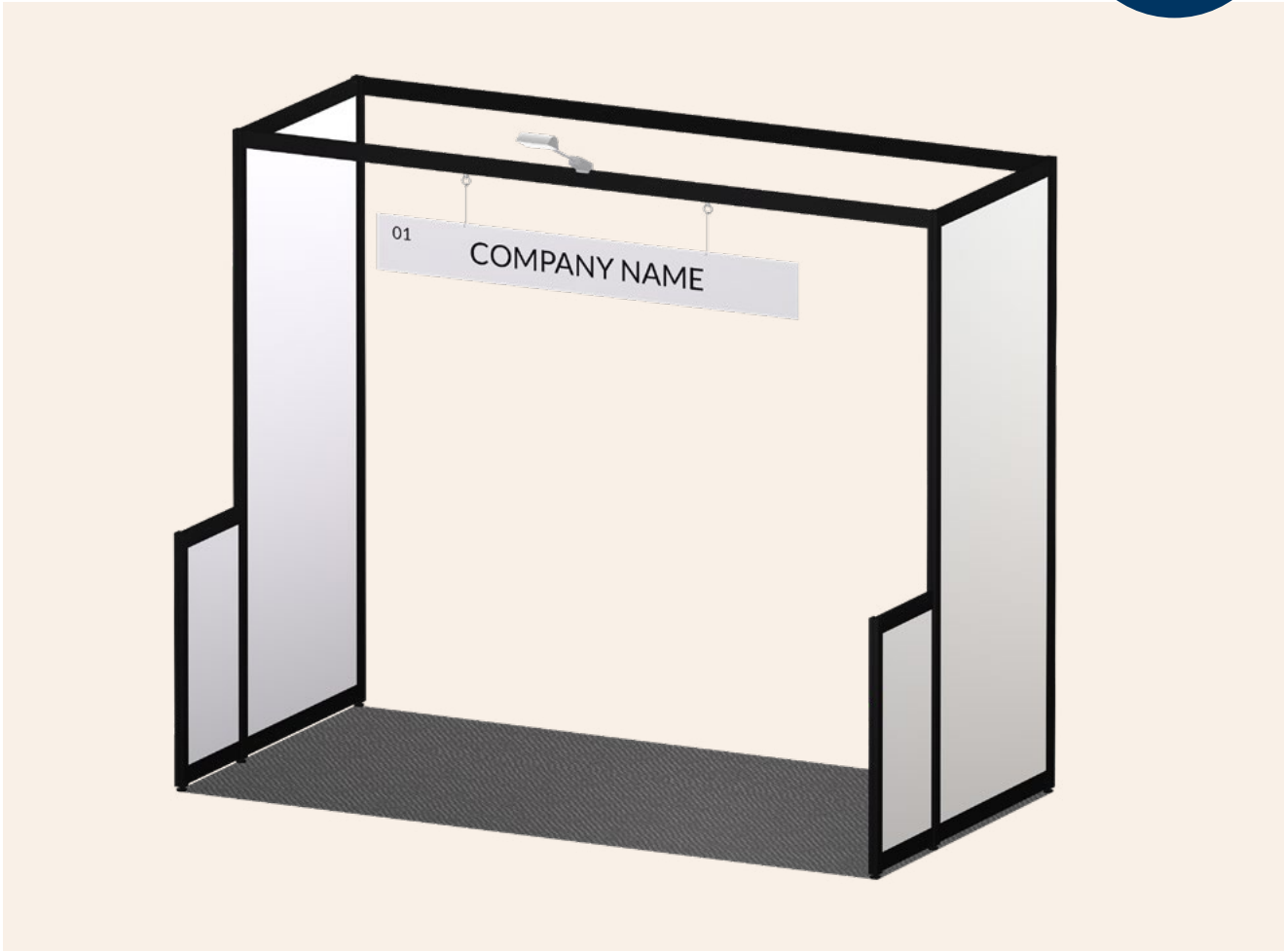
Inclusions	3m x 1.5m Booth
Industry exhibitor registration (transferable) including: <ul style="list-style-type: none"><li>• Access to non-ticketed scientific sessions/activities</li><li>• Access to industry exhibition including daily morning and afternoon tea and lunch as applicable</li></ul>	2
Opportunity to purchase additional exhibitor registration at the discounted rate of \$250.00 incl. GST	2**
Tickets to the Cocktail Reception on Thursday 22 May 2025	2
Acknowledgement as an exhibitor in the Provisional Program, conference app and conference website*	√
Delegate circulation list including name and state/country (where release of details has been granted) provided once after the closure of early registration and again immediately prior to the Conference	√

\*Inclusion is subject to meeting production timelines at the time of application and payment received

\*\*Additional exhibitor registration is limited (a maximum of 2 additional representatives are available for purchase).

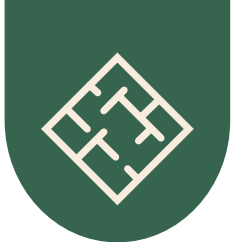


# Exhibition Booth Specifications



<b>Dimensions:</b>	3000mm (W) X 1500mm (D)
<b>Walls</b>	2500mm (H) anodized matte black frame with white laminated infills
<b>Fascia</b>	Fascia sign displaying company name, booth number & optional organiser logo
<b>Signage</b>	1 x Printed fascia name board (per 3m aisle frontage, up to 30 black characters, in capitals, on white PVC panel)
<b>Lighting</b>	1 x Fascia Light
<b>Power</b>	1 x 4amp power point per shell scheme exhibitor

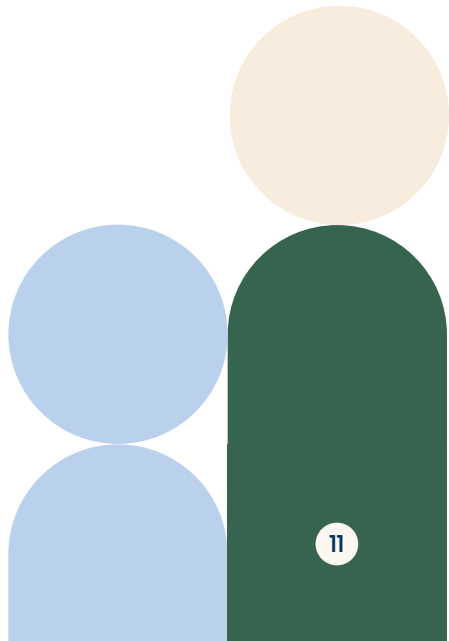
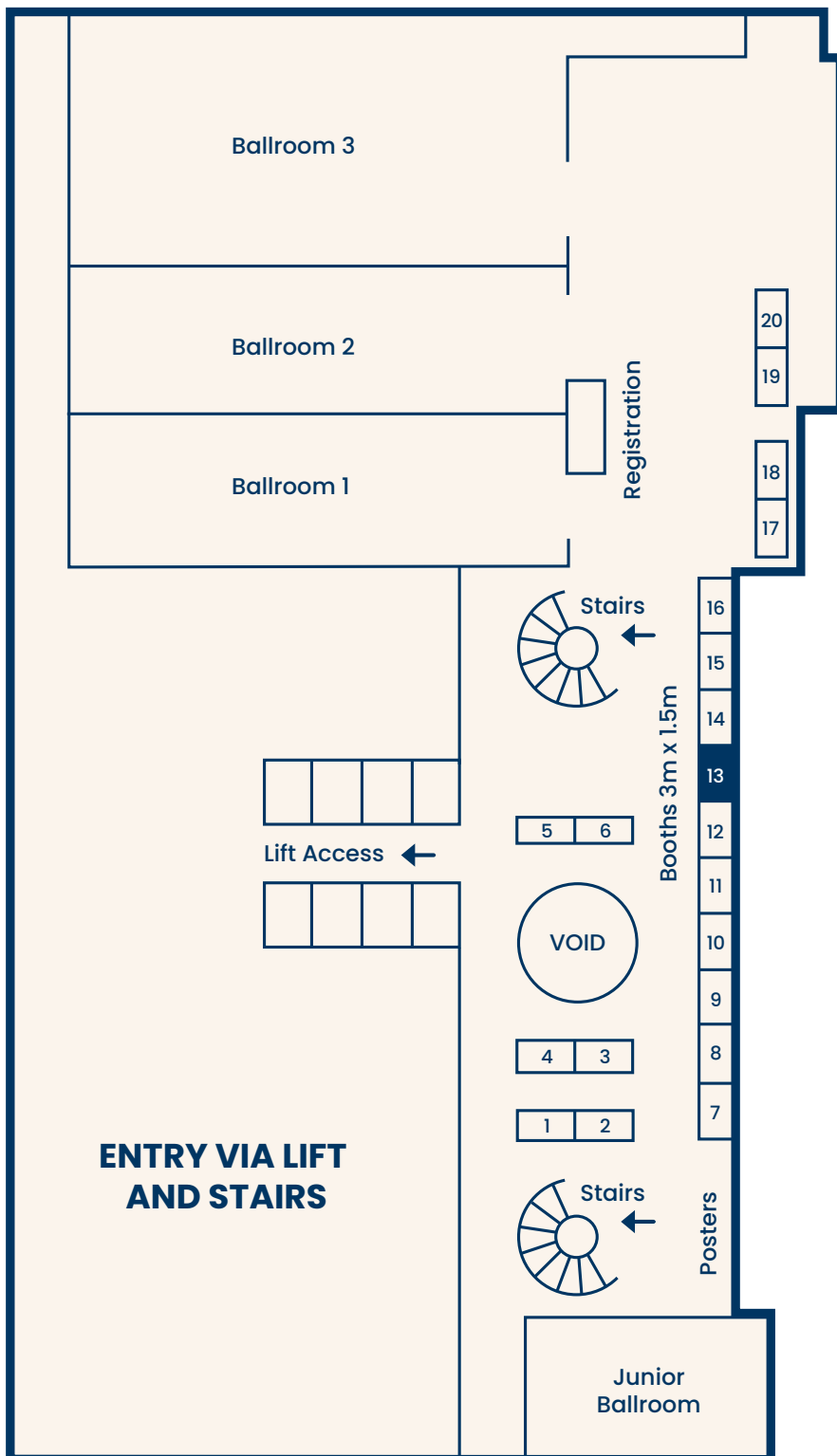
Please note: Pins, staples, screws, nails, bolts, paint, or double-sided adhesive tape are not permitted to be used.



# Exhibition Floor Plan

Delegate catering breaks (morning tea, lunch, and afternoon tea) will be held in the industry exhibition. The exhibition area will be in the Level 1 Foyer of Pullman Melbourne on the Park from Friday 23 – Saturday 24 May 2025.

Exhibition booths will be allocated at the discretion of the organising committee and subject to availability at the time of application.





## Company Representative Registrations

Company representative registrations are included in the purchase of an exhibition booth or sponsorship package. All representatives present at exhibition must be officially registered as part of the company's registrations. Registrations are transferable amongst company staff members; however, the names must be provided to the Organisers prior to the Conference. Additional representative registrations can be purchased for the duration of the Conference at a discounted rate of \$250.00 incl. GST per registration (a maximum of 2 additional representatives are available for purchase).

### Bump-in & Bump-out Schedule

#### Exhibitors Bump-In:

Thursday 22 May 2025, from 12:00pm to 4:00pm

#### Exhibitors Bump-Out:

Saturday 24 May 2025, from 4:00pm to 6:00pm

### Exhibition Details

The exhibition will be held in the Level 1 Foyer of Pullman Melbourne on the Park.

Daily morning tea, lunch, and afternoon tea (as applicable) will be served in the exhibition area.

#### Important notes:

- Industry representatives may only attend the Conference if they are a sponsor or exhibitor representative.
- Industry representatives who are non-sponsors/ non-exhibitors may not register to attend as a delegate. Industry representatives from companies/organisations who have purchased a package with no representative registration included are not eligible to register.

# Advertisement Specifications and Deadline

(for companies with advertising benefits)

## Provisional Program Advertisement Specifications

### Full page:

210mm W x 297mm H + 3mm bleed

### Half Page:

182mm W x 130mm H (no bleed)

### Quarter Page:

88mm W x 130mm H (no bleed)

Artwork to be supplied as press ready PDF (CMYK, 300dpi) **by Friday 25 April 2025** at the latest.





# How to Book and Payment Deadlines

## Application Procedure

1. Please complete the application form indicating your sponsorship and/or exhibition preference/s and return the form together with your full payment.
2. Acceptance of sponsorship/exhibition applications is subject to organising committee approval.
3. An application does not warrant immediate acceptance, and all applicants will be advised in writing by an authorised representative of acceptance or otherwise.
4. Should the application be accepted a tax invoice and receipt will be provided.
5. For sponsors/exhibitors to be acknowledged in the Provisional Program, the application form and payment must be received **before 28 February 2025**.
6. Sponsorship and exhibition applications are considered in order of receipt of application form and payment and are also subject to organising committee approval.

## Terms of Payment

Full payment must be made at the time of submitting your application.

## Payment Options

### By Credit Card / PayPal / EFT

Details to be provided on receipt of application form.

## Contact

### Further information please contact:

RACS Conferences & Events Management

E: [sol@surgeons.org](mailto:sol@surgeons.org)

T: +61 3 9249 1249

# Sponsorship and Exhibition Application Form

Company Name:   
(to appear in Conference publications)

Company Name:   
(for invoicing purposes)

Title:  First Name:  Surname:  Position:

Address:  City:

State:  Postcode:  Country:  Phone:

Mobile:  Email:   
(All correspondence will be sent via email)  
 Contact person will receive all correspondence in relation to the Meeting.

## All costs are in AUD and include GST

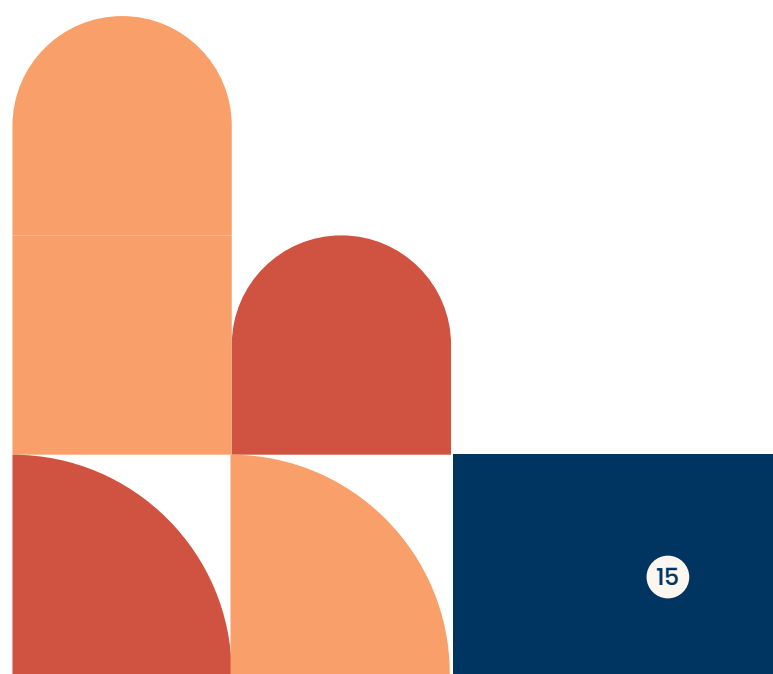
Major Sponsorship	Tick	Amount	Sub Total
Platinum Sponsorship (exclusive)	<input type="checkbox"/>	\$60,000.00	
Gold Sponsorship	<input type="checkbox"/>	\$50,000.00	
Silver Sponsorship	<input type="checkbox"/>	\$18,000.00	
<b>Sub Total Major Sponsorship</b>			

## Additional Representative Registration

Additional Onsite Representative Name	Tick	Amount	Sub Total
	<input type="checkbox"/>	\$250.00	
	<input type="checkbox"/>	\$250.00	
<b>Sub Total Additional Onsite Representative Registration</b>			

Additional Sponsorship	Tick	Amount	Sub Total
Cocktail Reception Sponsor (exclusive)	<input type="checkbox"/>	\$18,000.00	
Conference Dinner Sponsor (exclusive)	<input type="checkbox"/>	\$25,000.00	
<b>Sub Total Additional Sponsorship</b>			

Exhibition	Tick	Amount	Sub Total
Single Booth Package (3m x 1.5m)	<input type="checkbox"/>	\$4,400.00	
<b>Sub Total Exhibition</b>			





# Sponsorship and Exhibition Application Form

## Complimentary Representatives

Two (2) industry representative registrations are included in the cost of one exhibition booth. Please nominate the name of the representatives.

Name:

Email:

Name:

Email:

## Sign

We accept the terms and conditions as printed in this prospectus:

Signature:

Name:

Date:

Total of Sponsorship/Exhibition Fees	
Sponsorship	
Exhibition	
Additional Representative Registration	
<b>Total Payable (AUD) \$</b>	

## Payment

See previous page for payment options.

An invoice will be issued upon processing of this application form.

Royal Australasian College of Surgeons  
ABN 29 004 167 766

Privacy details can be viewed on the RACS website at:  
[www.surgeons.org/disclaimerprivacy](http://www.surgeons.org/disclaimerprivacy)

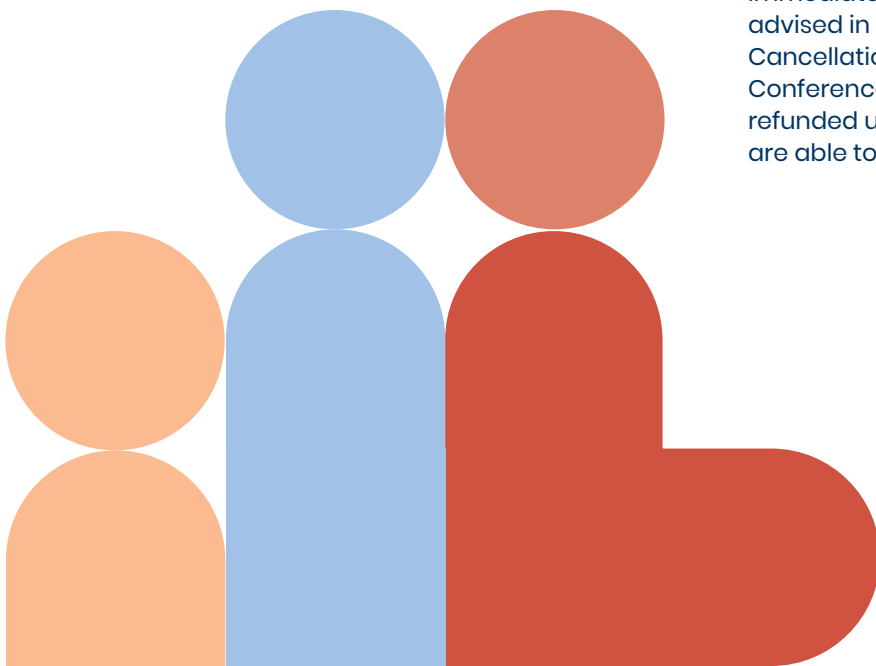
## Complete Form and Return to:

RACS Conferences & Events Management

E: [sol@surgeons.org](mailto:sol@surgeons.org)

T: +61 3 9249 1249

Applications are subject to Organising Committee approval. An application does not warrant immediate acceptance, and applicants will be advised in writing of acceptance or otherwise. Cancellations must be received in writing by the Conference Organiser. Cancellations will not be refunded unless all sponsorship/exhibition booths are able to be resold.



# Terms and Conditions

The application of the sponsor/exhibitor to participate is an offer which is accepted by the Royal Australasian College of Surgeons (“the Organisers”) of the amount payable on making the application.

## **Attendance**

The sponsors and exhibitors understand that all company representatives must register officially.

## **Booking Conditions**

Acceptance of sponsorship/exhibition applications will be subject to the organising committee approval. The organising committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the conference.

## **Cancellation Policy**

- In the case of the cancellation of sponsorship, unless all sponsorship is resold, the Organisers will reserve the right to retain monies received.
- In the case of the cancellation of a booth, unless the Organisers can sell all booth spaces, the Organisers reserves the right to retain all monies received.
- If the balance of payment on the booth/s is not received within the trading terms the allocated booth/s will be cancelled.

## **General Terms**

The sponsors and exhibitors agree to be bound by the Exhibition General Terms and Conditions. Conditions set out in this “Sponsorship Prospectus” document, which is acknowledged as being received.

## **Booth Allocation**

The exhibitor understands that exhibition spaces will be allocated strictly in order of receipt of payment and that the organising committee’s decision will be final.

## **Liability and Insurance**

The exhibitor and the servants, agents and contractors of the exhibitor occupy and use the exhibition space allotted under this exhibition contract and enter Pullman Melbourne on the Park and act under or pursuant to this exhibition contract at their own risk.

The exhibitor hereby indemnifies and releases the Australian Resuscitation Council and the Royal Australasian College of Surgeons (“the Organisers”), Pullman Melbourne On The Park (“the Venue Manager”) and the exhibition contractor and each of them against all actions, suits, costs, claims and demands brought against the Organisers, and the Venue Manager by any natural person, firm or corporation for any damage or loss caused directly, or indirectly to, or suffered by any person, firm or corporation as a result of any act or default of the exhibitor or the servants, agents, contractors or invitees of the exhibitor or resulting directly or indirectly from the attendance of the exhibitor at the exhibition, including travel to and from such venues and without limiting the foregoing the Organisers and the Venue Manager or any of them shall not in any circumstances be liable for any loss, damage or injury which may occur to the exhibitor or the servants, agents or contractors of the exhibitor or for any damage to their property including damage to exhibits, plant equipment, fixtures, fittings or other property whatsoever or for any loss of profits which they may suffer howsoever caused.

It is strongly advised that each exhibitor seek to cover their equipment, exhibits and display

# Terms and Conditions

material with adequate insurance and effect public risk insurance at the expense of the exhibitor.

## **Consequential Damage**

The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this exhibition contract.

## **Implied Warranties**

In the event any statute implies any term condition or warranty into this agreement which cannot be lawfully excluded, such terms will apply to this agreement, save that the liability of the Organiser and each of them for breach of any such implied term will be limited, at the option of the Organiser, to any one or more of the following:

- the placement of goods to which the breach relates or the supply of equivalent goods
- the repair of such goods
- the payment of the cost of replacing the goods or of acquiring equivalent goods, or
- the payment of the cost of having the goods repaired.

## **Security**

Pullman Melbourne on the Park security operations provide fundamental perimeter security in the complex but beyond this, the Organiser and the Venue Manager and their officers and employees, separately or collectively are not responsible for any damage to or for the loss or destruction of an exhibit, from fire or theft, accidents, or injury resulting from such causes. Additional security requirements should be discussed between the exhibitor and Venue Manager directly.

## **Additional Conditions and Regulations**

The exhibitor and the servants, agents, contractors, and invitees of the exhibitor are also to observe the conditions, rules, regulations, and procedures as set out in the exhibitor manual of Pullman Melbourne on the Park as revised and added to from time to time and which is available for inspection on request.

## **Variations**

The Organisers may in the event of any circumstance which renders it necessary vary the booth space allocation and the exhibitor will accept such re-allocation without any claim for a reduction in charges or otherwise.

## **Unavoidable Occurrences**

In the event that the exhibition is cancelled or delayed through no fault of the Organisers, the Venue Manager or the Sponsors including but not limited to fire, flood, labour disputes, natural disasters, epidemics, pandemics, acts of God, civil disorders, riots, insurrections, Government action, work stoppages, slowdowns or disputes, or other similar events then the exhibitor shall not be entitled to any refund or to claim for any loss or damage.

## **Assignments and Subletting**

No exhibitor shall assign, sublet, or share the whole or any part of the space booth allotted without the knowledge and consent of the Organiser.

## **Hours**

The Organisers shall determine the hours during which the exhibition shall be conducted and as to hours of access for exhibitors including variations of such times as shall be necessary.

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