



# **SOUTH PACIFIC CONGRESS**

### 17-19 September 2019

Gold Coast Convention and Exhibition Centre

SPONSORSHIP AND EXHIBITION PROSPECTUS

### CONTENTS

Invitation	2
Contact Us	2
Congress Overview	3
Why Sponsor and Exhibit	4
Our Commitment to You	5
Congress Venue	5
Congress Program Overview	6
Congress Sponsorship Packages	7
Major Congress Sponsorship Packages	8
Congress Function Sponsorship Packages	10
Congress Support Sponsorship Packages	12
Exhibition Sponsorship Packages	16
Congress Exhibitor Packages	17
Sponsorship and Exhibition Contract Terms and Conditions	18
Sponsor and Exhibition Application Form	19

### INVITATION

# You are invited to partner with us in September

The Australian Institute of Medical Scientists and the New Zealand Institute of Medical Laboratory Science are pleased to present their combined meeting, the South Pacific Congress, to be held at Gold Coast Convention and Exhibition Centre, Gold Coast, Queensland from 17-19 September 2019.

### It is our great pleasure to invite you to partner with AIMS and NZIMLS for this exciting event.

The congress, exhibition and associated social events provide a range of opportunities for networking, building relationships and marketing your brand. Packages have been designed to meet the needs of you, our sponsors, and provide you with maximum exposure prior to, during and after the congress.

We expect over 400+ delegates to attend and look forward to the opportunity to discuss the congress with you and how your business can become actively engaged throughout the event.





### **CONTACT US**

For all Sponsorship and exhibition queries, or for any other Congress matters, please contact the Congress organisers.

Sheila Woodhart Sponsorship and Exhibition Manager All Occasions Group 12 Stirling Street THEBARTON SA 5031

P: (08) 8125 2216E: <u>sheila.woodhart@aomevents.com</u>

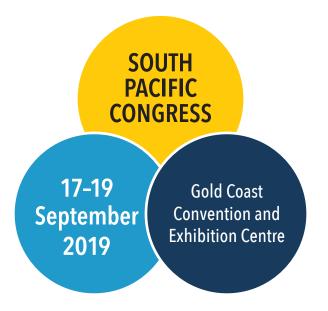
W: www.aomevents.com





# The theme for the joint Australian and New Zealand Institutes congress is "New Wave Science".

This is a three day congress which will attract delegates from Australia, New Zealand and other international locations. We have a comprehensive program which will appeal to all lab staff, ranging from phlebotomists, lab assistants, core lab scientists to specialised senior scientists and lab managers.



The program will appeal to all audience members with high profile speakers such as the forensic anthropologist, Dr Donna MacGregor, international speakers from Ireland, Great Britain and Canada (Marie Culliton, Alan Wainwright and Christine Neilson), cutting edge scientists such as Dr Ken Dutton-Register, Dr Maher Ghandi (named as one of the most influential researchers in Australia), and Dr Danielle Stanisic, along with many local and interstate experts. All the major disciplines will be covered, with a comprehensive pre-analytical 2 day program and a day of histopathology.

Other highlights of the meeting include the Industry Exhibition, submitted oral papers and posters, networking functions, industry symposia, meet the experts breakfast sessions and of course the gala dinner.

### WHY SPONSOR AND EXHIBIT

Partnering with the SPC 2019 will provide a fantastic opportunity to network and to promote your products and services in a face-to-face environment.

#### The congress can provide your organisation with:

Maximum exposure at a premier industry Congress	Access to a <b>broad network</b> of industry partners from the public and private sectors
The opportunity to demonstrate your company's commitment to the industry	Opportunity to <b>present latest</b> <b>innovations</b> and new products or services to a pertinent audience
An opportunity to build and reinforce <b>strategic relationships</b>	Showcase your expertise and capabilities, and educate the industry
Time to <b>network</b> with industry colleagues and key decision makers	Increased marketing opportunities including visibility on the Congress website and associated marketing materials
A <b>cost effective</b> way to reinforce your organisation's brand and <b>build brand awareness</b> amongst a relevant audience	The chance to <b>affiliate your</b> <b>brand</b> with unique, dynamic congress packages

Commitment levels vary and can be tailored to suit your marketing strategies.

### **OUR COMMITMENT TO YOU**

# Commitment to our sponsors will begin from the time you confirm.

- Ongoing point of contact with our Congress organiser, All Occasions Management, with support from dedicated members of the committee
- Prompt response to your queries
- Clear and timely information in regards to your sponsorship and exhibition package and the logistics of putting the benefits into action
- Maximising the exposure of your sponsorship by ensuring that your logos appear promptly on the Congress website and brochures as per your package

### **CONGRESS VENUE**

#### The Gold Coast Convention and Exhibition Centre is conveniently located in the heart of the Gold Coast, and features a main arena, four exhibition halls and meeting rooms catering for 10 to 6,000 people.

It is Australia's largest regional convention centre, capable of handling corporate and association conferences and meetings, national and international incentives, banquets, exhibitions, concerts, sporting and special events.

Exclusive in size and purpose-designed, the Centre offers state of the art equipment and total wireless technology allowing delegates and visitors to log on to email and the internet from where ever they are in the venue. **gold** convention and coast exhibition centre

The Centre has become renowned for its highly experienced, in-house services which include an on-site Audio Visual team, as well as in-house marketing and public relations support and professional event management.

Whether it's an intimate meeting for 10 or a large-scale event for thousands, the unique multipurpose design of the Gold Coast Convention and Exhibition Centre makes it the perfect choice for events of every size and nature.



### **CONGRESS PROGRAM OVERVIEW**

#### **TUESDAY 17 SEPTEMBER**

0730-1800	Registration
0900-0930	Opening Ceremony Presentation of AIMS Fellowship Awards Welcome by COC Chair
0930-1030	Opening Plenary
1030-1100	Morning Tea & Opening of Industry Exhibition
1100-1230	Concurrent Sessions
1230-1330	Lunch, Posters & Industry Exhibition
1330-1500	Concurrent Sessions
1500-1530	Afternoon Tea & Industry Exhibition
1530-1615	Keynote Presentation
1615-1700	Keynote Presentation
1700-1900	Industry Gala Function



#### WEDNESDAY 18 SEPTEMBER

0730-1700	Registration
0730-0845	Meet the Experts Breakfast session
0900-1000	Keynote Presentation
1000-1030	Morning Tea & Industry Exhibition
1030-1200	Concurrent Sessions
1200-1330	Lunch, Posters & Industry Exhibition
1300-1330	AIMS AGM
1330-1500	Concurrent sessions
1500-1530	Afternoon Tea & Industry Exhibition
1530-1700	Keynote Presentation
1900-2330	Conference Dinner

#### **THURSDAY 19 SEPTEMBER**

0830-1600	Registration
0930-1030	Keynote Presentation
1030-1100	Morning Tea & Industry Exhibition
1100-1230	Concurrent Sessions
1230-1315	Lunch, Posters & Industry Exhibition
1315-1400	Keynote Presentation
1400-1430	Concurrent Sessions
1530-1600	Afternoon Tea & Closing of Industry Exhibition
1600-1715	Keynote Presentation

Please note the program is subject to change

CONGRESS SPONSORSHIP PACKAGES

7

### MAJOR CONGRESS SPONSORSHIP PACKAGES

PREMIUM CONGRESS SPONSOR

(LIMIT 2) \$10,000 As the Premium Congress Sponsor you will receive the following entitlements:

#### Exhibition

• 2 x shell scheme exhibition booths (3x6m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

#### **Registration and Social Functions**

• 4 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

- Your corporate signage prominently displayed on the main stage in the plenary room. Free standing banner to be supplied by sponsor
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo displayed on the Congress registration site
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Logo displayed on Congress holding slides at the Congress
- Acknowledgement as the Premium Congress Sponsor during the Congress including during both opening and closing ceremonies.

### MAJOR CONGRESS SPONSORSHIP PACKAGES

#### CONGRESS SPONSOR

(MULTIPLE) \$7,500 As a Congress Sponsor you will receive the following entitlements:

#### Exhibition

• 1 x shell scheme exhibition booths (3x3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

#### **Registration and Social Functions**

• 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo displayed on the Congress registration site
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Logo displayed on Congress holding slides at the Congress
- Acknowledgement as a Major Congress Sponsor during the Congress including during both opening and closing ceremonies.



### CONGRESS FUNCTION SPONSORSHIP PACKAGES

CONGRESS DINNER SPONSOR

\$5,000



You will receive the following entitlements:

#### **Registration and Social Functions**

• 4 x Dinner tickets

- Your corporate signage prominently displayed during the function. Free-standing banner to be supplied by sponsor
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo displayed on the Congress registration site
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Logo and advertisement printed on the congress booklet / dinner menus
- Acknowledgement as the Congress Dinner Sponsor during the Congress including during both opening and closing ceremonies.

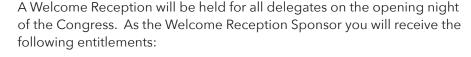




### CONGRESS FUNCTION SPONSORSHIP PACKAGES

#### WELCOME RECEPTION SPONSOR

\$4,000



#### Exhibition

• 1 x shell scheme exhibition booths (3x3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

#### **Registration and Social Functions**

• 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

- Your corporate signage prominently displayed at the event. Free-standing banner to be supplied by sponsor
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo displayed on the Congress registration site
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Logo displayed on Congress holding slides at the Congress
- Acknowledgement as the Welcome Reception Sponsor during the Congress including during the event



DELEGATE SATCHEL SPONSOR

\$2,000

As the sponsor of the Congress satchel you will receive the following entitlements:

#### **Marketing and Promotion**

- Logo displayed on the satchel
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Acknowledgement as the Delegate Satchel Sponsor during the Congress.

CONGRESS APP SPONSOR

\$3,500

The Congress app will be in the hands of all delegates. The app will be available on all iPhones, Android and mobile devices. The Congress app provides delegates with access to the program, exhibitor listings and contacts and much more.

The Congress App Sponsor will receive the following entitlements:

- Sole branding of the mobile event app
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo displayed on the Congress registration site
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Acknowledgement as the Congress App Sponsor during the Congress



LANYARD AND NAME BADGE SPONSOR

\$3,500



This is an exclusive opportunity. The Lanyard Sponsor will have the opportunity to provide your own branded lanyards to the Congress. Lanyards will be worn by all participants of the Congress including delegates, sponsors and exhibitors. As the Lanyard Sponsor your organisations logo will also appear on every name badge card.

You will also receive:

- Logo printed on all lanyards (to be supplied by the sponsor)
- Logo printed on name badges
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Acknowledgement as the Lanyard Sponsor during the Congress.

#### HANDBOOK SPONSOR

This is a unique opportunity to reinforce your brand to all delegates during the Congress. The handbook is a valuable reference tool which is used by all participants during and after the Congress

\$3,500

- Full page colour advertisement (outside back cover) in the Congress Handbook
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Acknowledgement as the Congress Handbook Sponsor during the Congress

WATER BOTTLE SPONSOR

\$3,000

You will have be able to supply a branded drink bottle with your company logo to be distributed to each delegate during registration.

#### **Promotion and Marketing**

- Reusable water bottle or branded drink bottle (to be supplied by sponsor)
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Acknowledgement as the Water Bottle Sponsor during the Congress

#### SESSION PRESENTATION SPONSOR

\$3,000

As a Session Presentation Sponsor your company name will be associated with one of the main plenary speakers within the Program.

Each speaker brings something new to the Program to share with the audience. This can be motivational, educational or a life changing experience.

#### **Registration and Social Functions**

• 2 x Congress registrations (includes morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

- Your corporate signage prominently displayed in the allocated room during the session. Free-standing banner to be supplied by sponsor
- Your company name associated with all promotion of the session including in electronic and printed program
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Logo displayed on holding slides of the speakers session
- Acknowledgement as the Session Sponsor during the Congress



### EXHIBITION SPONSORSHIP PACKAGES

#### EXHIBITION LOUNGE SPONSOR

\$3,000

The Exhibition Lounge will be one of the focal points of the Exhibition. The Lounge will be a great place for delegates to network, relax and provide a unique space to do business. The package will include furniture, the sponsor will have the opportunity to brand and add signage to complete the area at their own expense.

#### Exhibition

• Exclusive sponsorship and naming rights to the lounge with the opportunity to brand the area and place collateral (branding and collateral at the sponsor's expense)

#### **Promotion and Marketing**

- Your corporate signage prominently displayed at the Exhibition Lounge. Free-standing banner to be supplied by sponsor.
- Logo displayed on the Congress website with company profile and hyperlinked to your company website
- Logo on any Congress signage displayed at the venue
- Logo on any Congress marketing materials
- Logo and company profile featured in the Congress app
- Logo and company profile featured in any Congress printed or electronic program materials
- Logo displayed on Congress holding slides at the Congress
- Acknowledgement as the Exhibition Lounge Sponsor during the Congress



### CONGRESS EXHIBITOR PACKAGES

#### EXHIBITION BOOTH

\$3,000

As an exhibitor of the Congress you will receive the following.

#### **Exhibition Booth**

• 1 x shell scheme exhibition booth (3mx3m). Should you have a custom stand the equivalent floor space will be provided.

#### **Registration and Social Functions**

• 2 x Exhibition registration (includes morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)



### SPONSORSHIP AND EXHIBITION CONTRACT TERMS AND CONDITIONS

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor'), **Australian Institue of Medical Scientists** (ABN: 12 945 883 573) and **All Occasions Group Pty Ltd** (ABN 44 109 863 514) ('the Conference Organisers') in relation to the sponsorship and/or use of exhibition space at the **South Pacific Congress** at the Gold Coast Convention and Exhibition Centre ('the Venue') in Gold Coast, Queensland from 17 - 19 September 2019 ('the Conference'). By signing the application form you are indicating your acceptance of these terms and conditions.

#### Acceptance and Allocation

The Conference Organisers, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the Conference Organiser, whose decision will be final.

#### **Application and Payment**

To confirm your acceptance of a Sponsorship or exhibition package please complete the Booking form at the back of this brochure and return to sheila.woodhart@aomevents.com and specify the package required. A confirmation letter will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 21 days. If payment is not received by this date, the package will be released for re-sale. As spaces are strictly limited, returning a Booking Form does not guarantee a place as a Sponsor/Exhibitor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/ Exhibitor.

#### **Cancellation Policy**

Cancellations will be accepted in writing only. A cancellation notice received prior to 3 months from the conference start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the conference start date will be subject to a 100% cancellation fee.

#### Legal Responsibility

The Conference Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Sponsor/ Exhibitor during or in connection with the Conference that results directly or indirectly in any loss, damage, personal injury or death. The Sponsor/Exhibitor agrees to indemnify the Conference Organisers in respect of any claim and demands in respect thereof. The Sponsor/Exhibitor acknowledges that the Conference Organisers are not responsible for any loss or damage to the Sponsors/ Exhibitors property and that all Sponsors/ Exhibitors material and equipment is the sole responsibility of the Sponsor/Exhibitor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Sponsor/Exhibitor contract. In the event that the Conference or Exhibition is cancelled or delayed through no fault of the Conference Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

#### **Exhibitor Manual**

An Exhibitor Manual outlining all technical aspects of exhibiting will be circulated no later than 3 months before the Conference. It will include the following

- Technical details about the venue, final exhibition details and information.
- Contractor details services available to exhibitors and order forms.

#### **Exhibitor Display Rules**

- The Conference Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.
- The allocated exhibition booth must be staffed at all times during the exhibition and removal of any exhibition display must not commence until after the exhibition closes.
- All advertising material, such as banners, must be displayed within the designated booth area.
- Excessive noise that inconveniences other exhibitors or the conference must be avoided.
- Exhibitors must not obstruct aisles and walkways.
- While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

#### **Custom Stand**

All custom stand designs must be approved by the Conference Organisers and the Venue to allow for unrestricted views. Custom booths which aren't open plan (for example a structure with one or more walls) may need to be located against the perimeter of the Exhibition.

#### **Detailed Requirements and Due Dates:**

- The Conference Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates.
- Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material.
- In the event that materials, information or artwork required by the Conference Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed the Organisers are not responsible for any losses sustained as a result.

#### Sponsorships

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Conference Organisers.

You must not do anything where you will, in any way, be represented that you are a partner of the Conference Organisers.

#### Registrations

Sponsors/Exhibitors are not permitted to attend Conference Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Exhibition package. Should Sponsors/ Exhibitors wish to attend the Conference as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

#### **Sponsorship and Exhibition Packages**

Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Conference Organisers. Sponsorship and Exhibition entitlements will not commence until the Booking Form and payment is received by the Conference Organisers.

#### Venue

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.

# SPONSOR AND EXHIBITION APPLICATION FORM



All prices are listed in AUD and exclude GST

#### SOUTH PACIFIC CONGRESS

17–19 September 2019 Gold Coast Convention and Exhibition Centre

#### **CONTACT PERSON\***

\*All correspondence will be directed to this person.

First Name		Surname		
Organisation				
Position				
Address				
Suburb	State		Postcode	Country
Phone		Fax		
Mobile		Email		

#### SPONSORSHIP PACKAGES (please tick preference)

Premium Congress Sponsor	\$10,000	Lanyard and Name Badge Sponsor		\$3,500
Congress Sponsor	\$7,500	Handbook Sponsor	9	\$3,500
Congress Dinner Sponsor	\$5,000	Water Bottle Sponsor		\$3,000
Welcome Reception Sponsor	\$3,500	Session Presentation Sponsor		\$3,000
Delegate Satchel Sponsor	\$2,000	Exhibition Lounge Sponsor	9	\$3,000
Congress App Sponsor	\$3,500			

#### **EXHIBITOR PACKAGES**

Exhibition Booth 3m x 3m

\$3,000

### I/ WE AGREE TO THE TERMS AND CONDITIONS SET OUT IN THIS CONGRESS SPONSORSHIP AND EXHIBITION PROSPECTUS

Signature	Date

Return completed form to:

- All Occasions Group
- A: 12 Stirling Street, Thebarton, SA 5031
- E: sheila.woodhart@aomevents.com
- P: 08 8125 2200
- D: 08 8125 2216
- F: 08 8125 2233





## SOUTH PACIFIC CONGRESS

**17–19 September 2019** Gold Coast Convention and Exhibition Centre

