



SYDNEY NATIONAL SCIENTIFIC CONGRESS

AUSTRALIAN SOCIETY OF ANAESTHETISTS | 20-24 SEPTEMBER 2019

SPONSORSHIP AND EXHIBITION PROSPECTUS



AN INVITATION TO EXHIBITORS

It is a great pleasure and honour to be Convenor of the Australian Society of Anaesthetists National Scientific Congress (NSC) in Sydney in September 2019. It will be an exciting and memorable Congress. As such I'm delighted to invite your organisation to be a part of it.

The 2019 NSC will be held at the recently redeveloped and expanded International Convention Centre in Sydney's Darling Harbour. This state-of-the-art venue has an excellent trade hall immediately adjacent to the delegate's conference space which will provide a premium exhibition experience.

We expect numbers in excess of 1,000 delegates with a significant number of weekend registrants. The Congress and its fantastic social program is timed to be a part of school holidays to encourage delegates to come to Sydney with their families.

We are delighted to welcome wonderful international and local keynote speakers. Our international speakers are Professor Iain Moppett from the UK and Associate Professor Glenn Woodworth from Oregon in the USA.

Our Australian speakers are Professor Colin Royse, A/Professor Lisbeth Evered from Melbourne and Professor Pam Macintyre from Adelaide.

This year's Kester Brown Lecture will be presented by A/Professor Allan Cyna from Adelaide, South Australia.

As you will see from the enclosed material, there are multiple opportunities where your organisation can participate both as an exhibitor and as part of the scientific program.

The scientific program will run over three and a half days from Saturday 21st September to Tuesday 24th September with the trade exhibition bumping in on the 20th and open for the first three days only.

The social program will include the signature Gala dinner event on the Saturday night. The Exhibitors Reception will be on the Sunday evening and there will be a fantastic family event on the final night at Luna Park.

I encourage you to embrace this opportunity to support this excellent educational event by exploring the many opportunities in this prospectus.



Kind regards
Dr Anne Jaumees
NSC Convenor 2019



WHY SPONSOR THE ASA 2019 NATIONAL SCIENTIFIC CONGRESS?

The 2019 National Scientific Congress is the ONLY National Meeting for Anaesthetists in Australia in 2019.

It represents a unique opportunity for exhibitors to display their products and services to a wide cross section of the anaesthesia community within a high quality educational environment.

We anticipate having well over 1,000 anaesthetists and pain medicine specialists in attendance over the three days of trade display and in the newly purpose built – world class Sydney International Convention Centre (ICC).

The ASA recognises and appreciates the significant contribution to our meeting from sponsors and exhibitors. We aim to work collaboratively with exhibitors to ensure a high standard of exposure for your staff and products. This facilitates the development of corporate and professional relationships within the guidelines set out by Medicines Australia.

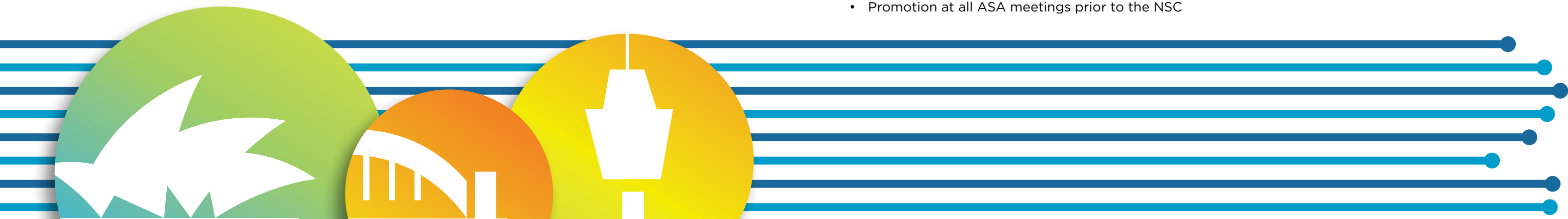
There are many opportunities for sponsors and exhibitors to contribute to both the educational and organisational aspects of the Congress. We look forward to your participation and engagement. Sponsors and exhibitors have always been and will continue to remain a key factor in the success of our meetings.

NSC 2019 COMMITTEE

Anne Jaumees	Convenor	Swapna Sharma	Simulation Co-Coordinator
Alwin Chuan	Scientific Convenor	Malcolm Bannerman	NSW Trainee Representative
Stephanie Phillips	Workshop Coordinator	Christine Velayuthen	Committee Member
Andy Cluer	Workshop Coordinator	Carl D'Souza	Committee Member
Su-May Koh	SGD Co-Coordinator	Anthony Coorey	Trade Liaison/ASA NSC Officer
Ting Ting Liu	Social Co-Coordinator	David Elliott	ASA Scientific Program Officer
Doug Dong	Simulation Co-Coordinator	Denyse Robertson	ASA Senior Events Coordinator

EXHIBITOR AND EVENT EXPOSURE

- Promotion at prior NSC (video and exhibition booth)
- Direct mail promotions
- Inclusion in onsite marketing collateral
- NSC APP - push notifications prior and during the Congress
- Website and electronic promotions
- Advertising in professional journals, both National and International
- Social media campaigns including Twitter, Facebook, LinkedIn posts and YouTube videos post event
- Promotion at all ASA meetings prior to the NSC



INVITED SPEAKERS



Professor Iain Moppett

Iain Moppett is Professor of Anaesthesia and Perioperative Medicine at the University of Nottingham, a consultant anaesthetist at Nottingham University Hospitals, and deputy director of the Health Services Research Centre of the National Institute of Academic Anaesthesia. He has a long-standing interest in improving care for people with hip fractures including the development of the Nottingham Hip Fracture Score, goal-directed fluid therapy, and intravenous iron. Iain is the Safe Surgery Lead for Nottingham University Hospitals and active interest in perioperative medicine and Never Events in surgery.



A/Professor Glenn Woodworth

Dr Woodworth is the Regional Anesthesia and Acute Pain Medicine Fellowship Director, and A/Professor at Oregon Health and Science University in Portland. In addition to his clinical duties, Dr Woodworth is an active education researcher and is particularly interested in the assessment of competency, the effectiveness of different educational methods in medical education, and the use of education technology. He is a past FAER grant recipient for his work on the assessment of ultrasound interpretation skills for regional anaesthesia and is currently the PI for a FAER grant looking at the achievement of competency as determined by the milestones.



Professor Colin Royse

Colin Royse is a Professor of Anaesthesia in the Department of Surgery at the University of Melbourne, and a consultant cardiac anaesthetist at the Royal Melbourne Hospital. His teaching interests include eLearning and is the co-director of eLearning for the Melbourne Medical School. He is co-director of the Ultrasound Education Group at the University which runs a suite of eLearning courses for teaching clinical ultrasound, including the Graduate Certificate, Diploma and Masters of Clinical Ultrasound, the iHeartScan workshop and Simulator based education.



A/Professor Lisbeth Evered

Associate Professor Lisbeth Evered is the Scientific Head of the Research Department of Anaesthesia and Acute Pain Medicine, St Vincent's Hospital, Melbourne. She has over 50 publications in cognitive clinical research as well as being the Associate Editor for BJA and Senior Editor for Anesthesia & Analgesia, and a reviewer for many peer-reviewed journals. Lisbeth also Chairs the International nomenclature consensus working party which has revised postoperative cognitive disorders from research to clinical guidelines. Her main area of research interest is identifying the impact of surgery and anaesthesia on the cognitive trajectory of older individuals.



Professor Pam Macintyre

Professor Macintyre has been the Director of the Acute Pain Service (APS) at the Royal Adelaide Hospital since it was established at the beginning of 1989. She is a Foundation Fellow of the Faculty of Pain Medicine (FPM), Australian and New Zealand College of Anaesthetists (ANZCA) and an examiner for the Faculty. Her key areas of interest are management of acute pain in complex patients, including those who are opioid-tolerant and/or with an addiction disorder; the role of acute pain medicine in the 'opioid epidemic', including prescribing of opioids after discharge from hospital; safety of acute pain management practices; and education related to acute pain medicine.

SOCIAL PROGRAMS

Welcome Reception

Friday 20 September 17:00 - 19:00

Venue: Foyer, Level Two, Sydney ICC

Drop into the ICC and collect your registration information to avoid the Saturday morning rush. The informal Welcome Reception is a great opportunity to catch-up with old and new friends while enjoying delicious canapés and a selection of local wines.



ASA Gala Dinner

Saturday 21 September 19:00 - Midnight

Venue: Grand Ballroom, Level Five, ICC

Theme: The Great Gatsby - think Roaring 1920's flapper dresses, Jazz clubs and gangsters!

Boasting commanding views over Darling Harbour and Sydney CBD, the Grand Ballroom is the perfect location for an evening of fine dining and dancing to the sounds of an exclusive NSC 2019 band.



Exhibitor Drinks

Sunday 22 September 17:30 - 19:30

Venue: The Gallery, Level Two, ICC

Relax and unwind after a busy Congress day with an informal cocktail event that allows delegates to meet and acknowledge the contribution that the exhibitors bring to the Congress.

Family Night

Monday 23 September 18:00 - 21:00

Venue: Luna Park

Whether you're a big kid or a little kid, come and enjoy a fun-filled family night outing at Sydney's iconic Luna Park, located on the shore of Sydney Harbour.



SPONSORSHIP OPPORTUNITIES

All prices are in Australian dollars and are inclusive of GST.

NSC Gold Partner \$38,500

(two opportunities available)

- Premium exhibition space 6m x 6m island space.
- Opportunity to bring your own international/national speaker.*
- The choice of either a breakfast educational session or a lunch educational session (please refer to the entitlements under 'Educational Opportunities').
- One full-page colour advertisement in the September 2018 edition of the ASA magazine, Australian Anaesthetist (value \$3,660) (subject to confirmation and artwork approval).
- One full-page insert (supplied by the sponsor) no larger than A4 size, for inclusion in the delegate envelopes.
- Company logo on NSC signage and a holding slide to be displayed at the beginning of each lecture session and advertising slide for display in the Exhibitor hall on all screens.
- Company logo in the NSC Registration Brochure (subject to time of confirmation).
- An advertisement on the Congress website with a link to your company website.
- Four full delegate registrations to attend all sessions.
- Eight exhibitor registrations to attend all social functions, excluding the Gala Dinner.
- Four tickets to the ASA Gala Dinner.
- Delegate List (subject to privacy laws).

- Partner exhibitors are eligible for a 10% discount off any advertisements booked in ASA publications from October 2018 through to October 2019.

- Four push notifications via the Congress App during the Congress.

* *Opting to bring your own speaker would entail covering all costs associated with that speaker.*

Important Information for all Sponsors & Exhibitors

All corporate branding (signage, company logo, advertisements, etc.) must be provided by the sponsor and requires the approval of the Organising Committee, which has final discretion regarding placement of logos on any published material.

All exhibitors and sponsors will receive a Delegates List (in accordance with the privacy legislation 2001) prior to the NSC, in order that you can organise to meet with individuals during the NSC should you wish. Sponsors should not arrange any events that conflict with NSC activities.

All prices quoted include GST and are in Australian Dollars

EXHIBITION OPPORTUNITIES

All prices are in Australian dollars and are inclusive of GST.

Exhibition Booth \$6,500

- 3m x 3m exhibition booth.
- Back and side walls (2.4m or 2480mm high).
- Two exhibition staff registrations (includes day catering and tickets to the Welcome Reception).
- One standard power point.
- Two spotlights.
- Company name on fascia board.
- Trestle table with table cloth.
- Two chairs.
- Company listing in the NSC Registration Brochure, Congress App and website (subject to time of booking).
- Delegate List (subject to privacy laws).
- Standard exhibitors are eligible for a 5% discount off any advertisements booked in ASA publications from October 2018 through to October 2019.

Entitlements:

- Acknowledgement in the NSC 2019 Registration Brochure (subject to time of confirmation), listing on the Congress App and website.

Exhibition Space Only \$6,000

- 3m x 3m exhibition space.
- One standard power point.
- Two spotlights.
- Two exhibition staff registrations (includes day catering and tickets to the Welcome Reception).
- Company listing in the NSC Registration Brochure, Congress App and website (subject to time of booking).
- Delegate List (subject to privacy laws).
- Standard exhibitors are eligible for a 5% discount off any advertisements booked in ASA publications from October 2018 through to October 2019.

Please note:

- The space only option is available to those exhibitors who will be having a custom stand.
- The exhibitor registrations do not include attendance at the ASA Gala Dinner or the Family Night function.

Entitlements:

- Acknowledgement in the NSC 2019 Registration Brochure (subject to time of confirmation), listing on the Congress App and website.



EDUCATIONAL OPPORTUNITIES

Lunchtime Educational Session \$3,500

(four opportunities available)

- Lunchtime session available on either Sunday or Monday.
- The package covers use of the room and basic audiovisual facilities for a maximum time of one hour.
- Your company will select a speaker and content but all is subject to approval by the committee.
- The committee reserves the right to utilise your speaker elsewhere within the program and your sponsorship will be highlighted.

Entitlements:

- Acknowledgement in the NSC Registration Brochure, via the Congress App and on the website.
- Naming rights to the lunchtime session.
- Opportunity to provide a company-chosen guest speaker.
- Opportunity to provide your own signage at the lunch.
- Inclusion of your logo on the NSC 2019 Congress website with a link to your own website.

Educational Support Grant

Speaker:

- The provision of an unrestricted educational support grant – of a value determined by the company, will be used to support additional speakers to the Congress.
- The support of your company would be highlighted within all promotional literature, Congress App and website, together with a slide in the rotating display on screens in the Exhibition Hall.
- Support acknowledged at each session.
- The value is subject to approval by the Organising Committee.

Concurrent Session:

- The provision of an unrestricted educational support grant, of a value determined by the company, will be used to support a NSC session.
- This is applicable for lectures, workshops and small group discussions, excluding those workshops already offered elsewhere in this prospectus. As all these sessions vary in size and frequency, each session support and value will be reviewed by the Organising Committee on a case-by-case basis.
- The support of your company would be highlighted within all promotional material, Congress App and website.

Entitlements:

- Acknowledgement in the NSC Registration Brochure and on the NSC 2019 Congress website.

Please note: all educational opportunities are subject to Organising Committee approval.

BRANDING OPPORTUNITIES

Congress App \$6,500

The NSC Congress App will be available for delegates to download. Your company may engage the delegates via one of the options below:

- Congress App branding – your company logo to be pinned to the top of the App's news feed for the duration of the App's life and dedicated menu listing for your company in the top four menu selection of the App: **\$6,500** (one opportunity available).
- Send one push notification using the App: **\$500**.
- One tweet/re-tweet from the NSC account: **\$500**.

All branding opportunities are subject to Organising Committee and ASA approval.

Entitlements:

- Acknowledgement in the NSC Registration Brochure and on the NSC Congress website.

Registration Envelope Insert \$1,500

- All delegates will be provided with a envelope upon registration. An insert is a great way to advertise to delegates and provide them with some written information about your company.

Entitlements:

- Acknowledgement in the Registration Brochure and on the NSC 2019 Congress website.
- Up to A4 size, double-sided insert in delegate envelope.

Recharge Stations \$1,500

(four opportunities available)

Engage with delegates as they recharge their mobile devices at your booth:

- Recharge branding – your company logo displayed on the screen at the top of the station

Entitlements:

- Acknowledgement in the NSC Registration Brochure and on the NSC 2019 Congress website.



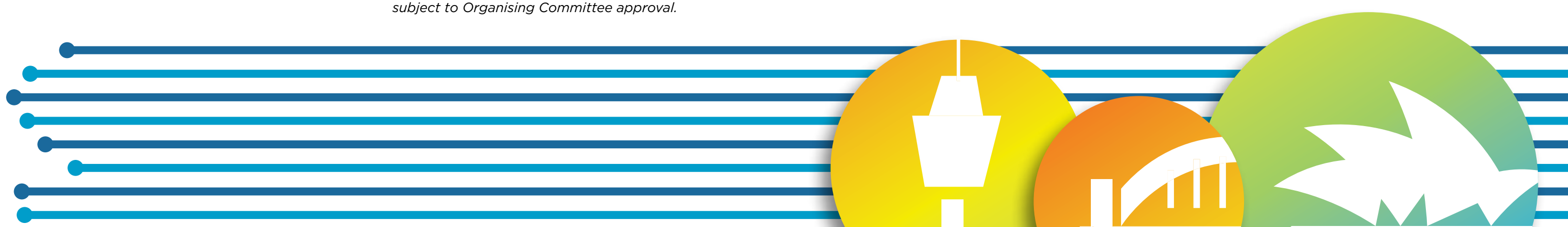
Expression of Interest for Round Pillar Wraps

(up to 15 opportunities available)

As most of you will be aware the Gallery at the ICC is a pillared exhibition space which provides the opportunity for companies to value add to their exposure at NSC 2019 by having a pillar wrap.

If you are interested in taking up this opportunity please indicate on the Application Form.

Please note: price (depending on number required) and placement will be subject to approval.



BRANDING OPPORTUNITIES

Trainee Members Group Lunch and Session Sponsor \$12,000

(Exclusive opportunity)

- 3m x 3m (9sqm) exhibition booth (\$6,500)
- One digital advertising to the Trainee Members Group EDM - vertical top banner (\$2,500)
- Sponsorship of Trainee Members Group Luncheon (\$2,500) includes:
 - 5-10 minutes – an informal presentation opportunity at the TMG Lunch.
 - Opportunity to provide your own signage at the luncheon. (Pull-up banners and flyers).
 - Two invitations to the TMG Lunch.
- Your company logo listed on the event website, and APP.
- Two push notifications (\$500)
- Trainee Sessions, Workshops and Masterclasses on Day 1 and Day 2 branding. (Pull-up banners flyers and holding slide).

Please note: if the above sponsorship is sold the TMG Lunch and sessions only sponsorship will not be available.

Trainee Members Group Lunch Only \$2,500

(Exclusive opportunity)

- 5-10 minutes – an informal presentation opportunity at the TMG Lunch.
- Opportunity to provide your own signage at the luncheon.
- Your company logo listed on the event website, and APP.
- Two invitations to the ASA Trainee Members Group Lunch.

Trainee Members Group Sessions Sponsorship \$3,500

(Exclusive Opportunity)

- Trainee Sessions, Workshops and Masterclasses branding opportunity.
- (Pull-up banners flyers and holding slide)
 - Masterclass/s
 - Trainee stream sessions
 - Workshop/s
- Your company logo listed on the event website and Congress APP.

BRANDING OPPORTUNITIES

ASA Gala Dinner Sponsor \$10,000

(Exclusive opportunity)

The Gala Dinner is included in Delegate Registration and is the highlight of the social program.

- Acknowledgement as the Gala Dinner sponsor in all Congress promotional material.
- Opportunity to make a five-minute address to guests during the Gala Dinner.
- Organisation logo printed on dinner table menus.
- Organisation logo on holding sponsors slides at the start of Congress sessions.
- Opportunity to display organisation banner (supplied by sponsor) at the dinner venue.
- Opportunity to further brand the dinner venue (subject to approval by the Congress Organiser).
- Two complimentary full registrations which includes the Welcome Reception and Gala Dinner.
- Four complimentary tickets to attend the Gala Dinner.
- Opportunity to provide one (1) promotional gift/item with the organisation logo (supplied by sponsor) to be placed on chairs for dinner guests.
- Delegate List (name, organisation and state) provided post Congress, subject to privacy laws.

Important Information for all Sponsors & Exhibitors

All corporate branding (signage, company logo, advertisements, etc.) must be provided by the sponsor and requires the approval of the Organising Committee, which has final discretion regarding placement of logos on any published material.

All exhibitors and sponsors will receive a delegates list (in accordance with the privacy legislation 2001) prior to the NSC, in order that you can organise to meet with individuals during the NSC should you wish. Sponsors should not arrange any events that conflict with NSC activities.

All prices quoted include GST and are in Australian Dollars

Registrations Open

Applications will open to companies wishing to be a Gold Partner at the NSC at 9am AEDT Thursday 17 October 2018

From 9am AEDT Thursday 24 October 2018 applications for all other opportunities will be accepted.

Please note: any applications received before this time and date will not be accepted and will need to be resubmitted.



TERMS AND CONDITIONS

Exhibition

Further information regarding the contracted exhibition build and freight forwarding companies, delivery, hiring goods, electricity and storage, will be included in the Exhibitor Manual provided to each confirmed exhibitor in due course.

Security

The exhibition will be locked each evening and security will be onsite during the exhibition opening times. It is suggested that no valuable items be left at your booth, especially overnight. No responsibility can be taken for any loss or damage to equipment and display materials.

Please note: a Congress ID badge will be required for admission to the Exhibition Hall.

Insurance

All exhibitors must have public liability insurance for the period of the exhibition. The ASA will not be responsible for any loss or injury that may occur to the exhibitor, exhibitor's employees, registrants, the public or property from any cause whatsoever prior to, during and the subsequent period of the meeting.

Exhibitors shall indemnify and hold blameless the ASA from all liability (damage or accident) that might ensue from any cause resulting to or connected with the transportation, placing, removal or display of exhibits.

Contact

To secure sponsorship or exhibition space, please complete the application form and forward to the ASA Senior Events Coordinator at:

Email: sponsorship@asa.org.au

A 50% deposit is required to secure the booking on receipt of invoice.

Allocation of sponsorship and exhibition space(s) will be made strictly in order of receipt of application forms. To ensure your sponsorship selection or the number of booths you require are secured, please book early. Late bookings are possible but choices may be limited.

Please note all entitlements are subject to the time of confirmation (e.g. if the abridged Registration Brochure has already gone to print, then the sponsor would miss out on this entitlement if their 50% deposit had not been paid).

Final payment settlement of all outstanding monies is required by no later than three months after receipt of the deposit or two months prior to the event, whichever is earlier. If full payment is not received within this time, the ASA reserves the right to reassign your sponsorship or display space without notice. However, all attempts will be made to inform all exhibition companies of any need to change to floor plan and their allocation.

Cancellation

Any cancellation of bookings must be made in writing and forwarded to the ASA. Cancellations received before 27 April 2019 will receive a refund of the total amount invoiced, less the non-refundable 50%. Cancellations received after 28 April 2019 will not receive a refund.

Disclaimer

Every effort has been made to present, as accurately as possible, all the information contained in this prospectus.

The ASA act only to procure and arrange these activities and do not accept responsibility for any act or omission on the part of the service providers. No liability is accepted for any inaccuracy, nor for delay or damage, including personal injury or death, howsoever caused resulting from or arising out of reliance upon any general or specific information published in this prospectus. In the event of unforeseen circumstances, the ASA reserves the right to change any or all of these details.

LOCATION AND VENUE

Sydney New South Wales

Sydney is Australia's most famous city, with the majestic Sydney Opera House, the impressive steel arch of the Sydney Harbour Bridge, the sparkling waterways and the white sands of Bondi Beach.

Beneath this glittering surface Sydney has many more enchanting layers to discover. This beautiful cosmopolitan city celebrates its cultural diversity and heritage, and passion for arts and sports.

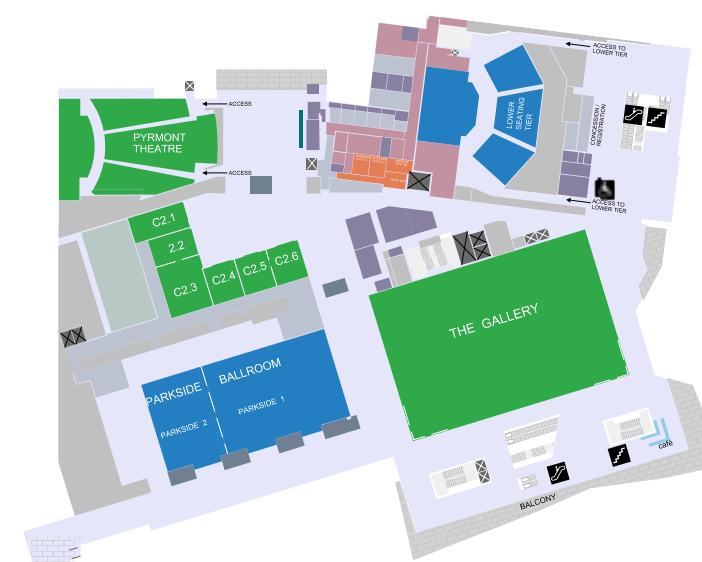
A temperate climate makes Sydney spectacular at any time of the year, and the city's friendly, casual attitude keeps visitors coming back for more!

Venue – Sydney ICC

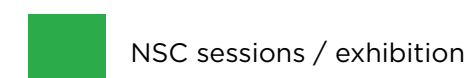
International Convention Centre
14 Darling Drive, Darling Harbour,
Sydney NSW 2000

The International Convention Centre Sydney (ICC Sydney) is located in the active precinct of Darling Harbour on Cockle Bay in the heart of Sydney. Featuring a striking contemporary design, leading technology and multipurpose spaces, with the international and domestic airport just eight kilometres from the Centre, making it a quick and economic taxi ride. for those flying in.

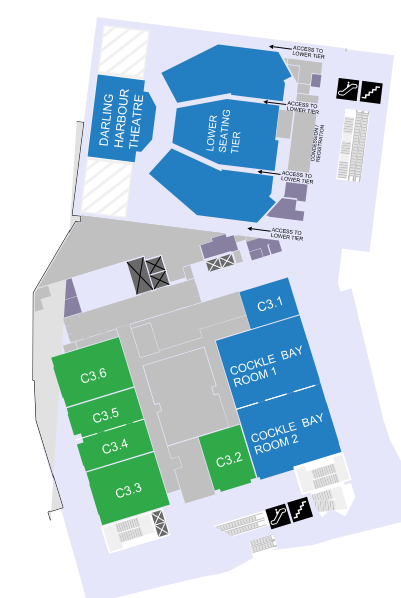
Venue Floor Plans



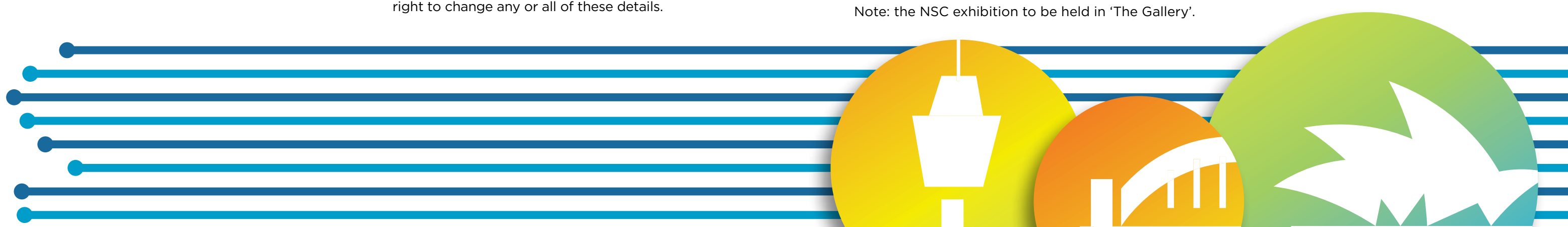
Level Two



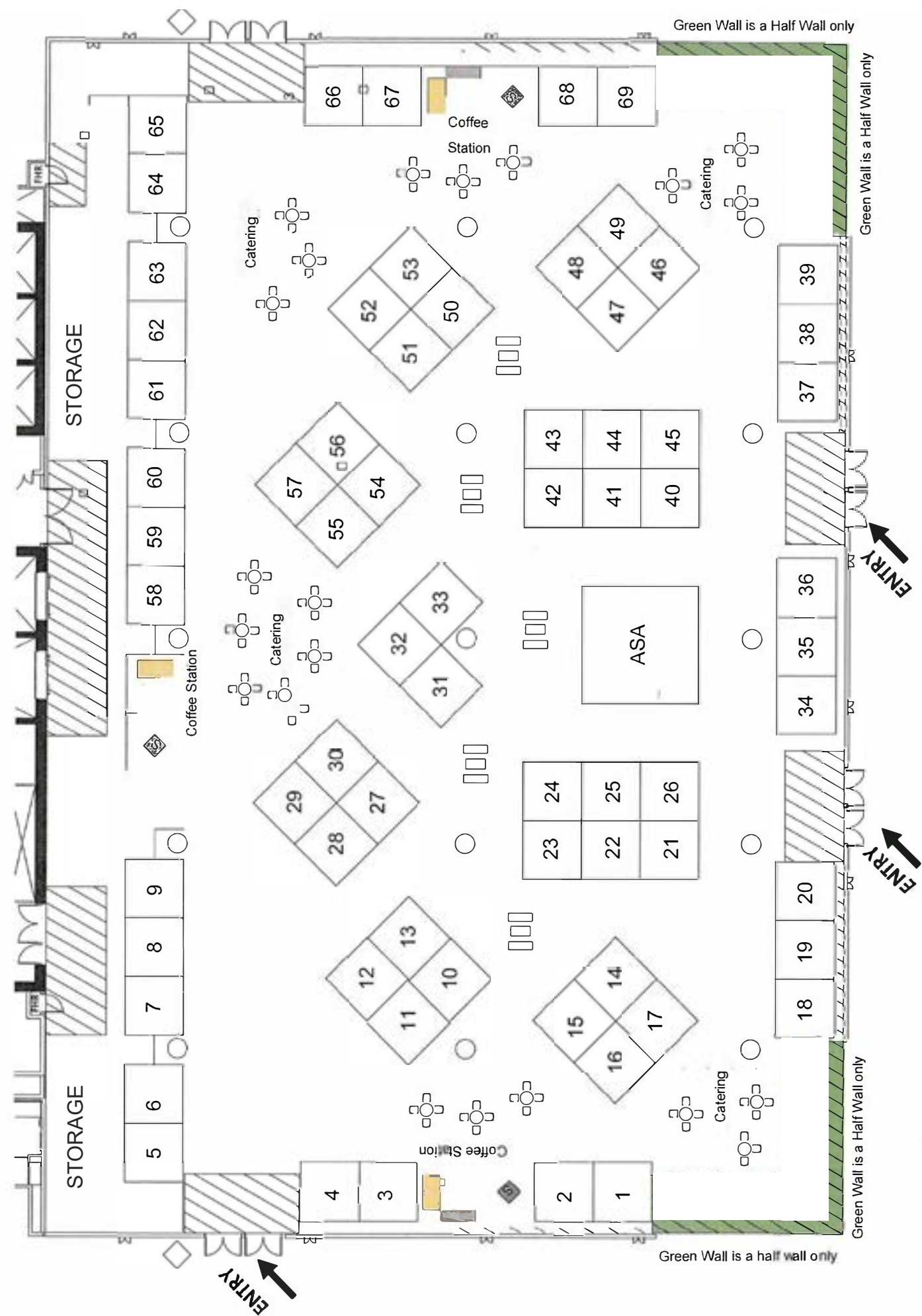
Note: the NSC exhibition to be held in 'The Gallery'.



Level Three



EXHIBITION FLOOR PLAN



APPLICATION FORM

Company Details

Company name:
Contact name:
Postal address:

ABN:
Phone:
Mobile:
Email:

NSC Sponsor

☐ NSC Gold Partner \$38,500 incl. GST
☐ Company chosen speaker cost negotiable
NSC sponsor total amount(A\$): \$

Exhibition

☐ Single booth \$6,500 incl. GST
☐ Space only \$6,000 incl. GST
Please specify desired booth number(s):
First choice:
Second choice:
Third choice:
Total number of booths required:
Exhibition total amount (A\$): \$
Competitors that you would like to be distanced from:

Educational

☐ Lunch session (Sun-Mon) \$3,500 incl. GST
☐ Educational grant Cost negotiable
Educational total amount (A\$): \$

Trainee Members Group Sponsorship

☐ TMG Lunch and Sessions \$12,000 incl. GST
☐ TMG Lunch only \$2,500 incl. GST
☐ TMG Sessions only \$3,500 incl. GST

Please forward applications to:
Denyse Robertson | Senior Events Coordinator
E: sponsorship@asa.org.au | T: 02 8556 9717

EOI Pillar Wraps

☐ Yes, please contact

Branding

☐ ASA Gala Dinner \$10,000incl. GST
☐ Recharge station \$1,500 incl. GST
☐ Congress App branding \$6,500 incl. GST
☐ 1 push notification \$500 incl. GST
QTY total notifications (A\$):
☐ 1 tweet/re-tweet \$500 incl. GST
QTY total tweets (A\$):
☐ Registration envelope insert \$1,500 incl. GST
Branding total amount (A\$): \$
Additional registrations
☐ Additional registrations \$550 incl. GST
QTY total amount (A\$):
Additional registrations total (A\$): \$

Payment Options

Payment type
☐ Electronic funds transfer ☐ Cheque
☐ MasterCard ☐ Visa
Cardholder's name:
Card number: / / /
Expiry date: /
Cheques payable to:
Australian Society Anaesthetists Ltd
Postal Address:
Australian Society of Anaesthetists Ltd
NSC 2019
PO Box 6278, North Sydney NSW 2059

Acceptance of Terms & Conditions

☐ I have read and understood the terms and conditions.

Registrations Open

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From 9 am AEDT Thursday 24 Oct. 2018 applications for all other opportunities will be accepted.
Please note: any applications received before this time and date will not be accepted and will need to be resubmitted.

sponsorship@asa.org.au
www.asa2019.com.au

2019 Congress Organisers

ICE Australia

Telephone: 02 9368 1200

Email: info@iceaustralia.com

Website: www.iceaustralia.com

