



**ESA-SRB Annual Scientific Meeting,  
26<sup>th</sup> – 29<sup>th</sup> August 2012  
Gold Coast Convention and Exhibition Centre**



## **INTRODUCTION**

In 2011 the ESA joined with APEG to hold a successful meeting in Perth (600 delegates) whilst the SRB hosted a World Congress on Reproductive Biology in Cairns (500 delegates). Both groups come back together in 2012 on the back of these strong events and look forward to seeing records fall at their 2012 meeting on the Gold Coast.

Prospective trade partners are reminded that they will see Endocrinologists, Registrars, Researchers and Allied Health workers on every day of the meeting. As well, on the 28<sup>th</sup>, the Diabetes Educators will also be onsite as they conduct their full day of activities.

The ESA and SRB appreciate the ongoing support of their trade partners and again hope you find reward in supporting what has become a very strong meeting.

Naturally we hope to see you in Gold Coast.

***Vicki Clifton (ESA President)  
Mark Hedger (SRB President)***

## **OPPORTUNITIES for SPONSORSHIP and TRADE**

The Exhibition will be in Halls 1 and 2 of the Gold Coast Convention and Exhibition Centre. This large space will allow for the large 9x9m spaces preferred by many sponsors and exhibitors. In a variation to the past, spaces will now be allocated according to two criteria – the date the order is received – and also the level of sponsorship the exhibitor is committing.

Official setup is all day on Sunday 26<sup>th</sup> August 2012. There is no delegate activity in the hall that day. However in response to the needs of some of the more complex builds, custom stand builders can apply for access on Saturday 25<sup>th</sup> August. There is an additional nominal access fee for this privilege to cover the extra costs for the conference. The formal end of the ESA/SRB display is last session on Tuesday 28<sup>th</sup> August, though those staying for ADS-ADEA continue to use the sites until Friday 29<sup>th</sup> lunchtime. Exhibitors not staying on for ADS/ADEA must teardown their display at 4pm on Tuesday 28<sup>th</sup> August as the space will be re-used immediately.

Opportunities for trade participation at the conference exist through sponsorship, the trade exhibition and advertising. The products are detailed on the following pages. All morning & afternoon teas and lunches will be served in the exhibition area. Trade participants can expect to see delegates at these times each day. Based on past history, the meeting expects to attract well over 700 delegates. The memberships are made up of clinicians, researchers, educators, project managers and professional support staff.

Please note the following guidelines for the exhibition display in 2012:

- All Sponsorships include exhibition space.
- No single organisation can have more than a 81m<sup>2</sup> space.
- No spaces come automatically with a booth construction. This will be an extra charge for those requiring it of around \$450 per 3x3 space.
- Build access charge on Saturday 25<sup>th</sup> is \$600 per exhibit.

**To participate, please complete the application form on the last page and fax or email back to ASN. Sites will be allocated in order of receipt of these orders, and level of sponsorship. Sponsors from 2011 are given a fortnight to make priority selections in advance of release of the document to all interested parties.**

*Gavin Spencer-Pitts*

***Sponsorship and Trade Liaison  
ASN, PO Box 200, Balnarring Vic 3926  
Ph; 03 5983 2400 Fax; 03 5983 2223  
Email; gsp@asnevents.net.au***

**Exhibition**    3x3m space, \$2,750  
                       6x6m space, \$7,600  
                       9x9m space, \$13,500 (site selection subject to ADS-ADEA sponsorship level)

**As an Exhibitor you will receive the following benefits:**

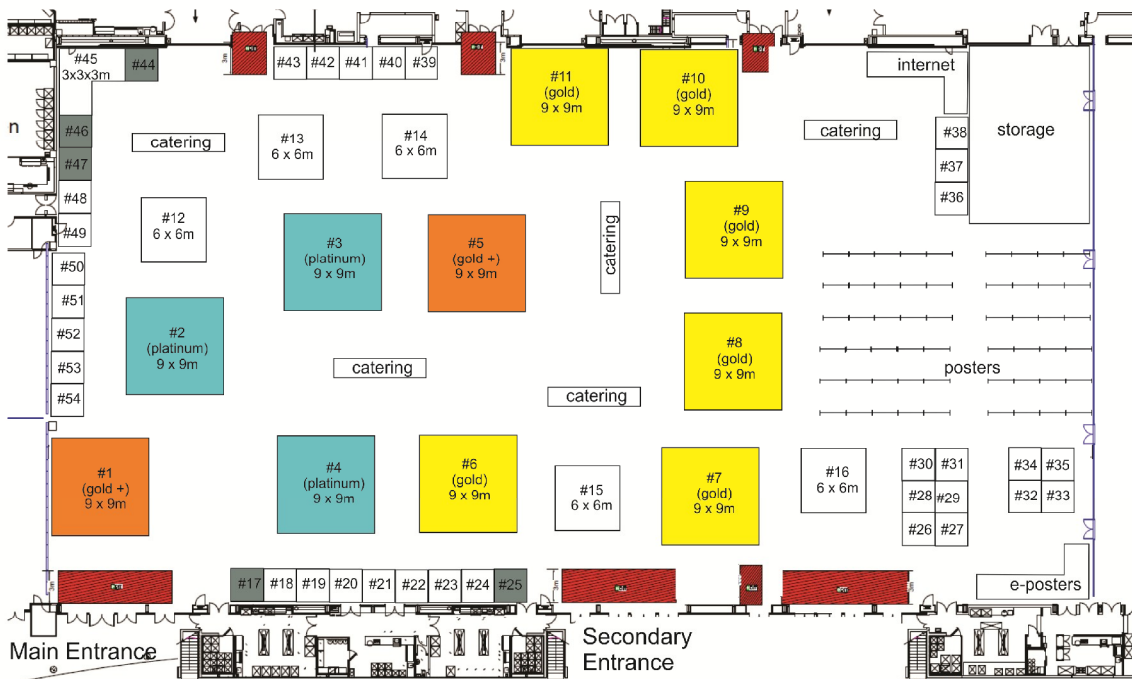
- Exhibition space - please note booth construction is **not** included. If required it is an additional \$450 per 3x3m space. Power connection is included and it must be connected by the authorized electrician. Selections can be made from the floor plan below.
- **Two** trade passes per 3x3m site. These passes include morning tea, lunch and afternoon tea every day, the welcome function (sun), a delegate book and access to conference sessions subject to space availability. They do not include a satchel **nor** the conference dinner. Additional passes are offered at the student conference rate. Social activity tickets will be available for purchase.
- Listing in the Final Program with a 50 word description (100 words and logo for sponsors) of your Company's products and services
- A detailed exhibitor manual to facilitate the logistics of setup and participation.

**Notes:**

- Set up is on Sunday 26<sup>th</sup> August for all exhibitors and must be completed 8am on Monday 27<sup>th</sup>.
- All trade participants must observe the trade guidelines (refer later this document).
- Floor plan – spaces are reserved according to the following guide

Grey = Bronze Sponsor reserved position  
 White = Silver Sponsor reserved position  
 Yellow = Gold Sponsor reserved position  
 Orange = Gold Plus Sponsor reserved position  
 Blue = Platinum Sponsor reserved position

2012 ESA - SRB - ADS - ADEA Exhibition Floor plan



## ESA-SRB SPONSORSHIPS

*Sponsorships are designed mindful of the Medicines Australia guidelines. Medicine Australia has confirmed the sponsorship structure meets their criteria. There are a number of benefits common to all item sponsorships and they should be read in conjunction with those offered for each specific product. They include:*

- Promotion of role on Conference signage and in printed material.
- A Link to your website from the Conference website.
- Distribution of a single item of promotional material in the Conference satchel.
- Listing in final program with 100-word description of your Company products/services.
- A delegate list provided after the Conference.

### Gold Sponsor

\$20,000

- An included 9x9m reserved space in the exhibition hall. Sites 6, 7, 8, 9, 10 and 11 are set aside for Gold sponsors and these are in the most sought after and high profile positions in the exhibition hall. Note – placement subject to ADS-ADEA sponsorship level.
- Acknowledgment throughout preparation and conduct of the conference as a Gold Sponsor.
- Largest logo positions on the entrance signage.
- Special logo acknowledgement on conference web page – double time rating
- Naming rights to a symposium (selection made from the program prepared by the POC).
- Either (allocations are made in order of application):
  - Naming rights to **satchel**.
  - Naming rights to the **delegate proceedings** (logo in footer of all pages).
  - Naming rights to the **conference lanyard**
  - Naming rights to the **pocket timetable/diary**
- Full page black and white advertisement in the conference proceedings (rear cover in colour for the delegate proceedings sponsor)
- 5 registrations and invitations to the conference dinner.
- Option to host a commercial symposium at a 60% discount

### Silver Sponsor

\$12,000

- An included 6x6m reserved space in the exhibition hall. Sites 12, 13, 14, 15 and 16 are set aside for Silver sponsors. 6x6m spaces offer a premium exhibition position while giving sponsors the option to build a smaller cost effective stand. Note – placement subject to ADS-ADEA sponsorship level. Sponsors can have the option to upgrade to a 9x9m space for an additional \$2,500.
- Acknowledgment throughout preparation and conduct of the conference as a Major Sponsor.
- Logo positions on the entrance signage.
- Special logo acknowledgement on conference web page – single time rating
- Naming rights to a symposium (selection made from the program prepared by the POC).
- Either (allocations are made in order of application):
  - Naming rights to the **conference dinner** (Tuesday).
  - Naming rights to the **welcome function** (Sunday).
  - Naming rights to a **conference lunch** (Tuesday or Wednesday).
  - Naming rights to the **student function** (Monday)
  - Naming rights to the **Internet Cafe**
- Half page black and white advertisement in the conference proceedings
- 2 registrations and invitations to the conference dinner.
- Option to host a commercial symposium at a 30% discount

## Bronze Sponsors

\$6,000

- An included 3x3m reserved space in the exhibition hall. 3x3m spaces offer a premium exhibition position while giving sponsors the option to build a smaller cost effective stand, or have a shell scheme prefabricated booth built for them. Sponsors can have the option to upgrade to a 6x6m space for an additional \$4,000, or a 9x9m space for an additional \$6,500
- Sponsorship of the Concurrent Symposium Session of your choice - **OR** the student function (Monday night) **OR** a tea break **OR** poster session.
- Promotion of role as a Sponsor, with acknowledgment in promotional material.

## Commercial Symposium/Activity

\$3,000

Trade partners are invited to submit proposals for workshop, satellites meetings or other professional activities. These can be held during breakfast time slots on Monday or Tuesday.

Subject to timing constraints, accepted sessions will be included in the online registration process. When conflicting requests are received, priority will be given to applications from Principal sponsors. There is a maximum of three breakfast positions available each day of the conference,

### **Benefits include:**

- Use of one of the conference rooms booked by the ESA-SRB
- Provision of the standard audio visual facilities being used by the conference (screen, lectern, pa, data projector).
- Email announcements in bulletins to the delegates.
- Complimentary session passes for presenters involved in the session (not applicable to delegates).
- Listing of the activity on the web page along with pre-booking instructions.

All other costs are to be met by the applicant. The final time slots on offer and whether your proposal can proceed are at the determination of the Program Committee and will not be finalised until around Easter in 2012. In order to be considered, please note the following conditions which **must** be adhered to:

The hosting organisation needs to formally submit to the POC Chair, through ASN Events, details of their proposal including:

- a. the proposed/preferred date, time and location of the Activity
- b. the proposed name of the Activity
- c. the nature of the activity
- d. planned speakers and their topics if applicable

The first draft of the proposal must be submitted to ASN by March 30<sup>th</sup> 2012. The Committee may open discussion with the applicant to ensure a positive outcome. Their assessment will primarily be based on whether the planned Satellite will or will not conflict with the main Annual Scientific Meeting content. The POC reserves the right to appoint a chairperson to the session in consultation with the proposer.

## ADVERTISING

### Advertising in the Delegate Book of abstracts

B&W advertising positions are provided in the Book of Abstracts distributed to all delegates. Advertisements must be provided art ready, to size, in appropriate electronic format. The document is A4 size.

Full page, run of book	AUD \$600
Half page	AUD \$400

### Satchel insert

\$600

A single insert will be placed in each delegate satchel for those taking up the satchel insert option. A single insert is defined as a single item to maximum dimension 210x300mm and can be a number of sheets if they are already collated and held together by a staple or folder.

### Website Banner advertising

\$2500

Placement of a 120 x 600 pixel skyscraper banner on the conference website. The banner can be linked to a website of your choice, will be clearly visible from every page of the website, and can include graphics and animations. The price stated is inclusive of 5000 banner views.

### Reminder – related meetings

#### **ESA Clinical Weekend (24 - 26 Aug 2012)** details on application

A number of sponsorship products exist at the ESA clinical weekend which will attract about 200+ clinicians. It will be held from Friday 24<sup>th</sup> to Sunday 26<sup>th</sup> August at Peppers Salt Resort at Kingscliff, just south of the Gold Coast. Organisations interested in this activity should contact ASN and request the sponsorship package. There is no opportunity for trade display at the clinical weekend itself.

#### **ESA Seminar Weekend (27-29 April 2012)** details on application

A number of sponsorship products exist at the ESA Seminar which will attract about 200+ registrars, trainees and clinicians. It will be held from Friday 27<sup>th</sup> to Sunday 29<sup>th</sup> April at the Peppers on the Sand, Torquay. Organisations interested in this activity should contact ASN and request the sponsorship package. There are trade displays and sponsorships available.

## **TRADE PARTICIPATION RULES AND GUIDELINES**

Whilst ASN's approach to exhibition management is to facilitate the interaction with trade and provide an environment where all trade participants can maximise the value of their investment in the conference, some competitive approaches of past participants has meant we must now introduce a number of rules and guidelines for exhibition behaviour. Please ensure all of your staff are aware of the following conditions on participation.

1. **Exhibitor responsibilities** - principal(s) and/or employee(s) of the exhibitor must be present in the exhibit space at all times during the open hours of the Exhibition
2. **No dismantling** or packing may start before the official close of the exhibition without the written permission of the organisers.
3. **Displays and decorations** - merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls. No exhibit, merchandise, equipment, trunks, cases or packing materials shall be left in any aisle, but shall be confined to the exhibit space. No trunks, cases or packing materials shall be brought into or out of the exhibit space during exhibit hours. No signs, advertising devices or merchandise shall be displayed outside the exhibit space or project beyond limits of exhibit space.
4. **Construction** - standard booth constructions can only be supplied and constructed by the approved conference decorator. The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid a raw exposure to a neighbouring booth. If the exhibitor does not comply with the above standards, the organisers will have the decorator drape the area and bill the exhibitor.
5. **Exhibit personnel** - all participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. Complimentary entitlements are outlined in correspondence to your representative and reflect overall space size and sponsorship support.
6. **Amendments to exhibition layout** - while every effort is made to preserve the published layout of the exhibition, the organisers shall be entitled to vary the layout if this is in the general interest of the exhibition.
7. **Subletting of exhibit space** - exhibitors are prohibited from assigning or subletting their exhibit space or any part of the space allotted to them. Exhibitors cannot exhibit or permit any merchandise or advertising materials to be exhibited in their space that are not part of their own regular products. It is not permitted for money to change hands (including credit card payments) for products, merchandise, membership, or services of any kind in the exhibit hall. Orders may be taken for payment at a later date.
8. **Noise** - exhibitors may not use audible electronic, mechanical apparatus, or open audio systems which may be heard outside the exhibitor's assigned space. The organisers reserve the right to require any exhibitor to discontinue any activity that may cause annoyance or interference with others.
9. **Exhibitor conduct** – the exhibitor and its representatives shall not congregate or solicit trade in the aisles or other common areas of the venue.
10. The exhibitor shall **refrain** from any action that will distract delegates from attendance at any official meeting or function of the conference. The exhibitor shall not enter another exhibitor's space without invitation or when unattended.
11. Exhibitors are to **respect the rights assigned to sponsors**. These rights include (and are not restricted to) lanyard naming rights. Using, making available or handing out alternate branded lanyards is forbidden though exhibitor staff may use a product neutral lanyard supplied by the organisers.
12. **Social events** - social events may not be arranged for delegates during the scientific programme (including the satellite symposia), or during the opening ceremony, the cultural evening and the reception or the gala banquet without the full consent of the local Organising Committee.
13. **Closing of exhibit** – the organisers shall be entitled to terminate an exhibitors participation forthwith, close the exhibit and remove the exhibitor's property from the exhibit space at any time for failure by exhibitor or its duly authorised assignee or any of its officers, agents, employees or other representatives to perform, meet or observe any Term, Condition, or Rule set forth herein, and such exhibitor shall not be entitled to a refund of any payment.

## ESA/SRB Annual Scientific Meeting, 2012

### SPONSORSHIP/EXHIBITION APPLICATION FORM

If you wish to confirm your interest in Sponsorship/Exhibition for the **ESA/SRB 2012 ANNUAL SCIENTIFIC MEETING**, please complete the form below by ticking the appropriate boxes. Return it by fax to the Secretariat. A Tax Invoice will then be produced and payment requested.

**NB: All prices are in \$AUD, and exclusive of GST applied at a rate of 10%.**

Organisation Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Contact Person \_\_\_\_\_

Name

Position

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_

Email \_\_\_\_\_

In accordance with the following terms, conditions, and regulations governing exhibits and sponsorship of the ESA-SRB 2012 ASM to be held in Gold Coast, Australia, August 26<sup>th</sup> to 29<sup>th</sup> 2012, the undersigned hereby makes application for exhibit space(s) and/or sponsorship items which, when accepted by the Conference becomes a contract. Terms and Conditions listed in the Sponsor and Exhibitor Prospectus under Exhibitor/Sponsor Terms, Conditions and Rules are part of this contract. Failure to abide by such terms, conditions and rules results in forfeiture of all monies paid or due to the conference under the terms of this agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

#### Sponsor

Preferred Item \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Exhibitor (ASN will apply discount for sponsors)

Booth preferences \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Shell scheme booth (\$450 per 3x3m space) Amount: \$ \_\_\_\_\_

Advertiser page size \_\_\_\_\_  
artwork to be supplied by client Amount: \$ \_\_\_\_\_

Satchel Insert (\$600) single item Amount: \$ \_\_\_\_\_

Custom stand builder priority Saturday access(\$600) Amount: \$ \_\_\_\_\_

**TOTAL: \$ \_\_\_\_\_**

Plus 10% GST \$ \_\_\_\_\_

#### PAYMENT INSTRUCTIONS

1. 50% due on invoice, balance to be paid by 10 May 2012.
2. Cheques/bank draft in Australian dollars made payable to 'ASN Conferences' and forwarded to:  
ASN Events, PO Box 200, Balnarring, Victoria 3926, Australia.
3. The Organising Committee reserves the right to refuse any application.
4. Exhibitors and Sponsors agree to abide by such conditions as laid down by the Organising Committee and agree not to violate any of the lease conditions of the building in which the Conference is being held.
5. Any cancellation must be in writing. Monies less a cancellation fee (\$100) will be refunded **only** if the space can be re-sold.

**FAX TO 0(+61) 3 5983 2223**  
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