

# **SPONSORSHIP PROSPECTUS**

16 – 19 October 2005  
Sydney Convention & Exhibition Centre  
Darling Harbour, Sydney, NSW

**Haematology Society of Australia and New Zealand**  
**Australian & New Zealand Society of Blood Transfusion**  
**Australasian Society of Thrombosis and Haemostasis**  
**2005 Annual Scientific Meeting**

# **SPONSORSHIP**

  

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## Invitation

The Haematology Society of Australia and New Zealand (450 members), the Australian & New Zealand Society of Blood Transfusion (450 members including those with an interest in apheresis) and the Australasian Society of Thrombosis and Haemostasis are holding their combined Annual Scientific Meeting and Trade Exhibition in Sydney in October 2005. It is anticipated that approximately 400-500 delegates (including clinicians, scientists and nurses) will attend this Annual Scientific Meeting.

The meeting will again include participation from many special interest groups including the Australasian Leukaemia and Lymphoma Group and the Bone Marrow Transplant Scientists Association of Australasia.

The 2005 Annual Scientific Meeting will be held at the Sydney Convention & Exhibition Centre, Darling Harbour, Sydney, Australia from 16 - 19 October 2005.

## Invited Speakers

- Professor Tiziano Barbui, Ospedali Riuniti, Bergamo, Italy
- A/Professor Lynn Boshkov, Oregon Health & Science University, USA
- Dr Kenneth Clemetson, Theodor Kocher Institute, University of Bern, Switzerland
- Dr Roger Dodd, American Red Cross Holland Laboratory, USA
- Dr Margaret A. Goodell, Baylor College of Medicine, USA
- Ms Sandra Gray, SNBTS, Scotland
- Professor Alois Gratwohl, Division of Hematology, Kantonsspital Basel, Switzerland
- Dr Thomas J. Kipps, UCSD Cancer Center, University of California, USA
- Dr Agnes Lee, Henderson General Hospital, Hamilton Health Sciences, Canada
- Dr Jill Storry, Lund Hospital, Sweden
- Professor Pier Luigi Zinzani, Institute of Hematology and Oncology L. e A. Seragnoli, University of Bologna, Italy

## Promotion

To ensure maximum attendance, the Annual Scientific Meeting will be promoted in Australia and overseas through:

- Direct mail
- On site promotion at allied meetings leading up to the meeting
- Listings in journals and newsletters
- An active web page
- The first announcement and the Meeting Registration Brochure, which will be widely distributed to members of the three societies and allied groups
- Via press releases in the print media and at allied meetings around Australia leading up to the Meeting

## Invitation to Participate as a Sponsor

A number of sponsorship packages are outlined on the following pages. Sponsorship packages are negotiable and the Meeting Organising Committee would be interested to discuss ideas that best suit the marketing objectives of your company. We would be happy to consider any additional initiatives that you might wish to suggest.

## Trade Exhibition

A trade exhibition featuring the latest products and services will be held from the evening of Sunday 16 October until the afternoon of Wednesday 19 October. Information about the exhibition and a floor plan are included in this Prospectus.

Your support is encouraged and welcomed.

A/Professor Harry Iland  
For HSAZ

Dr Amanda Thomson  
For ANZSBT

Dr Chris Ward  
For ASTH

## Important Dates

Sponsorship	Early confirmation of sponsorship will ensure inclusion of your company's logo and information in the registration brochure due for distribution in April 2005.  An electronic copy of the logo should be sent to the Meeting office together with copy for the promotional paragraph for the registration brochure
Trade Exhibition	Completed application forms by 1 July 2005 (Applications will be accepted after this date but we recommend early booking to ensure the best location for your company)
Allocation to Exhibition Sites	<b>July 2005</b>

### Important Dates

Initial deposit	With booking form
Final payment	1 July 2005
Trade bump in	16 October 2005
Trade dates	16 October – 19 October 2005
Conference	Sunday 16 October to Wednesday 19 October 2005

## **Sponsorship Opportunities**

*All prices contained in this document are inclusive of GST*

### **Platinum Sponsor (3 opportunities only)**

**AUD \$55,000**

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#### **Entitlements**

The opportunity – reserved for Platinum Sponsors alone - to suggest a major speaker for the Scientific Program. The speaker and topic must be advised in advance to the Committee and must fit into the overall theme of the program. The speaker suggested will be integrated into the existing program structure and will also be offered the opportunity to present a Master Class.

The sponsorship will be acknowledged in the registration brochure, on the web site and in the Handbook whenever the speaker's name appears.

The Sponsor is responsible for meeting all costs connected with bringing the speaker to Sydney.

Plus:

Naming rights to one of the following opportunities

#### **International Keynote Speaker** (subject to approval by the speaker)

- Corporate slide on the screen before and after the session
- Acknowledgement in the registration brochure, on the web site and in the Handbook whenever the keynote speaker's name appears
- Acknowledgement by the Chair of the session

OR

#### **Plenary Session**

- Corporate slide on the screen before and after the session
- Acknowledgement by the Chair of the session
- Acknowledgement in the registration brochure, on the web site and in the Handbook

OR

#### **Internet Cafe**

An Internet Café will be set up with 5 computer terminals providing full internet access. It will be available to all meeting delegates and will be an integral part of the trade exhibition.

- Acknowledgement (with logo) on the screen saver of computers in the Internet Café area (company to provide screen saver on disk)
- Opportunity to provide hotlinks to appropriate commercial sites hosted by your company.
- Company logo used as "wallpaper" on computers to be used by delegates

#### **Welcome Reception and Conference Dinner**

Platinum Sponsors may also negotiate with the Committee for naming rights to the Welcome Reception and Conference Dinner at a premium in addition to their sponsorship.

## **Additional Benefits**

- Acknowledgement as a ***Platinum Sponsor*** by the Chairperson at the opening of the Annual Scientific Meeting
- Nominated as Platinum Sponsor with prominent logo on
  - Front cover of the registration brochure
  - Annual Scientific Meeting Handbook
  - Annual Scientific Meeting Web site (with hotlink to company's own site)
- Promotional paragraph in registration brochure, handbook and on web site
- Four complimentary Annual Scientific Meeting full registrations including attendance at all scientific sessions and social events
- Two complimentary Exhibition Packages:
  - Two 3 metre x 3 metre exhibition booths
  - Two complimentary exhibitor registrations
- Premium exhibition location
- Additional exhibition booths at discount price of AUD \$4,000
- One full page colour advertisement in the Annual Scientific Meeting Handbook
- One 2-page A4 insert in participants satchels
- Opportunity to direct mail participants prior to Annual Scientific Meeting (to be organised through ASM office – postage costs to be met by the sponsor)
- Participant list on disk after the Meeting. (NOTE: The participant list will contain full contact details only for those delegates who have agreed to have these details published)

**Entitlements**

Naming rights to one of the following opportunities

**International Keynote Speaker** (subject to approval by the speaker)

- Corporate slide on the screen before and after the session
- Acknowledgement in the registration brochure, on the web site and in the Handbook whenever the keynote speaker's name appears
- Acknowledgement by the Chair of the session

OR

**Plenary Session**

- Corporate slide on the screen before and after the session
- Acknowledgement by the Chair of the session
- Acknowledgement in the registration brochure, on the web site and in the Handbook

OR

**Internet Cafe**

An Internet Café will be set up with 5 computer terminals providing full internet access. It will be available to all meeting delegates and will be an integral part of the trade exhibition.

- Acknowledgement (with logo) on the screen saver of computers in the Internet Café area (company to provide screen saver on disk)
- Opportunity to provide hotlinks to appropriate commercial sites hosted by your company.
- Company logo used as "wallpaper" on computers to be used by delegates

**Welcome Reception and Conference Dinner**

Gold Sponsors may also negotiate with the Committee for naming rights to the Welcome Reception and Conference Dinner at a premium in addition to their sponsorship.

**Additional Benefits**

- Acknowledgement as a **Gold Sponsor** by the Chairperson at the opening of the Annual Scientific Meeting
- Nominated as Gold Sponsor with prominent logo on
  - Front cover of the registration brochure
  - Annual Scientific Meeting Handbook
  - Annual Scientific Meeting Web site (with hotlink to company's own site)
- Promotional paragraph in registration brochure, handbook and on web site
- Four complimentary ASM full registrations including attendance at all scientific sessions and social events
- Two complimentary Exhibition Packages in premium location
  - Two 3 metre x 3 metre exhibition booths
  - Two complimentary exhibitor registrations
- Additional exhibition booths at discount price of AUD \$4,000
- One full page colour advertisement in the Annual Scientific Meeting Handbook
- One 2-page A4 insert in participants satchels

- Opportunity to direct mail participants prior to Annual Scientific Meeting (to be organised through ASM office – postage costs to be met by the sponsor)
- Participant list on disk after the Meeting. (NOTE: The participant list will contain full contact details only for those delegates who have agreed to have these details published)

**Entitlements**

Naming rights to one of the following opportunities

**Invited Australian Speaker** (subject to approval by the speaker)

- Corporate slide on the screen before and after the session
- Acknowledgement by the Chair of the session
- Acknowledgement in the registration brochure and handbook whenever the invited speaker's name appears

OR

**Lunch**

- Corporate signage (at company's expense) in the lunch area
- Acknowledgement in the registration brochure and handbook
- Opportunity to place promotional material (at company's expense) on tables during lunch

**Additional Benefits**

- Acknowledgement as a ***Silver Sponsor*** with corporate logo appearing in:
  - Registration brochure
  - Annual Scientific Meeting Handbook
  - Annual Scientific Meeting Web Site (with hotlink to company's own site)
- Promotional paragraph in registration brochure, handbook and on web site
- Three complimentary Annual Scientific Meeting full registrations including attendance at all scientific sessions and social events
- One complimentary Exhibition Package:
  - One 3 metre x 3 metre exhibition booth
  - One complimentary exhibitor registration
- Preferential exhibition location
- One half-page black and white advertisement in the Annual Scientific Meeting handbook
- One A4 insert in participants satchels
- Opportunity to direct mail participants prior to Annual Scientific Meeting (to be organised through ASM Management – postage costs to be met by the sponsor)
- Participant list on disk after the meeting. (NOTE: The participant list will contain full contact details only for those delegates who have agreed to have these details published)

**Entitlements**

Naming rights to one of the following opportunities:

**Free paper session**

- Corporate logo on the screen before and after the session
- Acknowledgement by the chair of the session
- Acknowledgement in the registration brochure and handbook

OR

**Poster session**

- Corporate signage (at company's expense) in the area during the poster session
- Acknowledgement in the registration brochure and handbook

OR

**Master Class**

- Tickets for two company representatives at the Master Class
- Corporate signage (at company's expense) at the Master Class

**Additional Benefits**

- Acknowledgement as a ***Bronze Sponsor*** with corporate logo appearing in:
  - Registration brochure
  - Annual Scientific Meeting Handbook
  - Annual Scientific Meeting Web Site (with hotlink to company's own site)
- Two complimentary Annual Scientific Meeting Full registrations including attendance at all scientific sessions and social events
- One complimentary Exhibition Package:
  - One 3 metre X 3 metre exhibition booth
  - One complimentary exhibitor registration
- One quarter-page black and white advertisement in the Annual Scientific Meeting Handbook
- One A4 insert in participants satchels

## **Annual Scientific Meeting Dinner**

**AUD \$20,000**

- Acknowledgement as a **Major Sponsor** with corporate logo appearing in:
  - Registration brochure
  - Annual Scientific Meeting Handbook
  - Annual Scientific Meeting Web Site (with optional hotlink to company's own site)
- Naming rights to the Dinner
- Invitation for seven company representatives to attend the Dinner
- Corporate signage (at company's expense) on display at the Dinner
- Opportunity to address guests for 3 minutes during the Dinner
- Logo on menu

## **Welcome Reception**

**AUD \$10,000**

- Acknowledgement during the reception with opportunity for sponsor's representative to briefly address guests
- Invitation for 5 company representatives to attend the Reception
- Company signage display during Reception (at company's expense)
- Acknowledgement as a **Sponsor** with corporate logo appearing in:
  - Registration brochure
  - Annual Scientific Meeting Handbook
  - Annual Scientific Meeting Web Site (with optional hotlink to company's own site)

Platinum and Gold Sponsors will secure preferential rights to the opportunity to sponsor the Welcome Reception or Conference Dinner

## **Satchel & Lanyard Sponsor**

**AUD \$12,500**

- Sponsorship of Annual Scientific Meeting satchels with corporate logo on the meeting satchels
- Provision of pens and writing pads in satchels (at sponsor's expense)
- Name badge lanyards over-printed with the company name. All meeting delegates receive a lanyard when registering.
- Acknowledgement as a **Sponsor** with corporate logo appearing in:
  - Registration brochure
  - Annual Scientific Meeting Handbook
  - Annual Scientific Meeting Web Site (with optional hotlink to company's own site)

## **Pocket Program**

**AUD \$3,000**

- Company name or logo on front cover of Pocket Program
- Acknowledgement as a **Sponsor** in registration brochure, ASM website and ASM Handbook

*All prices contained in this document are inclusive of GST*

**Benefits to Exhibitors**

Exhibitor participation is a very important feature of the HSAZ/ANZSBT/ASTH 2005 Annual Scientific Meeting. Participating as an exhibitor at this Meeting is a unique opportunity for you to promote and showcase your products and services. The Meeting is also an opportunity for you to network with other major sponsors from a variety of organisations and businesses. You will have direct access to 400-500 delegates (including clinicians, scientists and nurses).

The benefits to your company include:

- An enhanced company profile
- Increased customer contact and business opportunities
- A unique opportunity to give clients "hands on" experience with your products
- An opportunity to launch new products

This will result in:

- Heightened awareness, an enhanced corporate/product profile
- Increased business potential

This is achieved through:

- Pre Meeting promotion in Association publications and functions
- Exposure in all printed Meeting material, including the main announcement and Registration Brochure, the Meeting web site and final program

*NB: Remember your involvement will be featured in all printed material from the time you confirm your involvement, subject to printing deadlines. It will be to your advantage to take up this opportunity immediately in order to gain maximum benefit through pre Meeting exposure.*

**Inclusions**

- Standard 3m x 3m x 2.4m booth shell scheme
- Fascia signs where required
- One full-time registration (including catering, Welcome Reception and Conference Dinner) per booth
- Stand Day Passes for additional representatives at a cost of \$60 per person per day
- One meeting satchel per booth
- One copy of the Meeting Program and Abstracts Book per registered exhibitor
- One copy of the Meeting participant list subject to the Privacy Amendment (Private Sector) Act 2001 per registered exhibitor

**Cancellation**

No refund will be made for cancellation of exhibition sites after 30 August 2005, unless the site is sold to another exhibitor.

## **Why Delegates Will Attend Your Booth**

### **Plenty of exhibition time built into the program**

The program has been designed to provide exhibitors maximum exposure to delegates. The Official Welcome Reception and Exhibition Opening will take place on Sunday October 16 at 5.30pm, with viewing and hospitality until the afternoon of Wednesday October 19. The Meeting commences with welcome refreshments in the exhibition area, and on each of the days there is generous exhibition hospitality time – all tea breaks and lunches are served in the exhibition area.

### **Welcome Reception**

The Welcome Reception on Sunday will be held in the exhibition area ensuring you have direct access to Meeting delegates.

### **Exhibition Passport Prize**

A competition to encourage delegates to attend all the exhibition booths: delegates are provided with an exhibition passport featuring the names of all exhibitors. To be eligible for the grand prize, delegates must have their cards signed or stamped by every exhibitor.

### **Catering in Exhibition Area**

Welcome refreshments, morning, afternoon teas and lunch each day will be served in the exhibition area.

### **On Booth Activity and Competitions**

Exhibitors are encouraged to utilise satchel inserts and on booth activities to encourage delegates to their booths. We encourage you to hold competitions at your booth and to offer prizes.

### **Exhibitor Competitions – Prize Presentation/Drawings**

To maximise delegate activity in the exhibition area we will be drawing/presenting exhibitors' prizes in the exhibition area on Wednesday 19 October during the morning tea break. Exhibitors will be called up alphabetically to draw/present their prizes. This is an additional opportunity to have your organisation acknowledged. (However, due to the number of prizes offered, time does not permit promotional speeches.)

## **Meeting Manager**

Festival City Conventions is assisting the local organising committee in coordinating the meeting. A more detailed exhibition kit will be forwarded after confirmation of booth booking.

### **Contact Details**

*Conference Manager*  
Ms Elisabeth Eaton

*Exhibition Manager*  
Ms Bianca Scarlett

Festival City Conventions  
PO Box 949  
KENT TOWN SA 5071  
Phone: 08 8363 1307  
Fax: 08 8363 1604  
Email: haa2005@fcconventions.com.au

## Sponsorship Form/Tax Invoice

ABN: 60 381 265 944

(Photocopy and return with payment)

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FACSIMILE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

### Sponsorship package

(All costs are inclusive of GST)

<b>Platinum Sponsor</b>	<b>\$55,000</b>	<b>\$</b> _____
<b>Gold Sponsor</b>	<b>\$44,000</b>	<b>\$</b> _____
<b>Silver Sponsor</b>	<b>\$33,000</b>	<b>\$</b> _____
<b>Bronze Sponsor</b>	<b>\$16,500</b>	<b>\$</b> _____
<b>Other:</b> _____	<b>\$</b> _____	<b>\$</b> _____
	<b>TOTAL</b>	<b>AUD \$</b> _____

### Preference for option sponsored

1 \_\_\_\_\_

2 \_\_\_\_\_

We accept the terms and conditions outlined.

Name of authorised representative: \_\_\_\_\_

Position of authorised representative: \_\_\_\_\_

Signature of authorised representative: \_\_\_\_\_

Date: \_\_\_\_\_

### PAYMENT

Please make cheque payable to **HSANZ ANZSBT ASTH 2005**  
and return this form with your payment to:

HSANZ/ANZSBT/ASTH 2005 ANNUAL SCIENTIFIC MEETING  
Festival City Conventions  
PO Box 949  
KENT TOWN SA 5071  
Phone: 08 8363 1307  
Fax: 08 8363 1604  
Email: haa2005@fcconventions.com.au

## Trade Exhibition Application Form/Tax Invoice

ABN: 60 381 265 944

*(Photocopy and return with payment)*

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FACSIMILE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

POSITION: \_\_\_\_\_

### Exhibitor

(All costs are inclusive of GST)

Standard Booth @ AUD \$5,000                      No. booths \_\_\_\_\_                      \$ \_\_\_\_\_

Discounted Booth @ AUD \$4,000                      No. booths \_\_\_\_\_                      \$ \_\_\_\_\_  
(platinum and gold sponsors only)

**TOTAL AUD \$** \_\_\_\_\_

### Booth Preference

A floor plan will be distributed to each company as sponsorship or exhibition space is booked so that booth preferences can be obtained.

### Custom-designed Booths

We expect to provide our own custom-designed booth                      YES / NO

## DEADLINE FOR REGISTRATION 1 JULY 2005

Please make cheque payable to **HSANZ ANZSBT ASTH 2005**  
and return this form with your payment to:

HSANZ/ANZSBT/ASTH 2005 ANNUAL SCIENTIFIC MEETING  
Festival City Conventions  
PO Box 949  
KENT TOWN SA 5071  
Phone: 08 8363 1307  
Fax: 08 8363 1604  
Email: haa2005@fccconventions.com.au