



BRIDGING THE ELEMENTS

PERTH

7-10 OCTOBER 2017

**Australian Society of Anaesthetists
National Scientific Congress**

**SPONSORSHIP AND
EXHIBITION PROSPECTUS**

asa2017.com.au

AN INVITATION FROM THE CONVENOR



On behalf of the Organising Committee I am excited to offer you the opportunity to participate in the 76th National Scientific Congress of the Australian Society of Anaesthetists, which will be held in the Perth Convention and Exhibition Centre from Saturday 7th to Tuesday 10th October 2017.

The logo and theme of the Congress – ‘Bridging the Elements’ – is inspired by the newly developed Elizabeth Quay and its iconic footbridge, located next to the Perth Convention and Exhibition Centre. The Quay was built to bring the Swan River and Perth City together again and our Congress once again aims to bridge the many different elements of anaesthesia.

Our scientific program will include an extensive combination of refresher courses, concurrent lectures, special interest group sessions, workshops, small-group discussions and research and poster sessions. Our four invited speakers will bridge the many elements of pre-, intra- and postoperative care in anaesthesia. There will also be opportunities for the exhibitors and sponsors to run their own breakfast or lunchtime sessions during the congress.

Perth’s spring weather is perfect for the social functions we have planned, as well as outdoor activities for the partners and families of our delegates. Saturday evening will be an Exhibitors function in the exhibition hall that will give sponsors and delegates a chance to mingle in a more relaxed setting. A new social element of this Congress is the appropriately themed Gala dinner – A Song of Ice and Fire on Sunday night. Finally “A Night in The Park” on Monday evening at the State Reception Centre (Fraser’s) in Kings Park will provide breathtaking views of the Swan River and Elizabeth Quay.

The Perth Convention and Exhibition Centre is a world-class venue with the exhibition pavilion located right next to the Riverside Theatre (the venue for the plenary sessions) and meeting rooms. It will provide every opportunity for you to display your products in an appealing manner to the delegates.

With Perth on the same time zone as the cities of Singapore, Kuala Lumpur and Hong Kong along with direct flights; travel is easy and we expect to attract a number of overseas visitors to this Congress.

I encourage you to explore all the options available in this Sponsorship and Exhibition prospectus. Your early commitment will guarantee your chosen level of participation and maximise your exposure to our delegates.

Dr David Law
Convenor ASA NSC 2017

WHY SPONSOR THE AUSTRALIAN SOCIETY OF ANAESTHETISTS 2017 NATIONAL SCIENTIFIC CONGRESS?

Exhibitor participation is an important feature of each Congress, as it enables delegates to gain a comprehensive review of products and services available in Australasia. Anaesthetists are keen to improve their scientific knowledge and by aligning your company with this concentrated educational experience, you also demonstrate your commitment to assisting their development, a positive factor in consolidating brand loyalty.

This opportunity provides you with an excellent platform from which to reach a high profile, highly-targeted audience of healthcare professionals and to participate in an event that brings together an anticipated 1000 delegates involved in anaesthesia and pain management.

Sponsorship provides an excellent opportunity to promote your name, to support your brands and to maintain a high profile among specialists before, during and after the Congress. It also provides you with a chance to grow corporate relationships and to expose your staff to their key markets in a relaxed environment.

The ASA recognises the importance of the exhibition to the anaesthesia delegates and your support plays a pivotal role in the overall success of the event.

THE HOST

The ASA was formed in 1934 and today is one of the largest and leading medical associations in Australia, delivering a range of services of the highest quality to its members. Membership is composed of specialists in anaesthesia, intensive care and pain medicine, as well as registrars-in-training and non-specialist medical practitioner anaesthetists. The ASA aims to represent the interests of its members and strives to provide the Australian community with the highest quality of anaesthesia and related specialty care.

NSC 2017 COMMITTEE

David Law	Convenor	Matt Brbich	Small Group Discussion Coordinator
Daniel Ellyard	Scientific Co-Convenor	Paul Kwei	Social Co-Coordinator
Dale Currigan	Scientific Co-Convenor	Divya Sharma	Social Co-Coordinator
Christine Tan	Workshop Coordinator	James Anderson	GASACT Representative
Harmeet Aneja	Workshop subcommittee	Tom Ryan	GASACT Representative
Brad Lawther	Workshop subcommittee	Piers Robertson	ASA NSC Officer
Bridget Hogan	Workshop subcommittee	David Elliott	ASA NSC Scientific Program Officer
Tania Rogerson	Workshop subcommittee	Denyse Robertson	ASA Senior Events Coordinator

INVITED SPEAKERS



Professor Michael Avidan

Professor Michael Avidan is the Dr Seymour and Rose T. Brown Professor of Anesthesiology at Washington University in St. Louis. He is also the Director of the Institute of Quality Improvement, Research and Informatics, and is the Division Chief of Cardiothoracic Anesthesiology.



Associate Professor Marjorie Stiegler

Dr Marjorie Stiegler is an Associate Professor of Anesthesiology at the University of North Carolina and the Director of the Consortium for Anesthesiology Patient Safety and Experiential Learning. She serves on several national committees for patient safety, quality improvement and professional liability. She is also an examiner for the American Board of Anesthesiology and an elected member of the Academy of University Anesthesiologists.



Dr Philipp Lirk

Dr Philipp Lirk studied Medicine in Innsbruck, Austria, before undertaking a research fellowship at the Medical College of Wisconsin. After completing his postgraduate degree, he moved to The Netherlands, where he is now an Attending Anesthesiologist at the Academic Medical Center, University of Amsterdam. He heads the Regional Anesthesia service and is in charge of two international academic exchange programs.



Professor David Story

Professor David Story is the Foundation Chair of Anaesthesia at the University of Melbourne and Head of the Anaesthesia, Perioperative and Pain Medicine Unit. He is a senior investigator with the Clinical Trials Network of ANZCA, sits on the ANZCA Research Committee and is Deputy Chair of the ANZCA Safety and Quality Committee.

SOCIAL PROGRAM

WELCOME RECEPTION

Friday 6 October 17:00-19:00

Venue: Foyer, Level 2, Perth Convention & Exhibition Centre

The opening event of the NSC, the Welcome Reception provides the perfect opportunity to collect your registration early and for delegates to meet and mingle with fellow colleagues and catch up prior to the commencement of sessions the following day.

EXHIBITOR DRINKS

Saturday 7 October 17:30-19:30

Venue: Pavilion 1, Perth Convention and Exhibition Centre

Relax and unwind after a busy conference day with an informal cocktail event that allows delegates to meet and acknowledge the contribution the exhibitors bring to the Congress. Delegates will graze on light finger foods alongside tastings of Western Australian produce and wines. Take the opportunity to enjoy dinner at one of Perth's many premier restaurants after the event.

ASA GALA DINNER

Sunday 8 October 19:00-Midnight

Venue: BelleVue Ballroom,
Perth Convention and Exhibition Centre

The BelleVue Ballroom will come to life with a night to remember for what will be the social highlight of the 2017 Congress. A Song of Ice and Fire will reign while guests enjoy a sumptuous meal complemented by West Australian wines and dance the night away to one of Perth's best bands. A night not to be missed that will be sure to have everyone talking.

A NIGHT IN THE PARK

Monday 9 October 18:00-21:00

Venue: State Reception Centre, Kings Park

This casual social event will be held at one of the most iconic locations in Perth, Kings Park. Coinciding with our annual wildflower festival, delegates will overlook the picturesque Swan River while being entertained. Guests will enjoy family friendly entertainment, food and soaking up the views and atmosphere that only this beautiful location can provide. A great way for delegates to view Perth if they have limited time to explore the city during the Congress.



LOCATION AND VENUE

Perth, Western Australia

Western Australia is adored for its brilliant blue skies, warm sunny climate and white sandy beaches. It is a land blessed with some of the world's most precious natural phenomena, including the dolphins of Monkey Mia, the 350-million-year-old Bungle Bungle range and the towering Karri forests of the South West.

Sophisticated yet uncomplicated, the lifestyle in Western Australia is a relaxed one. Perth offers visitors a variety of multi-cultural restaurants, cafes, bars and nightclubs. Spend a day shopping, cruising on the Swan River, relaxing on a secluded beach, or play a round of golf on one of Perth's many courses. Take a day tour east to Wave Rock or south to the Margaret River region. Rottnest Island also makes a wonderful day out with pristine blue water and long stretches of white sandy beaches. Spend a day exploring the island on bicycle, catch the bus or train tour and explore spectacular marine life. Bordered largely by desert to the east, Western Australia is bound by 12,500 kilometres of the world's most pristine coastline to the west.

For information on the many attractions and touring options in Western Australia, please visit

www.westernaustralia.com

Venue

Perth Convention and Exhibition Centre

21 Mounts Bay Rd, Perth, Western Australia 6000

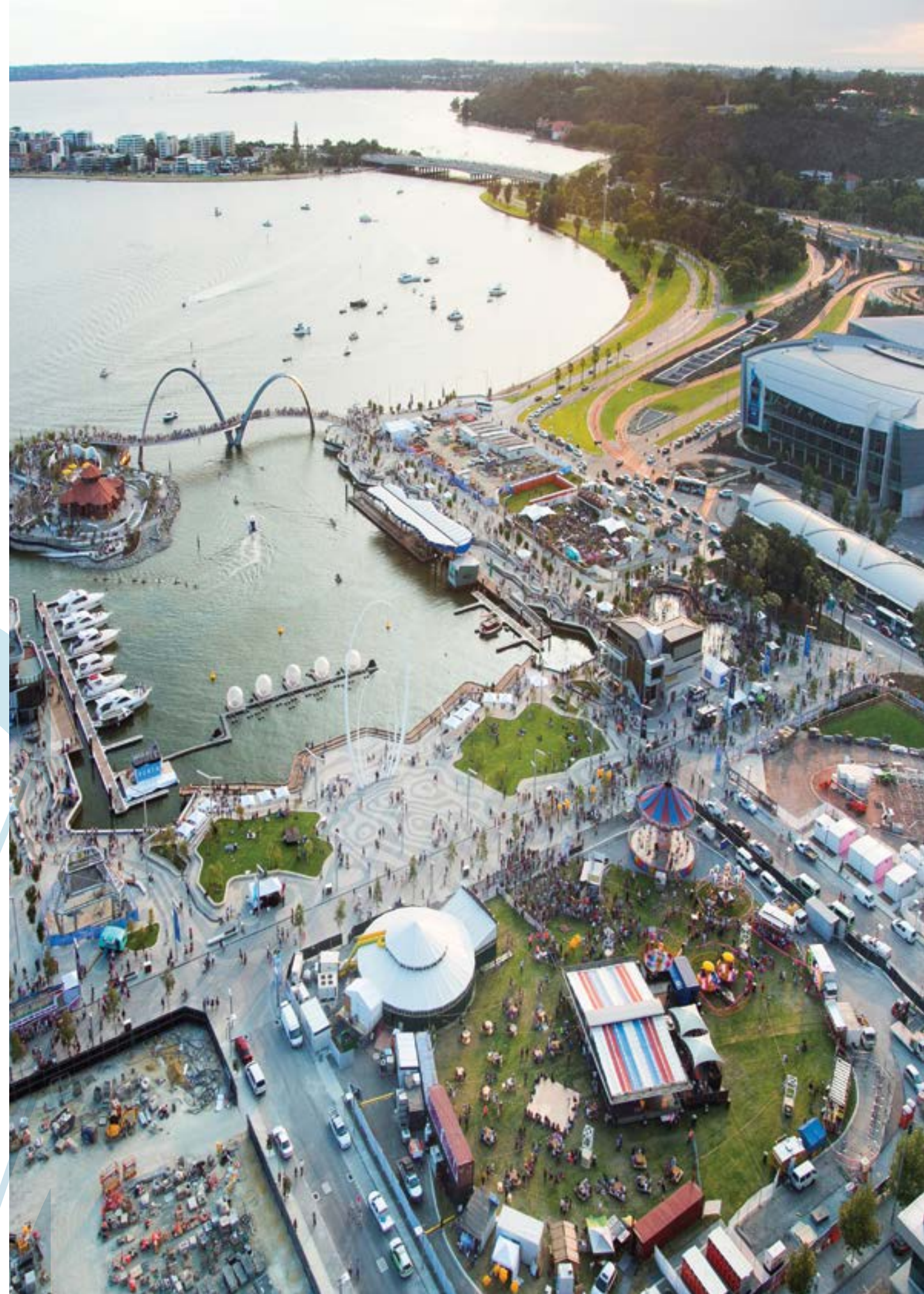
T: +61 8 9338 0300

W: www.pcec.com.au

The Perth Convention and Exhibition Centre (PCEC), Western Australia's dedicated convention and exhibition facility is a leading provider of integrated venue services.

Through the innovative fusion of space, catering, technology and design, PCEC provides an unequalled range of conference possibilities optimally suited to promoting positive interactions between business, industry and community.

Each year, over 500,000 people attend one or more of the 600 plus events conducted at Perth Convention and Exhibition Centre – Perth's premier event destination.



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 August 2017 edition of the ASA magazine, *Australian Anaesthetist* (value \$3660) (subject to confirmation and artwork approval).
- One full page insert (supplied by the sponsor) no larger than A4 size, for inclusion in the delegate satchels.
- Company logo on NSC signage and a holding slide to be displayed at the beginning of each lecture session slides.
- Company logo in the NSC Registration Brochure (subject to time of confirmation).

- An advertisement on the Congress 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 2016 through to October 2017.
- 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*



EXHIBITION OPPORTUNITIES

Exhibition Booth | \$6,500

- 3m x 3m exhibition booth.
- Back and side walls (2.4m or 2480 mm 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 handbook, 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 2016 through to October 2017.

Exhibition Space Only | \$6,000

- 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 handbook, 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 2016 through to October 2017.

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 Casual Night function.



Important information for all Sponsors and Exhibitors

Please note: NSC 2017 is a 3 day event

If the above opportunities do not address your company's needs, we will gladly consider other suggestions. Please contact the ASA Senior Events Coordinator Denyse Robertson by email: drobertson@asa.org.au or telephone 02 8556 9717

EDUCATIONAL OPPORTUNITIES



Lunchtime Educational Session | \$3,500

(six opportunities available)

- Lunchtime session available on Saturday, Sunday and Monday.
- Lunch will be made available outside the lecture room to maximise seating capacity within.
- 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 and Congress handbook.
- 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 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 and the NSC handbook.
- 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 literature and the NSC Handbook.
- Naming rights to the session supported.

Please note:

All educational opportunities are subject to Organising Committee approval.

BRANDING OPPORTUNITIES

Congress App

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 4 menu selection of the app: **\$6,500** (one opportunity available)
- Send one push notification using the app: **\$500**
- One tweet/retweet from the NSC account: **\$500**

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

Satchel Insert | \$1,500

- All delegates will be provided with a satchel 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 NSC handbook and website.
- Up to A4 size, double-sided insert in delegate satchels.

Important information for all Sponsors and 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.





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 harmless 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, together with a 50% deposit to the ASA Senior Events Coordinator at:

PO Box 6287, North Sydney NSW 2059
Telephone: +61 2 8556 9717
Facsimile: +61 2 8556 9750
Email: sponsorship@asa.org.au

Allocation of sponsorship and exhibition space(s) will be made strictly in order of receipt of application forms and accompanying deposits (please indicate sensitivity of location to other companies). 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 floorplan and their allocation.

Cancellation

Any cancellation of bookings must be made in writing and forwarded to the ASA.

Cancellations received before 28 April 2017 will receive a refund of the total amount paid, less the non-refundable 50%. Cancellations received after 29 April 2017 will receive no 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.

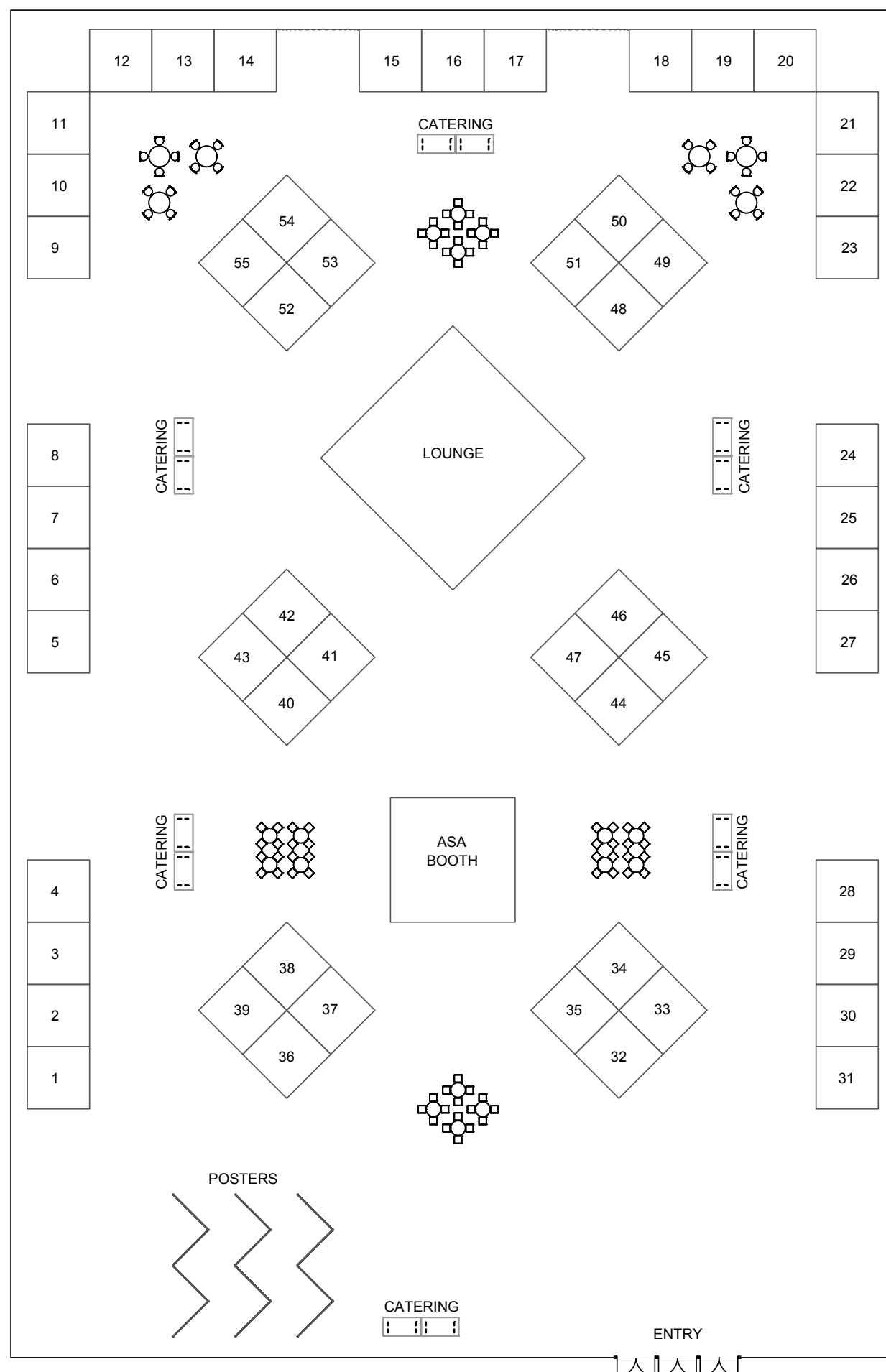
Registrations open

Applications will open to companies wishing to be a Gold Partner at the NSC at 11am AEDT Thursday 6 October 2016.

From 11am AEDT Thursday 20 October 2016 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.

FLOOR PLAN



EXHIBITOR AND SPONSOR 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

Echo Workshop

Two opportunities available \$1,500 incl. GST
 Both sessions \$2,500 incl. GST

Regional Block Workshop

Six opportunities available \$1,500 incl. GST
 Six sessions \$7,500 incl. GST

Educational

Breakfast session (Sun-Mon) \$3,500 incl. GST
 Lunch session (Sun-Mon) \$3,500 incl. GST
 Education grant Cost negotiable

Educational total amount (A\$): \$

Branding

Congress App Branding \$6,500 incl. GST
 1 push notification \$500 incl. GST
QTY Total amount (A\$): _____
 1 tweet/retweet \$500 incl. GST
QTY Total amount (A\$): _____
 Satchel insert \$1,500 incl. GST
Branding total amount(A\$): \$

Additional Registrations

Additional registrations \$550 incl. GST
 QTY: _____
Registration total amount (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 2017
 PO Box 6278, North Sydney NSW 2059

Acceptance of Terms & Conditions

I have read and understood the terms and conditions

Please forward applications to:

Denyse Robertson, Senior Events Coordinator
 Email: sponsorship@asa.org.au Tel: 02 8556 9717

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sponsorship@asa.org.au

www.asa2017.com.au

2017 Congress Organisers

EECW

08 9389 1488

info@eecw.com.au

www.eecw.com.au

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Events • Meetings • Australia