



**ESA-SRB Annual Scientific Meeting,  
29<sup>th</sup> August-1<sup>st</sup> September 2010  
Sydney Convention Centre**



## **INTRODUCTION**

2009 in Adelaide was an outstanding result for participants in the ESA/SRB giving two consecutive record years of results.

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 25<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 Sydney.

***Mark McLean (ESA President)  
Mark Hedger (SRB President)***

## **OPPORTUNITIES for SPONSORSHIP and TRADE**

The Exhibition will be in the Bayside Grand Hall of the Sydney Convention Centre. To ensure all of the firms seeking to have partnership with the meeting can do so, the maximum space available for any organization is 6 x 6 metres. We are aware a number of firms (ten in fact) desire more than this space but until 2011 there is no option but to restrict displays to a 6 x 6 metre or smaller space. All spaces have at least one common wall with a neighbour.

Setup is all day on Sunday 29<sup>th</sup> August. There is no delegate activity in the hall that day. The formal end of the display is last session on Tuesday 31<sup>st</sup> August, though those staying for ADS-ADEA continue to use the sites until Friday lunchtime. Exhibitors not staying on must tear down their display at 4pm on Tuesday 31<sup>st</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 650 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 2010:

- No organisation can have more than a 6x6m space. All of these large spaces have a common wall with a neighbour.
- No spaces come automatically with a booth. This will be an extra charge for those requiring it of around \$450 per 3x3 space.

**To participate, please complete the application form on the last page and fax back to ASN. Sites will be allocated in order of receipt of these faxes. Sponsors from 2009 are given a week to make priority selections in advance of release of the document to all interested parties.**

***Mike Pickford  
ASN, PO Box 200  
Balnarring Vic 3926***

***Ph; 03 5983 2400 Fax; 03 5983 2223 Email; mp@asnevents.net.au***

# Exhibition 3x3m space, \$2,600

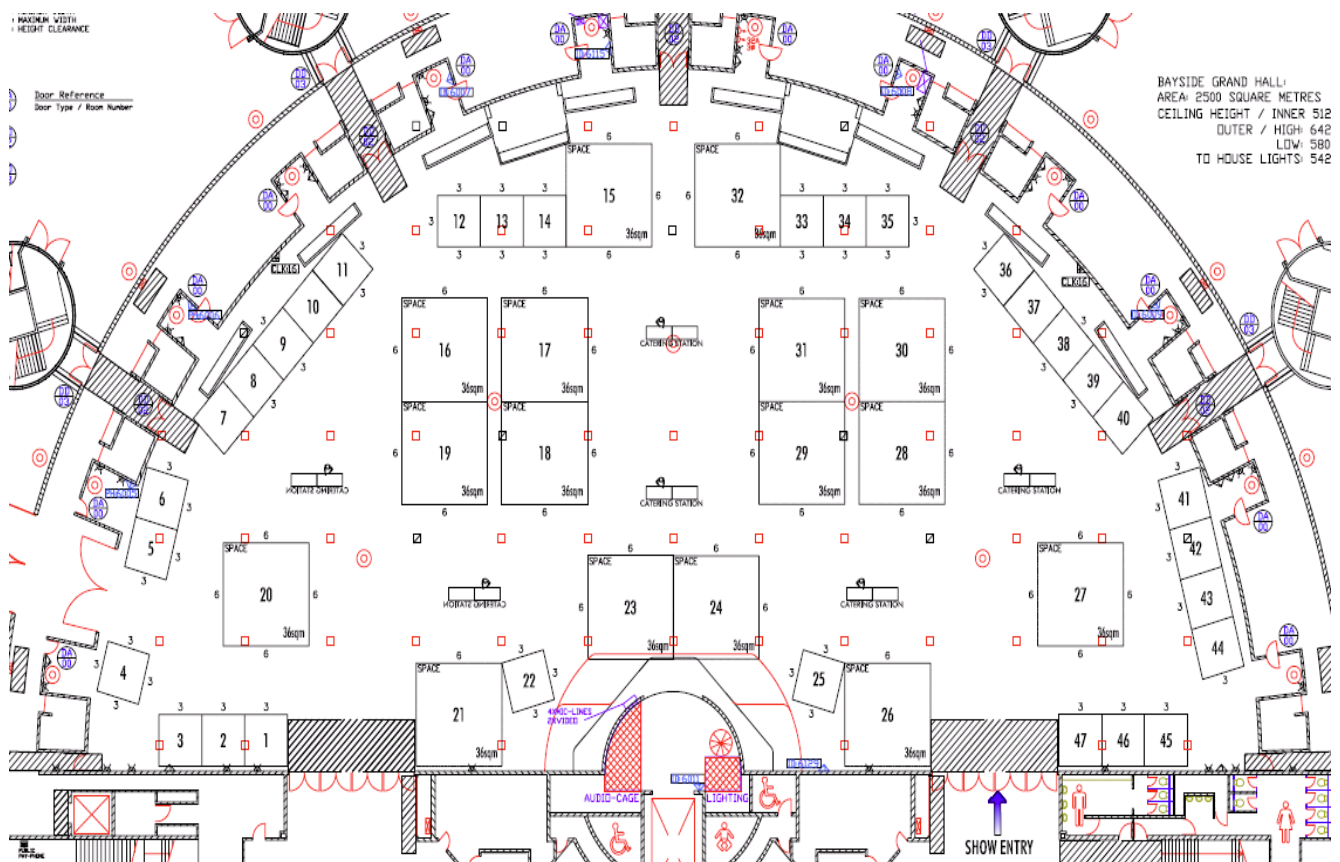
6x6m space, \$7,500 (additional discounts apply for principal and major sponsors)

## 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 teas and lunches everyday and 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 member conference rate. Social activity tickets will be available for purchase.
- Listing in the Final Program with a 50 word description 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 29<sup>th</sup> August for all exhibitors and must be completed 8am on Monday 30<sup>th</sup>.
- All trade participants must observe the trade guidelines (refer later this document).
- ASN can make discounted accommodation bookings at the conference rates for your representatives at a number of nearby hotels during the conference. As well as offering competitive rates, the Societies benefit by processing your accommodation bookings as they receive some complimentary nights for their speakers based on booking volume. A single night deposit will be requested at the time of the booking.



# ESA-SRB SPONSORSHIPS

**Sponsorships are designed mindful of the Medicines Australia guidelines. 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.

## Principal Sponsors

\$10,000

- Acknowledgment throughout preparation and conduct of the conference as a Principal 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
- Option to purchase trade space at a 30% discount.

## Major Sponsors

\$5,000

- 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)
- 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
- Option to purchase trade space at a 15% discount.

## Sponsors

\$2,500

- Sponsorship of the Concurrent Symposium Session of your choice - (selection made from the program prepared by the POC) **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 per session

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 2010. 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 February 19<sup>th</sup> 2010. 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.

## ESA Clinical Weekend (27-29 Aug 2010)

details on application

A number of sponsorship products exist at the ESA clinical weekend which will attract about 160+ clinicians. It will be held from Friday 27<sup>th</sup> to Sunday 29<sup>th</sup> August in the Sydney area.

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 (30 April - 2 May 2010)

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 30<sup>th</sup> April to Sunday 2<sup>nd</sup> May at the Novotel Wollongong. Organisations interested in this activity should contact ASN and request the sponsorship package. There are trade displays and sponsorships available.

## 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 \$500
Half page	AUD \$350

### Satchel insert

\$500

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.

## **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, 2010

### SPONSORSHIP/EXHIBITION APPLICATION FORM

If you wish to confirm your interest in Sponsorship/Exhibition for the **ESA/SRB 2010 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 \$, and exclusive of GST applied at a rate of 10%.**

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

Address \_\_\_\_\_

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

Name

Position

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

Email \_\_\_\_\_

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

**Exhibitor** (ASN will apply discount for sponsors)  
Booth preferences \_\_\_\_\_ Amount: \$ \_\_\_\_\_

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

**Sponsor**  
Preferred Item \_\_\_\_\_ Amount: \$ \_\_\_\_\_

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

**Satchel Insert** (\$500) single item Amount: \$ \_\_\_\_\_

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

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

#### PAYMENT INSTRUCTIONS

1. 50% due on invoice, balance to be paid by 10 July 2010.
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**