

HOW MEETS WHY

Clinical Practice and the Science Behind it

ANZCA ASM 2010

1 - 5 May 2010

Christchurch New Zealand



SPONSORSHIP OPPORTUNITIES

www.anzca2010.com

Australian and New Zealand College of Anaesthetists and Faculty of Pain Medicine



Just the facts!

Date: Saturday 1 May to Wednesday 5 May 2010

Pack-in: Friday 30 April 2010

Pack out: Wednesday 5 May 2010

Venue to be cleared by: Midday, Wednesday 5 May 2010

Venue: Christchurch Convention Centre, Kilmore Street, Christchurch NZ. Single span exhibition hall. Airbridge linked to Christchurch Town hall and Crowne Plaza Hotel. All HCI displays will be located in the same exhibition space.

ASM Regional Organising Committee

Health Care Industry Liaison:

Dr Andrew Marshall HCI Liaison

A/Prof Ross Kennedy Convenor

Dr Mark Waddington Scientific Convenor

Dr Richard French Deputy Convenor

Conference Secretariat

Conference Innovators

196 Gloucester Street

PO Box 13 494

Christchurch 8141

New Zealand

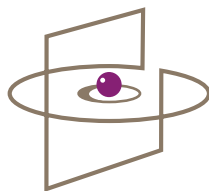
Tel: +64 3 379 0390

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Email: rachel@conference.co.nz

www.anzca2010.com





HOW MEETS WHY

Clinical Practice and the Science Behind it

Invitation

The Regional Organising Committee are delighted to invite you to Christchurch for the 2010 Annual Scientific Meeting of the Australian and New Zealand College of Anaesthetists (ANZCA), and Faculty of Pain Medicine - 1st to 5th May, 2010, at the Christchurch Convention Centre.

The theme of the meeting, "How Meets Why – Clinical Practice and the Science Behind it", challenges attendees to consider the rationale for contemporary practice. The Scientific Programme will include internationally respected speakers, varied practical workshops and small group sessions.

To all this we will be adding the unique character of Christchurch and some fine New Zealand hospitality.

This prospectus offers a range of sponsorship and exhibition opportunities for the ANZCA ASM 2010. By participating, you will have an extensive opportunity to make close contact with the delegates, in a professional and well organised environment.

Health Care Industry support will play a key role in the success of the event, and we look forward to your part in Christchurch 2010.

Assoc Prof Ross Kennedy, Convenor
Dr Andrew Marshall, Health Care Industry Liaison

Your company and the ANZCA ASM 2010

The Organising Committee of the ASM recognises the value of the contribution made by the Health Care Industry (HCI) to the success of the ASM. Therefore we wish to work with you to deliver a very high quality meeting to delegates and HCI contributors alike. Christchurch Convention Centre is a modern purpose built facility and the entire HCI Exhibition will be located in a single large exhibition hall. With an expected attendance of over 1500 delegates, this provides your company with the maximum opportunity to interact and network. Catering services will be located within the HCI exhibition area and the scientific poster exhibition area will be immediately adjacent.

The ANZCA ASM 2010 is the highlight of ANZCA's meeting calendar. There are scientific sessions, meetings of special interest groups, awarding of fellowships and research prizes - it is usually the largest annual scientific meeting relevant to Anaesthesia and related specialties held in Australasia. It represents an unrivalled opportunity for you to meet and share knowledge with the users (and purchasers!) of your products and services.

This prospectus contains information on how you can be a part of an outstanding meeting. We look forward to establishing a close relationship with our sponsors and encourage you to consider becoming a principal sponsor. In addition to the opportunities provided during the meeting, principal sponsors will be acknowledged in all promotional materials. Becoming a principal sponsor early will increase your exposure, via extensive promotional material circulated in the twelve months before the meeting. Regardless of your level of contribution to the meeting we can assure you of our sincere intent to make this a great meeting for the Health Care Industry, as well as for our delegates.

Dr Andrew Marshall
Health Care Industry Liaison
ANZCA ASM 2010
trade@anzca2010.com

Assoc Prof Ross Kennedy
Convenor
ANZCA ASM 2010
convenor@anzca2010.com

The Speakers

We have assembled an impressive range of internationally renowned speakers for the ASM. These include:

Talmage Egan

*Australia and New Zealand College of Anaesthetists ASM Visitor
Chair in Anesthesiology at the University of Utah, Salt Lake City,
Utah, USA*

*Adjunct Professor in Pharmaceutics and Bioengineering, and
Director of Neuroanaesthesia at the University of Utah*

His clinical interests include neuroanaesthesia, intravenous and obstetric anaesthesia. He has wide-ranging research interests including pharmacokinetic and pharmacodynamic modelling of intravenous anaesthetics, computer controlled infusions, pharmacodynamic drug interactions and the development of intravenous anaesthetic agents.

Jeffrey S. Mogil

Faculty of Pain Medicine ASM Visitor

*E.P. Taylor Professor of Pain Studies at McGill University,
California, USA*

Professor Mogil has made seminal contributions to the field of pain genetics and is the author of most major reviews of the subject, including an edited book, *The Genetics of Pain* (IASP Press, 2004).

Paul Myles

Australasian Visitor and Douglas Joseph Professor

*Professor and Director of the Department of Anaesthesia and
Perioperative Medicine, the Alfred Hospital in Melbourne, and
Monash University, Australia*

The main focus of his research has been on patient quality of recovery, avoidance of postoperative complications and large multicentre trials in anaesthesia.

Michael (Monty) Mythen

New Zealand Visitor

*Smiths Medical Professor of Anaesthesia and Critical Care,
Director of The Joint Biomedical Research Unit and Director of
the Centre for Anaesthesia at University College London, UK*

Professor Mythen's research interests include perioperative fluid management and trans-oesophageal Doppler, haemostasis in the critically ill, endotoxin and endotoxin immunity and the determinants of postoperative morbidity and mortality. He has recently taken part in "Caudwell Xtreme Everest".

Richard W. Rosenquist

Faculty of Pain Medicine Visitor

*Fellowship Director, Department of Anesthesia, University of Iowa
Hospitals and Clinics, Iowa, USA*

Professor Rosenquist's principal interests include regional anaesthesia and acute and chronic pain management.

Steven Shafer

Organising Committee Visitor

*Professor of Anesthesiology, Columbia University
Adjunct Professor of Anesthesia, Stanford University
Adjunct Professor of Biopharmaceutical Sciences, UCSF
Editor-in-Chief, Anesthesia and Analgesia*

Steve Shafer's main interest is in the clinical pharmacology of intravenous anesthetic drugs.



SPONSORSHIP OPPORTUNITIES

You may choose a Principal Sponsorship, a Minor Sponsorship, or simply hire an Exhibition stand. If you have specific needs, please discuss them with the conference secretariat.

Please note:

- all sponsorships include New Zealand Goods and Services Tax at 12.5%
- next to each of the sponsorships we have included an Australian Dollar figure using an exchange rate of .81 as at 30 March 2009 (rates are subject to daily change).

PRINCIPAL SPONSOR NZ\$ 61,400 (approx AU\$ 49,845)

As a Principal Sponsor, we regard your company as a partner in the delivery of a high quality meeting for our delegates. In addition to the usual benefits of Principal Sponsorship (listed below) we would like to engage with you to deliver the promotional opportunities that suit your company and products best. Therefore whilst we have offered suggestions for ways that you might like to augment the standard Principal Sponsor package, we are very keen to work with you on any other ideas you may have.

Principal Sponsor Package Includes:

- Premium Exhibition Space 4.8m x 6m = 28.8m² island located near entry or catering (includes shell scheme if desired, company name and logo on fascia sign, 1 x power multi plug outlet, and 8 x 150W spotlights)
- Your corporate logo and 50 word Company Synopsis to appear inside the ASM Handbook and on the ASM Website, with a hyperlink to your Company Website
- Your corporate logo on ASM signage and session slides (beginning and end of each session)
- Acknowledgement through corporate logo in ASM Registration Brochure (subject to time of confirmation)
- One full page advertisement inside the ASM Handbook
- The opportunity to include promotional material (one piece, supplied by sponsor) in the ASM satchels (no larger than A4 size)
- Two Delegate registrations to attend all sessions
- Eight exhibitor registrations to attend the HCI Exhibition, morning and afternoon teas, lunches, and HCI Cocktail Reception
- Two tickets to the Conference Dinner
- A delegate list (subject to privacy laws) – provided before and after the ASM

AND choice of one of the six options below, to be included in your Principal Sponsorship package:

Option 1 (2 Opportunities)

Internet Café (Cyberia)

Three computers with broadband internet access situated adjacent to your stand in the exhibition area. These will be used regularly by delegates, speakers and exhibitors.

Acknowledgements:

- In the ASM Handbook
- Naming rights to your internet cafe including signage and screensavers
- Direct links to your website from homepage of all three computers



Option 2 (Exclusive)

Delegate Satchels

Distributed to each delegate at registration. These are a reminder of your company, which can be used long after the meeting has finished.

Acknowledgements:

- In the ASM Handbook
- Your logo printed on the outside of the satchel (size and placement of your logo will be at the discretion of the Regional Organising Committee)



Option 3 (Exclusive)

Delegate Name Badge Lanyards

Name badge will be required for entry to all events and will be provided to every delegate upon registration.



Acknowledgements:

- In the ASM Handbook
- The opportunity to have your logo printed on the lanyards, accompanied by the ASM logo (size and placement of your logo will be at the discretion of the Regional Organising Committee)

Option 4 (2 Opportunities)

Branded Lounges

These will be positioned in the prefunction area, adjacent to the Exhibition (see floor plan). Each will comprise comfortable seating for six, powerpoints for laptop charging, a coffee table and potted plants.



Acknowledgements:

- In the ASM Handbook
- Signage in the lounge area with your logo

Option 5 (2 Opportunities)

Breakfast Session – This option carries a surcharge of NZ\$ 4,500 (approx AU\$ 3,654)



These are available each day with continental breakfast provided. The package covers one breakfast for participants, use of the room and basic audiovisual facilities. Maximum 100 delegates, maximum time one hour. Subject to approval of your speaker and content by the Scientific Program Convenor. Note that additional breakfast sessions are available for separate sponsorship (see page 5).

Entitlements include:

- Naming rights to the Breakfast Session
- Opportunity to provide a company chosen guest speaker
- Opportunity to provide your own signage at the Breakfast

Acknowledgements:

- In the ASM Handbook

Option 6 (3 Opportunities)

Espresso Coffee Cart

Located close to your stand, with a Barista making high quality coffee for delegates.

All fixed costs, including coffee cart and labour are included in this opportunity. Coffee consumption will be charged to your company following the meeting based on the number of cups served to your stand.



Acknowledgements:

- In the ASM Handbook
- Signage on the coffee cart with your logo



Educational

Industry partners are invited to sponsor individual components of the ASM programme, or to host a Satellite Symposium in parallel with the ASM. The contents of the plenary, breakfast, concurrent sessions, workshops and Problem Based Learning Sessions (PBLD's) are subject to approval by the Regional Organising Committee and they must be informed of the content of the Satellite Symposia.

Satellite Symposia

(Limited Opportunities) NZ\$ 19,700 (approx AU\$ 15,993)

Satellite Symposia are organised by the Sponsor, who is required to obtain approval of the programme and speakers from the Scientific Programme Convenor. Satellite Symposia run for a maximum of two hours (maximum of 100 delegates) and are held outside core congress hours, on Monday 3rd May in the afternoon or evening.

Entitlements include:

- Hire of venue (2 hours)
- Access for set-up 30 minutes prior to start
- Standard audiovisual equipment and one technician
- Access to the Speakers' Preparation Room
- Details of the Symposia in the ASM Handbook
- Use of the ANZCA ASM 2010 logo on the invitations. Please Note: As the Sponsor you are responsible for promoting your Satellite Symposia and accepting RSVP's.

Breakfast sessions

(up to 2 each day Sun-Wed) NZ\$ 11,300 (approx AU\$ 9,147)

These are available each day with continental breakfast provided.

The package covers breakfast for participants, use of the room and basic audiovisual facilities. Maximum 100 delegates, maximum time one hour. Subject to approval of your speaker and content by the Scientific Programme Convenor. Note that a breakfast session may also be included with Principal Sponsor status.

Entitlements include:

- Naming rights to the Breakfast Session
- Opportunity to provide a company chosen guest speaker
- Opportunity to provide your own signage at the Breakfast
- Inclusion of your logo and company name on the ASM website with a link to your own website
- Acknowledgement in the ASM Handbook

Lunchtime Sessions

(8 Opportunities) NZ\$ 8,100 (approx AU\$ 6,576)

These are available on your choice of four lunchtimes Saturday to Tuesday. The package covers use of the room and basic audiovisual facilities. Maximum 100 delegates, maximum time one hour. Subject to approval of your speaker and content by the Scientific Programme Convenor.

Entitlements include:

- Naming rights to the Lunchtime Session
- Opportunity to provide a company chosen guest speaker
- Opportunity to provide your own signage
- Inclusion of your logo and company name on the ASM website, with a link to your own website
- Acknowledgement in the ASM Handbook

Conference Sessions, Workshops, and Problem Based Learning Sessions (PBLD's)

These sessions are available for sponsorship, excluding the plenary and prize sessions. The content of these sessions is decided by the Scientific Programme Committee. The conference sessions will be held in the main auditorium and are the best attended individual sessions at the ASM. Workshops and PBLD's will be held in meeting rooms appropriate to the number attending. Tailoring of your sponsorship, to a workshop or PBLD which is relevant to your company's products, may be possible.

Conference Sessions NZ\$ 14,700 (approx AU\$ 11,934)

Workshops NZ\$ 8,100 (approx AU\$ 6,576)

PBLD's NZ\$ 4,900 (approx AU\$ 3,978)

Acknowledgements:

- In the ASM Handbook
- Signage at the entrance to the session room

Poster Presentation Area

(Exclusive) NZ\$ 9,700 (approx AU\$ 7,875)

This area is in the prefunction area of the Convention Centre, used by delegates on their way to the HCI Exhibition. In addition, delegates will gather here during poster presentations. Posters will be used in place of free papers, therefore having a higher profile than previous ASMs. Overall this is a location with high exposure.

Acknowledgements:

- In the ASM Handbook
- Signage at either end of the poster presentation area

Publications

Registration Brochure

(Exclusive) NZ\$ 22,400 (approx AU\$ 18,185)

This publication is mailed to all 8,000 anaesthetists in Australasia, and provides an unparalleled advertising opportunity.

Acknowledgements:

- A full page colour advertisement on the inside front cover of the ASM Registration Brochure (supplied by sponsor)
- Logo on the back cover of the ASM Registration Brochure
- Inclusion of your logo and company name on the ASM Website, with a link to your own website

Please note: Other sponsors will be acknowledged in this publication.

Pocket Programme

(Exclusive) NZ\$ 12,700 (approx AU\$ 10,310)

Every registered delegate will be provided with an official easy to use Pocket Programme upon registration at ANZCA ASM 2010.

Acknowledgements:

- Company logo on the front page of the Pocket Programme
- In the ASM handbook

ASM Handbook

(Exclusive) NZ\$ 14,600 (approx AU\$ 11,835)

The ANZCA ASM 2010 Handbook will be provided to every registrant and will be regularly referred to during and after the meeting. It will contain the definitive Scientific Programme and following related information:

- Programme Schedule and overview
- Information on the College and Faculties
- Information on the Regional Organising Committee
- Logos of Sponsors, and list of Exhibitors
- The Social Programme and information on tours, onsite facilities and communication services

Acknowledgements:

- A full page colour advertisement on the inside front cover of the ASM Handbook (supplied by sponsor)
- Logo on the back cover of the ASM Handbook
- Inclusion of your logo and company name on the ASM Website, with a link to your own website

Please note: Other sponsors have the opportunity to place advertisements in this publication.

Delegate Services

Speakers' Preparation Room

(Exclusive) NZ\$ 4,900 (approx AU\$ 3,978)

This room will be used by all speakers at ANZCA ASM 2010 and provides a targeted branding opportunity. The speakers are leaders in anaesthesia or pain medicine. The sponsor of this item may provide branded pens and note pads for the use of speakers.

Acknowledgements:

- In the ASM Handbook
- Signage within the Preparation Room

Social Functions

ASM Conference Dinner

(Exclusive) NZ\$ 38,200 (approx AU\$ 31,011)

This is the social highlight of the ASM – an evening of entertainment, delicious cuisine and fine New Zealand wines. This evening will be very well attended, as a ticket is included in full registration. It will be a night to remember!

Acknowledgements:

- In the ASM Handbook
- Naming rights and acknowledgement at the Dinner
- Company signage to be displayed at the Dinner venue
- Inclusion of your logo and company name on the ASM Website, with a link to your own website
- Logo to be on all print items related to the dinner including tickets and menus
- Ten Complimentary tickets to the dinner

For additional advertising in the
ASM Registration Brochure and Handbook,
please contact the Conference Secretariat.

Other Sponsorship Opportunities

WiFi Sponsorship

(Exclusive) NZ\$ 15,000 (approx AU\$ 12,150)

Wifi availability in the Exhibition area, notified to attendees before arrival. Enables use of mobile devices e.g. iPhone, iPod touch, laptops.

ASM schedule and abstracts will be available from meeting homepage.

Please note: that internet access will not be available with this package.

Acknowledgements:

- Your logo appears on startup page for 10 seconds before hyperlinks appear
- In the ASM Handbook
- Signage reminding delegates of the availability of WiFi

Airbridge Signage

(Exclusive) NZ\$ 10,700 (approx AU\$ 8,687)

The airbridge spans Kilmore Street, linking the Convention Centre to the Town Hall complex where the scientific sessions will be held.

A 1.5m x 6m translucent banner with the meeting logo in the centre and your logo either end will be erected for the duration of the meeting.

The street is one way, so all vehicle traffic passes the sign. Delegates will pass the banner while walking to and from scientific sessions.

Additional signage will be placed at either end of the airbridge to face delegates as they come and go across the airbridge.

Acknowledgements:

- In the ASM Handbook
- Inclusion of your logo and company name on the ASM Website, with a link to your own website
- Company logo will appear on the banner on either end at a size of up to 1.5 sq m

Writing pad and pen

(Exclusive)

Items provided by Sponsor NZ\$ 3,300 (approx AU\$ 2,679)

Items provided by ASM NZ\$ 8,300 (approx AU\$ 6,738)

To be provided in each delegate's satchel.

Acknowledgements:

- In the ASM Handbook
- Sponsor provision of pads enables logo to be printed to your specification (maximum logo height 2.5cm)

Water Fountains

(Exclusive) NZ\$ 22,200 (approx AU\$ 18,022)

Your logo will be on branded water coolers at several locations.

Acknowledgements:

- In the ASM Handbook
- Inclusion of your logo and company name on the ASM Website, with a link to your own website
- Company logo will appear above the fountain



EXHIBITING OPPORTUNITIES



Venue

The venue for the ANZCA ASM 2010 exhibition will be in Halls A, B and C located on the ground floor of the Christchurch Convention Centre. This purpose built room has easy access for delegates and is large enough to house the whole exhibition. ASM catering will be served adjacent to the exhibits, to ensure a flow of delegates past your display.

Application for space

Applications are taken on a first come, first served basis and can be made on the enclosed form. Please ensure your application arrives early to secure your choice of location and should include a first and second choice of stand(s). This exhibition is expected to sell out.

Upon receipt, exhibition space will be allocated and written confirmation sent to you together with a GST invoice for the cost of your stand.

Please note: A limit of two stands (14.4 sqm) per company (excluding Principal Sponsors).

Cancellation

If notification of cancellation of space is received prior to 30 November 2009 a refund will be provided less an administration charge of NZ\$ 150. After that date no refunds will be made.

The organising committee reserves the right to cancel the exhibition in case of circumstances beyond their control. In such case all monies paid to date will be refunded in full. The liability of the organiser will be limited to that amount.

Accommodation

Exhibitors will be able to book accommodation at the ASM hotels where competitive room rates have been negotiated. Further details will be provided on the ASM Website and when the Registration Brochure is distributed in October 2009.

Insurance

It is the responsibility of each exhibitor to ensure that their stand and goods on display are adequately insured for theft and damage.

Tailor-made Custom Stand Design and Accessory Hire

The company contracted to install the shell scheme is also able to assist with stand design and has a wide range of accessories for hire:

Craig Horn

Displayworks Christchurch Ltd

Tel: +64 3 338 4193

Fax: +64 3 338 4196

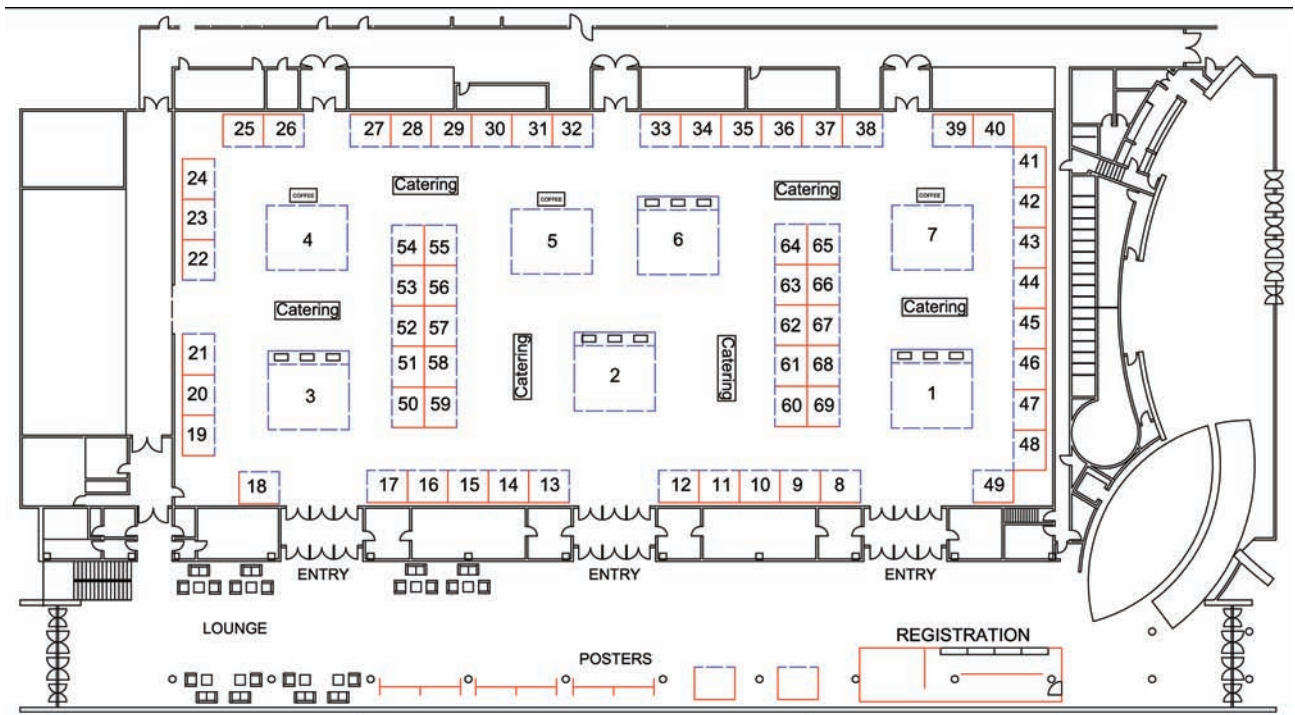
Email: sales.chch@displayworks.com

Web: www.displayworks.co.nz

In addition to the above, the ANZCA ASM 2010 Exhibition Team will be happy to customise your sponsorship and exhibition package to help meet your marketing needs. Please contact the conference secretariat for assistance.

Floor plan

A floor plan is displayed below for your reference showing the available stands. Exact location of stands may vary slightly, depending on the locations of Principal Sponsor stands.



General Exhibition Stand NZ\$ 9,000 (approx AU\$ 7,307)

- 3m x 2.4m (7.2 sq m) space in the exhibition
- Carpet (the exhibition hall is fully carpeted, grey in colour)
- Back and side walls 1.8m high
- One power point (*the electricity supply is 230 volts, 50 hertz*)
- Two spotlights
- Exhibitor name and stand number prominently displayed above (this will have your company logo)
- Company listing in ASM Handbook and on website (subject to time of booking)
- General cleaning of walkways
- Two exhibitor registrations (including lunch, refreshments and HCI Cocktail Reception)
- Delegate list at ASM (subject to privacy laws)

Space only per square metre NZ\$ 960 (approx AU\$ 780) (subject to minimum 7.2 sq m)

- Company listing in ASM Handbook and on website (subject to time of booking)
- General cleaning of walkways
- Delegate list at ASM (subject to privacy laws)

Tailor-made Custom Stand Design (POA)

In addition to the above, the ANZCA ASM 2010 Exhibition Team will be happy to customise your sponsorship and exhibition package to help meet your marketing needs. Please contact the conference secretariat for assistance.

Note that all costs include NZ GST of 12.5%



Conference Secretariat

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