50TH ANNUAL SCIENTIFIC MEETING
INCLUDES THE MEETING OF THE AUSTRALIAN DERMATOLOGY NURSES’ ASSOCIATION
SPONSORSHIP AND TRADE EXHIBITION PROSPECTUS

INTERNATIONAL CONVENTION CENTRE SYDNEY, DARLING HARBOUR, NEW SOUTH WALES, AUSTRALIA
SATURDAY 6 MAY TO TUESDAY 9 MAY 2017
The Australasian College of Dermatologists (ACD) invites you to be involved as a sponsor and/or exhibitor at the 50th Annual Scientific Meeting (ASM) in 2017.

The Annual Scientific Meeting will be held from Saturday 6 May to Tuesday 9 May 2017 at the International Convention Centre Sydney, Darling Harbour, New South Wales.

The Australian Dermatology Nurses’ Association will hold its meeting on Saturday 6 May and Sunday 7 May 2017.

The ACD 2017 ASM is the principal scientific meeting for dermatologists in Australia and New Zealand. The objectives of the meeting are the professional development of dermatologists, nurses and other medical practitioners. The meeting is attended by registered dermatologists, trainees, other medical professionals and nurses, from both Australia and New Zealand, and also from South-East Asia and other countries. Attendance at the meeting accrues professional development points for dermatologists, so there is always a strong presence.

The exhibition is an integral part of the meeting and is strongly endorsed by the College. This is the only occasion when all Australian and New Zealand dermatologists meet together in the one place, at the one time. It therefore presents a unique occasion for trade suppliers to raise their profile within the profession and to display new products and services.

The exhibition is strongly supported by companies with products and services aimed at this specialist market. They include suppliers of pharmaceutical and cosmaceutical drugs, laser and surgical equipment, and other medical and hospital products and services for dermatologists, including financial planners and other professional services.

The College invites sponsorship assistance to help defray the costs of its meetings. Sponsorship is a practical means by which companies providing products and services to dermatologists can partner with the College in the promotion of dermatology and the dermatological profession.

The ASM 2017 presents businesses with a unique opportunity to gain exposure to a highly targeted audience with a number of excellent sponsorship and exhibition packages available.

WE LOOK FORWARD TO WELCOMING YOUR PARTICIPATION IN THE ASM 2017.

Tim Wills
Chief Executive Officer
The Australasian College of Dermatologists
The sponsorship and exhibition packages are tailored to appeal to a wide variety of marketing objectives including:

- **EXPOSURE** to a large local, national and international audience before, during and after the ASM
- **OPPORTUNITIES** to raise your company profile amongst a valuable target audience
- **RECOGNITION** including acknowledgement and clear demonstration of your company’s involvements, commitment and support
- **NETWORKING** with delegates in the exhibition area and the opportunity to maintain relationships with existing clients.

**WHY BECOME A SPONSOR AT THE ACD 2017 ASM?**

The ACD 2016 ASM held in Perth, Western Australia attracted 690 delegates across the 4 days. Here is a breakdown of delegates across the applicable registration categories.

- College Fellows/Associates & Retirees 43%
- Medical Specialists 2%
- Medical Students 6%
- College Trainees 11%
- Nurses 23%
- Dermatologists (not Fellows of the College) 3%
- International Dermatologists 3%
- Resident Medical Officers 2%
- International Dermatologists 3%

IF YOU WOULD LIKE TO BE INVOLVED OR FURTHER DISCUSS THE OPTIONS OUTLINED IN THIS PROSPECTUS PLEASE CONTACT THE ACD 2017 ASM SECRETARIAT ON:

T +61 2 9431 8600  
E acdasm@theassociationspecialists.com.au

**ASM 2017 VENUE**

International Convention Centre Sydney  
Darling Drive  
Darling Harbour NSW 2000  
T +61 2 8297 7600  
W iccsydney.com
## MAJOR SPONSORSHIP OPPORTUNITIES

**ENTITLEMENTS**

<table>
<thead>
<tr>
<th>Platinum Sponsor 2 only</th>
<th>Gold Sponsor 2 only</th>
<th>Silver Sponsor 2 only</th>
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<tr>
<td><strong>$60,500.00</strong></td>
<td><strong>$44,000.00</strong></td>
<td><strong>$33,000.00</strong></td>
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Exclusive rights to one principal visiting speaker of your choice, to be called "Visiting Professor, kindly supported by an educational grant from..."

- ✓

Acknowledgement by the Convenor at the Visiting Professor’s main presentation

- ✓

Sole sponsor of the printed program and conference app

- ✓

Acknowledgement as the sponsor of the E-Posters displayed in the exhibition area

- ✓

Acknowledgment by the Convenor at the beginning and close of the meeting

- ✓

Exhibition booth

- 6m x 3m
- 3m x 3m

One free sponsored evening symposium to be held during the meeting, approximately 60 minutes (cost of refreshments or food not included) OR

Acknowledgement as the sponsor of a breakfast session. The sponsor may display two company banners at the entrance to the room and will be acknowledged as the sponsor of the session. The program content will be developed by the scientific committee.

- ✓
- ✓

Push notifications through the conference app

- 2 per day
- 1 per day
- 1 per day

Name and logo on sponsorship signage to be displayed at the meeting

- ✓
- ✓
- ✓

Acknowledgment as the major sponsor in all printed and promotional material

- ✓
- ✓
- ✓

One advertisement in the program, free-of-charge. Sponsor to supply artwork

- Full Page
- Half Page
- Quarter Page

Full registrations

- 4
- 2
- 1

Acknowledgment by the President of the College at the opening of the trade exhibition

- ✓
- ✓
- ✓

Satchel insert

- 1
- 1
- 1

Acknowledgment in the program

- ✓
- ✓
- ✓

Acknowledgement as the sponsor of the ADNA Meeting

- ✓
- One available

Acknowledgement as the sponsor at the Registrars’ and Fellows’ Update Session. The sponsor may, at their own expense, hold a dinner for the registrars on Monday evening.

- ✓
- One available

All prices are in Australian dollars and are inclusive of GST.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

SPONSORED EVENING SYMPOSIUM $14,300.00
Sponsored evening symposia will be available, subject to finalisation of the main sponsorships, and depending also on the scientific program.
In addition to major recognition during the ASM 2017, benefits will include:
• Acknowledgment in all printed and promotional material.
• Acknowledgment in the program.
• Name and logo on sponsors’ signage at the meeting.
• Acknowledgment by the President of the College at the opening of the trade exhibition.
This does not include the cost of food and beverage to be selected by the sponsor in consultation with the ACD 2017 ASM Secretariat.

BEST POSTER PRIZES $4,400.00
Sponsorship of cash prizes for the two best posters at the meeting.
In addition to major recognition during the ASM 2017, benefits will include:
• Presentation of the prizes (two).
• Name and logo on sponsors’ signage at the meeting.
• Acknowledgment by the President of the College at the opening of the trade exhibition.
• Acknowledgment in all printed and promotional material.
• Acknowledgment in the program.

College reserves the right to vary the terms and benefits of specific sponsorships, in accordance with the requirements of specific companies wishing to be sponsors.

EXHIBITION OPPORTUNITIES

SINGLE EXHIBITION BOOTH
PREMIUM
$7,150.00
STANDARD
$6,050.00
• 2 x trade exhibit representatives (including plenary sessions, day catering and conference dinner)
• Delegate list (name, state, country only) in accordance with Privacy Legislation.
• Confirmed 3m x 3m space consisting of:
  • Fascia board with company name
  • 2 x spotlights (per 9sqm of space) affixed to fascia board
  • 1 x power point per 9sqm of space
  • White melamine walls with anodised aluminium frames and charcoal carpet
Tea breaks and lunches will be held in the trade exhibition area to ensure a maximum number of opportunities for contact between delegates and exhibitors.

NOT-FOR-PROFIT ORGANISATIONS COMPLIMENTARY
Free space will be available for non-profit organisations, such as patient support groups.

EXHIBITOR LEAD TRACKING $220.00
All delegates will have a QR code on their name badge that can be scanned by trade to track leads via the conference app.
Through the app you will be able to set up pre-determined lead qualification questions which will pop-up when a delegate name badge is scanned along with the ability to add additional notes. All information can then be exported from the ShowGizmo website during and after the conference.
There will be an additional charge of $220.00 including GST per company to enable the lead tracking feature. This will enable this function for an unlimited number of team members per company and additional pre-onsite support from ShowGizmo to ensure this is all set up correctly.

AWARDS FOR OUTSTANDING EXHIBITORS
Awards for the outstanding exhibits will be announced on Tuesday 9 May 2017. The categories of award are:
• Most outstanding display of 9 sqm or less in size
• Most outstanding display of 18 sqm to 27 sqm in size
• Most outstanding display of 36 sqm in size, or larger
The award will be decided by a panel of three judges.
Please see the floor plan for the exhibition. Space is available as shell scheme booths, or exhibitors may build their own stands. Exhibitors may take as many booths as they wish. Subject to College’s approval, stands may be shared by exhibitors.

The trade exhibition will be located in Hall 1.

Premium Stands are: Nos 1 to 16, and 31 - 110.

Standard Stands are: Nos 23 to 30.

Exhibitors may have custom-built displays and may use their own stand consultants if they wish, but designs must be approved in advance by the College.

Please note:
• Booth allocations are distributed based on the main sponsor preferences and then on a first come first served basis
• Please write three choices of placement in order of preference on the booking form
• Please indicate on the booking form whether you require raw space only (for a custom stand) or shell scheme
• Please return the booking form with signed Exhibition Contract to confirm your involvement

If there is heavy demand, the number of stands may be increased. College reserves the right to vary the floor plan to allow for construction of additional stands.
APPLICATION PROCEDURE

Please complete the accompanying application form, indicating in order of priority your preferences for locations. The College will make every effort to allocate you to one of your three preferences. Allocations will also be considered on the basis of first-come first-served. Where appropriate, sponsors will be given preference. College reserves the right to re-assign exhibitors to different locations, should this be necessary, in order to accommodate all exhibitors and to provide the best possible exhibition. Exhibitors will be advised if any re-location is considered desirable.

PAYMENT

Payment terms are 50% on booking space; and the remaining 50% by 17 March 2017.

Please note that no space has been secured until the deposit has been paid. Deposits are non-refundable.

Companies which have not fully paid for their stands by 7 April 2017 will not be permitted to participate in the exhibition and their stands may be re-allocated.

If full payment has been made for space in the exhibition, but the booking is cancelled due to unforeseen circumstances, the payment will be refunded, less the 50% deposit paid. Requests for refunds in these circumstances will be considered on a case-by-case basis and will be determined at the discretion of the College.

There will be no refunds for cancellations made 30 days or less prior to the opening of the exhibition.