ASM52
52ND ANNUAL SCIENTIFIC MEETING
INCLUDES THE MEETING OF THE AUSTRALIAN DERMATOLOGY NURSES’ ASSOCIATION
MELBOURNE CONVENTION AND EXHIBITION CENTRE (MCEC),
MELBOURNE, VICTORIA, AUSTRALIA
SATURDAY 18 MAY TO TUESDAY 21 MAY 2019

SPONSORSHIP
TRADE
& EXHIBITION
PROSPECTUS
The Australasian College of Dermatologists (ACD) invites you to be involved as a sponsor and/or exhibitor at the 52nd Annual Scientific Meeting (ASM) in 2019.

The ASM will be held from Saturday 18 May to Tuesday 21 May 2019 at the Melbourne Convention and Exhibition Centre, Melbourne, Victoria.

The Australian Dermatology Nurses’ Association (ADNA) will hold its meeting on Saturday 18 May and Sunday 19 May 2019.

The ACD 2019 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 where all Australian and New Zealand dermatologists meet in the one place, at the one time. It therefore presents a unique occasion for trade suppliers to raise their profile with 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 cosmeceutical 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 presents businesses with a special opportunity to gain exposure to a highly targeted audience with many excellent sponsorship and exhibition packages available.

Tim Wills
Chief Executive Officer
The Australasian College of Dermatologists
WHY BECOME A SPONSOR AT THE ACD 2019 ASM?

THE ACD 2018 ASM HELD ON THE GOLD COAST, QUEENSLAND ATTRACTED 867 DELEGATES ACROSS THE 4 DAYS. BELOW IS A BREAKDOWN OF DELEGATES ACROSS THE APPLICABLE REGISTRATION CATEGORIES.

- College Fellows/associates and retirees 41%
- Resident medical officers 6%
- Nurses 22%
- Medical students 10%
- Medical specialists 5%
- International dermatologists 6%
- Dermatologists (not Fellows of the College) 1%
- College trainees 12%

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.

WHAT’S NEW FOR 2019

- A “Meet the College Board” cocktail reception will be held in the Trade Hall on Monday 20 May 2019 from 5pm to 6pm.
- New venue signage opportunities are available for Platinum, Gold and Silver Sponsors.
- A two-day bump-in will be available for exhibitors and sponsors to allow extra time for building custom stands.

ASM 2019 VENUE
Melbourne Convention and Exhibition Centre
1 Convention Centre Pl, South Wharf VIC 3006
T +61 3 9235 8000
W www.mcec.com.au

IF YOU WOULD LIKE TO BE INVOLVED OR FURTHER DISCUSS THE OPTIONS OUTLINED IN THIS PROSPECTUS PLEASE CONTACT THE ACD 2019 ASM SECRETARIAT ON:
T +61 2 9431 8600
E acdasm@theassociationspecialists.com.au
## Major Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Entitlements</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive rights to one principal visiting speaker of your choice, to be called “Visiting Professor, kindly supported by an educational grant from…”</td>
<td>✓</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>Acknowledgement by the Convenor at the visiting Professor’s main presentation</td>
<td>✓</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sole sponsor of the printed program and conference app</td>
<td></td>
<td>One available</td>
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</tr>
<tr>
<td>Acknowledgement as the sponsor of the E-Posters displayed in the exhibition area</td>
<td>✓</td>
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<tr>
<td>Acknowledgment by the Convenor at the beginning and close of the meeting</td>
<td></td>
<td></td>
<td></td>
<td>One available</td>
</tr>
<tr>
<td>Exhibition booth</td>
<td>6m x 3m</td>
<td>3m x 3m</td>
<td>3m x 3m</td>
<td>3m x 3m</td>
</tr>
<tr>
<td>One breakfast symposium to be held on either Sunday or Monday morning for 60 minutes (cost of refreshments or food not included, but delegates registering for any breakfast sessions will be required to pay a fee of $16.50 which will go towards meeting the cost of refreshments. Any shortfall will be covered by the sponsor). Sponsors are encouraged to discuss their session topics with the ASM Convenors to assist in developing an appropriate session for delegates.</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Push notifications through the conference app</td>
<td>2 per day</td>
<td>1 per day</td>
<td>1 per day</td>
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<tr>
<td>Name and logo on sponsorship signage to be displayed at the meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgement as the major sponsor in all printed and promotional material</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One advertisement in the program, free-of-charge. Sponsor to supply artwork</td>
<td></td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
</tr>
<tr>
<td>Custom signage displayed in the foyer spaces at the MCEC. Additional costs apply and sponsor to supply artwork. Location of signage will be determined in conjunction with the ASM Secretariat.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Trade registrations – full meeting (including access to sessions, trade exhibition and day catering)</td>
<td></td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Trade registrations – day catering only (including access to trade exhibition and day catering)</td>
<td></td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Acknowledgment by the President of the College at the opening of the trade exhibition</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibitor lead tracking through the ASM app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Acknowledgement in the program</td>
<td></td>
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<tr>
<td>Acknowledgement as the sponsor of the ADNA Meeting</td>
<td></td>
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<td>One available</td>
</tr>
<tr>
<td>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.</td>
<td></td>
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<td></td>
<td>One available</td>
</tr>
<tr>
<td>Notepad sponsor – branded A4 notebooks available for delegates at the registration desk. Sponsor to provide the notebooks in consultation with the ASM Secretariat.</td>
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<td>One available</td>
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<tr>
<td>Satchel sponsor – full colour logo printed on the delegate satchel bag. The satchel bag will be organised and approved by the ASM Secretariat. In 2019 empty satchel bags will be available to delegates at the registration desk.</td>
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<td></td>
<td>One available</td>
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</table>

All prices are in Australian dollars and are inclusive of GST.
AWARDS FOR THE OUTSTANDING EXHIBITS WILL BE ANNOUNCED ON TUESDAY 21 MAY 2019. 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.

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.
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 bays 23 to 25.

Premium stands are: Nos 6 to 19 and 25 to 120

Standard stands are: Nos 1 to 4 and 20 to 23

Support groups are: Nos 5, 24 and T1 to T12.

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.

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.
The College will accept application forms via email to the ASM Secretariat at acdasm@theassociationspecialists.com.au from 11am (AEST) on Thursday 27 September 2018. Early applications will not be accepted.

When completing the application form please indicate in order of priority your three location preferences. The College will make every effort to allocate you to one of your preferences. Allocations will also be considered based on major sponsors and then on a first come, first served basis. Please indicate on the booking form whether you require space only (for a custom stand) or shell scheme. College reserves the right to reassign 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.

APPLICATION PROCEDURE

Payment terms are 50% on booking space; and the remaining 50% by 15 March 2019.

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 19 April 2019 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 owing 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.

PAYMENT