Sponsorship and Exhibition Prospectus

The 32nd Australian Pain Society Annual Scientific Meeting offers an opportunity to highlight your company's involvement in pain management through exposure to a multidisciplinary group of pain management professionals. The conference is expected to attract over 700 delegates and sponsorship packages can be tailored to suit your needs and marketing objectives.

*Integrated Perspectives of Pain* is the overriding theme of this meeting, to be held at the newly completed Melbourne Convention and Exhibition Centre, from 1 - 4 April 2012. International and local guest speakers will explore evolving issues in pain management, with a view to updating modern pain practice.

**KEYNOTE SPEAKERS**

**Dr Nadine Attal** heads the Clinical Pain Center at Ambroise Pare Hospital, Boulogne, France. Her research focuses on neuropathic pain and she is a member of the U987 INSERM Pain Research Unit (dir D. Bouhassira). Dr Attal has authored 75+ journal articles, 50+ book chapters and belongs to the Society for Neuroscience, the IASP, American Pain Society, French Society on Pain and French Society of Neurology.

**Prof Allan Basbaum** is Chair of Anatomy at the University of California, San Francisco. He has published 300+ papers on his research into the transmission and control of pain messages and molecular mechanisms underlying persistent pain onset after tissue or nerve injury. Dr Basbaum is Editor-in-Chief of Pain, the International Association for the Study of Pain (IASP) Journal.

**Prof Celeste Johnston** from McGill University, Montreal, Canada, specialises in researching infant pain and has published 100+ articles and contributed to 12+ book chapters. She won the 2007 Canadian Pain Society Distinguished Career Award, is a member the International Association for the Study of Pain (IASP) Council and served as President of the Canadian Pain Society 2000 - 2003.

**TOPICS TO BE COVERED**

- Neuropathic Pain
- Paediatric Pain, including Neonatal Pain
- Measurement in Multidisciplinary Pain Management
- Pain Issues at the End of Life
- Opioid Benefits and Risks
- Emerging Issues in Neurology
- Education in Pain
- Pain Collaborations, Coalitions and Beyond
- Physiology of Physiotherapy
- Motivational Interviewing in Pain Practice
- Information Technology & Pain Management

For further information on sponsorship & exhibition opportunities, please contact the APS Secretariat:


P 612 9954 4400 | F 612 9954 0666 | E aps2012@dconferences.com.au
## Sponsorship Options

### VENUE SIGNAGE

<table>
<thead>
<tr>
<th>Description</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prominent acknowledgement in Conference Signage at Registration Desk</td>
<td>●</td>
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### ADVERTISING, RECOGNITION & BRANDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Description</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>Acknowledgement at Opening and Closing Sessions</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Logo to appear on the ‘Thanks to Sponsors’ PowerPoint slide</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo to appear on the Conference Handbook cover</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company profile in Conference Handbook (150 words max)</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Exhibition Booth (+ Complimentary entitlements)</td>
<td>2 Booths</td>
<td>1 Booth</td>
<td>1 Booth</td>
</tr>
<tr>
<td>Exclusive choice of prime location booths (Subject to availability at time of confirmation)</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Acknowledgement and logo in all published Conference materials</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sponsor logo display size (relative)</td>
<td></td>
<td>LARGER</td>
<td>MEDIUM</td>
</tr>
<tr>
<td>Complimentary Satchel Insert</td>
<td>●</td>
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### WEBSITE & MEDIA EXPOSURE

<table>
<thead>
<tr>
<th>Description</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>Company logo on Conference Website and links to your Website</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Press release of all events associated with Conference will include the phrase “Sponsored by Gold Sponsor”</td>
<td>●</td>
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### OTHER ENTITLEMENTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>Complimentary Exhibitor Passes for entire Conference including the Welcome Reception</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Gala Dinner Tickets</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Discount on Supplementary Sponsorship (available on 1 option only excluding Smartphone App Sponsorship)</td>
<td>50% Reduction</td>
<td>25% Reduction</td>
<td>15% Reduction</td>
</tr>
<tr>
<td>Database access to all consenting delegates</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
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</table>
Supplementary Options

Preferential opportunities are available to Gold, Silver & Bronze sponsors. Top up your sponsorship with the following supplementary opportunities which offer additional benefits. The Conference Secretariat will be pleased to help you obtain maximum exposure for your investment and can tailor a sponsorship package to suit your company’s needs. Please contact the Secretariat for details & discussion - see contact details on pg 7.

### APS 2012 Smartphone App
**1 Sponsorship Opportunity** $20,000
- Company logo at startup
- Company logo in watermark for schedule
- One banner ad with video and green package
- Marketing before and after the Conference. Your marketing information is stored on the phone so that attendees can watch / read it anytime - even while flying to the Meeting, without being online
- Acknowledgement of Smartphone App Sponsorship in all published Conference materials and in Conference ‘Thanks to Sponsors’ PowerPoint slide
- Logo and acknowledgement on Conf. Website
- 1 complimentary Exhibition Booth
- 2 complimentary Exhibitor Passes to Conference

### International Speaker
**Naming rights** $15,000
- Nominate one International Keynote Speaker from the program
- Prominent acknowledgement of Speaker Sponsorship in all published Conference materials and in Conference ‘Thanks to Sponsors’ PowerPoint slide
- Acknowledgement of Speaker Sponsorship by Conference Convener at opening & closing sessions
- Logo and acknowledgement on Conf. Website
- Conference website link to your website
- 2 complimentary Exhibitor Passes to Conference
- 2 complimentary Satchel Inserts

### Conference Gala Dinner
**$10,000**
*Olympic Room, Melbourne Cricket Ground*
- The Conference Dinner is an excellent opportunity to make a strong, lasting impression on all delegates.
- Ten complimentary Conference Dinner tickets with the opportunity to reserve a corporate table and / or offer these tickets to delegates
- Recognition as Conference Dinner supporter (with logo) on all printed Conference materials
- Opportunity for your company representative to give a 3 minute reply to the MC’s acknowledgement of support, at the Conference Dinner
- Opportunity to provide corporate signage at point of entry and next to MC during announcements
- Logo and acknowledgement on Conference website with a link to your website
- Logo printed on Conference Dinner tickets and table menus

### Welcome Reception
**$8,000**
*Main Foyer, Melbourne Convention and Exhibition Centre*
- Recognition as Welcome Reception Sponsor (with logo) on all printed Conference materials, on Website and in Conference ‘Thanks to Sponsors’ PowerPoint slide
- Opportunity for your company representative to give a 3 minute reply to the MC’s acknowledgement of Sponsorship at Reception
- Opportunity to provide corporate signage in function area and beside MC during announcements
- 5 complimentary tickets to Welcome Reception
Supplementary Options

Pre Conference Workshops*

3 Sponsorship Opportunities $8,000ea

The APS will hold 3 Pre-Conference Workshops - as listed below. This is your opportunity to reach a select group of delegates and make a lasting impression, before the main Conference commences.

1. Acute Pain Day
2. Fundamentals of Pain
3. Pain in Childhood

- Recognition as Pre Conference Workshop Sponsor (with logo) on all printed conference materials, on Website and in Conference “Thanks to Sponsors” PowerPoint slide
- Opportunity to have a trestle table display situated outside the Pre-conference Workshop room
- Delegate list supplied for the Workshop
- Company banner displayed throughout Workshop
- Company slide displayed throughout Workshop
- Acknowledgement of Sponsorship by Chairperson
- Use of your company’s branded pens and writing pads during the Workshop

Conference Satchel $8,000

Your company logo printed on the Conference Satchel, which is distributed to all delegates on arrival and remains highly visible throughout the Conference.

- Recognition as Satchel Sponsor (with logo) on all printed Conference materials, on Website and in Conference “Thanks to Sponsors” PowerPoint slide
- 2 complimentary Satchel Inserts

Breakfast Sessions $8,000ea

4 Sponsorship Opportunities (1 remaining)

4 x 60-minute time slots are reserved in the program: two on Tuesday 3 and two on Wednesday 4 April 2012 for four industry hosted Breakfast Sessions*.

Breakfast sponsorship enables you to provide a speaker and put together a program of your choice. Room hire and standard AV facilities are provided. Catering costs are additional.

- Company banner displayed throughout Breakfast
- Company profile (150 words max.) included in the Conference Handbook
- Logo and acknowledgement on Conference Website with a link to your website.
- Recognition as Breakfast Sponsor (with logo) on all printed Conference materials, on Website and in Conference “Thanks to Sponsors” PowerPoint slide

Please contact the APS Secretariat to discuss this option

Internet Café $8,000

The Internet Café will be located within the Exhibition Area in the Main Foyer at MCEC

- Your company logo and Internet Café Sponsorship acknowledgement on the Conference Website, with a link to your website
- Each computer’s browser home page will feature your company website
- Sponsor may provide a free-standing banner for display beside the Internet Café
- Opportunity to place company branded computer accessories such as mouse pads, note pads, pens and USBs within the Internet Café

SOLD

3 SOLD
**Supplementary Options cont**

**Conference Handbook**  
$5,000

1 **Sponsorship Opportunity**

All delegates to the APS Conference will receive a Conference Handbook containing scientific program, speaker abstracts, exhibition details and general information on Melbourne. It will be the delegates’ guide to the conference.

- Recognition as Handbook Sponsor (with logo) on all printed Conference materials, on Website & in Conference ‘Thanks to Sponsors’ PowerPoint slide
- Exclusive opportunity to include a 1-page colour advertisement on the inside front cover and a company profile (150 words max.) in Handbook

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**Topical Sessions**  
$5,000ea

- **Sponsorship Opportunities + Naming rights**

Topical Sessions will be held throughout the Conference. Dates and times to be confirmed.

- Recognition as Topical Session Sponsor (with logo) on all printed Conference materials, on Website and in Conference ‘Thanks to Sponsors’ PowerPoint slide
- Delegate list supplied for the Session
- Company banner displayed throughout Session
- Company slide displayed throughout Session
- Sponsorship acknowledgement by Chairperson

*Topical Sessions are still to be finalised. Please contact the APS Secretariat to discuss this option.*

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**Satchel Inserts**  
$700 per item

One item to be placed inside each delegate’s satchel

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**Cancellation Policy for Sponsorship and Exhibition Booths**

For cancellations prior to 1 December 2011 a full refund less a 25% processing fee will be granted. After this date no refunds are available.
Exhibitor Booths

Exhibition Booth - $3,750

Sponsorship will be confirmed and companies will be allocated booths, on a first come basis once full payment is received. Prices are inclusive of GST.

- 3m x 3m booth
- 2 complimentary exhibitor passes including morning tea, lunch and afternoon teas
- 2 complimentary tickets to the Welcome Reception
- Fee for additional trade representative
  Early Bird $500 pp | Standard $600 pp

Booths are 3m x 3m with 2.4m high white octaboard walls and include a fascia board with your company name (up to 25 characters), 2 x 150w spotlights, and a 4 amp powerboard with 4 outlets. Please note that walls are NOT velcro compatible.

Conference Venue

The Australian Pain Society 2012 Annual Scientific Meeting will be held at the Melbourne Convention and Exhibition Centre. Perched on the south bank of the Yarra River, the MCEC is a short stroll from the CBD via Melbourne's iconic Southbank Promenade. Award-winning MCEC is the largest and most versatile convention and exhibition space in the Southern Hemisphere.

The Exhibition will be held in the Main Foyer on the Ground Floor, situated just outside Plenary Hall 3. This area will be the central hub for the Conference, and will accommodate all catering.
Tips for Exhibiting at Melbourne Convention & Exhibition Centre

- All custom style build stands must only be of an upgrade system format (your build contractor can assist with details).

- Final approval is provided by the MCEC Operations Manager.

- Exhibition build and dismantling must take place overnight between 8.00pm and 7.00am, unless otherwise advised, due to events still operating within the Convention Centre.

- Additional service charges may be associated with your exhibition build, including security and loading dock access. MCEC will be able to advise you further.

- Floor plans are subject to MCEC approval and the location of your exhibition may need to be re-allocated based on the final size of your exhibition and number of delegates being catered for in this space.

To book and secure your exhibition space/s, please complete the booking form and contact:
DC Conferences Pty Ltd | PO Box 637, North Sydney 2059 | P 612 9954 4400 | F 612 9954 0666
E aps2012@dcconferences.com.au
Sponsor/Exhibitor Terms & Conditions

THE CONTRACT

1. The term ‘Organiser’ refers to DC Conferences acting as agent for Australian Pain Society.
2. The term ‘Exhibitor’ and ‘Sponsor’ include any person, firm, company or corporation and its employees and agents identified in the Booking Form or other written request for Exhibition Space or Sponsorship.
3. A “Contract” is formed between the Organiser and Exhibitor and/or Sponsor when the Organiser accepts the signed application form and receives a deposit.
4. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand.
5. The Organiser reserves the right the change the exhibition floor layout if necessary.
6. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
7. The Organiser reserves the right to specify heights of walls and coverings for display areas.
8. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
9. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
10. The Organiser will accept no liability for loss or damage of equipment displayed or used by the exhibitor.
11. The Organiser and the Organising Committee reserve the right to change any part of the prospectus.

OBLIGATIONS & RIGHTS OF THE EXHIBITOR

12. The Exhibitor must ensure that all accounts are finalised and paid by the start date of the exhibition.
13. The Exhibitor must use allocated space only for the display and promotion of goods and / or services within the scope of the exhibition.
14. The Exhibitor must comply with all directions / requests issued by the Organiser including those outlined in the Exhibitor Manual.
15. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to commencement of the exhibition.
16. The Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries.
17. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged prior to the delivery date specified or on return.

STORAGE OF GOODS

18. Instructions regarding storage will be outlined in the Exhibitor Manual distributed prior to the exhibition.

STAND SERVICES & CONSTRUCTION

19. Official contractors will be appointed by the Organiser to undertake stand construction plus supply furniture and IT equipment. All non-official contractors wishing to enter the exhibition are required to provide current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

INSURANCE & LIABILITY

20. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
21. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
22. The Organiser, the venue, the Organising Committee cannot accept liability for any loss or damage to properly sustained or occasioned from any cause whatsoever.

PAYMENT & CANCELLATION

23. Cancellation must be advised in writing.
24. No exhibitor shall occupy allocation space until all monies owing to the Organiser by the Exhibitor are paid in full.
25. The Exhibitor or Sponsor accepts that a cancellation fee of 25% of the total contracted cost will be retained by the organiser if cancellation occurs prior to 1 December 2011.
26. The Exhibitor or Sponsor accepts that if cancellation occurs on or after 1 December 2011, 100% of the contracted cost will be retained by the Organiser.
Sponsorship / Exhibition Booking Form

Australian Pain Society 32nd Annual Scientific Meeting | 1-4 April 2012 | Melbourne, Vic, Australia

Exhibitor/Sponsor Information

Contact Name: 
Title: 
First Name: 
Family Name: 
Company Name: 
Department: 
Address: 
Suburb: 
State: 
Country: 
Postcode: 
Phone: 
Mobile: 
Email: 

A. Sponsorship Options

Please indicate your selection

☐ Gold Sponsor $35,000
☐ Silver Sponsor $25,000
☐ Bronze Sponsor $15,000

B. Supplementary Sponsorship Options

☐ APS 2012 Smartphone App (1 only) $20,000
☐ International Speaker (Naming Rights) $15,000
☐ Conference Gala Dinner $10,000
☐ Welcome Reception $8,000
☐ Breakfast Sessions (4 available) $8,000 ea
☐ Conference Satchel $8,000
☐ Internet Café $8,000
☐ Pre-Conference Workshops (3 available) $8,000 ea
☐ Conference Handbook (1 Only) $5,000
☐ Topical Sessions (Naming Rights) $5,000 ea
☐ Best Paper & Best Poster Awards (Naming Rights) $5,000
☐ Pads & Pens $3,000
☐ Satchel Inserts $700 ea

C. Exhibition Booth/s $3,750 ea

Please refer to the Exhibition Floorplan on Page 6 and indicate your preferred exhibition space/s.

1st Choice: Booth No.
2nd Choice: Booth No.
3rd Choice: Booth No.

Please list below any companies you do not wish to be near. The Secretariat reserves the right to assign space(s) other than the choice requested.

We will be organising a custom built stand:  ☐ YES ☐ NO
Custom Builder Contact Details

Name: 
Phone: 
Email: 

Companies will be allocated booths on a first come basis once full payment is received. Sign and return with payment.

SIGNATURE OF AUTHORISED EXHIBITOR AGENT: __________________________ DATE: ____________

Payment Summary All costs are inclusive of GST

A. Sponsorship Options Total $ 
B. Supplementary Sponsorship Options Total $ 
C. Exhibition Booth(s) Total $ 
GRAND TOTAL $ 

Payment Method Select one

1. Cheque payable to Australian Pain Society Conference OR
2. Credit Card ☐ MASTERCARD ☐ VISA ☐ AMEX ☐
   CARD NO. ____________ EXPIRY DATE ____________
   +3% surcharge
   NAME AS ON CARD: __________________________
   AUTHORIZING SIGNATURE: __________________________

3. ☐ Please send me an invoice

Please return Booking Form with payment to the APS Secretariat: DC Conferences Pty Ltd | PO Box 637, North Sydney 2059

Sponsorship and Exhibition Booth Cancellation Policy: Cancellations prior to 1 December 2011 receive a full refund less 25% processing fee. After this date no refunds available.