



IFSO-APC OSSANZ

Conference 2009

25th-27th March 2009 Cairns, Queensland, Australia

Sponsorship & Exhibition Prospectus

www.ossanzconference.com.au

Welcome

We welcome you to the First Biennial Scientific Meeting of the International Federation of the Surgery of Obesity (Asia Pacific Chapter) in conjunction with the 22nd Annual Scientific Meeting of the Obesity Surgery Society of Australia & New Zealand (OSSANZ)

This is the first time that OSSANZ and IFSO (APC) have joined forces to produce a scientific congress catering for surgeons and allied health professionals across the Asia Pacific. The program will explore Obesity as a global phenomenon without borders – where surgery is the growing universal response.

The program will include workshops on Obesity surgical practice together with the new developments in Metabolic and Obesity surgery presented by invited international and local keynote speakers.

The Conference social program is also an important part of the networking for delegates and exhibitors alike. It provides the opportunity to build and grow the medical and allied health community that focus on obesity surgery - developing links and encouraging collaboration both locally and globally. Hence this year's social program will be designed to accommodate participation of all sponsors, exhibitors, delegates and their guests.

The conference location, Cairns, in the heart of tropical Queensland, offers the gateway to spectacular Great Barrier Reef, the amazing sights of the Wet Tropics rainforest and the mighty vastness of the Outback to give you an experience you'll never forget.

A superb venue (Hilton Cairns) in the heart of the vibrant city of Cairns coupled with a program delving into global issues affecting obesity and obesity surgery makes this *IFSO-APC OSSANZ Conference* one not to be missed.

We look forward to seeing you in Cairns in March 2009.

Co-Conveners:

Rob Fris – OSSANZ President

Harry Frydenberg – IFSO-APC

Sponsorship and Trade Exhibition

The *IFSO-APC OSSANZ Conference 2009* provides valuable access to bariatric surgeons and allied health professionals from across the Asia Pacific region. Around 200 delegates are expected; from around Australia, New Zealand and the Asia Pacific region. As this is the first time that OSSANZ and IFSO – APC have co-hosted the conference, the program together with the conference's superb location will provide international appeal.

With well placed trade display facilities and a different sponsorship package options, these provide valuable opportunities for organisations to promote, gain access and exposure to key target markets and decision makers.

Some important benefits of sponsorship and exhibition are:

- Increase in exposure to target markets
- Access to key decision makers
- Brand positioning and profiling
- Access to both national and international delegates
- Opportunity to increase sales

The Program - Topics of Interest

This year the program will commence on Wednesday 25th March adding an extra half day to the traditional two day format. The program will cover a range of issues in obesity and its treatment, presented through a variety of session types so as to stimulate discussion and promote interactive engagement with the topics.

The Call for Papers process also encourages submission of research and case studies from a wide range of perspectives. In addition, key note presenters will be sourced both nationally and internationally so as to provide a multidimensional approach to the issues and challenges of obesity surgery; and hence provide more reasons for delegates to attend this important event.

Marketing and Communications Strategy

The marketing plan to be implemented includes aspects of the following:

- Email communication – includes frequent email blasts that update on general information, latest news, key dates, program and speaker details, keeping the target market engaged in activity leading up to the conference.
- Printed collateral –printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions and 'call for papers'.
- Website – used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.
- Promotional activities – are planned for related events held both nationally and internationally leading up to the conference. This provides another access to the target market and the opportunity to keep the conference 'top of mind'.
- Travel and holiday focus - emphasising the holiday and adventure aspect of Cairns region will be a key focus for attracting international delegates, together with program highlights.

The Venue

Set overlooking Trinity Inlet and the Marina, with Cairns shopping on the doorstep, the *Hilton Cairns Hotel* is in a great location for the *IFSO-APC OSSANZ Conference* with easy access to Cairns attractions like the Great Barrier Reef and the rainforest, or to try local golf courses and beach watersports.

The hotel boasts a pool, well-equipped health club and spa, and 3 restaurants and bars. Ten minutes from the airport, the hotel has an Executive Lounge, a 24-hour business center and 7 meeting rooms for 2-300. All Hilton Cairns hotel rooms boast high-speed internet access and a private balcony. Executive Rooms offer Executive Lounge access.

The Hilton Cairns Hotel

34 Esplanade Cairns
Queensland, Australia 4870

For accommodation and meeting room enquiries, please contact the Conference Office:

Think Business Events

Ph: +61 2 8251 0045

Email: ossanz@thinkbusinessevents.com.au

The Conference Organisers

With over 15 years experience in managing conferences in the health and medical association sector, the team at Think Business Events brings its wealth of expertise and knowledge to the role of professional conference organising for *IFSO-APC OSSANZ Conference 2009*.

Think Business Events is also able to help with any events you wish to hold in Cairns that complement the Conference Program. Having organised many events in Cairns they are able to recommend venues, suppliers, themes and ideas that will ensure a unique and successful experience.

Think Business Events looks forward to working with you to maximise the benefits of your involvement in the *IFSO-APC OSSANZ Conference 2009*.

Conference Office:

Think Business Events

Level 1, 299 Elizabeth Street

Sydney NSW 2000

Ph: +61 2 8251 0045

Fax: +61 2 8251 0097

Email: ossanz@thinkbusinessevents.com.au

For more information on the *IFSO-APC OSSANZ Conference 2009* go to www.ossanzconference.com.au

Sponsorship Opportunities

Prime Sponsor - \$16,000 (+ GST)

(Maximum of THREE Prime Sponsors)

Venue signage	Prominent acknowledgement on signage at Registration desk and entrance to plenary room.
Recognition	Chair to give acknowledgement at opening of plenary sessions
Branding opportunities	Logo on title slide in plenary room, on conference program handbook and official invitations. Opportunity to sponsor the lanyards OR the satchel. Sponsorship of lanyards includes providing branded lanyards. Sponsorship of the satchel includes logo printed on bag.
Advertising	Opportunity to place one half page advertisement into the conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Registration entitlement	Two complimentary delegate registrations for conference (including conference dinner tickets).
Social events entitlements	Two additional tickets on one of the VIP tables at the Conference Dinner.
Hosted social function	Opportunity to hold a hosted social function on either Wednesday evening (after or in conjunction with Welcome Reception) or Thursday evening. (Please note that all delegates, exhibitors and sponsors attending the conference are eligible to attend these social events at no extra cost) * On first come first served basis. Opportunity only available for Prime Sponsors. All costs of function to be borne by sponsor.
Exhibition space	Two standard exhibition spaces (4.8m x 2.4m booth) for the duration of the conference. Includes three exhibition passes, with access to exhibition and catering areas.
Chairing/presentation	Opportunity to chair a key note session or make presentation at a session selected by program committee.
Satchel insert	Opportunity to place two single A4 size* pages into satchels. * may be items – subject to approval by committee
Distribution of materials	One seat drop at selected plenary session of the conference
Database access	Access to the database of all consenting delegates

Exhibition Opportunities

Exhibition Booths - \$6,000 (+ GST)

Branding opportunities	Logo and listing in conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Exhibition space	A standard exhibition space (2.4m x 2.4m booth) for the duration of the conference. Includes two exhibition passes, with access to exhibition and catering areas and social events program.
Satchel insert	Opportunity to place two single A4 size* pages into satchels. * may be items – subject to approval by committee
Database access	Access to the database of all consenting delegates

Other Opportunities

Welcome Reception/ Hosted Dinner – price on application

Priority given to prime sponsors for this opportunity

Venue signage	Logo to appear on all signage for the Welcome Reception.
Branding opportunities	Logo in conference program handbook, and as 'sponsor' of Welcome Reception.
Website	Logo to appear on home page and sponsors page of conference website.
Chairing/presentation	Opportunity to provide brief welcoming remarks at Reception.

Breakfast Session Sponsorship – price on application

Priority given to prime sponsors for this opportunity

Venue signage	Signage at entrance to Breakfast Session room. Logo on title slides.
Recognition	Chair to give acknowledgement at opening of session.
Chairing/presentation	Opportunity to give brief introductory remarks.
Branding opportunities	Logo in conference program handbook, and recognised as Breakfast Session sponsor.
Website	Logo to appear on home page and sponsors page of conference website.
Satchel insert	Opportunity to place two single A4 size* pages into satchels. * may be items – subject to approval by committee
Database access	Access to the database of all consenting delegates.

Advertising in Conference Program handbook - half page	\$2500 (+GST)
Advertising in Conference Program handbook - quarter page	\$1500 (+GST)
Satchel inserts - one A4 page	\$1500 (+GST)
Conference pads & pens - supply of pads and / or pens with sponsor logo	\$1500 (+GST)

Looking for a unique opportunity?

This prospectus serves as a guideline for sponsorship opportunities. If you would like to sponsor the *IFSO-APC OSSANZ Conference 2009* and have a proposal which caters to your unique requirements as well as those of the conference, the Committee would be willing to consider alternative proposals..

For further details on the Sponsorship and Exhibition opportunities, please contact the Conference Office.

Conference Office:

Think Business Events
Level 1, 299 Elizabeth Street
Sydney NSW 2000
Ph: +61 2 8251 0045
Fax: +61 2 8251 0097
Email: ossanz@thinkbusinessevents.com.au

Sponsorship and Exhibition Booking Form

Written acknowledgement of sponsorship and/or exhibition bookings will be made on receipt of a signed booking form. A tax invoice will then be issued for the deposit and written confirmation provided once this is received.

Please complete this form, keep a copy for your records, and send to:

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Email: ossanz@thinkbusinessevents.com.au

Sponsorship /Exhibition Items:

Item Description	Cost (ex GST)	GST	Cost \$AUD (inc GST)	Please indicate your selection/s
Prime Sponsorship	\$16,000	\$1600	\$17,600	
Exhibition Booth (please include 3 booth numbers in order of preference)	\$6,000	\$600	\$6,600	
Welcome Reception	POA		POA	
Breakfast Session Sponsor	POA		POA	
Advertising in Conference Program handbook – half page	\$2,500	\$250	\$2,750	
Advertising in Conference Program handbook – quarter page	\$1,500	\$150	\$1,650	
Satchel Inserts	\$1,500	\$150	\$1,650	
Conference Pads & Pens	\$1,500	\$150	\$1,650	
			TOTAL (inc GST)	

Booking Details:

Organisation name	
Address	
City	
State/Postcode	
Country	
Contact Person	
Title/Position	
Telephone	
Fax	
Email	
Website	
Signature	
Date	

Payment and Booking Conditions:

1. Booking forms must be signed and completed and sent to the Conference Office.
2. Upon receipt of signed booking form, the Conference Office will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.
3. The deposit will be 50% of the full amount, and payment is due 30 days from date of invoice.
4. The balance of the full amount will be due Friday 8 February 2009.
5. Payment may be made by cheque or direct transfer into bank account. Cheques should be made out to 'OSSANZ' and forwarded to the address below. Credit card payments will not be accepted.
6. All payments must include 10% Goods and Services Tax component.
7. Acceptance of sponsorship and exhibition offers is at the discretion of the organising committee.

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