



BOOKENDS  
OF  
SURGICAL  
PRACTICE

PSA  
2017  
ASC

OCTOBER | ARMIDALE, NSW



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PROVINCIAL  
SURGEONS  
OF AUSTRALIA  
2017  
ANNUAL  
SCIENTIFIC  
CONFERENCE

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BOOKENDS OF SURGICAL PRACTICE

19-21 OCTOBER, 2017  
ARMIDALE, NSW

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SCIENTIFIC CONVENOR  
ASSOC PROF GRAHAM STEWART  
GENERAL & TRANSPLANT SURGEON, ARMIDALE

SNAPSHOT

WEDNESDAY 18 OCTOBER

- Workshops
- Welcome Reception

THURSDAY 19 OCTOBER

- Scientific Program Day 1 - Full Day
- PSA Dinner

FRIDAY 20 OCTOBER

- Scientific Program Day 2 - Full Day
- Gala Dinner

SATURDAY 21 OCTOBER

- Scientific Program Day 3 - Half Day
- PSA Conclusion



## COMPANY INVITATION

On behalf of the Provincial Surgeons of Australia, it is with pleasure that we invite you to participate in the 53rd PSA 2017 Annual Scientific Conference - Bookends of Surgical Practice, to be held in Armidale, NSW, from Thursday 19 - Saturday 21 October, 2017.

Running over three days, the PSA ASC provides provincial and rural surgeons - from training through to consultant level, with the opportunity to gain and upgrade vital skills, investigate new approaches, exchange knowledge and develop their professional networks within the field of Rural Surgery.

Attracting between 100 - 120 Rural Surgeons, Trainees and Medical Professionals from a range of specialities including General, Vascular and Orthopaedic Surgery, the PSA 2017 ASC will provide you with an excellent platform for your company to be involved at a more intimate level, and to promote your product/s and service/s to a targeted audience.

The health care industry plays a pivotal role in benefiting the surgical community through education and support, research and development, and we invite you to consider this important event on every Rural Surgeon's calendar.

We invite you to consider the benefits of supporting the PSA 2017 ASC, and we look forward to your support again in 2017.

Yours sincerely,

Assoc Prof Graham Stewart, FRACS  
*Scientific Convenor*



## EVENT INFORMATION

The PSA ASC is an important annual event for surgical consultants and trainees across a broad range of specialities, with a strong interest in Rural Surgery.

Often this event provides the only opportunity delegates have to engage with colleagues in a scientific environment, as well as providing an important opportunity for further education in technology and treatment options.

Delegates are typically identified as important stakeholders in their communities and hospitals, and have significant influence on decisions for hospital upgrades, equipment acquisitions as well as the incorporation of new treatment modalities.

### **WHY BE INVOLVED?**

The PSA 2017 ASC will provide a compelling educational environment dedicated to the exchange of knowledge, leading technologies, scientific research and training. If your target market includes General, Vascular, ENT, Orthopaedic and/or Neuro Specialist Surgeons including those in training, and/or other allied health professionals, this event will provide the perfect opportunity to connect.

Benefits may include:

- Opportunity to promote your company name/brand
- Opportunity to consolidate corporate relationships and expose your company to key markets
- Opportunity to interact face-to-face during catered breaks, and social events (where applicable)
- Exposure to an influential and relevant audience in an environment that is away from day-to-day distractions



## SPONSORSHIP OPPORTUNITIES

### **MAJOR SPONSOR | \$8,800**

*Exclusive Opportunity*

The Major Sponsor package includes:

- Prime exhibition space in the exhibition area (trestle table x three (3))
- Company logo and acknowledgement in the Provisional and Final Programs
- Company logo and acknowledgement on promotional advertising
- Company logo, link and acknowledgement on dedicated conference website
- Company logo to be included on the official ASC satchel
- Sponsorship of Scientific Sessions (*subject to Committee approval*) x two (2)
- Verbal recognition as part of master-of-ceremonies at the Gala Dinner
- Registration of company representatives x three (3)
- Complimentary tickets to the Welcome Reception, PSA Dinner and Gala Dinner x three (3)
- Double-page company advertisement in the Provisional and Final Programs (*artwork to be supplied, dimensions to be advised*)
- Satchel insert (*to be supplied at the sponsor's expense*) x one (1)
- Lunch, morning and afternoon tea (where applicable) to be held in the Exhibition Area throughout the duration of the ASC
- List of delegates (name, state and country) where release of details has been granted

The Major Sponsorship Package also includes the following additional option:

### **DELEGATE LANYARD SPONSORSHIP | \$1,100**

This opportunity allows additional promotion of your company through branding of the delegate lanyard which all delegates must wear with their accompanying name tag for the duration of the ASC.

#### **INCLUSIONS**

- Company logo printed on all delegate lanyards (*size and placement of logo will be at the discretion of the Organising Committee, artwork to be supplied, production of lanyards will be the responsibility of the Meeting Organiser*).



## SPONSORSHIP OPPORTUNITIES

### **SUPPORTING SPONSOR | \$6,600**

The Supporting Sponsor package includes:

- Prime exhibition space in the exhibition area (trestle table x two (2))
- Company logo and acknowledgement included in the Provisional and Final Programs
- Company logo and acknowledgement of sponsorship level on dedicated conference website with a link to your company's website
- Sponsorship of Scientific Sessions (*subject to Committee approval*) x two (2)
- Verbal recognition as part of master-of-ceremonies at the official Gala Dinner
- Registration of company representatives x two (2)
- Complimentary tickets to the Welcome Reception, PSA Dinner and Gala Dinner x two (2)
- Full-page company advertisement in the Provisional and Final Programs (*artwork to be supplied, dimensions to be advised*)
- Satchel insert (*to be supplied at the sponsor's expense*) x one (1)
- Lunch, morning and afternoon tea (where applicable) to be held in the Exhibition Area throughout the duration of the ASC
- List of delegates (name, state and country) where release of details has been granted



ARMIDALE

## SPONSORSHIP OPPORTUNITIES

### **WORKSHOP SPONSOR | \$6,050**

*Limited Opportunities*

Workshop sponsorship provides an excellent opportunity for your company to custom design a workshop for attending delegates.

Workshops will be scheduled to run on Wednesday 18 October, 2017 - one day prior to the ASC - and can be run as either a half-day or full-day program. With a very limited number of workshop opportunities available, preference will be given in order of registration and payment, and at the discretion of the Organising Committee.

*Please note:*

- Workshops will be scheduled to run on Wednesday 18 October, 2017
- Your workshop must include catered breaks - lunch and/or tea breaks which must be factored into the program
- Maximum number of participants will apply

The Workshop Sponsor package includes:

- Exhibition space in the exhibition area (trestle table x one (1) and chairs)
- Workshop space/room including projector and screen, microphone, chairs and tables (dependent on room set-up)
- Choice of workshop theme, program and speakers  
*(subject to Committee approval)*
- Company banner/promotional materials on display within workshop space/room
- Publication of workshop abstract in the Provisional and Final Programs
- Company logo and acknowledgement included in the Provisional and Final Programs
- Company logo and acknowledgement on workshop promotional advertising
- Company logo and acknowledgement of sponsorship level on dedicated conference website with a link to your company's website
- Registration of company representatives x two (2)
- Lunch, morning and afternoon tea (where applicable) to be held in the Exhibition Area throughout the duration of the ASC
- List of delegates (name, state and country) where release of details has been granted

To apply for this limited opportunity, please submit a proposal for consideration by the Organising Committee to [sally.erickson@generalsurgeons.com.au](mailto:sally.erickson@generalsurgeons.com.au). All applications will be reviewed by the Organising Committee and acceptance or otherwise will be advised in due course.



## EXHIBITION OPPORTUNITIES

### INDUSTRY EXHIBITION HALL

The exhibition hall will be the focal point of the PSA 2017 ASC. The program will be structured to maximise the opportunity for delegates to visit the exhibition during all morning and afternoon tea, and lunch breaks, with all catering being served in the Exhibition Area.

Applications for exhibition will be taken on a first-come first-served basis and can be made by completing and submitting the enclosed application form. Upon receipt, exhibition space will be allocated and written confirmation will be sent to you.

### EXHIBITION STAND - TRESTLE DISPLAY | \$2,640

#### INCLUSIONS

- \*One (1) exhibition space including one (1) table and two (2) chairs)
- Registration of company representatives x two (2)
- Complimentary tickets to the Welcome Reception, PSA Dinner and Gala Dinner x two (2)
- Lunch, morning and afternoon tea (where applicable) to be held in the Exhibition Area throughout the duration of the ASC
- Acknowledgement of exhibition on the dedicated ASC website, and in the Provisional and Final Programs
- List of delegates (name, state and country) where release of details has been granted

*\*Exhibition space allocation at the discretion of the Organising Committee*

### ADDITIONAL INDUSTRY REGISTRATION | \$660

All attending company representatives must be registered. Any additional industry representatives above what is included in sponsorship packages and exhibition as outlined within, can be purchased for \$660 Inc. GST per registration, which includes one (1) x ticket to each social event - Welcome Reception, PSA Dinner and Gala Dinner, as well as access to the Exhibition Area and catering over the three days of the ASC.





## OTHER OPPORTUNITIES

### **BREAKFAST SESSION | \$3,300**

This package offers you the opportunity to convene a breakfast session between 60 - 90 minutes (duration of session is dependent on scientific program). Theme, program, facilitator and speakers are to be determined by you, however final approval is at the discretion of the Organising Committee.

#### **INCLUSIONS**

- Naming and content rights to the breakfast session
- Breakfast session space/room including seating and basic audio visual
- Choice of workshop theme program and speakers (*subject to Committee approval*)
- Breakfast for participants

### **SPEAKER SPONSORSHIP | \$2,750**

Speaker sponsorship can assist with promoting your company by associating with a speaker who may be presenting during a session that relates to your company's target market and audience, or perhaps you would like to put forward a national and/or international speaker as a recommendation to the Organising Committee.

#### **INCLUSIONS**

- Naming rights to one (1) speaker (*subject to Committee approval*)
- Acknowledgement on the ASC website and in the Provisional (where applicable) and Final Program.

### **SESSION SPONSORSHIP | \$1,650**

Session sponsorship is a great way to promote your company by associating your company name with a session that ties in with your target market and audience.

#### **INCLUSIONS**

- Naming rights to one (1) Scientific Session (*subject to Committee approval*)
- Acknowledgement on the ASC website and in the Provisional (where applicable) and Final Program



## OTHER OPPORTUNITIES

### **SACHEL INSERT | \$770**

The opportunity exists for you to promote your company even further by placing branded products and promotional material in the official ASC delegate satchels.

#### **INCLUSIONS**

- The insertion of one (1) item, either a promotional product or printed material in the official ASC satchel (printed material to be your company's expense - please note that satchels will accommodate up to A4 in size).

### **CAN'T SEE AN OPPORTUNITY THAT MEETS YOUR NEEDS?**

We welcome the opportunity to meet with you to discuss sponsorship and/or exhibition alternatives that may assist you in order to best accommodate your company's marketing strategy and compliance.

Other opportunities may include (but not limited to) research awards, official Welcome Reception and Gala Dinner sponsorship, and advertising.



ARMIDALE

## HOW TO APPLY

### APPLICATION PROCESS

1. Please complete the enclosed application form indicating your sponsorship and/or exhibition preference/s and return together with your preferred payment method
2. You will be notified by email, upon receipt of application form
3. Upon acceptance of application, and processing of sponsorship/exhibition fee, you will be sent a tax invoice and receipt of payment

### ADVERTISING DEADLINE

For advertising material to be published in the Provisional and/or Final Programs, please take note of the following deadlines:

- Provisional Program | Friday 24 February, 2017
- Final Program | Friday 22 September, 2017

### TERMS OF PAYMENT

#### CHEQUE

Please complete the application, indicating payment by cheque, and return both the form and cheque payable to General Surgeons Australia as follows:

C/- Sally Erickson  
Events Manager & Communications Officer  
250-290 Spring Street  
EAST MELBOURNE VIC 3002

#### CREDIT CARD

Please complete the credit card component of the application form

#### BY EFT

It is essential that a copy of the bank transfer details together with a copy of the completed application form are returned to General Surgeons Australia to assist in identifying your payment.

Account Name | General Surgeons Australia  
BSB | 013-030  
ACCT 8371 16136  
ANZ | 55 Collins Place, MELBOURNE VIC 3000

GSA ABN 31 091 317 690 | Completed forms should be returned to the Event Organiser C/- General Surgeons Australia, 250-290 Spring Street, EAST MELBOURNE VIC 3002 | Alternatively completed forms can be returned by email - sally.erickson@generalsurgeons.com.au, or faxed to +61 3 9249 1257

CONTACT DETAILS (please print clearly)		SPONSORSHIP AND EXHIBITION	
Company Name		<input type="checkbox"/> Major Sponsor	\$8,800
Contact Name		<input type="checkbox"/> Supporting Sponsor	\$6,600
Position		<input type="checkbox"/> Delegate Lanyard	\$1,100
Company Address		<input type="checkbox"/> Workshop Sponsor	\$6,050
		<input type="checkbox"/> Breakfast Session Sponsor	\$3,300
		<input type="checkbox"/> Speaker Sponsor	\$2,750
State		<input type="checkbox"/> Session Sponsor	\$1,650
P/Code		<input type="checkbox"/> Satchel Insert	\$770
Phone No.		<input type="checkbox"/> Exhibition Display	\$2,640
Mob No.		<input type="checkbox"/> Additional Industry Registration	\$660
Email Address		<b>TOTAL</b>	<b>\$</b>

## PAYMENT DETAILS (All prices are listed in \$AUD & are inclusive of GST)

- I require a Tax invoice to make EFT payment
- Cheque enclosed (*please make payable to General Surgeons Australia*)
- Credit Card (*complete card details below*)

MasterCard       Visa       AMEX

Card Number

  
       
       

CCV

(3 digit No. on back/AMEX: 4 digit No. on front)

Exp. Date

\_\_\_\_\_ / \_\_\_\_\_

Card Holder Name

\_\_\_\_\_

Signature

\_\_\_\_\_

## TERMS & CONDITIONS

I accept the Terms & Conditions outlined within the Sponsorship Prospectus

Signature \_\_\_\_\_ Full Name \_\_\_\_\_ Date \_\_\_\_\_



ARMIDALE

## TERMS AND CONDITIONS

### ACCEPTANCE OF APPLICATION

The application of sponsor/exhibitor to exhibit is an offer which is accepted by the Organiser - General Surgeons Australia, of the amount payable on making this application.

### BOOKING CONDITIONS

Acceptance of sponsorship/exhibition applications will be subject to Organising Committee approval. The Organising Committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the ASC.

### CANCELLATION POLICY

Cancellations must be made in writing to the Event Organiser. In the case of cancellation of sponsorship and/ or exhibition display(s) space, please note that the Organising Committee reserves the right to retain monies paid in full unless sponsorship and/exhibition display(s) space is resold. If payment of the full amount indicated on the application form is not received by the due date, your preferred sponsorship package and/ or exhibition display(s) space cannot be held for you. The Organising Committee reserves the right to cancel the exhibition in circumstances beyond their control.

### INDUSTRY REPRESENTATIVE REGISTRATION

The sponsor and/or exhibitor understands that all industry representatives must be officially registered. Any industry representatives attending the ASC outside of the allocated registrations included as per each sponsorship package and/ or exhibition display(s) package, must pay an additional \$660 Inc. GST per representative.

### GENERAL TERMS

The sponsor and/or exhibitor agrees to be bound by the Sponsorship and Exhibition General Terms and Conditions as set out in the PSA 2017 ASC Sponsorship Prospectus document, which is acknowledged as received.

### EXHIBITION SPACE ALLOCATION

The sponsor and/or exhibitor understands that exhibition space will be allocated in order of receipt of payment and that the Organising Committee's decision is final.

### LIABILITY AND INSURANCE

The Exhibitor and the servants, agents, and contractors of the Exhibitor occupy and use the exhibition display(s)/space allocated under this exhibition contract and enter the "Venue" and act under, or pursuant to, this exhibition contract at their own risk. The Exhibitor hereby indemnifies and releases the Organiser - General Surgeons Australia ("Venue Manager") and each of them against all actions, suits, costs, claims, and demands brought against the Organiser, and the Venue Manager by any person, firm, or corporation for any damage or loss caused directly, or indirectly to, or suffered by any person, firm, or corporation as a result of any act or default of the Exhibitor or the servants, agents, contractors, or invitees of the Exhibitor or resulting directly or indirectly from the attendance of the Exhibitor at the exhibition, including travel to and from such venues and without limiting the foregoing of the Organiser and the Venue Manager or any of them shall not in any circumstances be liable for any loss, damage, or injury which may occur to the Exhibitor or the servants, agents, or contractors of the Exhibitor or for any damage to their property including damage to exhibits, plant equipment, fixtures, fittings, or other property whatsoever or for any loss of profits which they may suffer howsoever caused. It is strongly advised that each Exhibitor seek to cover their equipment, exhibits, and display material with adequate insurance and also effect public risk insurance at the expense of the Exhibitor.



# TERMS AND CONDITIONS

## IMPLIED WARRANTIES

In the event that any statute implies any term, condition, or warranty into this agreement which cannot be lawfully excluded, such as terms will apply to this agreement, save that the liability of the Organiser and each of them for breach of any such implied term will be limited, at the option of the Organiser, to any one or more of the following:

1. The placement of goods to which the breach relates or the supply of equivalent goods
2. The repair of such goods
3. The payment of the costs of replacing the goods or of acquiring equivalent goods, or the payment of the cost of having the goods repaired

## CONSEQUENTIAL DAMAGE

The Organiser will not be liable for any indirect or consequential damages arising from a breach of the Exhibitor Contract.

## SECURITY

The Venue security operations provide fundamental perimeter security within the venue, but beyond this the Organiser and the Venue Manager and their offices and employees, separately or collectively, are not responsible for any damage to or for, the loss or destruction of an exhibit, from fire or theft or accidents or injury resulting from such causes. Additional security requirements should be discussed between the Exhibitor and the Venue Manager directly.

## ADDITIONAL CONDITIONS AND REGULATIONS

The Exhibitor and the servants, agents, contractors, and invitees of the Exhibitor are also to observe the conditions, rules, regulations, and procedures as set by the Venue Manager. Further details can be obtained by contacting the Venue Manager directly.

## VARIATIONS

The Organiser may, in the event of any circumstances which render it necessary, vary the exhibition space allocation and the exhibitor will accept such re-allocation without any claim for reduction in charges or otherwise.

## UNAVOIDABLE OCCURENCES

In the event that the Exhibition is cancelled or delayed through no fault of the Organiser, the Venue Manager or the Exhibitor, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorder, riots, insurrections, work stoppages, slow downs, or disputes, or other similar events then the Exhibitor shall not be entitled to any refund or claim for any loss of damage.

## ASSIGNMENT AND SUBLETTING

No exhibitor shall assign, sublet, or share the whole or any part of the allocated space or booth without the acknowledgement and consent of the Organiser.

## HOURS

The Organiser shall determine the hours during which the Exhibition shall be conducted and as to hours of access for exhibitors including variations of such times as shall be necessary.



## PAST DELEGATE FEEDBACK

*"Loved it! This was my first PSA and everyone was so warm, friendly and welcoming.  
Can't wait to attend the next PSA"*

*"Was a brilliant conference, great themes and well organised with a  
fantastic social program... thank you!"*

*"Congratulations and thanks to all involved with putting on another excellent  
PSA meeting again. Have learnt, and greatly enjoyed."*

*"Great networking forum. One of the greatest strengths of the  
meeting - to share problems and solutions"*



PSA  
2017  
ASC



EVENT ORGANISER

*General Surgeons Australia*

*250-290 Spring Street*

*EAST MELBOURNE VIC 3002*

*P 61 3 9249 1142*

*E [events@generalsurgeons.com.au](mailto:events@generalsurgeons.com.au)*

*W [psa.generalsurgeons.com.au](http://psa.generalsurgeons.com.au)*