

PSA 2019 ASC

**OPERATING
IN A BIG COUNTRY**

*ENHANCING OUTCOMES
FROM MAJOR SURGERY IN
PROVINCIAL CITIES*

BALLARAT

02.04.NOV

A large, stylized red line-art graphic of a building structure, possibly a hospital or conference center, dominates the right side of the page. It features a tall, narrow central tower and various horizontal and vertical lines representing walls, windows, and rooflines.

**PSA
2019
ASC**

OPERATING IN A BIG COUNTRY

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02-04 NOVEMBER, 2019 | BALLARAT

SCIENTIFIC CONVENOR

MR BRUCE STEWART FRACS

COMPANY INVITATION

On behalf of the Provincial Surgeons of Australia and New Zealand, it is with pleasure that we invite you to participate in the 55th PSA 2019 Annual Scientific Conference - *OPERATING IN A BIG COUNTRY: Enhancing Outcomes from Major Surgery in Provincial Cities*; to be held at the Mercure Ballarat, from 02-04 November, 2019.

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.

This year's PSA ASC will feature renowned Colorectal and Trauma Surgeon Dr **Samantha Quade** from Seattle, US; and will focus on: Perioperative patient management, resuscitation and management of acute surgical emergencies; retrieval and intensive care resources in the regions, Innovative surgery and technology in rural surgery, advanced techniques including robotics, and live surgery.

Attracting between 100 - 120 Consultants, Trainees and Medical Students from a range of specialities, the PSA 2019 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 valued audience.

We invite you to consider the benefits of supporting the PSA 2019 ASC; we look forward to your continuing support.

Yours sincerely,

MR BRUCE STEWART FRACS
COLORECTAL SURGEON - BALLARAT HEALTH

THE EVENT

The PSA ASC is an important event for surgical consultants and trainees across a range of specialities, and attracts up to 120 delegates from across Australia and internationally.

Often this event provides the only opportunity rural-based surgeons have to engage with colleagues in a scientific environment, as well as extend an opportunity for further education in technology and treatment advances.

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 2019 ASC will provide a valuable educational environment dedicated to the exchange of knowledge, leading technologies, scientific research and training. If your target market includes General, Vascular, ENT, Orthopaedic, Plastic and/or Neuro Specialist Surgeons including those in training, this event will provide the perfect opportunity to connect.

THE BENEFITS

- 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

THE EVENT

VENUE

CONVENTION CENTRE
MERCURE BALLARAT LODGE
613 Main Road
GOLDEN POINT VIC 3350

SCIENTIFIC CONVENOR

- Mr Bruce Stewart FRACS
Specialist General & Colorectal Surgeon
Ballarat Health

KEY DATES

- **FRIDAY 01 NOVEMBER**
Exhibitor Bump-in
- **SATURDAY 02 NOVEMBER**
PSA 2019 ASC & Rural Specialist Interest Group
Combined Program Day One
- **SUNDAY 03 NOVEMBER**
PSA 2019 ASC Program Day Two
- **MONDAY 04 NOVEMBER**
PSA 2019 ASC Program Day Three - Live Surgery

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR \$8,800 INC. GST

INCLUSIONS:

- Prime exhibition space in the exhibition area (trestle table x four (4))
- Company logo and acknowledgement included in the Provisional and Final Programs
- *Company logo to be included on the official delegate satchel
- 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 four (4)
- Complimentary tickets to the Welcome Reception and Gala Dinner x three (4)
- *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

**Dependent upon official take-up of sponsorship package*

SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR \$7,700 INC. GST

INCLUSIONS:

- Prime exhibition space in the exhibition area (trestle table x three (3))
- 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 three (3)
- Complimentary tickets to the Welcome Reception and Gala Dinner x three (3)
- *One-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

**Dependent upon official take-up of sponsorship package*

SPONSORSHIP OPPORTUNITIES

WORKSHOP SPONSOR \$6,600 INC. GST

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

Workshops will be scheduled to run one day prior to the ASC - and can be run as either a half-day or full-day program.

PLEASE NOTE:

- Workshops will be scheduled to run on Friday 01 November
- Your workshop must include catered breaks - lunch and/or tea breaks, which must be factored into the program
- Maximum number of participants will apply

INCLUSIONS

- 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 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 to the Organising Committee via 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

EXHIBITION DISPLAY \$3,190 INC. GST

INCLUSIONS:

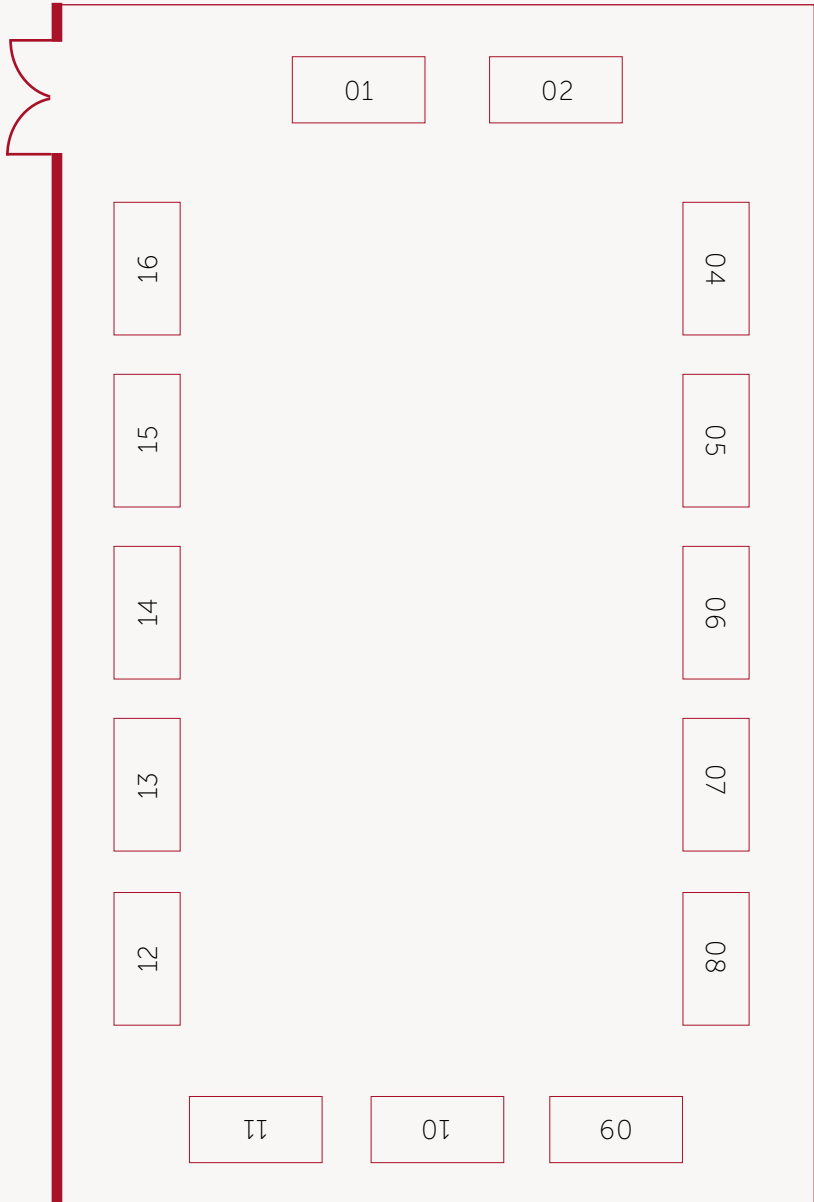
- *One trestle display
- Registration of company representatives x two (2)
- Complimentary tickets to the Welcome Reception, PSA Dinner and Gala Dinner x two (2)
- Lunch, morning and afternoon tea (where applicable) to be held in the Exhibition Area throughout the duration of the ASC
- Acknowledgement 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 will be allocated first come-first served

ADDITIONAL INDUSTRY REGISTRATION \$880 INC. GST

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 \$880 Inc. GST per registration, which includes one (1) x ticket to each social event - Welcome Reception, PSA Dinner (TBC) and Gala Dinner, as well as access to the Exhibition Area and catering over the three days of the ASC.



****PLEASE NOTE FLOOR PLAN IS SUBJECT TO VENUE APPROVAL****

It is our intention to maintain this floor plan however changes may occur when and wherever necessary

OTHER OPPORTUNITIES

BREAKFAST SESSION \$3,800 INC. GST

Limited opportunity for you to convene a breakfast session, allowing you to tailor the theme, program, facilitator and speakers.

INCLUSIONS

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

**Please note that session duration can be no more than 90 minutes. Timing is dependent on the scientific program, and final approval is at the discretion of the Organising Committee.*

SPEAKER SPONSORSHIP \$3,300 INC. GST

Support a highly regarded International Keynote Speaker of your choice (Organising Committee approval required), who will be utilised throughout the program. Sponsoring a keynote speaker provides a great opportunity for brand exposure and aligns your brand with a key expert from a related surgical field.

BENEFITS

- Acknowledgement of International Keynote Speaker across all marketing and advertising platforms
- Logo displayed on screen before and after Keynote Addresses
- Branded banner displayed during Keynote Addresses
- Logo acknowledgement in Provisional and Final Programs (*where applicable*)
- Company logo and acknowledgement on event web-listing, with company link

OTHER OPPORTUNITIES

SATCHEL INSERT \$770 INC. GST

INCLUSIONS:

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).

TAILORED OPPORTUNITIES \$TBC

We welcome the opportunity to tailor a package that suits your marketing objectives and budget. Please do not hesitate to contact the Event Organiser to discuss how we can work together.

We appreciate your consideration and look forward to developing a mutually beneficial partnership.

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 | Monday 25 March, 2019
- Final Program | Monday 30 September, 2019

TERMS OF PAYMENT

CREDIT CARD

Please complete the credit card component of the application form located on page 15.

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

APPLICATION FORM

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, OR email to: sally.erickson@generalsurgeons.com.au, or faxed to +61 3 9249 1257

CONTACT DETAILS (please print clearly)

SPONSORSHIP AND EXHIBITION

Company Name	
Contact Name	
Position	
Company Address	
State	P/Code
Phone No.	
Mob No.	
Email Address	

<input type="checkbox"/>	Major Sponsor	\$8,800
<input type="checkbox"/>	Supporting Sponsor	\$7,700
<input type="checkbox"/>	Workshop Sponsor	\$6,600
<input type="checkbox"/>	Exhibition Display	\$3,190
<input type="checkbox"/>	Breakfast Session Sponsor	\$3,800
<input type="checkbox"/>	Speaker Sponsor	\$3,300
<input type="checkbox"/>	Satchel Insert	\$770
<input type="checkbox"/>	Additional Industry Registration	\$880
TOTAL		\$

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

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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CCV

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

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Exp. Date

____ / ____

Card Holder Name

Signature

TERMS & CONDITIONS

I accept the Terms & Conditions outlined within the Sponsorship Prospectus

Signature: _____ Full Name: _____ Date: _____

TERMS & 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 \$880 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 2019 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

TERMS & CONDITIONS

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.

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 OCCURRENCES

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.

EVENT MANAGER

GENERAL SURGEONS AUSTRALIA
250-290 SPRING STREET
EAST MELBOURNE
VIC 3002

+61 3 9249 1142
EVENTS@GENERALSURGEONS.COM.AU
PSA.GENERALSURGEONS.COM.AU

