ASCD
Australasian Society of Cosmetic Dermatologists

SYMPOSIUM

CROWN CONFERENCE CENTRE
31 AUG - 3 SEP 2017

SPONSORSHIP PROSPECTUS

TPHE
THE production house EVENTS

For sponsorship enquiries, please contact Anna Scholten
at The Production House Events **anna@tphe.com.au**

CROWN

INVITATION TO PARTICIPATE

The Australasian Society of Cosmetic Dermatologists (ASCD) invites you to be involved as a sponsor and or an exhibitor at the Inaugural ASCD Symposium, being held at the Crown Conference Centre from 31st August – 3rd September 2017.

The Symposium will commence with a welcome cocktail party on the evening of Thursday 31st August followed by 2.5 days of sessions specifically designed to facilitate networking and a social gathering on Saturday 2nd September. The exhibition will be an integral part of the conference, with catering being served in this area during each morning and afternoon tea break and lunch to maximise contact between exhibitors and attendees.

The Symposium will include International Keynote Speaker presentations, local faculty presentations, video presentations and panel discussions. Interaction of all participants with our guests will be encouraged.

During the conference there is the possibility of having a breakfast session. We have found previously that breakfast sessions for short presentations on new products and technologies are appreciated by both industry and members.

We encourage you to support this Symposium and to become involved with all participants to help us make this a great Symposium to the mutual benefit of all Cosmetic Dermatologists and their Practice Staff.

We look forward to welcoming your participation in the ASCD Symposium.

Greg Goodman,
Symposium Convenor

TPHE
THE production house EVENTS

Conference Secretariat
Anna Scholten
The Production House Events
1/ 959 Glen Huntly Road
Caulfield South Victoria 3162
T +61 3 9020 7057
E anna@tphe.com.au

VENUE

The ASCD Symposium will be held at the Crown Conference Centre in Southbank.

Crown is located in the heart of the action – Melbourne's vibrant Southbank entertainment precinct. Crown Conference Centre is adjacent to the Crown Entertainment Complex, close to the CBD, the Melbourne Exhibition Centre, and the city's most famous arts and sporting facilities.

The facilities for the industry are excellent and allow a well-integrated flow between the lecture room and the exhibition area.

Crown is home to three world-class hotels, the luxurious Crown Towers, the relaxed and affordable Crown Promenade and the elegant Crown Metropol.

Further details on each of the hotels are available at www.crowncasino.com.au/hotels. Bookings may be made on the online registration site which will be forwarded to you upon acceptance of your sponsorship.

All morning, afternoon teas and lunches for the delegates will be served within the exhibition display space.

SPONSORSHIP OPPORTUNITIES

ASCD is dedicated to the task of matching sponsorship packages to sponsor requirements. An exciting range of sponsorship opportunities have been developed to ensure a successful outcome for sponsor involvement.

Early confirmation of your sponsorship for the Symposium will ensure an even higher level of exposure. An extensive promotional campaign including advertisements, email broadcasts and the opportunity exists for your company to be represented as a key sponsor of the Symposium.

PLATINUM	$35,000 (incl. GST)
GOLD	$25,000 (incl. GST)
SILVER	$15,000 (incl. GST)

PLATINUM

Platinum Sponsorship Packages
$35,000 (inclusive of GST)

Platinum Sponsor Entitlements:

- 2 (two) 3m x 2m exhibition booths. First preference of exhibition position.
- One full page advertisement inside the official Symposium Handbook (subject to confirmation prior to printing deadlines)
- An opportunity to insert x 2 promotional pieces of material into the delegate satchels
- A delegate list pre and post Conference
- 4 complimentary registrations to the Symposium (meals and social events included)
- Platinum sponsor acknowledgement through corporate logo on Symposium signage
- Platinum Sponsor acknowledgement through corporate logo on Symposium Registration Brochure
- Company logo and 100 world company profile to appear inside Symposium Handbook
- Additional 3m x 2m stands may be purchased at a discounted rate of $4,900 (incl. GST)
- The opportunity exists to hold one special Breakfast Symposia within the Symposium venue at Crown Conference Centre. Special times have been set-aside for these Symposiums, which are as follows: 0700 - 0800am Breakfast Symposia on either Saturday 2 or Sunday 3 September.

All aspects of this level of sponsorship will include discussion with the Scientific Convenor. The subject of the Symposium and the invited speakers are to be negotiated with the Scientific Convenor.

* The exact Symposium schedule will be assigned by the Scientific Convenor
* All food, drinks and related costs are the sponsor's responsibility
* The Symposium will bear the expenses of the venue rental and standard audio-visual services. Any additional audio- visual requirements including extra labour with technicians will be at the cost of the sponsor

As a Platinum sponsor, you will have the option to select one of the below opportunities as part of your sponsorship in addition to the above inclusions. If any of the below options or Platinum inclusions are not within your company compliance, please feel free to contact Anna Scholten via email to anna@tphe.com.au for further discussion.

Your option preference must be received in writing to The Production House Events in order for confirmation.

OPTION 1
Welcome Reception (Exclusive Opportunity)
including signage at venue

OPTION 2
Closing Reception (Exclusive Opportunity)
including signage at venue

OPTION 3
Coffee Cart Sponsorship (Exclusive Opportunity)
including coffee cart & barista for the duration of the Symposium days

KEYNOTE SPEAKERS
If you wish to bring out a Keynote Speaker for the Symposium $7,500 will be deducted from the sponsorship package i.e. the total amount will be reduced to $27,500 (Keynote Speakers subject to approval of Symposium Convenor)

GOLD

Gold Sponsorship Packages
$25,000 (inclusive of GST)

Gold Sponsor Entitlements:

- 2 (two) 3m x 2m exhibition booths
- One full page advertisement inside the official Symposium Handbook (subject to confirmation prior to printing deadlines)
- An opportunity to insert x 2 promotional pieces of material into the delegate satchels
- A delegate list pre and post Symposium
- 3 complimentary registrations to the Symposium and social events
- Gold sponsor acknowledgement through corporate logo on Symposium signage
- Gold Sponsor acknowledgement through corporate logo on Symposium registration Brochure
- Company logo and 100 world company profile to appear inside Symposium Handbook
- The opportunity exists to hold one special Breakfast Symposia within the Symposium venue at Crown Conference Centre. Special times have been set-aside for these Symposiums, which are as follows: 0700 - 0800am Breakfast Symposia on either Saturday 2 or Sunday 3 September

All aspects of this level of sponsorship will include discussion with the Scientific Convenor. The subject of the Symposium and the invited speakers are to be negotiated with the Scientific Convenor.

* The exact Symposium schedule will be assigned by the Scientific Convenor
* All food, drinks and related costs are the sponsor's responsibility
* The Symposium will bear the expenses of the venue rental and standard audio-visual services. Any additional audio- visual requirements including extra labour with technicians will be at the cost of the sponsor

As a Gold sponsor, you have the option to select one of the below Sponsorship opportunities as part of your sponsorship, in addition to the above sponsorship inclusions. If any of the below options are not within your company compliance, please feel free to contact Anna Scholten via email to anna@tphe.com.au for further discussion. Your option preference must be received in writing to The Production House Events in order for confirmation.

OPTION 1
Lanyards (Exclusive Opportunity)
Company logo printed on delegate lanyards

OPTION 2
Branded Luggage Tags on Delegate Satchels (Exclusive Opportunity)
Company logo printed on a separate luggage tag attached to the satchel along with ASCD Symposium logo

OPTION 3
VIP Room Drops
VIP Room Drops to International Keynote Speakers and 10 selected delegates (company must supply room drop gifts)

KEYNOTE SPEAKERS
If you wish to bring out a Keynote Speaker for the Symposium $7,500 will be deducted from the sponsorship package i.e. the total amount will be reduced to $27,500 (Keynote Speakers subject to approval of Symposium Convenor)

SILVER

Silver Sponsorship Packages
$15,000 (inclusive of GST)

Silver Sponsor Entitlements:

- Exhibition booth 3m x 2m
- One full page advertisement inside the official Symposium Handbook (subject to confirmation prior to printing deadlines)
- An opportunity to insert promotional material into the delegate satchels
- A delegate list pre and post Conference
- 2 complimentary registrations to the Symposium (morning and afternoon teas and lunches included and tickets to the social functions)
- Silver sponsor acknowledgement through corporate logo on Symposium signage
- Silver Sponsor acknowledgement through corporate logo on Symposium registration Brochure
- Company logo and 100 world company profile to appear inside Symposium Handbook

All aspects of this level of sponsorship will include discussion with the Scientific Convenor. The subject of the Symposium and the invited speakers are to be negotiated with the Scientific Convenor.

As a Silver sponsor, you have the option to select one of the below Sponsorship opportunities as part of your sponsorship, in addition to the above sponsorship inclusions.

OPTION 1
Symposium Catering (per day)
including naming rights to Symposium Catering for the day. Opportunity for company logo to be included on table tent cards, napkins or any other creative suggestions you may have (at sponsor's expense)

OPTION 2
Nurses & Practice Managers Sessions (Exclusive Opportunity)
including signage within Symposium rooms for the entire Symposium. Opportunity for the company to present within the Nurses and Practice Managers Sessions. The presentation and the invited speakers are to be negotiated with the Nurses and Practice Managers Convenor.

KEYNOTE SPEAKERS
If you wish to bring out a Keynote Speaker for the Symposium $7,500 will be deducted from the sponsorship package i.e. the total amount will be reduced to $27,500 (Keynote Speakers subject to approval of Symposium Convenor)

KEYNOTE SPEAKER SPONSORSHIP*

Have your company associated with a leader in the industry, by sourcing and sponsoring one of our International Keynote Speakers.

*Please note that the travel expenses associated with the Keynote Speaker are not included in this fee and will be additional to your investment (flights, accommodation and transfers)

** All Keynote Speakers must be approved by Symposium Convenor

Sponsorship entitlements

- Named as sponsor of an International Keynote Speaker in the Symposium handbook and collateral
- The opportunity to introduce the International Keynote Speaker prior to their first address
- One pull-up banner (sponsor supplied) to be displayed during the keynote session
- Acknowledgement at the opening and closing of the session involving the International Keynote Speaker
- Two complimentary conference registrations including social events
- Name and logo (including hyperlink) on the conference website and conference app
- Access to the selected speaker to conduct a separate event with your company pre or post workshop, providing this is not held during any set plenary sessions.

Companies who have sponsored keynote speakers are entitled to a Speed Dating Session and Pitch to the Audience for half price i.e. $2,750 (reduced from $5,500)
This will be strictly limited to the first 6 companies as only 3 rooms are available.
For further details regarding these opportunities please see Page 9

EXHIBITING OPPORTUNITIES

The exhibition will be the focal point of ASCD and the Symposium program is structured to maximize the opportunity for delegates to visit the exhibition, and in turn for exhibitors to receive a high level of exposure to all delegates.

Morning tea, lunch and afternoon tea will all be served in the exhibition area for the duration of the Symposium.

The exhibition opportunity includes:

- Exhibition Booth within exhibition space (3m x 2m) - $6,600
- Carpet
- Back and side walls
- One standard power point
- 2 spotlights
- Company fascia over all open sides
- 2 complimentary exhibitor registrations (including lunch, morning / afternoons teas)
- 2 complimentary invitations to the Welcome Reception
- 2 complimentary invitations to the Gala Dinner
- One Symposium Handbook
- One Satchel
- One Giveaway

PLEASE NOTE

Companies who have not sponsored an International Keynote Speaker or a workshop are not entitled access to International Keynote Speakers at external events. Protocol only allows Platinum and Gold Sponsors and companies who sponsor an International Keynote Speaker or workshops to hold functions throughout the duration of the Symposium, including evenings.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

In addition to the sponsorship opportunities, we wish to provide exclusive additional opportunities, specifically created for this Symposium.

These opportunities are outlined below, all inclusive of GST:

- **Partner Program - $1,500 per program**
- **Satchel Inserts - $1,000 (if not exhibiting)**
- **Advertisement in the Conference Handbook**
  Full page - $1,500
  Half page - $850
- **Pads - $1,000**
- **Pens - $1,000**
- **Water Bottles - $1,000**
- **Plenary seat drop of collateral at 1 session - $1,000**
- **Plinth Product Displays - $550**

Free standing illuminated plinth boxes, will be displayed throughout the exhibition area.

This is an opportunity to showcase your latest products in an innovative gallery environment. Dimensions of plinth box: 29cm high x 29cm wide x 29cm high

SPEED DATING

$2,000 inc GST

Have the opportunity to bring delegates to your booth at the ASCD Speed Dating Sessions.

There will be provision in the program for 6 x 8 minute talks at each booth with 2 minutes for change over.

The industry talk would be best given by the most qualified person at your booth and is designed to inform about your products and interact with delegates.

If you have sponsored a speaker this would be an ideal opportunity for them to present at your booth.

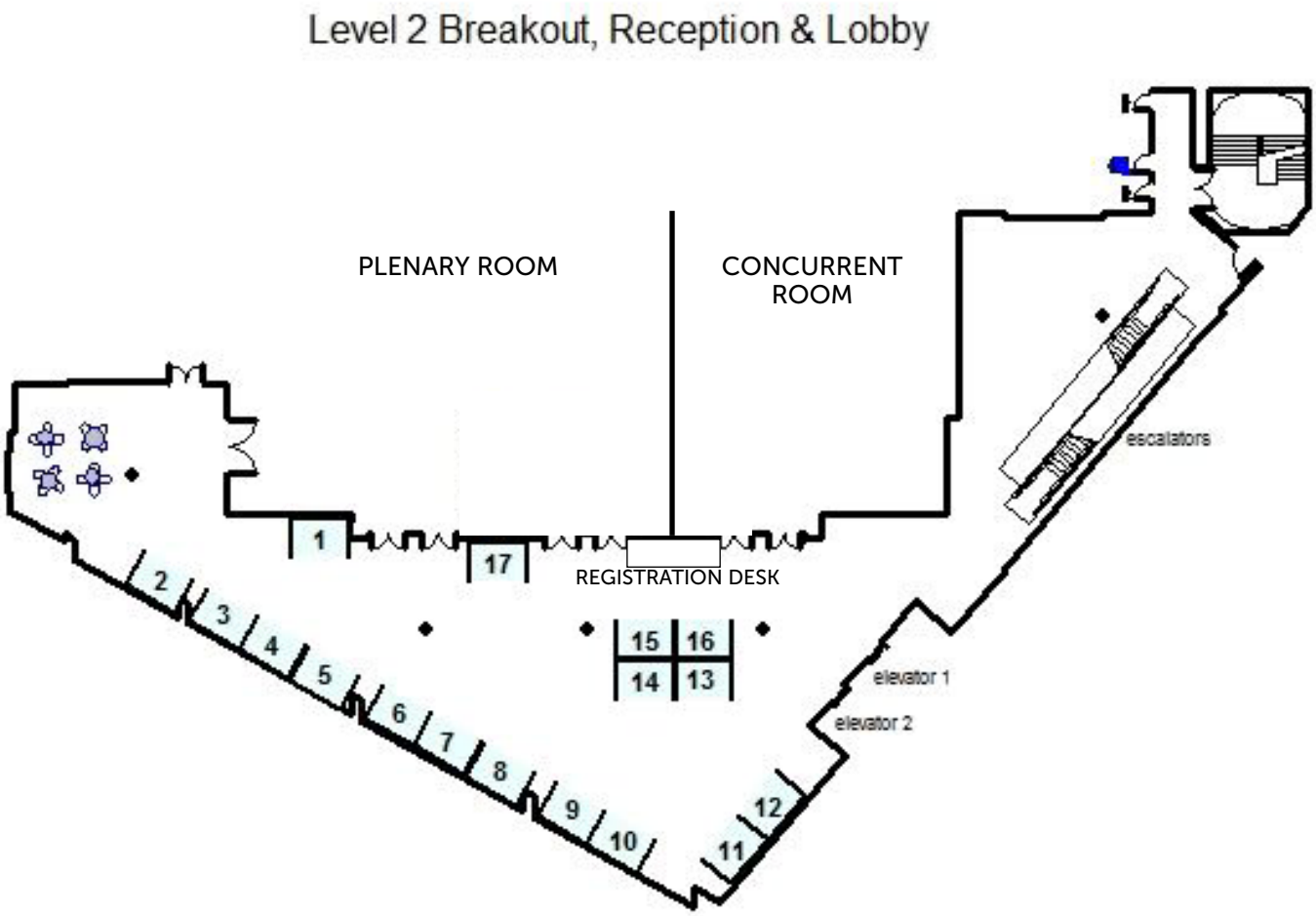
PITCH TO THE AUDIENCE

$3,000 inc GST

Have the opportunity to present to the ASCD audience for 5 minutes within the scientific program.

Your presentation would be based on 'thought leadership' and the strength of your service or product but would not be a product specific push.

EXHIBITION FLOORPLAN CROWN CONFERENCE CENTRE



TERMS & CONDITIONS

1. DEFINITIONS

1.1 "Organisers" means ASCD, and TPHE;
1.2 "ASCD" means Australasian Society of Cosmetic Dermatologists;
1.3 "TPHE" means The Production House Events;
1.4 "Symposium" means the 2017 ASCD Symposium commencing 31 August 2017.
1.5 "Exhibitor" means any person, firm or company who has made a booking or application for, or who has been granted, sponsorship rights and/or an exhibition space in the Symposium.

TERMS AND CONDITIONS

2.1 By signing the booking form, you confirm that you have read and agree to abide by these terms and conditions.
2.2 These terms apply to all Exhibitors and cannot be varied or replaced by any other terms of conditions.

BOOKINGS

3.1 Bookings must be made by filling out and signing the attached booking form.
3.2 By completing the booking form the Exhibitor agrees to pay a non-refundable deposit of 30% of the total fees in accordance with clause 3.3.
3.3 A tentative booking will be held for seven (7) days after completion of the booking form. Bookings will be confirmed upon receipt of the 30% deposit by TPHE.
3.4 If the deposit has not been received within seven (7) days of signing the booking form, the booking will be cancelled, subject to the Organisers granting an extension at their absolute discretion.
3.5 The Organisers reserve the right to reject any booking for any reason.
3.6 Each company representative must pre-register separately in order to attend the Symposium.

PAYMENT

4.1 A signed booking form and deposit of 30% of the total fees is required in order to secure your selected package. A tax receipt will be sent on receipt of the signed booking form and deposit.
4.2 A final account for the remaining 70% will be invoiced to the Exhibitor after the deposit is made. Payment of the final account is due three (3) months prior to the Symposium.
4.3 All prices listed:
(a) include GST and any other taxes or duties imposed; and
(b) are in $AUD.
If full payment is not received three (3) months prior to the commencement date of the Symposium:
(a) your deposit will be forfeited and will not be recoverable under any circumstances; and
(b) the Organisers will be allowed to resell your sponsorship commitments.

CANCELLATION POLICY

5.1 Written notice of any cancellation is required.
5.2 A cancellation fee of 30% will be applicable for any Exhibitor who cancels up to three (3) months prior to the Symposium.
5.3 If cancellation is made less than three (3) months prior to the commencement date of the Symposium:
(a) no refunds for any amounts paid will be made; |
(b) the Organisers reserve the right to charge a cancellation fee of not less than 100% of the full fees; and
(c) if the exhibition space cannot be filled the Organisers reserve the right to reclaim damages from the Exhibitor for loss of opportunity to fill the space. Should the Organisers succeed in re-letting or re-filling any such cancelled space they may, at their discretion, relieve the Exhibitor of any part of his responsibility for payment of the vacated space.

PROMOTION AND MARKETING

6.1 The Organiser shall organise and promote the Symposium in such manner as it considers appropriate and reserves the right at any time to amend or vary the manner or methods of such organisation and promotion.
6.2 Hi resolution finished artwork is to be supplied to TPHE's Graphic Design team for advertisements for the conference program by the due deadlines as advised by TPHE.
6.3 Satchel inserts may include flyers, brochures, booklets, giveaways but must be no larger than A4 in size.
6.4 The delegate list will be provided prior to the Symposium with additional delegates.

EXHIBITION BOOTH

7.1 Choice of exhibition booth is dependent on availability at the time of booking and is treated as ' first in first served' basis. Please note that Platinum sponsors are entitled to receive first preference in booth positioning.
7.2 Exhibitors who intend to build a custom booth must submit the design to TPHE prior to the commencement date of the Symposium. TPHE has absolute discretion to approve, reject or request amendments to the design.
7.3 Logos for acknowledgment on collateral and websites will be requested in eps or jpg formats.

LIMITATION OF LIABILITY

8.1 The liability of the Organisers for any loss or damage suffered by an Exhibitor under or in relation to these terms and conditions is limited to the value of the fees paid by the Exhibitor.
8.2 Under no circumstances will the organisers be liable for any consequential loss, including but not limited to loss of profits, revenue or reputation.

FORCE MAJUERE

9.1 The Organisers do not accept any liability for losses incurred in the event of the Symposium being cancelled or postponed due to an unforeseen event or any event beyond their reasonable control.
9.2 In the event that the Symposium is cancelled, no refunds will be issued. All available funds will be credited towards a future conference held by TPHE and ASCD
9.3 The Organiser at any time, without prior notification, may change the location of the venue, the date, the opening and closing times of the Exhibition.

MISCELLANEOUS

10.1 The law of Victoria from time to time governs these terms and conditions.
10.2 The Organisers' failure to enforce any of these terms shall not be construed as a waiver of any of the Organisers' rights.
10.3 If a clause is unenforceable it must be read down to be enforceable or, if it cannot be read down, the term must be severed from these terms, without affecting the enforceability of the remaining terms.

PATIENT DEMONSTRATIONS

11.1 Exhibitors who intend to perform live demonstrations of any kind, including patient demonstrations, during the Symposium must notify TPHE in writing of the type of demonstrations that they intend to perform.
11.2 Exhibitors are required to notify TPHE of any patients, models or other third parties attending the event as a guest of, or for the purpose of participating in a live demonstration run by, the Exhibitor, and must register them accordingly with TPHE.
11.3 The Exhibitor is responsible for removing and properly disposing of all sharp, flammable or dangerous objects or equipment used in or associated with the live demonstration(s).
11.4 The Exhibitors acknowledge that it is the sole responsibility of the Exhibitor to provide a medical practitioner for the purpose of supervision or resuscitation for any live demonstrations run by the Exhibitor, and that the Organisers are in no way responsible for, and will not provide, any medical practitioners for these purposes.
11.5 The Exhibitors acknowledge that they have full responsibility for any patient or person involved in a live patient demonstration, and that the Organisers are in no way responsible for the patient or person who is the subject of the live demonstration.
11.6 The Exhibitor indemnifies the Organisers for any liability or loss suffered or incurred by the Organisers which arises directly or indirectly out of a claim made by any patient or person involved in a live patient demonstration performed by the Exhibitor.

APPLICATION FORM
FOR SPONSORS & EXHIBITORS

ASCD Australasian Society of Cosmetic Dermatologists
SYMPOSIUM
CROWN CONFERENCE CENTRE
31 AUG - 3 SEP 2017

Use BLOCK LETTERS to complete form

BILLING DETAILS — SECTION 1

Company Name _____

Contact _____

Address for Correspondence _____

City/State _____ Postcode _____ Country _____

Contact No _____ Email _____

Sponsor Co-ordinator

This person will be the main contact pre, during and post event. They will receive regular communications relating to deadlines, exhibition floor plans and other critical information updates.

NAME _____ Email _____

SPONSORSHIP/EXHIBITION REQUIREMENT/S — SECTION 2

Sponsorship Package	Amount		Total
PLATINUM SPONSOR	$35,000	☐ WELCOME RECEPTION	_____
		☐ CLOSING RECEPTION	_____
		☐ COFFEE CART	_____
		☐ WE WILL SPONSOR A KEYNOTE SPEAKER*	
		* $7500 will be deducted from the Sponsorship package	
GOLD SPONSOR	$25,000	☐ VIP ROOM DROP	_____
		☐ LUGGAGE TAGS	_____
		☐ DELEGATE LANYARDS	_____
		☐ WE WILL SPONSOR A KEYNOTE SPEAKER*	
		* $7500 will be deducted from the Sponsorship package	
SILVER SPONSOR	$15,000	☐ Symposium CATERING	_____
		☐ NURSES & PM SESSIONS	_____
		☐ WE WILL SPONSOR A KEYNOTE SPEAKER*	
		* $7500 will be deducted from the Sponsorship package	
ADDITIONAL OPPORTUNITIES			
	$1,000	☐ SATCHEL INSERTS	_____
	$1,500	☐ FULL PAGE ADVERT	_____
	$850	☐ HALF PAGE ADVERT	_____
	$1,000	☐ PADS	_____
	$1,000	☐ PENS	_____
	$1,000	☐ WATER BOTTLES	_____
	$1,000	☐ PLENARY SEAT DROP	_____
	$550	☐ PLINTH PRODUCT DISPLAYS	_____
	$2,000	☐ SPEED DATING OPPORTUNITY	_____
	$3,000	☐ PITCH TO THE AUDIENCE OPPORTUNITY	_____
EXHIBITION BOOTHS	$6,600	☐ 3M X 2M	_____

**Introductory offer for new companies only. Sponsors will be given booth position preference based on Sponsorship level and date of Application Form received - first come first served basis*

Please indicate preferred exhibition space position 1st _____ 2nd _____ 3rd _____

☐ SHELL SCHEME (includes walls, fascia, spotlights & powerpoint) ☐ CUSTOM BOOTH

Please note you will require written confirmation from The Production House Events to confirm your exhibition space number and your option preference if you are a Platinum or Gold sponsor

SOCIAL FUNCTIONS — SECTION 3

Additional Social Function tickets may be purchased through the Exhibitor Portal.

PAYMENT / CONDITIONS — SECTION 4

30% deposit of total amount indicated on the application form received will be required to secure your booking. Invoice will be issued indicating 30% deposit requirements. Balance of payment must be received three (3) months prior to the conference (31 May 2017). Sponsorship acknowledgment will not be confirmed until full payment has been received. 30% cancellation fee of full payment will be applicable for any company cancelling prior to 31 May 2017. No refunds will be issued after 14 June 2017.

Signature _____ Date _____

Please return completed form to Anna Scholten at The Production House Events: **anna@tphe.com.au**

ASCD

Australasian Society of Cosmetic Dermatologists

SYMPOSIUM

CROWN CONFERENCE CENTRE

31 AUG - 3 SEP 2017

TPHE
THE production house EVENTS

Conference Secretariat: The Production House Events
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T +61 3 9020 7057 **E** info@tphe.com.au