

2021

RE-VISION

FOR THE FUTURE



Australian Institute of
Medical and Clinical Scientists

AIMS NSM 2021

30 AUG – 1 SEPT
MELBOURNE

SPONSORSHIP
AND EXHIBITION
PROSPECTUS

CONTENTS

Invitation	2
Contact Us	2
Meeting Overview	3
Why Sponsor and Exhibit	4
Our Commitment to You	5
Meeting Venue	5
Meeting Program Overview	6
Meeting Sponsorship Packages	7
Major Meeting Sponsorship Packages	8
Meeting Function Sponsorship Packages	10
Meeting Support Sponsorship Packages	12
Exhibition Sponsorship Packages	16
Meeting Exhibitor Packages	17
Sponsorship and Exhibition Contract Terms and Conditions	18
Sponsor and Exhibition Application Form	19

INVITATION

You are invited to partner with us in September.

The Australian Institute of Medical and Clinical Scientists is pleased to present their **National Scientific Meeting, 2021 Re-Vision for the Future**, to be held in Melbourne, Victoria from 30 August – 1 September 2021.

It is our great pleasure to invite you to partner with AIMS for this exciting event.

The Meeting, exhibition and associated social events provide a range of opportunities for networking, building relationships and marketing your brand. Packages have been designed to meet the needs of you, our sponsors, and provide you with maximum exposure prior to, during and after the Meeting.

We expect approximately 200 delegates to attend and look forward to the opportunity to discuss the Meeting with you and how your business can become actively engaged throughout the event.



Australian Institute of
Medical and Clinical Scientists

CONTACT US

For all Sponsorship and Exhibition queries, or for any other Meeting matters, please contact the Meeting organisers.

Rebecca Gabriel
Sponsorship and Exhibition Sales Executive
All Occasions Group
12 Stirling Street
THEBARTON SA 5031

P: (08) 8125 2222
E: rebecca.gabriel@aomevents.com
W: www.aomevents.com



**All Occasions
Group**



MEETING OVERVIEW

2021

RE-VISION
FOR THE FUTURE

The theme for the National Scientific Meeting is “Re-Vision for the Future”.

It is a three day conference with a comprehensive program which will appeal to all laboratory staff from phlebotomists and lab assistants to specialised senior scientists and lab managers.

AIMS NSM 2021
30 AUG – 1 SEPT
MELBOURNE

WHY SPONSOR AND EXHIBIT

2021 will provide a fantastic opportunity to network and to promote your products and services in a face-to-face environment.

The Meeting can provide your organisation with:



Maximum exposure at a premier international industry conference



Access to a **broad network** of industry partners from the public and private sectors



The opportunity to **demonstrate your company's commitment** to the industry



Opportunity to **present latest innovations** and new products or services to a pertinent audience



An opportunity to build and reinforce **strategic relationships**



Showcase your expertise and capabilities, and educate the industry



Time to **network** with industry colleagues and key decision makers



Increased marketing opportunities including visibility on the conference website and associated marketing materials



A **cost effective** way to reinforce your organisation's brand and **build brand awareness** amongst a relevant audience



The chance to **affiliate your brand** with unique and dynamic conference packages

Commitment levels vary and can be tailored to suit your marketing strategies.

OUR COMMITMENT TO YOU

Commitment to our sponsors will begin from the time you confirm.



Ongoing point of contact with our conference organiser, All Occasions Group, with support from dedicated members of the committee



Prompt response to your queries



Clear and timely information in regards to your sponsorship and exhibition package and the logistics of putting the benefits into action



Maximising the exposure of your sponsorship by ensuring that your logos appear promptly on the conference website and brochures as per your package

MEETING VENUE

Pullman Melbourne Albert Park Hotel

Hotels combining lifestyle and design, for business and leisure



Overlooking picturesque Albert Park Lake, and prominently located near St Kilda, Chapel Street precincts, the Melbourne CBD and Port Melbourne, Pullman Melbourne Albert Park is one of the city's best-located hotels for business or leisure in one of Australia's most dynamic and cosmopolitan cities. Merging chic style, contemporary comfort and tech-savvy connectivity, the 169 Pullman Rooms are designed to offer Melbourne corporate and holiday travellers a plush yet comfortable space to relax, rejuvenate and recharge

Take advantage of Melbourne accommodation that's popular amongst both business and leisure travellers. Guests staying at the elegant Melbourne Hotel are within easy reach of many of Melbourne's top attractions. Pullman Melbourne Albert Park offers access to the Royal Botanic Gardens and the MSAC sporting precinct, and is just a short tram ride from St Kilda and Luna Park, Federation Square and Southbank.

MEETING PROGRAM OVERVIEW

MONDAY 30 AUGUST

0730-1800	Registration
0900-0930	Opening Ceremony Presentation of AIMS Fellowship Awards Welcome by COC Chair
0930-1030	Opening Plenary
1030-1100	Morning Tea & Opening of Industry Exhibition
1100-1230	Concurrent Sessions
1230-1330	Lunch, Posters & Industry Exhibition
1330-1500	Concurrent Sessions
1500-1530	Afternoon Tea & Industry Exhibition
1530-1615	Keynote Presentation
1615-1700	Keynote Presentation
1700-1900	Industry Gala Function

TUESDAY 31 AUGUST

0730-1700	Registration
0730-0845	Meet the Experts Breakfast session
0900-1000	Keynote Presentation
1000-1030	Morning Tea & Industry Exhibition
1030-1200	Concurrent sessions
1200-1330	Lunch, Posters & Industry Exhibition
1300-1330	AIMS AGM
1330-1500	Concurrent sessions
1500-1530	Afternoon Tea & Industry Exhibition
1530-1700	Keynote Presentation

WEDNESDAY 1 SEPTEMBER

0830-1600	Registration
0930-1030	Keynote Presentation
1030-1100	Morning Tea & Industry Exhibition
1100-1230	Concurrent sessions
1230-1315	Lunch, Posters & Industry Exhibition
1315-1400	Keynote
1400-1430	Concurrent Sessions
1530-1600	Afternoon Tea & Closing of Industry Exhibition
1600-1715	Keynote presentations

Please note the program is subject to change

2024

RE-VISION

FOR THE FUTURE



MEETING
SPONSORSHIP
PACKAGES

MAJOR MEETING SPONSORSHIP PACKAGES

PREMIUM MEETING SPONSOR

(LIMIT 2)
\$10,000

As the Premium Meeting Sponsor you will receive the following entitlements:

Exhibition

- 2 x shell scheme exhibition booths (3x6m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

Registration and Social Functions

- 4 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

Marketing and Promotion

- Your corporate signage prominently displayed on the main stage in the plenary room. Free standing banner to be supplied by sponsor
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo displayed on the Meeting registration site
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Logo displayed on Meeting holding slides at the Meeting
- Acknowledgement as the Premium Meeting Sponsor during the Meeting including during both opening and closing ceremonies.

MAJOR MEETING SPONSORSHIP PACKAGES

MEETING SPONSOR

(MULTIPLE)
\$7,500

As a Meeting Sponsor you will receive the following entitlements:

Exhibition

- 1 x shell scheme exhibition booths (3x3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

Registration and Social Functions

- 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

Marketing and Promotion

- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo displayed on the Meeting registration site
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Logo displayed on Meeting holding slides at the Meeting
- Acknowledgement as a Major Meeting Sponsor during the Meeting including during both opening and closing ceremonies.



MEETING FUNCTION SPONSORSHIP PACKAGES

WELCOME RECEPTION SPONSOR

\$3,500



A Welcome Reception will be held for all delegates on the opening night of the Meeting. As the Welcome Reception Sponsor you will receive the following entitlements:

Exhibition

- 1 x shell scheme exhibition booths (3x3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

Registration and Social Functions

- 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

Marketing and Promotion

- Your corporate signage prominently displayed at the event. Free-standing banner to be supplied by sponsor
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo displayed on the Meeting registration site
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Logo displayed on Meeting holding slides at the Meeting
- Acknowledgement as the Welcome Reception Sponsor during the Meeting including during the event

MEETING SUPPORT SPONSORSHIP PACKAGES

DELEGATE SATCHEL SPONSOR

\$2,000

As the sponsor of the Meeting satchel you will receive the following entitlements:

Marketing and Promotion

- Logo displayed on the satchel
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Acknowledgement as the Delegate Satchel Sponsor during the Meeting

MEETING APP SPONSOR

\$3,500

The Meeting app will be in the hands of all delegates. The app will be available on all iPhones, Android and mobile devices. The Meeting app provides delegates with access to the program, exhibitor listings and contacts and much more.

The Meeting App Sponsor will receive the following entitlements:

Marketing and Promotion

- Sole branding of the mobile event app
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo displayed on the Meeting registration site
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Acknowledgement as the Meeting App Sponsor during the Meeting



MEETING SUPPORT SPONSORSHIP PACKAGES

LANYARD AND NAME BADGE SPONSOR

\$3,500



This is an exclusive opportunity. The Lanyard Sponsor will have the opportunity to provide your own branded lanyards to the Meeting. Lanyards will be worn by all participants of the Meeting including delegates, Sponsors and exhibitors. As the Lanyard Sponsor your organisations logo will also appear on every name badge card.

You will also receive:

- Logo printed on all lanyards (to be supplied by the sponsor)
- Logo printed on name badges
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Acknowledgement as the Lanyard Sponsor during the Meeting

HANDBOOK SPONSOR

\$3,500

This is a unique opportunity to reinforce your brand to all delegates during the Meeting. The handbook is a valuable reference tool which is used by all participants during and after the Meeting

Marketing and Promotion

- Full page colour advertisement (outside back cover) in the Meeting Handbook
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Acknowledgement as the Meeting Handbook Sponsor during the Meeting

MEETING SUPPORT SPONSORSHIP PACKAGES

WATER BOTTLE SPONSOR

\$3,000

You will have be able to supply a branded drink bottle with your company logo to be distributed to each delegate during registration.

Promotion and Marketing

- Reusable water bottle or branded drink bottle (to be supplied by sponsor)
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Acknowledgement as the Water Bottle Sponsor during the Meeting



MEETING SUPPORT SPONSORSHIP PACKAGES

SESSION PRESENTATION SPONSOR

\$3,000



As a Session Presentation Sponsor your company name will be associated with one of the main plenary speakers within the Program.

Each speaker brings something new to the Program to share with the audience. This can be motivational, educational or a life changing experience.

Registration and Social Functions

- 2 x Meeting registrations (includes morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

Marketing and Promotion

- Your corporate signage prominently displayed in the allocated room during the session. Free-standing banner to be supplied by sponsor
- Your company name associated with all promotion of the session including in electronic and printed program
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Logo displayed on holding slides of the speakers session
- Acknowledgement as the Session Sponsor during the Meeting

EXHIBITION SPONSORSHIP PACKAGES

EXHIBITION LOUNGE SPONSOR

(LIMIT 2)
\$3,000

The Exhibition Lounge will be one of the focal points of the Exhibition. The Lounge will be a great place for delegates to network, relax and provide a unique space to do business. The package will include furniture, the sponsor will have the opportunity to brand and add signage to complete the area at their own expense.

Exhibition

- Exclusive sponsorship and naming rights to the lounge with the opportunity to brand the area and place collateral (branding and collateral at the sponsor's expense)

Promotion and Marketing

- 1 x open lounge area (3m x 6m) with seated furniture
- Your corporate signage prominently displayed at the Exhibition Lounge. All marketing material and free-standing banner to be supplied by sponsor.
- Logo displayed on the Meeting website with company profile and hyperlinked to your company website
- Logo on any Meeting signage displayed at the venue
- Logo on any Meeting marketing materials
- Logo and company profile featured in the Meeting app
- Logo and company profile featured in any Meeting printed or electronic program materials
- Logo displayed on Meeting holding slides at the Meeting
- Acknowledgement as the Exhibition Lounge Sponsor during the Meeting

EXHIBITION SPONSORSHIP PACKAGES

VIRTUAL PARTNER OFFER

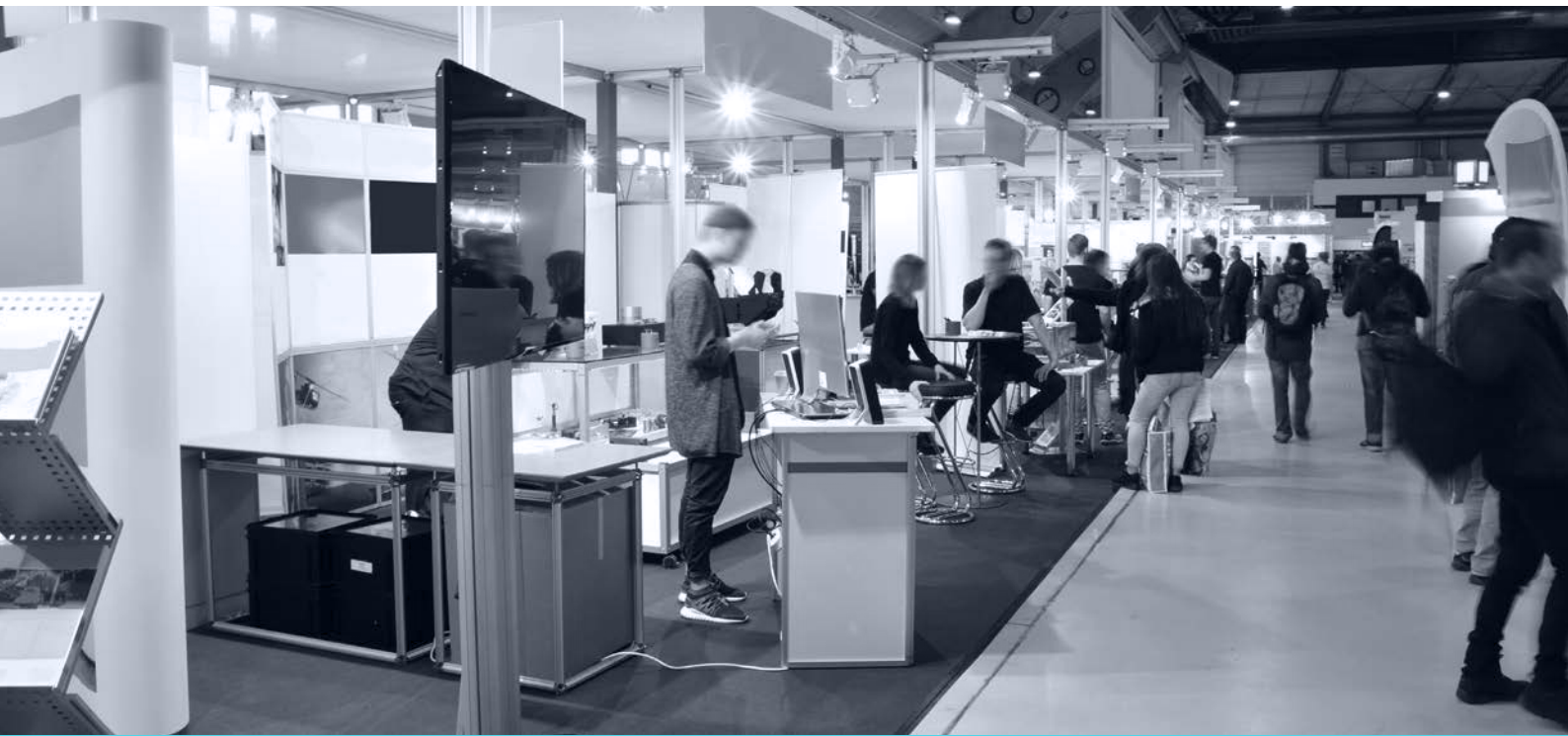
(MULTIPLE)
\$2,000

Virtual opportunities are an ideal consideration if you are unable to attend in person given the ever-changing health conditions. These packages, hybrid or virtual, still allow your message and brand exposure to be prominent at the Meeting and subsequently be involved with delegates both locally and internationally!

Virtual Exhibition

1 x virtual exhibition space exposure includes:

- Organisation company logo placement on website and platform (high res)
- Organisation Company profile on virtual platform (250 words)
- Online link through to website
- Online company contact email (and phone)
- One (1) pdf Downloadable brochure – in place of satchel insert
- Two (2) full online event registrations
- Link to Company promotional video (2 mins max)
- Further exposure on virtual platform of your company after the AIMS Meeting has concluded (up to 6 months)



MEETING EXHIBITOR PACKAGES (FACE-TO-FACE)

EXHIBITION BOOTH

\$3,000

Exhibition Booth

- 1 x shell scheme exhibition booth (3mx3m). Should you have a custom stand the equivalent floor space will be provided.

Registration and Social Functions

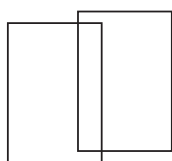
- 2 x Exhibition registration (includes morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

Promotion and Marketing

- Listed on the Meeting website
- Listed in any Meeting printed or electronic program materials
- Same inclusions as offered for Virtual Exhibition package (refer page 16)



3m x 3m booth



Octaboard white
wall paneling 2.5m

COMPANY NAME

Fascia sign



Two 150 watt
spotlights



One standard power feed
(Max 5 amps loading)

SPONSORSHIP AND EXHIBITION CONTRACT TERMS AND CONDITIONS

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor'), **Australian Institute of Medical and Clinical Scientists** (ABN: 12 945 883 573) and **All Occasions Group Pty Ltd** (ABN 44 109 863 514) ('the Conference Organisers') in relation to the sponsorship and/or use of exhibition space at the **AIMS NSM 2021** at the Pullman Albert Park ('the Venue') in Melbourne, Victoria from 30 August – 1 September 2021 ('the Conference'). By signing the application form you are indicating your acceptance of these terms and conditions.

Acceptance and Allocation

The Conference Organisers, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the Conference Organiser, whose decision will be final.

Application and Payment

To confirm your acceptance of a Sponsorship or exhibition package please complete the Booking form at the back of this brochure and return to rebecca.gabriel@aomevents.com and specify the package required. A confirmation letter will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 21 days. If payment is not received by this date, the package will be released for re-sale. As spaces are strictly limited, returning a Booking Form does not guarantee a place as a Sponsor/Exhibitor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

Cancellation Policy

Cancellations will be accepted in writing only and be assessed by the Committee on a case by case basis. A cancellation notice received up to 3 months prior to the conference start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the conference start date will be subject to a 100% cancellation fee.

Should a cancellation occur due to a pandemic (COVID-19 or otherwise) which results in restrictions, immediate lockdowns or closed borders that are put in place by the Government, your Sponsorship or Exhibition arrangements will be transferred to virtual only, and the difference reimbursed.

Legal Responsibility

The Conference Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Sponsor/Exhibitor

during or in connection with the Conference that results directly or indirectly in any loss, damage, personal injury or death. The Sponsor/Exhibitor agrees to indemnify the Conference Organisers in respect of any claim and demands in respect thereof.

The Sponsor/Exhibitor acknowledges that the Conference Organisers are not responsible for any loss or damage to the Sponsors/Exhibitors property and that all Sponsors/Exhibitors material and equipment is the sole responsibility of the Sponsor/Exhibitor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Sponsor/Exhibitor contract. In the event that the Conference or Exhibition is cancelled or delayed through no fault of the Conference Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

Exhibitor Manual

An Exhibitor Manual outlining all technical aspects of exhibiting will be circulated no later than 3 months before the Conference. It will include the following

- Technical details about the venue, final exhibition details and information.
- Contractor details services available to exhibitors and order forms.

Exhibitor Display Rules

- The Conference Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.
- The allocated exhibition booth must be staffed at all times during the exhibition and removal of any exhibition display must not commence until after the exhibition closes.
- All advertising material, such as banners, must be displayed within the designated booth area.
- Excessive noise that inconveniences other exhibitors or the conference must be avoided.
- Exhibitors must not obstruct aisles and walkways.
- While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

Custom Stand

All custom stand designs must be approved by the Conference Organisers and the Venue to allow for unrestricted views. Custom booths which aren't open plan (for example a structure with one or more walls) may need to be located against the perimeter of the Exhibition.

Detailed Requirements and Due Dates:

- The Conference Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates.
- Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material.
- In the event that materials, information or artwork required by the Conference Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed the Organisers are not responsible for any losses sustained as a result.

Sponsorships

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Conference Organisers.

You must not do anything where you will, in any way, be represented that you are a partner of the Conference Organisers.

Registrations

Sponsors/Exhibitors are not permitted to attend Conference Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Exhibition package. Should Sponsors/Exhibitors wish to attend the Conference as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

Sponsorship and Exhibition Packages

Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Conference Organisers. Sponsorship and Exhibition entitlements will not commence until the Booking Form and payment is received by the Conference Organisers.

Venue

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.

SPONSOR AND EXHIBITION APPLICATION FORM



AIMS NSM 2021
30 AUG – 1 SEPT
MELBOURNE

All prices are listed in AUD and exclude GST

CONTACT PERSON*

*All correspondence will be directed to this person.

First Name	Surname		
<input type="text"/>			
Organisation			
<input type="text"/>			
Position			
<input type="text"/>			
Address			
<input type="text"/>			
Suburb	State	Postcode	Country
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone	Fax		
<input type="text"/>	<input type="text"/>		
Mobile	Email		
<input type="text"/>	<input type="text"/>		

SPONSORSHIP PACKAGES (please tick preference)

<input type="checkbox"/> Premium Meeting Sponsor	\$10,000	<input type="checkbox"/> Handbook Sponsor	\$3,500
<input type="checkbox"/> Meeting Sponsor	\$7,500	<input type="checkbox"/> Water Bottle Sponsor	\$3,000
<input type="checkbox"/> Welcome Reception Sponsor	\$3,500	<input type="checkbox"/> Session Presentation Sponsor	\$3,000
<input type="checkbox"/> Delegate Satchel Sponsor	\$2,000	<input type="checkbox"/> Exhibition Lounge Sponsor	\$3,000
<input type="checkbox"/> Meeting App Sponsor	\$3,500	<input type="checkbox"/> Virtual Partner	\$2,000
<input type="checkbox"/> Lanyard and Name Badge Sponsor	\$3,500		

EXHIBITOR PACKAGES

Exhibition Booth 3m x 3m \$3,000

I/ WE AGREE TO THE TERMS AND CONDITIONS SET OUT IN THIS SPONSORSHIP AND EXHIBITION PROSPECTUS

Signature	Date
<input type="text"/>	<input type="text"/>

Return completed form to:

All Occasions Group
A: 12 Stirling Street, Thebarton, SA 5031
E: rebecca.gabriel@aomevents.com
P: 08 8125 2200
D: 08 8125 2222
F: 08 8125 2233





Australian Institute of
Medical and Clinical Scientists

AIMS NSM 2021

30 AUG – 1 SEPT
MELBOURNE

CONTACT US

For all Sponsorship and Exhibition queries,
or for any other Meeting matters, please
contact the Meeting organisers.

Rebecca Gabriel
Sponsorship and Exhibition Sales Executive
All Occasions Group
12 Stirling Street
THEBARTON SA 5031

P: (08) 8125 2222
E: rebecca.gabriel@aomevents.com
W: www.aomevents.com



All Occasions
Group