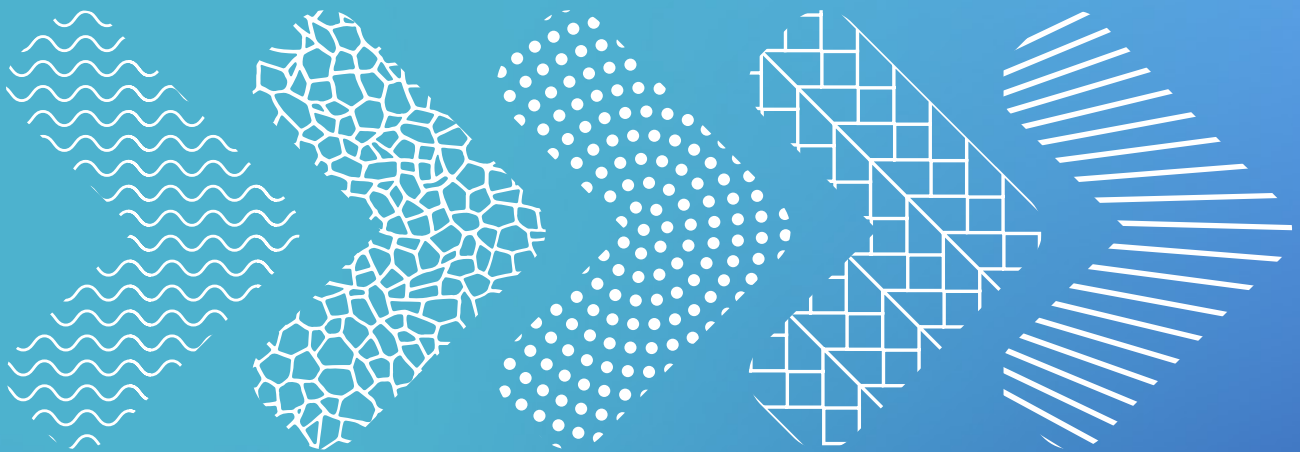


FPM

Faculty of Pain Medicine
ANZCA

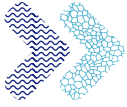
2023 FPM SYMPOSIUM **MOVING FORWARD**



5 MAY 2023 | ICC SYDNEY | #FPM23SYD



HEALTHCARE
INDUSTRY
PROSPECTUS



WELCOME

To our colleagues and friends in the healthcare industry,

We warmly invite you to be a part of the Faculty of Pain Medicine (FPM) Symposium to be held at the International Convention & Exhibition Centre (ICC) Sydney, Friday 5 May 2023 and the Australian and New Zealand College of Anaesthetists (ANZCA) Annual Scientific Meeting, to be held from 5-9 May 2023.

Our theme for the 2023 FPM Symposium is “Moving forward”. We’re looking at societal connection at patient-health care interface, collaboration across disciplines, exploring advancement in contemporary techniques and communicating all these, moving forward. The long-awaited return of an in-person healthcare industry (HCI) exhibition provides the opportunity for the HCI to reconnect with delegates in a face-to-face environment and showcase the latest development in equipment and services.

We’re so fortunate and excited to welcome our two renowned international speakers, Professor J. Curtis Nickel, Professor of Urology from Queens University, Ontario, Canada, and Professor Amanda C de C Williams, Professor of Clinical Health Psychology, University College London, United Kingdom. Together they’ll explore the difficult area of chronic, urological pain syndromes and offer perspectives spanning from psychological to the medical and neurobiological domains. We’ll also explore new thinking on the evolutionary aspects of pain and microbiomes. They’ll be complemented by other well credentialed speakers from the Asia Pacific regions and locally. Topics on cancer pain, neuromodulation, radiofrequency techniques, special issues related to particular groups, acute pain, and pharmacology will complete a well-rounded program.

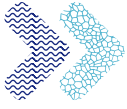
Sydney provides the perfect vibrant and modern destination for an internationally recognised symposium, attracting local, interstate and international delegates and is the ideal place to venture after the pandemic. It has so much to offer every delegate. With the ICC providing a beautiful, purpose-built and environmentally sustainable venue for educational sessions and exhibition space, coupled with ongoing virtual access for delegates after the symposium. The symposium promises to offer excellent opportunities for connection between clinicians and the healthcare industry. We’re proud to present a dynamic and engaging exhibition space for collaboration and invite you to join us with your newest and brightest ideas and products to share with our delegates.

On behalf of the 2023 Regional Organising Committee, we look forward to welcoming you to Sydney and reuniting with old friends and colleagues.

Sincerely,

Associate Professor Kok-Eng Khor
FPM ASM Scientific Convenor

Dr Candice Wallman
FPM ASM Deputy Scientific Convenor



FPM SYMPOSIUM 2023

The symposium

The FPM Symposium is designed for specialists and trainees in anaesthesia and pain medicine. It's a thought-provoking symposium with an outstanding program attracting internationally acclaimed speakers.

The dynamic and dedicated FPM scientific convenors are developing a symposium not to be missed. The symposium events team will be available to you to provide excellent stakeholder engagement, marketing and customer service.

The venue

Situated at the intersection of Sydney's academic, cultural and technology precincts, ICC Sydney affords delegates, exhibitors and visitors convenient access to Australia's most cosmopolitan city.

Symposium promotion

A professionally planned and executed marketing strategy will ensure that the benefits of supporting the symposium are widely known across Australia and New Zealand.

This includes:

- Extensive direct mail campaigns.
- Website and electronic promotions.
- Social media campaigns including links with and to online medical education.
- Use of hospital, private practice and international and national speaker networks.
- Active promotion at all ANZCA events held in the months prior to the symposium.

Why should you sponsor the FPM Symposium?

If pain medicine specialists, anaesthetists, physicians, surgeons, psychiatrists, trainees and allied medical personnel are part of your target market, there's no better way to reach them than by supporting the symposium. The key benefits to sponsorship include:

- The opportunity to promote your name, support your brand and maintain a high profile among specialists before, during and after the symposium.
- FPM Symposium delegates are keen to improve their scientific knowledge. Aligning your company with this educational experience demonstrates your commitment to assisting their professional development and further education.
- An opportunity to consolidate corporate relationships and expose your staff to their key markets.
- Interacting with delegates face-to-face during morning, lunchtime and afternoon tea breaks.
- Benefiting significantly from exposure to a keenly interested, relevant, and above all, influential audience in an educational environment away from the competition of everyday distractions.
- An increase in online exposure and extended delegate reach through the dedicated FPM website, FPM's many social media channels (Twitter, Facebook, Instagram and LinkedIn), as well as exposure on our supporting virtual symposium platform.

The FPM Symposium 2023 events team would be delighted to meet with you to discuss these opportunities for promoting your products or services.

Early confirmation of your sponsorship of the symposium will ensure an even higher level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to the symposium and the opportunity exists for your company to be represented as a key supporter of the symposium well in advance of the actual date.

What's new in 2023?

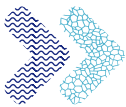
We've had many challenges over the last two years, however we've received many learnings from it. New opportunities for 2023 include a virtual booth package and the option for delegates to attend in person or virtually.

Sustainability at ANZCA events

As part of the college's commitment to environmental sustainability, we've eliminated printed collateral and single use plastic. We no longer print registration brochures, handbooks or pocket programs for the FPM Symposium. The volume of paper to produce the brochures and handbooks for one ASM and FPM Symposium equates to approximately 880 reams of paper, which is in excess of 50 trees and over an acre of forest.

Further information on sustainability at ANZCA events can be found on the ANZCA website.

As a sponsor of the 2023 symposium, we encourage you to take responsibility for your own footprint. This includes eliminating single use flyers/brochures/signage, recycling all packaging where possible, considering what you bring in and taking it back to your office. We also suggest using personal reusable coffee cups and water bottles throughout the duration of the symposium.



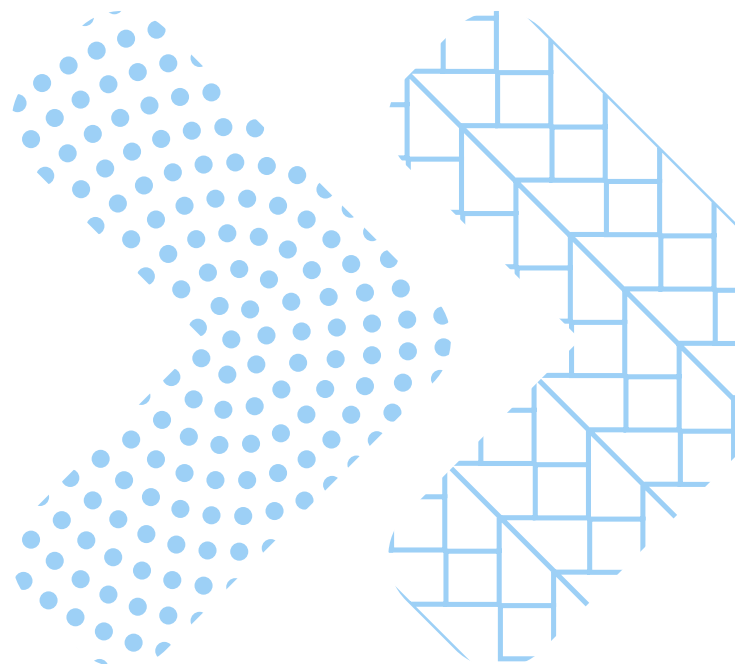
SPONSORSHIP OPPORTUNITIES

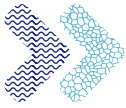
We value the long-standing relationships we have in the healthcare industry and are excited to invite you to be part of the FPM Symposium. There has never been a more important time to re-connect with our specialty group.

Below is a summary of what we have on offer for 2023. All prices are inclusive of the Australian Goods and Services Tax (GST).

- Major sponsor \$A12,000.
- Exhibitor \$A3,000.
- 30 Second Video Advertisement \$A600.
- Symposium Homepage Banner \$A850.

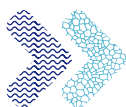
In addition to the listed options, we welcome the opportunity to discuss your individual sponsorship requests in order to best accommodate your company's marketing and sponsorship requirements.





Opportunities at a glance

	Major sponsor \$A12,000 Investment (not exclusive)	Exhibitor \$A3,000 Investment
Exhibition		
Inclusions	<ul style="list-style-type: none"> One standard power point Two skirted trestle table Two chairs Premier display area 	<ul style="list-style-type: none"> One standard power point A skirted trestle table Two chairs
Complimentary HCI exhibition registrations (including morning tea, lunch and afternoon tea)	4	2
ANZCA website		
Company logo and website link on the FPM Symposium page	✓	✓
ANZCA publications and social media		
<p>ANZCA Bulletin</p> <p>Acknowledgment as a major sponsor via company logo within the <i>ANZCA Bulletin</i> (in conjunction with general FPM promotion)</p> <p>Circulation of 9500, the <i>ANZCA Bulletin</i> is a high-quality, trusted publication reaching an intelligent, influential and affluent audience</p>	✓	
<p>Twitter</p> <p>Access to two twitter posts via @ANZCA_FPM, drafted by ANZCA and acknowledging your support</p>	✓	
Support from the inhouse ANZCA social media team	✓	
Symposium virtual platform and delegate app		
<p>Virtual booth</p> <p>Company logo, profile and link to website</p> <p>Company team meeting hub - Name, photo and title displayed</p> <p>Content - Engagement through video, online brochures, website links</p> <p>Delegate engagement - Option for one-to-one online chats, video calls and pre organised meetings (virtual delegates only)</p> <p>Lead management - Creation of leading questions that can be answered when interacting with virtual delegates during video or online chat <i>Reporting of these leads with answers provided post symposium (virtual delegates only)</i></p> <p>Reporting and analytics - Reporting on all virtual delegates who enter your virtual booth (name and state). Reporting on how the delegates engage with the content in your virtual booth (brochures, videos, URL, live chats etc.) <i>Reports will be available post symposium</i></p>		
<p>Virtual attendee portal sponsor banner***</p> <p>Company logo to feature on rotating clickable banner throughout symposium</p>	✓	✓
<p>Delegate app sponsor banner***</p> <p>Company logo to feature on rotating clickable banner throughout symposium</p>	✓	
Full screen take-over advertisement on launch/home page	✓	



Opportunities at a glance

	Major sponsor \$A12,000 Investment (not exclusive)	Exhibitor \$A3,000 Investment
Additional perks		
Custom FPM logo Incorporated FPM and company logo for use on your online marketing channels	✓	
Company logo on FPM venue signage where possible	✓	
Delegate list Includes first name, surname and state (subject to privacy laws)	✓	✓
Company acknowledgment on FPM session holding slides Featured during the scientific program only, in alphabetical order.	Company logo displayed	Company logo displayed
FPM Symposium cocktail reception Tickets to attend the FPM Symposium cocktail reception. Additional tickets can be purchased for \$A165pp.	2	
30 second video advertisement**** One video advertisement shown between sessions approved by FPM	✓	
Push notification Access to two push notifications via the symposium virtual platform	✓	
Gamification question***** One multiple choice question via QR code at booth.	✓	✓

*** Delegate app: Acknowledgment as a sponsor on the top scrolling banner. Please note that other FPM announcements and advertisements will also appear on the mobile app throughout the symposium.

**** 30 second video advertising: Opportunity to provide your company video advert to be played at the beginning of a session within the scientific program. Video content and placement within the scientific program is subject to approval by the scientific convenors.

***** Gamification: As part of our engagement with the healthcare industry and the delegates during the virtual symposium, we will have gamification. Gamification is a point scoring system where our delegates will achieve points for answering questions, making connections, meeting with healthcare industry etc. Sponsors are able to provide one multiple choice question, no more than 10 words.

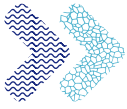
Additional HCI exhibition registrations can be purchased for \$A220 per person. Representatives would also be welcome to attend the FPM Symposium cocktail reception, to be held the evening of Friday 5 May 2023 at Blue Eye Dragon. Tickets are an additional cost of \$A165 per person.

Exhibition opportunities

The program is structured to maximise the opportunity for delegates to visit the exhibition during morning, lunch and afternoon tea breaks. Exhibition applications are taken on a first-come, first-served basis and can be made on the enclosed form.

Upon receipt, exhibition space will be allocated, and written confirmation sent to you, together with an invoice for the cost of your stand(s).

Unable to attend in person? Give us a call and we can discuss the option of a virtual booth or other virtual presence alternatives.



VIRTUAL BRANDING OPPORTUNITIES

30-second video advertisement

Investment of \$A600 (GST included)

Opportunity to provide your company video advert to be played at the beginning of a session within the scientific program. Video content supplied and placement within the scientific program is subject to approval.

Entitlements:

- Video advertisement played once.
- Video will feature within the OnDemand content of the virtual platform for up to 12 months post the symposium.

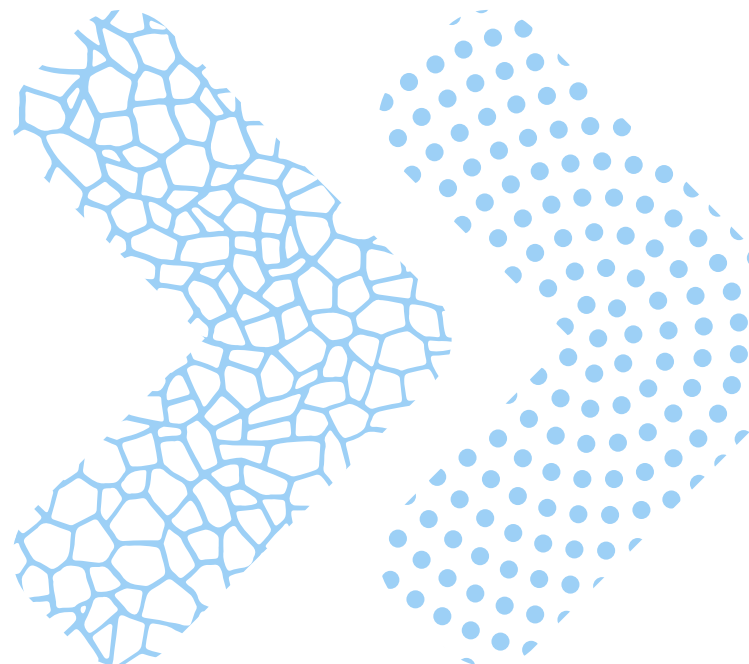
Symposium homepage banner

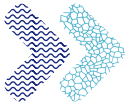
Investment of \$A850 (GST included)

An exclusive limited opportunity to feature on the homepage banner of the virtual platform.

Entitlements:

- Banner advert will feature on rotation throughout the symposium and be visible for delegates to see for up to 12 months post the symposium.
- Opportunity for you to provide a link of your choice for the banner so delegates are taken to your chosen webpage.





SPONSORSHIP FORM

Contact details

Main contact name:

Company name:

Position:

Postal address:

State/postcode:

Phone:

Mobile:

Website URL:

Email:

Social media handles:

Products/services to be exhibited:

Sponsorship investment

Major
\$A12,000

Exhibitor
\$A3,000

30-second video advertisements
\$A600

Symposium homepage banner
\$A850

Sponsorship total amount
\$A

Payment options

Upon confirmation of your booking the following payment options are available.

- Payment in full is due by 25 November 2022 to secure your booking.
- Those applying after 25 November 2022 will be required to pay in full immediately

I require a tax invoice to make payment.

I wish to pay by bank transfer.

Bank details will be supplied on your tax invoice issued with confirmation.

I would like to pay by credit card:

Visa MasterCard

** Please note all credit card payments will incur a 1% surcharge.*

Total payment: \$A

Amount to authorise: \$A

Card number:

Expiry date:

Card holder's name:

Terms and conditions of sponsorship and exhibition

1. The symposium may have more than one major sponsor.
2. The sponsorship packages including all artwork and advertising will be subject to organising committee approval and their decision will be final.

Cancellation policy

Acceptance of sponsorship will be subject to ANZCA's approval. ANZCA reserves the right to decline applications from the healthcare industry based on, among other things, any company that does not uphold the objectives of the symposium and/or does not meet requirements within ANZCA's sponsorship policy.

Cancellations will only be accepted in writing and must be signed by the person whose signature appears on the original confirmation form or their nominee. Cancellations received prior to 25 November 2022 will be liable for a \$200 administration fee.

Cancellations after 25 November 2022 will receive no refund and will be liable for payment in full should it not have been received by the cancellation date. The 2023 regional organising committee reserves the right to cancel the symposium in circumstances beyond their control. In such case all monies paid to date will be refunded in full. The liability of the organiser will be limited to that amount.

ANZCA reserves the right at any time to change the format of the symposium, content, location and timing or any other aspect of the symposium. ANZCA will make reasonable efforts to provide a program and content equivalent of standard if changes are made to the symposium. Consideration will be given to sponsors and their associated sponsorship agreement if impacted by the change/s. Agreements will be reviewed on a case-by-case scenario and discussed accordingly.

I have read the cancellation policy and accept all of its conditions.

Name:

Organisation:

Signed:

Date:

ABN: 82 055 042 852 – Australian and New Zealand College of Anaesthetists

FPM Symposium contact:

Ms Rebecca Hull

ANZCA Events Officer

Ph: +613 8517 5345

Please email this form to: events@anzca.edu.au

