



**ANZCA**  
FPM

2025 ANZCA ASM CAIRNS

# FUTUREPROOF

[asm.edu.au](http://asm.edu.au) #ASM25CNS 2-6 May

**HEALTHCARE  
INDUSTRY  
PROSPECTUS**





# INVITATION FROM THE CONVENORS

## To our colleagues in the healthcare industry,

Join us in 2025 for the Australian and New Zealand College of Anaesthetists (ANZCA) Annual Scientific Meeting (ASM), from 2-6 May at the Cairns Convention Centre (CCC).

The theme is "Futureproof". Preparing for and managing the future of our community as anaesthetists is paramount as we face a myriad of challenges with personal and professional pressures. The ASM will give us the opportunity to gather and learn how we can use the evidence presented to develop a safe and sustainable speciality. We hope to "Futureproof" the care of our patients, care of ourselves and colleagues, and care of our place in the world.

In 2025 the ASM will be held in Cairns, the beating heart of Tropical North Queensland. A unique location where nature is at its finest with two World Heritage Areas – the ancient Daintree Rainforest meeting the awesome majesty of The Great Barrier Reef – providing a fitting backdrop for our meeting.

Cairns is recognised as one of Australia's premier holiday destinations with a multitude of accommodation and dining options within walking distance of the internationally renowned and award-winning Cairns Convention Centre. The city is well served boasting both domestic and international airports with frequent and extensive links to major cities across Australia as well as several overseas destinations.

The program will showcase internationally recognised keynote speakers including: Professor Alana Flexman MD MBA FRCPC, Chair in Perioperative Brain Health, Department of Anesthesia, St Pauls Hospital, Canada; Dr Chris Connor, MD PhD, Assistant Professor in the Department of Anesthesiology at Brigham and Women's Hospital, US; Dr G. Allen Finley MD FRCPC FAAP, Professor of Anesthesia, Pain Management and Perioperative Medicine, Dalhousie University, Canada; and Professor Nadine Attal, MD PhD, Associate Professor of Therapeutics and Pain, University Versailles Saint Quentin, France.

Along with other keynotes from Switzerland and beyond, these highly esteemed clinicians have an inexhaustible wealth of knowledge, engaging personas and a large following here in Australia. Our international speakers are complemented by a myriad of rich and diverse speakers from Australia, New Zealand, and further afield. The scientific program is enhanced by an extensive collection of workshops and small group discussions which promise high levels of engagement from our delegates. With a plethora of educational offerings and numbers exceeding 2100 in-person in Brisbane 2024, we're anticipating a high number of delegates attending in 2025 to learn with one another and hear from industry. Our online traffic has already started engaging and you can follow the X (formerly Twitter) hype using the hashtag #ASM25CNS.

We're thrilled to present you with an array of exciting opportunities to partner with ANZCA at the 2025 ASM. As one of the largest specialist medical colleges in Australia and New Zealand, our vision is to be a recognised world leader in training, education, and research. Our meeting is one of the primary ways we actualise this vision, and we are reaching out to potential sponsors like you to join us in achieving our goals and making a meaningful impact.

By becoming a sponsor of the 2025 ANZCA ASM, you will not only gain exposure to the thousands of specialists and trainees in anaesthesia and pain medicine who attend but also align your brand with our values of professional standards, patient safety and high-quality education. We look forward to continuing to strengthen our connections with you in Cairns and discovering the possibilities of future-oriented technologies, progressive trends and up and coming research in anaesthesia and pain medicine.

On behalf of ANZCA, the 2025 Regional Organising Committee welcomes you to come and explore the advantageous opportunities with us in Cairns.

**Dr Andrew Potter**  
Convenor

**Dr Danielle Volling-Geoghegan**  
Scientific Co-convenor

**Dr Daniel Foster**  
Scientific Co-convenor

# ASM COMMITTEE AND KEYNOTE SPEAKERS

## ASM Regional Organising Committee

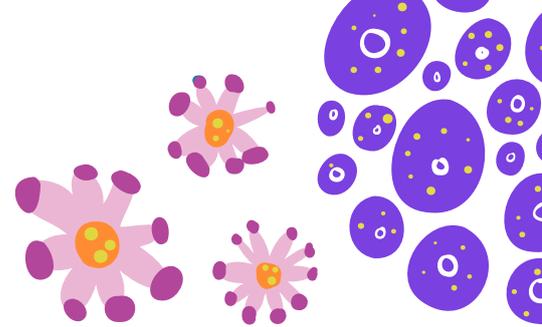
Convenor	Dr Andrew Potter
Scientific Co-convenor	Dr Daniel Foster
Scientific Co-convenor	Dr Danielle Volling-Geoghegan
Workshop and Small Group Discussion Co-convenor	Dr Sonia Arwadi
Workshop and Small Group Discussion Co-convenor	Dr Phuong Markman
ELC Co-convenor	Dr Monica Diczbalis
ELC Co-convenor	Dr Steve Durrant
ePoster Co-convenor	Dr James Sartain
ePoster Co-convenor	Dr Nigel Thomson
FPM Scientific Co-convenor & FPM Symposium Co-convenor	Dr Hannah Bennett
FPM Scientific Co-convenor & FPM Symposium Co-convenor	Dr Ajnu Tessa James
Trainee Representative	Dr Aisha Bouhafs
ANZCA Councillor	Dr David Sturgess
DPA ASMs	Associate Professor Nicole Phillips
FPM ASM Officer	Dr Noam Winter

## ANZCA/FPM Keynote Speakers

ANZCA ASM Visitor	Professor Alana Flexman
ASM Organising Committee Visitor	Dr Lachlan McIver
ANZCA Australasian Visitor	Professor Eugenie Kayak
FPM ASM Visitor	Professor Nadina Attal
ANZCA QLD Visitor	Dr Chris Connor
FPM QLD Visitor	Dr G. Allen Finley



# ANZCA ASM 2025



## The event

Now in its 31st year, the ASM is designed for specialists and trainees in anaesthesia and pain medicine. It's known as an exceptional meeting with an outstanding academic and social program, attracting internationally acclaimed speakers. The dynamic and dedicated team of anaesthetists and pain medicine specialists on the organising committee are developing a meeting not to be missed. The ANZCA events team will be available to you to provide excellent stakeholder engagement, marketing and customer service.

## The venue

Cairns Convention Centre (CCC) is an internationally renowned and award-winning centre which has recently undergone a multi-million-dollar refurbishment and expansion. Many of the spaces in the centre have stunning views over the Trinity Inlet. The centre is committed to environmental sustainability and provides a beautiful, purpose-built venue for educational sessions and exhibition space, coupled with onDemand access for delegates after the ASM, offering excellent opportunities for you to connect with clinicians, and share your flourishing ideas and vast array of products.

## Meeting promotion

A professionally planned and executed marketing strategy will ensure that the benefits of supporting the 2025 ANZCA ASM are widely known across Australia and New Zealand. This includes:

- Extensive direct mail campaigns.
- Website and electronic promotions.
- Advertising in professional journals.
- 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 and FPM meetings held in the months prior to the ASM.

## Why you should sponsor the 2025 ANZCA ASM:

The 2025 ANZCA ASM provides a unique educational environment dedicated to the exchange of up-to-date scientific research, training and the opportunity to share and exchange ideas with those people most skilled in the use of your products. If anaesthetists, intensivists, pain medicine specialists, trainees and allied medical personnel are part of your target market, there's no better way to reach all of them at one meeting than by supporting the ANZCA ASM.

## The key benefits of sponsorship include:

- The opportunity to promote your name, to support your brand and maintain a high profile among specialists before, during and after the event.
- ASM delegates are keen to improve their scientific, technical and educational knowledge. Aligning your company with this comprehensive 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 as well as the healthcare industry reception on Sunday evening.
- 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 ASM website, ANZCA's many social media channels (X – formerly Twitter, Facebook, Instagram and LinkedIn), as well as exposure on our supporting ASM onDemand platform.

The ASM sponsorship 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 meeting 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 ASM and the opportunity exists for your company to be represented as a key supporter of the meeting well in advance of the actual dates.

# ANZCA ASM 2025

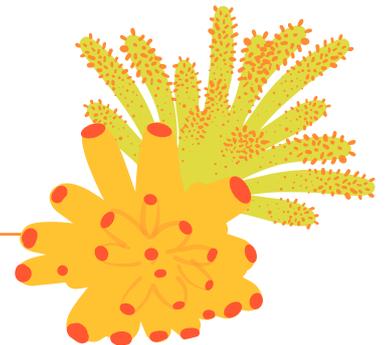
## Sustainability at the 2025 ASM

We are aiming for the HCI exhibition at the 2025 ASM to be the most sustainable yet by utilising a variety of strategies.

1. Working with our exhibition partners NQ Exhibitions whose new Balga Build booths are a no-waste lock construction system where all parts are used again at each event. All of the fabrics are printed on recycled banner fabric that is recycled again post event. All fascia boards have the stickers removed and are reused.
2. Limiting the number of custom booths to 3 x Gold and 4 x Silver thereby reducing the waste that is also usually generated with custom builds.
3. Providing a wash and hydration station for those who bring keep cup and waterbottles and promoting the use of both.
4. Using the Cairns Convention Centre crockery where possible and when there is a shortfall, using bagasse (sugarcane pulp) crockery.

Bagasse is a by-product of the sugarcane industry which used to be left to rot (producing greenhouse gases, particularly methane), but which now is turned into a certified home compostable material made from plant-based renewable resources. This means it'll biodegrade in 30-90 days in composting conditions, leaving behind no toxic residue and creating nutrient-rich compost (reference).

Further information on sustainability at ANZCA events can be found on the [ANZCA website](#).



## 2025 ANZCA ASM Program at a glance

Tuesday 29 April	Wednesday 30 April	Thursday 1 May	Friday 2 May
Emerging Leaders Conference	Emerging Leaders Conference	Emerging Leaders Conference	Exhibition bump-in Workshops FPM Symposium (held at the Pullman Cairns International Hotel)
Saturday 3 May	Sunday 4 May	Monday 5 May	Tuesday 6 May
Exhibition opening and Scientific opening session College Ceremony Welcome Reception	Exhibition and scientific program HCI reception	Exhibition and scientific program Gala event	Exhibition and scientific program

# SOCIAL MEDIA

In this ever-evolving world, ANZCA is aiming to be at the forefront with its digital and social media campaigns.



**11,105**

across the @ANZCA and @ANZCA\_FPM accounts



**2417**

on our @the\_anzca account



**7762**

on our @ANZCA1992 page



**4267**

on the Australian and New Zealand College of Anaesthetists page

## 2024 ASM IN NUMBERS



**10.3 million impressions**

on Twitter for the official #ASM24BRIS hashtag.



**1600 Tweets**

with the official hashtag and over 250 participants.



**20,000 plays**

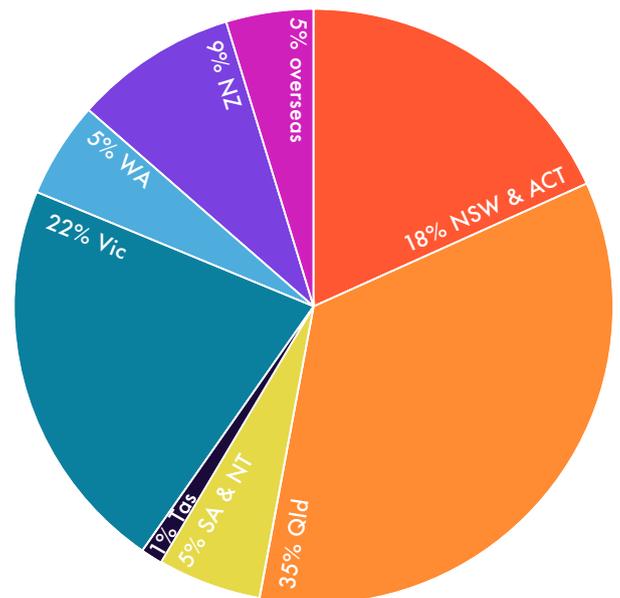
of the College Ceremony livestream on Facebook.



**40,000 impressions**

on the ANZCA Instagram account during the week of the 2024 ASM.

## ASM STATISTICS



# PAST SPONSORS

*"The conference in Brisbane presented a valuable opportunity for us to engage with our customers and be a part of an excellent education program. The open layout of the exhibition hall facilitated engaging conversations with our team and delegates. Well organised, well attended and recommended. We will definitely be back in 2025."*

**Edwards Lifesciences**

*"A return to normal customer engagement in the Industry Exhibition space gave our associates the opportunity to have very creative and in depth clinical discussions. The booth was very busy with several education sessions and there was lots of interaction through most of the scheduled breaks. It was a very valuable conference that provided many follow up meetings post event. We will definitely be joining in 2025."*

**BD**

*"Attending the 2024 ANZCA ASM was an exhilarating experience with an exceptionally positive atmosphere, unlike many previous events. The engagement with all attendees was remarkable, and our company left with a strong sense of accomplishment. We extend our gratitude to the organizing committee for their outstanding work and eagerly anticipate the 2025 ASM."*

**Fujifilm Sonosite**



# 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 2025 ANZCA ASM. Sponsors can choose to be a gold, silver, bronze sponsor or an exhibitor, receiving acknowledgments, benefits and entitlements applying to level of sponsorship, or contribute through a range of other targeted exhibition, educational and branding opportunities offered both in-person and online. All prices are in Australian dollars and are inclusive of the Australian Goods and Services (GST) tax.

Cairns Convention Centre has a smaller exhibition area than previous year's ASMs, so we had to be creative and fair in what we offer and charge appropriately for the different opportunities. There will essentially be two exhibition areas, one inside the "arena" and one throughout the foyer. Catering and engagement activities will be offered throughout both spaces to ensure delegates frequent all areas where sponsors are positioned. While we recognise it may not be ideal to have two areas, we need to work within the parameters of the venue and we'll manage traffic flow to ensure all sponsors receive delegate interaction throughout the conference.

Due to these restrictions, we have limited opportunities in each category and these will be allocated on a first-come, first-served basis.

## Apply to sponsor the 2025 ANZCA ASM.

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

If you're unable to attend in person give us a call to discuss opportunities within the ASM onDemand platform available from 13May 2025 for 12 months post the meeting.

In addition to the listed options, we welcome the opportunity to discuss your individual sponsorship requests and can create a bespoke package to best accommodate your company's marketing and sponsorship requirements.

Please contact the ANZCA Sponsorship and Partnership Manager on +61 3 9093 4957 or email.

Below is a summary of what we have on offer for 2025:

### HCI Arena

#### Opening hours

Saturday 3 May: 7.30am – 4pm

Sunday 4 May: 7.30am – 7pm

Monday 5 May: 8am – 4pm

Tuesday 6 May: 8.30am – 1.30pm

### HCI Foyer

#### Opening hours

Saturday 3 May: 10am – 3.30pm

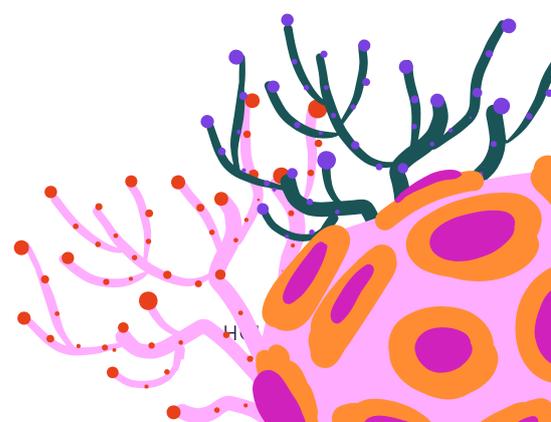
Sunday 4 May: 10am – 3.30pm

Monday 5 May: 10.30am – 4pm

Tuesday 6 May: Closed

Opportunity	Cost	Quantity available
Gold sponsor (4 days) 6m x 6m space – custom build Coffee or juice station included	\$A65,000	3
Silver sponsor (4 days) 6mW x 2.5mD – custom build	\$A27,600	4
Silver sponsor (4 days) 6mW x 2.5mD	\$A22,600	8
Bronze sponsor (4 days) 3mW x 2.5mD	\$A10,300	22

Opportunity	Cost	Quantity available
Exhibitor (3 days) 3mW x 2mD	\$A6,300	20



# SPONSORSHIP AND EXHIBITOR INCLUSIONS

	ARENA Gold sponsor \$A65,000 Custom	ARENA Silver sponsor \$A27,600 Custom	ARENA Silver sponsor \$A22,600	ARENA Bronze sponsor \$A10,300	FOYER Exhibitor \$A6300
Days of trade	4	4	4	4	3
<b>Exhibition booth</b>					
Booth size*	6m x 6m	6m x 2.5m	6m x 2.5m	3m x 2.5m	3m x 2m
Exhibition registrations (including catering across all breaks and HCI Reception)	6	4	4	2	2
Complimentary delegate registration (to attend scientific program and gala dinner)	4	2	2		
Opportunity to utilise a private meeting room for one-on-one meetings	✓	✓	✓		
Opportunity to include rigging above company exhibition booth (if applicable). The cost of rigging and banner production at sponsor's own cost.	✓ Additional \$3000 inc GST	✓ Additional \$3000 inc GST	✓ Additional \$3000 inc GST		
<b>ANZCA ASM website</b>					
Company logo and website link on the ASM website	✓	✓	✓	✓	✓
<b>ANZCA publications and social media</b>					
<b>ASM Daily E-Newsletter**</b> Company logo acknowledging sponsorship level	✓				
<b>ANZCA Bulletin</b> Company logo acknowledging sponsorship level	✓				
Support from the inhouse ANZCA social media team	✓				
<b>Mobile app and ASM onDemand platform</b>					
<b>Company profile</b> Company logo, profile & link to website					
<b>Company team meeting hub</b> - Name, photo and title displayed	✓	✓	✓	✓	✓
<b>Content</b> - Engagement through video, online brochures, website links					
<b>ASM mobile app and onDemand platform sponsor banner***</b> Company logo to feature on rotating clickable banner in mobile app throughout meeting and the ASM onDemand platform available one week post meeting for 12 months.	✓				

# SPONSORSHIP AND EXHIBITOR INCLUSIONS

	ARENA Gold sponsor \$A65,000 Custom	ARENA Silver sponsor \$A27,600 Custom	ARENA Silver sponsor \$A22,600	ARENA Bronze sponsor \$A10,300	FOYER Exhibitor \$A6300
<b>Acknowledgements</b>					
Company acknowledgement at ASM opening plenary	Company name verbally acknowledged				
Company acknowledgement on ASM session holding slides Featured during the scientific program only, in alphabetical order	Company logo displayed				
Company logo on ASM venue signage where possible	✓				
<b>Additional perks</b>					
Custom ASM logo – Incorporated ASM and company logo for use on your online marketing channels	✓				
<b>Delegate list</b> Listed within the mobile app, includes first name, surname and state (subject to privacy laws)	✓	✓	✓	✓	✓
<b>30-second video advertisement****</b> One video advertisement (no audio), broadcast on the HCI arena screen	✓				
<b>Push notification</b> Access to two push notifications via the mobile app	✓				
<b>Gamification questions*****</b> One multiple choice trivia question via mobile app	✓	✓	✓		
<b>Gamification points***** via QR code at booth</b>	✓	✓	✓	✓	✓
<b>Ability to host information sessions at your booth</b> (must use “silent disco” headsets)	✓	✓	✓		

\*\*ASM Daily E-Newsletter benefits:  
Opportunity for company logo acknowledging sponsorship level in all five editions. This e-newsletter reaches an audience of all registered fellows, trainees, special interest groups as well as the healthcare industry per day. An average daily open rate at last year’s ASM was 45 per cent.

\*\*\*Mobile app: Acknowledgement as a sponsor on the top scrolling banner. Please note that other ASM announcements and advertisements will also appear on the mobile app throughout the meeting.

\*\*\*\*30 second video advertising:  
Opportunity to provide your company video advertisement (visual only), to be included in the loop of videos and images broadcast on the HCI arena screen throughout the meeting.

\*\*\*\*\*Gamification: As part of our engagement with the healthcare industry and the delegates during the meeting we are employing gamification. Gamification is a point scoring system where our delegates will achieve points for answering questions, making connections, meeting with healthcare industry etc.

# no exhibitor shall assign, sublet or share the whole or any part of the space booth allotted without the knowledge and consent of ANZCA

# BOOTH INCLUSIONS

## Gold sponsor (custom)

- 6m x 6m space only provided
- Custom booth build required
- Includes a staffed coffee or juice station during HCI arena opening times incorporated into the booth (not incl HCI reception).

Gold 1 - Barrister coffee

Gold 2 - Juice station

Gold 3 - Barrister coffee

\*Choice is in order of application

## Silver sponsor (custom)

- 6m x 2.5m space only provided
- Custom booth build required

## Silver sponsor

- 6mW x 2.5mD booth
- Back wall (2 x 3mW x 2.4mH) and side dividers (2.5mD x .5mH)
- Two standard power points
- Two armlights
- Pendant light in divider walls
- Two company name on fascia board (28 letters)



## Bronze sponsor

- 3mW x 2.5mD booth
- Back wall (3mW x 2.4mH) and side dividers (2.5mD x .5mH)
- One standard power point
- One armlight
- Pendant light in divider walls
- One company name on fascia board (28 letters)



## Exhibitor

- Back wall (3mW x 2.5mH)
- One standard power point
- One armlight
- One company name on fascia board (20 letters)
- One networker counter



Graphics can be organised through NQ Exhibitions to be printed on recycled banner fabric which will then be recycled again post event.

Additional furniture and equipment will also be available for hire from NQ Exhibitions.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Put your brand, product or service front and centre with these additional opportunities

Opportunity	Cost	Quantity available
Industry supported speaker	\$A20,000	3
TopMedTalk podcast stage partner	\$A20,000	1
'The Hub' sponsor inc breakfast session	\$A18,000	1
Celebrating women in STEMM breakfast session sponsor	\$A10,000	1
College Ceremony photography sponsor	\$A8000	1
Activated food station sponsor	\$A6000	1
Gelato and frappe bar sponsor	\$A6000	1
Branded meeting room	\$A6000	3
30 second video on HCI screen (no audio)	\$A4000	3
Sustainability sponsor	\$A3000	2
Meeting homepage banner on mobile app	\$A2000	3
Push notifications	\$1000	10
Additional exhibitor day registration	\$A220	Unlimited

## Additional opportunity inclusions

### INDUSTRY SUPPORTED SPEAKER – \$A20,000

(Three opportunities available)

*(Must be organised by end August 2024 due to program development deadlines)*

Opportunity exists for a sponsor to propose a company chosen guest speaker to complement the 2025 ASM scientific program. ANZCA may also approach you for support of speakers to complement our theme. Each speaker would present twice (minimum) within the scientific program. Confirmation of sponsorship for your selected speaker will be dependent upon approval from both the speaker, the 2025 scientific co-convenors and ANZCA.

Entitlements:

- Opportunity to provide a local company chosen guest speaker to feature within the ASM scientific program.
- Accommodation in Cairns managed by ANZCA.
- Opportunity for sponsored speaker to have access to one full delegate registration.
- Company acknowledgment on the ASM website, mobile app and ASM onDemand platform for associated session.
- Social media support and promotion.

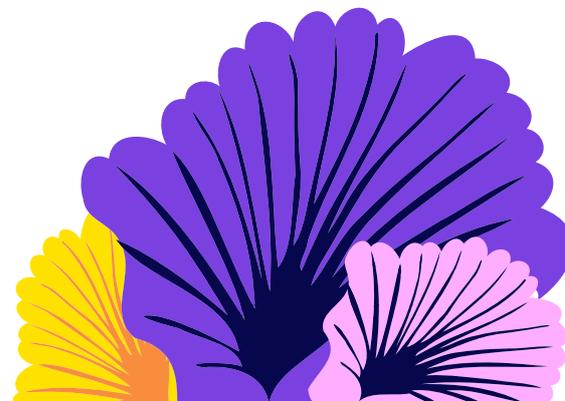
### TOPMEDTALK PODCAST STAGE PARTNER - \$A20,000

(One opportunity available)

An exclusive opportunity to support the prestigious TopMedTalk Down Under podcast stage by supporting the cost of attendance for the UK TopMedTalk co-host by way of educational grant or sponsorship.

Entitlements:

- Company logo to be printed on the back wall banner for the TopMedTalk stage
- Acknowledgement on the ASM website as the TopMedTalk partner
- Acknowledgement in the ASM daily E-Newsletter promoting the session
- Acknowledgement in the mobile app and onDemand platform as the TopMedTalk partner
- Social media support and promotion.



## Additional opportunity inclusions

### 'THE HUB' SPONSOR INC BREAKFAST SESSION - \$18,000 INC GST OR \$10,000 INC GST DISCOUNTED RATE FOR GOLD SPONSORS

(One opportunity available)

An exclusive opportunity to align your company with the exciting educational space that was previously known as the ePoster theatre and is now known as 'The Hub'. You will have exclusive branding rights to 'The Hub' with your logo on entrance signage, lectern and screen in between sessions. You will also have your logo on the associated ePoster screens and be able to host your own breakfast session in the space.

Entitlements:

- Opportunity to conduct one (1) 30-45minute breakfast session on Sunday 4 May 2025, (topic and speakers subject to committee approval)
- Acknowledgement as a sponsor of the breakfast session
- Meeting room and basic audio-visual equipment (data projector, screen, lectern and microphone) will be provided by ANZCA. Additional requirements will be at the sponsor's own cost
- Company logo on entry signage
- Company logo on the ePoster screens
- 30 second video advertisement on the ePoster screens (no audio)
- Acknowledgement as 'The Hub' sponsor in the mobile app and onDemand platform.

### COLLEGE CEREMONY PHOTOGRAPHY SPONSOR - \$A8,000

(One opportunity available)

An exclusive opportunity to meet and greet the new fellows and financially contribute to their special night by funding extra photography booths. With the queues often long and tedious, this is a way your company can contribute while also taking some time to speak with the new fellows and their families. A relaxed and jovial atmosphere is present as the new fellows celebrate their huge achievement of receiving the ANZCA fellowship.

Entitlements:

- Exclusive opportunity for one sponsor to provide financial support to the photography component of the 2025 ANZCA ASM College Ceremony.
- Opportunity to have a display table and two chairs in the photography area to facilitate interaction with new fellows and their families.
- Company acknowledgment on the ASM Website, mobile app and ASM onDemand platform.

### BRANDED MEETING ROOM - \$A6000

(Three opportunities available)

Would you like to host private meetings during the ANZCA ASM with current and potential clients? Do you sometimes need a little more privacy for your own business meetings or to meet one-on-one with the anaesthetists? In 2025 you can purchase your own meeting room for your exclusive use throughout the ANZCA ASM.

Entitlements:

- Opportunity to have your own branded private company meeting room at Cairns Convention Centre for use throughout the 2025 ANZCA ASM.
- The room will be branded with your company name and logo.
- Company acknowledgment on the ASM website, mobile app and ASM onDemand platform.

### CELEBRATING WOMEN IN STEMM BREAKFAST SESSION SPONSOR - \$A10,000

(One opportunity available)

An exclusive opportunity to be aligned with the celebrating women in STEMM breakfast which is growing in popularity each year. In 2024 there were more than 130 people at the breakfast with excitement over the future of the event.

Entitlements:

- Exclusive opportunity for one sponsor to be acknowledged within the scientific program aligned to important educational content.
- Latest news promotion on ASM website.
- Session content available for registered in-person and onDemand delegates to view for up to 12 months post the meeting.
- Social media support and promotion acknowledging sponsor support in the lead up to the meeting.
- Include an acknowledgement in the ASM daily E-Newsletter promoting the session.
- Company acknowledgment on the ASM website, mobile app and ASM onDemand platform.
- Social media support and promotion.

### ACTIVATED FOOD STATION SPONSOR - \$A6,000

(One opportunity available)

An exclusive opportunity to provide an exciting activated food station in the HCI foyer area and give delegates the fun and creative experience of a tailored meal.

Entitlements:

- Exclusive opportunity for one sponsor to brand the activated food station in the HCI foyer.
- Opportunity to provide branded sugarcane pulp plates/bowls/cups (highly sustainable product). Additional costs may apply.
- Company acknowledgment on the ASM website, mobile app and ASM onDemand platform.

### GELATO AND FRAPPE BAR SPONSOR - \$A6000

(One opportunity available)

An exclusive opportunity to provide an amazing locally inspired gelato bar with exotic tastes from the region in the HCI foyer area and give delegates the joy of gelato!

Entitlements:

- Exclusive opportunity for one sponsor to brand the gelato bar in the HCI foyer.
- Opportunity to provide branded sugarcane pulp plates/bowls/cups (highly sustainable product). Additional costs may apply.
- Company acknowledgment on the ASM website, mobile app and ASM onDemand platform.

### SUSTAINABILITY SPONSOR - \$A3000

(One opportunity available)

The exhibition area will have one wash station situated through the HCI exhibition. Delegates will be able to rinse their keep cup and refill their water bottle at the wash station.

Entitlements:

- Branding opportunity on the wash station.
- Opportunity to provide keep cups.
- Company acknowledgment on the ASM website, mobile app and ASM onDemand platform.

### 30 SECOND VIDEO ADVERTISING – \$A4,000

(Three opportunities available)

Opportunity to provide your company video advert (visual only), to be part of the loop of images and videos broadcast on the screen in the HCI arena with a possible audience reach of up to 1500 delegates. Video content is subject to approval by the scientific co-convenors.

Entitlements:

- Video advertisement played multiple times throughout the meeting on a loop with other images and videos. Note: video must be visual only as no audio is available.
- Video advertisement will feature within the onDemand content of the ASM onDemand platform for up to 12 months post the meeting.

### MEETING BANNER ON MOBILE APP AND ASM ONDEMAND PLATFORM – \$A2000

(Three opportunities available)

Opportunity to feature on the homepage banner of the mobile app and ASM onDemand platform.

Entitlements:

- Banner advert will feature on rotation throughout the meeting and be visible for delegates to see for up to 12 months post the meeting date.
- Company website URL linked to banner advert (or URL link of your choice).
- Analytics shared post the meeting (subject to privacy laws).

*Please note that other ASM announcements and advertisements will also appear on the mobile app throughout the meeting.*

### PUSH NOTIFICATION – \$A1000

(10 opportunities available)

Opportunity to access all delegates with key information at an approximate time chosen by you during the 2025 ANZCA ASM. With a word limit, this notification will come up on the delegates phone as a push notification.

Entitlements:

- One push notification up to 15 words long to be sent at an approximate time chosen by you.

*Note: notifications must be turned on for the delegate to receive it.*

### Additional exhibitor registrations

\$A220 per person per day

Additional registrations can be purchased in the portal and include:

- Access to healthcare industry exhibition.
- Daily catering in the exhibition area.
- Name tag.
- Ticket to attend the HCI reception.

### Bespoke sponsorships

Let's work together to unlock a unique opportunity for your brand! Contact us at

[sponsorship@anzca.edu.au](mailto:sponsorship@anzca.edu.au)

to discuss your business objectives and we'll build a sponsorship package that will help you achieve your goals.

Apply to sponsor the 2025 ANZCA ASM

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## Publications

### ANZCA Bulletin and ANZCA E-Newsletter advertising opportunities.

ANZCA fellows and trainees obtain information from three key sources – the quarterly *ANZCA Bulletin*, the *ANZCA E-Newsletter* and the ANZCA website. With a circulation of 9500, the *ANZCA Bulletin* and *ANZCA E-Newsletter* are high-quality, trusted publications reaching an intelligent, influential and affluent audience.

Entitlements:

- Full-page advertisement in the spring, summer and autumn editions of the ANZCA Bulletin ahead of the 2025 ASM (\$A4172 per page).
- Display banner advertisement in editions of the ANZCA E-Newsletter leading into and/or post the 2025 ASM (\$A1390 per banner).

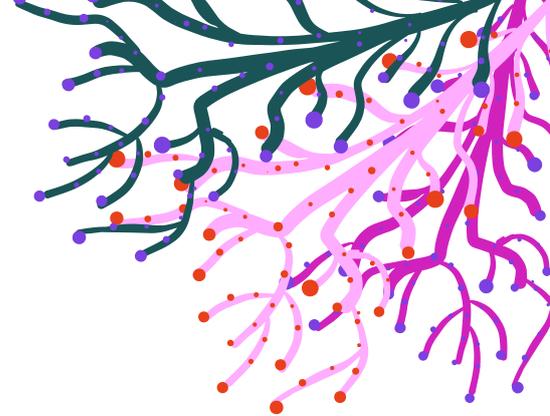
Various size advertising and timing options are also available.

Please note as a confirmed sponsor of ANZCA's ASM you are eligible for added value on the publications listed:

- 20% discount on all ads in 2025 for exhibitors and sponsors that book prior to December 2024. 10% discount if ads booked between January to June 2025. This discount is only valid for advertising up until June 2025.

To take advantage of these publication opportunities, please contact: ANZCA Advertising Manager Vivienne Forbes on +61 3 9093 4927 or [communications@anzca.edu.au](mailto:communications@anzca.edu.au).

# HOW TO BOOK AND PAYMENT DETAILS



## Application information

1. Please complete the **2025 ANZCA ASM HCI Application form** indicating your sponsorship/exhibition preference.
2. Acceptance of a sponsorship / exhibition application is subject to ANZCA approval.
3. An application does not warrant immediate acceptance and all applicants will be advised in writing of acceptance or otherwise.
4. Should the application be accepted a tax invoice will be provided.
5. Sponsorship and exhibition applications are considered in order of receipt of the application form.

## Payment

Full payment must be made by the date specified on the tax invoice, and all payments must be finalised prior to the start of the ASM.

All fees listed are in Australian Dollars and are inclusive of GST.

### Payment options

Credit Card/EFT: Details will be provided on tax invoice.

## ANZCA contact

For further information please contact:

### Sponsorship and Partnerships Manager

Australian and New Zealand College of Anaesthetists  
630 St Kilda Road  
Melbourne VIC 3004  
Australia  
T: +61 3 9093 4957  
E: [sponsorship@anzca.edu.au](mailto:sponsorship@anzca.edu.au)

## 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 meeting 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 22 November 2024 will be liable for a \$A200 administration fee.

Cancellations after 22 November 2024 won't receive a refund and will be liable for payment in full should it not have been received by the cancellation date. ANZCA reserves the right the right to cancel the meeting in circumstances beyond their control. In such case all monies paid 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 meeting, content, location and timing or any other aspect of the event. ANZCA will make reasonable efforts to provide a program and content equivalent of standard if changes are made to the event. 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 basis and discussed accordingly.

Apply to sponsor the 2025 ANZCA ASM