CSANZ 2017
65TH ANNUAL SCIENTIFIC MEETING
OF THE CARDIAC SOCIETY OF
AUSTRALIA & NEW ZEALAND
HOSTED BY CSANZ WA / 10 – 13 AUGUST 2017
PERTH CONVENTION AND EXHIBITION CENTRE
SPONSORSHIP PROSPECTUS
INVITATION

Dear Valued Sponsor and Exhibitor,

On behalf of the Organising Committee we take great pleasure in inviting you to the 65th Annual Scientific Meeting of the Cardiac Society of Australia and New Zealand held in conjunction with the 41st Annual Scientific Meeting of the International Society for Heart Research, at the Perth Convention & Exhibition Centre from 10 – 13 August 2017 (CSANZ2017). Hosted by CSANZ Western Australia, the Meeting will be the joint Societies’ annual major forum for the exchange of ideas.

This prospectus outlines the sponsorship and exhibition opportunities available at the Meeting. Please take some time to review the packages and determine your requirements for the promotion of your business and contact us if any further clarification is needed.

We look forward to welcoming you to the Perth in 2017.

Brendan McQuillan  Carl Schultz  Livia Hool
Chair, Organising Committee  Chair, Scientific Program Committee  President, ISHR
Scientific President, ISHR Australasian Section
ABOUT THE MEETING

Hosted by CSANZ Western Australia, the annual joint Meeting is the Societies’ major forum for the exchange of ideas and for discussion around clinical and basic research issues, including the latest developments in basic mechanisms, diagnosis, treatment and prevention of cardiovascular disease. The scientific committee has already made excellent progress towards a world class program which will feature high calibre overseas and local speakers.

The Perth Convention & Exhibition Centre meeting areas are capable of hosting more than 2,300 delegates in pleasant surroundings. We have available an excellent exhibition space, in which all refreshments and lunch breaks will be held. The format of the Meeting will be along the lines of previous meetings. There is ample opportunity for satellite educational sessions, plus multiple and diverse opportunities for promotion of your company’s products and services.

For more information about CSANZ 2017 and related sponsorship and exhibition opportunities please contact our Meeting Managers:

The Conference Company
PO Box 90 040
Auckland 1142
New Zealand
Ph: +64 9 3601240
Fax: +64 9 3601242
Email: csanz@tcc.co.nz
Website: www.csanz2017.com
ABOUT THE PEOPLE INVOLVED IN THE MEETING

The Meeting’s Scientific Program is already well underway and we are pleased to confirm the following Named Lecturers:

RT Hall Lecturer – Stefan Neubauer
Kempson Maddox Lecturer – Prof Bob Graham
Gaston Bauer Lecturer – Prof Carol Pollock
Basic Science Lecturer – Prof Murray Esler
Cardiovascular Nursing Lecturer – Prof Robyn Gallagher

For program updates visit the website at: www.csanz2017.com
DELEGATE PROFILE

Here is some information about those who attend as delegates:

We anticipate that up to 2000 delegates from the following professions will register for the combined meetings.

- Cardiologists
- Technologists
- Cardiology trainees
- Researchers
- Surgeons
- Allied Health Professionals
- Physicians
- Students
- Nurses

The Annual Meeting provides sponsors with focused access to their target market.

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Adelaide</td>
<td>1937</td>
</tr>
<tr>
<td>2015</td>
<td>Melbourne</td>
<td>2000</td>
</tr>
<tr>
<td>2013</td>
<td>Gold Coast</td>
<td>2113</td>
</tr>
<tr>
<td>2012</td>
<td>Brisbane</td>
<td>2321</td>
</tr>
<tr>
<td>2011</td>
<td>Perth</td>
<td>1556</td>
</tr>
<tr>
<td>2010</td>
<td>Adelaide</td>
<td>2062</td>
</tr>
<tr>
<td>2009</td>
<td>Sydney</td>
<td>2319</td>
</tr>
<tr>
<td>2008</td>
<td>Adelaide</td>
<td>2091</td>
</tr>
</tbody>
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WHY YOUR PRESENCE AT CSANZ 2017 IS ESSENTIAL

We understand how important it is for all our sponsors to feel that your investment has been wisely placed. Here are some of the reasons why your presence at CSANZ 2017 is essential:

- CSANZ 2017 represents the most comprehensive gathering of cardiovascular health professionals in Australia and New Zealand – your core target market, under one roof.
- The 64 year history of the Meeting is testimony to the value Society members place on their attendance and the importance of CSANZ ASM’s on their annual calendar. By supporting the Meeting, you are also signalling your commitment to the cardiovascular health professions most important gathering.
- The Meeting has evolved over the years to provide sponsors and exhibitors with the very best environment in which to communicate with delegates, prior to, during and post August 2017.
- The Meeting Program has been developed to provide you with ample opportunity to interact with delegates, introduce new products, concepts, updates and to transact business with the inclusion of breakfast sessions for Diamond and Platinum sponsors.
- The Social Program has been conceived to enable you to connect directly with the delegates and speakers in a relaxed and casual environment.
- The marketing and communications roll out of CSANZ 2017 is effective, efficient and sustained. Your early commitment will allow you to take advantage of our marketing campaigns until we welcome you to Perth.

To summarise, the benefits of your investment are exceptional exposure, creative networking spaces and opportunities, direct connections, ability to build new relationships, strengthen existing ones, display commitment and transact excellent business.

For further details please contact:

Nihal Fernandez
The Conference Company
PO Box 90 040, Auckland 1142, New Zealand
Ph: +64 9 3601240
Fax: +64 9 3601242
Email: csanz@tcc.co.nz
Website: www.csanz2017.com
SPONSOR ENTITLEMENTS

Standard Sponsor Entitlements:
- Acknowledgement in Meeting publications including:
  - Registration Brochure – if sponsorship confirmed prior to print deadline
  - Meeting Handbook – if sponsorship confirmed prior to print deadline
  - Meeting Website – corporate logo with hyperlink to sponsor’s home page.

Registration Entitlements:
Complimentary Meeting registrations include:
- Attendance at the Exhibition
- Attendance at all scientific sessions
- Attendance at the President’s Reception
- All refreshment breaks

Complimentary exhibitor staff passes include:
- Attendance at the Exhibition
- Attendance at the President’s Reception
- All refreshment breaks

Additional purchased exhibitor staff passes include:
- Attendance at the Exhibition
- Attendance at the President’s Reception
- All refreshment breaks

N.B. The Meeting Dinner is not included in any of the above. Accompanying Person registration type is not available to our industry partners.
## SPONSORSHIP OVERVIEW

### DIAMOND  
**A$100,000 PLUS GST (A$110,000 INCL. GST)**
- Exhibition Space: 72m² (2 x Premium 6m x 6m blocks)
- Exhibitor Passes: 8
- Registration Passes: 4
- Social Tickets: 8
- Dinner
- Advertising: Full page colour advertisement in Handbook, 200 word profile in Handbook, advertisement in E-Zine, Free-standing banner at registration area
- Exclusive options: Breakfast Symposium, Delegate List provided 4 weeks before, 2 weeks before and at the Meeting, Tea break host

### PLATINUM  
**A$72,727 PLUS GST (A$80,000 INCL. GST)**
- Exhibition Space: 54m² (Premium 9m x 6m block)
- Exhibitor Passes: 7
- Registration Passes: 3
- Social Tickets: 7
- Dinner
- Exclusive options: Breakfast Symposium, Delegate List provided 2 weeks before and at the Meeting.

### GOLD  
**A$50,000 PLUS GST (A$55,000 INCL. GST)**
- Exhibition Space: 36m² (Premium 6m x 6m block)
- Exhibitor Passes: 6
- Registration Passes: 2
- Social Tickets: 6
- Dinner
- Advertising: Half page colour advertisement in Handbook, 100 word profile in Handbook
- Exclusive options: Delegate List provided 1 week before and at the Meeting.

### SILVER  
**A$27,272 PLUS GST (A$30,000 INCL. GST)**
- Exhibition Space: 18m² (Premium 6m x 3m block)
- Exhibitor Passes: 2
- Registration Passes: 1
- Social Tickets: 2
- Dinner
- Advertising: Quarter page colour advertisement in Handbook, 50 word profile in Handbook
- Other: Delegate List

### BRONZE  
**A$13,636 PLUS GST (A$15,000 INCL. GST)**
- Exhibition Booth: 9m² (3m x 3m shell scheme booth)
- Exhibitor Passes: 2
- Social Tickets: 2
- President’s Reception
- Advertising: 50 word profile in Handbook

### INDUSTRY SPONSOR  
**A$6,272 PLUS GST (A$6,900 INCL. GST)**
- Exhibition Booth: 9m² (3m x 3m shell scheme booth)
- Exhibitor Passes: 2
- Advertising: 50 word profile in Handbook
### Internet

<table>
<thead>
<tr>
<th>A$32,727 plus GST (A$36,000 incl. GST)</th>
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<tr>
<td><strong>Exhibition Booth:</strong> 9m² (3m x 3m shell scheme booth)</td>
</tr>
<tr>
<td><strong>Exhibitor Passes:</strong> 2</td>
</tr>
<tr>
<td><strong>Social Tickets:</strong> 2 President’s Reception</td>
</tr>
<tr>
<td><strong>Advertising:</strong> 50 word profile in Handbook, Corporate branding in internet centre</td>
</tr>
<tr>
<td><strong>Exclusive options:</strong> 18m² (6m x 3m) dedicated to internet centre, Branding Screen Saver on internet centre computer screens</td>
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### Meeting Sanctuary

<table>
<thead>
<tr>
<th>A$16,363 plus GST (A$18,000 incl. GST)</th>
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<tbody>
<tr>
<td><strong>Exhibition Space:</strong> 18m² (6m x 3m shell scheme booth)</td>
</tr>
<tr>
<td><strong>Exhibitor Passes:</strong> 2</td>
</tr>
<tr>
<td><strong>Social Tickets:</strong> 2 President’s Reception</td>
</tr>
<tr>
<td><strong>Advertising:</strong> 50 word profile in Handbook</td>
</tr>
<tr>
<td><strong>Exclusive options:</strong> 18m² (6m x 3m) space for the sanctuary, Free standing banner (2m x 1m) in the Sanctuary</td>
</tr>
</tbody>
</table>

### Meeting Handbook

<table>
<thead>
<tr>
<th>A$14,090 plus GST (A$15,500 incl. GST)</th>
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</thead>
<tbody>
<tr>
<td><strong>Exhibition Space:</strong> 9m² (3m x 3m shell scheme booth)</td>
</tr>
<tr>
<td><strong>Exhibitor Passes:</strong> 2</td>
</tr>
<tr>
<td><strong>Advertising:</strong> 50 word profile in Handbook</td>
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<tr>
<td><strong>Exclusive options:</strong> Full page colour advertisement in Handbook (inside back cover)</td>
</tr>
</tbody>
</table>

### Pocket Program

<table>
<thead>
<tr>
<th>A$11,363 plus GST (A$12,000 incl. GST)</th>
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<tr>
<td><strong>Exhibition Space:</strong> 9m² (3m x 3m shell scheme booth)</td>
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<tr>
<td><strong>Exhibitor Passes:</strong> 2</td>
</tr>
<tr>
<td><strong>Social Tickets:</strong> 2 President’s Reception</td>
</tr>
<tr>
<td><strong>Advertising:</strong> 50 word profile in Handbook</td>
</tr>
<tr>
<td><strong>Exclusive options:</strong> Logo on cover</td>
</tr>
</tbody>
</table>

### Hospitality Breaks

<table>
<thead>
<tr>
<th>A$4,090 plus GST (A$4,500 incl. GST)</th>
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<tbody>
<tr>
<td><strong>Exhibitor Passes:</strong> 4 invitations to attend break</td>
</tr>
<tr>
<td><strong>Exclusive options:</strong> Corporate literature displayed at hospitality stations, Corporate literature displayed refreshment stations, Small signs on refreshment stations, Acknowledgement by session chair prior to break</td>
</tr>
</tbody>
</table>
EXHIBITION PACKAGE

Diamond, Platinum and Gold Sponsors’ exhibition allocations include:

• Raw space to facilitate the installation of custom stands
• One (1) x 10amp power point for each sponsor’s exhibition package (regardless of the size).

Exhibitors installing custom designed stands must provide the contact details of their appointed stand contractor, (together with a plan showing full design dimensions including a graphic of the stand design) to the Exhibition Project Manager email: nf@tcc.co.nz by no later than 1 May 2017.

Silver Sponsors’ exhibition allocations include:

• Shell scheme stand 6m wide x 3m deep (18m2)
• White octanorm wall panels 2.4m high
• Organisation name on fascia board
• Four (4) x 150w spotlights
• Two (2) x 4amp power point
• Carpet tiles.

Sponsors allocated 9m2 will receive:

• Shell scheme stand 3m wide x 3m deep (9m2)
• White octanorm wall panels 2.4m high
• Organisation name on fascia board
• Two (2) x 150w spotlights
• One (1) x 4amp power point
• Carpet tiles.

Discounts are not available if the shell scheme package is not required.

Furniture hire and provision of internet connections is not included for any of the above packages. These items may be hired from the official Meeting contractors. Contact details will be outlined in the Exhibition Manual.

PRELIMINARY EXHIBITION TIMETABLE

9 August 2017       Build of stands
10 August 2017      Dressing of stands. Exhibition open 1800hrs
11 August 2017      Exhibition open
12 August 2017      Exhibition open
13 August 2017      Exhibition open

Note: this is a preliminary schedule. Final timings will be published in the Exhibition Manual.
**EXHIBITOR STAFF PASSES**

Exhibitor Staff Passes are included in each sponsorship package. These passes do not include attendance to any of the scientific sessions. Sponsors will receive access to an online form in order to register staff. Additional passes may be purchased from the Meeting Managers, at A$350.00 (incl GST) per person and include:

- Attendance at the President’s Reception
- All refreshment breaks

Exhibition staff wishing to attend sessions or any of the social events must register as a Meeting Delegate and pay the appropriate registration fee.

**EXHIBITION MANUAL**

An Exhibition Manual will be distributed to all exhibitors three months prior to the Exhibition. The manual will contain details on the online registration process for Exhibition Staff Passes, the pack-in/pack-out schedule and supplier contact details.

**PUBLIC AND PRODUCT LIABILITY INSURANCE**

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A$10,000,000 or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand.

Sponsors/exhibitors are required to submit their Public Liability Insurance Certificate to the Meeting Managers at the time of submitting their sponsorship booking form.

**WE INVITE YOUR SUPPORT**

Thank you for taking the time to acquaint yourself with the possibilities CSANZ 2017 has to offer.

For those who have made your choices, please complete and return to us the Sponsorship and Advertising Booking form. If we can assist with further information, or discussing further opportunities, please contact the Meeting Managers.

We hope that you are as enthusiastic about the opportunities that are available in Perth as we are and look forward to welcoming you to Perth in August 2017.

**CSANZ 2017 Managers**

The Conference Company  
PO Box 90 040, Auckland 1142, New Zealand  

Ph: +64 9 3601240  
Fax: +64 9 3601242  
Email: csanz@tcc.co.nz  
Website: www.csanz2017.com
**SPONSORSHIP & ADVERTISING BOOKING FORM**

To book your selected package please forward this completed form together with your deposit to:

**CSANZ 2017 Managers**  
The Conference Company  
PO Box 90 040, Auckland 1142, New Zealand  
Phone: +64 9 360 1240  
Email: csanz@tcc.co.nz  
website: www.csanz2017.com

<table>
<thead>
<tr>
<th>Booking details</th>
<th>Company details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsorship/Advertising</strong></td>
<td><strong>Organisation name:</strong> (for marketing purposes)</td>
</tr>
<tr>
<td>Item/s requested</td>
<td><strong>Organisation name:</strong> (for invoicing purposes)</td>
</tr>
<tr>
<td>1.</td>
<td>A$</td>
</tr>
<tr>
<td>2.</td>
<td>A$</td>
</tr>
<tr>
<td>3.</td>
<td>A$</td>
</tr>
<tr>
<td>4.</td>
<td>A$</td>
</tr>
<tr>
<td><strong>Total amount payable</strong></td>
<td>Address:</td>
</tr>
<tr>
<td>A$</td>
<td>City:</td>
</tr>
<tr>
<td><strong>50% deposit</strong></td>
<td>State: Post code:</td>
</tr>
<tr>
<td>A$</td>
<td>Country:</td>
</tr>
<tr>
<td>(Payable 30 days from date of invoice (Incl. GST). Balance due: 1 May 2017)</td>
<td>Booking authorised by:</td>
</tr>
<tr>
<td></td>
<td><strong>Position/Title:</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Signature:</strong> Date:</td>
</tr>
<tr>
<td><strong>Exhibition</strong></td>
<td><strong>Sponsor/Exhibitor contact:</strong></td>
</tr>
<tr>
<td>Please indicate your stand preference</td>
<td><strong>Position/Title:</strong></td>
</tr>
<tr>
<td>1st choice:</td>
<td><strong>Tel:</strong> Fax:</td>
</tr>
<tr>
<td>2nd choice:</td>
<td><strong>Email:</strong></td>
</tr>
<tr>
<td>3rd choice:</td>
<td><strong>Website:</strong></td>
</tr>
<tr>
<td><strong>Please tick relevant box</strong></td>
<td></td>
</tr>
<tr>
<td>☐ Space only (we intend installing a custom stand)</td>
<td></td>
</tr>
<tr>
<td>☐ Shell scheme</td>
<td></td>
</tr>
<tr>
<td>☐ Public Liability Certificate enclosed</td>
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</tr>
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</table>
BOOKING & PAYMENT CONDITIONS

All prices are quoted in Australian dollars and include GST. GST is calculated at date of publication and is 10%. The Meeting reserves the right to vary the quoted prices in line with any changes in the rate of the GST.

Sponsorship Packages and Exhibition space will be allocated only on receipt of a signed Booking Form. Confirmation will be sent together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by 1 May 2017. Applications after this date must include full payment.

All payments should be made in Australian dollars. Cheques should be made payable to the Cardiac Society of Australia and New Zealand and must be drawn on an Australian bank.

All payments due must be received by the Meeting Managers prior to the Meeting. No sponsor/exhibitor will be allowed to set up their exhibition stand at the Meeting until full payment has been received.

Public and Product Liability insurance to A$10 million must be taken out by each exhibitor at their own expense.

Sponsorship and Exhibitor Protocol:

i. Trade displays must only be directed to health care professionals.

ii. Product information for all products being promoted must be available from the display stand.

iii. Starter Packs must not be made available for collection from unattended stands nor be supplied to non-authorised or non-qualified persons.

iv. Competitions intended to encourage participants to attend trade displays must be consistent with the requirement of the Medicines Australia (MA) Code available on the industry association’s website www.medicinesaustralia.com.au. Prizes should not be of a nature or economic value which would bring discredit upon the industry or recipient. Specifically having regard to the ethical nature of the pharmaceutical industry, competitions and prizes must fulfil at least two of the following criteria:

a) The competition is based on medical knowledge or the acquisition of medical knowledge;

b) The prize is directly relevant to the practice of medicine or pharmacy;

c) Individual prizes offered are of low monetary value or an item of educational material.

The Organising Committee may need to make changes to the floor plan, however, changes will not be undertaken without prior discussion with the companies affected.

Cancellation Policy:

If cancellation of sponsorship is received prior to 1 February 2017, 50% of the sponsorship monies will be retained by the Meeting. From 1 February 2017, no refunds will be made for cancellation.

The Cardiac Society of Australia and New Zealand reserves the right to cancel the exhibition not later than 31 March 2017 in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full. The liability of the organisers will be limited to that amount.

Sponsors shall not assign or sublet any part of their exhibition space.

Sponsors are responsible for the provision of banners and any other promotional material.

Sponsors consent to details being shared with suppliers and contractors of the Meeting.

We apply for sponsorship (including exhibition space) in accordance with the terms and conditions set out in the prospectus.

Authorised by:    Date: