

2018 Australian Lung Cancer Conference

Sponsor and Exhibition Opportunities

5 – 7 April 2018

Hyatt Regency Sydney

www.alcc.net.au

Invitation from the Convenors

Lung Foundation Australia is pleased to announce the 7th Australian Lung Cancer Conference (ALCC) on the 5 – 7 April 2018 at the Hyatt Regency, Sydney. The conference has become the largest gathering in Australia of clinicians, researchers, nurses, allied health professionals and consumers all of whom with a common focus - Lung Cancer. The conference will attract 400 delegates from Australia and New Zealand.

The 2018 conference has been refined from previous years with the exhibition and conference days shortened to three days. 5 April 2018 will have satellite meetings and full exhibition, including the ANZ-LCNF Nurses Workshop and FROLIC Workshop. 6 – 7 April 2018 will be the full conference program including the gala dinner. The ALCC has been moved to the first quarter of the year with it traditionally being around August. This is to fit in with other conflicting meetings like the World Lung Cancer Conference. A detailed program will be released from the scientific committee at a later date, but it is assured ample opportunities will be provided for sponsors to connect with delegates.

This is a great opportunity for sponsors to further enhance their corporate visibility and brand promotion among the target group. Nearly 20 companies will display their equipment's, products, ideas and services. The trade exhibition will appropriately be the heart of the meeting and the objective will remain focused on companies with relevant presence in the field.

Lung Foundation Australia will manage the meeting and assist sponsors and the trade exhibition in ensuring an outstanding return on their investment. The generous support offered by industry is recognized, and without it the ALCC would not happen. We look forward to another highly successful conference in Sydney 2018.

A/Prof Kwun Fong

Conference Chair

Sponsorship Opportunities

If physicians, surgeons, oncologists, radiotherapists, radiologists, pathologists, nursing and other allied health professionals are part of your target market - then there is no better way to demonstrate, promote and showcase your products and services than by sponsoring the ALCC. A unique educational environment is created to inspire delegate's interest, knowledge, and connection with lung cancer.

The conference will provide your organisation with the following key benefits:

- An excellent opportunity to promote your organisation, to support your brands and to maintain a high profile among specialists before, during and after the event
- Conference participants are keen to improve their scientific knowledge. Aligning your organisation with this educational experience can help demonstrate your commitment to assisting their development at an individual level
- Sponsorship will provide your organisation with an opportunity to consolidate corporate relationships and expose your team to their key market drivers
- Your representative team members will have an opportunity to mix informally with a multitude of lung cancer health professionals from around the world
- Your company's involvement, commitment and support for ALCC 2018 will be widely acknowledged
- Your organisation will benefit significantly from exposure to a keenly interested, relevant and, singularly influential audience in an educational environment away from the business of everyday distractions
- Sponsorship contributes to the promotion, planning and operation of the conference, reducing the overall cost of managing and staging the event thus reducing the registration fee levels.

Early confirmation of your sponsorship of the conference will ensure an extended level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in 2017 in the lead up to ALCC 2018.

Platinum Sponsor \$75,000 – Exhausted

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

- Receive recognition as principal unique sponsor of the conference
- Corporate signage (provided by you) displayed on the main stage and in all associated areas including breakout rooms for the duration of the event
- Naming rights to the opening ceremony in all printed and electronic material, acknowledgement in opening address and logo recognition on screen at the beginning and end of the session
- Opportunity to host an unopposed symposium, at a time to be determined as mutually beneficial. The topic is at the discretion of the sponsor however a draft program must be submitted to the scientific committee for approval.
 - Sponsor will be responsible for the management of their own event's logistics and for the payment of costs associated with the event promotion, additional catering requirements (standard meal menu is included), and audio visual equipment
 - Speaker costs (registration, flight, accommodation and incidentals) are the responsibility of the sponsor
 - To ensure consistency it is envisaged that the coordination of international speakers can be managed through the conference secretariat.

It is important to note that with the 2018 ALCC has reduced its conference days, so it is encouraged to express your interest ASAP to secure your desired symposium slot.

- First choice of complementary 3m x 3m (x 4 = Quad booth) exhibition space – in prime central position
- Full page (colour) advertisement in the printed onsite program handbook – inside front OR Back cover
- Opportunity to direct mail to delegates prior to conference, postage costs to be met by sponsor
- Corporate logo to appear on promotional material and program brochure
- Corporate logo on conference website and hyperlinks to your website
- Eight VIP passes (full-time registrations including Thursday networking drinks and gala conference dinner) to be used at the company's discretion
- Three complimentary Exhibitor Stand Passes including Thursday networking drinks (excludes conference dinner)
- Brochure or product sample to be inserted in delegate satchel
- PR promotion in media lead up to event.

Gold Sponsor \$50,000 **Please note there are no symposium spots left.**

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

- Acknowledgement as a GOLD sponsor in all printed and electronic material
- Opportunity to host an unopposed symposium, at a time to be determined as mutually beneficial. The topic is at the discretion of the sponsor however a draft program must be submitted to the scientific committee for approval.
- - Sponsor will be responsible for the management of their own event's logistics and for the payment of costs associated with the event promotion, additional catering requirements (standard meal menu is included), audiovisual equipment;
 - Speaker costs (registration, flight, accommodation and incidentals) are the responsibility of the sponsor;
 - To ensure consistency it is envisaged that the coordination of international speakers can be managed through the conference secretariat.
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- It is important to note that with the 2018 ALCC has reduced its conference days, so it is encouraged to express your interest ASAP to secure your desired symposium day. Platinum sponsor/s will have first selection.
- First choice of complementary 3m x 3m (x 3 = Triple booth) exhibition space - after platinum sponsor/s
- Full page (B&W) advertisement in the printed program brochure
- Opportunity to direct mail to delegates prior to conference, postage costs to be met by sponsor
- Delegate list at the conference
- Corporate logo to appear on promotional material and program brochure
- Corporate logo on conference website and hyperlinks to your website
- Six VIP Passes (full-time registrations including networking drinks and gala conference dinner) to be used at the company's discretion
- Two complimentary Exhibitor Stand Passes includes networking drinks (excludes gala conference dinner)
- Acknowledgement at opening and closing ceremony by chairperson
- Brochure or product sample to be inserted in delegate satchel
- PR promotion in media lead up to event.

Silver Sponsor \$25,000 **Please note there are no symposium spots left.**

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

- Acknowledgement as a SILVER sponsor in all printed and electronic material
- Opportunity to host an unopposed symposium, at a time to be determined as mutually beneficial. The topic is at the discretion of the sponsor however a draft program must be submitted to the scientific committee for approval.
 - Sponsor will be responsible for the management of their own event's logistics and for the payment of costs associated with the event promotion, additional catering requirements (standard meal menu is included), audiovisual equipment
 - Speaker costs (registration, flight, accommodation and incidentals) are the responsibility of the sponsor
 - To ensure consistency it is envisaged that the coordination of international speakers can be managed through the conference secretariat.
- It is important to note that with the 2018 ALCC has reduced its conference days, so it is encouraged to express your interest ASAP to secure your desired symposium day. Platinum and gold sponsor/s will have first selection.
- Choice of complementary 3m x 3m (x 2 = Double booth) exhibition space - after platinum and gold sponsors
- 1/2 page (B&W) advertisement in the printed program brochure
- Opportunity to direct mail to delegates prior to conference, postage costs to be met by sponsor
- Delegate list at the conference
- Corporate logo to appear on promotional material and program brochure
- Corporate logo on conference website and hyperlinks to your website from the conference site
- Four VIP Passes (full-time registrations including Thursday networking drinks and gala conference dinner) to be used at the company's discretion
- Two complimentary Exhibitor Stand Passes includes Thursday networking drinks (excludes gala conference dinner)
- Brochure or product sample to be inserted in delegate satchel
- PR promotion in media lead up to event.

Bronze Sponsor \$10,000

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

- Acknowledgement as a BRONZE sponsor in all printed and electronic material
- Choice of complementary 3m x 3m exhibition space – after platinum, gold, and silver sponsors
- One complimentary Exhibitor Stand Pass includes Thursday networking drinks (excludes conference dinner)
- Quarter page (B&W) advertisement in the printed program brochure
- Corporate logo to appear on promotional material and program brochure
- Corporate logo on conference website and hyperlinks to your website
- Two VIP Pass (full-time registrations including networking drinks and gala conference dinner) to be used at the company's discretion
- Insert in delegate satchel – max 1 x A4 flyer

Other Sponsor Opportunities

Opening ceremony session \$2,750.00

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

This prestigious lecture will open the conference and attract high delegate attendance.

- Naming rights to the session in all printed and electronic material
- Acknowledgement in opening address
- Logo recognition on screen at the beginning and end of the session

Keynote speaker \$ on application

Identification of keynote speakers will be discussed upon application however this sponsorship includes:

- The conference and sponsorship company name & logo
- Inclusion of your logo and company name on the conference website with a link to your own website
- Opportunity to include a promotional insert in the delegate conference satchel (maximum 1 x A4 double sided flyer)
- Acknowledgement as a conference sponsor in the conference final program
- The opportunity to introduce the speaker at their first presentation
- One VIP Pass (full-time registrations including Thursday's networking drinks and gala conference dinner) to be used at the company's discretion.

Poster sessions and display boards \$5,500

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

Poster Session(s) will be conducted throughout the conference program – with a minimum of two sessions. Poster presentation boards will be displayed during the entire conference and placed in a prominent area near the exhibition and catering area.

- Company name in the title of the poster session in on-site program
- Company logo on all relevant signage associated with the poster session
- Naming rights to the poster display boards.

Participants booklet \$1,250

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

The list of all participants will be distributed onsite at the beginning of the conference to all participants. It will contain the names and affiliations of all pre-registered attendees who have consented to being listed (subject to the Privacy Amendment (Private Sector) Act 2001)

- Full page colour advertisement – either outside back cover or inside front cover

Internet Café \$10,500

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

In a prime location within the exhibition hall, the highly trafficked internet café allows attendees to: access the internet; check e-mails; get up to date meeting changes. It will house four computers and a printer and is available to all delegates.

- Naming rights to the internet café
- Audio visual staff will wear custom shirts displaying your company logo
- Company logo on all relevant signage associated with the internet café and speaker preparation room
- Custom desktop image/screen saver displayed on all computer stations (supplied by sponsor)
- Opportunity to supply mouse pads, notepads and pens at each computer terminal (at sponsor expense)
- Recognition in conference handbook as internet café and speaker preparation room sponsor
- Two VIP passes (full-time registrations including Thursday networking drinks and gala conference dinner) to be used at the company's discretion.
- Delegate list at the conference.

Speakers Preparation Room \$3,000

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

This room will be used by all speakers at the conference and provides a targeted branding opportunity.

Sponsorship Benefits:

- Naming rights to the speaker's preparation room
- Custom desktop image/screen saver displayed on all computers (supplied by sponsor)
- Company sign on all relevant signage associated with the speaker preparation room.
- Opportunity to supply mouse pads, notepads and pens at each computer terminal (at sponsor expense).
- Opportunity to theme the area (at sponsor expense)

Note: included in Internet Café sponsor, if obtained, this sponsorship opportunity will then become un-available for individual purchase.

Satchel Insert \$750

Each delegate attending the conference will receive a satchel containing conference material including the final program and brochures. A satchel insert ensures direct exposure to all delegates attending the conference.

This provides an opportunity to distribute a product sample or promotional item (supplied by sponsor) into each delegate satchel. Brochures are restricted to A4 size and a limit of 4 pages.

Some suggestions for promotional items:

- Water bottles, mouse pads, note pads, stress balls, pens & note pads.

ANZ-LCNF Lung Cancer Workshop

The ANZ-LCNF Lung Cancer Workshop offers a unique educational environment targeted at nurses and allied health professionals enabling clinical updates and professional development specialising in lung cancer care. Your organisation is invited to become a sponsor of the Nurses Satellite Workshop.

The Workshop will provide your organisation with the following key benefits.

- An excellent opportunity to promote your organisation, to support your brands and to maintain a high profile before, during and after the event
- Sponsorship will provide your organisation with an opportunity to consolidate corporate relationships and expose your team to their key market drivers.

Major Sponsor \$10,000

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

- Acknowledgement in the workshop opening address, and logo recognition on screen at the beginning and end of the session
- Acknowledgement as a MAJOR sponsor in all printed and electronic material
- Quarter page (B&W) advertisement in the printed Program brochure
- Corporate logo to appear on promotional material and program brochure and on conference website and hyperlinks to your website
- One VIP Pass (full-time registration including Workshop and ALCC; Thursday's networking drinks and gala conference dinner) to be used at the company's discretion
- Choice of complementary 3m x 3m exhibition space - after conference sponsors
- Brochure or product sample to be inserted in delegate satchel.

Minor Sponsor \$6,000

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Entitlements:

- Logo recognition on screen at the beginning and end of the session
- Acknowledgement as a MINOR sponsor in all printed and electronic material
- Corporate logo to appear on promotional material and program brochure
- Corporate logo on conference website and hyperlinks to your website
- One VIP Pass (full-time registration including Workshop and ALCC; Thursday networking drinks and gala conference dinner) to be used at the company's discretion
- 50% discount on 3m x 3m exhibition space and one complimentary exhibitor stand
- Pass includes insert in delegate satchel – max 1 x A4 flyer

Trade Exhibition Package

The trade exhibition will be a major component of ALCC 2018. It will be incorporated into the catering, poster display and lounge areas. This will provide you with maximum exposure and a wonderful opportunity to interact with the 400 delegates. The program has also been designed to ensure all delegates have ample time to make their way around the exhibition.

Every organisation or company registering to exhibit will be acknowledged on the dedicated conference website along with a 100 word biography in the final program.

All prices are in Australian Dollars and are exclusive of 10% Australian Goods and Services Tax (GST).

Standard Exhibition Booth \$4,200

Each standard exhibition booth package includes:

- 3m x 3m (2.4m high) booth space and shell structure
- Velcro compatible back and side walls
- Company name on fascia
- 1 set dual 75watt spotlights (directional)
- One 4 amp power supply
- Waste paper baskets
- Booth location listed in the official congress handbook together with an 100 word description of the company's products/services
- Two complimentary exhibitor stand passes

- Two tickets to Thursday's networking drinks
- One congress satchel, a copy of the delegate list and other congress material will be provided at registration
- Complete delegate list with names, addresses, telephone and facsimile numbers (if provided) subject to privacy legislation
- Opportunity to order furniture, additional power outlets and lighting directly through the exhibitor builder

Exhibitor Day Passes for additional representatives at a cost of \$70 per person per day for stand only attendance which includes catering. Social functions must be booked and paid for separately and are not included in this registration type.

Priority of placement within the exhibition will be offered to ALCC 2018 sponsors first and then sold in accordance with the date of application receipt.