



2018 ARCS

ANNUAL CONFERENCE

Sponsorship and Exhibition

21 - 23 August, Sydney

W: www.arcs.com.au

E: arcs@arcs.com.au

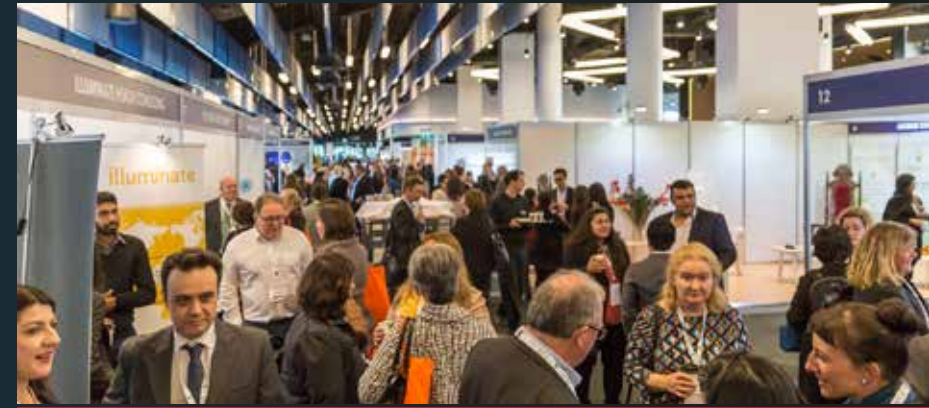


Professional Development in Therapeutics™



ABOUT THE CONFERENCE

ARCS conferences attract a range of delegates from across the medical, technology and pharmaceutical (MTP) sector. We would like to invite you to participate as a partner and/or exhibitor at our 2018 Sydney ARCS Annual Conference. We will be returning to the Australian Turf Club, Royal Randwick for three days in August. The conference is the premier event for those involved in research, development, access and effective utilisation of medicines and medical technologies. Sessions will be of relevance to those in industry, research institutions, government and academia involved in clinical research, regulatory affairs, pharmacovigilance, medical affairs/MSLs, medical devices, health economics, and quality/GMP.



CONNECT WITH THE RIGHT PEOPLE

Delegates will come from a cross section of the industry and will include senior executives through to recent graduates. At the Sydney Conference in 2017 we had over 1,500 registered attendees.

VENUE

This year's conference will be taking place at the exhibition hall and ball rooms of the Australian Turf Club, Royal Randwick. It's a fantastic venue to showcase your organisation!

PREVIOUS PARTNERS AND EXHIBITORS

Some of our supporters have included:

- | | | |
|---------------------------|--------------------------------|--|
| Bellberry Ltd | InPharm | Pharmaceutical & Medical Professionals |
| ClinTec International | IQVIA (formerly Quintiles IMS) | QuickSTAT |
| Copyright Agency | Lorenz | Southern Star Research |
| Covance | McCloud Consulting Group | SPD Company |
| Cryosite | Monash Health | TGA |
| Extedo GmbH | MTP Connect | The Clinical Trial Company |
| George Clinical | Novotech | Trajan Scientific and Medical |
| Guildlink | NSW Health (e-Health) | University of NSW |
| Hays Pharma | On Q Recruitment | University of Sydney |
| Health Technology Analyst | Optum | ... and many more! |
| Illuminate | Parexel International | |



HEALTH
CARE
4.0

MAJOR PARTNER

| PARTNER \$25,000 | NON PARTNER \$27,500

This package provides the highest level of exposure for your organisation. With pre-and post-conference promotion and prominent promotion throughout this busy and buzzing three-day conference.

Benefits and inclusions

- Full-page colour advertisement in pre-conference edition of ARCS eJournal, Cognition
- Full-page colour advertisement in post-conference edition of ARCS eJournal, Cognition
- Website tile to be displayed on the ARCS website from confirmation until the end of September 2018
- Banner to be included in the weekly bulletin and conference emails from confirmation until the conference
- Email announcement of sponsorship confirmation to all ARCS members
- Preferred location for two 6sqm exhibition booths and 50% discount on any additional booths
- Two full conference registrations including all social functions
- Five-minute speaking opportunity at the dinner
- Reserved table at the Awards dinner
- Banner in the new conference app feed
- Complimentary inclusion of one promotional item in the conference satchel*
- Display of your company logo on conference signage including prominent display at the Registration Desk
- Display of your company pull-up banner (2m x 1m) in the main auditorium*
- Prominent display of company logo in the conference invitation brochure and app*
- Display of your company logo on the sponsorship PowerPoint slide throughout the conference*

*Sponsor to supply



AWARDS DINNER PARTNER

| PARTNER \$10,000 | NON PARTNER \$12,500

This year's evening awards dinner is on the second day. Dinner tickets are included in the cost of all registration tickets - it's going to be the most popular social event of the conference, with great networking opportunities!

Benefits and inclusions

- Preferred location for one 6sqm exhibition booth
- Two full conference registrations including all social functions
- Two-minute speaking opportunity at the event
- Reserved table at the dinner
- Display of your company logo on the PowerPoint slide at the end of all sessions directly before the dinner*
- Company logo on the signage directing people to the function
- Display of one company banner (2m x 1m) on the stage during the function*
- Verbal acknowledgment from the dinner MC
- Complimentary inclusion of one promotional item in the conference satchel excluding note pad and pen*
- Opportunity to display table cards on the tables*
- Opportunity to provide a small gift to delegates at the function*
- Opportunity to run a prize draw*
- Company logo featured in the conference app, online programme and website with a link to your company website*

*Sponsor to supply



EXECUTIVE PACKAGE PARTNER

| PARTNER \$10,000 | NON PARTNER \$12,500 Three opportunities available

This year's conference will have two tiered delegate registration. This exciting package presents you as the supporter of the executive ticket tier, which is targeted at c.150 senior executives. The executive delegates will be in an exclusive area separate to the main exhibition hall with food and beverages in this exclusive area throughout the three days as well as an exclusive education stream on Day Three.

Benefits and inclusions

- Network with senior executives and decision makers
- Opportunity to run a competition for executive delegates
- Opportunity for a five-minute presentation to the executive stream delegates
- Distribute up to two promotional items in the executive area*
- Banner ad* in the conference app feed
- Display of your organisation's logo on conference signage in this area*
- Display of your company pull-up banner* (2m x 1m) in the area
- Half-page colour advertisement* in one edition of the ARCS eJournal, Cognition
- Logo to be displayed on the ARCS conference website from confirmation until the end of August
- Logo to be included in conference emails from confirmation until the event
- Two education registrations including all social functions

*Sponsor to supply



CONFERENCE RADIO PARTNER

| PARTNER \$10,000 | NON PARTNER \$12,500

Following the success last year we will again run conference radio! There will be live audio streaming, recording and interviewing.

Delegates at the event will be able to listen to the conference radio, as well as delegates who can't make it and will be able to listen in from anywhere. This is an exclusive and exciting opportunity for one organisation.

Benefits and inclusions

- Five-minute interview from broadcast centre at scheduled times (one per day)
- Three-minute cross from exhibition hall at scheduled times (one per day)
- 30-second sponsorship recorded spot at scheduled times (six per day)
- Pre-recorded interview for use on conference website
- Acknowledgement at plenary sessions
- Top and tail acknowledgment for podcast recordings (number of podcasts to be decided)
- Signage at broadcast centre location*
- Copy of interviews to sponsor for use on their website
- Logo to be displayed on the ARCS conference website from confirmation until the end of September
- Logo to be included in conference emails from confirmation until the event

*Sponsor to supply



HEALTH
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4.0

OTHER CONFERENCE OPPORTUNITIES

CONFERENCE INVITATION (1 opportunity)

| PARTNER \$2,500 | NON PARTNER \$3,000

To be confirmed by April 2018

Start your campaign from this brochure, which will be distributed to over 6,000 prospective delegates and members and available to download from the website for regular reference.

Benefits and inclusions

- Company logo on the invitation
- One exhibitor registration
- Company logo featured in the conference app, online programme and website with a link to your company website

ADVERTISEMENT - CONFERENCE PROGRAMME

Full page | PARTNER \$750 | NON PARTNER \$1,000

Half page | PARTNER \$500 | NON PARTNER \$750

Colour advertisement in the pre-conference information brochure, which is sent to over 5,000 people.

CONFERENCE APP (1 opportunity)

| PARTNER \$2,000 | NON PARTNER \$2,500

To be confirmed by June 2018

This year's conference is a paperless event. In place of handbooks all delegates and speakers will be using the app for session details, speaker biographies, venue information, live polls and more!

Benefits and inclusions

- Your logo prominently displayed in the app
- Logo on pre-conference material
- Company logo featured in the conference app, online programme and website with a link to your company website

WIFI SPONSORSHIP

| PARTNER \$2,000 | NON PARTNER \$2,500

Wifi is a 'must have' for conference attendees. Anyone using the conference wifi will have to log in each day ensuring your brand is acknowledged as a wifi sponsor.

Benefits and inclusions

- Customised landing page for wifi sign-in webpage
- One piece of promotional material in each satchel (excludes writing pads and pens and subject to approval)*
- Company logo featured in the conference app, online programme and website with a link to your company website

*Sponsor to supply

EDUCATION ROOM SPONSOR

| PARTNER \$3,500 | NON PARTNER \$4,500

Sponsor an education room throughout the conference and reach a range of delegates.

Benefits and inclusions

- Company banner in each session and on welcome slide of session presentation
- Company logo featured in the conference app, online programme and website with a link to your company website
- Seat drop - display promotional material on each delegate's seat for the first session of each day*

WELCOME RECEPTION (1 opportunity)

| PARTNER \$3,000 | NON PARTNER \$3,500

One opportunity exists for your organisation to sponsor the Welcome Reception to be held for one hour in the exhibition hall on the first day.

Benefits and inclusions

- Two-minute speaking opportunity at the beginning of the Welcome Reception
- Display of your company logo on the PowerPoint slide at the end of all sessions directly before the reception
- Opportunity to provide merchandising material/gift to delegates during the reception*
- Display of one company pull-up banner (2m x 1m) in the Exhibition Hall
- Opportunity to display table cards on the service tables *
- One piece of promotional material in each satchel (Excludes writing pads and pens and subject to approval)*
- Company logo featured in the conference app, online programme, and website with a link to your company website

*Sponsor to supply



CLOSING RECEPTION (1 opportunity)

| PARTNER \$3,000 | NON PARTNER \$3,500

One opportunity exists for your organisation to sponsor the Closing Reception to be held for one hour in the exhibition hall on the last day.

Benefits and inclusions

- Two-minute speaking opportunity
- Display of one company pull-up banner on the stage during the closing *
- Opportunity to provide merchandising material/gift to delegates at the closing *
- Opportunity to display table cards on the service tables and plates*
- Verbal acknowledgment
- One piece of promotional material in each satchel (excludes writing pads and pens, and subject to approval)*
- Company logo featured in the conference app, online programme and website with a link to your company website

COFFEE STATION (Standard Registrations) (2 opportunities)

| PARTNER \$7,000 | NON PARTNER \$8,500

Due to overwhelming demand, you now have the opportunity to sponsor one of two coffee bars to be located at either end of the exhibition hall, where professional baristas will make café style coffees for conference delegates and exhibitors. For extra exposure you could supply your own coffee mugs for delegates to take as a souvenir.

Benefits and inclusions

- Display of your company pull-up banner next to the coffee bar*
- Two bar tables next to the coffee bar to hold your promotional materials
- Tent cards with sponsor's name and logo on the tables near the bar
- Two exhibitor passes
- Opportunity to provide branded mugs or takeaway reusable cups*
- 50% discount on any exhibition booth
- Company logo featured in the conference app, online programme and website with a link to your company website

**Sponsor to supply*





LANYARDS (1 opportunity)

| PARTNER \$4,000 | NON PARTNER \$5,500

Needs to be confirmed by May 2018

All registrations and exhibitors receive a name badge and lanyard to be worn for the duration of the conference. Your company logo is printed on the lanyard which delegates must wear for the whole event.

Benefits and inclusions

- Company logo on the lanyard with the ARCS logo
- One exhibitor registration
- One piece of promotional material in each satchel (excludes writing pads and pens and subject to approval)*
- Company logo featured in the conference app, online programme and website with a link to your company website

POCKET PROGRAMME (1 opportunity)

| PARTNER \$4,000 | NON PARTNER \$5,500

All delegates, speakers and exhibition staff will receive a pocket-sized programme which includes session times, rooms, venue maps and exhibitor floorplan and is a handy guide referred to regularly throughout the three days.

Benefits and inclusions

- Your logo on the cover of the programme
- Company logo featured in the conference app, online programme and website with a link to your company website

NOTE PAD & PENS (1 opportunity)

| PARTNER \$2,500 | NON PARTNER \$3,000 each

| PARTNER \$3,500 | NON PARTNER \$4,000 for both

This is a great opportunity to create company awareness during the conference and in the future as delegates continue to refer to their conference notes.

Benefits and inclusions

- Inclusion of a note pad and/or pen into the delegate satchel*
- Company logo featured in the conference app, online programme and website with a link to your company website

SATCHEL INSERT

| PARTNER \$1,300 | NON PARTNER \$1,700 each

One piece of promotional material in each satchel (excludes writing pads and pens and subject to approval)*

SEAT DROP (1 opportunity per session)

| PARTNER \$500 | NON PARTNER \$750 per breakout session

| PARTNER \$950 | NON PARTNER \$1,250 per plenary session

- Display promotional material or giveaways on each delegate's seat prior to the selected session (excludes writing pads and pens and subject to approval)*

*Sponsor to supply



CHARGING LOUNGE (1 opportunity)

| PARTNER \$3,500 | NON PARTNER \$4,500

You now have the opportunity to sponsor a charging lounge to be located at either end of the exhibition hall, where conference delegates and exhibitors can recharge their devices.

Benefits and inclusions

- Display of your company pull-up banner next to the charging lounge*
- A Table near to the lounge to hold your promotional materials
- Two exhibitor passes
- 50% discount on any exhibition booth
- Company logo featured in the conference app, online programme and website with a link to your company website

WATER BOTTLES (1 opportunity)

| PARTNER \$2,500 | NON PARTNER \$3,500

This is a great opportunity to create company awareness during the conference.

Benefits and inclusions

- Company logo featured in the conference app, online programme and website with a link to your company website

SACHEL SPONSORSHIP

| PARTNER \$4,000 | NON PARTNER \$5,500

Needs to be confirmed by May 2018

All registrations and exhibitors receive a conference satchel . Your company logo is printed on the satchel.

Benefits and inclusions

- Company logo on the satchel with the ARCS logo
- One exhibitor registration
- One piece of promotional material in each satchel (excludes writing pads and pens and subject to approval)*
- Company logo featured in the conference app, online programme and website with a link to your company website

EXHIBITING

EXHIBITION STANDS

6m² | PARTNER \$4,000 | NON PARTNER \$5,500

9m² | PARTNER \$5,500 | NON PARTNER \$7,000

Benefits to exhibitors

- One standard shell exhibition booth with fascia for the duration of the conference
 - Back and side walls
 - Carpeted floor space
 - Fascia sign
 - Two spotlights
 - One power point
- Two exhibitor registrations which include Welcome Reception and daily lunch and refreshments and Awards Dinner (up to four additional exhibitor registrations per booth can be purchased via the application form)
- Company logo featured on conference website with a link to your company website
- Barcode scanner to use for the duration of the conference to collect delegates' full contact details

SMALL AND MEDIUM SIZED BUSINESSES

Our aim is to make the conference accessible to all sizes of business. Please contact the ARCS office for confidential discussions about how your SME can be profiled at this year's conference.

ARCS CONNECT - B2B MEETING ROOMS

Prices available on enquiry

This year we will again be offering organisations the chance to book exclusive space for private, confidential discussions with clients and peers in the exhibition area. The rooms can be booked for 5-hour blocks and will feature your organisation's logo on the door during your booking to boost your brand and professional appearance.

STAFF FULL CONFERENCE UPGRADE

| PARTNER \$500 | NON PARTNER \$650

You can upgrade your two stand passes to full conference registration if they want to attend the sessions.

STAFF - EXTRA STAND STAFF

| PARTNER \$500 | NON PARTNER \$650 (max 2)

Need extra staff to help look after the stand? You will receive two complimentary passes as part of your booth but you are able to purchase up to two, totalling four passes to have a total of four people helping on the stand. Includes daily catering and Welcome Reception and Awards Dinner. Please use the online form to confirm your sponsorship or exhibition opportunity.



APPLICATION FORM

CONTACT DETAILS

COMPANY

POSITION

ADDRESS

CITY STATE POST CODE

TELEPHONE FAX

EMAIL

I agree to the attached Terms and Conditions

CREDIT CARD NUMBER

EXPIRY DATE / CCV (3 or 4 digit security code)

NAME ON CARD

TOTAL AMOUNT \$

VISA MASTERCARD AMEX DINERS

PLEASE SEND ME AN INVOICE

SIGNATURE

SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	PARTNER PRICE	NON PARTNER PRICE
Major partner	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$27,500
Awards dinner	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$12,500
Executive package partner	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$12,500
Conference radio partner	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$12,500
Conference invitation	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,000
Conference app	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
Wifi sponsor	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500
Education room sponsor	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,500
Welcome reception	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
Closing reception	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,500
Coffee Cart - Standard	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$8,500
Lanyards	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,500
Pocket programme	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,500
Note pad and pen	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,500
Note pad only	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,000
Pen only	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,000
Charging Station	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,500
Water Bottles	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,000

ADVERTISING OPPORTUNITIES

OPPORTUNITY	PARTNER PRICE	NON PARTNER PRICE
Seat drop Plenary	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,250
Seat drop Breakout	<input type="checkbox"/> \$500	<input type="checkbox"/> \$750
Satchel Insert	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,700
Full Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,000
Half Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$750

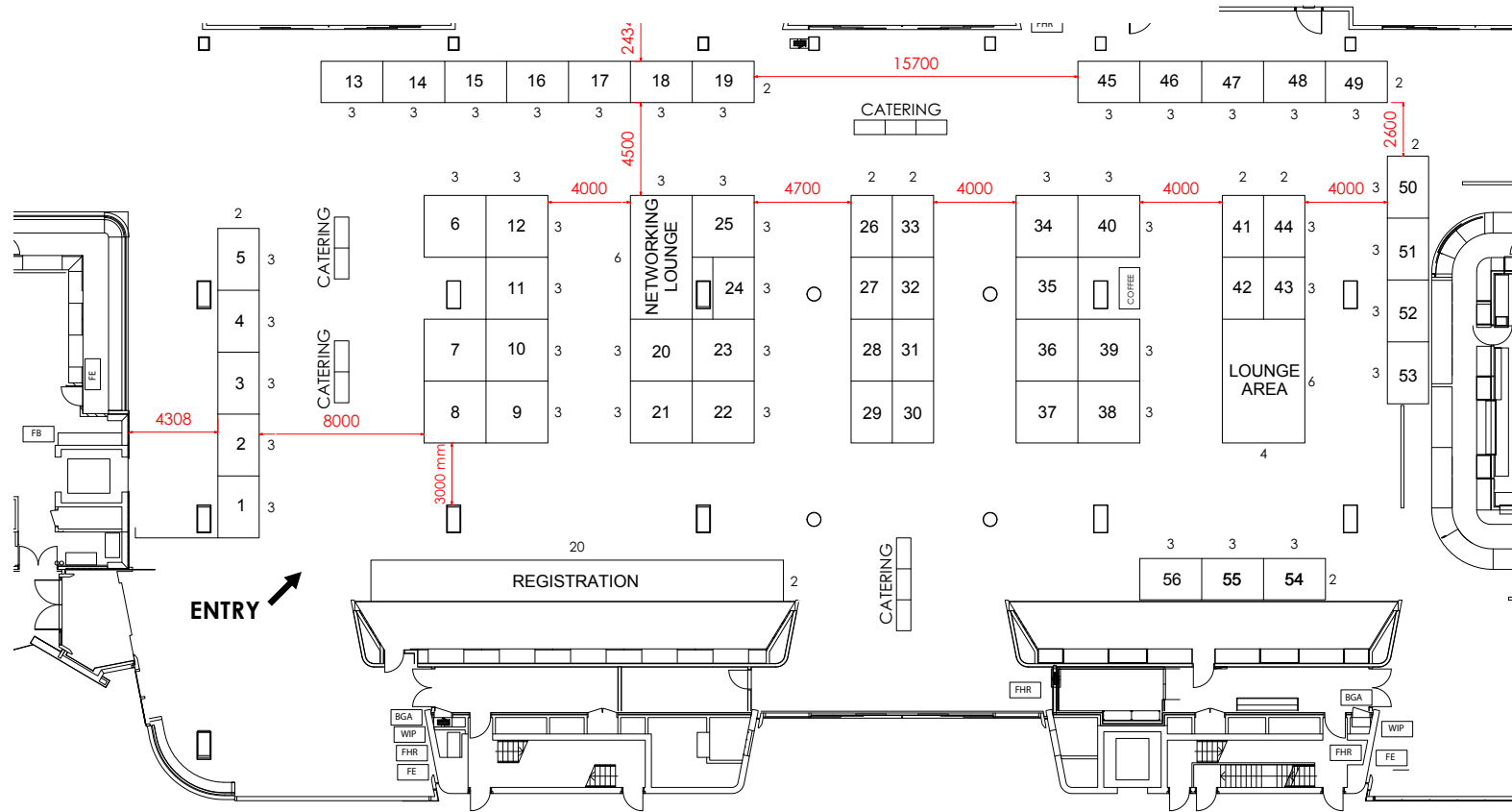
EXHIBITION BOOTHS

OPPORTUNITY	PARTNER PRICE	NON PARTNER PRICE
6m ²	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,000
9m ²	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$7,000
ARCS Connect B2B Meeting Room Enquiry	<input type="checkbox"/> POA	<input type="checkbox"/> POA
Upgrade to full conference registraion	<input type="checkbox"/> \$500	<input type="checkbox"/> \$650
Extra Exhibitor Passes (Max 4)	<input type="checkbox"/> \$500 No required ___	<input type="checkbox"/> \$650 No required ___

BOOTH PREFERENCES

9m ² Preferences (please mark 1-5 against booths)				
6	7	8	9	10
11	12	20	21	22
23	25	34	35	36
37	38	39	40	
6m ² Preferences (please mark 1-5 against booths)				
1	2	3	4	5
13	14	15	16	17
18	19	24	26	27
28	29	30	31	32
33	41	42	43	44
45	46	47	48	49
50	51	52	53	54
55	56			

PRELIMINARY FLOORPLAN



Sponsorship and Exhibition Terms and Conditions

1. All information contained in this sponsorship and exhibition prospectus is current at time of printing.
2. The event is Sydney Annual Conference 2018
3. To apply for sponsorship or an exhibition booth/facility at an ARCS Australia event, payment must be made at the time of application and proof provided by way of a bank or remittance advice:
 - (a) If the application is made more than 8 weeks before the start of the event, 50% of the fee must be paid at the time of application and the balance becomes due and payable 4 weeks before the event; or
 - (b) If the application is made within 8 weeks of the start of the event, the full cost must be paid at the time of application
4. Major Sponsors may be given first preference (for the first two weeks that the prospectus is published) over proposed location of signage and/or exhibition booth/facilities after which we will endeavour to process applications in the order in which they are received and allocate locations accordingly.
5. Requests for cancellations of a sponsorship or an exhibition table/facility must be in writing and the following policy will apply:
 - (a) If a request for a cancellation is made 8 weeks or more before the start of the event, the exhibitor's liability will be to forfeit 25% of the cost of the table; and
 - (b) If a request for a cancellation is made more than 4 but less than 8 weeks before the start of the event, the exhibitor's liability will be to forfeit 50% of the cost of the table; and
 - (c) If a request for a cancellation is made 4 weeks or less before the start of the event, the exhibitor's liability will be to forfeit 100% of the cost of the table unless the table is re-sold in which case exhibitor's liability will be to forfeit 50%, there being no obligation on ARCS Australia to take steps to re-sell any exhibition booth/facility but it may do so at its discretion.
6. ARCS Australia reserves the right not to accept any application for sponsorship and exhibitions. If an application is unable to be accepted, ARCS Australia will refund payments made as soon as reasonably practicable.
7. The exhibition floor plan is subject to change however if changes occur exhibitors will be notified as soon as reasonably practicable.
8. Conference Exhibitors must adhere to all relevant Privacy Regulations in relation to the collection of personal data from delegates. The purpose for which the data are being collected must be clearly displayed, and the data only used for these purposes. Business cards collected for a prize draw should be used only for this purpose, unless delegates are clearly informed that the cards may be used for follow-up contact.
9. Acknowledgement in the Registration Brochure and Conference Proceedings is dependent on confirmation of sponsorship prior to printing. If confirmation is received afterwards, the sponsor will be acknowledged via the website only.
10. The satchel will be printed with a one-colour version of your logo. If extra colours are required the extra costs will be charge to the sponsor.
11. Logo placement and size on all Conference literature will be decided by ARCS Australia.
12. All promotional items, delegate gifts, advertisements, satchel inserts, prizes and giveaways must be sent to ARCS Australia for approval 4 weeks prior to the start of the event. The venue does not allow food (other than confectionary etc) or beverages, including bottled water to be provided to delegates by exhibitors or sponsors so these may not be included as promotional materials.
13. Exhibition booth staff are required to register by using the form in the exhibitor manual. They are registered for daily refreshments, lunch and the Welcome Reception drinks and Awards Dinner.
They are not registered to attend any sessions or the Gala Dinner. Full conference registrations must be completed online and can attend all sessions and social functions.
14. All conference proceeding advertisements must be supplied as high resolution files by the sponsor and will be printed black and white. If you would prefer colour you will need to pay the full page costs and supply pre-printed materials for all delegates.
15. Satchel inserts are limited to a maximum of one A4 size page and must be delivered to ARCS Australia 3 weeks prior to the event date. Courier costs are at exhibitor's expense.
16. Decoration and theming for the Awards Dinner remains the right and responsibility of ARCS Australia. Complimentary additions may be made by the sponsor, subject to approval by ARCS Australia.
17. Exhibitors must not use pins, staples, screws, nails, bolts, glue or paint on their exhibition display. If damage occurs from the use of any of these products, a repair bill will be sent to the exhibitor for payment.
18. Exhibitors wishing to conduct a trade competition, which involves the chance to win a prize, are required to adhere to all state laws and regulations.
19. Exhibitors must ensure they hold a Public Risk and Property Damage Insurance Policy in respect to its space, in the amount of twenty million dollars (A\$20,000,000) for the duration of the Conference - including move in/out schedules. Copy of the insurance must be provided to ARCS at the time the balance becomes due and payable which is 4 weeks prior to the event. ARCS can put exhibitors in touch with insurance brokers, if required - please contact the ARCS Business Office for details.
20. Exhibitors agree to make good any damage caused by their employees or third parties, or loss of delegate property.
21. Any sub-contractors utilised must be identified to ARCS and appropriate evidence of Workers Compensation Insurance provided to us.
22. Booths must be staffed for the full three days by a minimum of 1 staff member at any one time.
23. ARCS does not accept any responsibility for any phones or devices using the phone charger station
24. Installation of additional booth facilities are subject to prior agreement by ARCS