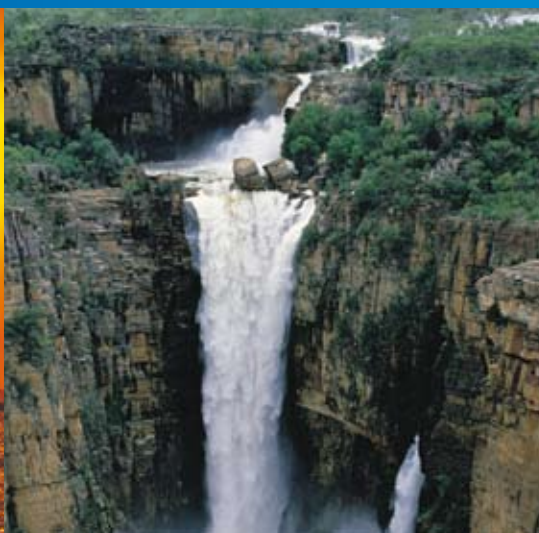




RACP Congress 2011 Darwin

22 – 25 May | Darwin Convention Centre

Sponsorship and Exhibition Prospectus



The Royal Australasian
College of Physicians

www.racpcongress2011.com.au

Invitation

The Royal Australasian College of Physicians invites you to participate as a sponsor and/or exhibitor at the RACP Congress 2011 which will be held from 22-25 May 2011 in Darwin at the Darwin Convention Centre.

The RACP Congress is the premier event in the College calendar and is the largest annual multi-disciplinary meeting in internal medicine in Australasia. The Congress attracts over 700 delegates comprising of physicians, paediatricians, physician trainees, medical educators and other health professionals.

The Congress aims to provide its Fellows, physician trainees and visiting medical specialists an educational forum to update their knowledge and skills in their area of specialty and outside their own area of practice. The Congress will also provide attendees with an opportunity to network with their physician colleagues and to engage with the wider College community and industry segments.

The Congress will be held over four days and will comprise of an integrated program that features keynote plenary and concurrent sessions that showcase excellence in Australasian medicine and medical sciences. A broad range of topics in the following areas will be covered:

- > Adult Medicine (General and Specialty Internal Medicine)
- > Paediatrics and Child Health
- > Occupational and Environmental Health Medicine
- > Public Health Medicine
- > Policy and Advocacy
- > Medical Education

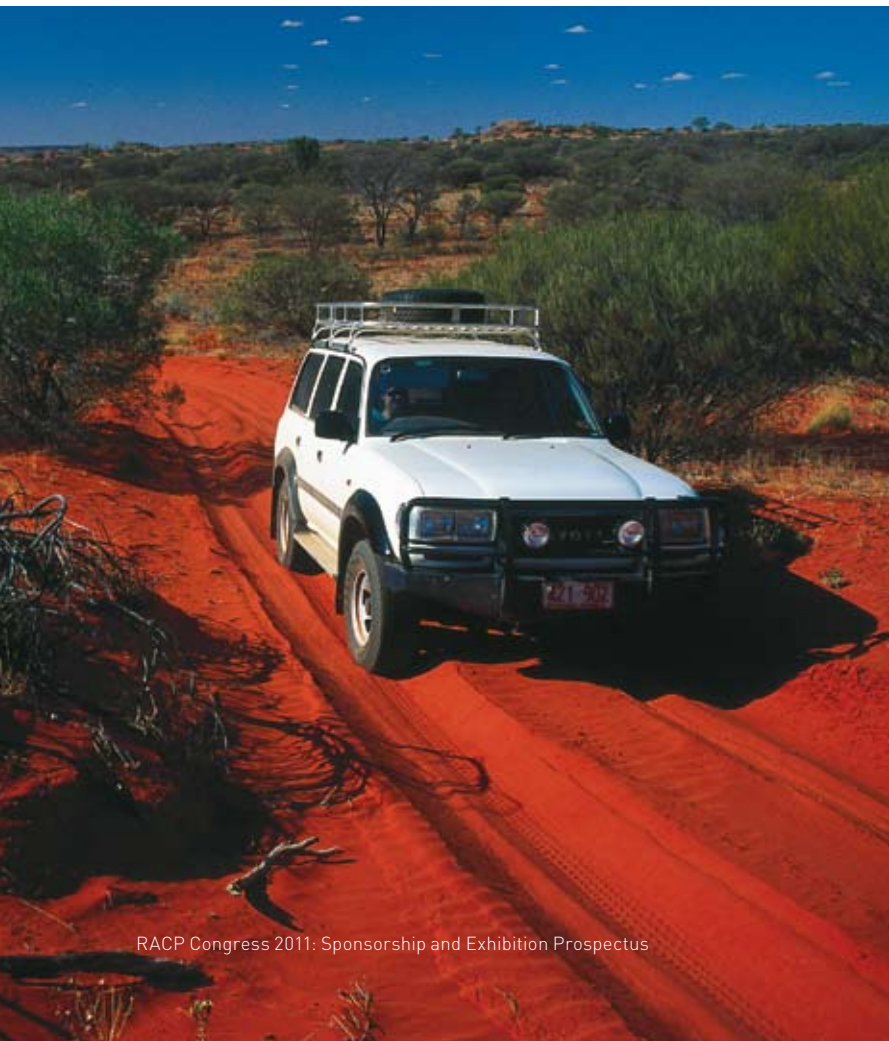
The theme of the Congress is 'Take up the Challenge: Indigenous Health and Chronic Disease'. The Congress Program Committee is currently developing an interesting and relevant program which will feature national and international speakers from New Zealand, United Kingdom, Denmark and Pakistan.

I look forward to welcoming back industry sponsors and exhibitors who have joined us at the RACP Congress and contributed to its success. I also look forward to welcoming new sponsorship and exhibition partners to the Congress in Darwin.



John Kolbe
President RACP

'the premier event in the 2011 College calendar'



About the Royal Australasian College of Physicians (RACP)

The RACP trains, educates and advocates on behalf of more than 13,500 physicians and 5,000 trainees – often referred to as medical specialists – across Australia and New Zealand. It represents more than 25 medical specialties including paediatrics, cardiology, respiratory medicine, neurology, oncology and public health medicine, occupational and environmental medicine, palliative medicine, rehabilitation medicine, sexual health medicine and addiction medicine.

Beyond the drive for medical excellence the RACP is committed to developing health and social policies which bring vital improvements to the well being of patients.

For more information go to:
www.racp.edu.au

Preliminary Congress Program Overview

The four-day Congress program will provide an informative and stimulating educational forum based on the theme 'Take up the Challenge: Indigenous Health and Chronic Disease'.

The Congress will commence on Sunday with a dedicated Trainees' Day program and a series of pre-Congress workshops.

The main scientific program will be held over the next three days and will feature keynote plenary and concurrent sessions, as well as free paper and oral presentations in the following areas:

- > Adult Medicine (General and Specialty Internal Medicine)
- > Paediatrics and Child Health
- > Occupational and Environmental Health
- > Medicine
- > Public Health Medicine
- > Policy and Advocacy
- > Medical Education



Who attends the RACP Congress?

The RACP Congress is a valued forum within RACP's calendar of events. The Congress is expected to attract over 700 delegates, primarily across Australia and New Zealand, including:

- > Physicians and Paediatricians
- > Physician Trainees
- > Health/Medical Researchers
- > Policy-Makers
- > Clinicians
- > Medical Educators
- > Academic Managers
- > Allied Health Professionals
- > Medical Students

How will the Congress be marketed?

An extensive marketing, promotional and media campaign will be used to promote the Congress providing you as a sponsor or exhibitor the opportunity to access a highly targeted and influential audience.

Associated Societies/Associations and Conferences

Associated professional bodies and conferences throughout Australia and New Zealand will be approached to market the Congress to their respective memberships and delegates.

Congress Website

A dedicated Congress website will provide the latest Congress information including program, invited speakers, online registration and abstract submissions, accommodation booking options as well as a list of confirmed sponsors and exhibitors, providing logo and website link acknowledgements.

Editorial and advertising in industry journals and newsletters

The RACP Congress 2011 will be marketed extensively throughout RACP network of publications including:

- > RACP News Magazine
- > Internal Medicine Journal
- > Journal of Paediatrics and Child Health
- > RACP E-Newsletters

Electronic Broadcasting

Direct email broadcasts detailing meeting updates are distributed regularly in the lead up to the Congress.

Networking

The Congress will be promoted at all RACP functions and industry events throughout Australia and New Zealand.

Venue and Host City

The Host City of Darwin is a thriving and prosperous tropical city situated on Darwin Harbour, approximately twice the size of Sydney Harbour. Darwin offers that laid back feel so many crave in this highly stressed world. Edged with palm trees and a shimmering blue ocean, Australia's most northern capital is a serene contrast from the extreme centre.

The relaxed Australian manner is adopted by the many cultures that reside there – at least 50 nationalities share the cosmopolitan energy that infects Darwin, with its sunset markets, wharf side eateries and Aboriginal art centres.

The waterside Darwin Convention Centre will host the Congress. A world class facility, the Centre overlooks a picturesque wave lagoon, Vibe Hotel and Medina Apartments and is within walking distance of the city centre and surrounding hotels by an elevated 'skywalk'.

Darwin is the gateway to innumerable treasures. Within an hour's travel are the tropical Tiwi islands and their unique indigenous artists, the plunging waterfalls of Litchfield National Park, the jumping crocodiles on Adelaide River and the bottomless natural pools at Berry Springs.

Delegates are invited to extend their visit to Darwin and explore the great contrasts that this territory offers.



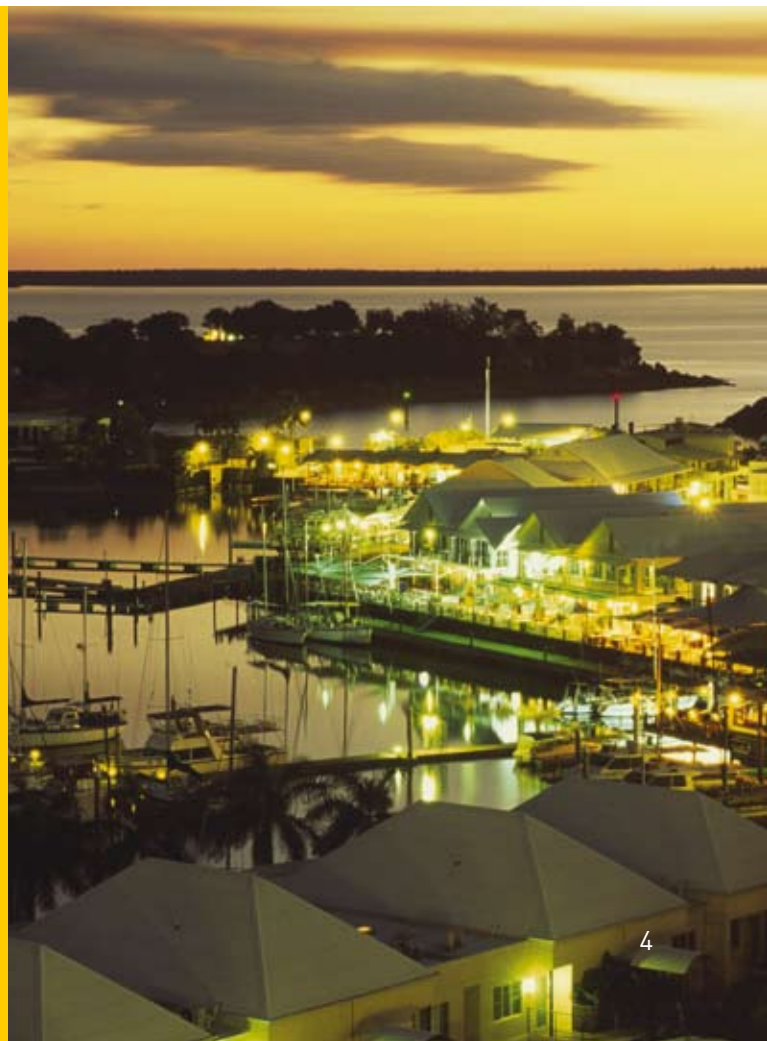
Congress Managers **WALDRONSMITH** Management

WALDRONSMITH Management are looking forward to working with you to maximise the opportunities the 2011 Congress offers your organisation.

WALDRONSMITH Management – RACP Congress 2011

61 Danks Street West
Port Melbourne, VIC 3207
Australia

T +61 3 9645 6311
F +61 3 9645 6322
E racpcongress@wsm.com.au



Sponsorship and Advertising Packages

At a glance (including GST)

Gold Package

AU\$45,000

Silver Package

AU\$35,000

| | |
|---|----------------------|
| Congress Dinner | \$15,000 |
| Welcome Reception | \$10,000 |
| Coffee Cart | \$10,000 |
| Thirst Quencher | \$8,000 |
| Sunset Session | \$5,000 |
| Daily Catering | \$5,000 |
| Name Badge and Lanyard | \$10,000 |
| Delegate Satchel | \$10,000 |
| Internet Centre | \$10,000 |
| Scientific Poster Display Area | \$10,000 |
| Keynote Presentation | \$7,000 |
| Congress Program Book | \$7,000 |
| Trainees Day | \$5,000 |
| Congress USB Stick + Stock | \$7,000 |
| Congress Writing Pad + Stock | \$5,000 |
| Congress Pen + Stock | \$5,000 |
| Advertising Full Page – Congress Program Book | \$1,500 |
| Advertising Half Page – Congress Program Book | \$850 |
| Satchel Insert – Sponsor/Exhibitor | \$2,500 |
| Satchel Insert – Non Sponsor/Non Exhibitor | \$4,000 |
| College Award Presentations | Available on request |

Sponsorship and Exhibition Opportunities

The RACP 2011 Congress provides a range of sponsorship opportunities to maximise your organisation's exposure to key stakeholders within this unique environment whether it be supporting education, social events or other valued elements of the Congress.

Through your involvement you are able to:

- › Leverage exposure to benefit your marketing objectives
- › Increase awareness and business potential
- › Establish and rekindle relationships as you meet face-to-face with physicians and paediatricians
- › Demonstrate new products and services
- › Gain instant market feedback
- › Enhance your brand and image profile
- › Demonstrate your position and commitment to medical specialists

The College adheres to the recommendations set out in the Medicines Australia: Code of Conduct Guidelines (January 2010) and the College's Guidelines for Ethical Relationships between Physicians and Industry (2006) in engaging with potential and current sponsors/exhibitors.

Where applicable, within these Guidelines, the Congress Business Committee is committed to working with you to ensure your organisation receives maximum exposure and benefit from your involvement in the Congress and is happy to discuss your specific requirements.

You will receive acknowledgements, benefits and entitlements according to the level of contribution. You may choose as many individual sponsorship and exhibition opportunities from the comprehensive range on offer in this prospectus.

Demand is expected to be high, so we suggest you review this document in line with your marketing strategies at the earliest opportunity and act quickly to guarantee your chosen opportunity. Register now and maximise your investment through promotion of your organisation in the pre-Congress marketing material.

Please note: all opportunities are subject to availability, are to be offered on a first come, first served basis and are subject to approval of the Congress Business Committee. All entitlements are subject to meeting the required print deadlines.

Gold Sponsor \$45,000 (one available)

As the Gold Sponsor, this exclusive marketing opportunity will provide your company with the highest level of exposure offering the following elements:

- › Recognition as the Gold Sponsor (with company logo) in the Congress Program Book
- › Recognition as a Gold Sponsor (with company logo) on the home and Sponsorship & Exhibition page of the Congress website, including a hyperlink to company's page
- › Recognition as a Gold Sponsor (with company logo) in all Congress marketing e-bulletins and advertisements leading up to the event
- › Recognition as the Gold Sponsor (with company logo) on Congress welcome signage
- › Acknowledgment as Gold Sponsor on the official sponsorship acknowledgement board onsite
- › One 6m x 6m (36sqm) exhibition space in a prime position within the exhibition (includes four complimentary exhibitor passes inclusive of daily catering served in the exhibition area)
- › Four Congress delegate registrations inclusive of all daily catering, Welcome Reception and Congress Dinner and attendance to the scientific sessions
- › Verbal acknowledgement as the Gold Sponsor during the Opening Session
- › One full page advertisement (colour) prominently placed in the Congress Program Book (finished artwork to be supplied by sponsor)
- › Full delegate list including address, telephone, email and fax details supplied electronically prior to the Congress in excel format (subject to Privacy Act)
- › Company brochure (maximum four x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)
- › Logo and 200 word profile in the Congress Program Book
- › One full page colour advertisement in the College's bi-monthly magazine RACP News (finished artwork to be supplied by sponsor)

Silver Sponsor \$35,000 (two available)

Ensure your brand is well positioned by securing a limited Silver Sponsor opportunity. Enjoy high level exposure throughout the promotion and duration of the Congress:

- › Recognition as a Silver Sponsor (with company logo) in the Congress Program Book
- › Recognition as a Silver Sponsor (with company logo) on the home and Sponsorship & Exhibition page of the Congress website, including a hyperlink to company's page
- › Recognition as a Silver Sponsor (with company logo) on the Congress welcome signage
- › Acknowledgment as Silver Sponsor on the official sponsorship acknowledgement board onsite
- › One 6m x 3m (18sqm) exhibition booth in a prime position in the exhibition (includes two complimentary exhibitor passes inclusive of daily catering served in the exhibition area)
- › Two Congress delegate registrations inclusive of all daily catering, Welcome Reception and Congress Dinner and attendance to the scientific sessions
- › One half page advertisement (colour) prominently placed in the Congress Program Book (finished artwork to be supplied by sponsor)
- › Full delegate list including address, telephone, email and fax details supplied electronically prior to the Congress in excel format (subject to Privacy Act)
- › Acknowledgment as Silver Sponsor on the official sponsorship acknowledgement board onsite
- › Company brochure (maximum four x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)
- › Logo and 100 word profile in the Congress Program Book
- › One half page colour advertisement in the College's bi-monthly magazine RACP News (finished artwork to be supplied by sponsor)

Bonus

The Gold Sponsor can upgrade their package and purchase the delegate satchel at the discounted fee of \$7,000 – a saving of \$3,000 (subject to availability).

Exposure in Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

Only the Gold and Silver Sponsors will obtain a copy of the Delegate List prior to the Congress. The list will be updated regularly in the lead up to the Congress. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Privacy Act.

Bonus

Silver Sponsors can upgrade their package and purchase the delegate name badge and lanyard package at the discounted fee of \$8,000 – a saving of \$2,000 (subject to availability) OR the Internet Centre package at the discounted fee of \$8,000 – a saving of \$2,000 (subject to availability).

Exposure in Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

Only the Gold and Silver Sponsors will receive a copy of the Delegate List prior to the Congress. The list will be updated regularly in the lead up to the Congress. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Privacy Act.

Congress Dinner Sponsor \$15,000 (one available)

Impress delegates, VIPs, speakers, exhibitors and accompanying persons with your hospitality at the Congress Dinner. The Congress Dinner is an excellent opportunity to make a strong impact and lasting impression on all delegates. The 2011 Congress Dinner will be one to remember as we dine under Darwin's spectacular stars.

Entitlements

- › Recognition as the Congress Dinner Sponsors (with company logo) in the Congress Program Book
- › Recognition as the Congress Dinner Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Acknowledgement as Congress Dinner Sponsor on the official sponsorship acknowledgement board onsite
- › You may provide four freestanding banners which will be positioned in a prominent location at the Congress Dinner (maximum size 2m high x 1m wide)
- › Opportunity for a company representative to give a five minute speech at the function
- › Company logo will be printed on all tickets
- › Company logo printed on the dinner menu
- › Ten complimentary tickets to the Congress Dinner allocated to a reserved table in the premier position
- › Opportunity to provide corporate merchandise on tables at the Congress Dinner (sponsor to provide merchandise)
- › Logo and 50 word profile in the Congress Program Book

Thirst Quencher Sponsor \$8,000 (one available)

Combat the Darwin heat and satisfy delegates' thirst with bottles of water carrying a specially designed Congress label, distributed to delegates daily.

Entitlements

- › Recognition as the Thirst Quencher Sponsor (with company logo) in the Congress Program Book
- › Acknowledgement as the Thirst Quencher Sponsor on the official sponsorship acknowledgement board onsite
- › Acknowledgement as the Thirst Quencher Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Logo and 50 word profile in the Congress Program Book

In line with Medicines Australia: Code of Conduct Guidelines (January 2010) this opportunity is not available to pharmaceutical companies.

Welcome Reception Sponsor \$10,000 (one available)

Following the prestigious College Graduation Ceremony on Sunday evening, delegates and guests will enjoy the Welcome Reception held at the Convention Centre. The Welcome Reception will be the first social event for the Congress and offers a great opportunity for colleagues and friends to enjoy Darwin's great warmth and hospitality.

Entitlements

- › Recognition as the Welcome Reception Sponsor (with company logo) in the Congress Program Book
- › Recognition as the Welcome Reception Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Acknowledgement as the Welcome Reception Sponsor on the official sponsorship acknowledgement board onsite
- › You may provide four freestanding banners which will be positioned in a prominent location at the Welcome Reception (maximum size 2m high x 1m wide)
- › Opportunity for a company representative to give a five minute speech at the function
- › Company logo will be printed on all tickets
- › Six additional complimentary tickets to the Welcome Reception
- › Logo and 50 word profile in the Congress Program Book

Coffee Cart Sponsor \$10,000 (three available)

Your company coffee Mecca Espresso bar can be located on or nearby your stand. The Congress will supply an espresso bar, barista and all consumables for the duration of the Congress.

Entitlements

- › Recognition as a Coffee Cart Sponsor (with company logo) in the Congress Program Book
- › Acknowledgement as the Coffee Cart Sponsor on the official sponsorship acknowledgement board onsite
- › Acknowledgement as the Coffee Cart Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Opportunity to display corporate signage or two banners, (maximum size 2m high x 1m wide) at the coffee station
- › Opportunity for the barista to wear branded t-shirt/cap onsite (at sponsor's additional cost)
- › Logo and 50 word profile in the Congress Program Book

Sunset Session Sponsor \$5,000 (one available)

A great opportunity for delegates to network and enjoy a refreshing drink while taking in the spectacular sunset over Darwin Harbour.

Entitlements

Recognition as the Sunset Session Sponsor (with company logo) in the Congress Program Book

- › Acknowledgement as the Sunset Session Sponsor on the official sponsorship acknowledgement board onsite
- › Acknowledgement as the Sunset Session Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Opportunity to display corporate signage or two banners, (maximum size 2m high x 1m wide) at the venue
- › Opportunity to provide branded napkins, drink coasters and t-shirts/caps for the wait staff to wear during the session (at sponsor's additional cost)
- › Logo and 50 word profile in the Congress Program Book

In line with Medicines Australia: Code of Conduct Guidelines (January 2010) this opportunity is not available to pharmaceutical companies.

Name Badge and Lanyard Sponsor \$10,000 (one available)

To gain access to the Congress, all delegates are required to wear the official Congress name badge. This is an opportunity to have your company logo printed on all name badges and lanyards alongside the Congress logo and gain great exposure throughout the Congress. Alternatively, you may provide company branded lanyards to be used as the official Congress Lanyard – subject to approval from the Congress Organising Committee. If so, the package price reduces to \$6,000.

Entitlements

- › Recognition as the Name Badge and Lanyard Sponsor (with company logo) in the Congress Program Book
- › Recognition as the Name Badge and Lanyard Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Acknowledgement as the Name Badge and Lanyard Sponsor on the official sponsorship acknowledgement board onsite
- › Logo to appear on all Congress name badges and lanyards alongside the Congress Logo
- › Logo and 50 word profile in the Congress Program Book

Daily Catering Sponsor \$5,000 each day (three available – Monday/ Tuesday/Wednesday)

Become a Daily Catering Sponsor for one, or all of the days and delegates will enjoy your hospitality within the exhibition where all catering will be served – a prime networking opportunity.

Entitlements

- › Recognition as a Daily Catering Sponsor (with company logo) in the Congress Program Book
- › Acknowledgement as Daily Catering Sponsor on the official sponsorship acknowledgement board onsite
- › Acknowledgement as the Daily Catering Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Opportunity to display corporate signage or six banners, (maximum size 2m high x 1m wide) at the catering stations throughout the exhibition area
- › Logo and 50 word profile in the Congress Program Book

In line with Medicines Australia: Code of Conduct Guidelines (January 2010) this opportunity is not available to pharmaceutical companies.

Delegate Satchel Sponsor \$10,000 (one available)

Your logo will feature on the inside surface of the satchel which will contain the official Congress material distributed to all the delegates, speakers and VIP guests. The delegate satchels will provide direct and constant exposure throughout and long after the Congress.

Entitlements

- › Recognition as a Delegate Satchel Sponsor (with company logo) in the Congress Program Book
- › Logo to appear on the delegate satchel alongside the Congress logo
- › Acknowledgement as the Delegate Satchel Sponsor on the official sponsorship acknowledgement board onsite
- › Recognition as the Delegate Satchel Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Logo and 50 word profile in the Congress Program Book

Internet Centre Sponsor \$10,000 (one available)

An exclusive opportunity is offered for naming rights and branding of the RACP Internet Centre – a daily hub and meeting place for delegates. The Congress will provide six internet terminals and a lounge area available to all delegates, speakers and exhibitors situated in prominent locations in the Exhibition area.

Entitlements

- › Recognition as the Internet Centre Sponsor (with company logo) in the Congress Program Book
- › Sponsor may supply signage, merchandise or company banners to be displayed in the Internet Centre (sponsor to supply up to six free standing banners, maximum size 2m high x 1m wide)
- › Opportunity to provide branded computer accessories for use in the Internet Centre, such as mouse pads (sponsor to supply accessories)
- › Sponsor's company website as the homepage and logo as the screen saver on each terminal
- › Acknowledgement as the Internet Centre Sponsor on the official sponsorship acknowledgement board onsite
- › Recognition as the Internet Centre Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Logo and 50 word profile in the Congress Program Book

Scientific Poster Display Area Sponsor \$10,000 (one available)

Viewing of scientific posters is a popular and valued component of the Congress program. Aligning your company with the Congress Scientific Poster Display Area demonstrates your support of new industry discoveries. The Scientific Poster Display Area will be held in the Exhibition Hall for the duration of the Congress.

Entitlements

- › Recognition as the Scientific Poster Display Area Sponsor (with company logo) in the Congress Program Book
- › Opportunity to display corporate signage maximum four banners, (maximum size 2m high x 1m wide) and literature within the Exhibition Hall (signage to be supplied by sponsor)
- › Acknowledgement as a sponsor on the official sponsorship acknowledgement board onsite
- › Recognition as the Scientific Poster Display Area Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Logo and 50 word profile in the Congress Program Book

Keynote Presentation Sponsor \$7,000 (five available)

An opportunity exists for you to sponsor one of the keynote sessions. Confirmation of sponsorship of a speaker will be dependent upon approval of the Congress Program and Business Committees. All speakers are selected by the Congress Program Committee based on their scientific merit. Sponsorship does not provide an opportunity for the sponsor to nominate a speaker or provide for a speaking position in the program.

Entitlements

- › Recognition as a Keynote Presentation Sponsor (with company logo) in the Congress Program Book
- › Acknowledgement as Keynote Presentation Sponsor on the official sponsorship acknowledgement board onsite
- › Acknowledgement as the Keynote Presentation Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Opportunity to display corporate signage or two banners, (maximum size 2m high x 1m wide) at the entrance to the keynote session room
- › Verbal acknowledgement of your support by the Session Chairman at the commencement of the session
- › Logo and 50 word profile in the Congress Program Book

Congress Program Book Sponsor \$7,000 (one available)

All delegates attending the Congress will receive a Congress Program Book which contains all program and Congress information. The Congress Program Book is the essential reference for all delegates throughout the Congress.

Entitlements

- › Recognition as the Congress Program Book Sponsor (with company logo) in the Congress Program Book
- › Company name and logo printed inside the Congress Program Book
- › One full page advertisement (colour) to appear on the inside front cover of the Congress Program Book (finished artwork to be supplied by sponsor)
- › Acknowledgement as the Congress Program Book Sponsor on the official sponsorship acknowledgement board onsite
- › Acknowledgement as the Congress Program Book Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Logo and 50 word profile in the Congress Program Book

Trainees' Day Sponsor \$5,000 (one available)

An opportunity exists for you to sponsor Trainees' Day (a dedicated forum for Trainees) on Sunday. Sponsorship does not provide an opportunity for the sponsor to nominate a speaker or provide for a speaking position in the program.

Entitlements

- › Recognition as the Trainees' Day Sponsor (with company logo) in the Congress Program Book
- › Acknowledgement as Trainees' Day Sponsor on the official sponsorship acknowledgement board onsite
- › Acknowledgement as the Trainees' Day Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Opportunity to display corporate signage or two banners, (maximum size 2m high x 1m wide) at the entrance to the Trainees' Day session room
- › Verbal acknowledgement of your support by the Session Chairman at the commencement of the session
- › Logo and 50 word profile in the Congress Program Book

Congress Writing Pad Sponsor \$5,000 plus stock (one available)

A marketing opportunity is available to provide delegates with company branded Congress Writing Pads in the delegate satchels. You will be required to provide the necessary stock.

Entitlements

- › Recognition as the Congress Writing Pad Sponsor (with company logo) in the Congress Program Book
- › Writing pads provided by the sponsor will be included in all delegate satchels
- › Acknowledgement as the Congress Writing Pad Sponsor on the official sponsorship acknowledgement board onsite.
- › Recognition as the Congress Writing Pad Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Logo and 50 word profile in the Congress Program Book

Congress USB Stick Sponsor \$7,000 plus stock (one available)

Delegates can always use a USB stick for storing valuable information. USB sticks will be inserted in all delegate satchels and will include RACP and Congress related material. Other content inclusion on the USB is subject to approval by the Congress Organising Committee.

Entitlements

- › Recognition as the Congress USB Stick Sponsor (with company logo) in the Congress Program Book
- › Acknowledgement as the Congress USB Stick Sponsor on the official sponsorship acknowledgement board onsite
- › Recognition as the Congress USB Stick Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Opportunity to include authentic material on the USB stick, along with RACP and Congress related material (content subject to approval by the Congress Organising Committee)
- › Cost of the USB stick, overprinting and uploading the material is at the sponsors additional cost
- › Logo and 50 word profile in the Congress Program Book

Congress Pen Sponsor \$5,000 plus stock (one available)

A marketing opportunity is available to provide delegates with company branded pens which will be included in the delegate satchels. You will be required to provide the necessary stock.

Entitlements

- › Recognition as the Congress Pen Sponsor (with company logo) in the Congress Program Book
- › Writing pens provided by the sponsor will be included in all delegate satchels
- › Acknowledgement as the Congress Pen Sponsor on the official sponsorship acknowledgement board onsite
- › Recognition as the Congress Pen Sponsor (with company logo) on the Sponsorship & Exhibition page of the Congress website, including a hyperlink to your company's home page
- › Logo and 50 word profile in the Congress Program Book

Bonus Option: select both Congress Writing Pads and Pens – Pay only \$8,000 plus stock

Advertising Opportunities

An opportunity to advertise in the Congress Program is available:

Full page colour – Internal \$1,500 per publication

Half page colour – Internal \$850 per publication

Please note: you will be responsible for providing the digital artwork accompanied with colour laser prints. Offer subject to availability and artwork being approved by the Congress Organising Committee.

Satchel Inserts

Important information describing your initiatives, products and services can be placed directly in the hands of your key audience. Insert corporate literature or merchandise in the delegate satchel and be guaranteed it reaches every delegate. Limited opportunities are available and will be issued on a first come first served basis. Print material is limited to a maximum of four A4 pages.

\$2,500 for Sponsors or Exhibitors

\$4,000 for Non Sponsors or Non Exhibitors

Please note: the final quantity and delivery date will be confirmed well in advance with you.

Summary

The packages listed in this document can be tailored to your specific marketing needs and new ideas incorporated into the available options. If you would like to suggest other ways in which your company would like to be involved with the Congress, please do not hesitate to contact the Congress Sponsorship and Exhibition Manager.

Sponsorship and Exhibition Manager

Helen McGowan

WALDRONSMITH Management – RACP Congress 2011

61 Danks Street West
Port Melbourne VIC 3207
Australia

T +61 3 9645 6311
F +61 3 9645 6322
E helen@wsm.com.au

Other enquiries:
E racpcongress@wsm.com.au



Exhibition

The RACP Congress 2011 Exhibition will run in conjunction with the Congress Program, providing you with an exceptional opportunity to promote your products and services face-to-face with over 700 participants.

The Exhibition area has been designed to provide the best possible promotional opportunities to participating organisations. With morning, afternoon teas and lunch being served in this area, it will create an unparalleled opportunity to promote your products and services to the delegates.

Space is limited so secure your booking and avoid disappointment.

Exhibition Stand Details

Exhibition booths are sold per 3m x 3m (9 sqm) according to the following pricing structure and are available in raw space or shell scheme stand type.

Single Booth 3m x 3m (9 sqm)

Raw Space \$4,250

Shell Scheme \$4,750

Double Booth 6m x 3m (18 sqm)

Raw Space \$7,500

Shell Scheme \$8,500

All prices quoted are in Australian Dollars and are inclusive of 10% GST.

Raw Space Booths

Raw space booths are for exhibitors who intend to install a custom built stand. Raw space booths do not come equipped with walls, floor coverings, furniture or electricity. All stand additions such as electricity are available at an additional cost to exhibitors.

If you would like assistance designing a custom stand, ask the Congress Managers for information regarding stand upgrade options or full custom stand design options.

Please note: custom stand designs will require approval by the Congress Managers prior to build. Please ensure designs and information in relation to this is provided to the Congress Managers well in advance.



Preliminary Exhibition Timetable*

Sunday 22 May 2011

Exhibition Set up from 2:00pm – 6:00pm

Monday 23 May 2011

8:30am – 5:30pm

Tuesday 24 May 2011

8:30am – 5:30pm

Wednesday 25 May 2011

8:30am – 1:30pm

*preliminary timetable is subject to slight variation

Shell Scheme Booths

Single Booth 3m x 3m (9 sqm)

- > One 3m x 3m (2.4m high) shell structure booth
- > White octanorm back and side walls
- > Company name on fascia board
- > Two 150w spotlights
- > One 240 volt/1000 watt/4 amp general purpose outlet

Double Booth 6m x 3m (18 sqm)

- > Two 3m x 3m (2.4m high) shell structure booths
- > White octanorm back and side walls
- > Company name on fascia board
- > Four 150w spotlights
- > Two 240 volt/1000 watt/ 4 amp general purpose outlet

Additional Benefits Exhibitors per 3m x 3m (9 sqm)

- > Listed as an exhibitor on the Congress website
- > Company Name, Website Address listed in the Congress Program Book
- > One complimentary exhibitor registration inclusive of all catering
- > Company name included on signage at the entrance to the exhibition

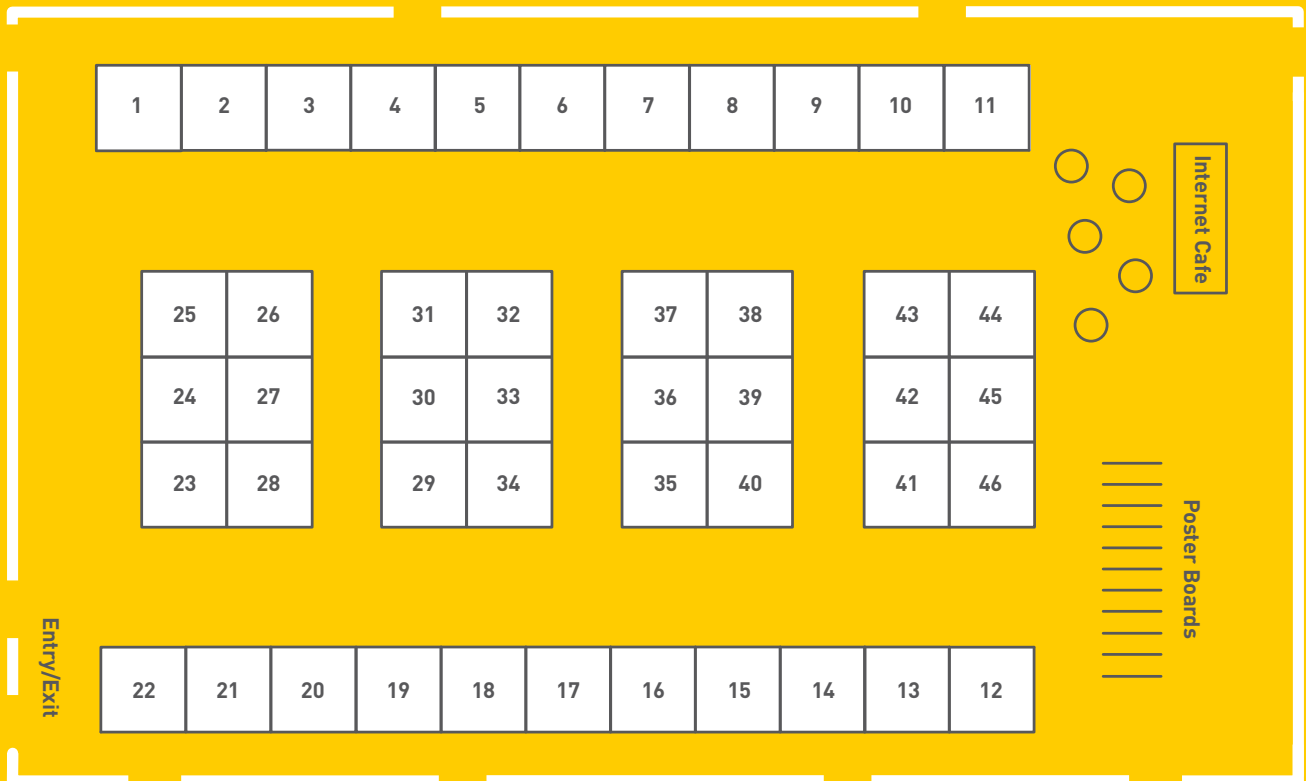
Staffing Your Exhibit

All exhibition booths must be staffed by organisation representatives and all representatives are required to register for the Congress.

Additional personnel required to staff the exhibition stand must purchase an Additional Exhibitor Staff Pass at \$450 per person. An Additional Exhibitor Staff Pass online registration form will be forwarded to you for completion.

Additional Exhibition Staff wishing to attend sessions must register as a Congress delegate and pay the appropriate registration fee.

Exhibition Floorplan



Terms and Conditions

Please refer to the Sponsorship and Exhibition Terms and Conditions of Booking located on the Congress website:

www.racpcongress2011.com.au

Please contact the Congress Managers if you have any questions.

Confirmation of Participation

To confirm your participation as a Sponsor or Exhibitor in the RACP Congress 2011, please complete the application form and fax to +61 3 9645 6322, email to: racpcongress@wsm.com.au or post to the Congress office at the address listed below.

When the form is received, you will be sent a confirmation letter and tax invoice.

Sponsorship and booth allocations will be assigned in order of applications and monies received.

Payment

50% payment is required to secure your booking with the final payment made no later than 15 March 2011.

Payment Methods

Cheques

Please make cheques in Australian Dollars, payable to: **WALDRONSMITH Management – RACP Congress 2011** and post to the Congress office at the address listed below.

Electronic Funds Transfer

If paying by EFT, please insert your company name as a reference on the deposit and send a copy of the remittance advice upon payment by email to: racpcongress@wsm.com.au or fax +61 3 9645 6322.

Bank

Commonwealth Bank of Australia

Account Name

WALDRONSMITH Management – RACP Congress 2011

BSB

063 587

Account Number

1045 6439

Swift

CTBAU2S

Correspondence

All correspondence should be addressed as follows:

WALDRONSMITH Management – RACP Congress 2011

61 Danks Street West
Port Melbourne VIC 3207
Australia

T +61 3 9645 6311

F +61 3 9645 6322

E racpcongress@wsm.com.au



Application to Sponsor/Exhibit

To nominate your selected sponsorship package(s) and/or exhibition booth(s), please complete the application form and return with your deposit to:

WALDRONSMITH Management – RACP Congress 2011
61 Danks Street West Port Melbourne VIC 3207 Australia
T +61 3 9645 6311 | F +61 3 9645 6322
E racpcongress@wsm.com.au

ABN 59 115 015 953

[All prices include GST]

Please enter your details

Company Name (for marketing purposes)

Company Name (for invoicing purposes)

Address

City

State

Postcode

Country

Sponsor/Exhibitor Contact

Position

Tel

Fax

Email

Website

Confirmation

I confirm I have read and hereby agree to the Congress Sponsorship/Exhibition Terms and Conditions as they appear on the Congress website: www.racpcongress2011.com.au

Signed

Position

Date

Sponsorship Package(s)

- | | |
|---|-----------|
| <input type="radio"/> Gold | A\$45,000 |
| <input type="radio"/> Silver | A\$35,000 |
| <input type="radio"/> Congress Dinner | A\$15,000 |
| <input type="radio"/> Welcome Reception | A\$10,000 |
| <input type="radio"/> Coffee Cart | A\$10,000 |
| <input type="radio"/> Thirst Quencher | A\$8,000 |
| <input type="radio"/> Sunset Session | A\$5,000 |
| <input type="radio"/> Daily Catering | A\$5,000 |
| <input type="radio"/> Name Badge and Lanyard | A\$10,000 |
| <input type="radio"/> Delegate Satchel | A\$10,000 |
| <input type="radio"/> Internet Centre | A\$10,000 |
| <input type="radio"/> Scientific Poster Display Area | A\$10,000 |
| <input type="radio"/> Keynote Presentation | A\$7,000 |
| <input type="radio"/> Congress Program Book | A\$7,000 |
| <input type="radio"/> Trainees' Day | A\$5,000 |
| <input type="radio"/> Congress USB Stick + Stock | A\$7,000 |
| <input type="radio"/> Congress Writing Pad + Stock | A\$5,000 |
| <input type="radio"/> Congress Pen + Stock | A\$5,000 |
| <input type="radio"/> Advertising Full Page – Congress Program Book | A\$1,500 |
| <input type="radio"/> Advertising Half Page – Congress Program Book | A\$850 |
| <input type="radio"/> Satchel Insert – Sponsor/Exhibitor | A\$2,500 |
| <input type="radio"/> Satchel Insert – Non Sponsor/Non Exhibitor | A\$4,000 |

Exhibition Booth Requested

Please reserve the following booth type (please tick):

| Booth Options | Space (Raw) Only | Shell Scheme |
|----------------------|--------------------------------|--------------------------------|
| 3m x 3m single booth | <input type="radio"/> A\$4,250 | <input type="radio"/> A\$4,750 |
| 6m x 3m double booth | <input type="radio"/> A\$7,500 | <input type="radio"/> A\$8,500 |

Booth Position (number)

1st choice: 2nd choice: 3rd choice:

For Shell Scheme Booths ONLY / Fascia signage to read

Please indicate Payment Method

(details required for payment on previous page)

- Cheque Electronic Funds Transfer

Total Amount

(50% deposit required at time of booking) (incl GST)

A\$

Total Amount Enclosed

(Balance Due: 15 March 2011) (incl GST)

A\$

For more information and to register your interest
in the Congress visit **www.racpcongress2011.com.au**

Or contact the Congress Secretariat at WALDRONSMITH Management – RACP Congress 2011
61 Danks Street Port Melbourne VIC 3207 Australia
T +61 3 9645 6311 | F +61 3 9645 6322 | E racpcongress@wsm.com.au