

SPONSORSHIP &
EXHIBITION PROSPECTUS



ASM 2022

10-12 FEB

Online: 31st Annual
Scientific Meeting

PLANT
THE
SEED



OPPORTUNITIES AT A GLANCE

Sponsorship

Sponsorship	Package	Investment	Opportunities	Entitlements
Sponsors	Platinum Sponsor	\$15,000	Exclusive	Page 4
	Gold Sponsor	\$10,000	2	Page 5
	Silver Sponsor	\$7,000	4	Page 5
Program	Keynote Speaker Sponsor	\$2,000	Multiple	Page 6
	Workshop Sponsor	\$3,500	Exclusive	Page 7
Technology	Virtual Platform Sponsor	\$4,000	Exclusive	Page 7
	Gamification Prize Sponsor	\$2,000	Exclusive	Page 7
Social Program	Wellness Break Sponsor	\$3,000	2	Page 8
Marketing	Virtual Platform Notification	\$550	Multiple	Page 8

Exhibition

Exhibition	Package	Investment	Entitlements
Exhibition Opportunity	Virtual Exhibition Booth	\$2,000	Page 9

INVITATION

On behalf of the Australasian Brachytherapy Group (ABG) ASM 2022 Organising Committee, we are delighted to invite you to participate at our Annual Scientific Meeting to be held **virtually** from **10 – 12 February 2022**.

The 2022 ASM will host a number of international and national renowned keynote speakers alongside key local speakers with ABG Community. More than 250 delegates attend our meeting including leading Australian and New Zealand radiation oncologists, radiation therapists, interventional oncologists, medical physicists, and nursing.

The ASM Program Committee is developing a full and extensive program, which will include collaborative workshops, scientific sessions showcasing brachytherapy clinical trials, discussion of new clinical implementations, future research directions and other research developments.

As an exhibitor or sponsor, the virtual ASM offers you a prime cost-effective marketing opportunity without additional budget, time, and travel constraints. Sponsors will also have the flexibility to network with delegates virtually. You can join the event from your desktop or laptop from the comfort and convenience of your home or office.

We look forward to welcoming you to the ABG 2022 ASM and collaborating with you at this event.



Dr Andrej Bece
Chair ABG Executive Committee

ABOUT THE AUSTRALASIAN BRACHYTHERAPY GROUP

The Australasian Brachytherapy Group is a group of professionals that promotes all aspects of brachytherapy for the benefit of the community.

At the same time, we maintain standards for quality assurance in the fields of Radiation Oncology, Physics, Technology and Biology in areas pertinent to the practice of brachytherapy.

Our Executive Committee works to maintain standards for quality assurance in the fields of Radiation Oncology, Physics, Technology and Biology in areas pertinent to the practice of brachytherapy

Our Mission

The mission of the Australasian Brachytherapy Group is to advance the practice of brachytherapy within the Australasian region. We aim to develop, promote and maintain the highest standards of brachytherapy practice and ethics.

DELEGATE PROFILE

The annual scientific meeting encourages research, collaboration and promotes the exchange of scientific information in Brachytherapy. Delegates will include radiation oncologists, medical physicist, radiation therapist and nurses.

WHY BE INVOLVED?

The ABG ASM is our premier event, bringing together the leading professionals in Brachytherapy and providing an opportunity to connect and showcase your organisation. The ASM will provide a dynamic, interactive, educational and social program to ensure we are at the forefront of research into innovative techniques in the delivery of Brachytherapy.

Heightened visibility

Sponsorship provides an excellent opportunity to promote your organisation and support your brand, maintaining a high profile among specialists, before, during and after this event. There is no better way to position your organisation to more than 250 leading professionals in Brachytherapy from across Australia, New Zealand and other parts of the world.

Strengthen your brand in the market

Delegates are keen to improve their knowledge and skills. Aligning your company with this powerful educational experience demonstrates your commitment to assisting professional development and further strengthens your brand within the market.

Networking

Virtual interaction with delegates during all breaks via the Meeting Hub in addition to virtual activities will benefit sponsors and exhibitors significantly from exposure to a keenly interested, relevant and, above all, influential audience in an educational environment. Virtual networking develops quality business relationships by having direct engagement in a relaxed environment. Sponsorship also provides you with an opportunity to renew relationships and establish new professional connections.

Sales growth

Sponsors will benefit from an interested, relevant and influential audience in an educational and social environment. This may lead to new or increased sales. Exhibiting within the virtual exhibition platform provides an excellent platform for face-to-face engagement through video chat and live chat which is the key to building strong business relationships and increasing sales.

VIRTUAL PLATFORM

The ABG ASM 2022 will be hosted through the virtual program called OnAIR. The virtual platform enables delegates to listen and interact with presentations, ask live questions, connect with delegates and sponsors via the Meeting Hub, visit the virtual exhibition, host live chat and video conversations with exhibitors and participate in virtual networking sessions.

[Click here](#) to view the Meeting Hub

[Click here](#) to view the Virtual Exhibition Platform.

Note: if you have trouble opening these web pages, we suggest copying the web address and pasting into your browser.

PROGRAM OVERVIEW

Thursday 10 February 2022	Workshops
Friday 11 February 2021	Virtual Exhibition
	Official ASM Opening
	Scientific Sessions and afternoon concurrent session
Saturday 12 February 2021	Virtual Exhibition
	Scientific Sessions
	Official ASM Closing

Please note this program is subject to change.

SPONSORSHIP PACKAGES

Platinum - \$15,000 (Exclusive) SOLD

Attendance

- Eight virtual registrations (registration includes access to all program and virtual activities).

Display

- One complimentary virtual exhibition booth.

Marketing Opportunities

- Company logo included on home page of the virtual platform.
- Company logo and website link included on the sponsors' page of the ASM website and ASM app.
- Company listing, logo and 150-word profile included in the Virtual Exhibition platform.
- Electronic flyer available for delegates to download via the Virtual Exhibition.
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition and Virtual Meeting Hub.
- Two virtual platform push notifications sent during the ASM at a time mutually acceptable to both the sponsor and Organising Committee.
- Company logo on holding slides prior to the sessions.
- Company logo on all marketing material in the lead up to the ASM.
- Opportunity to include an article in the ABG Newsletter (2-4 newsletters each year).
- One social media post announcing partnership across ABG's Facebook, Twitter and LinkedIn accounts.

- 60 second company video to be played during one session break.
- Opportunity to sponsor one session during the ASM, including session branding, verbal recognition by session chair and a short video to be played at the beginning of the session.

Additional Benefits

- Verbal acknowledgement as a Platinum Sponsor by session chairs throughout the ASM.
 - Opportunity to run a half-day virtual workshop on Thursday 10 February 2021, including provision of a branded lunch voucher for attendees (at sponsor's expense).
 - Opportunity to provide one speaker during the ASM program (subject to Organising Committee approval)
 - List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
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Gold - \$10,000 (Two Opportunities)

Attendance

- Six virtual registrations (registration includes access to all program and virtual activities).

Display

- One complimentary virtual exhibition booth.

Marketing Opportunities

- Company logo included on home page of the virtual platform.
- Company logo and website link included on the sponsors' page of the ASM website and ASM app.
- Company listing, logo and 100-word profile included in the Virtual Exhibition platform.
- Electronic flyer available for delegates to download via the Virtual Exhibition.
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition and Virtual Meeting Hub.
- One virtual platform push notification sent during the ASM at a time mutually acceptable to both the sponsor and Organising Committee.
- Company logo on holding slides prior to the sessions.
- Company logo on all marketing material in the lead up to the ASM.
- One social media post announcing partnership across ABG's Facebook, Twitter and LinkedIn accounts.

Additional Benefits

- Verbal acknowledgement as a Gold Sponsor by session chairs throughout the ASM.
 - List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
-

Silver - \$7,000 (Four opportunities)

Attendance

- Four virtual registrations (registration includes access to all program and virtual activities).

Display

- One complimentary virtual exhibition booth.

Marketing Opportunities

- Company logo and website link included on the sponsors' page of the ASM website and ASM app.
- Company listing, logo and 50-word profile included on the Virtual Exhibition platform.
- Electronic flyer available for delegates to download via the Virtual Exhibition.
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition and Virtual Meeting Hub.
- Company logo on holding slides prior to the sessions.
- Company logo on all marketing material in the lead up to the ASM.

Additional Benefits

- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
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PROGRAM OPPORTUNITIES

Keynote Speaker Sponsor - \$2,000 (Multiple opportunities)

Show your support for the education and professional development of our Brachytherapy community by supporting the attendance of an invited keynote speaker presenting during the ASM.

Attendance

- Two virtual registrations (registration includes access to all program and virtual activities).

Marketing Opportunities

- Company logo, website link and 50-word profile included on the sponsors' page of the ASM website and ASM app.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- Branding rights of the sponsored speaker's sessions for example 'Keynote presentation title, sponsored by *company name*'.
- Company logo on holding slides prior to the sponsored speaker's session.
- Company logo on all marketing material in the lead up to the ASM.

Additional Benefits

- Verbal acknowledgement at the commencement of sponsored speaker's presentation, by the session chair.
 - List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
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Workshop Sponsor - \$3,500 (Two Opportunities)

Attendance

- Two virtual registrations (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo, website link and 50-word profile included on the sponsors' page of the ASM website and ASM app.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- Branding rights of the workshop for example '*Workshop title, sponsored by Company Name*'.
- Company logo on holding slides prior to the workshop.
- Company logo on all marketing material in the lead up to the ASM.
- Overview of the workshop listed on the ASM website and ASM app.

Additional Benefits

- Opportunity to run a half-day virtual workshop on Thursday 10 February 2021, including provision of a branded lunch voucher for attendees (at sponsor's expense).
 - Opportunity for a 2-minute video to be played during the workshop.
 - List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
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TECHNOLOGY OPPORTUNITIES

Virtual Platform Sponsor - \$4,000 (Exclusive)

Attendance

- Two virtual registrations (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo and website link included on the sponsors' page of the ASM website and ASM app.
- Company logo on the sign in page of the virtual platform.
- Company logo included on home page of the virtual platform.
- Company logo on holding slides prior to the sessions.
- Company logo on all marketing material in the lead up to the ASM.
- 60 second company video to be played during one session break.

Additional Benefits

- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
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Gamification Prize Sponsor - \$2,000 (Exclusive) **SOLD**

Delegates are encouraged to interact with the virtual platform through a points system. Delegates with the highest number of points go in the draw to win the sponsored prize.

Attendance

- One virtual registration (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo displayed alongside gamification prize.
 - Company logo and website link included on the sponsors' page of the ASM website and ASM app.
 - Opportunity to network with delegates via Virtual Meeting Hub.
 - Opportunity for company representative to announce prize winners.
-

SOCIAL PROGRAM OPPORTUNITIES

Wellness Break Sponsor - \$3,000 (Two opportunities)

The wellness break provides delegates the opportunity to switch off with a 15-minute wellness session each day of the ASM program.

Attendance

- One virtual registration (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo and website link to be included on the sponsors' page of the ASM website and ASM app.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- Company logo on screen prior to session commencing.

Additional Benefits

- Opportunity to play a 2-minute company video at the commencement of the virtual wellness break.
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MARKETING OPPORTUNITIES

Virtual Platform Push Notification - \$550 (Multiple opportunities)

Your organisation will have the opportunity to send one push notification through the Virtual Event Platform. Content and timing of the push notification is to be approved by the ASM Organisers.

Not one size fits all - Tailor Made Packages

We recognise that not one size fits all and the following packages are suggestions only. If your organisation is keen to participate and has a certain marketing objective or budget, please contact the ASM Organisers Encanta to discuss other potential packages to ensure your priorities as a supporter are achieved – oriana.kinsey@encanta.com.au.

VIRTUAL EXHIBITION SHOWCASE

The Virtual Exhibition will give your organisation the opportunity to promote your products and services directly to purchase decision-makers in your target market.

Exhibitors will be provided with access for their staff to manage their virtual exhibition stand. Attendees can browse the virtual exhibition, and interact with stand personnel. When an attendee selects an exhibitor they wish to visit, they can request a live virtual conversation with that exhibitor. The exhibitor sees a list of attendees in a queue and chooses one at a time to have a video conversation with.

Exhibitors can share a PowerPoint slide deck, and optionally, the interaction can be recorded. Even if the Virtual Exhibition is not open, attendees can still visit it and view exhibitor profiles and download brochures in advance of the exhibition hall opening.

Virtual Exhibition Booth

\$2,000

Each individual exhibition stand includes:

- Company listing in the Virtual Exhibition.
- Company logo and profile on the Virtual Exhibition Platform.
- Electronic flyer available for delegates to download via the Virtual Exhibition
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- Two virtual registrations (registration includes access to all program and virtual networking sessions).
- Company logo and website link included on the sponsors' page of the ASM website.
- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).

Exhibitor Registration

Exhibitor stands will receive two complimentary exhibitor registrations with each booth purchased. All additional staff members wishing to attend the ASM must register at a fee of \$250.00 per person.

Exhibition Timetable (Subject to change)

Friday 11 February 2021	9.00am – 5.00pm
Saturday 12 February 2021	9.00am – 5.00pm



ABG ASM 2022 SPONSORSHIP/EXHIBITION APPLICATION FORM

Please email this form to:
 Encanta Event Management
 Suite 348, St Kilda Road Towers
 1 Queens Road
 Melbourne VIC 3004
oriana.kinsey@encanta.com.au

ABN: 79 501 937 707

CONTACT DETAILS

Please print clearly in block capitals. Note this is the name that will appear on any printed material and your booth fascia sign)

NAME:

ORGANISATION:

POSITION:

ADDRESS:

SUBURB:

STATE:

POSTCODE:

COUNTRY:

TELEPHONE:

FACSIMILE:

EMAIL:

MOBILE:

WEBSITE:

SPONSORSHIP & EXHIBITION PACKAGE

All costs are shown in Australian dollars and include GST.

Package	Investment	✓	Package	Investment	✓
Platinum Sponsor	\$15,000	SOLD	Virtual Platform Sponsor	\$4,000	
Gold Sponsor	\$10,000		Gamification Prize Sponsor	\$2,000	SOLD
Silver Sponsor	\$7,000		Wellness Break Sponsor	\$3,000	
Keynote Speaker Sponsor	\$2,000		Virtual Platform Notification	\$550	
Workshop Sponsor	\$3,500		Virtual Exhibition Booth	\$2,000	

PAYMENT

Method of payment (please indicate)

- I require a tax invoice to make payment
- Send me a link to pay via credit card

Please note that a 1.81% surcharge will be incurred for credit card payments.

EU GDPR – only applicable to European Union Citizens

In response to the General Data Protection Regulations that affect citizens of the European Union from 01 May 2018, you acknowledge and agree that some of your personal details will have to be provided to ABG as owners of this event and that Encanta Event Management will need to pass on your full name, position and organisation to a limited number of third party suppliers eg. printers producing for example your name badge, attendance certificate and so on. This is to facilitate your support of the ASM and ensure you are identified as a sponsor or exhibitor of this event and therefore receive all entitlements associated with your sponsorship or exhibition type and fee paid.

I agree to the statement above:

I do not agree to my personal details being provided to the identified organisations for the purposes outlined above. By not agreeing I understand I will not receive professionally produced documentation. I acknowledge that this excludes my personal information being provided to third parties:

Terms and Conditions

I agree to the terms and conditions stated on page 11-12

TERMS AND CONDITIONS

- By returning a booking form via online or printed copy confirms your acceptance of these terms and conditions.
- All bookings are subject to approval and we reserve the right to refuse an application.
- Encanta Event Management and the Organising Committee reserve the right to alter any aspect of the event program. Please refer to the event website for the latest information.
- Encanta Event Management and the Organising Committee will take all diligent care to fulfil the sponsorship and exhibition commitments as outlined in the Sponsorship & Exhibition Prospectus.
- Sponsors and Exhibitors are responsible for providing all the information and/or artwork required by the Organisers by the due dates requested by the Organisers.
- Sponsors and exhibitors are responsible for providing all their requirements by the due dates if requested by the Organisers.
- Encanta Event Management and the Organising Committee reserve the right to introduce additional sponsorship packages should the opportunity arise.
- Sponsors and Exhibitors are required to make the necessary payments as per the payment schedule below (unless otherwise negotiated):
 - 50% due within 14 days of invoice date.
 - Remaining 50% is due by no later than 10 December 2021.
 - Booking forms received after 10 December 2021 require full payment.
- All Organisations are expected to conduct their business in a professional, ethical manner and any breach will result in immediate cancellation of the Sponsorship/Exhibition package.
- No exhibitor shall sublet, share, assign or apportion part or all of their booked space except upon written consent from the Organising Committee.

- All promotion must be conducted from your virtual booth.
- We (Encanta and the Organising Committee), as the ASM Organisers, may in our absolute discretion nominate to either postpone or cancel the ABG ASM 2022 without providing a refund. Cancellation or postponement may be necessary due to acts, events or causes beyond our reasonable control, including, but not limited to, acts of God, industrial disputes, failure in electricity supply or gas supply, war, civil strife, flood, storm, fire, accident, unavailability of raw materials or supplies, explosion, global health emergency (including coronavirus COVID-19), epidemic, breakdown of plant, machinery or equipment or shortages of labour, transportation, fuel, power, plant, machinery, equipment or material.
- All activities must comply with the medicines and medical devices code of conduct.

Sponsorship & Exhibition Cancellation and Dates

- The submission of an application by a representative from your organisation is regarded as a firm booking.
- All cancellations must be made in writing to the Organisers and notice acknowledged in writing by the Organisers.
- Any reduction in a sponsorship (once accepted by the Organisers) will be considered a cancellation and the cancellation policy will apply.
- Any reduction in exhibition allocation (once accepted by the Organisers) will be considered a cancellation and the cancellation policy will apply.
- Should the balance payment be outstanding at time of cancellation, the sponsor and/or exhibitor is liable for the balance as per the cancellation policy.
- Sponsorship and Exhibition cancellation dates
 - Before and including 12 November 2021: full refund less a \$250 administration charge.
 - From and including 12 November and 9 December 2021: A 50% cancellation fee of total contribution will apply.
 - From 10 December 2021 100% cancellation fee and will be liable for full payment.