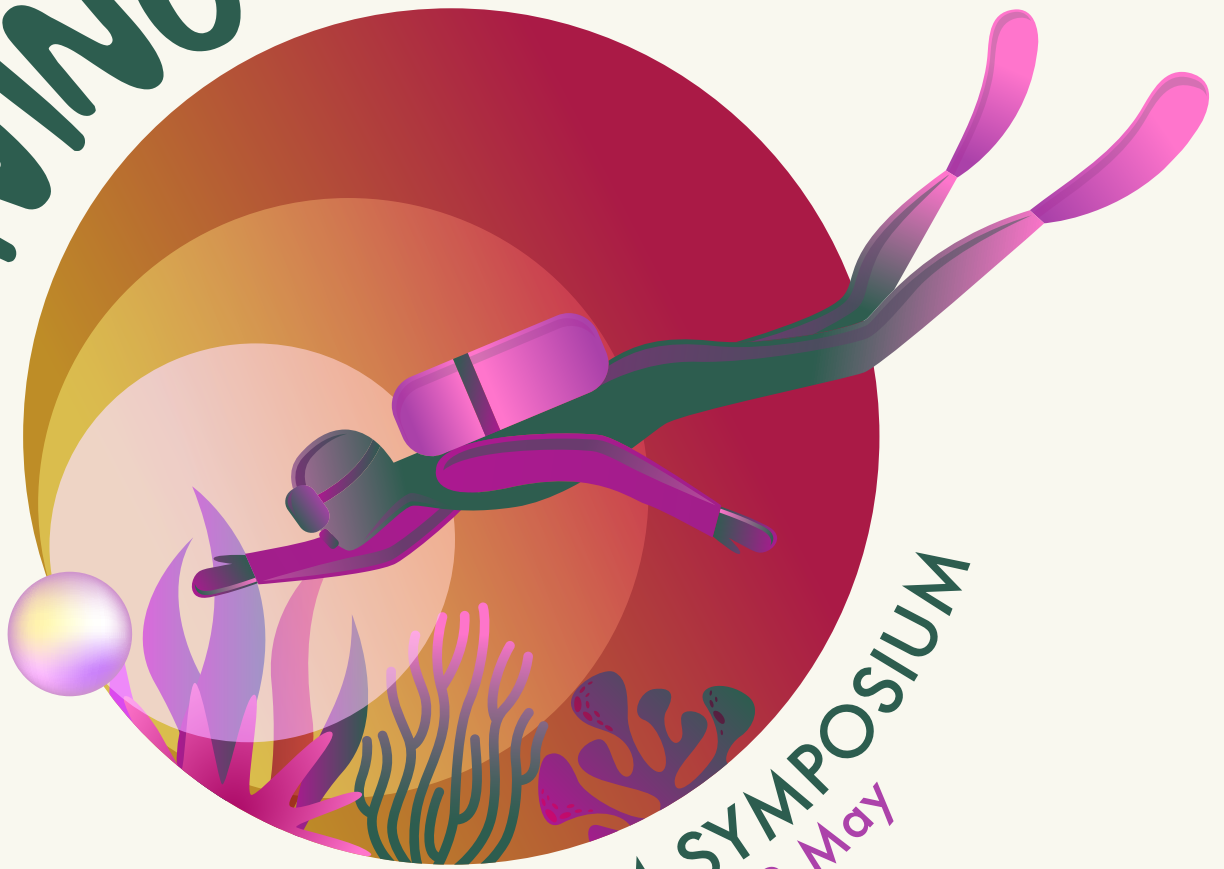


# FPM

Faculty of Pain Medicine  
ANZCA

# DIVING DEEP



2025 FPM SYMPOSIUM  
Friday 2 May

Pullman Cairns  
International Hotel  
[#FPM25CNS](#)

HEALTHCARE  
INDUSTRY  
PROSPECTUS

## Invitation from convenors

### To our colleagues and friends in the healthcare industry

We warmly invite you to the Faculty of Pain Medicine (FPM) Symposium to be held at the Pullman Cairns International Hotel, on Friday 2 May 2025 prior to the Australian and New Zealand College of Anaesthetists (ANZCA) Annual Scientific Meeting (ASM), from 2-6 May 2025 at the Cairns Convention Centre (CCC).

In 2025 the ASM will be held in Cairns, the beating heart of Tropical North Queensland. A unique location where nature is at its finest with two World Heritage Areas – the ancient Daintree Rainforest meeting the awesome majesty of The Great Barrier Reef – providing a fitting backdrop for our meeting.

Cairns is recognised as one of Australia’s premier holiday destinations with a multitude of accommodation and dining options within walking distance of the internationally renowned and award-winning Cairns Convention Centre. The city is well served boasting both domestic and international airports with frequent and extensive links to major cities across Australia as well as several overseas destinations.

Our theme for the 2025 FPM Symposium is “Diving Deep”. We consider this event an opportunity for in-depth examination of many important aspects of pain management as well as highlighting the importance of equitable access to high quality, evidence-based pain management solutions regardless of gender, ethnicity or geographical location to support a brighter future for our patients.

We’re so fortunate to welcome two renowned international speakers – Professor Nadine Attal and Professor Allan Finley. Nadine Attal is a neurologist, pain specialist and clinical researcher and is director for the Centre of Evaluation and Treatment of Pain in Ambroise Paré Hospital, France. She has published more than 128 peer reviewed papers on pain and is an internationally reputed speaker in the field of neuropathic pain. Professor Allen Finley is a paediatric anaesthesiologist, professor of anaesthesia and psychology at Dalhousie University and medical director of paediatric pain management at IWK Health Centre in Halifax, Canada. With clinical and research interests that span neuropathic pain including the latest treatment modalities for neuropathic pain, paediatric pain management, acute procedural pain management, pain management in first nations populations and resource-limited settings, our international keynote speakers have a wealth of knowledge and experience to share with our delegates.

Other exciting topics that we will explore include newer horizons in pain management including the use of virtual reality and artificial intelligence in pain management, advances in acute pain management, novel approaches to visceral pain and pain in culturally diverse and underserved communities.

On behalf of ANZCA, the 2025 Regional Organising Committee welcomes you to come and explore the infinite opportunities with us in Cairns.

Sincerely,

**Dr Hannah Bennett**  
FPM ASM Scientific Co-convenor

**Dr Anju Tessa James**  
FPM ASM Scientific Co-convenor



# 2025 FPM Symposium

The FPM Symposium is designed for specialists and trainees in anaesthesia and pain medicine. It's a thought-provoking symposium with an outstanding program attracting internationally acclaimed speakers.

The dynamic and dedicated FPM scientific convenors are developing a symposium not to be missed. The symposium events team will be available to you to provide excellent stakeholder engagement, marketing and customer service.

## Location

The Pullman Cairns International Hotel is a state-of-the-art function venue and hotel situated in the heart of Cairns. The location provides convenient access to the Cairns Esplanade and a wide range of cafes, bars and restaurants.

## Promotion

A professionally planned and executed marketing strategy will ensure that the benefits of supporting the symposium are widely known across Australia and New Zealand.

This includes:

- Extensive direct mail campaigns.
- Website and electronic promotions.
- Social media campaigns including links with and to online medical education.
- Use of hospital, private practice and international and national speaker networks.
- Active promotion at all ANZCA events held in the months prior to the symposium.

## Why should you sponsor the FPM Symposium?

The 2025 FPM Symposium provides a unique educational environment dedicated to the exchange

of up-to-date scientific research, training, and the opportunity to share and exchange ideas with those people most skilled in the use of your products.

If pain medicine specialists, anaesthetists, physicians, surgeons, psychiatrists, trainees and allied medical personnel are part of your target market, there's no better way to reach them than by supporting the symposium.

## The key benefits to sponsorship include:

- The opportunity to promote your name, support your brand and maintain a high profile among specialists before, during and after the symposium.
- FPM Symposium delegates are keen to improve their scientific knowledge. Aligning your company with this educational experience demonstrates your commitment to assisting their professional development and further education.
- An opportunity to consolidate corporate relationships and expose your staff to their key markets.
- Interacting with delegates face-to-face during morning, lunchtime, and afternoon tea breaks.
- Benefiting significantly from exposure to a keenly interested, relevant, and above all, influential audience in an educational environment away from the competition of everyday distractions.
- An increase in online exposure and extended delegate reach through the dedicated FPM website,
- FPM's many social media channels (X – formerly Twitter, Facebook, Instagram and LinkedIn), as well as exposure on the mobile app and onDemand platform.

The symposium events team would be delighted to meet with you to discuss these opportunities for promoting your products or services.

Early confirmation of your sponsorship of the event will ensure an even higher level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to the symposium and the opportunity exists for your company to be represented as a key supporter of the symposium well in advance of the actual date.



## Sustainability at ANZCA events

As part of the college's commitment to environmental sustainability, we've eliminated printed collateral and single use plastic. We no longer print registration brochures, handbooks, or pocket programs for the FPM Symposium. The volume of paper to produce the brochures and handbooks for one ASM and FPM Symposium equates to approximately 880 reams of paper, which is in excess of 50 trees and over an acre of forest.

Further information on sustainability at ANZCA events can be found on the ANZCA website.

As a sponsor of the FPM Symposium, we encourage you to take responsibility for your own footprint. This includes eliminating single use flyers/brochures/signage, recycling all packaging where possible, considering what you bring in and taking it back to your office. We also suggest using personal reusable coffee cups and water bottles throughout the duration of the event.

## Sponsorship opportunities

We value the long-standing relationships we have in the healthcare industry and are excited to invite you to be part of the FPM Symposium. There has never been a more important time to re-connect with our specialty group.

Below is a summary of what we have on offer for 2025. All prices are inclusive of the Australian Goods and Services Tax (GST).

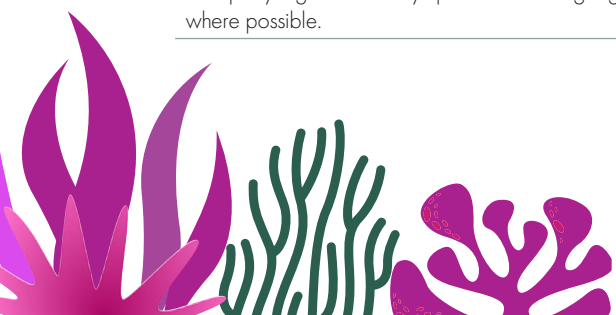
- Major sponsor \$A12,000.
- Exhibitor and coffee cart sponsor \$A6000.
- Exhibitor \$A3000.
- 30-second video advertisement \$A600.
- Homepage banner \$A850.

In addition to the listed options, we welcome the opportunity to discuss your individual sponsorship requests to best accommodate your company's marketing and sponsorship requirements.



## Opportunities at a glance

	Major sponsor \$A 12,000 Investment (not exclusive)	Exhibitor and coffee cart sponsor \$A6,000 Investment	Exhibitor \$A3,000 Investment
<b>Exhibition</b>			
Inclusions	<ul style="list-style-type: none"> <li>• One standard power point</li> <li>• Two skirted trestle table</li> <li>• Two chairs</li> <li>• Premier display area</li> </ul>	<ul style="list-style-type: none"> <li>• One standard power point</li> <li>• A skirted trestle table</li> <li>• Two chairs</li> </ul>	<ul style="list-style-type: none"> <li>• One standard power point</li> <li>• A skirted trestle table</li> <li>• Two chairs</li> </ul>
Complimentary HCI exhibition registrations (including morning tea, lunch and afternoon tea)	4	2	2
<b>ANZCA website</b>			
Company logo and website link on the FPM Symposium page	✓	✓	✓
<b>ANZCA publications and social media</b>			
<b>ANZCA Bulletin</b>			
Acknowledgment as a major sponsor via company logo within the <i>ANZCA Bulletin</i> (in conjunction with general FPM promotion)	✓		
Circulation of 9500, the <i>ANZCA Bulletin</i> is a high-quality, trusted publication reaching an intelligent, influential and affluent audience			
<b>X (formerly Twitter)</b>			
Access to two twitter posts via @ANZCA_FPM, drafted by ANZCA and acknowledging your support	✓		
Support from the inhouse ANZCA social media team	✓		
<b>FPM Symposium virtual event platform and mobile app</b>			
<b>Online company profile</b>			
Company logo, profile and link to website			
<b>Company team meeting hub</b> - Name, photo and title displayed	✓	✓	✓
<b>Content</b> - Engagement through video, online brochures, website links			
<b>onDemand platform sponsor banner^</b>			
Company logo to feature on rotating clickable banner for 12 months post event.	✓		
<b>Mobile app sponsor banner*</b>			
Company logo to feature on rotating clickable banner throughout the FPM Symposium and for 12 months post event.	✓		
Full screen take-over advertisement on launch/home page	✓		
<b>Additional perks</b>			
<b>Custom FPM Symposium logo</b>			
Incorporated FPM and company logo for use on your online marketing channels.	✓		
Company logo on FPM Symposium venue signage where possible.	✓		



## Opportunities at a glance

	Major sponsor \$A 12,000 Investment (not exclusive)	Exhibitor and coffee cart sponsor \$A6,000 Investment	Exhibitor \$A3,000 Investment
<b>Delegate list</b> Includes first name, surname and state (subject to privacy laws)	✓	✓	✓
<b>Company acknowledgment on FPM Symposium session holding slides</b> Featured during the program only, in alphabetical order.	Company logo displayed	Company logo displayed	Company logo displayed
<b>FPM Symposium cocktail reception</b> Tickets to attend the FPM Symposium cocktail reception. Additional tickets can be purchased for \$A135pp.	2		
<b>30 second video advertisement**</b> Your video advertisement played once at the beginning of your chosen session. Subject to approval by the regional organising committee.	✓		
<b>Push notification</b> Access to two push notifications via the FPM Symposium mobile app.	✓		
<b>Gamification question***</b> One multiple choice question via QR code at booth.	✓	✓	✓

^ Online event platform: Delegates have access to this platform to view content from the scientific sessions onDemand. The platform goes live one week after the conclusion of the 2025 ASM and available to delegates for 12 months.

\* Mobile app: Acknowledgment as a sponsor on the top scrolling banner. Please note that other announcements and advertisements will also appear on the mobile app throughout the FPM Symposium.

\*\* 30 second video advertising: Opportunity to provide your company video advert to be played at the beginning of a session within the FPM Symposium program. Video content and placement within the program is subject to approval by the regional organising committee.

\*\*\* Gamification: As part of our engagement with the healthcare industry and the delegates during the event, we will have gamification. Gamification is a point scoring system where our delegates will achieve points for answering questions, making connections, meeting with healthcare industry etc. Sponsors can provide one multiple choice question, no more than 10 words.

Additional HCI exhibition registrations can be purchased for \$A220 per person. Representatives would also be welcome to attend the FPM Symposium reception, to be held on the evening of Friday 2 May 2025 at Ollie's Italian. Tickets are an additional cost of \$A135 per person.

## Exhibition opportunities

The program is structured to maximise the opportunity for delegates to visit the exhibition during morning, lunch, and afternoon tea breaks. Exhibition applications are taken on a first- come, first-served basis and can be made on the enclosed form.

Upon receipt, exhibition space will be allocated, and written confirmation sent to you, together with an invoice for the cost of your stand(s).



# Additional branding opportunities

## Exhibitor and coffee cart sponsor

### Investment of \$A6000 (GST included)

An opportunity for your company to solely feature as the coffee cart sponsor for all breaks. In addition to this you will receive the same entitlements as an exhibitor.

#### Coffee cart:

- The events team will liaise with the venue on your behalf to arrange the coffee cart within your requirements.
- A4 sign to be displayed on the coffee cart including text “proudly supported by <company name>” and company logo.
- Opportunity to provide coffee cup sleeves or paper cups with your logo.
- The coffee cart will be accessible by all delegates of the FPM Symposium within four breaks – on arrival at registration, morning tea, lunch, and afternoon tea.
- The cart will be placed within the FPM Symposium exhibition area where all catering will be served to delegates.

#### Exhibition:

- Exhibition space – one standard power point, a skirted trestle table and two chairs.
- Two complimentary HCI exhibition registrations (including morning tea, lunch, and afternoon tea).

#### ANZCA website:

- Company logo and website link on the FPM Symposium web page.

#### FPM Symposium mobile app and onDemand platform:

- Online company profile – company logo, profile, and link to website.
- Company team meeting hub – name, photo and title displayed.
- Content – engagement through video, online brochures, and website links.

#### Additional perks:

- Delegate list - includes first name, surname, and state (subject to privacy laws).
- Company acknowledgement on FPM Symposium session holding slides – featured during the scientific program only, in alphabetical order (company logo displayed).
- Gamification question – one multiple choice question via QR code at booth.

## 30-second video advertisement

### Investment of \$A600 (GST included)

Opportunity to provide your company video advertisement, to be played once at the beginning of your chosen session. Subject to approval by the regional organising committee.

#### Entitlements:

- Video advertisement played once.
- Video will feature within the onDemand platform for up to 12 months post the FPM Symposium
- Analytics shared post the event (subject to privacy laws).

## Homepage banner

### Investment of \$A850 (GST included)

An exclusive limited opportunity to feature on the homepage banner of the FPM Symposium mobile app and onDemand platform.

#### Entitlements:

- Company logo to feature on rotating clickable banner in mobile app throughout the FPM Symposium.
- Banner advert will feature on the onDemand platform, visible for delegates to see for up to 12 months post event.
- Opportunity for you to provide a URL of your choice for the banner so delegates are taken to your chosen webpage.
- Analytics shared post the event (subject to privacy laws).

*Please note that other FPM Symposium announcements and advertisements will also appear on the mobile app throughout the meeting and the onDemand platform for 12 months post the meeting.*



# How to book and payment deadlines

## Application information

1. Please complete the **2025 FPM Symposium HCI Application form** indicating your sponsorship/exhibition preference.
2. Acceptance of a sponsorship / exhibition application is subject to ANZCA approval.
3. An application does not warrant immediate acceptance and all applicants will be advised in writing of acceptance or otherwise.
4. Should the application be accepted a tax invoice will be provided.
5. Payment must be received before Friday 22 November 2024.
6. Sponsorship and exhibition applications are considered in order of receipt of the application form.

## Payment

Full payment must be made by the date specified on the tax invoice, and all payments must be finalised prior to the start of the Symposium.

All fees listed are in Australian Dollars and are inclusive of GST.

### Payment Options

Credit Card / EFT / CHEQUE / BANK DRAFT: Details will be provided on tax invoice.

## Contact

For further information please contact:

FPM Symposium contact

Ms Rebecca Hull

ANZCA Events Officer

T: +61 3 8517 5345

E: [events@anzca.edu.au](mailto:events@anzca.edu.au)

## Cancellation policy

Acceptance of sponsorship will be subject to ANZCA's approval. ANZCA reserves the right to decline applications from the healthcare industry based on, among other things, any company that does not uphold the objectives of the FPM Symposium and/or does not meet requirements within ANZCA's sponsorship policy.

Cancellations will only be accepted in writing and must be signed by the person whose signature appears on the original confirmation form or their nominee. Cancellations received prior to Friday 22 November 2024 will be liable for a \$200 administration fee.

Cancellations after Friday 22 November 2024 will receive no refund and will be liable for payment in full should it not have been received by the cancellation date. ANZCA reserves the right to cancel the FPM Symposium in circumstances beyond their control. In such case all monies paid to date will be refunded in full. The liability of the organiser will be limited to that amount.

ANZCA reserves the right at any time to change the format, content, location and timing or any other aspect of the FPM Symposium. ANZCA will make reasonable efforts to provide a program and content equivalent of standard if changes are made to the FPM Symposium. Consideration will be given to sponsors and their associated sponsorship agreement if impacted by the change/s. Agreements will be reviewed on a case-by-case scenario and discussed accordingly.

