

FPM

Faculty of Pain Medicine
ANZCA

2024 FPM SYMPOSIUM

ILLUMINATING



Healthcare industry prospectus
3 MAY 2024

BCEC BRISBANE
#FPM24BRIS



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 Brisbane Convention & Exhibition Centre (BCEC) Brisbane, Friday 3 May 2024 and the Australian and New Zealand College of Anaesthetists (ANZCA) Annual Scientific Meeting (ASM), to be held from 3-7 May 2024.

Our theme for the 2024 FPM Symposium is “Illuminating”. We consider it an opportunity for us to reflect on the science that underpins the practice of pain medicine and raise awareness of the importance of access to high quality, evidence-based, pain management solutions in achieving brighter futures for our patients. The return of an in-person healthcare industry (HCI) exhibition in 2023 saw our delegates thrive in unbounded contact opportunities to see, touch and hear new and enhanced products that provide the best care to our patients.

We’re so fortunate to welcome our two renowned international speakers – Associate Professor Hance Clarke, President Elect of the Canadian Pain Society and Director of Pain Services at the Pain Research Unit at the Toronto General Hospital, and Associate Professor Vivianne Tawfik, from the Stanford Department of Anesthesiology, Perioperative and Pain Medicine, principal investigator at the Tawfik Laboratory within Stanford Medicine, and current chair of the Scientific Committee of the International Association for the Study of Pain Complex Regional Pain Syndrome Special Interest Group. With clinical and research interests that span perioperative and transitional pain, glial biology and neuroimmunity, to complex regional pain syndrome, cannabinoid research and misconceptions about opioid use, our international keynote speakers have a wealth of knowledge and experience to share with delegates.

Other exciting topics that we will explore include cutting edge adolescent pain research, advances in acute pain management, novel approaches to chronic widespread pain, and the role of lifestyle factors in pain management. We’ll also shine a light on the challenges and complexities of pain management in the presence of substance use and functional neurological disorder.

The state-of-the-art conferencing facilities at BCEC are surrounded by a vibrant river city which is renowned as a paradise for art lovers, hosting a wealth of wildlife and nature. It is the gateway to the Sunshine and Gold Coast attracting local, interstate, and international delegates. The BCEC provides a beautiful, purpose-built, and environmentally sustainable venue for educational sessions and exhibition spaces. Coupled with ongoing onDemand access for delegates after the event, the symposium and ASM offer excellent opportunities for you to connect with clinicians, and share your unlimited ideas and vast array of products.

On behalf of ANZCA, the 2024 Regional Organising Committee welcomes you to come and explore the infinite opportunities with us in Brisbane.

Sincerely,

Dr Zoe Vella
FPM ASM Scientific Co-convenor

Dr Robin Park
FPM ASM Scientific Co-convenor

2024 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 Brisbane Convention & Exhibition Centre (BCEC) is centrally located in the unique riverside precinct at South Bank, home to Brisbane's thriving arts and cultural community. South Bank is considered the city's cultural and entertainment hub.

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 2024 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 (Twitter, Facebook, Instagram and LinkedIn), as well as exposure on our supporting online symposium 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.

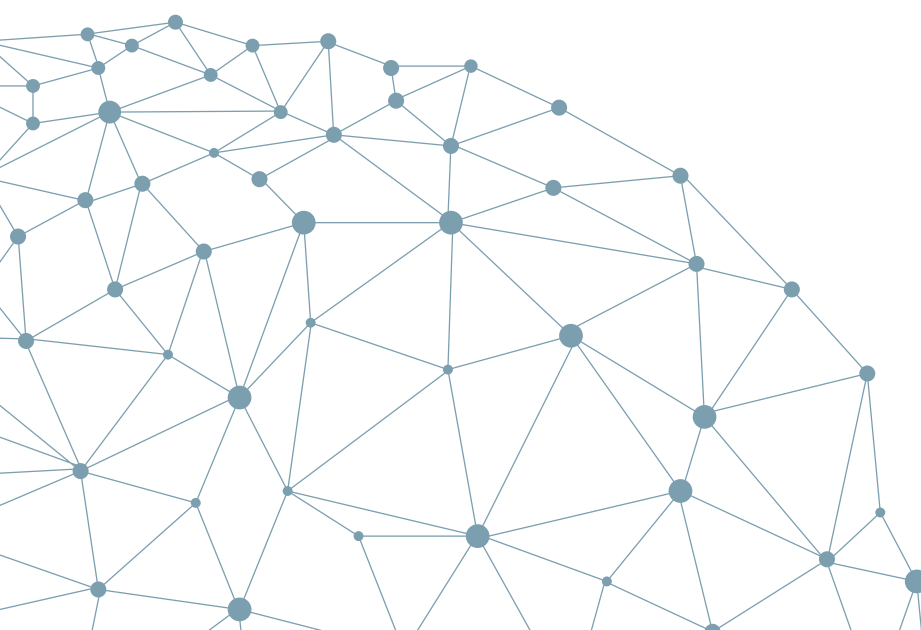
Sponsorship opportunities

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 2024. 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 in order to best accommodate your company's marketing and sponsorship requirements.



Opportunities at a glance

	Major sponsor \$A12,000 Investment (not exclusive)	Exhibitor and coffee cart sponsor \$A6000 Investment	Exhibitor \$A3000 Investment
Exhibition			
Inclusions	<ul style="list-style-type: none"> One standard power point Two skirted trestle table Two chairs Premier display area 	<ul style="list-style-type: none"> One standard power point A skirted trestle table Two chairs 	<ul style="list-style-type: none"> One standard power point A skirted trestle table Two chairs
Complimentary HCI exhibition registrations (including morning tea, lunch and afternoon tea)	4	2	2
ANZCA website			
Company logo and website link on the FPM Symposium page	✓	✓	✓
ANZCA publications and social media			
ANZCA Bulletin 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	✓		
Twitter Access to two twitter posts via @ANZCA_FPM, drafted by ANZCA and acknowledging your support	✓		
Support from the inhouse ANZCA social media team	✓		
FPM Symposium online event platform and mobile app			
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, website links Delegate engagement - Option for one-to-one online chats, video calls and pre organised meetings (onDemand delegates only)	✓	✓	✓
Online event platform sponsor banner* Company logo to feature on rotating clickable banner throughout the FPM Symposium.	✓		
Mobile app sponsor banner* Company logo to feature on rotating clickable banner throughout the FPM Symposium.	✓		
Full screen take-over advertisement on launch/home page	✓		
Additional perks			
Custom FPM Symposium logo 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 \$A12,000 Investment (not exclusive)	Exhibitor and coffee cart sponsor \$A6000 Investment	Exhibitor \$A3000 Investment
Delegate list Includes first name, surname and state (subject to privacy laws)	✓	✓	✓
Company acknowledgment on FPM Symposium session holding slides Featured during the program only, in alphabetical order.	Company logo displayed	Company logo displayed	Company logo displayed
FPM Symposium reception Tickets to attend the FPM Symposium reception. Additional tickets can be purchased for \$A135pp.	2		
30 second video advertisement** Your video advertisement played once at the beginning of your chosen session. Subject to approval by the regional organising committee.	✓		
Push notification Access to two push notifications via the FPM Symposium online event platform and mobile app.	✓		
Gamification question*** One multiple choice question via QR code at booth.	✓	✓	✓

* 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 are able to 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 the evening of Friday 3 May 2024 at the Gallery of Modern Art. 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.
- 2 x 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 online event platform and mobile app:

- Online company profile – company logo, profile and link to website.
- Delegate engagement – Option for one-to-one online chats, video calls and pre organised meetings (onDemand delegates only).
- 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 content of the online platform for up to 12 months post the FPM Symposium
- Analytics shared post the event (subject to privacy laws).

Homepage banner

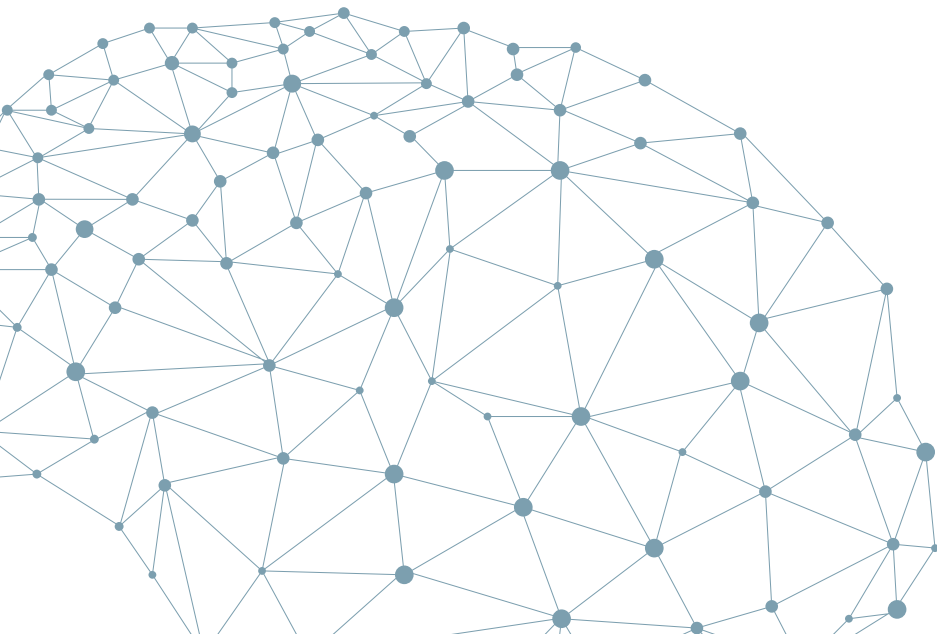
Investment of \$A850 (GST included)

An exclusive limited opportunity to feature on the homepage banner of the FPM Symposium online event platform.

Entitlements:

- Banner advert will feature on rotation throughout the FPM Symposium and be 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.
- Company logo to feature on rotating clickable banner in mobile app throughout the FPM Symposium.
- Analytics shared post the event (subject to privacy laws).

Please note that other FPM Symposium announcements and advertisements will also appear on the online event portal and mobile app throughout the meeting.



Sponsorship form

Contact details

Main contact name:

Company name:

Position:

Postal address:

State/postcode:

Phone:

Mobile:

Website URL:

Email:

Social media handles:

Products/services to be exhibited:

Sponsorship investment

Major
\$A12,000

Exhibitor and coffee cart sponsor
\$A6000

Exhibitor
\$A3000

30-second video advertisements
\$A600

Homepage banner
\$A850

Sponsorship total amount
\$A

Payment options

Upon confirmation of your booking the following payment options are available.

- Payment in full is due by Friday 24 November 2023 to secure your booking.
- Those applying after Friday 24 November 2023 will be required to pay in full immediately

I require a tax invoice to make payment.

I wish to pay by bank transfer.

Bank details will be supplied on your tax invoice issued with confirmation.

I would like to pay by credit card:

Visa MasterCard

** Please note all credit card payments will incur a 1% surcharge.*

Total payment: \$A

Amount to authorise: \$A

Card number:

Expiry date:

Card holder's name:



Terms and conditions of sponsorship and exhibition

1. The FPM Symposium may have more than one major sponsor.
2. The sponsorship packages including all artwork and advertising will be subject to organising committee approval and their decision will be final.

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 24 November 2023 will be liable for a \$200 administration fee.

Cancellations after Friday 24 November 2023 will receive no refund and will be liable for payment in full should it not have been received by the cancellation date. The 2024 regional organising committee 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.

I have read the cancellation policy and accept all of its conditions.

Name:

Organisation:

Signed:

Date:

ABN: 82 055 042 852 – Australian and New Zealand College
of Anaesthetists

FPM Symposium contact:

Ms Rebecca Hull

ANZCA Events Officer

Ph: +613 8517 5345

Please email this form to: rhull@anzca.edu.au