

# 12APFSSH/8APFSHT

12th Asian Pacific Federation of Societies for Surgery of the Hand & the 8th Asian Pacific Federation of Societies of Hand Therapists Triennial Meeting

11-14 March 2020 | Melbourne Convention and Exhibition Centre

## Partnership Opportunities



# 12APFSSH/8APFSHT



11-14 March 2020 | Melbourne Australia  
Hand Surgery and the Digital Revolution





# Invitation

It gives me great pleasure to invite you to participate in the 12th Asian Pacific Federation of Societies for Surgery of the Hand and the 8th Asian Pacific Federation of Societies of Hand Therapists triennial meeting to be held at the Melbourne Convention Centre from 11th -14th March 2020. This will be the second time the Australian Hand Surgery Society has hosted the APFSSH 20 years ago and ten years after we hosted the very successful International Federation of Societies for Surgery of the Hand meeting in 2007 in Sydney.

The conference will be held at the newly extended Melbourne Convention Centre at Southbank overlooking the Yarra river against the backdrop of the Melbourne skyline. Melbourne is consistently voted as one of the most liveable cities in the world making it an ideal destination for surgeons and therapists from all over the world to meet together, share ideas and to pick up new skills and ideas..

This is an exciting opportunity for our trade partners to reach surgeons from many varied countries, societies and health systems. To promote new products and technology to new markets and to further engage with established markets. Our theme of “Hand Surgery and the Digital Revolution” is an ideal forum to promote cutting edge technologies to an ever shrinking world.

To achieve this we have a state of the art display area adjacent to the scientific halls and breakout rooms. All morning and afternoon refreshment breaks and lunch breaks will be in the display area ensuring maximum exposure throughout the conference. A wide range of partnership opportunities are available to suite your particular requirements and to provide you with maximum exposure at a world class event.

On behalf of the organizing committee for the 12th APFSSH and 8th APFSHT I invite you to Melbourne in 2020 for an unparalleled experience.

**Anthony Berger**  
**Conference Convenor**

**Michael Sandow**  
**President AHSS**

# The Meeting

## Who will be there?

The Asian Pacific Federation of Societies for Surgery of the Hand includes member societies from all over the Asian Pacific Region and has been going strong since the first meeting in 1997 in Perth Australia.

Delegates to the conference come from all regions of the world despite being an Asian Pacific meeting. On past experiences of meetings of a similar size we would expect approximately 800 registrants from 35-40 countries. Delegates will come to this meeting with various levels of experience and both from highly developed and developing countries. Previous meetings run by the AHSS including the inaugural APFSSH conference and the IFSSH as well as smaller combined meetings with the American, Singapore and New Zealand Hand Surgery Societies have been very successful and well received. We have no doubt that this meeting will attract a large number of delegates attracted by high profile keynote speakers, a vibrant scientific program in a modern first class facility in the world's most livable city.

## Why Partner with APFSSH 2020?

### Delegate Development

Your company has the opportunity to benefit significantly from exposure to hand and wrist surgeons from around the Asian Pacific region and beyond in an informal yet informative environment away from the competition of everyday distractions. The delegates are attending as individual practitioners but also as representatives of their home hospitals and countries and wish to return with new ideas and tools to help in the care of their patients

### Benefits plus +

Your company's involvement, commitment and support for APFSSH 2020 will be widely acknowledged leading up to and during the Conference. To increase your visibility to the delegates it may be possible for you to customise a package.

### Exclusive brand exposure

There are many ways to give your brand prominence at the Conference. We offer a range of partnership packages, including but not limited to Conference App sponsorship, hosting a symposium or sponsoring a social event.

### Industry Collaboration

Gather your suppliers and sister companies together to reserve a co-branded partnership item or a prominent exhibition booth. This is a very cost-effective way to reach-out to surgeons from around the world.

### Customised packages

An option to discuss a tailor-made customised partnership package that promotes the benefits of your products and services in a unique way is available. The alignment of the Conference program to sponsor company products and services will deliver a meaningful connection to the delegates.

**Melbourne is consistently voted as one of the most liveable cities in the world making it an ideal destination**

# Partnership Opportunities

**A wide variety of Partnership opportunities have been designed for APFSSH 2020, each containing benefits that will ensure your organisation receives maximum exposure.**

All sponsorship and exhibition costs are inclusive of the 10% Australian Goods and Services Tax.

## Platinum Partnership

**\$75,000**

### Acknowledgments

- 36sqm of exhibition space
- Six complimentary sponsor registrations
- One full page advertisement in the Conference Program (subject to production deadlines)
- Acknowledgement as Platinum Partner during opening and closing address
- Logo on partner signage at Conference venue
- Logo in Conference Program (subject to production deadlines)
- Logo included on APFSSH 2020 electronic newsletters.
- Logo displayed prominently on the Conference website
- Logo displayed prominently within the Conference app
- One satchel insert in the Delegate Satchel Bag (size limited to A4 double sided, subject to committee approval)
- 100-word company profile in the Conference Program (subject to printing deadlines)
- Opportunity to place one company provided free standing pull up banner in the conference venue (2m high and 1m wide – location to be determined by the Conference Organising Committee)

**Platinum Partnership is limited to two opportunities and includes *one* of the following items:**

### Delegate Satchel

Every registered delegate will receive an official Conference satchel upon registration. The satchel is environmentally friendly, and we encourage re-use by delegates after the Conference has finished.

### Acknowledgments

- Logo in Conference Program (subject to production deadlines)
- Logo on Conference satchels (size and placement of logo will be at the discretion of the Conference Organising Committee)

### Meeting App

This is a unique investment opportunity for a leading edge organisation to partner with APFSSH 2020 to deliver a superior Conference app.

- The app will be used well in advance of APFSSH 2020 – ensuring pre-event marketing is optimised
- Marketing opportunities for the sponsor over a 6month period
- It's a great tool to link videos and articles directly to your website and collateral
- The app and its sponsor will be featured in the program—giving the sponsor double exposure in both digital and print.

### Acknowledgments

- Business branding uniquely integrated into base app design, namely app loading screen and main menu design
- Opportunity to place a banner advertisement on the home screen of the app
- Dedicated page within the app with the opportunity to showcase business information including the attachment of documents, links and videos
- Logo in Conference Program (subject to production deadlines)
- Logo on Conference Website

## Gold Partnership

\$50,000

### Acknowledgments

- 18sqm of exhibition space
- Three complimentary sponsor registrations
- One half page advertisement in the Conference Program (subject to production deadlines)
- Acknowledgement as Gold Partner during opening and closing address
- Logo on partner signage at Conference venue
- Logo in Conference Program (subject to production deadlines)
- Logo included on APFSSH 2020 electronic newsletters.
- Logo displayed prominently on the Conference website
- Logo displayed prominently on the Conference app
- One satchel insert in the Delegate Satchel Bag (size limited to A4 double sided, subject to committee approval)
- 50-word company profile in the Conference Program (subject to printing deadlines)

**Gold Partnership is limited to three opportunities and includes *one* of the following items:**

### Delegate Name Badges and Lanyard

Every registered delegate will receive an official Conference name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions.

### Acknowledgments

- Logo on Name Badge – Size and placement of logo will be at the discretion of the Organising committee
- Logo on Lanyard – Size and placement of logo will be at the discretion of the organising committee

### Lunchtime Symposium – two opportunities

#### Acknowledgments

- Opportunity to hold a 45min symposium session during a lunchbreak
- Room hire and standard audiovisual entitlements will be included.

- Content including title, speaker details and a brief synopsis of your proposed symposia is to be sent to the Conference Organising Committee for approval.

## Silver Partnership

\$25,000

### Acknowledgments

- 9sqm of exhibition space
- One complimentary sponsor registration
- One quarter page advertisement in the Conference Program (subject to production deadlines)
- One satchel insert in the Delegate Satchel Bag (size limited to A4 double sided, subject to committee approval)
- Acknowledgement as Silver Partner during opening and closing address
- Logo on partner signage at Conference venue
- Logo in Conference Program (subject to production deadlines)
- Logo included on APFSSH 2020 electronic newsletters.
- Logo displayed prominently on the Conference website
- Logo displayed prominently on the Conference app
- 25-word company profile in the Conference Program (subject to printing deadlines)

# Partnership Opportunities

## Educational

### Sponsored Breakfast Symposium:

**\$6,600**

#### Acknowledgments

- Opportunity to hold a 45min symposium session. This session can be held as a Breakfast or Lunchtime Symposium.
- Room hire and standard audio visual entitlements will be included. (Any additional audio visual requirements, speaker costs and food and beverage costs will be at the expense of your organisation)
- Content including title, speaker details and a brief synopsis of your proposed symposia is to be sent to the Conference Organising Committee for approval.

## Delegate Services

### Barista Station

**Three opportunities \$7,700 each**

Three barista zones will be located within the exhibition area for APFSSH 2020. Serving coffee and tea throughout the morning tea, afternoon tea and lunch breaks.

#### Acknowledgments

- Logo on Barista Zone signage
- Logo on sponsor signage at venue
- Opportunity to provide sponsor's cap, apron, cups and napkins for use on barista zone or by baristas (sponsor to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the barista zone (2m high by 1m wide, free standing)
- Logo in Conference Program (subject to production deadlines)
- Logo on Conference Website

*Please note: no other coffee machines/barista machines will be permitted within the exhibition area on exhibition stands*

### Reusable Water Bottle

**\$7,700**

Each registered delegate will receive one reusable water bottle of which they can fill up at water stations around the conference

Your logo will be included in one colour on the label of the bottle of water.

#### Acknowledgments

- Logo in Conference Program (subject to production deadlines)
- Logo on Bottled Water label
- Logo on Conference Website

### Juice Station

**\$7,700**

A juice station will be located within the exhibition area, serving fresh juice and smoothies during the morning tea, lunch and afternoon tea breaks

#### Acknowledgments

- Logo on Juice Station signage
- Opportunity to provide sponsor's cap, apron, cups for use on the juice station (sponsor to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the juice station (2m high by 1m wide, free standing)
- Logo in Conference Program (subject to production deadlines)
- Logo on Conference Website

*Please note: no other juice stations/machines will be permitted within the exhibition area on exhibition stands*

### Portable Device Charging Station

**\$5,500 each**

Charging Stations will be located within the exhibition where delegates can charge their laptops, ipads, and mobile phones.

#### Acknowledgments

- Naming rights to the Charging Station
- Logo on signage at the Charging Station

- Opportunity to place one company provided free standing pull up banner next to the Charging Station (2m high and 1m wide)
- Logo on Conference Website
- Logo in Conference Program (subject to production deadlines)

## Networking Zone

**\$5,500**

The opportunity to create your own corporate hub, within the exhibition area and with ease of access is available for sponsorship.

Branding acknowledgements will include the opportunity to theme the Networking Zone to your own corporate branding and includes one complimentary registration.

## Official Wi-Fi Partner

**Exclusive \$5,500**

All attendees expect to have easy access to internet, which is crucial to the attendee experience. Receive recognition at the Conference as the Official Wi-Fi Partner.

### Acknowledgments

- Acknowledgement as the official Wi-Fi Partner
- Company logo printed on wireless login instruction sheet
- Naming rights to the Conference wireless network
- Company Logo on the Conference website
- Company Logo in the Conference program book
- Company Logo on sponsor signage onsite at the Conference
- 40 word company profile, logo and contact details in the Conference program book
- Conference delegate list – an electronic list will be provided two weeks prior to and two weeks after the Conference. Excel format: name, organisation, state and email addresses (subject to privacy legislation)

## Program Booklet

**Exclusive \$5,500**

### Acknowledgments

- Acknowledgement as the Program Booklet Partner
- Company logo included in the program booklet alongside the Conference logo
- Full-page, advertisement in a premium position in the program booklet (artwork to be supplied by partner and sent to the Conference Organisers by specified deadline date)
- Company Logo on the Conference website
- Company Logo on sponsor signage onsite at the Conference
- 40 word company profile, logo and contact details in the Conference program book
- Opportunity to include one (1) insert in the Conference satchel – subject to committee approval (not including note pads and pens)
- Conference delegate list – an electronic list will be provided two weeks prior to and two weeks after the Conference. Excel format: name, organisation, state and email addresses (subject to privacy legislation)

## Note Pad and Pen

**\$4,400**

### Acknowledgments

- Logo on Note Pad – Placement of logo will be at the discretion of the organising committee
- Logo on Pen – Placement of logo will be at the discretion of the organising committee
- Logo in Conference Program (subject to production deadlines)
- Logo on Conference Website

# Partnership Opportunities

## Social

### Welcome Function

**Exclusive \$15,000**

Sponsorship of this event offers excellent branding and networking opportunities. The price of this evening is included in the delegate registration fee – a fact reflected in the strong attendance at this event.

#### Acknowledgments

- Logo in Conference Program (subject to production deadlines)
- Logo included on Welcome Function signage
- Logo on Conference Website
- Ten tickets to the Welcome Function
- Company logo on tickets to the Welcome Function
- Opportunity to have company provided banners displayed in Welcome Function venue

### Morning Tea and afternoon tea on one day

**Three opportunities \$4,400 each**

#### Acknowledgments

- Logo on Morning Tea and afternoon tea signage
- Logo in Conference Program against morning and afternoon tea break (subject to production deadlines)

### Lunch on one day

**Three opportunities \$7,700 each**

#### Acknowledgments

- Logo on Lunch signage
- Logo in Conference Program against lunch break (subject to production deadlines)

## Enhance Your Exposure

### App Insert

**\$2,200**

- One promotional PDF flyer to be placed onto the Conference App (size and content to be approved by the Conference Organising Committee)

### Advertisement in the Conference Program

- **Full Page \$2,200 including GST**
- **Half Page \$1,100 including GST**





# Exhibition Opportunities

**The APFSSH 2020 Conference Organising Committee will be hosting a trade exhibition to coincide with the Conference. The exhibition is a major component of the Conference and will feature the most up to date information and products available.**

The Conference Program has been designed to maximise the opportunity for delegates to visit the exhibition. All refreshment breaks will be located within the exhibition area and this will be the primary networking arena for delegates, sponsors and exhibitors.

## **Exhibition Booth**

**\$8,800**

- 9 sqm of exhibition space
- Carpeted floor
- Back and side walls
- Company name on fascia over each open side
- Two spotlights
- One standard power outlet
- Two exhibitor registrations per booth

## **General Information**

- Exhibitor personnel passes include morning and afternoon refreshment, lunch and a copy of the Conference Program.
- Exhibitor personnel passes do not provide Conference Registration and therefore do not grant access to the core Conference Program.
- Priority of placement within the exhibition will be sold in accordance with the date of application receipt.
- The Organisers reserve the right to alter the floor plan or sponsorship/exhibition offerings as circumstances dictate.
- An exhibition manual containing information on move in and out times will be distributed to exhibitors and sponsors in 2020.

## **Conditions Of Payment**

Payment of a 25% deposit is required upon confirmation of your sponsorship and exhibition selections. 25% of the balance owing will be due 12 months prior to the event commencing.

The remaining 50% will be due 6 months prior to the event commencing.

This will enable payments over multiple financial years.

Failure to pay your sponsorship and exhibition invoice may result in your sponsorship item or exhibition stand being released for sale.

## **Further Information**

**APFSSH 2020 Sponsorship and Exhibition Secretariat**

**Shelley Turner**

**APFSSH 2020 Manager, Sponsorship and Exhibitions**

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