



CICM 2019 ASM

# TRAUMA

## *A Crash Course*

CAIRNS  
CONVENTION CENTRE

6-9 JUNE 2019

TRAINEE SYMPOSIUM  
AND ICU UPDATE  
THURSDAY 6 JUNE

ASM  
FRIDAY 7 – SUNDAY 9 JUNE

SPONSORSHIP & EXHIBITION  
OPPORTUNITIES

[www.cicm-asm.org.au](http://www.cicm-asm.org.au)

THE COLLEGE OF INTENSIVE CARE MEDICINE  
OF AUSTRALIA AND NEW ZEALAND

# WE INVITE YOU TO JOIN US AT OUR 2019 MEETING

CICM 2019 ASM will undoubtedly deliver an outstanding experience and a unique opportunity for sponsors and exhibitors alike. The exhibition is an integral element of the ASM and will provide valuable networking and education opportunities for your company.

The exhibition will be fully integrated into the Conference Program with Friday Welcome Function and all catering breaks served in the exhibition hall. An offsite Thursday Social Function is planned, and we invite our sponsors and exhibitors to attend.

The exhibition provides you with the valued opportunity to engage one on one with new and existing contacts, promoting and demonstrating the products and services you offer to the Intensive Care field.

The theme for the meeting is Trauma – a leading cause of preventable deaths and injury in the developed world, and as such, is sure to attract a broad attendance by intensive care doctors and other specialists across Australasia. Since trauma brings together diverse and multidisciplinary teams, invited speakers will be sourced broadly from varied medical specialties. Speakers include leading specialists in intensive care, surgery, haematology, radiology, prehospital and retrieval physicians as well as international speakers from the United Kingdom and North America.

This diverse program offers companies the opportunity to promote a diverse range of products and services whilst mingling with attendees in the relaxed tropical atmosphere for which Cairns is renowned.

Following on from a very successful 2018 meeting, we expect demand to be high, so we ask you to review the following opportunities and act quickly to guarantee your chosen sponsorship and exhibition space and to maximise your investment through promotion of your organisation in the pre-conference marketing. Consideration will be given to tailoring a package to best suit your marketing needs.

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## HOST CITY AND CONFERENCE VENUE

Cairns... Our chosen destination for the CICM 2019 ASM

Situated at the heart of Tropical North Queensland, Cairns is surrounded by breathtaking beauty and blessed with a relaxed tropical climate and laidback atmosphere. There are over 600 tours to choose from – visit tropical rainforests, dazzling reefs, palm fringed islands and beaches, or travel to the alluring outback. Take time out to visit where two magnificent World Heritage areas meet – the Great Barrier Reef and the Daintree National Park, enjoy a cocktail overlooking the ocean at the multitude of beaches, or seek a cultural experience at Tjapukai Cultural Park and local galleries. Relax, sit back, and enjoy what the Cairns region has to offer.



## OUR VENUE

The Cairns Convention Centre, on the waterfront, will host the 2019 ASM. This spacious venue with state-of-the-art facilities has twice won the World's Best Congress Centre. It is conveniently located within walking distance of 7000 hotel rooms. Exploration is easy – the venue is a short stroll to the Lagoon, Esplanade, and the buzz of the local bars, restaurants and galleries in the city centre.



## PRE-CONFERENCE PROGRAMS

Thursday June 6th

### CICM TRAINEE SYMPOSIUM

The CICM Trainee Symposium is an inspiring and educational day specifically for (and designed by) our trainees. With a stellar line up of speakers, it promises to bring the latest research and best practice through high quality succinct presentations. The program also encompasses a diverse range of non-clinical sessions of relevance to trainees at all stages.

### CICM ICU UPDATE

The ICU Update is a well-established and highly attended meeting for our College Fellows and other specialists. With attendance of 120+ delegates, the ICU Update has a reputation for its strong plenary and workshop-based program, bringing the latest developments in ICU for our new and experienced Fellows.

## ASM SCIENTIFIC PROGRAM

Friday 7th – Sunday 9th June

The ASM Program will feature mechanical and medical methods of haemostasis, range from high-tech hybrid operating theatres to austere environments, travel from prehospital to military and disaster medicine as well as provide a whirlwind top-to-toe tour of trauma updates. Travelling from North America and the United Kingdom to be our guests are Professor Lena Napolitano (critical care surgeon, University of Michigan Hospital), Associate Professor Chad Ball (Surgeon, University of Calgary) and Dr Nicola Curry (Haematologist, Oxford University Hospital). With such a diverse range of topics, the program is sure to appeal broadly and offer lessons translatable to broader intensive care practice.

## SOCIAL PROGRAM

To compliment the outstanding scientific program, an impressive social program will be developed to ensure participants have a chance to relax, network and enjoy the delights Cairns has to offer. Our Thursday Networking Function will be offsite where exhibitors and delegates can socialise in an informal and relaxed atmosphere. The Friday Night Welcome Function will be held within the exhibition space, offering another opportunity to network and build your business. All catering breaks will be held within the exhibition area for maximum delegate interaction.

We will incorporate a competition to enhance and encourage the important relationship between our doctors and our valued sponsors and exhibitors.

## AUDIENCE

The audience for our Trainee Symposium, ICU Update and the ASM will be a mix of CICM Trainees, Fellows and Non-Intensive Care Specialists, including, Haematologists, Radiologists, Surgeons, Retrieval Specialists and Students.

There are 3 individual programs that are designed to benefit and attract the professionals of today and those of the future.

Our previous meeting attracted delegates from across Australia and New Zealand with representation from all states and territories. International guests were drawn from 10 different countries with delegates traveling from United States, Singapore, China, Fiji, India, the United Kingdom, Ireland and Germany.

## MARKET REACH

The 2019 ASM will be marketed through a variety of different mediums to ensure maximum exposure for your organisation. Avenues for marketing include:

### CONFERENCE WEBSITE

A dedicated website will be updated continuously in the lead up to the event providing the most up to date information on the program, speakers, social program, sponsors and exhibitors.

### E MARKETING

Direct email broadcasts are distributed regularly throughout the year and particularly in the lead up to the ASM.

The email broadcasts include updates such as program announcements, registration opening, social program information, newly confirmed sponsors, exhibitors and more.

### TWITTER & FACEBOOK

Will provide regular promotion and updates for all ASM related material including International Speakers and program information, sponsors and exhibitors and social program details.

Twitter is widely used onsite and generates hours of conference exposure to not only attendees but to colleagues during and after the event.

### ADVERTISING

In addition, promotional material will be presented in Journals, Association Websites, printed material, other related conferences & member associations.

## WHY BE INVOLVED

- » Participate in a recognised International event, bringing together experts in the field of trauma surgery and ICU.
- » Increase brand awareness and exposure for your organisation via a variety of marketing mediums.
- » Gain significant brand exposure to over 350+ Intensive Care Fellows & Trainees from Australia and abroad.
- » Gain exposure to a number of non-ICU Specialist from Australia and Abroad.
- » Have a captive audience away from the everyday distractions.
- » Develop business connections and strengthen relationships through face to face engagement.
- » Exhibit and generate new leads, develop your brand or launch a new product.
- » Stay abreast of current developments in the Intensive Care profession and find out how your organisation can assist.

# PLATINUM SPONSOR

\$27,500 (INC GST)

(2 OPPORTUNITIES)

We invite you to take up one of the two Platinum Sponsorships and partner CICM in 2019.

## PLATINUM SPONSORSHIP INCLUDES

- » Platinum Sponsorship of the ASM Plus
- » Platinum Sponsorship for one of the two pre-conference events (Trainee Symposium or the ICU Update – see below for further information)
- » Espresso Machine on your stand with Barista and all consumables for the duration of the Exhibition.
- » 2 Exhibition Stands in a prime location with a discount of 25% on any additional booths.
- » 4 Exhibition Staff Passes to include the Thursday & Friday night social functions, all catering during the pre-conference and the ASM.
- » 2 Complimentary Registrations to attend your chosen pre-conference Event and the ASM, including all social functions.
- » All additional benefits as listed below.

Please select one of the two pre-conference events.

### OPTION 1: CICM TRAINEE SYMPOSIUM

An inspiring and educational day specifically for (and designed by) our trainees, we anticipate a strong attendance at our Trainee Symposium in Cairns. With around 100 Trainees in attendance, we invite you to sponsor what has become a well-known and important event for our future leaders.

### OPTION 2: CICM ICU UPDATE

The ICU Update is an event highly regarded on the calendar for College Fellows and other specialists. The update has a reputation for its strong plenary and workshop-based program, providing up to date research and developments within the intensive care field. With attendance of 120 + delegates, we invite you to take up this opportunity to sponsor the CICM 2019 ICU Update.

Both sponsorship opportunities include the items listed below.

### ESPRESSO MACHINE & CONSUMABLES

Espresso machine & barista will be on your stand for the duration of the exhibition. (Excluding evening functions).

- » Consumables for espresso bar.
- » Opportunity to provide branded caps/T-shirt for your barista to wear for the entire event.

(All branded items need to be approved by the Cairns Convention Centre).

## ADDITIONAL BENEFITS

- » The Chairperson of your chosen pre-conference event and the ASM will acknowledge your company as the Platinum Sponsor of their conference and the ASM at the beginning and end of the event.
- » Company logo will be displayed on the lectern sign & power point slides at your sponsored pre-conference event and the main plenary of the ASM.
- » Company video can be played during the breaks and before the beginning of each session in your selected pre-conference.
 

*(Sponsor must supply video in correct format at least 1 month prior to the event).*
- » Company logo and acknowledgement as a Platinum Sponsor in all electronic marketing.\*\*
- » Company banner can be displayed in the event plenary room of your sponsored pre-conference selection and the ASM main plenary hall.
- » Company logo on all onsite printed signage.
- » Company logo and acknowledgement as our pre-conference & ASM Platinum Sponsor will be listed on the conference website, with a hyperlink to your company website.
- » A 100-word company profile to be listed on the conference website and the sponsors section of the conference handbook.
- » A 50-word profile in the exhibition section of the conference handbook.
- » One A5 Advertisement in a prime location in the conference handbook.
 

*(Artwork to be supplied by sponsor, deadlines to be advised, placement of the ad at the ASM organisers discretion).\*\**
- » Company Logo as our Platinum Sponsor in all e-marketing.
- » Delegate list provided 2 weeks prior to the event.
 

*(Delegate list will contain Name, Organisation, Email and State of those who have elected to have their information included).*

\*\* Company branding in the ASM e-marketing and brochures is determined by your confirmation of sponsorship prior to print deadlines. It is recommended that you confirm your sponsorship as early as possible to maximize all exposure at the 2019 ASM.

**There are 2 Platinum opportunities – all inclusions will include both companies branding.**

# GOLD SPONSORSHIP

\$15,500 (Inc GST)

## BREAKFAST MASTERCLASS (4 OPPORTUNITIES)

As part of the official scientific program, four sponsored breakfast sessions will be held on Saturday 8th June. Breakfast Masterclasses are always extremely popular with delegates, this opportunity provides your organisation the chance to engage with delegates from the start of the day. Delegates will be required to pre-register for each breakfast (limited to 40 delegates). A continental breakfast will be provided to participants. These sponsorship opportunities are sought after and fill quickly. The organising committee welcome your expression of interest in providing suitable topics and speakers for these breakfasts.

(Please note all topics and speakers require approval of the Organising committee).

### PACKAGE INCLUDES:

- » Room and standard AV for the duration of the breakfast masterclass (40 Max)
- » Continental breakfast provided to delegates.
- » 1 Exhibition booth in a prime location. Additional booths at a discounted rate of 25%.
- » 5 company representatives to attend the Breakfast Masterclass
- » 2 Exhibition Staff Passes to include the Thursday & Friday night social functions, all catering.
- » Advertising of your support of the Breakfast Masterclass in e-marketing and registration until fully booked.
- » Company logo will be displayed on the lectern sign & power point slides at your Breakfast Masterclass.
- » Company logo and acknowledgement as a Breakfast Masterclass Sponsor in all electronic marketing.\*\*
- » Company banner can be displayed in the room of Breakfast Masterclass
- » Company promotional material can be provided for your Breakfast Masterclass  
(Sponsor to provide all marketing material and bring onsite.)
- » Company logo on all onsite printed signage. (Excluding main pre-conference and main plenary lecterns)
- » Company logo and acknowledgement as the Breakfast Masterclass Sponsor will be listed on the conference website, with a hyperlink to your company website.
- » A 100-word company profile to be listed on the conference website and the Sponsors section of the conference handbook.
- » A 50-word profile in the exhibition section of the conference handbook.
- » Delegate list of your breakfast session provided 1 month prior to the event.
- » Delegate list provided 2 weeks prior to the event.  
(Delegate list will contain Name, Organisation, Email and State of those who have elected to have their information included).

To ensure the Breakfast Masterclass is included in the conference registration. The session must be confirmed by 10 December 2018.



# SILVER SPONSORSHIP

\$12,000 (Inc GST)

## SOCIAL FUNCTIONS (1 OPPORTUNITY)

In 2019 we would like to invite your company to sponsor two of our major social events. Thursday Networking Drinks and Friday Welcome Function.

Thursday June 6th will be an offsite event at one of Cairns popular venues. Within a short walk from the Convention Centre, the venue will offer the finest food and beverages as delegates arrive, relax and network. All delegates, exhibitors and sponsors are welcome to attend the first social event of the meeting.

Friday June 7th, we return to the Convention Centre to host the Welcome Function within the exhibition halls. In typical relaxed Cairns fashion, we aim to provide an evening that will tantalise tastebuds and bring a little energy to the event.

### PACKAGE INCLUDES:

- » 4 Company Banners can be placed throughout the space at both venues
- » Venue staff at the Cairns Convention Centre to wear T shirts and/ or Caps for the Welcome Function. *Sponsor to supply T Shirts and Caps.*
- » 100 Word company profile and logo in the conference handbook as the Silver Sponsor.
- » 1 Exhibition booth: *(See exhibition floor plan for reserved sponsor booths)*
- » 2 Exhibitor passes for staff to attend your stand, including morning tea, afternoon tea, lunch and both Thursday and Friday Social Events
- » 2 Additional tickets for your staff to attend the Thursday and Friday Social Events
- » Company logo on all onsite printed signage, *(excluding lectern signage).*
- » Company logo and acknowledgement as the Silver Sponsor in all electronic marketing.\*\*
- » 100 Word company profile in the sponsors section of the conference handbook.
- » 50 Word profile in the exhibition section of the conference handbook.
- » 100 Word profile and company logo on sponsor page of the conference handbook.
- » Company logo will be displayed on the sponsor slide during ASM Session breaks and before sessions commence.
- » Delegate list provided 2 weeks prior to the event.

*(List will contain Name, Organisation, Email and State of those who have elected to have their information included.)*



# BRONZE SPONSORSHIP

\$8,800 (Inc GST)

## CONFERENCE HANDBOOK & POCKET PROGRAM

All delegates receive the Conference Handbook and Pocket Program. The handbook includes the Conference program including the pre-conference meetings (*Trainee Symposium and ICU Update*) all Speakers, Abstracts, Sponsorship, Exhibition and Social Events.

The Pocket Program is a quick reference guide to sessions.

### PACKAGE INCLUDES

- » Company logo on the front cover of the conference handbook.
- » Company logo on the front cover of the pocket program.
- » 1 A5 full colour advertisement on the inside front cover of the conference handbook.  
*(Finished Artwork to be supplied by sponsor, print deadlines to be advised).*
- » 1 Exhibition booth: *(See exhibition floor plan for reserved sponsor booths)*
- » 2 Exhibitor passes for staff to attend your stand, including morning tea, afternoon tea, lunch and Thursday and Friday night social functions.
- » Company logo on all onsite printed signage, *(excluding lectern signage).*
- » Company logo and acknowledgement as the Bronze Sponsor in all e-marketing.\*\*
- » 100 Word company profile in the sponsors section of the conference handbook.
- » 50 Word profile in the exhibition section of the conference handbook.
- » 100 Word profile and company logo on sponsor page of the conference website.
- » Company logo will be displayed on the sponsor slide during ASM Session breaks and before sessions commence.
- » Delegate list provided 2 weeks prior to the event.  
*(List will contain Name, Organisation, Email and State of those who have elected to have their information included).*

# ADVERTISING SPONSOR

FULL PAGE \$1,100 / HALF PAGE \$550 (Inc GST)

### LIMITED ADVERTISING OPPORTUNITIES AVAILABLE.

Advertise your company in the Conference Handbook that is issued to all attendees at the conference.

- » Only 2 Full Page Colour & 2x ½ Page Advertisements opportunities available.
- » Exposure in the conference handbook is determined by confirmation of sponsorship and full payment by the payment deadline as indicated below.
- » Position in the publication will be determined by the Organising Committee.
- » Sponsor to supply print ready artwork in line with print deadlines.
- » Advertising specifications will be advised closer to the meeting.







## EXHIBITION OPPORTUNITIES

**\$5,500 (Inc GST)**

The 2019 ASM Exhibition is a major focal point of our meeting. Conveniently located in the Halls C & D of the Cairns Convention Centre, the exhibition area will be the hub for networking face to face with our intensivists, away from day to day distractions. The Exhibition will be fully integrated into the Conference Program with Friday Welcome Function and all catering breaks served in the exhibition hall. An offsite Thursday Social Function is planned, and we invite our exhibitors to attend.

With record numbers at our 2018 ASM, we hope to continue with the buzz of our established meeting, book early!

### EXHIBITION BOOTH INCLUSIONS

OCTANORM MODERN 3x3 BOOTH in White Melamine

1 x Curved Corner Fascia Sign with Company Name

1 x 4 amp power supply – *(subject to available power on site)*

1 set dual 60watt spotlights *(directional)*

- » Company logo and hyperlink to your company website displayed on the conference website.
- » 50 Word company profile, contact details and logo in the conference handbook.
- » 2 Staff passes to the exhibition area per booth – includes morning and afternoon tea, lunch and both social functions within the exhibition area.
- » Delegate list: this will be provided one week from the event.  
*(List will contain Name, Organisation, Email and State of those who have elected to have their information included).*

*\*\*Company branding in the ASM e-marketing and brochures is determined by your confirmation of exhibition and sponsorship prior to print deadlines. It is recommended that you confirm your attendance as early as possible to maximize all exposure at the 2019 ASM.*



# FLOOR PLAN

## EXHIBITION MOVE IN & OUT

Move In: Wednesday 5th June

Move out: Saturday 8th June (4.30pm onwards)

## EXHIBITION OPEN DAYS

Thursday 6th June to Saturday 8th June

## PROGRAM SCHEDULE

The exhibition will open on Thursday 6th June and will close on Saturday 8th June. The ASM program will run on Sunday the 9th of June for ½ day, however as in previous years, the Exhibition is NOT open on Sunday 9th June due to decreased numbers of attendees and ½ day program.

The Trainee Symposium and the ICU Update will be held on Thursday 6th June with the ASM Program commencing on Friday 7th June. As Exhibitors, you will have the opportunity to develop your business with delegates from all 3 meetings. The programs will be displayed on the conference website in the coming months.



# BOOTH DESIGN



[www.asm.cicm.org.au](http://www.asm.cicm.org.au)



THE COLLEGE  
OF INTENSIVE  
CARE MEDICINE  
OF AUSTRALIA  
AND  
NEW ZEALAND

## CICM CONTACT

**All sponsorship and exhibition enquiries to:**

**Stephanie Gershon**  
*Conference Organiser*

**College of Intensive Care Medicine  
of Australia and New Zealand**

Suite 101, 168 Greville Street  
Pahran Vic 3181  
Ph: 03 9514 2888  
Fax: 03 9533 2657  
Email: [stephg@cicm.org.au](mailto:stephg@cicm.org.au)

## CONTACT DETAILS

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

## SPONSORSHIP *(Inclusive of GST)*

<input type="checkbox"/>	Platinum Sponsor	\$27,500
<input type="checkbox"/>	Gold Sponsor	\$15,500
<input type="checkbox"/>	Silver Sponsor	\$12,000
<input type="checkbox"/>	Bronze Sponsor	\$8,800

## ADVERTISING

<input type="checkbox"/>	Full Page	\$1100
<input type="checkbox"/>	Half page	\$550

## EXHIBITION *(Inclusive of GST)*

Please indicate your preferred booth number with a second preference.  
All bookings are on a first come first serve basis.

1st Preference \_\_\_\_\_ Booth No

2nd Preference \_\_\_\_\_ Booth No

## TERMS & CONDITIONS

- All sponsorship and exhibition requests must be received on an official application form.
- 25% deposit of total sponsorship / exhibition cost is due when submitting the application. The final amount is due by March 30th 2019, unless previously organised with the College.
- Each exhibition booth will receive 2 Staff Passes as part of their entitlements. Staff changes must be made prior to March 30th 2019.
- The acceptance of the application sponsorship/exhibition booth at the ASM 2019 will be effective upon written acceptance from CICM.
- Sponsorship & exhibition applications received will be handled on a first-come, first-served basis.
- Should the nominated booth not be available, CICM will endeavour to provide the exhibition space as close to your selected location.
- The exhibitor must comply with all terms outlined in the Exhibition Manual, which will be received by exhibitors no more than 1 month prior to the event.
- The organiser is permitted to change the floor plan of the exhibition if necessary.
- In the event the sponsor/exhibitor cancels their participation at the Conference, the organising Committee reserves the right to retain all monies until such time the sponsorship or exhibition is resold. Any booth or sponsorship package cancelled after Jan 10th 2019 will not be refunded, thus 100% forfeited.
- Company branding in the Conference e-marketing and brochures is determined by your confirmation as a sponsor prior to print deadlines. It is recommended that you confirm your sponsorship as early as possible to maximize all exposure at the 2019 Event.
- All signage and banners should be of a professional standard.
- All banners and artwork are to be supplied by the sponsor and received by the deadline provided.
- All exhibition booths must be manned by organisation representatives during all breaks and the Friday Welcome Function.
- Custom design stands must be approved by the CICM Conference Organiser, NQ Exhibitions and the Cairns Convention Centre prior to build.
- Organisation representatives are required to be registered as an Exhibitor for the Conference
- Additional company representatives (in excess of two per booth) will be required to register and pay the additional exhibitor registration.
- All exhibitors/sponsors must abide by the regulations of the Cairns Convention Centre.
- Any damage done to the Exhibition Booth is the responsibility of the Exhibitor and must be paid for by the Exhibiting Company.

## METHOD OF PAYMENT

Electronic Transfer: Please insert your company name as a reference when making the deposit. Email a copy of remittance to [stephg@cicm.org.au](mailto:stephg@cicm.org.au)

**Account name:** College of Intensive Care Medicine of Australia & New Zealand.

**BSB:** 013423 **Account:** 4771-38496

## CREDIT CARD

Visa Card  Master Card

Credit Card Number

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CVV

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Expiry date \_\_\_\_\_ / \_\_\_\_\_

Card holder's name \_\_\_\_\_

Signature \_\_\_\_\_

## CORRESPONDENCE

All sponsorship and exhibition enquiries to:

**Stephanie Gershon**

Conference Organiser

**College of Intensive Care Medicine of Australia and New Zealand**

Suite 101, 168 Greville Street

Prahran VIC, 3181

Phone: 03 9514 2888

Email [stephg@cicm.org.au](mailto:stephg@cicm.org.au)