

*Meeting Challenges and
Shaping the Future*

Sponsorship Prospectus

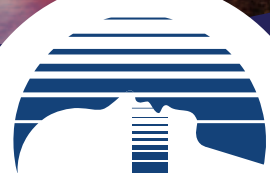


13TH INTERNATIONAL SPARK OF LIFE (SOL) CONFERENCE **2023**



Thursday 1 – Saturday 3 June 2023

Brisbane Convention and Exhibition Centre



AUSTRALIAN
RESUSCITATION
COUNCIL

resus.org.au/conferences



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Meeting Challenges and Shaping the Future

Company Invitation

On behalf of the Australian Resuscitation Council (ARC), we have great pleasure inviting you to register for the 13th Spark of Life Conference to be held on 1 - 3 June 2023 "Meeting Challenges and Shaping the Future" at the Brisbane Convention & Exhibition Centre.

The conference program will cover many topics including, First Aid, Basic Life Support, Paediatric Life Support, Neonatal Life Support, Advanced Life Support and Education & Implementation and will include a number of overseas keynote speakers as well as many Australasian invited speakers.

If you require further information, please do not hesitate to contact the appointed professional conference organisers, RACS as detailed below:

Conferences & Events Management
c/o Royal Australasian College of Surgeons

E: arc@surgeons.org

T: +61 3 9249 1248

We look forward to seeing you there!



Professor Peter Morley
National Chair, ARC



Mrs Carol Carey
Conference Convener



Australian Resuscitation Council (ARC)

The Australian Resuscitation Council (ARC) is a voluntary co-ordinating body which represents all major groups involved in the teaching and practice of resuscitation. The ARC is sponsored by the Royal Australasian College of Surgeons (RACS) and the Australian and New Zealand College of Anaesthetists (ANZCA).

The ARC produces guidelines to meet its objectives in fostering uniformity and simplicity in resuscitation techniques and terminology. Guidelines are produced after consideration of all available scientific and published material and are only issued after acceptance by all member organisations. This does not imply, however, that methods other than those recommended are ineffective.

ARC Executive Committee

- Professor Peter Morley (National Chairman)
- Professor Michael Parr (Deputy Chairman)
- Professor Helen Liley (Secretary)
- Dr Finlay Macneil (Treasurer)



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ARC Member Organisations

The ARC member organisations include the following:



Advanced Paediatric
Life Support



Australian College of Nursing



Australian Government
Defence



ANZCA
FPM



Australasian College of
Paramedicine



Australian
Red Cross



Cardiac Society of Australia and New Zealand



Heart
Foundation



RACGP

Royal Australian College of General Practitioners



RACP
Specialists. Together



Royal Australasian
College of Surgeons



ROYAL LIFE SAVING
AUSTRALIA



St John





Why Should You Be Involved?

Involvement with the ARC Conference 2023 provides your company / organisation with access to clinicians and health professionals across our twenty member organisations from Australia, Aotearoa New Zealand, South-East Asia, Europe, United Kingdom, United States of America, and other countries. It is estimated that up to 90 per cent of delegates will be from Australia and Aotearoa New Zealand, the remaining attendees from other countries.

Due to the ongoing pandemic and government restrictions, we cannot guarantee or anticipate an approximate number of physical delegates. The health and safety of our delegates and industry is our highest priority. The attendance number and maximum capacity will be guided by government and venue restrictions and/or recommendations.

Involvement will provide your company with:

- Direct access to national markets
- Recognition of your support of education and collaboration in the fields of resuscitation and first aid
- Opportunity to meet leaders in the fields of in hospital and out of hospital resuscitation and first aid.
- Exhibition time during delegate breaks over three conference days
- Opportunity to increase your client base
- Maintenance of existing client relationships
- Opportunities to demonstrate and display your products at your booth in the industry exhibition

ARC Conference Marketing Communications Strategy

The comprehensive marketing communications plan encompasses:

- Provisional program distributed electronically to all members of the ARC and affiliated organisations.
- Regular promotion on ARC social media accounts Facebook, Twitter, and LinkedIn
- Promotional support from member organisations to members through online website listings and newsletters
- Conference promoted on international societies / associations websites



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Program at a Glance *(subject to change)*

Cocktail Reception

A Cocktail Reception will be held on Thursday 1 June 2023 in the exhibition area at the Plaza Auditorium, Brisbane Convention and Exhibition Centre, from 6:00pm – 8:00pm.

Friday 2 June 2023	
Session 1 8:30am – 10:00am	Plenary Session I
10:00am - 10:30am	Morning Tea with the Industry
Session 2 10:30am - 12noon	Plenary Session II
12noon - 1:30pm	Lunch with the Industry plus Poster Presentations
Session 3 1:30pm - 3:00pm	Concurrent Free Paper Sessions
3:00pm - 3:30pm	Afternoon Tea with the Industry
Session 4 3:30pm - 5:00pm	Breakout Sessions: 1. First Aid / BLS / pre-hospital 2. Paediatric / NLS 3. ALS / in-hospital
Evening Function 7:30pm – 10:30pm	Conference Dinner

Saturday 3 June 2023	
Session 1 8:30am – 10:30am	Plenary Session III
10:30am – 11:00am	Morning Tea with the Industry
Session 2 11:00am – 12:30pm	Breakout Sessions: 1. First Aid / BLS / pre-hospital 2. Paediatric / NLS 3. ALS / in-hospital
12:30pm - 1:15pm	Lunch with the Industry
Session 3 1:15pm - 2:15pm	Concurrent Sessions Neonatal/BLS/FA
Session 4 2:15pm - 3:30pm	Breakout Sessions: 1. First Aid / BLS / pre-hospital 2. Paediatric / NLS 3. ALS / in-hospital
3:30pm – 4:00pm	Afternoon Tea with the Industry
Session 5 4:00pm – 5:30pm	Plenary Session IV



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Sponsorship Opportunities (All amounts are payable in AUD and are inclusive of GST)

Major Sponsor Packages

As major partners of this conference, your company/organisation will be acknowledged as a prime supporter of the ARC Spark of Life Conference 2023.

Sponsor Benefits	Platinum Sponsor <i>(exclusive)</i>	Major Sponsors	Sponsors
Cost	\$60,000.00	\$50,000.00	\$12,000.00
Prime Exhibition Space	6m x 4m Booth	6m x 3m Booth	3m x 2m Booth
Exhibition registrations including access to scientific sessions, lunches, morning/ afternoon teas (as applicable)	8 <i>(with option to purchase more)</i>	6 <i>(with option to purchase more)</i>	2 <i>(with option to purchase more)</i>
Tickets to attend the Conference Dinner on Friday 2 June 2023	10	10	-
Company logo and acknowledgement on the sponsors page in the provisional program*	✓	✓	✓
Company logo on conference website homepage with a link to your company website	✓	✓	✓
A company profile (approx. 250 words) in the provisional program*	✓	✓	✓
Company profile displayed on the conference website (all inclusions as per the standard exhibition package).	✓	✓	✓
Company logo and acknowledgement as Platinum Sponsor on the front page of the provisional program*	✓	-	-
Company logo on all correspondence sent to registered delegates in the leadup to the conference	✓	-	-
Company logo on the footer of the conference website	✓	-	-
Colour advertisement in the provisional program*	Two (2) x Full Page	Two (2) x Full Page	One (1) x Full Page
Colour advertisement in the final program	Two (2) x Full Page	Two (2) x Full Page	One (1) x Full Page
Recognition as Platinum Sponsor at key events at the Conference	✓	-	-
Recognition as a Major Sponsor at key events at the Conference	-	✓	-
Delegate circulation list including name and state / country (where release of details has been granted) provided once after the closure of early registration and again immediately prior to the Conference	✓	✓	✓
Company logo and acknowledgement on the main holding slides throughout the sessions	✓	✓	-

**Inclusion subject to time of receipt of payment*



Additional Sponsorship Opportunities

Cocktail Reception Sponsor (exclusive opportunity)

\$20,000.00 incl. GST

Benefits:

- Naming right for the cocktail reception
- Recognition as Sponsor at the Cocktail Reception
- *Company acknowledgement in the provisional program
- *Company acknowledgement on the conference website
- Company acknowledgement in the final program

**Inclusion is subject to time of receipt of payment*

Conference Dinner Sponsorship (exclusive opportunity)

Opportunity exists for companies to support the conference dinner scheduled for Friday 2 June 2023. Arrangements and costs may be discussed and negotiated directly with the organising committee. Please contact the Conference Organiser for discussion.

Note: sponsorship commitment at the dinner does not provide companies access to the ARC Spark of Life Conference 2023. Conference sponsorship is separate from the dinner sponsorship.



Exhibition Package

\$3,850.00 incl. GST

The exhibition will be an integral part of the Conference and will give your company access to key professionals in the fields of first aid and resuscitation.

Inclusion	3m x 2m Booth
Industry exhibitor registration (transferrable) including: <ul style="list-style-type: none"> • Access to non-ticketed scientific sessions / activities • Access to industry exhibition including daily morning and afternoon tea and lunch as applicable 	1
Opportunity to purchase additional exhibitor registration at the discounted rate of A\$250.00 incl. GST	2**
Tickets to the Welcome Reception, Thursday 1 June 2023	2
*Acknowledgement as an exhibitor in the provisional and conference website	✓
Delegate circulation list including name and state / country (where release of details has been granted) provided once after the closure of early registration and again immediately prior to the Conference	✓

**Inclusion is subject to time of receipt of payment*

***Additional exhibitor registration is limited at a maximum of two per company.*

Exhibition Booth Specifications

Walls	2.4m high Velcro compatible frontrunner fabric covered walls Colour options – black or royal blue (subject to availability)
Fascia	Digital print fascia name board signs featuring single colour lettering on a white background
Lighting	2x 120watt spotlights per 3m x 2m (6m ²) booth Lights are mounted behind the front fascia panel
Power	1 x 4amp power point per 3m x 2m (6m ²) booth Power points are mounted along the base of the rear wall

Please note: Pins, staples, screws, nails, bolts, paint or double-sided adhesive tape are not permitted to be used.

Exhibition Floor Plan

Delegate catering breaks (morning tea, lunch and afternoon tea) will be held in the industry exhibition. The exhibition area will be in the Plaza Auditorium Foyer from Friday 1 - Saturday 2 June at the Brisbane Convention and Exhibition Centre (the Venue).

A floor plan is currently being drawn up, in consultation with the Venue. Companies will be notified once the floor plan is available to make selections.

Exhibition booths will be allocated at the discretion of the organising committee and subject to availability at the time of application. Sponsors and exhibitors will be advised of their booth allocation/s on 28 February 2023.



Company Representative Registrations

Company representative registrations are included in the purchase of an exhibition booth or sponsorship package. All representatives present at exhibition must be officially registered as part of the company's registrations.

Registrations are transferable amongst company staff members; however, the names must be provided to the Organisers prior to the Conference. Additional representative registrations can be purchased for the duration of the Conference at a discounted rate of **\$250.00 incl. GST** per registration up to two representatives.

Bump-in/Bump-out Schedule

Exhibitors Bump-In: Thursday 1 June 2023, from 2:00pm.

Exhibitors Bump-Out: Saturday 3 June 2023, from, 4:00pm.

Exhibition Details

The exhibition will be held in the Plaza Auditorium Foyer of the Brisbane Convention and Exhibition Centre. Daily morning tea, lunch, and afternoon tea (as applicable) will be served in the exhibition area.

Important notes:

- Industry representatives may only attend the Conference if they are a sponsor or exhibitor representative.
- Industry representatives who are non-sponsors/non-exhibitors may not register to attend as a delegate. Industry representatives from companies/organisations who have purchased a package with no representative registration included are not eligible to register.

Advertisement Specifications and Deadline *(for companies with advertising benefits)*

Provisional Program Advertisement Specifications

Full page: 210mm W x 297mm H + 3mm bleed

Half Page: 185mm W x 121mm H (no bleed)

Quarter Page: 90mm W x 121mm H (no bleed)

Artwork to be supplied as press ready PDF (CMYK, 300dpi).



How to Book and Payment Deadlines

Application Procedure

1. Please complete the application form indicating your sponsorship and/or exhibition preference/s and return the form together with your full payment.
2. Acceptance of sponsorship/exhibition applications is subject to organising committee approval.
3. An application does not warrant immediate acceptance and all applicants will be advised in writing by an authorised representative of acceptance or otherwise.
4. Should the application be accepted a tax invoice and receipt will be provided.
5. For sponsors/exhibitors to be acknowledged in the Provisional Program, the application form and payment must be received before 28 February 2023.
6. Sponsorship and exhibition applications are considered in order of receipt of application form and payment and are also subject to organising committee approval.

Terms of Payment

Full payment must be made at the time of submitting your application.

Payment Options

- **By Cheque** – Payable to Royal Australasian College of Surgeons
Send to: Conferences & Events Management, Royal Australasian College of Surgeons, College of Surgeons Gardens, 250 – 290 Spring Street, East Melbourne VIC 3002, Australia
- **By Credit Card / PayPal / EFT**: Details to be provided on receipt of application form.

Contact

Further information please contact:

RACS Conferences & Events Management
c/o Royal Australasian College of Surgeons
250-290 Spring Street
EAST MELBOURNE VIC 3002
AUSTRALIA

E: arc@surgeons.org

T: +61 3 9249 1248



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Sponsorship and Exhibition Application Form

Company Name (to appear in Conference publications): _____

Company Name (for invoicing): _____

Title: _____ Contact Name: _____ Position: _____

Address: _____ City: _____

State: _____ Postcode: _____ Country: _____ Phone: _____

Mobile: _____ Email (All correspondence will be sent via email): _____

All costs are in AUD and include GST

Major Sponsorship	Tick	Amount	Sub Total
Platinum Sponsor (exclusive)	<input type="checkbox"/>	\$60,000.00	
Major Sponsor	<input type="checkbox"/>	\$50,000.00	
Sponsor	<input type="checkbox"/>	\$12,000.00	
SUB TOTAL MAJOR SPONSORSHIP			

Additional Sponsorship	Tick	Amount	Sub Total
Cocktail Reception Sponsor (exclusive)	<input type="checkbox"/>	\$20,000.00	
Conference Dinner (exclusive)	<input type="checkbox"/>		
SUB TOTAL ADDITIONAL SPONSORSHIP			

Exhibition	Tick	Amount	Sub Total
Single Booth Package (3m x 2m)	<input type="checkbox"/>	\$3,850.00	
SUB TOTAL EXHIBITION			

Please nominate preferred booth position: 1st _____ 2nd _____ 3rd _____

Complimentary Representatives

Two industry representative registrations are included in the cost of one exhibition booth. Please nominate the names of the representatives.

Name: _____

Name: _____

Additional Representative Registration			
Additional Onsite Representative Name	Tick	Amount	Sub Total
	<input type="checkbox"/>	\$250.00	
	<input type="checkbox"/>	\$250.00	
SUB TOTAL ADDITIONAL REPRESENTATIVE REGISTRATION			

TOTAL OF SPONSORSHIP/EXHIBITION FEES	
SPONSORSHIP	
EXHIBITION	
ADDITIONAL REPRESENTATIVE REGISTRATION	
TOTAL PAYABLE (AUD) \$	

We accept the terms and conditions as printed in this prospectus.

Signature: _____

Name: _____ Date: _____

See previous page for payment options.

An invoice will be issued upon processing of this application form.

Royal Australasian College of Surgeons ABN 29 004 167 766

Privacy details can be viewed on the RACS website at: www.surgeons.org/disclaimerprivacy

COMPLETE FORM AND RETURN TO:

Conferences & Events Management

c/o Royal Australasian College of Surgeons

250 - 290 Spring Street

East Melbourne VIC 3002, AUSTRALIA

E: arc@surgeons.org

T: +61 3 9249 1248

Applications are subject to Organising Committee approval. An application does not warrant immediate acceptance and applicants will be advised in writing of acceptance or otherwise. Cancellations must be received in writing by the Conference Organiser. Cancellations will not be refunded unless sponsorship/exhibition booth are able to be resold.



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Terms and Conditions

The application of the sponsor/exhibitor to participate is an offer which is accepted by the Royal Australasian College of Surgeons (RACS) of the amount payable on making the application.

Attendance

The sponsors and exhibitors understand that all company representatives must register officially.

Booking Conditions

Acceptance of sponsorship/exhibition application will be subject to the organising committee approval. The organising committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the conference.

Cancellation Policy

- In the case of the cancellation of sponsorship, unless all sponsorship is resold, RACS will reserve the right to retain monies received.
- In the case of the cancellation of a booth, please note that unless RACS can sell all space RACS reserves the right to retain all monies received.
- If the balance of payment on the booth/s is not received within the trading terms the allocated booth/s will be cancelled.

General Terms

The sponsors and exhibitors agree to be bound by the Exhibition General Terms and Conditions. Conditions set out in this "Sponsorship Prospectus" document, which is acknowledged as being received.

Booth Allocation

The exhibitor understands that exhibition pods will be allocated strictly in order of receipt of payment and that the organising committee's decision will be final.

Liability and Insurance

The exhibitor and the servants, agents and contractors of the exhibitor occupy and use the exhibition space/pod allotted under this exhibition contract and enter Brisbane Convention and Exhibition Centre and act under or pursuant to this exhibition contract at their own risk.

The exhibitor hereby indemnifies and releases the Australian Resuscitation Council and the Royal Australasian College of Surgeons ("the Organisers"), Brisbane Convention and Exhibition Centre ("the Venue Manager") and the exhibition contractor and each of them against all actions, suits, costs, claims and demands brought against the Organisers, and the Venue Manager by any natural person, firm or corporation for any damage or loss caused directly, or indirectly to, or suffered by any person, firm or corporation as a result of any act or default of the exhibitor or the servants, agents, contractors or invitees of the exhibitor or resulting directly or indirectly from the attendance of the exhibitor at the exhibition, including travel to and from such venues and without limiting the foregoing the Organisers and the Venue Manager or any of them shall not in any circumstances be liable for any loss, damage or injury which may occur to the exhibitor or the servants, agents or contractors of the exhibitor or for any damage to their property including damage to exhibits, plant equipment, fixtures, fittings or other property whatsoever or for any loss of profits which they may suffer howsoever caused.

It is strongly advised that each exhibitor seek to cover their equipment, exhibits and display material with adequate insurance and effect public risk insurance at the expense of the exhibitor.

Consequential Damage

The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this exhibition contract.

Implied Warranties

In the event any statute implies any term condition or warranty into this agreement which cannot be lawfully excluded, such terms will apply to this agreement, save that the liability of the Organiser and each of them for breach of any such implied term will be limited, at the option of the Organiser, to any one or more of the following:

- the placement of goods to which the breach relates or the supply of equivalent goods
- the repair of such goods
- the payment of the cost of replacing the goods or of acquiring equivalent goods, or
- the payment of the cost of having the goods repaired.

Security

Brisbane Convention and Exhibition Centre security operations provide fundamental perimeter security in the complex but beyond this, the Organiser and the Venue Manager and their officers and employees, separately or collectively are not responsible for any damage to or for the loss or destruction of an exhibit, from fire or theft or accidents or injury resulting from such causes. Additional security requirements should be discussed between the exhibitor and Venue Manager directly.

Additional Conditions and Regulations

The exhibitor and the servants, agents, contractors and invitees of the exhibitor are also to observe the conditions, rules, regulations and procedures as set out in the exhibitor manual of Brisbane Convention and Exhibition Centre as revised and added to from time to time and which is available for inspection on request.

Variations

The Organisers may in the event of any circumstance which renders it necessary vary the pod or booth space allocation and the exhibitor will accept such re-allocation without any claim for a reduction in charges or otherwise.

Unavoidable Occurrences

In the event that the exhibition is cancelled or delayed through no fault of the Organisers, the Venue Manager or the Sponsors including but not limited to fire, flood, labour disputes, natural disasters, epidemics, pandemics, acts of God, civil disorders, riots, insurrections, Government action, work stoppages, slowdowns or disputes, or other similar events then the exhibitor shall not be entitled to any refund or to claim for any loss or damage.

Assignments and Subletting

No exhibitor shall assign, sublet or share the whole or any part of the space booth allotted without the knowledge and consent of the Organiser.

Hours

The Organisers shall determine the hours during which the exhibition shall be conducted and as to hours of access for exhibitors including variations of such times as shall be necessary.

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