



**ASMMIRT**  
**2016**  
rise and shine

22-24 April Brisbane

# 11<sup>TH</sup> ANNUAL SCIENTIFIC MEETING OF MEDICAL IMAGING AND RADIATION THERAPY

**BRISBANE CONVENTION  
& EXHIBITION CENTRE**



**22-24 April** Brisbane



Australasia's leading  
conference and exhibition for  
Radiographers, Radiation Therapists and  
the wider Medical Radiation Sciences community.



Sponsorship & Exhibition Opportunities



# Invitation to Partner, Sponsor and Exhibit

We invite you to showcase your company's latest technology and services while developing, building and strengthening key relationships with current and potential clients and business partners in the Medical Imaging, Radiation Therapy and Medical Radiation Science fields.

We take great pleasure in extending to you the opportunity for your company to further your key business objectives through partnering with us for the 11th Annual Scientific Meeting of Medical Imaging and Radiation Therapy (ASMMIRT), to be held at the Brisbane Convention and Exhibition Centre from 22-24 April 2016.

Since its inception in 2003, ASMMIRT has developed into Australasia's leading conference and exhibition for Radiographers, Radiation Therapists and the wider Medical Radiation Science community.

Our vision for 2016 is to deliver a contemporary, rewarding and innovative scientific meeting and exhibition.

We expect over 1,100 delegates at ASMMIRT 2016 including:

- Radiographers
- Radiation Therapists
- Mammographers
- Sonographers
- Nuclear Medicine Technologists
- Students

If your organisation has a vested interest in this industry, you cannot afford to miss this opportunity. Equipment purchases in hospitals and private practices throughout Australia are made and recommended directly by our members - the professionals who actively use imaging and therapy technology day in, day out.

ASMMIRT 2016 is the place to connect with these professionals, strengthen your current key relationships and turn potential clients into future business partners.

This exhibition prospectus outlines some opportunities for you to promote your company, though if you have any ideas that you would like to put forward we would be very happy to work with you to make them happen. Special consideration for entertaining and cutting-edge displays in the exhibition hall will be given, so let me know your thoughts and I will work with you to bring them to life. We invite you to #RiseAndShine with us at ASMMIRT 2016.

David Leach  
Australian Institute of Radiography  
Conference and Events Manager  
+61 3 9419 3336  
david.leach@air.asn.au



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www.asmmirt.com



## ASMMIRT 2016 Schedule

ASMMIRT 2016 will be held in Brisbane from 22-24 April 2016.

The Exhibition will be held in the Brisbane Convention and Exhibition Centre's Grand Hall next to the plenary sessions over three days from Friday 22 April to Sunday 24 April 2016, including an exhibition welcome evening function on the Friday.

Morning and afternoon teas and stand up lunches for ASMMIRT will be held within the exhibition space.

## Program Overview

	Friday 22 April	Saturday 23 April	Sunday 24 April
Morning	Plenary/Concurrent	Plenary/Concurrent	Plenary/Concurrent
Afternoon	Plenary/Concurrent	Plenary/Concurrent	Plenary/Concurrent
Evening	Welcome Reception	Gala Dinner	

## Exhibition Timetable

Thursday 21 April		Friday 22 April	Saturday 23 April	Sunday 24 April
07:00 - 19:00	Morning	10:30 - 11:00	10:30 - 11:00	10:30 - 11:00
Load-in day	Lunch	12:30 - 13:30	12:30 - 13:30	12:30 - 13:30
	Afternoon	15:00 - 15:30	15:00 - 15:30	
	Evening	17:00 - 18:30		

*Please note: the exhibition will be open throughout the event when the technical sessions are in progress also. The exact timings of the meal breaks as noted above are likely to change when the full program is announced.*



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# Overview

## The Hosts

### *Australian Institute of Radiography*



The Australian Institute of Radiography (AIR) is the peak body representing over 7000 radiographers, radiation therapists and sonographers in Australia. We promote, encourage, cultivate and maintain the highest principles of practice, proficiency and education in respect of Medical Radiation Science.

The AIR provides and supports educational activities such as this conference, 60 additional state branch events per year, and additional learning opportunities including Medical Radiation Learning Online, a global gateway to quality learning resources in Medical Radiation Sciences. We also represent the profession to all manner of government and other bodies both nationally and internationally. The AIR is a driving force to bring industry and practitioners together for the benefit of Medical Radiation Science and of course the clients and families in need of Medical Radiation services.

Membership of the AIR offers enhanced opportunities, extended learning, greater research and scholarship opportunities, helping to unlock the potential and work satisfaction of members. Membership is open to Australian practitioners in Australia and internationally.

## Conference Committee

<b>Adam Westerink</b>	Team Leader - Radiographer - Cardiac Catheter Labs <i>Royal Brisbane &amp; Women's Hospital</i>
<b>Tim Way</b>	Assistant Director - Medical Imaging - Diagnostic Radiology <i>Princess Alexandra Hospital</i>
<b>Patrick Eastgate</b>	Assistant Director - Medical Imaging <i>Royal Brisbane and Women's Hospital</i>
<b>Allison Dry</b>	Senior Radiation Therapist - Education <i>Royal Brisbane and Women's Hospital</i>
<b>Tom Steffens</b>	Clinical Educator- Medical Imaging - Diagnostic Radiology <i>Princess Alexandra Hospital</i>
<b>David Leach</b>	Conference and Events Manager - <i>Australian Institute of Radiography</i>



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## Host City - Brisbane

Stunning by nature, Brisbane is renowned for its relaxed outdoor lifestyle, friendly locals, cultural scene and diverse attractions. Brisbane really is the perfect place to 'rise and shine'. Brisbane has a sub-tropical climate that's defined by blue skies and warm sunshine for most of the year.

### To do around Brisbane

- Wheel of Brisbane - The Wheel of Brisbane offers a spectacular 360 degree panoramic view of Brisbane City from the heart of Brisbane's cultural, lifestyle and entertainment precinct, The Parklands, South Bank.
- Brisbane City Hall clock tower tour - this iconic landmark is free to tour and is open to the public seven days a week from 10am - 5pm. This will be a special venue for ASMMIRT 2016.
- South Bank Precinct and Streets Beach - Australia's only beach in the middle of the city, Streets Beach is one of South Bank's most popular attractions.
- Story Bridge Climb - The Story Bridge Adventure Climb is a soft adventure experience walk on top of the iconic structure. It's one of Brisbane's must-do leisure experiences and a spectacular way to discover the city and surrounding areas.



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# Venue

## Venue – Brisbane Convention & Exhibition Centre (BCEC)

The Brisbane Convention & Exhibition Centre (BCEC) is a world-class, purpose-built venue renowned for its operational and service excellence. The centre is in a unique urban cultural and entertainment precinct in the heart of Brisbane and has had many national and international acts pass through the doors, along with trade shows and conferences.

BCEC's Great Hall is the location for the exhibition, with over 2,200m<sup>2</sup> of exhibition floor space. It has first-class loading dock facilities, providing access straight into the exhibition hall. Custom built booths / Space only will be given first access to the space on the load in day (Thurs 21 April 2016).

**Brisbane Convention and Exhibition Centre**  
Cnr Merivale and Glenelg Streets  
South Bank, Brisbane  
Queensland Australia  
[www.bcec.com.au](http://www.bcec.com.au)



## Location of Conference

BCEC is in the unique South Bank riverside precinct, the city's cultural and entertainment hub.

- Central city location - 10mins walk to CBD
- Cultural Centre Busway - 5 mins walk
- South Brisbane Train Station - adjacent to Centre on Grey Street, with direct Air Train service
- Cultural, entertainment, dining and shopping attractions in the South Bank Precinct - more than 50 restaurants & cafes
- Convention Centre precinct hotels, directly adjacent and next to the Centre.

BCEC is the perfect venue for ASMMIRT, with exhibition, plenary and concurrent rooms in close proximity to each other, and the venue in easy access to numerous transport options and hotels.

ASMMIRT 2016 sessions will be held on the Mezzanine Level (Merivale Street entrance) and the Great Hall, with the student conference and some workshops and pre-conference meetings being held on the Plaza Level of the BCEC. The location of these sessions is in close proximity to the Great Hall, maximising delegate and exhibitor interaction.



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## Exhibition Welcome – BCEC Great Hall – Exhibition Hall - Friday 22 April

As with previous ASMMIRTs, we will be holding an Exhibition Welcome Cocktail Function on Friday evening of day 1. This has been scheduled to accommodate maximum time for exhibition set-up and to optimise delegate numbers at this event. This is the perfect chance to catch up with conference attendees in a relaxed social environment after the first day's technical sessions have come to a close.



## Cocktail Function – GOMA – Friday 22 April



The Friday night cocktail function (post-Exhibition Welcome function) will be held at the Queensland Gallery of Modern Art (GOMA), home to a collection of over 16,000 works of historical, modern and contemporary art.

GOMA is just a short walk from the BCEC. Get ready for a night not to be forgotten in Australia's largest gallery of modern and contemporary art.

## Gala Dinner - City Hall - Saturday 23 April

Brisbane's heritage-listed City Hall is seen as the heart of Brisbane and has been the backdrop to many cultural, social and civic events since the 1920s. Having recently undergone a \$215 million restoration, City Hall is the perfect venue.

Featuring some of Brisbane's best entertainment, chill out rooms and the finest food and beverages, the Gala Dinner is the perfect backdrop to catch up with old friends and new contacts in the industry.



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# Overview

## Why sponsor ASMMIRT 2016?

- Engage with the professionals using Medical Radiation Science equipment every day and who have responsibility for purchase recommendations
- Deliver a clear message to delegates and the industry that you have genuine commitment to the field and the key meeting for the year
- Build new and strengthen existing relationships
- Maximise brand awareness
- Early access to delegate list to assist with marketing and return on investment
- Up to \$15,000 value-added marketing and branding opportunities
- Direct branded email to conference delegates
- Complimentary registration offers for your staff or key clients
- Option for complimentary booths in the exhibition.

## Top 5 reasons to exhibit at ASMMIRT 2016

1. Meet hundreds of new buyers and develop up-to-date quality databases
2. Show your product range face-to-face with clients and buyers
3. Be part of the largest conference and exhibition for radiographers and radiation therapists in Australasia.
4. Get immediate feedback on your latest range of products
5. Network, connect, strengthen relationships and demonstrate your commitment to the key users of your goods and services.



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# Sponsorship Packages & Exhibition Space

We are committed to working with you to ensure you receive maximum return on investment from your involvement in ASMMIRT 2016.

We offer a range of sponsorship and participation options. You can customise your package, taking up as many marketing and activation opportunities as your budget allows. The more options you take up, the greater recognition and interaction your company will receive, both at the meeting and through the greater AIR marketing reach.

Sponsors will also be given additional levels of acknowledgement and promotional/marketing opportunities, which we are happy to customise. The total of your sponsorship and

exhibition investment determines your level of sponsorship and additional value-added promotional opportunities worth up to \$15,000. Please note, sponsorship opportunities are subject to availability and will be offered on a first-come, first-served basis, and subject to approval of the Organising Committee.

Sponsors have first choice of position selection in the exhibition space until 4 December 2015. During this time priority of booth allocation will be issued according to level of sponsorship. From early December 2015, exhibition-only space that is still available will be sold on a first-come, first-served basis. The AIR reserves the right to modify the floor plan. If this does occur, all interested parties will be contacted.



## Conference Partner \$40,000 +

Choose your sponsorship and exhibition options set out on p11-13 to the value of \$40,000+ and receive over \$15,000 worth of additional inclusions, including:

- Acknowledgement as Conference Partner in all official conference signage, and promotional material, logos and links on conference website and adverts in the AIR Spectrum magazine, AIR Member emails, official ASMMIRT emails and verbal acknowledgement at opening/closing ceremonies
- Plaque presented to sponsor during the conference to acknowledge sponsorship
- PowerPoint loop with sponsor's logo before and after opening and closing ceremonies, and before and after any other conference session not otherwise sponsored
- Complimentary exhibition space of 9m<sup>2</sup> (3m x 3m) includes two full registrations (with social functions and access to the technical sessions) = **\$4,000 value**
- Complimentary advertising in *Journal of Medical Radiation Sciences* (JMRS) to the value of **\$3,300** (equal to a full page ad or online campaign)
- Complimentary full page colour advert in Spectrum in the lead up to ASMMIRT 2016 = **\$2,530 value**
- Complimentary exclusive direct email to conference delegates in the lead up to the event = **\$2,200 value**. Ideal for product promotion or announcements relating to your company's activities at ASMMIRT
- Complimentary full page advert with priority placement in the conference handbook (inside cover etc) = **\$1,500 value**
- Complimentary half page product promotion in Spectrum - **NEW FEATURE** = **\$1,100 value**
- Promotion item insert into conference bag/handout = **\$990 value**
- Access to the delegate list 6 weeks prior and updated regularly until the meeting
- 250-word company profile in conference handbook
- 2 x App announcements to conference delegates during the meeting - exclusive to sponsors

## Platinum Sponsor \$25,000 - \$39,999

Choose your sponsorship and exhibition options to the value of \$25,000 - \$39,999 and get over \$11,000 worth of additional inclusions including:

- Acknowledgement as Platinum Sponsor in all official conference signage, and promotional material, logos and links on conference website and adverts in the Spectrum magazine, AIR Member News and Events emails, official ASMMIRT emails and verbal acknowledgement at opening and closing ceremonies
- Complimentary exhibition space of 9m<sup>2</sup> (3m x 3m) and two full registrations (complete with social functions and access to technical sessions) = **\$4,000 value**
- Complimentary full page colour advert in Spectrum in the lead up to ASMMIRT 2016 = **\$2,530 value**
- Complimentary full page advert with priority placement in the conference handbook = **\$1,500 value**
- Complimentary online banner adverts on Journal of Medical Radiation Sciences (JMRS) leading up to ASMMIRT 2016 = **\$1,100 value**
- Complimentary half page product promotion in Spectrum - **NEW FEATURE** = **\$1,100 value**
- Promotional item insert into conference bag/handout = **\$990 value**
- Access to the delegate list 4 weeks prior and updated regularly until the meeting
- 200-word company profile in conference handbook
- 2 x App announcements to conference delegates during the meeting - exclusive to sponsors

## Gold Sponsor \$18,000 - \$24,999

Choose your sponsorship and exhibition options to the value of \$18,000 - \$24,999 and get over \$8,400 worth of additional inclusions including:

- Acknowledgement as Gold Sponsor in all official conference signage, and promotional material, logos and links on conference website, adverts in the Spectrum magazine and official ASMMIRT emails
- Exclusive naming rights to one lunch break (limited to 3 sponsors) = **\$3,300 value** (or morning/afternoon tea = **\$2,300**)
- Complimentary half page colour advert in Spectrum in the lead up to ASMMIRT 2016 = **\$1,880 value**
- Complimentary full page advert within the conference handbook = **\$1,500 value**
- Promotional item insert into conference bag/handout = **\$990 value**
- Complimentary one third page product promotion in Spectrum - **NEW FEATURE** = **\$880 value**
- Complimentary full conference registration (includes social functions and access to the technical sessions) for 1 guest = **\$795 value**
- Access to the delegate list 3 weeks prior and updated regularly until the meeting
- 150-word company profile in conference handbook
- 1 x App announcement to conference delegates during the meeting - exclusive to sponsors

## Silver Sponsor \$14,000 - \$17,999










Choose your sponsorship and exhibition options to the value of \$14,000 - \$17,999 and get over \$3,800 worth of additional inclusions including:

- Acknowledgement as Silver Sponsor in all official conference signage and promotional material, including logos and link on conference website
- Complimentary full page advert within the conference handbook = **\$1,500 value**
- Promotional item insert into conference bag/handout = **\$990 value**
- Complimentary full conference registration (includes social functions) for 1 guest = **\$795 value**
- Complimentary one quarter page product promotion in Spectrum - **NEW FEATURE** = **\$660 value**
- Access to the delegate list 2 weeks prior to the meeting and updated regularly until the meeting
- 150-word company profile in conference handbook
- 1 x App announcement to conference delegates during the meeting - only available to sponsors - exclusive to sponsors

# Sponsorship Items Summary

Item	Description	Cost
<input type="radio"/> <b>SOLD</b> Gala Dinner Sponsor (exclusive)	Exclusive branding and naming rights for the ASMMIRT 2016 Gala Dinner held at Brisbane's heritage-listed City Hall. Sponsorship includes opportunity to provide promotion at event (i.e. photo booth etc), a short presentation at the dinner (to be negotiated), acknowledgement from MC, logo on dinner menu and sponsor's logo on display during the event. This is your opportunity to create a guaranteed lasting impression at the most prestigious social event on the annual calendar.	Price on application
<input type="radio"/> <b>SOLD</b> Website sponsor (exclusive)	The website will be the main form of communication throughout the lead-up to the conference, and will link to the ePosters etc. Company logo will be on each page of the website (the only advertising banner on all pages of the website).	11,000
<input type="radio"/> <b>SOLD</b> Meeting App/ Mobile Website (exclusive)	Includes sponsor's logo and link on the official mobile platform of the conference, includes links to all abstracts, sessions, exhibition information and more.	\$11,000
<input type="radio"/> <b>SOLD</b> Internet café/ ePosters/ Webcasting area (exclusive)	The main interactive hub in the exhibition hall, sponsorship includes branding on booth (placement of this is negotiable), and use of your company's logo on all screensavers and background, supply of branded mouse pads (supplied by sponsor) etc. Your company logo will also be on the webpage with ePosters and Webcasting during and after the event, and on pages of ePoster abstracts in conference handbook.	\$11,000
<input type="radio"/> Water Bottle sponsor	Branded company water bottle to be given to all delegates. A lasting branding opportunity at the event and long after. Includes bottle.	\$11,000 Price negotiable if sponsor provides bottles
<input type="radio"/> Friday evening Exhibition welcome sponsor (exclusive)	Officially welcome delegates on behalf of the trade to the exhibition welcome function with a toast to kick off the first social function of the conference. Includes right to supply additional company signage in venue (including sponsor tent cards on all refreshment tables) and at entry points (freestanding banners at a prominent location in the Reception venue - banners to be provided by the sponsor). Sponsors are welcome to discuss additional activation options for this event.	\$7,700
<input type="radio"/> Friday night GOMA function sponsor (exclusive)	This venue symbolizes the latest in modern and contemporary art, a quality product and fine service, as does your company. Featuring the opportunity to officially welcome the conference delegates to Brisbane's most inspirational and unique art venue in Australia, this is a unique opportunity to provide delegates with a real one-off experience.	\$7,700
<input type="radio"/> Satchel sponsor (exclusive)	Maximize brand exposure throughout and long after the conference, always a great way to enhance company and brand awareness. The satchel will be distributed to all delegates, speakers and VIP guests.	\$7,700
<input type="radio"/> Keynote speaker session sponsor	Includes acknowledgement of sponsorship for the session in the conference program, on the speaker's profile on the website and after the speaker's presentation. Also available is logo on screen before the session, on holding slides, banner branding on stage during speaker's presentation.	\$7,700

# Sponsorship Items Summary

Item	Description	Cost
 Coffee cart (2 only)	Be one of the official suppliers of the only barista-made coffee in the exhibition area, a great way to meet almost every person at the event. Cost includes stock and staff. Branded cups (if desired) to be supplied by sponsor.	\$7,700
 Lanyard sponsor (exclusive)	Your logo around delegates' necks for the whole conference - the perfect way to keep your company in the front of delegates' minds throughout the whole event - lanyard to be supplied by sponsor. (Committee to approve lanyard).	\$7,700
 Reusable Coffee Cup <b>new!</b>	Sponsor-branded coffee cups for exposure throughout the event and in workplaces long after. Cost includes coffee cups.	\$7,700 Price negotiable if sponsor provides coffee cups
 Freshly squeezed Juice sponsor (exclusive) <b>new!</b>	Revitalise delegates' body and minds with a fresh juice. A great way to embrace the healthy living 'rise and shine' theme of ASMMIRT.	\$7,700
 Digital sponsor (exclusive) <b>SOLD</b>	Official professional head shots for delegates for social media and professional profiles. Includes photographer. Branded with or without logos.	\$7,700
 Charging station sponsor (exclusive) <b>new!</b>	For delegates with smartphones and tablets charging stations are a vital part of the conference experience and infrastructure. Have the official charge station as an additional part of your company's exhibition booth. Price includes the charging equipment, space and charge station build.	\$5,500
 Additional workshop sponsorship <b>new!</b>	For companies who would like to run/host a pre-conference or breakfast workshop. Promotional branding and topics to be negotiated.	Price on application
 Wheel of Brisbane Healthcare Challenge (exclusive) <b>new!</b>	The Wheel of Brisbane is a giant observation wheel that provides 360 degree view of Brisbane city and is located out the front of the BCEC on the river. At lunchtime on the Friday and Saturday of the conference 8 groups of 6 people will board the wheel and come up with their recommendation to a specific healthcare challenge. This will be heavily supported by social media and reported on during and after the meeting.	\$5,500
 Student Conference Sponsor (2 only) <b>SOLD</b>	The AIR Student Conference will take place on Friday 22 April at BCEC, with the students then encouraged to attend the Saturday and Sunday of ASMMIRT. For the first time on Saturday afternoon we will be hosting a future careers seminar for students and recent graduates.	\$5,500

Supporting this is a unique opportunity to get your message across to the next generation of radiography and radiation therapy professionals.

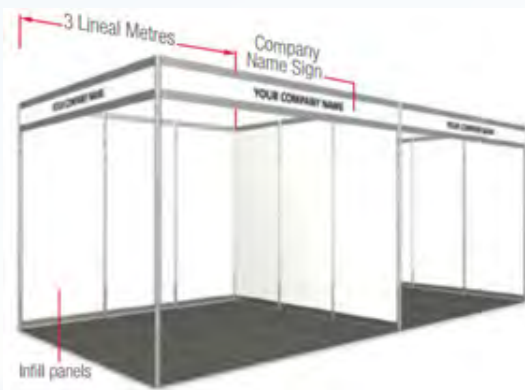
# Sponsorship Items Summary

Item	Description	Cost
Handbook sponsor (exclusive)	Includes sponsor's advert on back cover of conference handbook, sponsor's logos on section dividing pages and prime logo placement on e-version of conference proceedings.	\$5,500
Breakfast sponsor session (2 only)	The rights to host an officially promoted sponsored workshop session for delegates. Room and AV provided. Catering costs additional.	\$5,500
Plenary Naming Rights	Includes acknowledgement of sponsorship for the session in the conference program, including logo on screen before session, on holding slides and banner placement on stage for session.	\$5,500
Session Sponsorship + Speaking Opportunity	Naming rights of a concurrent session, plus right to five-minute commercial speaking spot. Includes acknowledgement in conference program and logo on screen before session and on holding slides - the perfect opportunity to get in front of your specific target market.	\$5,500
Speaker Gifts	Logo on speaker gifts/gift cards for approximately 150 presenters throughout the event. Includes acknowledgment in conference handbook and on website.	\$3,300
Lunch break sponsor	Promotional material and logo placement (including information on booth location) on all food and beverage bars for catering at specified lunch break. Company branding at catering areas during appropriate break in conference program.	\$3,300
Morning or Afternoon Tea Sponsor	Logo placement (including information on booth location) on all food and beverage bars for catering at specified break. Company name on appropriate break in conference program.	\$2,200
Passport competition sponsor (exclusive)	Logo placement and company promotion on exhibition passports, provided to all delegates. The exclusive opportunity to provide the main prize for the competition, promoted on the conference website, exhibition welcome function and winners announced at the closing ceremony.	\$2,200
Stationery sponsor (3 only)	Opportunity to exclusively supply note pads, pens, or sticky notes to all conference delegates.	\$2,200
Water cooler	Logo on water cooler/s at exhibition entrance, including information on booth location.	\$2,200
Marketing on official meeting emails (4 only)	Opportunity to have a meeting email distributed to all the registered attendees. Sponsor to provide text and images for the email (subject to approval from the Organising Committee).	\$2,200
Handbook advertising	Full Page Half Page	\$1,500 \$990
Satchel Insert	Up to 4 pages of A4 advertising content, mousepad, USB stick or similar giveaway may be included in the conference satchel. - larger brochures to be negotiated.	\$990

# Exhibition Information

## Octanorm Package Inclusions (3m x 3m) - Cost per booth: \$4,500 (inc. GST)

- WALLS: 2.5mH Polished aluminium frame with white melamine infill panels
- FASCIA: Polished aluminium fascia, 300mm deep on all aisle frontages
- SIGNAGE: All open aisle frontages will have a fascia sign consisting of company name and stand number. Standard lettering in colour (maximum 30 characters)
- LIGHTING: 2x Track spotlights per 9sqm. Lights are mounted on the inside of the front fascia
- POWER: 1x Single Power outlet per stand, regardless of size. Power outlet is positioned in the rear corner of the stand
- FLOORING :1x1m Carpet Tiles



*Please note - company logos can be added to fascia sign for an additional cost.*

## Floor Space Only Cost per booth: \$4,000 (inc. GST)

- Size: 3m x 3m of 'space only'
- No shell scheme / walls / fascia / spotlights
- 1 x 10 amp power with, 4 socket power-board will be provided
- Rigging points are not available for hanging signs at ASMMIRT 2016 due to rigging limitations in the Great Hall.

*Shell Scheme Booth Package and Floor Space Only include 2 full conference registrations, including access to technical sessions, welcome function and gala dinner. All exhibitors will be listed with company name, website and booth number in conference handbook and on website / mobile site or app (75 word company profile also in conference handbook and app). All exhibitors will be provided with the delegate list at the event.*

*Please note, all staff working on exhibition booths are required to be registered for the event. Their names will be included in the delegate list in the event app. Exhibition only registration will also be available for additional exhibitor registrations. These registrations include the ability to attend technical sessions, but not the social functions other than the exhibition welcome in the exhibition hall on the Friday evening.*

## Custom Stands

Conference organisers and BCEC staff will need to be notified of all custom stands, and forward full details of the stand design for approval not less than 4 weeks prior to the event. Materials used in stand construction and design must not be readily ignitable or capable of emitting toxic fumes, should ignition take place.

*Please note: all electrical cords and equipment must be tagged and tested within the last 12 months and be in good working order.*

# Exhibition Information

ASMMIRT 2016 has engaged Exponet as the contracted exhibition company. Once you have confirmed your exhibition booking you will be emailed a link to the Exponet website created for ASMMIRT 2016. You will then be able to create an account and order your furniture, any AV required and custom booth requirements. If you have any questions, you can contact:

Varsha Kumar, Exhibition Coordinator  
Exponet  
T 07 3442 4100 • F 07 3382 6066  
varsha@exponet.com.au • www.exponet.com.au

## Special requirements for exhibition booths

If you have special requirements – please let us know [conferences@air.asn.au](mailto:conferences@air.asn.au).

*Please note: Each exhibitor must keep its display within the space allocated for its exhibition booth. Exhibitor Briefing Notes will be distributed to each confirmed exhibitor approximately 10 weeks prior to the event. Any booth customisation, additional furniture/equipment is at the expense of the exhibitor.*

## Exhibition Timetable

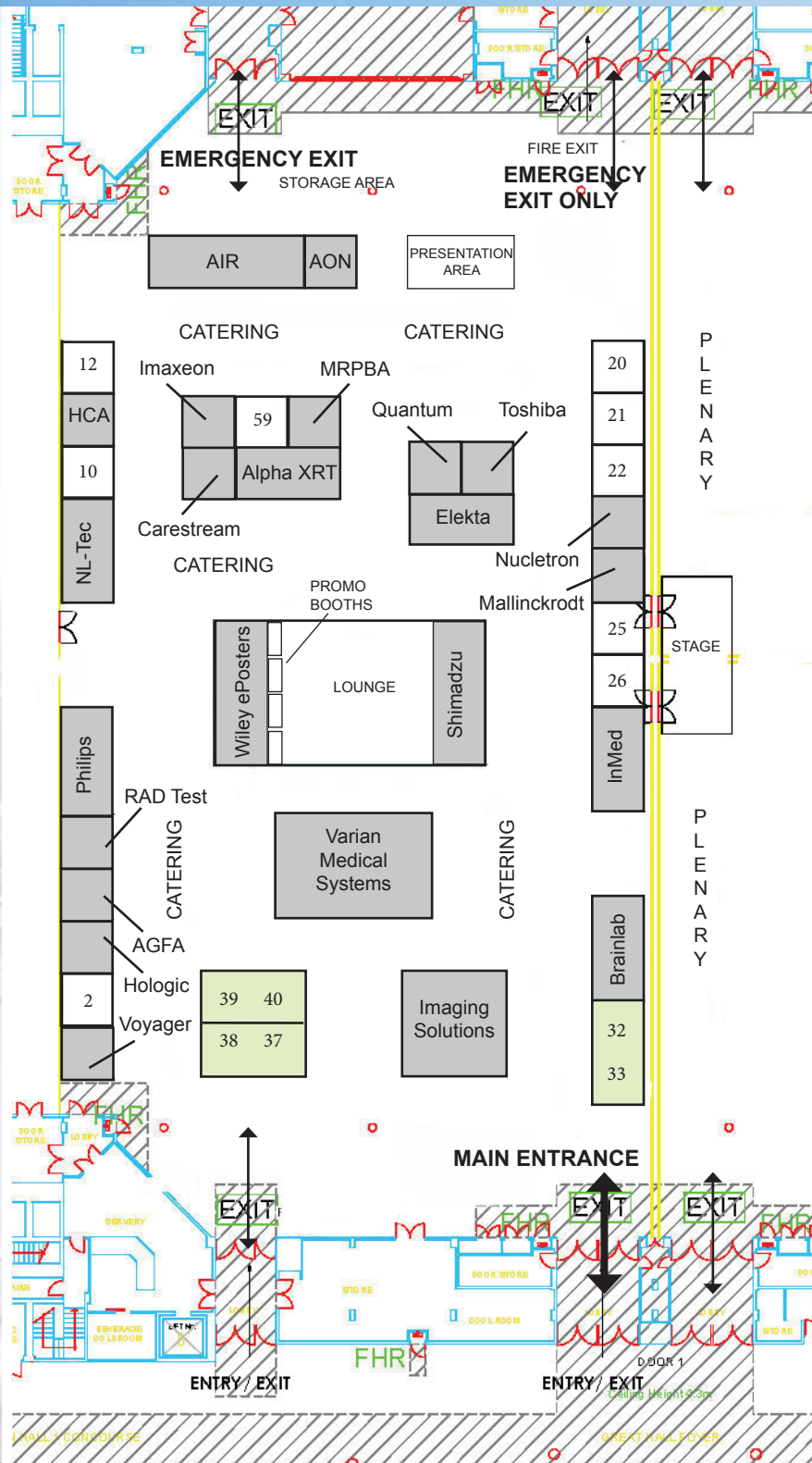
Thursday 21 April		Friday 22 April	Saturday 23 April	Sunday 24 April
07:00 - 19:00	Morning	10:30 - 11:00	10:30 - 11:00	10:30 - 11:00
Load-in day	Lunch	12:30 - 13:30	12:30 - 13:30	12:30 - 13:30
	Afternoon	15:00 - 15:30	15:00 - 15:30	
	Evening	17:00 - 18:30		

*Please note: these exhibition timings are likely to change and are currently for reference purposes only*

## Sponsorship and Exhibition Timeline

	Deadline
Exhibition bookings only (earlier expressions of interest are encouraged)	7 December 2015
Sponsorship bookings with exhibition booths	16 December 2015
Booking deposit due (20%)	14 days from invoice
Full exhibitor information released	24 February 2016
Full payment for all sponsorship and exhibition	26 February 2016
Company information for handbook and website	4 March 2016
Artwork for ads	4 March 2016
Exhibition set up day and pre-conference workshops	21 April 2016
Conference dates	22-24 April 2016

# Exhibition Information



Reserved for Sponsors



Sponsorship and Exhibition Opportunities  
 david.leach@air.asn.au | PH +61 3 9419 3336  
 www.asmmirt.com





# Application to Sponsor/Exhibit

Company Name \_\_\_\_\_

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

Position \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Post Code \_\_\_\_\_

Postal Address (if different from above) \_\_\_\_\_

Suburb \_\_\_\_\_ State \_\_\_\_\_ Post Code \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## Sponsorship Acceptance

I/we understand that:  
Application for sponsorship will be subject to the Committee approval and their decision is final; the Committee also reserve the right to reverse any such decision.

The deposit must first be received and accepted by the AIR in order to be considered a sponsorship allocation.

I/we have read and accepted the above and I/we have read and understand the Terms and Conditions Policy.

Signed \_\_\_\_\_

Position \_\_\_\_\_

Date \_\_\_\_\_

## Exhibition Acceptance

I/we understand that:  
Should the floor plan require changing, the Committee reserves the right to make the necessary changes without notice.

Application for exhibition space will be subject to the Committee approval and their decision is final; the Committee also reserve the right to reverse any such decision.

The deposit must first be received and accepted by the AIR in order to be considered for exhibition participation; stand numbers and allocation will be based on level of sponsorship, in order of application and payment received.

All staff working on stands must register officially.

I/we have read and accepted the above and I/we have read and understand the Terms and Conditions Policy.

Signed \_\_\_\_\_

Position \_\_\_\_\_

Date \_\_\_\_\_

# Application to Sponsor/Exhibit

Please note: All prices listed are in AU Dollars, GST inclusive (currently at 10%)

## A. Sponsorship Options

I/we would like to take up the following Sponsorship package/s :

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>TOTAL SPONSORSHIP SPEND</b>	<b>\$ _____</b>

## B. Exhibition Stand only

Stands are sold per space as outlined on page 13. Please indicate stand type, quantity required and calculate total amount due.

Shell Scheme stand: I/we require \_\_\_\_\_ x shell scheme stand/s @ \$4,500 \$ \_\_\_\_\_

Space Only for own custom design stand: I/we require \_\_\_\_\_ x floor space @ \$4,000 \$ \_\_\_\_\_

Exhibition stand location preferences (refer to floor plan) 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

My stand fascia signage is to read (in capitals. max 30 characters):

\_\_\_\_\_

**TOTAL EXHIBITION AMOUNT** \$ \_\_\_\_\_

**TOTAL PAYMENT DUE** \$ \_\_\_\_\_

*Based on your level of Total Sponsorship and Exhibition Spend, select your appropriate stand allocation:*

Conference Partner \$40,000 ..... 9m (3m x 3m) complimentary Exhibition space

Platinum Sponsor \$25,000 - \$39,999.....9m<sup>2</sup> (3m x 3m) complimentary Exhibition space

# Application to Sponsor/Exhibit

## Payment Details

### Payment

#### 1st payment/deposit due:

20% deposit payment must be attached to the Application to Sponsor/Exhibit form or we will invoice for payment due within 14 days of invoice.

#### 2nd payment/balance due:

26 February 2016

Bookings after 26 February 2016 require full payment at time of application.

Confirmation will only be made on receipt of your application form and deposit – allocations will be made in order of receipt of payment.

Method :  Visa  Master Card

Deposit Amount \$ \_\_\_\_\_

Credit Card Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry Date \_\_\_\_\_

Print Name shown on Credit Card \_\_\_\_\_ CVN number \_\_\_\_\_

Signature \_\_\_\_\_

### Electronic Funds Transfer

Bank Details for EFT / Direct Credit Payment

BSB: 633 000

A/c No: 5325089

A/c Name: Australian Institute of Radiography

Remittance details to be emailed to:  
conferences@air.asn.au

# Terms & Conditions

The Australian Institute of Radiography (AIR) – (Owner) reserves the right to alter the sponsorship packages (amounts/inclusions) to benefit the sponsor, conference and delegates. All Sponsors and Exhibitors must not bring AIR, the conference and/or the industry into disrepute.

## Booking confirmation

Upon receiving the completed sponsorship and exhibition booking form, the Owner will forward confirmation of the agreed and available sponsorship and/or exhibition package to the sponsor / exhibitor along with a tax invoice. The sponsor / exhibitor will have 14 days to pay 20% of the tax invoice. If this payment is not received by this time the organisers reserve the right to sell the sponsorship / exhibition property / space that was being held.

## Payment

- a) Sponsor or exhibitor agrees to submit 20% of the total fee with this booking form/Contract.
- b) The remaining 80% progress payment is due by 26 February 2016, or when the agreement is made if the agreement is made post 26 February 2016. 14 day terms of invoice will apply.
- c) All sponsorship and exhibition accounts must be paid prior to the event. Sponsors and exhibitors will not be allowed to set up any exhibition stand at the conference until full payment has been received.
- d) All sponsors and exhibitors must not have any debts outstanding for previous years conference and events in prior to exhibition space / sponsorship being confirmed
- e) All payments should be made in Australian dollars by credit card or bank transfer.

## Invoices

Sponsors and Exhibitors will be invoiced for this conference / event by the AIR on behalf of the conference. Invoices will be issued and payable in AUD only.

## Medicines Australia Code of Conduct and Medical Technology Industry Code of Practice

Sponsors must comply with the guidelines in the 'Educational and Promotional Material Directed at healthcare professionals' outlined in the most recent edition of Medicines Australia Code of Conduct available on the industry association's website at: [www.medicinesaustralia.com.au/code-of-conduct](http://www.medicinesaustralia.com.au/code-of-conduct) and with the Medical Technology Industry Code of Practice [www.mtaa.org.au/code-of-practice/copy-of-the-code](http://www.mtaa.org.au/code-of-practice/copy-of-the-code).

The parties must act at all times in good faith towards each other with a view to fulfilling the sponsorship and exhibition items.

The AIR allows the sponsor or exhibitor to use the conference logo for promotional purposes relating to the conference. The sponsor or exhibitor allows the AIR to use its logos and content for promotional purposes relating to the conference.

## Relationships of parties

The parties (AIR and the sponsors / exhibitors) are independent entities. Nothing in this agreement shall be construed to place the parties in, and the parties must not act in a manner that expresses or implies a legal relationship of partnership, joint venture, franchise, employment or agency.

## Costs

- a) Own Costs: Each party must pay its own costs relating to the negotiation, preparation and execution of this agreement.
- b) Implementation Costs: Unless otherwise specified as a Sponsor benefit or the Owner benefit, each party must pay its own signage, advertising, leverage, general overhead and incidental costs related to the performance of its obligations under this Agreement.

## Taxes / GST

All sponsorship and exhibition prices are quoted in Australian dollars and include GST (Goods and Services Tax). GST in Australia is currently set at 10%.

## Cancellation policy

In the case of cancellation of sponsorship or exhibition being received in writing:

Prior to 31 December 2015, the sponsor / exhibitor will be liable for 20% of the total package selected; between 1 January 2016 and 22 February 2016, the sponsor / exhibitor will be liable for 50% of the total package selected; after 22 February 2016, sponsor / exhibitor will be liable for 100% of the package selected.

These provisions are for liquidated damages, not a penalty, and have been incorporated into these Terms and Conditions as a legitimate pre-estimate of damages. The date of cancellation shall be the date that Owner receives Sponsor's notice.

In the event of industrial disruptions, the AIR (the Owner) accept no responsibility. In the event of the venue becoming unusable or other circumstances or the need to cancel the conference, there can be no liability on the ASMMIRT 2016 conference or the Owner.

## Insurance

- a) Sponsors and exhibitors must have, provide and keep current:
  - i) A public liability insurance policy for an amount not less than \$20,000,000 for any single claim for liability of the Sponsor for death, personal injury or property damage occasioned to any person in the direct area of the exhibiting area, conference of other related functions
  - ii) If Event is a one-off event, event cancellation insurance in an amount equalling or exceeding the value of Sponsor Benefits.
- b) Owner must effect and keep current:
  - i) A public liability insurance policy for an amount not less than \$20,000,000 for any single claim for liability of the Owner for death, personal injury or property damage occasioned to any person in respect of the Event.

## Confidentiality

The commercial terms of this Agreement are confidential to the parties unless they otherwise agree. However this does not prevent:

- a) Sponsor or Owner disclosing the existence of the sponsorship to the general public
- b) Any promotional, marketing or sponsorship activities.

Sponsors and exhibitors authorise their details being shared with the venue and key contractors as well as the names of their registered staff being included in the conference app.

## Entire agreement

This Agreement represents the entire agreement between the parties and supersedes all other agreements and conduct, express or implied, written or oral.

For all sponsorship and exhibition queries, please contact:

David Leach  
Australian Institute of Radiography  
Conference and Events Manager  
Email: david.leach@air.asn.au  
Phone: +61 3 9419 3336

[www.asmmirt.com](http://www.asmmirt.com)

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