



Blood 2023

The logo for Blood 2023, featuring a stylized orange and blue blood drop icon.

SPONSORSHIP PROSPECTUS

**2023 Blood Meeting
5 - 8 November
Melbourne Convention and Exhibition Centre**

www.blood2023.com

The combined Annual Scientific Meeting of the:



About Blood 2023

Blood 2023 will be held at the Melbourne Convention and Exhibition Centre on 5 - 8 November 2023.

We anticipate over 1000 attendees, mostly from Australia and New Zealand with a growing number of international attendees.

Attendees typically come from the following professions:

- Clinical and Laboratory Haematologists
- Advanced and Basic Trainees in haematology
- Scientists working in the haematology area including transfusion medicine, thrombosis and haemostasis, & malignant haematology.
- Nursing Staff involved in the care of haematology patients.
- Pharmacists and Allied Health professionals involved with haematological disorders.
- Clinical and Pre-clinical researchers in the haematology field.
- BMT Scientists



Over 1000 attendees from the blood science professions



Over 75 invited speakers including 15+ international experts



Over 400 abstracts accepted as oral or poster presentation



Welcome Reception hosted in the exhibition hall



Range of sponsorship packages on offer

Invitation to sponsor

Dear Valued Sponsor and Exhibitor,

On behalf of the Organising Committee of the Combined Annual Scientific Meeting of the Haematology Society of Australia and New Zealand (HSANZ), the Australian & New Zealand Society of Blood Transfusion (ANZSBT) and the Thrombosis and Haemostasis society of Australia & New Zealand (THANZ) we take pleasure in inviting your support for Blood 2023.

Following a successful return to our face to face format in 2022, we look forward to continuing to build momentum for our 2023 Meeting which will be held at the Melbourne Convention and Exhibition Centre from 5 – 8 November. We expect more than 1,000 attendees including clinicians, scientists and nurses.

This prospectus outlines the sponsorship and exhibition opportunities available at the Meeting. Please take some time to review the packages and determine your requirements for the promotion of your business and contact us if any further clarification is needed.

We look forward to welcoming you as a valued Sponsor and Exhibitor.

On behalf of the 2023 Local Organising Committee,

Meg Wall
Bill Renwick
HSANZ Convenors

Amanda Ormerod
ANZSBT Convenor

James McFadyen
Charithani Keragala
THANZ Convenors

Sponsor Liaison

The Conference Company

on behalf of the Blood 2023 Organising Committee

Email: blood@theconferencecompany.com
Phone: 1800 193 405 (within Australia) or +64 9 360 1240
Postal: Level 35, International Tower One, 100 Barangaroo Avenue, Sydney, NSW, 2000
P.O. Box 90-040, Auckland, 1142, New Zealand

About the venue

Melbourne Convention and Exhibition Centre is a Melbourne icon. Located in the vibrant South Wharf precinct, just a stroll along the Yarra River to Southbank, the Arts precinct and the centre of our city. It's your starting point to discover the best of the beautiful city – the laneways, restaurants, galleries and boutiques. So much to see and do on our doorstep.

Benefits of participating as a sponsor

- Maximum exposure at a premier Meeting devoted to the Blood Science Health industry
- The opportunity for you to interact and target the most influential figures in the field of Blood Science
- The opportunity to participate in the excellent social program allowing you to network with colleagues, renew old friendships and foster new relationships.
- High visibility on the Meeting website and throughout official marketing material
- The opportunity to deliver a clear message that you have a genuine commitment to the industry
- Build new and strengthen existing relationships
- Acquire highly qualified leads and increase brand awareness
- Meet the decision makers and gain instant market feedback.

Exhibition Timetable

	5 November	6 November	7 November	8 November
Morning Tea	1000 - 1030	1000 - 1030	1000 - 1030	1000 - 1030
Lunch	1200 - 1300	1200 - 1300	1200 - 1300	
Afternoon Tea	1530 - 1600	1530 - 1600	1530 - 1600	
Evening	Welcome Reception	<i>Invite only Society Dinners</i>	Gala Dinner	

Please note: These exhibition timings are approximate and could change as the program is finalized

The Welcome Reception will be held in the exhibition hall, the dinner will be held in the ballroom at the MCEC

Sponsorship Overview

Category	Platinum	Gold	Silver	Exhibitor
AU\$ excluding GST	\$118,000	\$77,000	\$35,000	\$7,350
Program & Speaker Association				
Opportunity to suggest an International Speaker <i>(subject to LOC approval)</i>	✓			
Naming rights to a major symposium		✓		
Naming rights to a free communications session			✓	
Exhibition Space				
Complimentary exhibition space	36sqm (6mx6m)	18sqm (6mx3m)	9sqm (3mx3m)	9sqm (3mx3m)
Additional exhibition space (per booth, excluding GST)	\$6,350	\$6,350	\$7,350	
Complimentary Registrations				
Delegate registrations <i>(includes access to sessions, catering, Welcome Reception and Gala Dinner)</i>	6	4	3	
Delegate registrations <i>(includes access to sessions, catering, Welcome Reception)</i>				1
Exhibitor passes <i>(access to day catering and Welcome Reception only)</i>	4	2	1	
Profile				
Name, logo and contact details in app	✓	✓	✓	✓
Company profile in app	300 words	200 words	100 words	
Banner in app	Dedicated banner	Logo only	Logo only	
Logo with hyperlink on meeting website	✓	✓	✓	Name only
Delegate List				
Access to the delegate list (of those who have provided permission)	4 weeks prior to Meeting	2 weeks prior to Meeting	1 week prior to Meeting	Post Meeting

Sponsorship Opportunities

Platinum Sponsor

AUD\$118,000 + GST

The premier level of sponsorship for the Blood Meeting, including an exclusive opportunity to suggest an international speaker.

International Speaker

Opportunity to suggest an International Speaker for the Scientific Program (in consultation with the Organising Committee). Sponsors are required to submit suggested speaker names to the organisers prior to initiating contact with the speaker.

- Travel and accommodation for the speaker organised and covered by the Blood Meeting.
- Company logo on the screen before each presentation
- Acknowledgement in the speakers section of the Meeting website and in the Meeting App
- Acknowledgement by the Chair prior to each speaking session

Speaker may be invited to participate in post Meeting activities for the sponsoring companies, these arrangements will be at the expense and arrangement of the sponsor.

Diversity and Inclusion Guidelines for Speaker Suggestions

In order to ensure our faculty are representative of our community, we request sponsors consider the following when suggesting speakers: Gender; Professional group; Cultural diversity; Geographical diversity.

Benefits

Registrations

- Six delegate registrations which includes access to sessions, Welcome Reception and Gala Dinner
- Four exhibitor staff passes (morning tea, afternoon tea, lunch and Welcome Reception)

Exhibition Space

- 36sqm (6mx6m) complimentary exhibition space in a prime location
- Opportunity to purchase additional booths at a discounted price of AU\$6,350 + GST

Profile

- Nominated as a Platinum Sponsor with prominent logo on the Meeting App and Meeting Website
- Company name, logo and contact details in the Meeting App
- 300 word company profile in the Meeting App
- Banner on app (artwork supplied by you) appearing in rotation with other sponsors
- Access to delegate list (4 weeks prior to the Meeting and updates 1 week prior to and immediately after the Meeting – only those attendees who have agreed to name disclosure under the Privacy Act)

Gold Sponsor

AUD\$77,000 + GST

The Gold Sponsors are recognised as key sponsors of the Meeting and have the following entitlements.

Naming Rights to a Major Symposium

- Company logo on the screen before and after the session
- Acknowledgement by the Chair of the session
- Acknowledgement on the Meeting website and in the Meeting App

Benefits

Registrations

- Four delegate registrations which includes access to sessions, Welcome Reception and Gala Dinner
- Two exhibitor staff passes (morning tea, afternoon tea, lunch and Welcome Reception)

Exhibition Space

- 18sqm (6mx3m) complimentary exhibition space in a prime location
- Opportunity to purchase additional booths at a discounted price of AU\$6,350 + GST

Profile

- Nominated as a Gold Sponsor with prominent logo on the Meeting App and Meeting Website
- Company name, logo and contact details in the Meeting App
- 200 word company profile in the Meeting App
- Company logo included on the Gold Sponsor banner in the Meeting App
- Access to delegate list (2 weeks prior to the Meeting and updates 1 week prior to and immediately after the Meeting – only those attendees who have agreed to name disclosure under the Privacy Act)



Silver Sponsor

AUD\$35,000 + GST

Naming Rights to a Free Communications Session

- Company logo on the screen before and after the session
- Acknowledgement by the Chair of the session
- Acknowledgement on the Meeting website and in the Meeting App

Benefits

Registrations

- Three delegate registrations which includes access to sessions, Welcome Reception and Gala Dinner
- One exhibitor staff passes (morning tea, afternoon tea, lunch and Welcome Reception)

Exhibition Space

- 9sqm (3mx3m) complimentary exhibition space in a prime location
- Opportunity to purchase additional booths at a price of AU\$7,350 + GST

Profile

- Nominated as a Silver Sponsor with logo on the Meeting App and Meeting Website
- Company name, logo and contact details in the Meeting App
- 100 word company profile in the Meeting App
- Company logo included on the Silver Sponsor banner in the Meeting App
- Access to delegate list (1 weeks prior to the Meeting and immediately after the Meeting – only those attendees who have agreed to name disclosure under the Privacy Act)



Additional Exclusive Opportunities

Welcome Reception Sponsor

SOLD

AUD\$12,500 + GST

- Acknowledgement during the reception with opportunity for sponsor's representative to briefly address guests
- Invitation for Five company representatives to attend the Reception
- Company signage display during Reception (at company's expense)
- Opportunity for wait staff to wear branded aprons with company logo (aprons to be provided by the sponsor)
- Acknowledgement as a Sponsor on the Meeting App and Meeting Website

Lanyard Sponsor

SOLD

AUD\$8,000 + GST

- Name badge lanyards over-printed with the company name. All Meeting delegates receive a lanyard when registering.
- Acknowledgement as a Sponsor on the Meeting App and Meeting Website

Meeting App Sponsor

SOLD

AUD\$9,800 + GST

- Logo presence on the header of the app visible on the dashboard of the App (featured as the Meeting App Sponsor)
- Opportunity to send one push notification during the Meeting via the app (content to be provided by you subject to approval from LOC)
- Company Logo and details included on the App sponsorship page (this page will also contain other sponsor logos & details)
- Acknowledgement as the Meeting App Sponsor on the Meeting App and Meeting Website

Pocket Program Sponsor

AUD\$7,800 + GST

- Company logo on front cover of Pocket Program
- Acknowledgement as a Sponsor on the Meeting App and Meeting website



Handbook Sponsor

AUD\$9,500 + GST

- Company name or logo on front cover of Handbook
- Acknowledgement as a Sponsor on the Meeting App and Meeting website
- Full page advert to be included in handbook

Lounge Sponsor

AUD\$13,200 + GST

- Opportunity to brand one of the lounge areas within the exhibition hall. This is a space for delegates to come and relax during the Meeting. Some furniture will be provided but we would encourage the sponsor to make the space their own (branding and additional furniture at the cost of the sponsor and needs to be approved)
- The lounge area cannot be used as an exhibition stand. Should you wish to demonstrate or promote products this needs to be done from your exhibition stand.
- Acknowledgement as a Sponsor on the Meeting App and Meeting website

Exhibition Booth

AUD\$7,350 + GST

Inclusions

Registrations

- One delegate registration which includes the Welcome Reception
- Stand Day passes for additional representatives can be purchased at a cost of AU\$190 (incl GST) per person per day or AU\$535 (incl GST) for the whole Meeting

Exhibition Space

- 9sqm (3mx3m) shell scheme stand including white Evolve panels, two x 150W spotlights, one x 4amp power point, and organisation name on fascia sign

Profile

- Company name and contact details in the Meeting App
- Company name on Meeting website
- Access to delegate list (at the Meeting and immediately after the Meeting – only those attendees who have agreed to name disclosure under the Privacy Act)

Exhibition Information

Platinum Sponsor's exhibition allocation: <ul style="list-style-type: none">• Space only 36sqm (6mx6m)• One x 10amp power point	Gold Sponsor's exhibition allocation: <ul style="list-style-type: none">• Space only 18sqm (6mx3m)• One x 10amp power point
Silver Sponsor's exhibition allocation: <ul style="list-style-type: none">• Space only 9sqm (3mx3m) (discounts are not available if the shell scheme is not required) OR <ul style="list-style-type: none">• Shell scheme stand 9sqm (3mx3m)• White Evolve wall panels 2.4m high• Organisation name on fascia board• Two x 150w spotlights• One x 4amp power point	Exhibitor's exhibition allocation: <ul style="list-style-type: none">• Shell scheme stand 9sqm (3mx3m)• White Evolve wall panels 2.4m high• Organisation name on fascia board• Two x 150w spotlights• One x 4amp power point

Sponsors installing custom designed stands must provide the contact details of their appointed stand contractor, (together with a plan showing full design dimensions including a graphic of the stand design) to the Sponsorship Team email: blood@theconferencecompany.com by no later than 15th June 2023.

Furniture hire, barcode scanner hire and provision of internet connections is not included for any of the above packages. These items may be hired from the official Meeting contractors. Contact details will be provided in the Sponsorship and Exhibition Manual.

Preliminary Exhibition Timetable

Preliminary schedule is provided, however final timings will be published in the Sponsorship and Exhibition Manual.

3 November	Stand builders only
4 November	Building and dressing stands for Sponsors and Exhibitors
5 November	Exhibition Open
6 November	Exhibition Open
7 November	Exhibition Open
8 November	Exhibition Open; Bump out

Exhibitor Staff Passes

An allocation of Exhibitor Staff Passes is included in each sponsorship package. These passes include all catering located in the Exhibition Hall (morning tea, lunch and afternoon tea) and the Welcome Reception but do not include attendance to any of the scientific sessions or the Gala Dinner.

Sponsors will receive access to an online form to register staff. Additional passes may be purchased at AU\$535 (incl GST) per person for the entire Meeting or AU\$190 (incl GST) per person per day. Should sponsors wish to attend scientific sessions, they need to purchase a delegate registration.

Sponsorship and Exhibition Manual

A Manual will be distributed to all sponsors three months prior to the Exhibition. The manual will contain details of the online registration process for staff, the pack-in / pack-out schedule, supplier contact details and forms for exhibition handbook entry, etc.

Accommodation

Sponsors will be able to book accommodation at Meeting hotels. Further details will be provided when Meeting registration opens in March 2023.

Terms and Conditions

Booking and Payment

All prices are quoted in Australian dollars. Goods and Services tax (GST) is required to be paid on all packages purchased by Australian residents, where costs state including GST this is quoted at the current rate at 10%. Any change to the Australian GST price will alter the GST inclusive price. GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 10%).

Sponsorship packages and exhibition space will be allocated only upon receipt of the online booking form or a signed hard copy booking form (i.e. a first come, first served basis).

Confirmation will be sent together with a tax invoice for the required 50% deposit. The deposit is payable within 20 days of date of tax invoice. If the deposit is not received within this timeframe, you relinquish your right to the requested sponsorship package and exhibition space.

The balance will be invoiced on 1 March 2023, to be paid by 20 March 2023. Applications made after 1 March 2023 must include full payment.

All payments should be made in Australian Dollars by bank transfer or credit card (Please note there is a credit card fee of 2.8%). All payments due must be received by the Meeting Managers prior to the Meeting. No sponsor will be allowed to set up their exhibition stand at the Meeting until full payment has been received.

Sponsors may not assign or sublet any part of their exhibition space. The Organising Committee may need to make changes to the floor plan; however, changes will not be undertaken without prior discussion with the companies affected. Sponsors consent to their contact details being shared with Meeting suppliers and contractors.

Medicines Australia Code of Conduct

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 and with the Medical Technology Industry Code of Practice: www.mtaa.org.au/code-of-practice/copyofthe-code.

Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 7 April 2023, you are liable for 50% of the package selected
- from 7 April 2023, you are liable for 100% of the package selected.

The Organising Committee reserves the right to cancel the Meeting in case of circumstances beyond its control. In such a case, all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.

All property, display materials and vehicles under the control and custody of the Exhibitor are understood to remain under the control and custody of the Exhibitor and therefore the total responsibility of the Exhibitor in relation to insurance protection and coverage in transit to, within the confines of the exhibition boundaries and in transit to and from the confines of the exhibition venue and its boundaries and for the total duration of an Event from the commencement of the set up through until an Event site is vacated. The Organiser provides 24 hour monitoring of the site by event staff and overnight security by accredited security services from the official start of set up (the official set up times may vary and will be advised in event publications and upon checking at an Event) through until 8am on the day after the last day of an Event. The Organiser is not responsible for any damage to or loss of goods of the Exhibitor or its servants, staff, agents or contractors due to any reason whatsoever.

Exhibitors and others are not permitted to connect or otherwise interfere with the electrical, gas, water or other fittings within a venue or at the grounds where an Event is located. Any such connections or alterations need to be approved by the Organiser and the host venue and would then be carried out at the expense of the Exhibitor. All electrical items brought to an Event MUST HAVE valid electrical certification tags on them, including extension leads and power boards. Exhibitors who have ordered power and require more than one power outlet, must bring their own additional power leads and power boards. It is an inherent obligation of the Exhibitor and Sponsor to provide proof of currency of public liability insurance in accordance with the date set out in the Event Information – Public Liability Certificate of Currency Due Date set out in an Event specific terms and conditions. The Exhibitor and/or Sponsor will ensure that such public liability insurance is to the value of \$20 million prior to allowing access to an Event.

The Organiser recognises that Exhibitors and Sponsors securing site space at a number of Events will only need to provide Certificates of Currency of Insurance once yearly valid for the period of all Events to which the Exhibitor and/or Sponsor are attending.

The Exhibitor and Sponsor acknowledge that Event sites can be hazardous. Exhibitors and Sponsors are required to take due care and attention in order to prevent injury and property damage. The Organiser cannot be held responsible nor liable for damage caused by the act or omission of an Exhibitor or Sponsor. The Exhibitor, its servants, agents, licensees, contractors or subcontractors will be responsible for complying with workplace health and safety standards at all times.

Exhibitors, contractors, delivery drivers, etc. MUST wear high visibility vests and closed in shoes during the set up and bump out hours of an Event. Children are not permitted on site at a venue during set up and bump out times.

We invite your support

Thank you for taking the time to consider the possibilities the Blood 2023 Annual Scientific Meeting has to offer.

If you have made your choices, please complete and return to us the Application for Sponsorship form located on the following page. If we can assist with further information, or discussing other opportunities, please contact the Meeting Managers.

We hope that you find value in the opportunities that are available and we look forward to welcoming you to Blood 2023.

**THE
CONFERENCE
COMPANY**

The Conference Company

on behalf of the Blood 2023 Organising Committee

Email: blood@theconferencecompany.com

Phone: 1800 193 405 (within Australia) or +64 9 360 1240





Application for Sponsorship

To confirm your sponsorship or exhibition, please complete the form below and email to blood@theconferencecompany.com. If you wish to pay by credit card, we will send you a secure link for payment. This Meeting accepts Visa and MasterCard payments. A credit card surcharge will apply.

Applications are subject to approval from the Local Organising Committee. We reserve the right to decline your application on the grounds of professional or ethical differences.

We apply for sponsorship in accordance with the terms and conditions as set out in this prospectus.

Signed: _____

Date: _____

Company Details

Company Name (for invoice): _____

Company Name (for exhibition / promotion): _____

Postal Address: _____

Telephone: _____

Email: _____

Contact Person: _____

Company Details

1. Platinum AU\$

2. Gold AU\$

3. Silver AU\$

4. Other AU\$

Exhibition Requirements

Standard Booth @ AU\$7,350 + GST

No. of booths

AU\$

Platinum & Gold Sponsors only:

Discounted Booth @AU\$6,350 + GST

No. of booths

AU\$

Stand Build

Space only
(we will install a custom stand)

Shell scheme required

Stand Preferences

Stand space is allocated to companies in order of level of sponsorship based on the date the signed application is received. A final floorplan will be forwarded to your company representative in 2023 to select from available spaces.