

Blood 2027

APSTH
Asian - Pacific Society on Thrombosis and Hemostasis

SPONSORSHIP PROSPECTUS

Blood 2027 and APSTH Congress 2027

24 - 27 October 2027

Adelaide, South Australia

HSANZ
HAEMATOLOGY SOCIETY OF AUSTRALIA AND NEW ZEALAND

ANZSBT
Australian & New Zealand Society of Blood Transfusion

THANZ
Thrombosis & Haemostasis society of Australia and New Zealand

APSTH
Asian-Pacific Society on Thrombosis and Hemostasis

Invitation to sponsor

Dear Valued Sponsor and Exhibitor,

On behalf of the Organising Committee of Blood (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), combined with the Asian-Pacific Society on Thrombosis and Haemostasis (APSTH), we take pleasure in inviting your support for Blood 2027 and the APSTH Congress 2027.

Blood and APSTH will be held at the Adelaide Convention Centre, South Australia, and we expect more than 1,800 attendees, including clinicians, scientists and nurses.

This prospectus outlines the sponsorship and exhibition opportunities available. 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 2027 Organising Committee,

Cindy Lee
HSANZ Convenor

Amanda Catherwood
ANZSBT Convenor

Chee-Wee Tan
THANZ and APSTH Convenor

Sponsor Liaison

The Conference Company *on behalf of the Organising Committee*

Email: blood@theconferencecompany.com
Phone: +64 9 360 1240 (or 1800 193 405 within Australia)
Postal: PO Box 90 040
Auckland, 1142
New Zealand

THE CONFERENCE COMPANY

About the Meeting

Blood and APSTH 2027 will be held at the Adelaide Convention Centre, South Australia, on 24 - 27 October 2027.

We anticipate over 1,800 attendees, with Australia and New Zealand attendees being joined by a large number of international delegates due to APSTH co-locating.

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 1,800 attendees from the blood science professions across the globe



Approximately 100 invited speakers including up to 40 international experts



Over 600 abstracts for oral or poster presentations



Welcome Reception hosted in the exhibition hall



Range of sponsorship packages on offer

About the destination

Adelaide is one of Australia's premier destinations for medical and scientific conferences, combining world-class facilities with exceptional accessibility and delegate appeal. The city offers a compact, walkable CBD where major hotels, dining precincts, and cultural attractions are within easy reach of the convention centre.
Adelaide is renowned for its leadership in health, medical research and innovation, providing a natural backdrop for scientific exchange and collaboration.
Attendees can experience South Australia's celebrated food and wine regions, stunning coastlines and unique wildlife experiences, all within a short distance of the city.
Combining convenience, affordability and a welcoming atmosphere, Adelaide delivers an engaging conference experience that leaves a lasting impression.

Benefits of participating as a sponsor

- Maximum exposure at a premier conference devoted to the haematology industry
- Opportunity for you to interact and target the most influential figures in the field
- Opportunity to participate in the excellent social program allowing you to network
- 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

	Sunday 24 October	**Monday 25 October**	**Tuesday 26 October**	**Wednesday 27 October**
Morning Tea	0930-1000	1000 - 1030	1000 - 1030	1000 - 1030
Lunch	1200 - 1300	1200 - 1300	1200 - 1300	
Afternoon Tea	1530 - 1600	1530 - 1600	1530 - 1600	
Evening	Welcome Reception	Poster Wine & Cheese	Gala Dinner	

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

The Welcome Reception will be held in the exhibition hall amongst the exhibition stands.

Sponsorship Overview

Category	Platinum	Gold	Silver	Exhibitor
Australian dollars (AUD) excluding GST	**$140,000**	**$91,000**	**$42,000**	**$8,700**
Program & Speaker Association				
Opportunity to suggest an International Speaker (subject to LOC approval)	✓	✗	✗	✗
Opportunity to purchase a breakfast or dinner symposium	✓	✓	✗	✗
Opportunity to purchase additional exlusive opportunities	✓	✓	✓	✗
Exhibition Space				
Complimentary exhibition space	36sqm (6mx6m)	18sqm (6mx3m)	9sqm (3mx3m)	9sqm (3mx3m)
Additional exhibition space (per booth, excluding GST)	$7,500	$7,500	$8,700	$8,700
Complimentary Registrations				
Delegate registrations (includes access to sessions, catering, Welcome Reception and Gala Dinner)	6	4	3	
Exhibitor passes (access to day catering and Welcome Reception only - no access to sessions)	4	2	1	2
Profile				
Logo included in promotional email broadcasts	✓	✗	✗	✗
Logo with hyperlink on meeting website	✓	✓	✓	Name only
Name, logo and contact details in app	✓	✓	✓	✓
Company profile in app	✓	✓	✓	✓
Delegate List				
Access to the delegate list (of those who have provided permission)	4 weeks prior	2 weeks prior	1 week prior	Post Meeting

Sponsorship Opportunities

Platinum Sponsor AU$140,000 + GST

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

International Speaker

Opportunity to suggest an International Speaker for the Scientific Program (final decision of speaker and topics is at the discretion of 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 Conference. Company logo on the screen before each presentation, acknowledgement in the speakers section of the website and in the App, acknowledgement by the Chair prior to each speaking session

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.

Utilisation of Speaker for other events All invited speakers may not be invited to speak or participate in any other events till after the closing of the conference without express permission of the Organising Committee.

Timeframe In order to be able to confirm and include your speaker in the Program, suggestions of speakers must be received no later than 28th February 2027. After this date, the committee reserves the right to allocate a speaker for you based on preferred topics.

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$7,500 + GST

Profile

- Nominated as a Platinum Sponsor with prominent logo on the App and Website
- Company logo in promotional email broadcasts
- Company name, logo and contact details in the App
- Company profile in the App
- Access to delegate list (4 weeks prior to the Conference and updates 1 week prior to and immediately after the Conference – only those attendees who have agreed to name disclosure under the Privacy Act)

Gold Sponsor AU$91,000 + GST

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

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$7,500 + GST

Profile

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

Silver Sponsor AU$42,000 + GST

Benefits

Registrations

- Three delegate registrations which includes access to sessions, Welcome Reception and Gala Dinner
- One exhibitor staff pass (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$8,700 + GST

Profile

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

Sponsor Symposia – breakfast or dinner

Exclusive to Platinum and Gold Sponsors AU$7,200 + GST

Opportunity to host a breakfast or dinner symposia

- Speaker and topic subject to approval from Organising Committee
- Room and basic AV provided at the Convention Centre, additional costs for specific room setup, additional AV, and catering will be at sponsors expense
- If preferred, event can be held offsite, all costs for venue and AV will be the sponsors responsibility in those circumstances
- Option for event to appear on the Program as a corporate symposia to increase profile and attendance
- Symposia details are required for approval by 1st June 2027 so we can review and approve them in time to be included in meeting promotion and program

Platinum, Gold and Silver Sponsors are invited to sponsors key opportunities at the Meeting.

Welcome Reception Sponsor (exclusive)

AU$10,000 + GST

- Invitation for Five company representatives to attend the Welcome Reception
- Company signage display during Welcome Reception (at company's expense)
- Opportunity for wait staff to wear branded aprons with company logo (aprons to be provided by the sponsor) and/or branding of glasses (at sponsors expense) Acknowledgement as a Sponsor on the App and Website

Conference App Sponsor (exclusive)

AU$12,000 + GST

- Logo presence on the header of the app visible on the dashboard of the App (featured as the App Sponsor)
- Opportunity to send one push notification during the conference 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 App Sponsor on the App and Website

Lounge Sponsor (two available)

AU$14,000 + 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

AU$8,700 + GST

Registrations

- Two exhibitor staff passes (morning tea, afternoon tea, lunch and Welcome Reception - *no access to sessions*)
- Passes for additional representatives can be purchased at a cost of AU$200 +GST per person per day or AU$550 + GST for the whole Conference

Exhibition Space

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

Profile

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

Exhibition Information

Platinum Sponsor's exhibition allocation: • Space only 36sqm (6mx6m) • One x 10amp power point	**Gold Sponsor's exhibition allocation:** • Space only 18sqm (6mx3m) • One x 10amp power point
Silver Sponsor's exhibition allocation: • Space only 9sqm (3mx3m) (discounts are not available if the shell scheme is not required) OR • Shell scheme stand 9sqm (3mx3m) • White wall panels 2.4m high • Organisation name on fascia board • Two x 150w spotlights • One x 4amp power point	**Exhibitor's exhibition allocation:** • Shell scheme stand 9sqm (3mx3m) • White 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 31st August 2027

Furniture hire and provision of internet connections is not included for any of the above packages. These items may be hired from the official Conference 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.

22 October	Stand builders only
23 October	Building and dressing stands for Sponsors and Exhibitors
24 October	Exhibition Open
25 October	Exhibition Open
26 October	Exhibition Open
27 October	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$550 + GST per person for the entire Conference or AU$200 + GST per person per day. Should sponsors wish to attend scientific sessions, they need to purchase an industry 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 Conference hotels. Further details will be provided when registration opens in March 2027.

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 2027, to be paid by 20 March 2027. Applications made after 1 March 2027 must include full payment.

All payments should be made in Australian Dollars by bank transfer. All payments due must be received by the Conference Managers prior to the Conference. No sponsor will be allowed to set up their exhibition stand 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 Conference suppliers and contractors.

Cancellation Policy

If notification of cancellation of sponsorship is received in writing:

- prior to 7 April 2027, you are liable for 50% of the package selected
- from 7 April 2027, you are liable for 100% of the package selected.

The Organising Committee reserves the right to cancel the Conference 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.

Insurance & Security

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.

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.

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.

Health & Safety

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.

Terms and Conditions continued

Code of Conduct Sponsors and Exhibitors 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.

All displays must be directed to health professionals and product information for all promoted products must be available from the stand.

Sponsors & Exhibitors shall not discriminate against or harass any conference attendee, staff member or exhibitor because of race, religion, sex, national origin, age, disability, or sexual orientation.

Sponsors & Exhibitors shall not solicit business in front of displays not their own. They shall not interrupt or entice prospective clients away when engaged with another supplier. They shall train their personnel in the purpose of the sponsorship opportunity and shall teach business etiquette to staff members.

Sponsors & Exhibitors shall not have loud music, distracting noises, etc. emanating from their display areas that will interfere with other suppliers.

All conference speakers (including International Speakers) may not be approached to participate in any presentations scheduled from 13th – 27th October without specific approval from the Organisers to ensure no conflict of interest or duplication in presentation topics.

Sponsors & Exhibitors shall not disassemble their displays before appointed time unless special circumstances require, and then only with approval of the Organisers.

Stand Selection 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 to select from available spaces.

We invite your support

Thank you for taking the time to consider the possibilities Blood and APSTH 2027 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 organisers.

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

THE CONFERENCE COMPANY

The Conference Company *on behalf of the Organising Committee*
Email: blood@theconferencecompany.com
Phone: +64 9 360 1240 or 1800 193 405 (within Australia)

Application for Sponsorship

Blood 2027

APSTH Asian-Pacific Society on Thrombosis and Hemostasis

ADELAIDE, SOUTH AUSTRALIA
24 - 27 OCTOBER 2027

To confirm you sponsorship or exhibition, please complete the form below and email to blood@theconferencecompany.com. Or please complete the online application form.

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.

Company Details

Company Name (for invoice):

Company Name (for exhibition / promotion):

Postal Address:

Telephone:

Email:

Contact Person:

Package Selection

1. Platinum AU$140,000 + GST ☐
2. Gold AU$91,000 + GST ☐
3. Silver AU$42,000 + GST ☐
4. Other

Exhibition Requirements

Standard Booth AU$8,700 + GST — No. of booths

Platinum & Gold Sponsors only:
Discounted Booth AU$7,500 + GST — No. of booths

Stand Build

☐ Space only
(we will install a custom stand)

☐ Shell scheme required

Date: Signed: