



The Australasian
College of Dermatologists

45th ANNUAL SCIENTIFIC MEETING

BRISBANE CONVENTION AND EXHIBITION CENTRE, BRISBANE, QLD,
AUSTRALIA SUNDAY 20 MAY TO WEDNESDAY 23 MAY 2012



SPONSORSHIP OPPORTUNITIES

TWO MEETINGS TWO SPONSORSHIP OPPORTUNITIES

45th Annual Scientific Meeting of the Australasian College of Dermatologists

Brisbane, Sunday 20 May to Wednesday 23 May 2012

The Annual Scientific Meeting (ASM) of the Australasian College of Dermatologists is attended by registered dermatologists and trainees and associated specialists, from both Australia and New Zealand, and increasingly also from South-East Asia.

This is the largest gathering of dermatologists in one place at one time in Australasia. It presents a unique opportunity for you to make contact with the principal prescribers of medicines and cosmetic and health care products to dermatological patients and consumers, as well as major users of surgical instruments, lasers and other equipment. Some 450 dermatologists and trainees are expected to attend the 2012 meeting.



3rd World Congress of Dermoscopy,

Brisbane, Thursday 17 to Saturday 19 May 2012

2012 will be a special year for the College, in that as well as holding the Annual Scientific Meeting, we will also organise the 3rd World Congress of Dermoscopy (WCD). This will be held in Brisbane in the same venue, the Brisbane Convention and Exhibition Centre, immediately preceding the Annual Scientific Meeting.

The World Congress will attract a large number of international dermatologists. However, by far the majority of delegates will be general practitioners from Australia and New Zealand who are interested in skin cancer medicine.

As the congress has never been held before in Australia, and since the speakers will include some 30 distinguished international dermatologists specialising in Dermoscopy, it is expected to be well-attended by Australian and New Zealand GPs, as well as dermatologists from overseas.

The President of the World Congress is Professor Peter Soyer of the University of Queensland, a distinguished dermatologist specialising in dermoscopy. The Congress Secretary is Professor Scott Menzies from the Sydney Melanoma Diagnostic Centre and the University of Sydney.

Information about the Congress can be found on www.dermoscopycongress2012.org.

There will be a small trade display associated with the congress. Information about the display can be found on the website.



The Australasian
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SPONSORSHIP



The College invites sponsorship assistance to help defray the costs of its meetings. Sponsorship is a practical means by which companies providing products and services to dermatologists can partner with the College in the promotion of dermatology and the dermatological profession.

While it is recognised that dermoscopy may not directly relate to the products of some of the major pharmaceutical companies which traditionally sponsor the Annual Scientific Meeting, nevertheless we believe that many of those companies are interested in general practitioners as a target market and also for prestige reasons, would like to be associated with the World Congress. Accordingly, it is proposed that the major levels of sponsorship for the Annual Scientific Meeting will also include as a benefit, exposure to the World Congress of Dermoscopy as sponsors of that meeting as well, at no extra cost.

The details of this offer are set out below. College reserves the right to vary the terms and benefits of specific sponsorships, in accordance with the requirements of specific companies wishing to be sponsors.

Please note GST is applicable to sponsorship. The amounts set out in this document are exclusive of GST.

For more information, please contact:

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PLATINUM SPONSOR

The Platinum Sponsor will receive benefits for both conferences.

The Platinum Sponsor will receive exclusive rights for one of the keynote visiting speakers for the Annual Scientific Meeting, who will be called “**Visiting Professor, kindly supported by an educational grant from**”, as part of the program.

The ASM Visiting Professor will be **Professor Theodore Rosen, MD, Veteran Affairs Dermatology Clinic, Department of Dermatology, Baylor College of Medicine, Houston, Texas, United States of America.**

Professor Rosen is the Professor of Dermatology and Chief of Dermatology Service at the Michael E. De Bakey Veterans Affairs Medical Centre, Baylor, College of Medicine. His clinical interests include cutaneous diseases in African Americans, venereal disease, mycology (fungal diseases), collagen injection, and sclerotherapy.

The Platinum Sponsor will also be the sponsor of the **program** for both the ASM and the WCD meetings. The program will not contain any advertising by other sponsors and suppliers (although all sponsors will be listed in the text). The Platinum Sponsor will have the right to include one full-page advertisement in each program.

The Platinum Sponsor will be entitled to hold one sponsored **symposium** during the period of the ASM. A time has not yet been indicated in the program for this symposium. It is likely that time will be available in the morning or the evening of Tuesday 22 May 2012.

The Platinum Sponsor will also receive **one free stand** (9sqm booth) in the ASM trade exhibition.

The Platinum Sponsor may also have an internet café, or delegates’ lounge, located within the trade exhibition of the ASM. College will provide space for this purpose, but the provision of the café, internet terminals and service, and coffee, will be the responsibility of the sponsor.

The Platinum Sponsor will also be Platinum Sponsor for the **World Congress of Dermoscopy.**

Benefits

The Platinum Sponsor will receive the following benefits:

Annual Scientific Meeting & World Congress of Dermoscopy

- Name and logo on sponsorship signage to be displayed at each meeting.
- Acknowledgment as the Platinum Sponsor in all printed and promotional material.
- Sole sponsor of the program for both meetings.
- One free 9sqm booth in the trade exhibition associated with the ASM; also a free presence at the WCD, if desired.
- Two free registrations to each meeting, which allows attendance at all sessions and the cocktail party for each meeting.
- Acknowledgement by the Convenor of each meeting at the beginning and close of the meeting.
- The right to include one item of promotional material in the complimentary satchels given to all delegates to both meetings.

Annual Scientific Meeting Only

- One sponsored symposium to be during the meeting (approx. 60 minutes), either in the morning or in the evening of Tuesday 22 May 2012.
- The opportunity, if wished, to provide an internet café in the trade exhibition which will be identified with the sponsor’s name or product (the cost of providing the stand, internet terminals and service, and coffee, will be at the sponsor’s expense).

Cost of sponsorship: **\$90,000**
There will be only one Platinum Sponsor.



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DIAMOND SPONSOR

The Diamond Sponsor will receive benefits for both conferences.

The Diamond Sponsor will receive exclusive rights for one of the keynote visiting speakers for the ASM to be called “Visiting Professor, kindly supported by an educational grant from”, as part of the program.

The visiting Professor will be Dr David E. Cohen, MD, MPH, Langon Medical Centre Department of Dermatology, New York University, New York, United States of America.

Dr Cohen is Vice Chair for Clinical Affairs and Director of Occupational, Environmental and Allergic Dermatology within the Dermatology Department of New York University. His fields of interest are urticaria, hair diseases, general dermatology, melanoma, vitiligo, vasculitis, psoriasis, connective tissue disease, warts and rosacea.

Benefits

The Diamond Sponsor will receive the following benefits:

Annual Scientific Meeting & World Congress of Dermoscopy

- Name and logo on sponsorship signage to be displayed at each meeting.
- Acknowledgment as the Diamond Sponsor in all printed and promotional material.
- Sole sponsor of the delegates’ satchels for both meetings.
- One free 9sqm booth in the trade exhibition associated with the ASM; also a free presence at the WCD, if desired.
- Two free registrations to each meeting, which allows attendance at all sessions and the cocktail parties for the meetings.
- Acknowledgement by the Convenor of each meeting at the beginning and close of the meetings.
- The right to include one item of promotional material in the complimentary satchels given to all delegates.

Annual Scientific Meeting Only

- One sponsored symposium to be during the meeting (approx. 60 minutes)

Cost of sponsorship: \$80,000

There will be only one Diamond Sponsor.



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GOLD SPONSORS

There will normally be three or four Gold Sponsors. The sponsors of the Annual Scientific Meeting will also be sponsors of the World Congress of Dermoscopy. The sponsorships are as follows:

Gold Sponsor No. 1

The Gold Sponsor No.1 will be entitled to hold one sponsored symposium (breakfast session) at the Annual Scientific Meeting, during the period of the meeting. A time has not yet been indicated in the program for this symposium.

Gold Sponsor No. 2

The Gold Sponsor No.2 will be entitled to hold one sponsored symposium (breakfast session) at the Annual Scientific Meeting, during the period of the meeting. A time has not yet been indicated in the program for this symposium.

Gold Sponsor No. 3

The Gold Sponsor No.3 will be entitled to hold one sponsored symposium (breakfast session) at the Annual Scientific Meeting, during the period of the meeting. A time has not yet been indicated in the program for this symposium.

Benefits

The Gold Sponsors will receive the following benefits:

Annual Scientific Meeting & World Congress of Dermoscopy

- Gold Sponsors acknowledged on the College website.
- Gold Sponsors acknowledgment by the Convenor at each meeting.
- Acknowledgment in all printed and promotional material.
- One free registration to both meetings.
- One free invitation to the cocktail parties for both meetings.
- Acknowledgment at the opening of each meeting.
- Name and logo on sponsorship signage to be displayed at both meetings.
- Acknowledgment in the programs.
- The right to include one item of promotional material in the complimentary satchels given to all delegates for both meetings.

Annual Scientific Meeting Only

- Gold Sponsors Nos. 1,2 and 3 - sponsored symposia (breakfast sessions).

Cost of Gold sponsorships: \$55,000.00 each



SPONSORSHIP AND OPPORTUNITIES FOR THIS MEETING ONLY

45th
Australasian College of Dermatologists
ANNUAL SCIENTIFIC MEETING
in BRISBANE, GATEWAY TO AUSTRALIA'S TROPICAL NORTH

SILVER SPONSOR

There will normally be up to three Silver Sponsorships.

Silver Sponsor No.1

This sponsor will be responsible for the Registrars' teaching day, Registrars' airfare subsidies and the best paper in the Registrars' Forum. This sponsor is usually invited by the Registrars to hold a dinner for them after the day.

Benefits

- Name and logo on sponsorship signage to be displayed at the meeting.
- Acknowledgment by the President of the College at the opening of the trade exhibition.
- Acknowledgment in all printed and promotional material.
- Acknowledgment in the program.
- The sponsor of the Registrar activities will be acknowledged at the Registrars' teaching day, at the Registrars' Forum and at the presentation of the Registrars' prize.

Cost of sponsorships: \$30,000.00

OTHER SPONSORSHIPS

Best Poster Prizes

Sponsorship of cash prizes for the two best posters at the meeting.

Benefits

- Presentation of the prizes (two).
- Name and logo on sponsors' signage at the meeting.
- Acknowledgment by the President of the College at the opening of the trade exhibition.
- Acknowledgment in all printed and promotional material.
- Acknowledgment in the program.

Cost of sponsorship: \$4,000

SPECIAL OPPORTUNITIES

Sponsored Breakfast Sessions

Some sponsored breakfast sessions may be available, subject to finalisation of the main sponsorships, and depending also on the scientific program.

Benefits

- Acknowledgment in all printed and promotional material.
- Acknowledgment in the program.
- Name and logo on sponsors' signage at the meeting.
- Acknowledgment by the President of the College at the opening of the trade exhibition.

Cost of sponsorship: \$11,000



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