ANNUAL CONFERENCE
SYDNEY
19 – 21 JUNE 2017

Renal care in a changing environment:
Innovation and transformation

CONFERENCE SPONSORSHIP & EXHIBITION GUIDE

conference@renalsociety.org • 1300 941 480
www.renalsociety.org
On behalf of the RSA Conference Organising Committee, I would like to invite your organisation to be part of the 2017 RSA Annual Conference at the brand new International Convention Centre in Sydney. Running from 19-21 June 2017, We expect this conference to be a huge success and highlight for many working within nephrology.

The theme for 2017 is “Renal care in a changing environment: Innovation and Transformation.”

Running over three days, the scientific program will consist of a range of plenary, concurrent and workshop sessions, covering a comprehensive range of topics related to renal care.

Additionally in 2017, the Nephrology Educators’ Network (NEN) Symposium will be held on Sunday 18 June. The Symposium will attract nephrology educators from nursing and allied health disciplines, and will consist of a mixture of presentations and workshop-style sessions.

We are also planning full day workshops tailored to Nurse Practitioners and Vascular Access workshop, to be held on the Sunday prior to the conference start.

The 2017 RSA Annual Conference is expected to be extremely well attended by delegates and trade. We are expecting up to 600 delegates, who will travel from all over Australia, New Zealand and overseas.

Inside this prospectus, you will find a range of partnership, sponsorship and exhibition opportunities to suit every budget. We look forward to working with you to ensure we maximise the opportunities available from our annual conference.

Debbie Pugh,
2017 Annual Conference Convenor.
About us

As the peak body for renal healthcare professionals throughout Australasia, the Renal Society of Australasia (RSA) leads the progression of our professions to fulfill our mission to advance the care of people with kidney disease.

Our strategic objectives are to:
1. Provide professional development opportunities for RSA members and other relevant parties
2. Communicate knowledge and information about chronic kidney disease and associated treatments
3. Advocate for the interests of members, the profession and consumers
4. Support practice development, research, quality improvement and innovation
5. Set standards for renal professionals
6. Govern the association.

Our members

The RSA has over 1600 members. Our members reside in all states and territories of Australia, throughout New Zealand, and around the globe. Our membership consists largely of nurses, with smaller numbers of allied health professionals, academics, technicians and industry representatives.

Our members work in all areas of renal care, including haemodialysis, peritoneal dialysis, chronic kidney disease / predialysis, transplantation, vascular access, nurse education, industry and academia.

Who will attend?

The majority of our 2016 delegates were nurses (94%) and also included allied health clinicians and patient technicians.

Why exhibit or partner with us at the RSA Annual Conference?

- Brand exposure: Expose your company's brand and messages to a targeted audience from across Australia, New Zealand and around the world.
- Business Development: Research customer attitudes and find new business opportunities.
- Networking: Opportunities to connect with key people in the renal field.

Key conference dates:

- 14 November 2016: Call for abstracts open
- 5 December 2016: Registration open
- 13 February 2017: Call for abstracts close
- 27 March 2017: Program publication and author notification
- 12 April 2017: Early bird close
- 12 April 2017: Author acceptance close
- 18 June 2017: NEN Symposium
- 19-21 June 2017: RSA Annual Conference

Figures are correct as at 21 August 2015
Trade exhibition

Exhibiting at the RSA Annual Conference gives you an excellent opportunity to engage with your target market, demonstrate your products or services, establish rapport and build relationships while raising your organisation’s profile. The Conference program has been designed to maximise the opportunity for delegates to visit the exhibition. All refreshment breaks will be located within the exhibition area, providing you with the maximum opportunity to showcase your products and interact with delegates.

Exhibition Opening Hours:
- Monday 19 June - 7.30am - 5.30pm
- Tuesday 20 June - 7.30am - 5.00pm
- Wednesday 21 June - 7.30am - 2.00pm

Exhibition booth options

- 3 x 2m shell scheme (6m²) $4,900
- 6 x 2m shell scheme (12m²) $9,000.

You will be provided with either a 3 x 2m or 6 x 2m frame lock system with walls covered in white panelling. Your booth will contain:
- Back and side walls - half height side walls available on request
- Fascia name board sign on all open sides
- 1 x 4 amp power supply
- 2 x 120 watt spotlights

Additional inclusions
- Two (2) exhibitor registrations (all three days including Conference Dinner)
- Additional exhibitor registrations at a reduced rate of $480 + GST each
- Your company logo on the conference website including a hyperlink to your company’s website
- Acknowledgment in conference marketing materials

Exhibition Site/ Space Only

- 3 x 2m space only (6m²) - $4,400 + GST per site

You will be provided a 3 x 2m space (without booth). Site only is available only to organisations that are providing a custom built booth

Additional inclusions
- Two (2) exhibitor registrations (all three days including Conference Dinner)
- Additional exhibitor registrations at a reduced rate of $480 + GST each
- Your company logo on the on the Annual Conference website including a hyperlink to your company’s website
- Acknowledgment in conference marketing materials

Allocation of Sites

Please find the 2017 Exhibition Floor Plan below for your perusal. Please nominate two preferred site locations in order of preference and refer to the booking form attached.

Sites will be allocated on a first in first serve basis. If both your site preferences have been taken at the time of receiving your booking form, the RSA will then allocate the closet site available.

The RSA also aims to not allocate competing companies next to one another and this will be taken into account when allocating sites. Please notify us if you have specific requests.
Annual Conference Partner Packages

All conference partners will receive the following benefits in addition to those outlined in individual packages:

- Acknowledgement as a partner on the official partner acknowledgement board situated onsite at the conference.
- Verbal acknowledgement at opening and closing sessions of the conference.
- Recognition as a partner, with organisation logo, in the Conference App.
- Inclusion into delegate passport

- Partner logo on the RSA Annual Conference website with a hyperlink to the partner’s website
- Use of the conference logo until 30 June 2017 (Australia)

Please note that inclusion in the Conference publications requires confirmation of partnership prior to applicable print deadlines. To maximise your exposure, we recommend that you confirm your booking by the earliest date possible.

The following benefits are included when you purchase a partnership package. Alternatively, they may be purchased independently of a package.

<table>
<thead>
<tr>
<th>RSA Annual Conference</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>6m x 2m premium exhibition space or walk on/walk off (WOWO) networking lounge area</td>
<td>$30 000</td>
<td>$20 000</td>
<td>$10 000</td>
</tr>
<tr>
<td>3m x 2m exhibition space, booth or walk on/walk off (WOWO) furniture package</td>
<td>•</td>
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<tr>
<td>Acknowledgement as a partner on the official partner acknowledgement board situated onsite at the conference</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Verbal acknowledgement at opening and closing sessions of the conference</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Advertising space in the Conference Program Book (artwork to be supplied by the partner)</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Half Page</td>
</tr>
<tr>
<td>Choice of any one additional partnership package (extra exposure packages), up to the value of …</td>
<td>$5,000</td>
<td>$2,500</td>
<td>20% off one extra exposure package</td>
</tr>
<tr>
<td>Conference delegate registrations inclusive of the RSA Networking Evening</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Conference exhibitor registrations inclusive of the RSA Networking Evening</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Inclusion into Delegate Passport</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>One (1) meeting opportunity with members of the RSA Board during the conference</td>
<td>•</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Press release of all events associated with the RSA Annual Conference will include - sponsored by ‘Exclusive Partner’</td>
<td>•</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Prominent acknowledgement on conference signage at registration desk</td>
<td>•</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Promotional item or brochure (maximum two double-sided A4 pages per brochure) to be inserted in the satchel (sponsor to supply material)</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Recognition as a partner (with organisation logo) in the conference program book and/or program app</td>
<td>•</td>
<td>•</td>
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</tr>
<tr>
<td>Recognition as a partner (with organisation logo) on the partners’ page of the official conference website, including a hyperlink to the organisation’s home page</td>
<td>•</td>
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</tr>
<tr>
<td>Seat drop in the opening plenary session (partner to supply material)</td>
<td>•</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Partner logo on RSA Annual Conference website with a direct link to partner’s website</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Use of the Conference Logo until the end of June 2017</td>
<td>•</td>
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<td>•</td>
</tr>
<tr>
<td>Company profile to be included in the Conference Program Book</td>
<td>200 Words</td>
<td>150 Words</td>
<td>100 Words</td>
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Educational Exposure Packages

The following Extra Exposure Packages may be purchased in addition to a partnership, or they may be purchased independently. The Extra Exposure Packages do not include exhibition space.

**NEN Pre-Conference Symposium Sponsor – $5,000 + GST**

The Nephrology Educators’ Network (NEN) Symposium will be held on Sunday 18 June 2017 at the ICC. The symposium will attract nephrology educators from nursing and allied health disciplines, and will consist of a mixture of presentation-style and workshop-style sessions.

- Sponsor logo on the program
- Verbal acknowledgment as sponsor at the opening and closing session
- The sponsor may provide a freestanding banner which will be prominently positioned at symposium
- Opportunity to provide gift to each delegate at the symposium (supplied by sponsor)

**International Speaker Sponsor – $5500 + GST**

International speakers are highly regarded by delegates as they provide the global context to the conference deliberations. As the sponsor of the international speaker your organisation is associated with this highlight of the RSA Annual Conference. Sponsorship of the 2017 International Speaker Helen Noble can provide your company with some fantastic promotional benefits.

- Acknowledgement and introduction of International Speaker Helen Noble
- One (1) complimentary exhibitor registration
- Meet & Greet opportunity Helen Noble will be present on your trade stand (if applicable) for one of the refreshment breaks throughout the conference to meet and greet delegates. Day and time to be confirmed by the RSA closer to the event
- Your company has the opportunity to place a flyer on every delegate seat in the plenary room in the break prior to the commencement of one session of your choice
- Your company logo on the Annual Conference website, including a hyperlink to your company’s website
- Acknowledgement on Annual Conference marketing material
- One (1) insert in the delegate tote bag (satchel insert)

Dr Helen Noble has made an outstanding contribution to improving the care offered to patients with end-stage renal disease approaching the end of life. After leading the development of one of the first renal supportive and palliative care services in the UK, she developed a multi-site, multi-disciplinary UK clinical study, funded by the National Institute for Health Research, to identify the specific needs of people who forego dialysis. She has published a number of seminal papers which have helped launch an agenda for change in how patients with end-stage renal disease are cared for as the end of life approaches. Dr Noble has been awarded the 2016 Walls Bursary from the Renal Association in the UK. This award acknowledges her significant contribution to the field of Academic Nephrology.
Educational Exposure Packages continued

Poster Gallery Sponsor – $6,000 + GST

- 50 word profile to be included in the Conference App
- The sponsor may provide two freestanding banners which will be positioned in prominent locations within the poster gallery (maximum size 2m high x 1m wide)
- Logo displayed on poster board numbers

Annual Conference Award Sponsors: Best Abstract/Best Poster and Best Paper – $3000 + GST per Sponsor

The RSA conference Awards take place at the closing ceremony and recognises the Best Abstract, Best Poster and Best Paper of the conference. Your organisation has a great opportunity to sponsor these awards and help celebrate with the award winners.

- Sponsor’s logo displayed on screen at the beginning of the session
- The sponsor may provide a freestanding banner which will be positioned in a prominent location during the session
- Verbal recognition by the Chair directly before and after session
- Opportunity for sponsor to present an award
- 50 word profile to be included in conference App
- Sponsor’s logo on the Annual Conference website including a hyperlink to your company’s website

Breakfast Workshop Sponsor – from $2,900 + GST

- Opportunity to host a breakfast session. Sponsor to provide speaker and content with session room and basic audio visual provided by the conference managers (content subject to approval of the Organising Committee)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location during the sponsored session (maximum size 2m high x 1m wide)
- Your organisation logo will feature on the audio visual screen in the session room prior to and at the conclusion of the sponsored session
- Four (4) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions and catering breaks is not included)
- Opportunity to provide breakfast catering. (Details to be discussed with the conference managers; all catering at an additional cost to the sponsor.)
- Name and logo of the sponsor will be included in the program section of the Conference App.
Networking Exposure Packages

Annual Conference Dinner Sponsor – $7,000 + GST

The RSA Annual Conference dinner is set to be another excellent event in 2017. Always a highly anticipated function during the conference, the dinner will be held on board a privately chartered cruise on the spectacular Sydney Harbour on Monday 19 June. The dinner provides an opportunity for guests to network while enjoying a fabulous dinner, dancing and plenty of fun. This benefit includes:

- Naming rights to the Annual Conference dinner, including photo booth branding
- Five (5) tickets to the dinner
- The sponsor may provide a freestanding banner which will be prominently positioned at the dinner (maximum size 2m high x 1m wide)
- 50 word profile to be included in the Conference App
- Opportunity for organisation representative to present a 5-minute speech during the event.
- Printing of the sponsor logo on each photo printed at the photo booth

President’s Reception Sponsor – $2,500 + GST

The President’s Reception is to be held on the second evening of the conference. It is an exclusive event for volunteers and key people affiliated with the RSA. This benefit includes:

- Freestanding banner at the entrance to the event (up to 2m high x 1m wide)
- 2 registrations for the event
- Verbal recognition of support by the President at the event

Caffeine Hit Package – $10,000 + GST

Highly popular in 2016, this benefit includes:

- Acknowledgment as coffee cart sponsor on all Annual Conference collateral including website, marketing material
- Two (2) exhibitor registrations to the conference
- Your company logo on the conference website including a hyperlink to your company’s website
- One insert in the delegate satchel

Hospitality Break Sponsor – $1,000 + GST

- Corporate literature may be displayed at the sponsored break station (sponsor to supply)
- The partner may provide a freestanding banner which will be positioned in a prominent location in the break area (maximum size 2m high x 1m wide)
- Small table signs featuring the organisation name and logo displayed at the sponsored break stations (conference managers to supply)
Essential Exposure Packages

**Conference App Sponsor**  
– $12,000 + GST

Highly popular with delegates in its launch year of 2016, the conference Mobile Application enables attendees to access all conference related information and functions, such as conference program, sponsors and exhibitors, speaker biographies and social functions. The Sponsor of the App will receive:

- Clickthrough logo on the home page of the conference app
- Logo on front cover of the Conference App alongside the conference logo
- 50 word profile in the Conference App

**Notebook Package**  
– $10,000 + GST

A5, branded 200 page bound notebook with sponsor advertisement printed in black and white on front inside two-page spread and in one colour on every page thereafter. Inserted into delegate satchels.

**Satchel Sponsor**  
– $6,000 + GST

- 50 word profile to be included in the Conference App
- Partner’s logo on satchel next to Conference logo

**Lanyard Sponsor**  
– $6,000 + GST

- 50 word profile to be included in the Conference App
- Lanyards to be provided by sponsor

**Conference Pads or Pen Sponsor**  
– $2,000 + GST

- Notepads or pens to be available in all session rooms (sponsor to supply)
- Logo in the Conference App

**Satchel Insert**  
– $1,200 + GST

Company publication (up to A4 size, and up to two double-sided pages) or promotional item to be inserted in all delegate satchels (partner to supply the publication or promotional item).

**Delegate Passport Sponsor**  
– $1,000 + GST

Company branding of the delegate passport. The delegate passport will be included in the delegate satchel. An educationally aligned prize will be provided by the RSA to the winning delegate.
Booking Form Personal Details (Person/s responsible for sponsorship liaison)

Title – Please circle (Prof / Dr / Mr / Mrs / Miss / Ms) First Name  Last Name
Organisation
Address
City State  Post Code   Country
Email  Telephone  Mobile
Website

Sponsorship – Please select level of sponsorship: (Please indicate)

Partnership:  
- Platinum – $30,000
- Gold – $20,000
- Silver – $10,000

Educational:  
- NEN symposium – $5000
- Award Sponsor – $3,000
- International Speaker sponsor – $5500
- Poster Gallery Sponsor – $6,000
- Breakfast Workshop Sponsors – $2,900
- Caffeine Hit Sponsor – $10,000

Networking:  
- Conference dinner sponsor – $7,000
- Presidents reception sponsor – $2,500
- Hospitality Break Sponsor – $1,000
- Caffeine Hit Sponsor – $10,000

Essential:  
- Conference App Sponsor – $12,000
- Notebook Sponsor – $10,000
- Satchel Sponsor – $6,000
- Pads or Pen Sponsor – $2,000
- Satchel insert – $1,200
- Delegate Passport Sponsor – $1,000

Exhibition:  
- Booth (3 x 2m) – $4,900
- Booth (6 x 2m) – $9,000
- Site only (3 x 2m)– $4,400

1st preference of booth location  2nd preference of booth location

PAYMENT & COMPANY LOGO (IN JPEG & EPS FORMAT) MUST BE RECEIVED WITH YOUR COMPLETED BOOKING FORM

Sponsorship Total  $  + GST
Exhibition Total  $  + GST  Custom Booth: Yes / No
Conference Dinner Total $  + GST
Total  $  + GST

Method of Payment (Note: All sponsorship and exhibition bookings must include payment with this form)

- Crossed cheque made payable to Renal Society of Australasia

- Invoice
- Direct Deposit (Direct Deposit payment to Renal Society of Australasia
  Bank: National Australia Bank  BSB: 084801  Account No: 12 999 7155

- Visa  MasterCard  Card No:  Expiry Date:  CVV

Signature:  Cardholder’s name:

Please return completed form to: RSA Conference Manager
Renal Society of Australasia, PO Box 7345 Beaumaris VIC 3193
P: 1300 941 480 • E: conference@renalsociety.org • W: www.renalsociety.org
Exhibition Booking Terms and Conditions – in addition to the terms and conditions above:

Exhibitors must abide by the rules of the conference venue.

Exhibitors are responsible for providing all their requirements, e.g. furniture, banners, artwork, promotional material and any other materials, within the timeframes outlined in this package.

RSA will not accept liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever.

Bump in and bump out times must be strictly adhered to.

RSA reserves the right to rearrange the floor plan and/or relocate any exhibit without notice.

If an exhibitor intends to install a custom-built stand, RSA must be advised and such advice must include full details and stand dimensions, no later than three calendar months prior to the conference. All construction requires the approval of RSA and venue management. A pro-rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.

Exhibitors are not permitted to pack up or leave prior to the lunchtime of the final day of the event.

If a partner does not wish their conference booth to be placed next to a particular exhibitor, we will endeavour to meet such a request. Please note that this may not always be possible, and that such requests will be accommodated following payment, in order of receipt of request.

Public and Product Liability insurance to a minimum of $10 million must be taken out by each exhibitor at their own expense. A copy of the exhibitor’s organisation’s Public and Product liability certificate must be submitted to RSA no more than five business days after submitting their booking form.

If the RSA cannot hold the event due to natural or other disasters, war, government regulations, strikes or other events outside of the RSA’s control, partners and exhibitors shall not be entitled to any refund or to claim for any loss or damage.

All figures are current as at 15 August 2016, and are subject to change without notice.

If there is an opportunity that you would like to discuss that does not appear above, we can tailor a package to suit your needs.

Conference partnerships and benefits requests may be directed to the RSA Event Manager Sharon Pryor, on 1300 941 480, or by email: conference@renalsociety.org.

We look forward to working with you.