



17th APFCB CONGRESS

Asia-Pacific Federation for Clinical Biochemistry and
Laboratory Medicine (APFCB) Congress 2024
31 October - 3 November 2024 | ICC Sydney, Australia

**Sponsorship & Exhibition
Prospectus of Opportunities**



www.apfcbcongress2024.org

The Congress

Congress Dates

31 October - 3 November 2024

Location

ICC Sydney, Australia

Congress Host: Australasian Association for Clinical Biochemistry and Laboratory Medicine

The Australasian Association for Clinical Biochemistry and Laboratory Medicine (AACB) is the principal professional association dedicated to the advancement of Clinical Biochemistry and Laboratory Medicine in Australasia.

Our role is to provide education, training and other professional development opportunities for our members - pathologists, medical scientists and technicians working in pathology laboratories in the Australasian region.

Vision Statement

To be the lead Australasian organisation for clinical laboratory medicine, in advocacy, education, training and continual professional development. To promote better health outcomes by leading in the setting of standards for best practice. To promote and enhance effective communication within and between the pathology community.

Organising Committee



Ms Helen Martin

Congress Chair
Consultant Clinical Scientist and Toxicologist
SA Pathology



Dr Tony Badrick

APFCB President
Congress Scientific Chair
CEO RCPAQAP



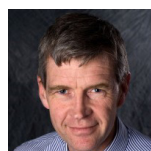
Prof Woei-Horng Fang

Chair, APFCB Congresses and Conferences Committee
National Taiwan University College of Medicine,
Chinese Association for Clinical Biochemistry



A/Prof Rhonda Greaves

Deputy Head Biochemical Genetics
Victorian Clinical Genetics Services



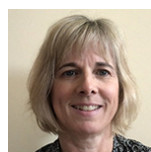
Prof Graham Jones

Staff Specialist, Chemical Pathology, SydPath
St. Vincent's Hospital



Dr Fernando San Gil

Chief Executive Officer Australasian Association
for Clinical Biochemistry and Laboratory
Medicine (AACB)



Ms Lisa King

Event Manager
Australasian Association for Clinical
Biochemistry and Laboratory Medicine (AACB)



Why **partner** with APFCB 2024?



Delegate Development

Your company has the opportunity to benefit significantly from exposure to a relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions. The delegates are the leaders in their organisation and are key decision makers.

Benefits plus +

Your company's involvement, commitment and support for APFCB 2024 will be widely acknowledged leading up to and during the Congress. To increase your visibility to the delegates it may be possible for you to customise a package.

Exclusive brand exposure

There are many ways to give your brand prominence at the Congress. We offer a range of sponsorship packages, including but not limited to Congress App sponsorship, hosting a symposium or sponsoring a social event.

Industry Collaboration

Gather your suppliers and sister companies together to reserve a co-branded sponsorship item or a prominent exhibition booth. This is a very cost-effective way to reach-out to your potential customers.

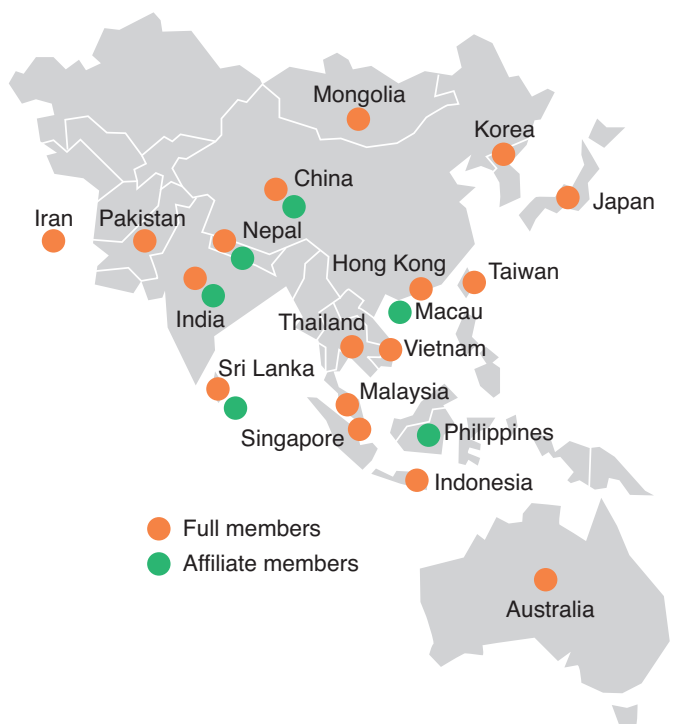
Customised packages

An option to discuss a tailor-made customised sponsorship package that promotes the benefits of your products and services in a unique way is available. The alignment of the Congress program to sponsor company products and services will deliver a meaningful connection to the delegates.

APFCB Members and Affiliate Members

The Asia-Pacific Federation for Clinical Biochemistry is comprised of the following Member Countries.

- Australasian Association for Clinical Biochemistry and Laboratory Medicine (AACB)
- Chinese Society of Laboratory Medicine (CSLM)
- Hong Kong Society of Clinical Chemistry (HKSCC)
- Association of Clinical Biochemists of India (ACBI)
- Indonesian Association for Clinical Chemistry (IACC)
- Japan Society of Clinical Chemistry (JSCO)
- Korean Society of Clinical Chemistry (KSCC)
- Malaysian Association of Clinical Biochemists (MACB)
- Nepal Association for Medical Laboratory Sciences (NAMLS)
- Pakistan Society of Chemical Pathologists (PSCP)
- Philippine Association of Medical Technologists (PAMET)
- Singapore Association of Clinical Biochemists (SACB)
- Association for Clinical Biochemistry, Sri Lanka (ACBSL)
- Chinese Association for Clinical Biochemistry, Taiwan (CACB)
- Thailand Association of Clinical Biochemists (TACB)
- Vietnamese Association of Clinical Biochemistry (VACB)
- Mongolian Association of Health Laboratorians (MAHL)
- Iranian Association of Clinical Laboratory Doctors (IACLD)



Sponsorship Packages

A wide variety of Sponsorship opportunities have been designed for APFCB 2024, each containing benefits that will ensure your organisation receives maximum exposure.

All sponsorship and exhibition costs are inclusive of the 10% Australian Goods and Services Tax.

Platinum Sponsorship

\$88,000

Acknowledgments

- 36sqm of exhibition space
- Eight complimentary sponsor registrations
- One full page advertisement in the Congress Program (subject to production deadlines)
- Acknowledgement as Platinum Partner during opening and closing address
- Logo on partner signage at Congress venue
- Logo in Congress Program (subject to production deadlines)
- Logo included on APFCB 2024 electronic newsletters.
- Logo displayed prominently on the Congress website
- Logo displayed prominently within the Congress app
- One satchel insert in the Delegate Satchel Bag (size limited to A4 double sided, subject to committee approval)
- 100-word company profile in the Congress Program (subject to printing deadlines)
- Opportunity to place one company provided free standing pull up banner in the Congress venue (2m high and 1m wide – location to be determined by the Congress Organising Committee)

Platinum Sponsorship includes one of the following items:

Delegate Satchel

Every registered delegate will receive an official Congress satchel upon registration. The satchel is environmentally friendly, and we encourage re-use by delegates after the Congress has finished.

- Logo in Congress Program (subject to production deadlines)
- Logo on Congress satchels (size and placement of logo will be at the discretion of the Congress Organising Committee)

Delegate Name badges and Lanyard

Every registered delegate will receive an official Congress name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions.

Acknowledgments

- Logo on Name Badge – Size and placement of logo will be at the discretion of the Organising committee
- Logo on Lanyard – Size and placement of logo will be at the discretion of the organising committee

Industry Symposium – three opportunities

Acknowledgments

- Opportunity to hold a 90min symposium session in the program.
- Room hire and standard audiovisual entitlements will be included.
- Content including title, speaker details and a brief synopsis of your proposed symposia is to be sent to the Congress Organising Committee for approval.

Gold Sponsorship

\$55,000

Acknowledgments

- 36sqm of exhibition space
- Three complimentary sponsor registrations
- One half page advertisement in the Congress Program (subject to production deadlines)
- Acknowledgement as Gold Partner during opening and closing address
- Logo on partner signage at Congress venue
- Logo in Congress Program (subject to production deadlines)
- Logo included on APFCB 2024 electronic newsletters.
- Logo displayed prominently on the Congress website
- Logo displayed prominently on the Congress app
- One satchel insert in the Delegate Satchel Bag (size limited to A4 double sided, subject to committee approval)
- 50-word company profile in the Congress Program (subject to printing deadlines)



Silver Sponsorship

\$33,000

Acknowledgments

- 18sqm of exhibition space
- One complimentary sponsor registration
- One quarter page advertisement in the Congress Program (subject to production deadlines)
- Acknowledgement as Silver Partner during opening and closing address
- Logo on partner signage at Congress venue
- Logo in Congress Program (subject to production deadlines)
- Logo included on APFCB 2024 electronic newsletters.
- Logo displayed prominently on the Congress website
- Logo displayed prominently on the Congress app
- One satchel insert in the Delegate Satchel Bag (size limited to A4 double sided, subject to committee approval)
- 25-word company profile in the Congress Program (subject to printing deadlines)

Symposia

Industry Symposia

\$30,000

Six industry symposia are available as part of the program, after lunch on Friday or Saturday.

Acknowledgments

- Opportunity to hold a 90min symposium session on Friday or Saturday.
- Room hire and standard audiovisual entitlements will be included.
- Content including title, speaker details and a brief synopsis of your proposed symposia is to be sent to the Congress Organising Committee for approval.
- Logo in Congress Program (subject to production deadlines)
- Logo on Congress Website



Sponsored Breakfast Symposium

\$20,000

Acknowledgments

- Opportunity to hold a 45min breakfast symposium session.
- Room hire and standard audio visual entitlements will be included. (Any additional audio visual requirements, speaker costs and food and beverage costs will be at the expense of your organisation)
- Content including title, speaker details and a brief synopsis of your proposed symposia is to be sent to the Congress Organising Committee for approval.

Delegate Services Sponsorships

Congress App

\$25,000

This is a unique investment opportunity for a leading edge organisation to partner with APFCB 2024 to deliver a superior Congress app.

- The app will be used well in advance of APFCB 2024 – ensuring pre-event marketing is optimised
- Marketing opportunities for the sponsor over a 6month period
- It's a great tool to link videos and articles directly to your website and collateral
- The app and its sponsor will be featured in the program— giving the sponsor double exposure in both digital and print.

Acknowledgments

- Business branding uniquely integrated into base app design, namely app loading screen and main menu design
- Opportunity to place a banner advertisement on the home screen of the app
- Dedicated page within the app with the opportunity to showcase business information including the attachment of documents, links and videos
- Logo in Congress Program (subject to production deadlines)
- Logo on Congress Website

Sponsorship Packages

Portable Device Charging Station

\$16,500 each

Charging Stations will be located within the exhibition where delegates can charge their laptops, ipads, and mobile phones.

Acknowledgments

- Naming rights to the Charging Station
- Logo on signage at the Charging Station
- Opportunity to place one company provided free standing pull up banner next to the Charging Station (2m high and 1m wide)
- Logo on Congress Website
- Logo in Congress Program (subject to production deadlines)

Barista Station

\$11,000 each – Three opportunities

Three barista zones will be located within the exhibition area for APFCB 2024. Serving coffee and tea throughout the morning tea, afternoon tea and lunch breaks.

Acknowledgments

- Logo on Barista Zone signage
- Logo on sponsor signage at venue
- Opportunity to provide sponsor's cap, apron, cups and napkins for use on barista zone or by baristas (sponsor to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the barista zone (2m high by 1m wide, free standing)
- Logo in Congress Program (subject to production deadlines)
- Logo on Congress Website

Please note: no other coffee machines/barista machines will be permitted within the exhibition area on exhibition stands

Networking Zone

\$8,800

The opportunity to create your own corporate hub, within the exhibition area and with ease of access is available for sponsorship.

Branding acknowledgements will include the opportunity to theme the Networking Zone to your own corporate branding and includes one complimentary registration.

Reusable Water Bottle

\$16,500

Each registered delegate will receive one reusable water bottle of which they can fill up at water stations around the Congress. Your logo will be included in one colour on the label of the bottle of water.

Acknowledgments

- Logo in Congress Program (subject to production deadlines)
- Logo on Bottled Water label
- Logo on Congress Website

Juice Station

\$8,800

A juice station will be located within the exhibition area, serving fresh juice and smoothies during the morning tea, lunch and afternoon tea breaks

Acknowledgments

- Logo on Juice Station signage
- Opportunity to provide sponsor's cap, apron, cups for use on the juice station (sponsor to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the juice station (2m high by 1m wide, free standing)
- Logo in Congress Program (subject to production deadlines)
- Logo on Congress Website

Please note: no other juice stations/machines will be permitted within the exhibition area on exhibition stands

Social Function Sponsorships

Welcome Function

\$16,500 (Exclusive)

Sponsorship of this event offers excellent branding and networking opportunities. The price of this evening is included in the delegate registration fee – a fact reflected in the strong attendance at this event.

Acknowledgments

- Logo in Congress Program (subject to production deadlines)
- Logo included on Welcome Function signage
- Logo on Congress Website
- Ten tickets to the Welcome Function
- Company logo on tickets to the Welcome Function
- Opportunity to have company provided banners displayed in Welcome Function venue

Congress Dinner

\$33,000 (Exclusive)

Sponsorship of this event offers unparalleled brand association for the Gala event of the Congress. The price of this evening does not fully offset the costs of the evening, but does provide for branding to ensure your company's association with this event will be forever remembered.



Acknowledgments

- Logo in Congress Program (subject to production deadlines)
- Logo included on Congress Dinner signage and including Menus
- Logo on Congress Website
- Ten tickets to the Congress Dinner (one VIP Table allocation)
- Company logo on tickets to Congress Dinner tickets
- Opportunity to have company provided banners displayed in the Congress Dinner Venue Foyer

Enhance Your Exposure

App Insert

\$2,200

- One promotional PDF flyer to be placed onto the Congress App (size and content to be approved by the Congress Organising Committee)

Advertisement in the Congress Program

- Full Page \$2,200 including GST
- Half Page \$1,100 including GST

Exhibition Opportunities

The APFCB 2024 Congress Organising Committee will be hosting a trade exhibition to coincide with the Congress. The exhibition is a major component of the Congress and will feature the most up to date information and products available.

The Congress Program has been designed to maximise the opportunity for delegates to visit the exhibition. All refreshment breaks will be located within the exhibition area and this will be the primary networking arena for delegates, sponsors and exhibitors.

Exhibition Booth

\$6,600

- 9 sqm of exhibition space
- Carpeted floor
- Back and side walls
- Company name on fascia over each open side
- Two spotlights
- One standard power outlet
- Two exhibitor registrations per booth

General Information

- Exhibitor personnel passes include morning and afternoon refreshment, lunch and a copy of the Congress Program.
- Exhibitor personnel passes do not provide Congress Registration and therefore do not grant access to the core Congress Program.
- Priority of placement within the exhibition will be sold in accordance with the date of application receipt.
- The Organisers reserve the right to alter the floor plan or sponsorship/exhibition offerings as circumstances dictate.
- An exhibition manual containing information on move in and out times will be distributed to exhibitors and sponsors in early 2024.

Conditions of Payment

- A 50% deposit is required upon confirmation of your Congress sponsorship item and/or booth.
- Payment must be made for all Congress sponsorship and exhibition monies prior to close of business on 15 July 2024. Failure to do so may result in your Congress sponsorship item or exhibition stand being released again for sale.

Failure to pay your sponsorship and exhibition invoice may result in your sponsorship item or exhibition stand being released for sale.

Further Information

APFCB 2024 Sponsorship and Exhibition Secretariat

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Exhibition Floorplan

