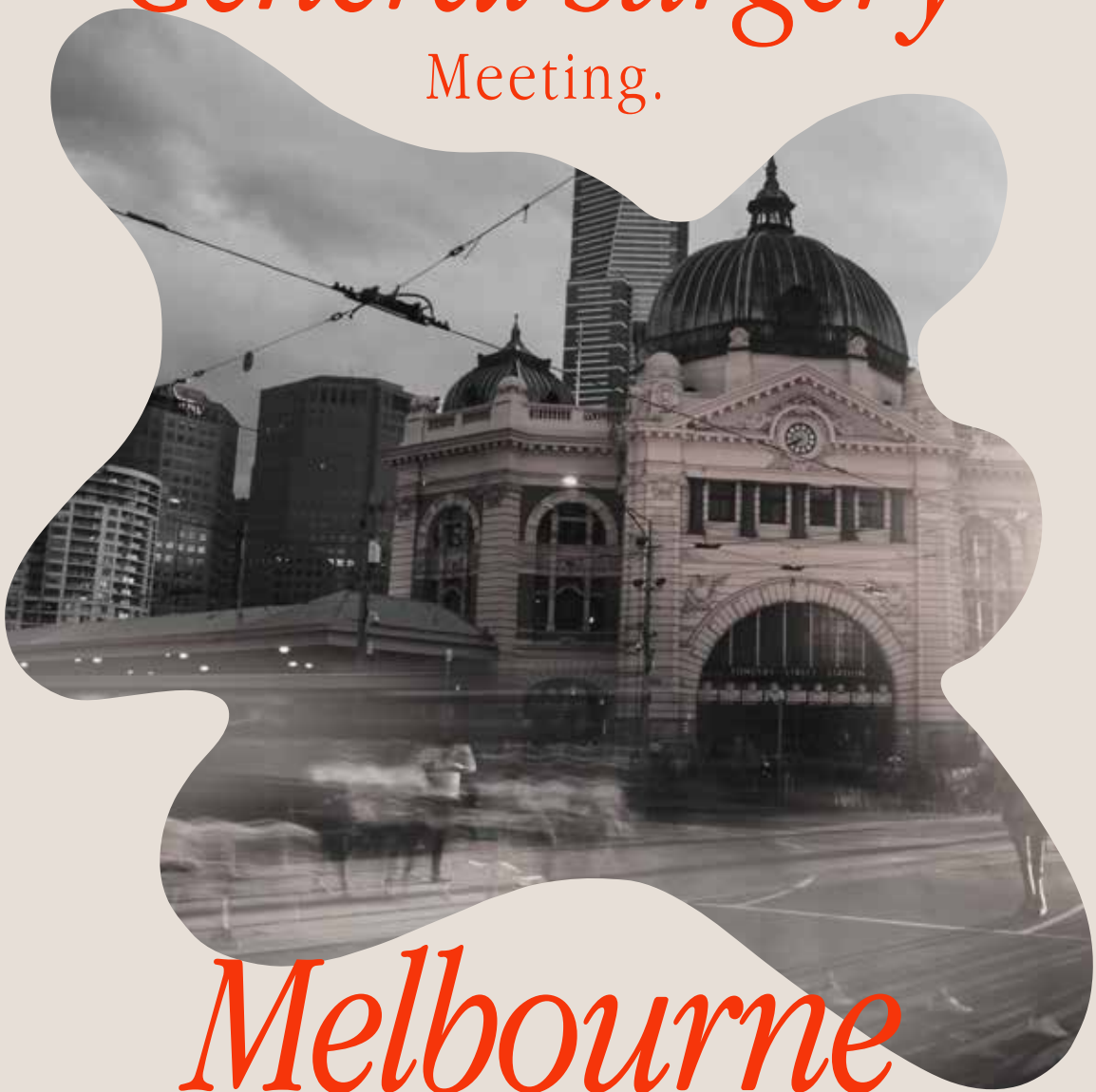


THE ALFRED 2023

General Surgery
Meeting.



Melbourne

03rd & 4th
November, 2023

SCIENTIFIC CONVENOR: PROF JONATHAN SERPELL AM FRACS

THE ALFRED 2023
General Surgery
Meeting.

*Practical Updates for
General Surgeons*

Melbourne

03rd & 4th
November, 2023

Dear Colleagues,

It is with great pleasure that I invite you to participate in the eighth **General Surgery Meeting of The Alfred Hospital**, taking place on Friday 03th and Saturday 04th November in Melbourne.

With a meeting theme of '**Practical Updates for General Surgeons**' the program will present always-popular 'how I do it' sessions, along with modern updates on controversial and important common areas.

The Organising Committee is working on a compelling scientific program that will appeal to all general surgeons, regardless of what subspecialty they practice.

We are honoured to have an esteemed National Faculty joining us for the two days including **Prof Christobel Saunders** from Melbourne, **Dr Elizabeth Murphy** from Adelaide, **Prof Stan Sidhu** from Sydney, **Dr Herbert Chen** from Alabama, as well as an extensive list of local faculty from The Alfred who will provide additional perspectives to the presentations and panel discussions.

The healthcare industry plays a vital and necessary role in supporting General Surgery through innovation, education, development and research: we invite you to consider the benefits of joining us this year for a fully in-person meeting - a fantastic platform to showcase your company.

We look forward to welcoming you once The Alfred 2023 General Surgery Meeting.



PROF JONATHAN SERPELL AM FRACS

Scientific Convenor

Specialist General & Endocrine

Surgeon - The Alfred



Meeting Overview

SCIENTIFIC CONVENOR

Prof Jonathan Serpell AM FRACS,
The Alfred Hospital

ORGANISING COMMITTEE

- Prof Jonathan Serpell AM FRACS
- A/Prof James Lee FRACS - Monash University

INVITED NATIONAL & INTERNATIONAL SPEAKERS

1. Dr Herbert Chen FACS
Chair - Department of Surgery, University of Alabama, Birmingham US
2. Prof Heather Cleland
Head of the Victorian Adult Burns Unit, The Alfred Hospital
3. Prof Silvana Marasco FRACS
Director - Cardiothoracic Surgery, The Alfred Hospital
4. Dr Elizabeth Murphy FRACS
Consultant Colorectal Surgeon, Calvary North Hospital
5. Prof Christobel Saunders AO FRACS
Chair of Surgery, Royal Melbourne Hospital
6. Prof Stan Sidhu FRACS
Professor of Surgery, University of Sydney

PROGRAM HIGHLIGHTS

Updates in:

- Breast Surgery - Prof Christobel Saunders
- Burns - Prof Heather Cleland
- Bariatric - TBC Colorectal Surgery - Dr Elizabeth Murphy
- Endocrine Surgery - Prof Stan Sidhu
- Thoracic and General Surgery - Prof Silvana Marasco

Sponsorship Opportunities ◆

Inclusions

EXHIBITION DISPLAY

REGISTRATION OF COMPANY REPRESENTATIVES

*10 MINUTE QUICK PITCH

SPLASH SCREEN DISPLAYED DURING PANEL DISCUSSIONS AND BREAKS
(WHERE APPLICABLE)

BREAKFAST SYMPOSIUM PARTNER (60 MINUTES)

*SPONSORSHIP OF SCIENTIFIC SESSIONS

COMPANY LOGO INCLUDED ON
DELEGATE LANYARD / NAME BADGE

COMPANY LOGO AND ACKNOWLEDGEMENT INCLUDED IN THE
PROVISIONAL AND FINAL PROGRAMS

COMPANY LOGO AND ACKNOWLEDGEMENT INCLUDED ON
CONGRESS ADVERTISING

COMPANY LOGO AND ACKNOWLEDGEMENT ON CONGRESS
WEBSITE, WITH COMPANY LINK

**COMPANY ADVERTISEMENT IN THE PROVISIONAL
AND FINAL PROGRAMS

DELEGATE LIST (NAME, STATE AND COUNTRY) WHERE RELEASE OF DETAILS
HAS BEEN GRANTED

COMPLIMENTARY TICKETS TO WELCOME RECEPTION

DELEGATE LIST (NAME, STATE AND COUNTRY) WHERE RELEASE OF DETAILS
HAS BEEN GRANTED

**Quick pitch will be scheduled during day 1 or day 2 lunch break
and will be presented from your display booth.*

PLATINUM
\$33,000 INC. GST
(EXCLUSIVE OPPORTUNITY)

5M X 4M

06



02



DOUBLE-PAGE SPREAD
INSIDE FRONT COVER



06



GOLD
\$18,000

4M X 4M

04

—

—



01

—



FULL-PAGE



04



SILVER
\$8,000

4M X 3M

—

—

—

—

01

—



HALF-PAGE



03



Alternative Opportunities ◆

BOOTH PITCH | \$3,300 INC. GST

Opportunity to tailor a pitch from your exhibition display during one of the scheduled lunch breaks.

- Your pitch will be scheduled during one of the lunch breaks on Friday 03 or Saturday 04 November.
- Date and time are subject to Organising Committee Approval
- Pitch cannot exceed 15 minutes in duration
- Choice of pitch theme, content, and faculty - subject to Organising Committee approval
- Your pitch synopsis will be published on the event website and marketed accordingly

BRAND/PRODUCT DIGITAL AWARENESS \$5,500 INC. GST

Build brand awareness via digital/video promotion on the homepage of the event website:

- Promotional video housed on the homepage of the ASM event site, linked to your company website.

**Video production costs are at the expense of the supporting company, and must meet event website specifications*

INTERNATIONAL KEYNOTE SPEAKER

\$8,800 INC. GST

Sponsor/support a highly regarded International Keynote Speaker of your choice (*subject to Organising Committee approval*), providing the perfect opportunity for brand exposure that aligns with your brand.

BENEFITS

- Acknowledgement of International Keynote Speaker across all marketing and advertising platforms
- Logo displayed on screen before and after Keynote Addresses
- Branded banner displayed during Keynote Addresses
- Company and logo acknowledgement in digital Provisional and Final Programs and on Meeting website

**All travel and accommodation costs are at the expense of the sponsoring company | Program contributions will be directed by the Organising Committee*

CARBON OFFSET PROGRAM

\$5,500 INC. GST

Working alongside our carbon offsetting program, assist delegates in reducing their travel and onsite emissions:

INCLUSIONS

- Partnering with our Carbon Offsetting Program, your company will be recognised in all material including delegate certification
- Recognition of your support via event website, digital final program, and event app.



Industry Exhibition ◆

The exhibition will be the focal point of the Meeting.

The program will be structured to maximise opportunities for delegates to visit the exhibition during all morning and afternoon tea, and lunch breaks, with all catering being served in the Exhibition Area.

EXHIBITION 3M X 2M \$4,400 INC. GST

INCLUSIONS

- Back and side 2.4m high walls (two walls for corner booths)
- One (1) x fascia board + One (1) x company name sign (corner stands receive two (2))
- Two (2) x 150w spotlights + One (1) x 4amp power point
- Registration of company representatives x two (2)
- Lunch, morning and afternoon tea to be held in the Exhibition Area throughout the duration of the meeting
- List of delegates (name, state, and country only) where release of details has been granted
- Acknowledgement of exhibition on the dedicated meeting website, and in the Provisional and Final Programs

INDUSTRY REGISTRATION \$550 INC. GST

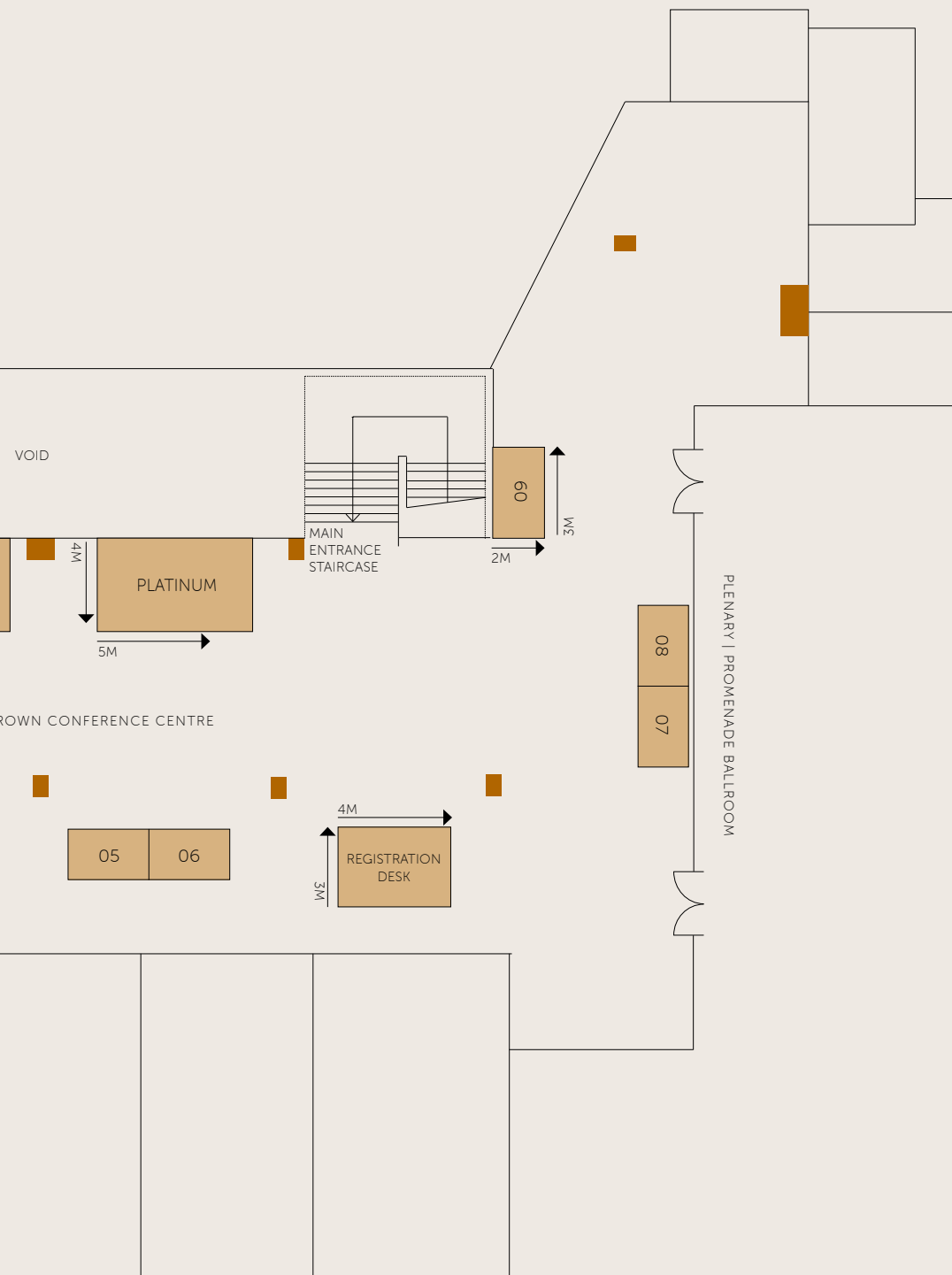
Industry representatives in addition to what is included in your sponsorship or exhibition package can be registered at a cost of \$550 Inc. GST per person, which includes access to the Exhibition Area and catering for the duration of the Meeting.

Exhibition Floor Plan

CROWN CONFERENCE CENTRE MELBOURNE



**PLEASE NOTE FLOOR PLAN IS SUBJECT TO VENUE APPROVAL
IT IS OUR INTENTION TO MAINTAIN THIS FLOOR PLAN HOWEVER



REMOVAL AND ANY APPLICABLE DENSITY REQUIREMENTS**
 OVER CHANGES MAY OCCUR WHEN AND WHEREVER NECESSARY

Application Process ◆

1. Please complete the application form (overleaf) indicating your sponsorship and/or exhibition preference/s, and return together with your full payment method, as outlined
2. You will be notified by email upon receipt of application form.
3. Upon acceptance of application, you will be sent a tax invoice
4. The application form request that you list your first three preferred booth numbers. Every effort will be made to accommodate your booth preferences, however please note that booths will be allocated using the first in, first served method, and the level of sponsorship. Please note that particular booths have been assigned to particular sponsorship packages. Your allocated booth number will be confirmed in writing no later than six weeks prior to the meeting date. The event organiser reserves the right to alter the floor plan without notice. Should the floor plan be altered in the future, exhibitors affected by the change will be notified in writing, by email
5. All sponsorship/exhibition applications cannot be finalised until payment has been received as per payment terms and conditions outlined in individual tax invoices.

Application Form

Please return completed form to General Surgeons Australia care of Sally Erickson - E sally.erickson@generalsurgeons.com.au

CONTACT DETAILS		SPONSORSHIP [All prices are listed in \$AUD & are inclusive of GST]	
COMPANY NAME		<input type="checkbox"/> PLATINUM	\$33,000
CONTACT NAME		<input type="checkbox"/> GOLD	\$18,000
POSITION		<input type="checkbox"/> SILVER	\$8,000
COMPANY ADDRESS		<input type="checkbox"/> EXHIBITION BOOTH PITCH	\$3,300
STATE	P/CODE	<input type="checkbox"/> BRAND AWARENESS CAMPAIGN	\$5,500
PHONE NO.		<input type="checkbox"/> INTERNATIONAL KEYNOTE SPEAKER	\$8,800
MOB NO.		<input type="checkbox"/> CARBON OFFSET PROGRAM	\$5,500
EMAIL ADDRESS		<input type="checkbox"/> TAILORED OPPORTUNITIES	\$TBC

PAYMENT DETAILS	EXHIBITION
<input type="checkbox"/> I REQUIRE A TAX INVOICE TO MAKE EFT PAYMENT	<input type="checkbox"/> EXHIBITION BOOTH 3M X 2M \$4,400
<input type="checkbox"/> CHEQUE ENCLOSED <small>(PLEASE MAKE PAYABLE TO GENERAL SURGEONS AUSTRALIA)</small>	<input type="checkbox"/> ADDITIONAL INDUSTRY REGISTRATION \$550
<input type="checkbox"/> CREDIT CARD (COMPLETE CARD DETAILS BELOW)	
<input type="radio"/> MASTERCARD <input type="radio"/> VISA <input type="radio"/> AMEX	
CARD NUMBER:	
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
CCV <small>(3 DIGIT NO. ON BACK/AMEX: 4 DIGIT NO. ON FRONT)</small>	
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
EXP. DATE	
____ / ____	
CARD HOLDER NAME:	

SIGNATURE:	

	EXHIBITION BOOTH/SPACE LOCATION <i>(1-3 in order of preference. Allocation will be determined by receipt of payment)</i>
	NO. 1
	NO. 2
	NO. 3
	TOTAL \$

TERMS & CONDITIONS

I accept the Terms & Conditions outlined within this Sponsorship Prospectus.

Signature: _____ Full Name: _____ Date: _____

Indication of payment method is required | Please refer to the Cancellation Policy under Terms & Conditions within this document in the event you need to cancel

Covid-19 Terms & Conditions ◆

The Alfred General Surgery Meeting (the Meeting) will be run face-to-face in line with any government health advice, should they arise. However, should Covid-restrictions be reintroduced, the Meeting will be adapted to accommodate in the lead up to/during the event. Should we be unable to run meeting in a physical format, the program will move to a virtual setting.

Where required, the Meeting will adhere to all Covid-related restrictions in place in the lead-up, and during, the meeting, as well as implement a Covid-safety plan in line with public health advice (where required).

The event organisers will take reasonable measures to keep everyone attending the event safe, however, there is still a risk of transmission of Covid-19. Therefore, by participating in the Meeting, you and your party acknowledge and accept this risk.

CHECKING-IN

Should Government health advice bring back contact tracing, all delegates, sponsors/exhibitors, and visitors will be required to check in on entry via the VIC app, or with onsite Covid marshalls. *Please be aware, in the event that the VIC Department of Health or other Government Departments makes a formal request, we may be required to disclose your personal information for contact tracing purposes. This data is collected, stored and protected for 28 days; when we no longer require your personal information, we will securely destroy these details and delete them from our system.*

PHYSICAL DISTANCING • CAPACITIES

Based on public health advice at the time of the meeting, delegates, sponsors/exhibitors, staff, and visitors, may be required to follow physical distancing guidelines. This includes queuing where indicated, minimising time in public spaces, and following staff instructions. In addition, you may be required to wear a face mask.

During the program and within the exhibition area, all seating and displays will be spaced according to government guidelines. Delegates may not move between seats unless directed by staff to do so. Seating configurations may change according to restrictions in place at the time, the Covid-safety plan, and Covid management strategies.

The Meeting will adhere to the maximum permitted capacity of each venue in place at the time of the conference (main venue, social venue, transport, etc.), under the COVID-19 VIC State Government guidelines applicable to the venue and current at that time.

IF YOU ARE UNWELL

Should you feel unwell, experiencing any cold or flu like symptoms in the lead-up to the event, are awaiting the results of a Covid-19 test, are a close contact, or reside in a designated hot spot, please do not attend the event.

General Terms & Conditions ◆

TERMS OF PAYMENT

Full payment must be made at the time of application. Payment can be made by selecting one of the following options:

CREDIT CARD

Please complete the credit card component of the application form on page 17. A tax receipt will be supplied upon payment processing.

TAX INVOICE/EFT PAYMENT

Please indicate that you require a tax invoice when completing the application form. Tax invoices will be issued within 10 business days of receipt of application form.

Please note that payments must be made within four weeks of invoice being issued in order to secure your preferred sponsorship/exhibition option.

ACCEPTANCE OF APPLICATION

The application of the sponsor/exhibitor to exhibit is an offer which is accepted by the Organiser - General Surgeons Australia, of the amount payable on making this application.

BOOKING CONDITIONS

Acceptance of sponsorship/exhibition applications will be subject to Organising Committee approval. The Organising Committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the Meeting.

CANCELLATION POLICY

Cancellations must be made in writing to the Event Organiser. In the case of cancellation of sponsorship and/or exhibition booth(s) space, please note that the Organising Committee reserves the right to retain monies paid in full unless sponsorship and or exhibition booth(s) space is resold. If payment of the full amount indicated on the application form is not received by the due date, your preferred sponsorship package and/or exhibition booth(s) space cannot be held for you. The Organising Committee reserves the right to cancel the exhibition in circumstances beyond their control.

INDUSTRY REPRESENTATIVE REGISTRATION

The sponsor and/or exhibitor understands that all industry representatives must be officially registered. Any industry representatives attending the meeting, outside of the allocated registrations included as per each sponsorship package and/or exhibition booth(s) space package, must pay an additional \$550 Inc. GST per representative.

GENERAL TERMS

The exhibitor agrees to be bound by the Sponsorship and Exhibition General Terms and Conditions as set out within this document, which is acknowledged as received.

General Terms & Conditions ◆

EXHIBITION SPACE ALLOCATION

The exhibitor understands that exhibition space will be allocated in order of receipt of payment and that the Organising Committee's decision will be final.

LIABILITY AND INSURANCE

The Exhibitor and the servants, agents, and contractors of the Exhibitor occupy and use the exhibition booth(s)/space allocated under this exhibition contract and enter Crown Conference Centre Melbourne (the 'Venue') and act under, or pursuant to, this exhibition contract at their own risk. The Exhibitor hereby indemnifies and releases the Organiser - General Surgeons Australia ('Venue Manager') and each of them against all actions, suits, costs, claims, and demands brought against the Organiser, and the Venue Manager by any person, firm, or corporation for any damage or loss caused directly, or indirectly to, or suffered by any person, firm, or corporation as a result of any act or default of the Exhibitor or the servants, agents, contractors, or invitees of the Exhibitor or resulting directly or indirectly from the attendance of the Exhibitor at the exhibition, including travel to and from such venues and without limiting the foregoing of the Organiser and the Venue Manager or any of them shall not in any circumstances be liable for any loss, damage, or injury which may occur to the Exhibitor or the servants, agents, or contractors of the Exhibitor or for any damage to their property including damage to exhibits, plant equipment, fixtures, fittings, or other property whatsoever or for any loss of profits which they may suffer howsoever caused. It is strongly advised that each Exhibitor seek to cover their equipment, exhibits, and display material with adequate insurance and also effect public risk insurance at the expense of the Exhibitor.

IMPLIED WARRANTIES

In the event that any statute implies any term, condition, or warranty into this agreement which cannot be lawfully excluded, such as terms will apply to this agreement, save that the liability of the Organiser and each of them for breach of any such implied term will be limited, at the option of the Organiser, to any one or more of the following:

1. The placement of goods to which the breach relates or the supply of equivalent goods
2. The repair of such goods
3. The payment of the costs of replacing the goods or of acquiring equivalent goods, or the payment of the cost of having the goods repaired

CONSEQUENTIAL DAMAGE

The Organiser will not be liable for any indirect or consequential damages arising from a

General Terms & Conditions ◆

breach of the Exhibitor Contract

SECURITY

The Hyatt Regency Sydney security operations provide fundamental perimeter security within the venue, but beyond this the Organiser and the Venue Manager and their offices and employees, separately or collectively, are not responsible for any damage to or for, the loss or destruction of an exhibit, from fire or theft or accidents or injury resulting from such causes. Additional security requirements should be discussed between the Exhibitor and the Venue Manager directly.

ADDITIONAL CONDITIONS AND REGULATIONS

The Exhibitor and the servants, agents, contractors, and invitees of the Exhibitor are also to observe the conditions, rules, regulations, and procedures as set by the Venue Manager. Further details can be obtained by contacting the Venue Manager directly.

VARIATIONS

The Organiser may, in the event of any circumstances which render it necessary, vary the exhibition space allocation and the Exhibitor will accept such re-allocation without any claim for reduction in charges or otherwise.

UNAVOIDABLE OCCURRENCES

In the event that the Exhibition is cancelled or delayed through no fault of the Organiser, the Venue Manager or the Exhibitor, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorder, riots, insurrections, work stoppages, slow downs, or disputes, or other similar events then the Exhibitor shall not be entitled to any refund or claim for any loss of damage.

ASSIGNMENT AND SUBLETTING

No Exhibitor shall assign, sublet, or share the whole or any part of the allocated space or booth without the acknowledgement and consent of the Organiser.

HOURS

The Organiser shall determine the hours during which the Exhibition shall be conducted and as to hours of access for exhibitors including variations of such times as shall be necessary.

Enquiries ◆

*All Sponsorship and/or Exhibition enquiries
can be directed to the Event Manager as per
the following:*

Sally Erickson
General Surgeons Australia
250-290 Spring Street
EAST MELBOURNE
VIC 3002

E. sally.erickson@generalsurgeons.com.au
W. thealfredgeneralsurgerymeeting.org.au





