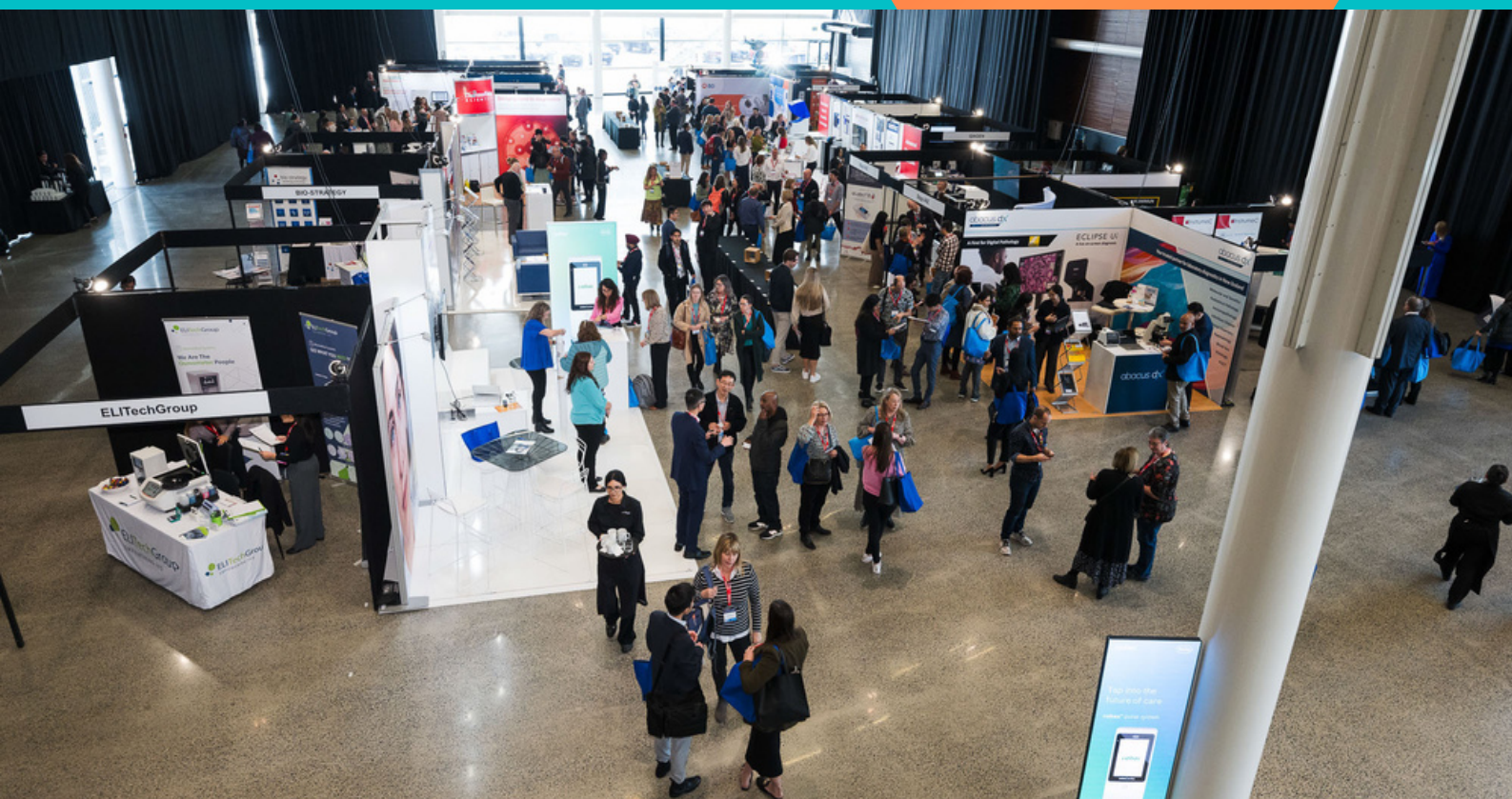


NZIMLS ASM 2024

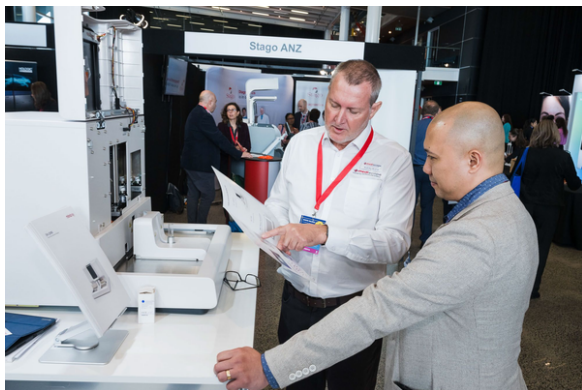
28 - 30 AUGUST 2024
TE PAE
CHRISTCHURCH



SPONSORSHIP & EXHIBITION PROSPECTUS

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WELCOME

The New Zealand Institute of Medical Laboratory Science (NZIMLS) are pleased to present their Annual Scientific Meeting, being held from 28 - 30 August 2024 at Te Pae in Ōtautahi, Christchurch.

Te Pae, Christchurch's new Convention Centre, is an architectural and social landmark designed as a welcoming heart in the city centre. This world-class venue will host the two-and-a-half-day meeting which includes an industry exhibition, keynote speakers and networking functions such as the gala dinner.



The ASM programme will be exciting, innovative and informative put together by an organising committee of people working in the industry with the objective that presentations delivered will be relevant and valuable for all laboratory staff, ranging from laboratory assistants, core laboratory scientists to specialised senior scientists and laboratory managers.

Concurrent session streams include: Education, Immunology, Forensic Pathology, POCT, Transfusion Science, Haematology, Anatomical Pathology, Quality, Pre-Analytical, Microbiology, Biochemistry, Molecular Genetics, Industry Changes and Information Technology.

The theme for the meeting is *Navigating the Great Unknown*. This theme has been chosen as a follow on to the 2023 theme, recognising that the Health System, which Pathology is a valued contributor to, is in the midst of great change. However, it's also what we do every day! Pathology is a key enabler for patients and their clinical teams, providing them with insights and answers to navigate their unique health journey.



PRESIDENT'S WELCOME

Kia ora koutou,

Medical Laboratory Science continues to play a significant role within the health sector here in Aotearoa New Zealand and around the world. With timely diagnosis of disease and the ability to offer more equitable screening opportunities, Medical Laboratory Science has never been more visible.

Following the very successful 2023 South Pacific Congress in Auckland last year, the New Zealand Institute of Medical Laboratory Science (NZIMLS) wants to take the opportunity to invite all members of the wider science community to come to the 2024 Annual Scientific Meeting in Christchurch. This will be an opportunity to view and discuss the latest in Laboratory technologies with our industry partners. There will be high-profile internationally acclaimed speakers giving the usually high-quality array of scientific presentations. Along with the chance to network with colleagues and rekindle old friendship at this highly anticipated scientific meeting.

I welcome all to set aside the dates and ensure you get in early for what promises to be a superb national event.

Tony Barnett
NZIMLS President

PROJECT TEAM



Vanessa Buchan
ASM Convenor
Vanessa.buchan@cdhb.health.nz
027 497 3645



Sharon Tozer
NZIMLS Chief Executive Officer
Sharon@nzimls.org.nz
021 229 5454



Daniela Olphert
Conference Management
daniela@hpce.co.nz
021 045 0341

Organising committee:

Gavin Atkinson, Don Warnakula, Ginna Alston, Jacquie Leaman, Ajesh Joseph

PROGRAMME OVERVIEW

	Tues, 27 August	Wed, 28 August	Thurs, 29 August	Fri, 30 August
MORNING		Exhibition open Registration open Plenary session Morning tea Plenary session	Exhibition open Registration open NZIMLS AGM breakfast Plenary session Morning tea Concurrent sessions	Exhibition open Registration open Plenary session Morning tea Plenary session
AFTERNOON	Exhibitor pack in Registration open	Exhibition open Lunch Concurrent sessions Afternoon tea Concurrent sessions	Exhibition open Lunch Concurrent sessions Afternoon tea Concurrent sessions	Lunch Farewell
EVENING		Welcome function Official exhibition open	Gala Dinner <i>Theme: Captain's Table</i>	

WHY SPONSOR & EXHIBIT

Partnering with the NZIMLS ASM 2024 will provide a great opportunity to network and promote your products and services in a face-to-face environment. The ASM can provide you with:

- Maximum exposure at a premier industry meeting
- The opportunity to demonstrate your company's commitment to the industry
- An opportunity to build and reinforce strategic relationships
- Time to network with industry colleagues and key decision makers
- A cost effective way to reinforce your organisation's brand and build brand awareness amongst a relevant audience
- Access to a broad network of industry partners from the public and private sectors
- Opportunity to present latest innovations and new products or services to a pertinent audience
- Showcase your expertise and capabilities, and educate the industry
- Increased marketing opportunities including visibility on the ASM website and associated marketing materials

EXHIBITION

An industry exhibition will be held in conjunction with the ASM. Companies will have the opportunity to promote their products and services during the entire event. Exhibition and catering will be located in the same room.

Cost:

\$3,000 + GST per exhibition site

Stand size:

Shell scheme - 3m wide x 2.4m deep

Key dates:

Setup day: Tuesday, 27 August 2024 from midday – 5pm

Pack down day: Friday, 30 August 2024 from 11am – 1pm

Stand inclusions:

- 3-sided black panel walls – 3m wide x 2.4m deep
- Lighting - LED Spotlights 150w x 2
- Power – 10amp, 4 pin multi box
- Front fascia / nameboard
- Exhibition listing in the ASM Handbook (digital) and on the App
- 1 x registration
- 1 x ticket to the Welcome Function
- Morning tea, lunch & afternoon tea

Marketing & Promotion:

- Company logo on the ASM website with link to your website
- Company logo and 100-word description in the ASM handbook (digital version)

Conference App:

- Company logo and 100-word description on the app in the handbook

Catering:

Day catering will be held amongst the exhibition display area in the Waitaki Room. The organisers will work with the catering company to ensure all stand positions receive the best possible exposure with delegates.

Additional Representatives:

One (1) company representative is complimentary per exhibition site, *excluding* the gala dinner. Additional representatives will be charged at a discounted registration fee of \$525.00 + GST each (excluding the gala dinner).

Custom Build Stand:

If you are planning to install a custom built stand, you will need to submit a site plan with design dimensions and a graphic of the stand design. All custom built stands must be approved by the organising team.

Exhibitor Manual:

An Exhibitor Manual will be circulated three months prior to the ASM. This will have key information and deadlines.

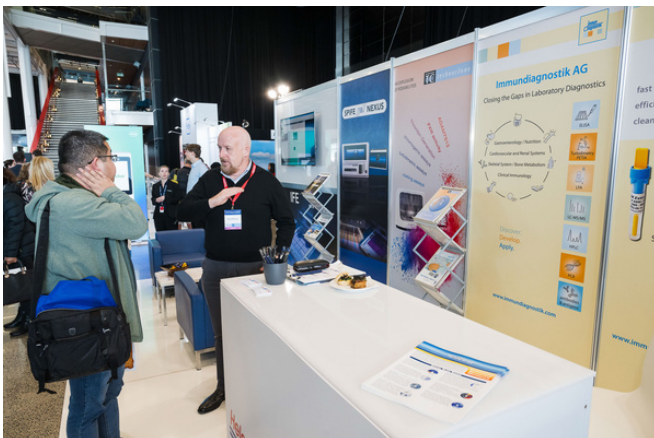
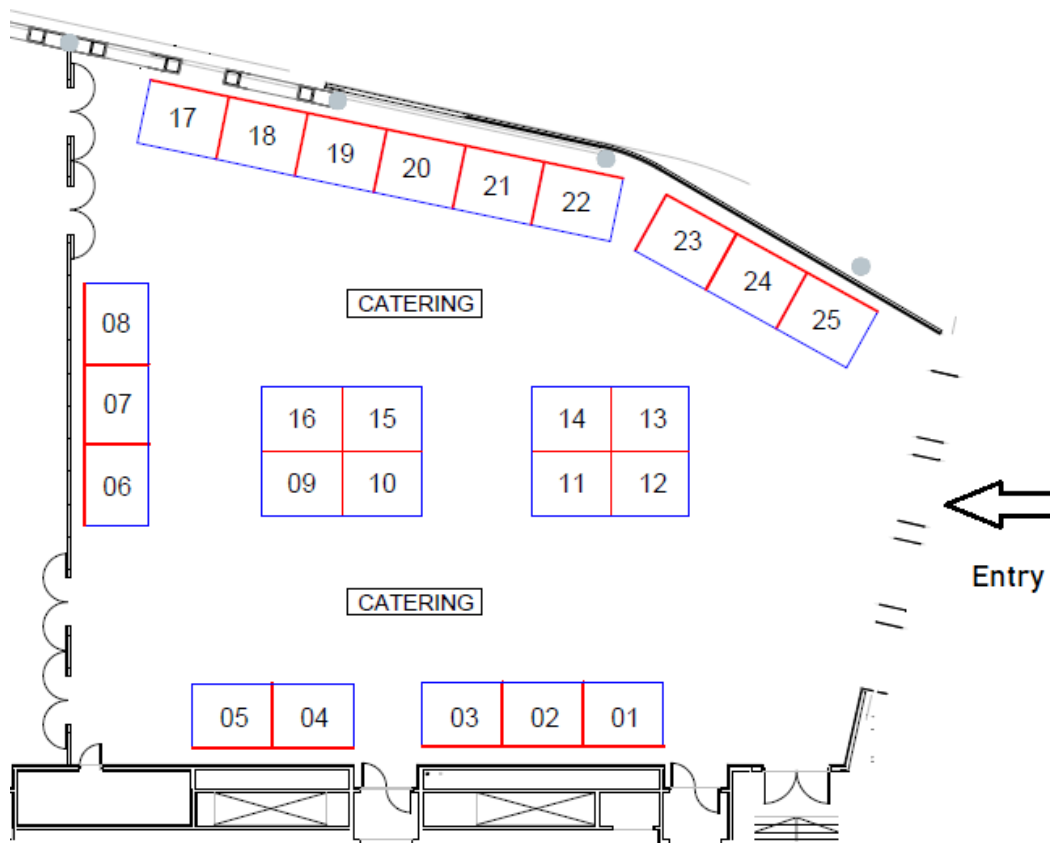
Floorplan:

The proposed floorplan can be found below. Please note that the organising committee may need to make changes to the floorplan. All proposed changes will be discussed with affected companies prior to making any adjustments.

Note:

- Dinner ticket to be purchased separately at a cost of \$150.00 + GST each
- NZIMLS Council have agreed that the **Best Exhibitor** will receive a **50% discount** on their exhibition stand at the next ASM (excluding SPC).

EXHIBITION FLOORPLAN



SPONSORSHIP OPPORTUNITIES

We are thrilled to invite you to partner with us for this exciting event. The exhibition and associated social events provide a range of opportunities for networking, building relationships and marketing your brand. Sponsorship packages have been designed to meet the needs of you, our sponsors, and provide you with maximum exposure prior to, during and after the ASM.

PLATINUM SPONSORSHIP \$25,000 + GST

The Platinum Sponsorship offers maximum brand exposure to your desired audience of laboratory managers, scientists, technicians, national and overseas experts.

This package includes:

Exhibition

- 1 x complimentary exhibition site (as outlined above)
- First selection of exhibition site

Registration and Social Functions

- 4 x ASM registrations (including welcome function)
- 4 x ASM gala dinner tickets

Marketing and Promotion

- Naming rights to the opening session including company logo on screen.
- Acknowledgement by the ASM convenor as the Platinum sponsor during the opening and closing ceremonies.
- Short speaking opportunity at the opening of the ASM.
- Banner on display at the registration desk (provided by company).
- Banner on display during the plenary sessions (provided by sponsor).
- Your company logo on:
 - ASM banner
 - ASM holding slides
 - ASM website (with link to your company website)
 - ASM registration (with link to your company website)
 - ASM delegate emails (with link to your company website)
 - Front cover of the ASM handbook
 - Digital signage at the venue
- Acknowledgement as Platinum Sponsor in all ASM marketing.
- Logo and company profile on the App.
- Push notification on the App (provided by sponsor).
- 2 x advertisements in the digital handbook (provided by sponsor).
- 1 x advertisement in the NZIMLS Journal (provided by sponsor).
- 2 x satchel inserts (provided by sponsor).
- Full delegate list with email address (subject to permission of the delegate).

GOLD SPONSORSHIP \$20,000 + GST

This package includes:

Exhibition

- 1 x complimentary exhibition site (as outlined above)
- Second selection of exhibition site

Registration and Social Functions

- 2 x ASM registrations (including welcome function)
- 2 x ASM gala dinner tickets

Marketing and Promotion

- Acknowledgement by the ASM convenor as the Gold sponsor during the opening and closing ceremonies.
- Banner on display during the plenary sessions (provided by sponsor).
- Your company logo on:
 - ASM banner
 - ASM holding slides
 - ASM website (with link to your company website)
 - ASM registration (with link to your company website)
 - ASM delegate emails (with link to your company website)
 - Front cover of the ASM handbook
 - Digital signage at the venue
- Logo and company profile on the App.
- Push notification on the App (provided by sponsor).
- 1 x advertisement in the digital handbook (provided by sponsor).
- 2 x satchel insert (provided by sponsor).



SILVER SPONSORSHIP

\$12,500 + GST

This package includes:

Exhibition

- 1 x complimentary exhibition site (as outlined above)
- Third selection of exhibition site

Registration and Social Functions

- 1 x ASM registration (including welcome function)
- 1 x ASM gala dinner ticket

Marketing and Promotion

- Acknowledgement by the ASM convenor as the Silver sponsor during the opening and closing ceremonies.
- Banner on display during the plenary sessions (provided by sponsor).
- Your company logo on:
 - ASM banner
 - ASM holding slides
 - ASM website (with link to your company website)
 - ASM registration (with link to your company website)
 - ASM delegate emails (with link to your company website)
 - Front cover of the ASM handbook
 - Digital signage at the venue
- Logo and company profile on the App.
- 1 x advertisement in the digital handbook (provided by sponsor).
- 1 x satchel insert (provided by sponsor).

GALA DINNER SPONSORSHIP

\$7,000 + GST

This package includes:

Social Functions

- 3 x ASM gala dinner tickets

Marketing and Promotion

- Dinner to be named: NZIMLS ASM 2024 Gala Dinner sponsored by [company name].
- Company name and logo on the ASM website with link to your website.
- 1 x satchel insert (provided by sponsor).
- Acknowledgement in all marketing as Gala Dinner sponsor.
- Digital display of logo at the Congress dinner.
- Logo display on the dinner menu and dinner ticket.
- Logo and company profile on the App.
- Acknowledgement as the dinner sponsor by the ASM Convenor at the dinner.
- Opportunity to speak at the dinner (5 minutes)

NAME BADGE AND LANYARD SPONSORSHIP \$5,000 + GST

This package includes:

Registration and Social Functions

- 1 x ASM registration (including welcome function)

Marketing and Promotion

- Company logo on the delegate name badge.
- QR code on back of the name badge with link to your website (provided by sponsor).
- Acknowledgement in all marketing as name badge and lanyard sponsor.
- Company name and logo on the ASM website with link to your website.
- Logo and company profile on the app.

Note: Lanyards to be supplied by the Sponsor

APP SPONSORSHIP \$4,500 + GST

This package includes:

Registration and Social Functions

- 1 x ASM registration (including welcome function)
- 1 x ASM gala dinner ticket

Marketing and Promotion

- Acknowledgement in all marketing as NZIMLS ASM 2024 App sponsor.
- Company banner on the footer of each page of the app (see image).
- 3 x pop up messages or ads to attendees on the app (one each day).
- Logo and company profile on the app.
- Company name and logo on the ASM website with link to your website.
- Any mention of the app to include 'Sponsored by [company]'.
- 1 x satchel insert (provided by sponsor).

SACHEL SPONSORSHIP \$4,000 + GST

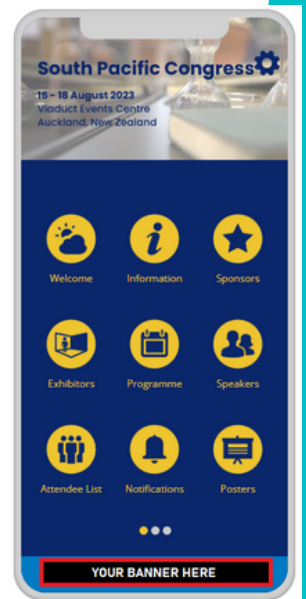
This package includes:

Registration and Social Functions

- 1 x ASM registration (including welcome function)

Marketing and Promotion

- Acknowledgement in all marketing as satchel sponsor.
- Company logo printed on the satchel.
- Company name and logo on the ASM website with link to your website.
- Logo and company profile on the app.
- 2 x satchel inserts (provided by sponsor).



PLENARY SESSION SPONSORSHIP

\$2,000 + GST

This package includes:

Registration and Social Functions

- 1 x ASM registration (including welcome function)

Marketing and Promotion

- Naming rights to a plenary session of your choice (subject to availability).
- Company logo on screen at the sponsored plenary session.
- Company banner on display during the chosen plenary session (provided by sponsor).
- Company logo on the ASM website with link to your website
- Company logo on the programme beside sponsored plenary session.
- Logo and company profile on the app.
- Acknowledgement by session host as the plenary session sponsor.
- 1 x satchel insert (provided by sponsor).

CONCURRENT SESSION SPONSORSHIP

\$1,000 + GST

This package includes:

Marketing and Promotion

- Naming rights to a concurrent session of your choice (subject to availability).
- Company logo on screen at the sponsored session.
- Company banner on display during the chosen session (provided by sponsor).
- Company logo on the ASM website with link to your website.
- Company logo on the programme beside sponsored plenary session.
- Logo and company profile on the app.
- Acknowledgement by session host as the concurrent session sponsor.

SACHEL INSERT

\$1,000 + GST

This package includes:

Marketing and Promotion

- 1 x flyer or product in the satchel (provided by sponsor).
- Company name and logo on the ASM website with link to your website.
- Logo and company profile on the app.

BESPOKE SPONSORSHIP OPPORTUNITIES \$POA

From sponsoring a coffee cart to a fruit stand, from branded water bottles to health and wellbeing - here is your opportunity to engage with delegates in a memorable way.

Please contact Daniela with your ideas.

daniela@hpce.co.nz
+64 21 045 0341



TERMS & CONDITIONS

All prices are quoted in New Zealand dollars and exclude GST (Goods and Services Tax). GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 15%).

Sponsorship packages and exhibition space will be allocated only on receipt of a signed copy of the booking form. All space is allocated on a first-in first served basis with preference to Platinum, Gold and Silver Sponsors.

Confirmation will be sent together with a tax invoice for the full amount and is payable within 20 days of the date of invoice. If payment is not received within this timeframe, then you relinquish your right to the requested sponsorship package and/or exhibition space.

All payments should be made in New Zealand dollars by credit card or bank transfer. Credit card payments will be subject to 1.5% credit card fee. All payments due must be received by the Conference Managers prior to the ASM. No sponsor or exhibitor will be allowed to set up their exhibition stand at the ASM until full payment has been received.

Exhibition stand locations will be allocated according to the level of the sponsorship package first, followed by the order in which exhibition stands are booked. By selecting your stand preferences, you understand that it is an indication only and is subject to availability and change. The Event Manager will confirm your final booth allocation three (3) months prior to the conference. The Organising Committee may need to make changes to the floorplan, however, changes will not be undertaken without prior discussion with the companies affected.

Sponsors and Exhibitors consent to their contact details being shared with the ASM suppliers and contractors.

Cancellation

- All cancellations must be received in writing. Cancellations received prior to 01 May 2024 will be refunded, less an administration fee of 10% of the package cost.
- Cancellations received between 01 May and 30 June are liable for 50% of the package selected.
- Cancellations received from 01 July are liable for 100% of the package selected.

Non-payment does not constitute a cancellation.

The organisers reserve the right to cancel the exhibition due to events or circumstances beyond their control. All monies received will be refunded in full in this situation.

Further information

If you have any queries regarding sponsorship or exhibition, would like to discuss other opportunities, or just want to chat, please contact Daniela:

Daniela Olphert
E: daniela@hpce.co.nz
P: +64 21 045 0341

APPLICATION FOR SPONSORSHIP AND/OR EXHIBITION

Please complete the form below to apply for sponsorship and/or an exhibition booth at the NZIMLS ASM 2024.

CONTACT DETAILS

ORGANISATION:

POSTAL ADDRESS:

CONTACT PERSON:

MOBILE:

POSITION:

EMAIL:

SPONSORSHIP REQUIREMENTS

QTY:	PACKAGE:	COST:	TOTAL:

STAND PREFERENCE

Please indicate your stand preference:

1:

2:

3:

STAND REQUIREMENTS (SELECT ONE)

SHELL SCHEME

CUSTOM BUILT

WILL INSTALL YOUR OWN STAND AND PROVIDE DOCUMENTATION TO EVENT ORGANISERS

DECLARATION

I have read and agree to the Terms and Conditions and the Cancellation Policy outlined in this prospectus. I declare that I am authorised to make this commitment on behalf of my organisation. I understand that exhibition space will be allocated according to the level of the sponsorship package, and in the order in which sponsorships and exhibition booths are booked. By selecting my exhibition space preferences, I understand that it is an indication only and is subject to availability and change.

NAME:

DATE:

SIGNATURE:

Please return this form by email to: daniela@hpce.co.nz