



**SMACC**

**SYDNEY 25-29.03.19**

**SPONSORSHIP PROSPECTUS**

# WELCOME

SMACC

SMACC has built a reputation for being the leader in Critical Care conference innovation with both delegates and sponsors making this clear by their support. In Berlin 2017, '#DasSMACC' sold out the 2500 delegate registrations in a few hours, months before the conference even began and incredibly the sponsorship opportunities were also fully subscribed! So how is it that this critical care conference is selling out? Read on and you'll understand why your company needs to be involved.

This Social Media and Critical Care (SMACC) conference provides the highest quality of Critical Care education and is guaranteed to innovate and inspire. We have the most engaging, informative and inspiring educational presentations and we want to ensure we have the sponsors to match. Together, let's make SMACC stand aside from the other Critical Care conferences and that's the key – 'Together'.

We see our partnership with industry as vitally important. The SMACC conference exhibition always conveys the same passion for sharing education and innovation that is at the core of our learning objectives. We listen to our partners and are constantly looking for new ways to engage with you. We strive to break down barriers between all participants (Faculty, Delegates, Sponsors, and Volunteers) and so facilitate meaningful interactions. To this end we encourage industry representatives to venture beyond the confines of the 3x3m booth and see new horizons.

## There are many reasons why this educational conference is quite simply a must for your company:

- Your exposure at SMACC spans for months either side of the event. As a sponsor your logo will be listed, with a hyperlink to your website, on the SMACC website ([www.SMACC.net.au](http://www.SMACC.net.au)). In the last 6 months this site has had a staggering 300,000 page views.
- SMACC is a truly international meeting – uniting the creators and followers from over 60 websites from around the world and offering unparalleled exposure for your company. In Berlin there were 2500 delegates from over 30 countries. Incredibly almost two-thirds of the delegates were international travellers!
- SMACC delegates are the new generation of Critical Care practitioners
- The social media connectivity of SMACC is unrivalled by any other medical conference. The hashtag #DasSMACC for the Berlin meeting has had over 85,000 tweets from almost 8500 participants generating over 185 million impressions on Twitter

- While it is a scientific meeting, it is primarily patient focused, giving you a unique opportunity to associate your brand more directly with its benefits for patients
- The speakers are chosen because they are inspirational educators. Whilst many other conferences may have variable attendance throughout the day, at SMACC everyone is eager to attend each session and remain for the entirety of the conference
- The experience endures as the conference podcasts and videos are released free online for months afterwards, providing long-lasting exposure for your company – the SMACC podcasts has had more than 3,000,000 downloads so far
- Experience the amazing vibe of the SMACC experience – a conference that is truly the delegates' conference

So, if your company wants to be part of the most exciting and rapidly evolving event on the Critical Care education calendar and would like to connect with the new generation of providers in emergency medicine, intensive care, anaesthesia, pre-hospital medicine, then you can't afford to miss SMACC Sydney in March 2019.

As a not-for-profit charitable trust, the SMACC Organising Committee strongly recognises and values a constructive partnership with the industry. To this end, the Organising Committee are committed to working with our industry partners to ensure a rewarding outcome for all involved in promoting the best in Critical Care education.

Sincerely,  
**Roger Harris**  
Chair Organising Committee



# SOCIAL MEDIA AND CRITICAL CARE

SMACC

SMACC (Social Media and Critical Care) originated when a group of international Critical Care websites dedicated to providing high quality medical education began collaborating. The SMACC affiliated websites now exceed 60 in number, and represent the best in free online Critical Care education (Emergency Medicine, Intensive Care, Anaesthesia, Pre-Hospital Medicine) from the USA, Mainland Europe, Scandinavia, the UK and Australasia. This group is constantly growing.

While many features of the SMACC conference resemble the sort of traditional medical education conferences you would be used to, the overall SMACC experience is completely unique. One of the key elements is the amazing sense of a Critical Care community and a networking atmosphere. This atmosphere is facilitated by the exhibition hall being a networking hub for delegates for the entire conference including all catering being served in this area. The venue for SMACC 2019 is the ultra-modern International Convention Centre Sydney (ICC Sydney) Theatre and the adjoining exhibition hall (hall 7) with its open deck terrace, which will provide the perfect atmosphere for networking.

The SMACC Organising Committee encourages you to build your own sponsorship package. We encourage you to select the items that you consider most beneficial. The total of the items you select will qualify you into one of our major sponsor types.

## The History of SMACC

The first SMACC conference was held in Sydney, Australia in March 2013. Incredibly, SMACC attracted 650 delegates from around the world to this inaugural event. Even more impressive is that all the educational content from the Sydney Conference was released online, free, over a six-month period (you can see this media on the SMACC website under the past talks tab: <http://www.SMACC.net.au/the-talks-SMACC1/>). The podcast content then clocked-up a staggering 200,000 podcast downloads in a very short time with approximately 70% of these downloaded internationally (from outside of Australia).

Not surprisingly, the second SMACC Conference was double the size of the

first! The SMACC Gold Conference (so named as it was held on the Gold Coast in Queensland, Australia) ran from 19 – 21 March 2014 and was an enormous success. The conference attracted 1,300 delegates and, over the week of the meeting, the hash tag #smaccGOLD was featured in almost 25,000 tweets, resulting in 25,000,000 Twitter impressions. The educational content from this second meeting was again released free to all online in the months leading up to SMACC Chicago (#smaccUS) and the podcast downloads have now topped 500,000!

In an unparalleled move after only 2 meetings, this not-for-profit charitable conference then boldly set its sights on Chicago, USA. SMACC Chicago attracted over 2,000 delegates, as well as global sponsors like Baxter, iSimulate, Teleflex, Philips, Toshiba and Sonosite.

The 4th meeting was held in Dublin Ireland in June 2016 and incredibly the 2000 registrations for #smaccDUB sold out months prior to the conference commencing. The release of the #smaccDUB talks saw the podcast downloads exceed 3 million.

The most recent conference #DasSMACC was held in Berlin Germany in June 2017 and again the 2500 capacity registrations sold out in hours. There were over 86,000 tweets from 8,500 participants generating 183 million twitter impressions and with the podcasts from this meeting due for release in March 2018, downloads are set to sky rocket.



# SPONSORSHIP OPPORTUNITIES

SMACC

Dumping the traditional exhibition hall and creating a more interactive and innovative space was a great success for DASSMACC 2017. As such, SMACC 2019 in Sydney is excited to reutilise this winning formula and let sponsors and exhibitors take part in another ‘roving exhibition’. The exhibition hall will have 4 key zones which connect with the program and the booths will be located around these zones.

This year the SMACC Organising Committee would like to invite participants to build their own sponsorship packages to maximise the turnover and benefit of their investments.

Selecting from the items listed on page 5 onwards will allow you to create your own personalised package, which will then qualify your company into one of the sponsorship categories below.

*Please note all prices are listed in AUD and are inclusive of GST.*



Platinum Sponsor (two available)	Gold Sponsor (three available)	Silver Sponsor (four available)	Bronze Sponsor	Supporter
\$70,000	\$65,000-\$45,000	\$45,000-\$35,000	\$35,000-\$25,000	Under \$25,000

Once you have chosen your sponsorship items and qualified for one of the sponsorship packages listed above you are instantly entitled to the following;

- Soft copy of the Delegate list (name, organisation and country only) in accordance with Privacy Legislation one week prior to the event
- Company logo (with a hyperlink to your website), on the conference website
- Complimentary full registrations to all conference sessions and social functions
  - 4 registrations for Platinum Sponsors, 3 registrations for Gold Sponsors, 2 registrations for Silver Sponsors and 1 registration for Bronze Sponsors

You will also get any additional entitlements listed in your selected items.

Should you not fall into one of the sponsorship categories listed above you will be classified as a SMACC 2019 Supporter. Supporters are entitled to;

- Company logo and acknowledgement as supporter in pocket program, the conference webpage and on holding slides during the conference

Please select your sponsorship items from the list overleaf.



## Roving Exhibition Opportunities

### 3x3m booth

\$6,000

- 1 3x3m booth including light + power
- 1 Exhibitor registration
- You will have a dedicated space in the exhibition hall as a base, but we don't want to confine you to a 'cage' so you are encouraged to be able to move around the exhibition areas of your own accord, for example on bicycles/carts etc - be creative!



## Lounge and Workshop Sponsors

### SMACC Lounge (Exclusive to the 2 Platinum Sponsors)

\$25,000

- One on One engagement with targeted delegates, product showcasing, mini lectures, interaction, engagement through unique networking opportunities
- Furnishing the space not included in the cost

### Pre-Conference Workshop Sponsor

\$15,000

- Sponsorship of one of the pre-conference workshops (non-exclusive). Banners provided by the sponsor will be displayed at this time (workshop sessions allocated on a first come, first served basis)
- Opportunity to provide workshop equipment
- 1 complimentary registration to all conference sessions including refreshments and access to the social functions

## Social Program Sponsorship

### Gala Dinner Sponsor – 1 Available

\$30,000

- 1 exhibition space in the exhibition hall
- Freestanding banner(s)- maximum size 2m high x 1m wide, (quantity to be determined depending on venue logistics), which will be positioned in prominent locations at the Gala Dinner (sponsor to supply)
- Additional branding opportunities at the Gala Dinner (at an additional expense)
- Opportunity to greet delegates upon arrival
- 5 Complimentary tickets for company representatives to attend the Gala Dinner

### SMACC Bar Sponsor – 1 Available

\$30,000

- 1 exhibition space in the exhibition hall
- Freestanding banner(s) - maximum size 2m high x 1m wide, number to be determined depending on venue logistics, which will be positioned in prominent locations near the SMACC Bar (sponsor to supply)
- Additional branding opportunities within the bar area at sponsors expense
- 2 plasma screens provided to stream the conference
- 50 complimentary drink vouchers to be allocated to delegates of your choice (delegate list supplied). The bar will be a cash bar at all other times.

## **Additional Sponsorship Opportunities**

<b>Twitter Wall – 2 available</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• Logo to appear on the Twitter wall in the exhibition hall for the conference duration</li><li>• 2 complimentary registrations to all conference sessions including refreshments and access to the social functions</li></ul>	
<b>Podcasts</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• Introduction to 1 months' worth of Podcast releases: "This podcast was sponsored by..."</li><li>• Podcasts released 3 times per week</li></ul>	
<b>Delegate Lanyards – 1 Available</b>	<b>\$15,000</b>
<ul style="list-style-type: none"><li>• Company logo displayed on delegate's lanyards worn by all delegates for the conference duration</li><li>• Product included in cost</li></ul>	
<b>Conference App – 1 Available</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>• Company logo displayed on landing page of Conference App</li><li>• Product included in cost</li></ul>	
<b>Mobile Phone Charge Station – 5 available</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>• Company logo displayed on the charge bar</li><li>• Stand next to charge bar for company flyers to be displayed</li><li>• 1 x charge bar included in cost</li></ul>	
<b>Co-branded SMACCHANDISE</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>• Company logo displayed on a take away for all SMACC Delegates</li><li>• Item not included in cost</li></ul>	
<b>Co-branded Conference Pedometer – 1 available</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>• Company logo displayed on conference pedometer</li><li>• Pedometer will be given to each delegate upon arrival at the conference</li><li>• Product not included in cost</li></ul>	
<b>Pocket Program Book Advertisement – 6 Available</b>	<b>\$2,000 / \$1,000</b>
<ul style="list-style-type: none"><li>• Company advertisement (A6 in size) to be included in Pocket Program</li><li>• Half and full-page advertisements available</li></ul>	
<b>Additional Conference Registration</b>	<b>\$1,0 00</b>
<ul style="list-style-type: none"><li>• 1 registration to all conference sessions including refreshments (including access to social functions)</li></ul>	

If the above opportunities do not address your company's needs, we will gladly consider other suggestions.  
Further information can be obtained from the SMACC 2019 Conference Secretariat.  
Please email: [smacc@theassociationspecialists.com.au](mailto:smacc@theassociationspecialists.com.au)

# SMACC 2019 APPLICATION FORM

All sponsorship amounts are in AUD and inclusive of GST

Contact:		
Position:		
Company:		
Address:		
Suburb:	State:	Postcode:
Telephone:	Mobile:	Email:

## EXHIBITOR OPPORTUNITY (PLEASE TICK)

Exhibitor space (3m x 3m)	\$6,000	<input type="checkbox"/>	
---------------------------	---------	--------------------------	--

## LOUNGE AND WORKSHOP SPONSORS (PLEASE TICK YOUR PREFERENCE)

Pre-Conference Workshop Sponsor	\$15,000	<input type="checkbox"/>	Name of Workshop:
SMACC Lounge	\$25,000	<input type="checkbox"/>	

## SOCIAL PROGRAM SPONSORSHIP (PLEASE TICK YOUR PREFERENCE)

Gala Dinner Sponsor	\$30,000	<input type="checkbox"/>	
SMACC Bar Sponsor	\$30,000	<input type="checkbox"/>	

## ADDITIONAL SPONSORSHIP OPPORTUNITIES (PLEASE TICK YOUR PREFERENCE)

Twitter Wall	\$15,000	<input type="checkbox"/>	
Podcast Sponsor	\$15,000	<input type="checkbox"/>	
Delegate Lanyards	\$15,000	<input type="checkbox"/>	
Conference App	\$10,000	<input type="checkbox"/>	
Mobile Phone Charge Station	\$10,000	<input type="checkbox"/>	
Conference Pedometer	\$10,000	<input type="checkbox"/>	
SMACCHANDISE	\$10,000	<input type="checkbox"/>	
Pocket Program Book Advertisement Full Page	\$2,000	<input type="checkbox"/>	
Pocket Program Book Advertisement Half Page	\$1,000	<input type="checkbox"/>	
Additional Conference Registration	\$1,000	<input type="checkbox"/>	Quantity:

**TOTAL SPONSORSHIP SPEND** \$

Signed:

Date:

The SMACC 2019 Secretariat will confirm your participation with a confirmation email, tax invoice and contract.

**Please complete and forward application to:**

SMACC 2019 Secretariat  
C/- The Association Specialists Pty Ltd  
PO Box 576, Crows Nest NSW 1585 AUSTRALIA  
Tel: +61 2 9431 8600 Fax: +61 2 9431 8677  
Email: smacc@theassociationspecialists.com.au

# SMACC EXHIBITION CONTRACT



SMACC

ON COMPLETION PLEASE RETURN TO:

SMACC 2019 Secretariat  
PO Box 576, CROWS NEST NSW 1585, Australia  
T +61 2 9431 8600  
E smacc@theassociationspecialists.com.au

1. For the purpose of this contract, the term Management shall include the Organising Committee & The Association Specialists Pty Ltd.
2. Management agrees to provide the Exhibitor with the agreed inclusions as outlined in the original Sponsorship Prospectus and Exhibition Manual. Any additional requirements will be at the Exhibitor's expense.
3. The Exhibitor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Exhibition and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Exhibition.
4. The Exhibitor agrees to abide by the payment schedule as outlined by Management.
5. The Exhibitor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors and members of the public attending the Exhibition, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.
6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
7. The contract may be cancelled by either party provided written notice is received at least 30 days prior to the first day of the Exhibition, in which case a full refund will apply if the exhibition booth can be re-sold. If the Exhibitor cancels within 29 days of the first day of the Exhibition, the Exhibitor will be liable for 100% of the total contracted cost. Exhibitors who have not fully paid for their stands by 25 February 2019 will not be permitted to participate in the exhibition and their stands may be re-allocated. Space abandoned or not occupied at the start of the Exhibition may be repossessed without indemnity and reassigned by Management for exhibits and other uses.
8. Management reserves the right to alter or change the space assigned to the Exhibitor, and the exhibition floor plan.
9. Management reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Exhibition participants.
10. The Exhibitor agrees to confine their presentation within the contracted space only and to maintain staff in the booth space during Exhibition hours.
11. The Exhibitor agrees that any contract with the Press on Exhibition premises shall be by arrangement with Management officials.
12. The Exhibitor is responsible for the placement and cost of insurance related to his/her participation in the Exhibition.
13. There will be limited provisions for storing materials at the ICC Sydney prior to and during the exhibition. Exhibitors are strongly encouraged to make arrangements with the official company handling storage and shipping for the exhibition.
14. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the site in which the Exhibition will take place and according to the labour laws of the jurisdiction in which the site is located.
15. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Exhibition, but must remain intact until the closing hour of the last day of the Exhibition. The Exhibitor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Exhibition site, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.
16. The Exhibitor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of the exhibition stand or the utilisation of the exhibited products.
17. Exhibitors with special security needs should contact the Management. Every precaution will be made to prevent losses due to pilfering, but the Management will not accept liability for losses of any kind.
18. The Exhibitor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.

## AGREEMENT

I agree to abide by the said Contractual Obligations as written above.

COMPANY NAME:

SIGNATURE:

SIGNED BY:

DATE: