



# ANZGOG 2012

## Individualized Gynaecological Cancer Medicine

### SPONSORSHIP PROSPECTUS

**Venue: Sofitel Gold Coast**

**22<sup>nd</sup> to 25<sup>th</sup> February, 2012**

For further information, please contact:  
**Kate Murphy, Conference Manager**

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**YRD**  
The Ultimate Event Managers



## Your invitation to participate in the Australia & New Zealand Gynaecological Oncology Group 2012

Professor Michael Quinn and Professor Andreas Obermair invite you to participate in the way of sponsorship or exhibition display at this event.

ANZGOG members consist of medical oncologists, gynaecological oncologists, pathologists and radiation oncologists. ANZGOG members are represented in 50 hospitals throughout Australia, New Zealand and Asia and collaborate with all gynaecological oncology groups in Australia and Internationally to conduct research and clinical trials in patients with ovarian, uterine and cervical cancer.

The aim of this event is to provide a platform for the discussion of recent clinical trial results and also to discuss what clinical trials should be conducted in Australia and New Zealand. There are also a number of scientific sessions that focus on various aspects of treatment and care of women with gynaecological malignancies and promote and improve standards of care. The meeting will attract national as well as international delegates. This is your opportunity to become associated with a very widely affiliated group.

The ANZGOG conference 2012 will take place at the Sofitel Gold Coast, Broadbeach. Sponsorship opportunities are listed in the pages to follow. We look forward to your participation.

If you have any further questions regarding the conference please do not hesitate to contact Kate Murphy or one of the YRD team members on (07) 3368 2422 or email [kate@yrd.com.au](mailto:kate@yrd.com.au).

We look forward working with you to achieve another successful event!

Yours sincerely

Professor Michael Quinn  
Chair ANZGOG

Professor Andreas Obermair  
Chair Organising Committee



## SPONSORSHIP PROSPECTUS

### Australia & New Zealand Gynaecological Oncology Group Conference 2012

#### About The Organisation

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**ANZGOG** (Australia & New Zealand Gynaecological Oncology Group) was first formed in 2000 as a result of the enthusiasm and commitment of clinicians around Australia and New Zealand. The Group consists of 400 medical professionals from more than 50 institutions. It has established links with the Gynecologic Cancer Intergroup (GCIG) and the US Gynecologic Oncology Group. **ANZGOG** has established itself as a force in gynaecological clinical trial research in Australasia, promoting and coordinating large-scale, multi-centre clinical trials.

#### Board:

Prof Michael Quinn - Chair  
A/Prof Danny Rischin- Chair of the RAC  
Prof Michael Friedlander – Director of Research  
Dr Alison Brand – Treasurer  
Prof Andreas Obermair – Chair, ASM Steering Committee  
Ms Belinda Egan – Chair, Study Coordinators Committee  
Ms Karen Livingstone - Chair, Consumer Community Committee  
Dr David Bernshaw – Chair, Fundraising Committee  
Dr Sally Baron-Hay  
Dr Nicole McCarthy  
Dr Linda Mileschkin  
Dr Christopher Steer

#### Conference Scientific Committee 2012:

Professor Andreas Obermair (Chair)  
Prof Michael Quinn  
Prof Michael Friedlander  
Dr Alison Brand  
Dr Jeff Goh  
Dr Julie Martyn  
Dr Clare Scott  
Dr Pearly Khaw  
Ms Sue Brew  
Ms Karen Livingstone  
Ms Judy Eddy  
Ms Pauline Tanner  
Ms Margaret McJannett  
Ms Kate Murphy

*Note: Expected number of delegates = 150+*



## The ANZGOG Objectives are:

- to encourage the community to participate in the conduct, evaluation, promotion and development of clinical trials in gynaecological cancers;
- to promote the use of clinical trials in evaluating new treatments in gynaecological malignancy and to ensure that the results of such treatments impact on future clinical practice;
- to promote and conduct medical research for the prevention and mitigation of gynaecological cancer;
- to promote improved clinical practice through professional meetings and educational symposia by working in collaboration with professional societies to pursue the objectives in 1, 2, 3;
- to promote public education and awareness of gynaecological cancer and its treatment;
- to widely publish the results of research.

## The Opportunity

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Once again only a small number of businesses and organisations will be invited to partner with us in our endeavor to provide a quality conference program and a wonderful experience. Sponsorship packages offered include one major sponsor, one conference dinner sponsors, scientific session sponsors and trade displays. This will enhance the sponsor's impact and allow your business a clear avenue to be advertised. In 2011 there were more than 150 delegates registered.

## Delegate Profile

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Being a sponsor of the ANZGOG conference will provide your business with a unique opportunity to link directly to a broad scope of delegates. The ANZGOG delegates will be within a unique demographic of the medical profession; therefore providing sponsors with a targeted marketing opportunity.

Some sponsors will also receive a number of free conference registrations which will allow sponsors to be able to promote their business in a more intimate environment.

## Marketing

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**ANZGOG** provides sponsor organisations with a unique opportunity to access a highly targeted and influential audience, throughout the event and conference activities. The marketing campaign will include the following:

- brochures direct emailed, Extensive email campaign,
- Advertisement of conference and names of sponsors on the ANZGOG website



## SPONSORSHIP & EXHIBITOR OPPORTUNITIES

The following outlines sponsorship opportunities, entitlements and the costs involved:

### Platinum Sponsorship Package (Two Only)

**\$40,000.00 (excl GST)**

- o Acknowledgement as the ANZGOG Conference 2012 Joint Platinum Sponsor
- o Joint naming rights with ANZGOG to Networking Welcome Drinks
- o First right of refusal for Platinum Sponsorship of ANZGOG Conference 2013.
- o Company name and logo prominently featured on Conference Brochure
- o Company logo on all marketing material including mass media and internal media channels
- o Company name, logo and 400 word company profile in Conference Program/Guide
- o Company logo on all delegate and speaker name tags
- o Company logo on all directional signage throughout the conference
- o Company logo and link on registration website
- o Opportunity to host private dinner for selected delegates (all costs to be paid by sponsor company)
- o Logo on conference satchel (one colour)
- o Company name, logo and 400 word company profile on official post-conference Website
- o Five minute presentation at Conference Welcome
- o Corporate slide to be shown at regular intervals throughout conference
- o Corporate banner to be displayed in main conference room (to be supplied by sponsor)
- o Double exhibition table display area including clothed and skirted table
- o Two (2) trade-only registration places at morning tea, lunch and afternoon tea.
- o Four (4) complimentary conference registrations including Networking Welcome Drinks, Conference Dinners and daily catering including morning tea, lunch and afternoon tea.
- o Random electronic display of corporate slide throughout conference
- o Company brochure included in conference satchel (to be supplied by sponsor)
- o One (1) page colour advertisement in Conference Program/Guide (to be supplied by sponsor)
- o Pens and Notepaper including logo on work tables in each session (to be supplied by sponsor)

### Speaker Sponsorship Package 1 (Two Only)

**\$25,000.00 (excl GST)**

- o Sponsorship of International Speaker
- o Display of company banner or similar promotional material during speaking sessions
- o One page advertisement in Conference Program (printed copies for insertion to be supplied by sponsor)
- o Company brochure included in conference satchel (to be supplied by sponsor)
- o Two (2) complimentary conference registration including Networking Welcome Drinks and Conference Dinners and daily catering including morning tea, lunch and afternoon tea.
- o Single exhibition table display area including clothed and skirted table
- o One (1) trade-only registration places at morning tea, lunch and afternoon tea



## Conference Dinner Sponsorship Package 1 (One Only)

**\$25,000.00 (excl GST)**

- Exclusive sponsorship and naming rights to this Conference Dinner
- Theming rights to conference dinner (to be supplied by sponsor)
- Up to 10 minute presentation (speaker to be supplied by sponsor)
- Company name and logo featured on all conference print material
- Display of company banner or similar promotional material in the area of the dinner
- One page advertisement in Conference Program (printed copies for insertion to be supplied by sponsor)
- Company brochure included in conference satchel (to be supplied by sponsor)
- Two (2) complimentary conference registration including Networking Welcome Drinks and Conference Dinners and daily catering including morning tea, lunch and afternoon tea.
- Six (6) additional tickers to the Conference Dinner
- Single exhibition table display area including clothed and skirted table
- One (1) trade-only registration places at morning tea, lunch and afternoon tea

## Session Sponsorship Package (One Per Session Only)

**\$15,000.00 (excl GST)**

For your Chosen Session:

- Display of company banner, corporate slide or similar promotional material on the presentation stage for the duration of the session
- Verbal acknowledgement of support during session
- Company name and logo to appear on the Session Page of the Conference Program/Guide
- One (1) complimentary conference registrations including Networking Welcome Drinks Conference Dinners and daily catering including morning tea, lunch and afternoon tea.
- Single exhibition table display area including clothed and skirted table
- One trade-only registration places at morning tea, lunch and afternoon tea.
- Handouts of company literature to be placed on seats of conference room (to be supplied by sponsor)
- One page black & white advertisement in Conference Program (printed copies for insertion to be supplied by sponsor)
- Company brochure included in conference satchel (to be supplied by sponsor)
- One (1) item of company promotional material to all delegates in conference satchel (Accepted promotional material for distribution includes: (pens, flyers, mouse pads, hat etc.)

## Trade Sponsorship Package

**(numbers limited)**

**\$10,000.00 (excl GST)**

- One (1) complimentary conference registration including Networking Welcome Drinks and Conference Dinners and daily catering including morning tea, lunch and afternoon tea.
- Single exhibition table display area including clothed and skirted table
- One half A4 page black & white advertisement in Conference Program
- Company brochure included in conference satchel (to be supplied by sponsor)
- One (1) item of company promotional material to all delegates in conference satchel (Accepted promotional material for distribution includes: (pens, flyers, mouse pads, hat etc.)