

ASIA-PACIFIC ELSO CONFERENCE 2017

**GOLD COAST, QLD
12-14 OCTOBER 2017**

ECMO...and beyond – the future
of mechanical support

PARTNERSHIP PROSPECTUS

apelso.com



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INVITATION TO APELSO 2017

The Asia Pacific Extracorporeal Life Support Organisation meeting provides a platform to cultivate communication and collaboration among experts who lead innovative technology in the treatment of organ failure, while providing information and knowledge regarding techniques used for organ systems to different parties.

We invite you to consider being an exclusive partner to the meeting as one of a select group of organisations that are leading the efforts of ELSO teams from across the Asia-Pacific to learn, develop and revolutionise the understanding of and best practice in ECMO, ECPR, VAD, Artificial heart transplant and the cardiopulmonary surgery.

Whilst co-located with the ANZICS ACCN ASM 2017, and encouraging our attendees to consider visiting that meeting, we are keen to utilise our meeting and time together at APELSO 2017 to highlight the niche skills and growing foundation of excellence in ELSO in Australia and the APAC region. We are seeking two core partners across ECMO and Cardiac specialisations to assist us in development of exciting specialist hubs and focussed delegate workshops and we also encourage other partners to join us in the facilitation of highlight debates, simulation workshops at the Gold Coast hospital and panel discussions that will innovate and enrich the APELSO offering for delegates this year.

We encourage you to reach out to our industry liaison and discuss ways in which you can be a part of our growing ANZ and APAC community for ELSO.

Sincerely,

Chair, APELSO 2017 Organising Committee



Professor John F. Fraser, MB ChB, PhD,
FRCP(Glas), FFARCSI, FRCA, FCICM

Professor and Pre-Eminent Specialist in Intensive
Care Medicine, The Prince Charles Hospital, Brisbane

Director of the Critical Care Research Group,
University of Queensland and The Prince Charles
Hospital Director of Intensive Care Unit, St Andrews
War Memorial Hospital

Professor Anaesthesiology and Critical Care School
of Medicine, The University of Queensland

Professor of Medicine, Bond University

Adjunct Professor, Queensland University of Technology

Adjunct Professor, Monash University

Associate Professor School of Medicine,
Griffith University

ABOUT APELSO

The defining feature of the 21st century is the rise and rise of Asia. In a parallel situation, we are witnessing ever-increasing cardio-respiratory disease.

An urgent and unmet clinical need for organ support be it short or long-term, integrates perfectly with the growth of the Asia-Pacific region in medical research. This research can be met by the innovative spirit shared in the Asia-Pacific region, and the potential to bring that research and innovation into manufacturing and the clinical space. It is an exciting time indeed, to be in this area!

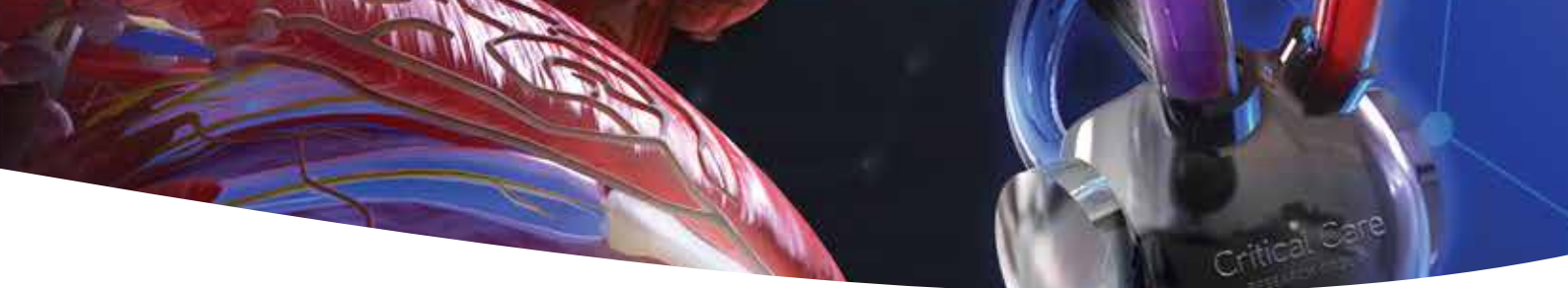
We will welcome delegates from our international Centre of Research Excellence, the first ever of its kind in Australia, highlighting the importance that the Federal Government gives to this area. Unlike most Centres for Research Excellence, ours does not exist in one site, but spans the eastern seaboard of Australia with active collaborators across Taiwan, Korea, China, Japan, Malaysia and Singapore. We are also supplemented by our collaborations with Germany, France, Norway, the United Kingdom and the United States. The Asia-Pacific ELSO program will feature prominent speakers from these collaboration networks across Asia, Europe and America.

APELSO 2017 Secretariat and Partnership Director

Thomas Howden

Thomas.howden@mci-group.com

+61 2 9213 4016



APELSO 2017 PROGRAM

Thursday 12 October 2017 – Pre-meeting workshops

		ADVANCED	BASIC	PAEDIATRIC
Venue		Gold Coast University Hospital	Gold Coast University Hospital	Lady Cilento Hospital
Session 1	0900-1030	Cannulation Workshop	ECMO	ECMO
Morning tea				
Session 2	1100-1300	Cannulation Workshop continued	ECMO	ECMO
Lunch				
Session 3	1330-1530	Introduction of simulation & environment familiarisation ECPR workshop	ECMO	ECMO
Afternoon tea				
Session 4	1545-1730	Advance SIM x 1 scenario	ECMO	ECMO

Friday 13 October 2017 – Main program

Venue		Central A		
	0730-0900	Breakfast – ECMO		
Venue		Combined plenary session with ANZICS		
Session 1	0900-1030	Inaugural Session ECMO Organisation		
Morning tea – Arena 1A				
		ADULT PROGRAM	ADULT PROGRAM	
Venue		Central A	Central B/C	
Session 2	1100-1300	Extracorporeal Respiratory Support: ECMO & Beyond	ECMO: Technology & Cannulation	
Lunch – Arena 1A				
Session 3	1330-1530	Mechanical Circulatory Support: ECMO & Beyond	ECMO: Clinical Colleagues	
Afternoon tea – Arena 1A				
Session 4	1545-1730	CPR: ECMO & Beyond	ECMO Research	

Saturday 14 October 2017 – Main program

Venue		Foyer E		
	0730-0900	Breakfast – Allied Health		
		ADULT PROGRAM	PAEDS PROGRAM	
Venue		Central A	Central B/C	
Session 1	0900-1030	ECMO: Building Bridges	TBC	
Morning tea – Arena 1A				
Session 2	1100-1300	ECMO: There is something for everyone	TBC	
Lunch – Arena 1A				
Session 3	1330-1530	ECHO in mechanical support DAVID PLATTS	TBC	
Afternoon tea – Arena 1A				



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APELSO 2017 DEMOGRAPHICS

Expected attendance based on marketing and ELSO networks in Australia



400+ Attendees



80% Medical and clinical staff
(incl. Physicians, Nursing)



15% Clinical allied health



5% Researcher + scientist
+ engineer

APELSO 2017 meeting marketing

The conference will be promoting at the following international events:

**LAELSO Adult VV
ECMO Course
Santiago, Chile**

5-8 April 2017

**Euro-ELSO 2017
Maastricht, The
Netherlands**

4-7 May 2017

SPEAKERS

The following speakers are confirmed to present at APELSO 2017:

Professor Robert H Bartlett MD

Professor Emeritus, Section of General Surgery, Division of Acute Surgery, University of Michigan Medical School

Associate Professor Daniel Brodie MD

Director Medical Critical Care Service
Columbia University Medical Centre

Professor Alain Combes MD PhD

Professor of Intensive Care Medicine University of Paris
Head of ICU Institut de Cardiologie Hopital Pitie-Salpetiere,
Paris, France

Professor Feilong Hei

Fuwai Hospital Beijing, Co-Director of ChECLS

Associate Professor Graeme MacLaren

Director of Cardiothoracic ICU, National University Hospital,
Singapore

Associate Professor Vincent Pellegrino

Senior Intensive Care Specialist & Head of ECMO Clinical Services,
The Alfred Hospital

Associate Professor Andreas Schibler

Paediatric Intensive Care Staff Specialist
Mater Health Services

PARTNER PACKAGES

All packages are in AUD and are exclusive of GST



ECMO Partner (Exclusive) **\$75,000**

Audience engagement

- Partner breakfast – One hour, catering included, max 150pax. Option of Friday 13 October or Saturday 14 October.
- Partner workshop – Options for full day/two half days/one half day. Timeslots available across Thursday 12 October or Sunday 15 October.
- VIP Dinner Table (Thursday 12 October) – One reserved VIP table + 8 tickets to attend for staff and guests.

Branding

- Logo and acknowledgement on website, app, signage and all promotional materials
- One co-developed press release between APELSO 2017 and partner for promotion pre-meeting through the secretariat and partner's networks
- Rolling web banner on APELSO 2017 website (content subject to approval)

Networking

- Exclusive ownership of the APELSO 2017 created ECMO hub – a shared space for delegate interaction and showcasing of product for all things ECMO
- 36sqm of prominent floor space within the catering area specifically developed and co-built with APELSO 2017
- ECMO Hub build includes (raised wooden floor, central spire with partner logo & ECMO Hub branding, rigging of ECMO Hub and partner logo above the hub, QR code integration into design – all other elements tailored with partner. Additional furniture and branding at partner's expense)

Lead Generation

- App powered QR-code reader for capture of delegate contact details
- App analytics for industry partner (hub visitors, workshop and breakfast engagement measurement provided post-meeting)
- Delegate list

Registrations

- Five (5) Partner registrations (access to the Hub, program sessions, Welcome Reception, Gala Dinner, and daily catering).
- Ten (10) hub specialist registrations (no access to sessions, social functions)
- Twenty (20) hub branded t-shirts for hub specialists

Loyalty

- Exclusive first right of refusal for ECMO Partnership at APELSO 2019



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PARTNER PACKAGES (CONTINUED)

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Cardiac Partner (Exclusive) **\$65,000**

Audience engagement

- Partner breakfast - One hour, catering included, max 150pax. Option of Friday 13 October or Saturday 14 October.
- Partner workshop – Options for full day/two half days/one half day. Timeslots available across Thursday 12 October or Sunday 15 October.
- VIP Dinner Table (Thursday 12 October) – One reserved VIP table + 8 tickets to attend for staff and guests.

Branding

- Logo and acknowledgement on website, app, signage and all promotional materials
- One co-developed press release between APELSO 2017 and partner for promotion pre-meeting through the secretariat and partner's networks
- Rolling web banner on APELSO 2017 website (content subject to approval)

Networking

- Exclusive ownership of the APELSO 2017 created Cardiac hub – a shared space for delegate interaction and showcasing of product for all things Cardiac
- 36sqm of prominent floor space within the catering area specifically developed and co-built with APELSO 2017
- Cardiac Hub build includes (raised wooden floor, central spire with partner logo & Cardiac Hub branding, rigging of Cardiac Hub and partner logo above the hub, QR code integration into design – all other elements tailored with partner. Additional furniture and branding at partner's expense)

Lead Generation

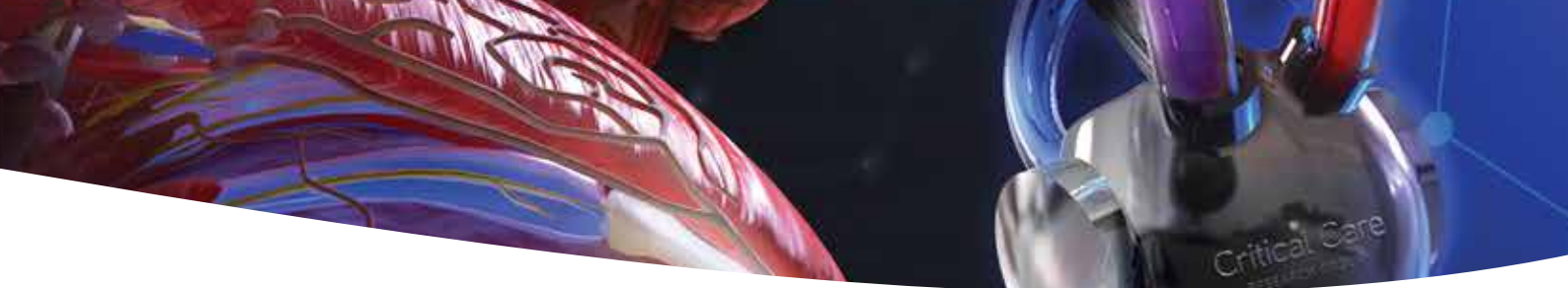
- App powered QR-code reader for capture of delegate contact details
- App analytics for industry partner (hub visitors, workshop and breakfast engagement measurement provided post-meeting)
- Delegate list

Registrations

- Five (5) Partner registrations (access to the Hub, program sessions, Welcome Reception, Gala Dinner, and daily catering.
- Ten (10) Hub specialist registrations (Hub access, no access to sessions or social functions)
- Twenty (20) hub branded t-shirts for Hub specialists

Loyalty

- Exclusive first right of refusal for Cardiac Partnership at APELSO 2019



OTHER PARTNERSHIPS

All packages are in AUD and are exclusive of GST



Hospital Simulation Partnership

(3 opportunities)

\$20,000

APELSO 2017 is hosting a number of prominent international facilitators to conduct limited numbers simulation workshops. Hosted in the state-of-the-art Gold Coast Hospital ICU pods and educational centres on Thursday 12 October.

- Exclusive partnership with one simulation workshop (Workshop list to be finalised)
- Prominent acknowledgement on all materials promoting and associated with facilitating the workshop.
- Two tickets to the VIP dinner on Thursday 12 October and co-seating with one or more of the VIP facilitators of supported simulation workshop



Highlight Debates/ Panel Discussions

(Price on application)

\$POA

APELSO 2017 will convene a number of highlight debates and panel discussions on practice development, clinical and non-clinical trending topics. These will be highlights and highly visible elements of the main program that we are seeking partnership for.

- Partner acknowledgement will be tailored depending on the session. Partnership may include branding, partner representative moderation of debate/panel, hosted meeting with session facilitators etc.
- Further details available in our program





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App Partner

(Exclusive)

\$15,000

Prominent acknowledgement as meeting and app partner.



Registration Desk Partner

(Exclusive)

\$10,000

Most prominent branded location apart from the ECMO and Cardiac hubs. Highly visible branding.



Plenary Partner

(Exclusive)

\$7,500

Exclusive logo placement through decal or gobo at entrance to plenary room. Decals can incorporate QR code for passive lead generation.



Lanyard Partner

(Exclusive)

\$10,000

APELSO 2017 logo + partner logo included on all delegate lanyards. APELSO 2017 to supply.

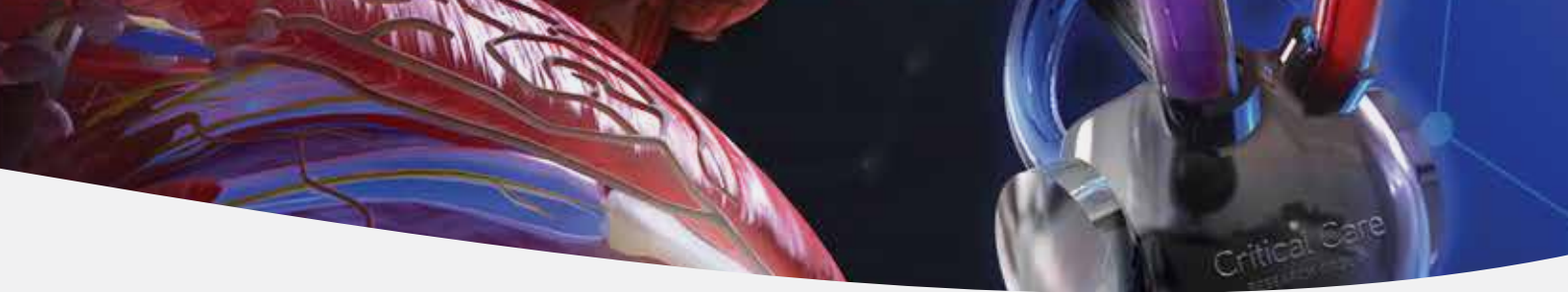


Satchel Partner

(Exclusive)

\$10,000

APELSO 2017 logo + partner logo included on all delegate satchels. APELSO 2017 to supply.



PARTNER SERVICES

APELSO 2017 will introduce a partner services team within the secretariat to streamline partner participation in the conference. We provide a commitment to partners of the following:

- Group accommodation blocks for partners (subject to availability at time of enquiry. All group accommodation blocks released 12 September 2017).
- Transfer support for partner supported speakers/keynotes.
- A single secretariat contact for partners to manage staff registration and group accommodation bookings.
- Dedicated group registration pick-up of materials for our industry partners (prior to registration opening for delegates).

**Please see T&Cs for details*

Registration details:

Partner registrations – Include access to the Hub, program sessions, Welcome Reception, Gala Dinner and daily catering. Additional partner registrations not available, see registration rates for delegates.

Hub specialist registrations – Include Hub access, no access to sessions or social functions, two t-shirts. Additional Hub registrations \$100.

TERMS AND CONDITIONS

The following terms and conditions apply to your application to become an industry partner at APELSO 2017.

Things you need to know

- You (Partnering organisation) by returning a completed, signed and dated form accept these Terms and Conditions.
- We/Us (MCI ABN 76 108 781 988) representing the Organising Committee and the Host Body do not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the website (apelso.com) for the latest information on the event.

Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited— i.e. you will be billed at the next highest level (early rate to standard, etc.).
- You will not receive any partnership entitlements until all monies have been paid.
- All partnership and exhibition prices are in AUD excluding GST.
- Payments can be made via EFT or credit card.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- For those paying via credit card, a credit card processing fee of 5% will be charged. Debits to your credit card will appear as MCI Suisse (MCI HQ is in Geneva) on your statement.

If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made before 31 May 2017 will be refunded less 15% cancellation fee. Cancellations received between 31 May and 31 July 2018 will be refunded less a 50% cancellation fee.
- Cancellations made after this date will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.
- No exhibitor shall occupy allocated space until all monies owing to the organiser are paid in full.

In the unlikely case that the event cancels

- The extent of refunds will be a matter for the Host Organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

You and your staff—onsite

- Your application to partner does not constitute an attendee registration. You will need to do that separately online.
- All attending staff must be registered.



TERMS AND CONDITIONS (CONTINUED)

Print entitlements

- Logos and other printed material may, at our sole discretion, be reproduced in colour (where possible), OR the nominated conference spot colour/s OR mono depending on method of production.
- The partner must provide suitable material to meet our publication requirements and deadlines.
- Please provide all material at 300 DPI at 100% in jpeg (preferred for website) AND eps (preferred for print) format including, where possible, RGB or Pantone colour equivalents.
- Where applicable, advertisements are to be supplied by the partner.
- No print or web recognition will be given unless payment terms have been met.

Partner notes

- All partner functions must be endorsed by the APELSO 2017 secretariat
 - If you are approved by the secretariat to host a private function, partners must do so at their own expense and within the time & date the conference managers approve.
 - Failure to notify or receive approval for hosting a partner function during APELSO 2017 may result in forfeiture of partnership fees/entitlements or the ability to be involved as a partner or exhibitor to APGC in the future.
- Partnership of speakers and sessions are subject to additional terms and conditions.
- You may not assign, share, sub-let, or grant licences for the whole or part of the hub without our prior approval. Please email the conference manager for further information.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your Hub. You may not tout, or place any material, outside your Hub causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the Hub or premises should you paint, mark or damage any fixtures or fabric.

- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with the conference managers.
- Any supplier you use onsite must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current public liability insurance policy for a minimum of AUD20,000,000. Please forward the name of your insurer, your policy number, the insured amount and its renewal date to us at least four weeks prior to the event. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the conference managers to discuss options.
- T-shirt sizes for Hub specialists must be confirmed by 1 September – failure to notify the secretariat of desired size by this date will mean large (L) size shirts will be provided for unconfirmed registrants

Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation, country/state of origin may be published on the list which is provided to delegates, exhibitors and partners at the event. If you do not wish your details to be included in this list, please contact us.

Non-partner functions

- Ad-hoc or unapproved non-partner functions running prior to, during or post conference are prohibited. Failure to comply will result in a forfeit of partnership fees and entitlements.



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APPLICATION TO PARTNERSHIP

To apply, complete this form and send to:

T: +61 2 9213 4016

E: thomas.howden@mci-group.com

! **IMPORTANT:** Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received.

SPONSOR DETAILS

On-site contact person:

On-site mobile number:

Title: *(please circle)* Mr / Mrs / Ms / Miss / Dr / Prof

Given name:

Family name:

Organisation name:
(for invoicing purposes)

Organisation name:
(for marketing purposes)

Position:

Address:

State:

Country:

Postcode:

Email:

Telephone:

Fax:

Website:

PLEASE SELECT (✓) YOUR PARTNERSHIP OPPORTUNITY *(prices in AUD excluding GST)*

Partner Packages

ECMO Partner (Exclusive) \$75,000

Cardiac Partner (Exclusive) \$65,000

Other Partnerships

Hospital Simulation Partnership (3 opportunities) \$20,000

Highlight Debates/Panel Discussions \$POA

App Partner (Exclusive) \$15,000

Registration Desk Partner (Exclusive) \$10,000

Lanyard Partner (Exclusive) \$10,000

Satchel Partner (Exclusive) \$10,000

Plenary Partner (Exclusive) \$7,500

AUTHORISATION

My signature below denotes that I accept the points listed in the terms and conditions, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event.

Insert TOTAL \$ amount payable inc GST
(excluding credit card merchant fees)

\$

Name:

Signature:

Date:

Please tick if you do not wish to receive meeting updates via email



apelso.com

**APELSO 2017
Secretariat and
Partnership Director**

Thomas Howden
Thomas.howden@mci-group.com
+61 2 9213 4016