The Royal Australian and New Zealand College of Ophthalmologists
50th Annual Scientific Congress
17-21 November 2018, Adelaide Convention Centre

SPONSORSHIP & EXHIBITION PROSPECTUS
THE CONGRESS ORGANISERS

As the congress organiser for RANZCO Congress in 2011, 2012 and annually since 2014, with over 15 years’ experience in managing congresses in the health and medical association sector, the team at Think Business Events brings its wealth of expertise and knowledge to the role of professional congress organiser.

CONGRESS SPONSORSHIP AND EXHIBITION ENQUIRIES:
RANZCO 2018 Congress Office
Think Business Events
Lawrence Li
Sponsorship and Exhibition Manager
Level 1, 299 Elizabeth St
Sydney NSW 2000 Australia
P: +61 2 8251 0045
F: +61 2 8251 0097
E: ranzco@thinkbusinessevents.com.au
E: lawrencell@thinkbusinessevents.com.au

RANZCO ENQUIRIES:
RANZCO Head Office
Sarah Stedman
Manager - Events & Industry Relationships
94-98 Chalmers St
Surry Hills NSW 2010 Australia
P: +61 2 9690 1001
F: +61 2 9690 1321
E: sstedman@ranzco.edu

ACCOMMODATION ENQUIRIES:
For accommodation* and meeting room enquiries, please contact the Congress office.
Think Business Events
Level 1, 299 Elizabeth Street, Sydney NSW 2000
P: +61 2 8251 0045
F: +61 2 8251 0097
E: ranzco@thinkbusinessevents.com.au

*Sponsors and exhibitors can only book up to five rooms at the Intercontinental Adelaide through the Congress Office. Additional rooms can be booked directly with the hotels/apartments. This is to allow Fellows and other delegates access to accommodation adjacent to the Convention Centre.

“The organisers should be very pleased with their efforts, which were much appreciated. Keep it up!”
On behalf of RANZCO, we welcome you to the 50th annual meeting of the College and to South Australia. RANZCO’s 2018 Scientific Congress, being held in the newly expanded Adelaide Convention Centre with its state of the art architecture and facilities, is the 50th annual meeting of the College. The first congress, held in 1968, laid the groundwork for the official launch of the College as an independent medical college for ophthalmology.

RANZCO’s Golden Jubilee Congress will feature a range of eminent international and local speakers including Prof Robyn Guymer, A/Prof Angus Turner, Prof Stephanie Watson, Dr Russell Van Gelder, Dr Ramin Salouti, Prof Giovanni Staurenghi, Prof Marlene Moster and Dr Bradley Randleman. In addition, Adelaide offers great food, fine wine and fantastic venues including Adelaide Zoo, the Adelaide Oval and some of Adelaide’s renowned restaurants.

With ample flights and a destination city location, we anticipate RANZCO’s Golden Jubilee Congress will draw in large numbers of Fellows and other delegates. The Congress program continues to evolve and develop, largely in response to delegate and industry feedback. For the latest updates to the program, be sure to bookmark the Congress website; www.ranzco2018.com

We hope you will consider partnering with us to host a truly memorable 50th Congress.
WHO WILL ATTEND

In the past, RANZCO congresses have attracted well over 1,300 delegates. The Congress Conveners and RANZCO are confident of a similar attendance in Adelaide 2018. All program sessions and the exhibition will be held at the Adelaide Convention Centre (ACC), under one roof.

IN 2017, THE RANZCO CONGRESS ATTRACTED THE FOLLOWING DELEGATE BREAKDOWN

- **622** RANZCO Fellows
- **49** Ophthalmologists from the region and further abroad
- **120** Practice Managers and associated practice staff
- **228** Orthoptists, Nurses, Vision Scientists, local and international allied health practitioners
- **84** RANZCO Registrars, Junior Medical Doctors and seeking a career in ophthalmology
- **27** Accompanying Partners

As Adelaide is a “destination” city, we expect a strong attendance. In the past, RANZCO Congresses have attracted well over 1,300 delegates.

CONGRESS ATTENDANCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Melbourne</td>
<td>1,395</td>
</tr>
<tr>
<td>2013</td>
<td>Hobart</td>
<td>1,433</td>
</tr>
<tr>
<td>2014</td>
<td>Brisbane</td>
<td>1,472</td>
</tr>
<tr>
<td>2015</td>
<td>Wellington</td>
<td>1,371</td>
</tr>
<tr>
<td>2016</td>
<td>Melbourne</td>
<td>1,851</td>
</tr>
<tr>
<td>2017</td>
<td>Perth</td>
<td>1,491</td>
</tr>
</tbody>
</table>

WELCOME  PREMIER SPONSORSHIP  OTHER SPONSORSHIP  EXHIBITION
WHY YOU SHOULD BE INTERESTED?

The 50th RANZCO Congress, with a national and international based scientific program and exciting venues and facilities, will provide a valuable environment for networking with delegates and key decision makers. In attendance will be ophthalmologists, researchers, registrars, members of the allied health team and practice managers. Our Congress is the primary educational and social event on the RANZCO calendar.

RANZCO heavily promotes the Congress to its Fellows, members and throughout the Asia-Pacific region. This ensures a large and robust mix of delegates. At the 2016 Congress, 85% of all RANZCO Fellows were in attendance. RANZCO’s Fellows and members attend Congress to hear and see the latest in ophthalmology, gain further education and CPD points, network with colleagues and attend meetings. Moreover, of those who responded to our 2017 delegate survey, a significant number felt the opportunity to meet with trade exhibitors was important or very important.

“As it’s always a pity you can’t go to all the sessions of interest. It’s good to catch up with colleagues.”

As well as standard 90-minute lunch breaks that occur in the Exhibition Hall, there are numerous other forums to meet with and influence delegates, including large breakfast symposia and smaller social and educational functions that attract specific segments of the membership. RANZCO hosts numerous satellite meetings for these groups on the day before the official opening of the Congress; Saturday 17 November 2018.

WHO ARE OUR MEMBERS?

RANZCO’S FELLOWSHIP PROFILE

<table>
<thead>
<tr>
<th>GENDER</th>
<th>Fellows under 40</th>
<th>Fellows between 40 and 65</th>
<th>Fellows over 65, including fully retired</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>56</td>
<td>172</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>88</td>
<td>626</td>
<td>272</td>
</tr>
</tbody>
</table>

AVERAGE ANNUAL INCOME*

- Neurosurgeon
- Ophthalmologist
- Cardiologist
- Plastic & reconstructive surgeon
- Gynaecologist
- Obstetrician
- Otorhinolaryngologist
- Orthopedic surgeon
- Urologist

WE LISTENED AND RESPONDED

Last year you told us there needed to be more seating and tables in the Exhibition Hall. In 2018, we’ll be adding standing and sitting tables and chairs throughout the space.

NEW FEATURES FOR 2018

→ “Major Supporter” recognition for sponsorship and exhibition spends over AUD28,000
→ Name badge kiosk branding opportunities
→ We will have a dedicated “Refreshment Lounge” centrally located within the exhibition. This space will be made available to our Official Water Sponsor and Official Healthy Snack Sponsor for branding purposes.

REPEATED FROM 2017:

→ No satchel or delegate handbook, instead, a bigger and better App and pocket program
→ 90-minute lunch breaks in the Exhibition Hall, which will also feature the Education Hubs and Catch-up Zones
→ Dedicated abstract website hosted by Wiley Blackwell – please visit the website for details on advertising opportunities at www.ranzcoabstracts.com
→ First time exhibitors will be recognised and highlighted
→ Extensive use of live-polling during scientific sessions
SPONSORSHIP PACKAGES

The following packages will ensure maximum exposure to all delegates during and leading up to the Congress.

CONGRESS SPONSORSHIP AND EXHIBITION ENQUIRIES:
RANZCO 2018 Congress Office
Think Business Events
Level 1, 299 Elizabeth St
Sydney NSW 2000 Australia
P: +61 2 8251 0045
F: +61 2 8251 0097
E: ranzco@thinkbusinessevents.com.au
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94-98 Chalmers St
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F: +61 2 9690 1321
E: sstedman@ranzco.edu

IMPORTANT NOTE: Official RANZCO social functions include the Congress Welcome to Delegates and Industry Reception, the Graduation and Awards Ceremony & President’s Reception and the Congress Dinner. No industry events, educational or social, are permitted to take place in competition with the RANZCO social functions, scientific program or hosted educational symposia. Attempting to host an event in competition with a RANZCO event will result in the termination of exhibition or sponsorship agreements. Approval must be sought for any event planned around the RANZCO Congress.

All prices are displayed in Australian Dollars (AUD) and include the Goods and Services Tax (GST).

In all cases, signage is to be provided by the exhibitor/sponsor and rigging is not available unless stated otherwise.

This prospectus does not include a booking form. Bookings will only be accepted online from 12 noon AEDT 27 March 2018. Any bookings received prior to this date will be disregarded.

Please contact the RANZCO Head Office to discuss the creation of bespoke sponsorship packages if none of the listed packages meet your needs. The creation of bespoke packages is contingent on the approval of RANZCO Head Office and any associated groups, such as the Congress Conveners, RANZCO Board and the Congress Office.

An Exhibitors’ Manual will be released to all exhibitors in July 2018. Enquiries should be directed to the Congress Office.
PREMIER SPONSOR ENTITLEMENTS

Premier Sponsors receive the following entitlements, providing you with complete visibility across the entire event.

Customise your package with one of the high exposure branding opportunities, ensuring excellent positioning and engagement with delegates.

Full details available on pages 10 and 11.

PREMIER SPONSOR ENTITLEMENTS:

<table>
<thead>
<tr>
<th>BRAND EXPOSURE</th>
<th>DELEGATE LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject to time of confirmation, this includes your logo on:</td>
<td>→ One full delegate list (soft copy) provided 14 days prior to the Congress (in accordance with the Privacy Act).</td>
</tr>
<tr>
<td>→ the Congress website [with link]</td>
<td>T&amp;Cs</td>
</tr>
<tr>
<td>→ the pocket program</td>
<td>→ To receive the delegate list, the Confidentiality Agreement issued by the RANZCO Congress Office must be signed.</td>
</tr>
<tr>
<td>→ onsite Congress sponsor signage</td>
<td></td>
</tr>
<tr>
<td>→ the RANZCO 2018 App with company profile and pdf upload</td>
<td></td>
</tr>
<tr>
<td>→ title slides</td>
<td></td>
</tr>
<tr>
<td>→ the exhibition floor plan directory</td>
<td></td>
</tr>
<tr>
<td>→ the daily Congress e-news.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXHIBITOR PASSES</th>
<th>EXHIBITION SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>→ Eight exhibitor passes to attend all morning tea, lunch, afternoon tea sessions, the Welcome to Delegates and Industry Reception, and access to most program sessions.</td>
<td>→ Four exhibition spaces (36 square metres of exhibition floor space only) with priority choice of exhibition location.</td>
</tr>
<tr>
<td>T&amp;Cs</td>
<td>T&amp;Cs</td>
</tr>
<tr>
<td>→ Additional exhibition passes can be purchased.</td>
<td>→ Power, lighting, walling and flooring can be purchased for an additional cost.</td>
</tr>
<tr>
<td>→ Access to closed sessions* and other sponsored educational events is prohibited.</td>
<td>→ Additional booth spaces can be purchased.</td>
</tr>
<tr>
<td>*Closed sessions are all AGMs and any sessions dealing with ethics or deemed sensitive by the RANZCO Board.</td>
<td>→ Choice of exhibition location is conditional on the chosen space having not already been secured by another sponsor by order of rotation.</td>
</tr>
</tbody>
</table>
PREMIER SPONSORSHIP ENTITLEMENTS (continued)

HOSTED EDUCATIONAL SESSION

Opportunity to host an education session attended by up to 200 delegates. Either use an existing RANZCO Invited Speaker or one of your own (subject to approval). The meeting room and basic AV are provided.

→ name and logo on the Congress website as a hosted educational session sponsor
→ name on the registration form for the educational session
→ opportunity to display a pull up banner in a prominent position outside the presentation room
→ list of registered delegates prior to the hosted session.

T&Cs
→ Sessions are available on Sunday, Monday or Tuesday morning, or an evening event on Monday shared with another session of non-competing topic. Sessions are allocated by order of rotation.
→ If using your own speaker, they must have an abstract accepted into the main scientific program; the closing date for abstract submissions is COB 10 April 2018.
→ Catering is supplied by Adelaide Convention Centre and must be paid for by the sponsor.

AUSTRALIA AND NEW ZEALAND GLAUCOMA SOCIETY (ANZGS) BREAKFAST

AUD 15,500
Additional Opportunity (one only)

Occurring on Wednesday morning, this is an opportunity to host the ANZGS glaucoma breakfast. The meeting room and basic AV are provided, and the speaker and program are organised by ANZGS.

Sponsorship includes:
→ acknowledgment as the ANZGS glaucoma breakfast sponsor in the pocket program
→ logo on the Congress website
→ logo on the RANZCO 2018 App
→ pull up banner at the event.

T&Cs
→ Catering is supplied by Adelaide Convention Centre and must be paid for by the sponsor.
→ No additional fees will be requested for cost recovery of presenters – these are included in the package price.
PREMIER SPONSOR HIGH EXPOSURE BRANDING OPPORTUNITIES
These items are available for Premier Sponsors only.

SESSION RECORDING
(limited opportunities)
Plenary, course and symposium sessions will be recorded with audio and PowerPoint synchronisation (also video for plenary sessions). These will be available to RANZCO Fellows online, where the speaker has given permission.
Sponsorship includes:
→ three branded selected sessions with preceding advertisement, subject to the approval of the presenters within the session
→ logo on Congress website as session recording sponsor.
T&Cs
→ No other costs to be borne by sponsor for the session recording.

FILM FESTIVAL
(one only)
Located in a dedicated area of the Exhibition, showcasing specially selected short films from ophthalmology registrars and other delegates. Monday evening features a catered social function with dedicated time to view the films, along with posters that are also on display.
Sponsorship includes:
→ naming rights to the film festival
→ logo and naming rights during all film festival promotion, including on the Congress website, RANZCO e-news and promotional channels
→ branded display located in the film festival area.

SPEAKER PREPARATION ROOM
(one only)
The specialised AV room for uploading presentations is a sure-fire way to access a large range of delegates and speakers.
Sponsorship includes:
→ naming rights to the Speaker Preparation Room
→ banner in the Speaker Preparation Room area
→ logo on Congress website.

LANYARDS
(one only)
All delegates (excluding exhibitors) must wear their lanyards to access the spaces in ACC. In 2018, the lanyard includes the pocket program.
Sponsorship includes:
→ logo on Congress website as session recording sponsor.
T&Cs
→ No other costs to be borne by sponsor for the session recording.
→ Sponsor to provide the lanyards at their own cost.
## PREMIER SPONSOR HIGH EXPOSURE BRANDING OPPORTUNITIES

These items are available for Premier Sponsors only.

<table>
<thead>
<tr>
<th>Branding Opportunity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NAME BADGE KIOSK</strong></td>
<td>One only&lt;br&gt;&lt;br&gt;Sponsorship includes:&lt;br&gt;- logo on the name badge printing kiosk and on the screen&lt;br&gt;- logo on Congress website.</td>
</tr>
<tr>
<td><strong>CATCH-UP ZONE</strong></td>
<td>Limited opportunity&lt;br&gt;In 2017, we introduced Catch-up Zones in the Exhibition Hall for delegates to use as a place to relax and network. Delegate feedback was good, with requests for more space and more seating. Measuring 6m by 3m, the Catch-up Zones will be clearly identifiable and branded, with standard furniture.&lt;br&gt;Sponsorship includes:&lt;br&gt;- logo on Congress website&lt;br&gt;- opportunity to brand a catch up Zone, such as a banner, custom build or provision of promotional devices (ie charge stations, AV)</td>
</tr>
<tr>
<td><strong>NETWORK LOUNGE</strong></td>
<td>One only&lt;br&gt;Centrally-located area within the exhibition where speakers are encouraged to network after their presentations and to discuss their presentations with delegates.&lt;br&gt;Sponsorship includes:&lt;br&gt;- naming rights to the network lounge&lt;br&gt;- logo on Congress website and a banner in the network lounge&lt;br&gt;- logo included on all network lounge branding onsite</td>
</tr>
<tr>
<td><strong>RANZCO 2018 APP</strong></td>
<td>One only&lt;br&gt;The Congress App is a popular feature with delegates with information about program, speakers, exhibition, local places to visit as well as social events - all accessible at the palm of your hand. With the removal of the Program Handbook in 2017, the App has become the primary source of information for delegates.&lt;br&gt;Sponsorship includes:&lt;br&gt;- prominent logo positioned on the launch page of the RANZCO 2018 App&lt;br&gt;- naming rights to the RANZCO 2018 App&lt;br&gt;- one banner advert and one pop up alert on the RANZCO 2018 App&lt;br&gt;- branding on all print and electronic communications promoting the App in the lead up to the Congress.</td>
</tr>
</tbody>
</table>

### T&Cs

- No other costs to be borne by sponsor for the WiFi.
- Cannot be used as an Exhibition booth or stand. Custom designs are subject to the approval of the Congress Office.
- Cannot be used as an Exhibition booth or stand. Custom designs are subject to the approval of the Congress Office.
SPONSORSHIP & EXHIBITION SPEND RECOGNITION

This year we have introduced a recognition system to acknowledge our supporters. It’s simple; select your sponsorship or exhibition opportunities from the below options and if the total value of your sponsorship exceeds AUD28,000 you will be acknowledged as a Major Supporter to the Congress.

Once you reach the Major Supporter status you will be entitled to (in addition to your selected packages):

→ acknowledgment on the Congress website (with link) as Major Supporter
→ acknowledgment on the pocket program as Major Supporter
→ onsite Congress sponsor signage
→ logo on exhibition floor plan directory.

“85% of those surveyed at the 2017 Congress in Perth said they used the Congress App.”

EDUCATION HUB
(three available two left)
AUD5,000

Host two 20-minute educational programs during one selected lunch break. Located in the Exhibition Hall, the education hubs are dedicated presentation areas that include seating for up to 30 delegates. This opportunity includes seating and basic AV.

Sponsorship includes:
→ logo on the Congress website (with link), pocket program, and the RANZCO 2018 App (with link).
→ one push notification to advertise the education session
→ one exhibitor pass to attend all morning tea, lunch, afternoon tea sessions, the Welcome to Delegates and Industry Reception, and access to program sessions (excluding closed sessions and other sponsored educational events)
→ education session promoted on the congress website
→ soft copy and access to the delegate list via the RANZCO 2018 App (only name, company, state/country – no emails) in accordance with the Privacy Act.

CATCH-UP ZONE
(five available)
AUD5,250

In 2017, we introduced Catch-up Zones in the Exhibition Hall for delegates to use as a place to relax and network. Delegate feedback was good, with requests for more space and more seating. Measuring 6m by 3m, the Catch-up Zones will be clearly identifiable and provide delegates with a dedicated space to network. The space will be branded with standard furniture.

Sponsorship includes:
→ logo on Congress website
→ listing on exhibition floor plan directory
→ opportunity to brand the Zone, such as a banner, custom design or provision of promotional devices (i.e. charge stations, AV).

T&Cs
→ Cannot be used as an Exhibition booth or stand. Custom builds are subject to the approval of the Congress Office.
→ The selection of the Catch-up Zone will be after Premier Sponsor selection.
→ Water station cannot be branded in the catch-up zone.

CONGRESS APP BRANDING
(exclusive opportunity, only available after Premier Sponsor selection)
AUD5,000

The Congress App is a popular feature with delegates, with information about program, speakers, exhibition, local places to visit as well as social events all accessible in the palm of your hand. With the removal of the Program Handbook in 2017, the App has become the primary source of information for delegates.

Sponsorship includes:
→ prominent logo positioned on the launch page of the RANZCO 2018 App
→ naming rights to the RANZCO 2018 App
→ one banner advert and one pop up alert on the RANZCO 2018 App
→ branding on all print and electronic communications promoting the App in the lead up to the Congress.
OTHER SPONSORSHIP (continued)

POSTER DISPLAY SPONSORSHIP
(exclusive opportunity)
AUD6,000

The Poster Display, located in a dedicated area of the Exhibition Hall, showcases specially selected scientific posters submitted by ophthalmologists, registrars and other delegates. Posters are available for viewing from Sunday 18 November to Tuesday 20 November. On Monday evening, delegates come together over drinks and nibbles to view and discuss the posters.

Sponsorship includes:
→ acknowledgement as the sponsor, with logo, on Congress website
→ logo on all poster cards
→ banner displayed within Poster Display
→ opportunity to present the Best Poster Prize at the awards’ session in the main Congress program.

"70% of those surveyed at the 2017 Congress in Perth said they viewed the 2017 Poster Display. In 2018, ORIA will also be awarding prizes and designating preferred posters. Expect to see more delegates here on the Monday evening.”

YOUNGER FELLOWS’ DINNER SPONSORSHIP
(exclusive opportunity)
POA

The Younger Fellows’ Dinner will be held on Monday 19 November 2018, at Electra House Hotel. This is an excellent opportunity to network with a highly engaged segment of the RANZCO Fellowship. Younger Fellows are our recent graduates, looking to enhance their understanding of professional and business practices, wealth, and risk. In the past, the dinner has attracted over 60 attendees.

Sponsorship includes:
→ four tickets for the dinner for representatives to network with attendees
→ publicly thanked by the MC at the event
→ logo on the Congress website as Younger Fellows’ Dinner sponsor and on the dinner menu
→ banner at the dinner venue [sponsor to provide]
→ opportunity to do a seat/table drop [sponsor to provide material].

WOMEN IN OPHTHALMOLOGY LUNCH SPONSORSHIP
(exclusive opportunity)
POA

RANZCO has an ongoing commitment to the promotion of personal and professional development of women. Congress is an excellent opportunity for our female Fellows to meet in person and discuss issues and raise awareness about important topics. We are very pleased to offer industry this opportunity to support this important initiative. The lunch will take place for 45 minutes, half of the official lunchtime break, on Tuesday 20 November. It will be in a private room with a capped attendance of 50 people. We intend to have some intermittent announcements and general networking opportunities.

Sponsorship includes:
→ up to five sponsor representatives present
→ publicly thanked by the MC of the lunch
→ logo on the Congress website as Women in Ophthalmology Lunch sponsor
→ banner in the room [sponsor to provide]
→ opportunity to do a seat/table drop/sample bag [sponsor to provide material].

OTHER SPONSORSHIP (continued)
REGISTRARS’ CLUB SPONSOR (exclusive opportunity)

AUD3,500

The Registrars’ Club, held on Saturday 17 November 2018, is an afternoon of talks presented to Ophthalmology registrars and medical students considering a career in ophthalmology. Registrars’ Club includes lunch, afternoon tea and a short drinks session, as well as talks from an International Invited Speaker and a range of RANZCO Fellows. It is designed to improve the clinical and professional skills of the registrars and give them an insight into “life after training”. This is an excellent opportunity to market to an engaged segment of the membership who are yet to make key decisions about the future of their professional lives.

Sponsorship includes:
→ trestle table and banner outside the room
→ opportunity to do a seat/table drop
→ five-minute opening address and two tickets to the Registrars’ Club
→ logo and acknowledgement on all Registrars’ club online and hardcopy promotional materials.

Additional opportunity
→ Continue the networking after the event by sponsoring a drinks session. Food and beverages will be at an additional cost.

RANZCO PROFESSIONAL DEVELOPMENT WORKSHOP

After a very positive response last year, RANZCO is once again hosting a Professional Development Workshop on the afternoon of Saturday 17 November 2018. Sessions for 2018 will follow the theme “Having the Conversation”. Companies are invited to sponsor a speaking session of 40 minutes.

Topics could include:
→ dealing with difficult patients
→ second opinions
→ how to deal with complaints
→ delivering negative outcomes to patients.

Sponsorship includes:
→ 40 minute speaking session, with the opportunity to take up multiple sessions
→ opportunity to do a seat/table drop
→ four tickets to the Workshop for networking opportunities during the breaks
→ two passes to the Welcome to Delegates and Industry Reception*
→ logo and acknowledgement on all Professional Development Workshop online and hardcopy promotional materials.

T&Cs
→ Topics and content must be approved by the Congress Office to prevent duplication of subject matter.
→ Sponsors can choose to sponsor multiple speaking sessions, with a maximum of three.

Additional opportunity
→ Continue the networking after the event by sponsoring a drinks session. Food and beverages will be at an additional cost.
Held from Sunday 18 November to Tuesday 20 November, the Practice Managers’ Conference is organised by RANZCO’s Practice Manager Committee with content specifically aimed at practice managers and other managerial staff. The Conference has grown in attendance year on year and consistently receives very positive delegate feedback. This is an opportunity to engage with the business and management decision makers in a range of small to large practices that consist of day surgeries through to group practices. The practice managers enjoy morning and afternoon tea outside their session room, which provides excellent access for sponsors for networking purposes.

**PREMIUM SPONSOR**
*(exclusive opportunity)*
**AUD6,500**

The Practice Managers’ Premium Sponsor has the best access to the business decision-makers in most ophthalmic practices.

**Sponsorship includes:**
- opportunity to speak at the Conference for 60 minutes
- two trestle tables and banner outside the Conference room for the duration of the Conference
- logo on all Practice Managers’ Conference online and hardcopy promotional materials and the Congress website
- opportunity to do two seat/table drops at selected sessions
- one exhibitor pass to the RANZCO Congress.

**T&Cs**
- Topic must be approved by the Practice Manager Committee.
- Seat/table drop timing to be determined by the Practice Manager Committee.

**ASSOCIATE SPONSOR**
*(limited to four opportunities)*
**AUD4,000**

Opportunity to present to the Practice Managers’ Conference delegates through the Associate Sponsor package.

**Sponsorship includes:**
- opportunity to speak at the Conference for 30 minutes
- banner outside the Conference room for the duration of the Conference
- logo on all Practice Managers’ Conference online and hardcopy promotional materials and the Congress website
- opportunity to do one seat/table drops at selected sessions.

**T&Cs**
- Topic must be approved by the Practice Manager Committee.
- Seat/table drop timing to be determined by the Practice Managers Committee.

**SEAT DROP**
*(limited to three opportunities)*
**AUD750**

**Sponsorship includes:**
- opportunity to do one seat/table drops at selected session.

**T&Cs**
- Seat/table drop timing to be determined by the Practice Manager Committee.
LIFESTYLE AND LEISURE SPONSORSHIP OPPORTUNITIES

OFFICIAL WATER SPONSOR AUD3,500
(exclusive opportunity)

Help us go green and keep our delegates feeling fresh and on the go by being the official water sponsor. Provide delegates with a branded souvenir water bottle that they can refill throughout the Congress at dedicated water refill stations. Water dispensers will be placed around the venue in prominent locations, including the "Refreshment Lounge" in the exhibition. The branded water bottles must be placed near the registration desk for delegates to pick up.

Sponsorship includes:

→ opportunity to brand each refill station (subject to the dispenser type) or sponsors to provide free standing banner
→ logo on the Congress website as Official Water Sponsor and on all onsite promotional material
→ opportunity to provide branded refillable water bottles.

T&Cs

→ Sponsor must provide 1,500 reusable water bottles. The cost is in addition to the AUD3,500 sponsorship fee.
→ Only selected water stations in the Refreshment Lounge can be branded (please confirm with the congress organisers)
→ Bottles must be onsite by Saturday 17 November 2018.

OFFICIAL HEALTHY SNACK SPONSORS
AUD3,500 (exclusive opportunity)

In keeping with our focus on good health and lifestyle, this year we are introducing fruit and nut snacks in the exhibition – all day, every day, including the "Refreshment Lounge" in the exhibition.

Sponsorship includes:

→ logo on the Congress website as Official Healthy Snack Sponsor and on all onsite promotional material
→ listing on exhibition floor plan directory
→ acknowledgement at the snack stations where the produce is available.
→ opportunity to brand the fruit and nut packets (if applicable).
**LIFESTYLE AND LEISURE SPONSORSHIP OPPORTUNITIES** (continued)

### RUNNING CLUB AUD 1,500 (exclusive opportunity)

The running club is open to all delegates and organised by the Local Convenors; designed to take in the sights of Adelaide and stretch the legs. Runners will be served light refreshments at the finish point. This may be appropriate for companies offering services or products like tracking devices, fitness equipment etc.

**Sponsorship includes:**
- Sponsor name and logo on all online and hardcopy promotional material
- Sponsor banner at the run start and end points
- Images of sponsor equipment and the user with the best statistics will have these published in the Congress e-news, along with sponsor logo and link
- Opportunity to provide equipment for runners to use
- Opportunity to have a small promotional table/tent at the refreshment break
- Sponsor to provide all tents, tables, equipment and refreshments at own cost

### CYCLING CLUB AUD 1,500 (exclusive opportunity)

The Local Convenors are planning a cycling route designed to take in the sights of Adelaide and raise the heart rates of delegates. Light refreshments will be served at the end point of the route. This may be appropriate for companies offering services or products like bicycles, helmets, tracking devices, fitness equipment etc.

**Sponsorship includes:**
- Sponsor name and logo on all online and hardcopy promotional material
- Sponsor banner at the cycle start and end points
- Images of sponsor equipment and the user with the best statistics will have these published in the Congress e-news, along with sponsor logo and link
- Opportunity to provide equipment for cyclists to use
- Opportunity to have a small promotional table/tent at the refreshment break
- Sponsor to provide all tents, tables, equipment and refreshments at own cost.
**EXHIBITION**

RANZCO has secured 5030 square metres of floor space to include the Exhibition display, Film Festival and Poster Display Area, and all morning tea, lunch and afternoon tea catering.

- **Friday 16 November**
  - Exhibition Build

- **Saturday 17 November**
  - Exhibition Bump in

- **Sunday 18 November**
  - Exhibition Open

- **Monday 19 November**
  - Exhibition Open

- **Tuesday 20 November**
  - Exhibition Open
  - Bump out after final tea break

Practice managers and Orthoptics Australia delegates will join RANZCO delegates for lunch from Sunday to Tuesday.

A floor plan will be sent by the Congress Organisers to exhibitors in order of bookings received once the Premier Sponsor booths have been finalised. Allocations are based on several factors including booth preference, space and size, floor plan layout, and order of application.

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**EXHIBITION BOOTH**

**AUD5,750**

**BOOTH**

Provision of a booth (3m x 3m) within the exhibition from 8am Sunday 18 November to after the afternoon tea on Tuesday 20 November.

**Inclusions:**

- octonorm white-walled modular booth construction
- fascia sign with your company name on each aisle frontage
- 4-amp power outlet
- two adjustable spotlights

**REGISTRATION ENTITLEMENTS**

Two exhibitor registrations (per booth) with access to exhibition, catering and most Congress sessions.

**T&Cs**

- Additional exhibition passes can be purchased.
- Access to closed sessions and other sponsored educational events is prohibited.

**DELEGATE LIST**

One full delegate list (soft copy) provided 14 days prior to the Congress (in accordance with the Privacy Act). Only names, company, position and location included. Does not include email addresses.

**SOCIAL EVENTS**

- Two tickets to the Welcome to Delegates and Industry Reception.

**BRAND EXPOSURE**

**Inclusions:**

- logo on the Congress website
- logo, link and downloadable PDF documents on the App
- listing on exhibition floor plan directory at the exhibition entrance.
## EXHIBITION SPACE ONLY

**AUD 5,250**

<table>
<thead>
<tr>
<th>SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provision of 3m x 3m exhibition space only within the exhibition from 8am Sunday 18 November to after the afternoon tea on Tuesday 20 November.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>T&amp;Cs</th>
</tr>
</thead>
<tbody>
<tr>
<td>→ Space only.</td>
</tr>
<tr>
<td>→ Does not include any power, lighting, flooring or walling. All can be purchased for an additional price.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGISTRATION ENTITLEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two exhibitor registrations (per booth) with access to exhibition, catering and most Congress sessions.</td>
</tr>
</tbody>
</table>

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</table>

<table>
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<th>DELEGATE LIST</th>
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</tbody>
</table>

<table>
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<tbody>
<tr>
<td>Two tickets to the Welcome to Delegates and Industry Reception.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND EXPOSURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusions:</td>
</tr>
<tr>
<td>→ logo on the Congress website</td>
</tr>
<tr>
<td>→ logo, link and downloadable PDF documents on the App</td>
</tr>
<tr>
<td>→ listing on exhibition floor plan directory at the exhibition entrance</td>
</tr>
</tbody>
</table>

## FOYER EXHIBITION

(exclusive opportunity)

**AUD 5,250**

The Foyer Exhibition is intended for showcasing lifestyle and leisure products and services.

<table>
<thead>
<tr>
<th>Includes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>→ provision of space in the exhibition hall or foyer from Sunday 18 November to Tuesday 20 November</td>
</tr>
<tr>
<td>→ logo on the Congress website</td>
</tr>
<tr>
<td>→ one full delegate list (soft copy) provided 14 days prior to the Congress (in accordance with the Privacy Act)</td>
</tr>
<tr>
<td>→ two exhibitor registrations</td>
</tr>
<tr>
<td>→ two tickets to the Congress Welcome to Delegates and Industry Reception.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>T&amp;Cs</th>
</tr>
</thead>
<tbody>
<tr>
<td>→ Space does not include any power, lighting or flooring. All can be purchased for an additional price.</td>
</tr>
<tr>
<td>→ To receive the delegate list, the Confidentiality Agreement issued by the RANZCO Congress Office must be signed.</td>
</tr>
<tr>
<td>→ Additional exhibitor registrations are available for purchase.</td>
</tr>
</tbody>
</table>
### SPONSORSHIP PACKAGES AT A GLANCE

#### SPONSORSHIP

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Package Cost (AUD incl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier Sponsorship</td>
<td>52,000</td>
</tr>
<tr>
<td>Education Hub Sponsorship</td>
<td>5,000</td>
</tr>
<tr>
<td>Catch-Up Zone Sponsorship</td>
<td>5,250</td>
</tr>
<tr>
<td>Congress App Branding</td>
<td>5,000</td>
</tr>
<tr>
<td>Poster Display Sponsorship</td>
<td>6,000</td>
</tr>
<tr>
<td>Younger Fellows’ Dinner Sponsorship</td>
<td>POA</td>
</tr>
<tr>
<td>Women in Ophthalmology Lunch Sponsorship</td>
<td>POA</td>
</tr>
<tr>
<td>Registrars’ Club Sponsor</td>
<td>3,500</td>
</tr>
<tr>
<td>Professional Development Workshop</td>
<td></td>
</tr>
<tr>
<td>1 Session</td>
<td>750</td>
</tr>
<tr>
<td>2 Sessions</td>
<td>1,200</td>
</tr>
<tr>
<td>3 Sessions</td>
<td>1,550</td>
</tr>
</tbody>
</table>

#### PRACTICE MANAGERS’ CONFERENCE OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Package Cost (AUD incl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Sponsor</td>
<td>6,500</td>
</tr>
<tr>
<td>Associate Sponsor</td>
<td>4,000</td>
</tr>
<tr>
<td>Seat Drop</td>
<td>750</td>
</tr>
</tbody>
</table>

#### LIFESTYLE AND LEISURE OPPORTUNITIES

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Package Cost (AUD incl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official Water Sponsor</td>
<td>3,500</td>
</tr>
<tr>
<td>Official Healthy Snack Sponsor</td>
<td>3,500</td>
</tr>
<tr>
<td>Running Club</td>
<td>1,500</td>
</tr>
<tr>
<td>Cycling Club</td>
<td>1,500</td>
</tr>
</tbody>
</table>

#### EXHIBITION

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Package Cost (AUD incl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Booth</td>
<td>5,750</td>
</tr>
<tr>
<td>Exhibition Space Only</td>
<td>5,250</td>
</tr>
<tr>
<td>Foyer Exhibition</td>
<td>5,250</td>
</tr>
</tbody>
</table>

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**Note:** This is not a booking form. Bookings will only be accepted online from 12 noon AEDT 27 March 2018. Any bookings received prior to this date will be disregarded.

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For any queries, please contact the RANZCO Congress Office:

RANZCO 2017 Congress Office
Think Business Events
Level 1, 299 Elizabeth St
Sydney NSW 2000 Australia
P: +61 2 8251 0045
F: +61 2 8251 0097
E: ranzco@thinkbusinessevents.com.au

Information about other opportunities to engage with RANZCO or feedback about the Congress Office can be directed to RANZCO.

RANZCO Head Office
Sarah Stedman
Manager - Events & Industry Relationships
94-98 Chalmers St
Surry Hills NSW 2010 Australia
P: +61 2 9690 1001
F: +61 2 9690 1321
E: sstedman@ranzco.edu
How to Book

Bookings will open 12 noon AEDT 27 March 2018. Any bookings received prior to 12 noon will be disregarded. Bookings can only be made online.

The term 'Congress Organiser' refers to Think Business Events Pty Ltd and includes associations, corporate and government bodies who have engaged Think Business Events as their representative.

The term 'Exhibitor' includes any person, firm, company or corporation and its employees and agents identified in the Booking Form or other written request for exhibition space.

The Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Congress. All prices displayed in the Sponsorship Prospectus are in Australian Dollars and include GST.

1. A completed online Booking Form is required to allocate sponsorship and exhibition booth/s. Acceptance of sponsorship and exhibition offers is at the discretion of the Organising Committee.

2. Space will be allocated on a 'first come, first served' basis and other factors such as size, preferences and sponsorship level. Allocations will be as close as possible to the desired location. Payment does not need to accompany the online Booking Form.

3. Upon receipt of a completed online booking form, the Congress Organiser will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice.

4. The deposit will be 50% of the full amount, and payment is due 14 days from date of invoice. If payment is not received, the space will be available for sale to another company. The balance of the full amount will be due at a date specified on the invoice by the Congress Organiser. No exhibitor shall occupy allocated exhibition space until all monies owing are paid in full or unless prior approval is given.

5. All amounts are payable in Australian dollars. Cheque/direct deposits must be made payable to 'RANZCO 2018' and forwarded to the address below. All payments must include the 10% Goods and Services Tax component.

6. Cancellation Policy: In the event of a cancellation, the sponsor/exhibitor must submit the request in writing to the Congress Organiser. 50% deposit can be refunded minus administration fee for all cancellations made prior Friday 25 August 2018 (60 days out). No refunds will be made for cancellations after that date. After bookings have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation.

7. Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package / booked space unless prior consent in writing from Congress Organiser is provided.

8. Privacy Statement: To assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in the participant lists and for the information distribution in respect to other related events organised by Think Business Events Pty Ltd. If you object to your details being shared, please inform the Congress Organiser – ranzco@thinkbusinessevents.com.au

9. Premier Sponsors must choose options by Friday 25 May 2018 or options will be open to other sponsors/exhibitors.

10. Discounts for any entitlements not used or required will not be provided.

11. Official contractors will be appointed by the Congress Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.

The Congress Organiser:

⇒ Reserves the rights in unforeseen circumstances to amend or alter the exact site or the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Congress Organiser.

⇒ Reserves the rights to change the exhibition floor layout if necessary.

⇒ May shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.

⇒ Agrees to provide the exhibitor with an exhibitor manual prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.

⇒ Reserves the right to refuse any person including exhibitor staff, representaties, visitors, contractors and/or agents entry to the exhibition if they do not hold a Congress name badge.

⇒ Will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.

⇒ Will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.

⇒ Will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the will not be accountable for the level of commercial activity generated.

⇒ Agrees to promote the exhibition to maximise participation.

The exhibitor:

⇒ Must comply with all the directions / requests issued by the Organiser including those outlined in the exhibitor manual.
→ Will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
→ Agrees to adhere to all RANZCO 2018 Congress venue rules and regulations.
→ Acknowledges that the Congress Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the Congress Organiser will not be able to provide assistance in tracking lost deliveries. The exhibitor agrees that the Congress Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
→ Must produce a valid Insurance Certificate of Currency for the period of the exhibition and this must be submitted to the Congress Organiser at least two months prior to the start of the Congress.
→ Will submit plans and visuals of custom-designed exhibits to the Congress Organiser at least two months prior to the start of the Congress. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.
→ Must not display, promote, sell or distribute products or medications that have not been approved for registration in Australia by the Therapeutic Goods Administration (TGA). The Congress Organisers reserve the right to remove your exhibit and personnel from the meeting in this instance. All exhibitors and sponsors must be able to provide proof of TGA compliance upon request.
→ Must observe the requirements and Codes of Practice of the Medical Technology Association of Australia (MTAA) and Medical Technology Association of New Zealand (MTANZ) available at www.mtaa.org.au and www.mtanz.org.nz. RANZCO endorses these Codes of Practice and urges sponsors and exhibitors to understand and adhere to the Codes in respect of their relations with RANZCO. This extends to sponsors or exhibitors who are not members of the MTAA or the MTANZ. RANZCO expects non-member sponsors or exhibitors to familiarise themselves with the requirements of the Codes and align their activities in accordance with the Codes. RANZCO also expects relevant sponsors and exhibitors to adhere to Medicines Australia Code of Conduct and associated guidelines available at www.medicinesaustralia.com.au

**Important:** Official RANZCO social functions include the Congress Welcome to Delegates and Industry Reception, the Graduation and Awards Ceremony & President’s Reception and the Congress Dinner. No industry events, educational or social, are permitted to take place in competition with the RANZCO social functions, scientific program or hosted educational symposia. Attempting to host an event in competition with a RANZCO event will result in the termination of exhibition or sponsorship agreements. Approval must be sought for any event planned around the RANZCO Congress.