

Pathology Technology Australia
proudly presents

PTA-C/24

PATHOLOGY/TECHNOLOGY/AUSTRALIA/CONGRESS

SPONSORSHIP OPPORTUNITIES

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INAUGURAL CONGRESS & EXPO

Australia has a world-class healthcare system dedicated to providing optimal care for all; however, it is no secret that the system is under considerable strain, grappling with documented issues of access and equity. In response, Pathology Technology Australia (PTA) is driven to improve patient outcomes at a lower total cost by optimising the availability of enabling diagnostic technology to diagnose and treat patients earlier in their illness, target appropriate therapy, support antimicrobial stewardship, monitor treatment efficacy, and more.

Optimising the funded availability of existing diagnostic technology, alongside innovative technology such as genomics, point of care (POC), biomarkers, and software-based tests and technologies, offers a ready-made solution to many of our current healthcare challenges. These technologies have a proven track record and offer a turn-key solution to address many of the challenges facing healthcare in Australia today

This Congress is aimed at healthcare professionals in the diagnostics and pathology space, patient advocacy groups, commonwealth and state health policymakers, funders and bureaucrats, diagnostics technology innovators, and suppliers. Experts from government, consumer health groups, academia and the industry will deliver a comprehensive examination of the role technology will play in delivering better patient outcomes at a lower total cost.



Host City - SYDNEY AUSTRALIA

Sydney is a world-renowned destination with March being a desirably temperate season to visit and explore the riches of this harbour city. Moreover, the Darling Harbour precinct and surrounds has much to offer in terms of venues, accommodation, transport links and food options.

Venue - DOLTONE HOUSE, JONES BAY WHARF

Doltone House Jones Bay Wharf is a unique heritage venue situated on a restored finger wharf on the foreshore of Sydney Harbour's Pyrmont. A spectacular decking area offers outstanding views of the Harbour Bridge, city skyline and Darling Harbour.

Program

The PTA-C 2024 Program will have multiple opportunities for sponsorship featuring:

- Panel Sessions
- Concurrent Workshops
- Industry Sessions
- Welcome Reception
- Conference Dinner
- And more...

PTA-C/24

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WHY PARTNER WITH PTA-C 24?

This conference offers a valuable opportunity to connect with key opinion leaders, payors, policymakers, industry peers, and customers. It's a chance to engage in authentic interactions, meaningful discussions, and fruitful collaborations, enabling you to play a significant role in shaping the IVD landscape in Australia. Moreover, PTA-C will feature industry workshops and breakfast round table sessions where you can exchange insights and ideas with industry experts. Additionally, exhibition space will be available as 3 x 3 booths in single and multiple configurations, providing a perfect platform to showcase your technology and engage with attendees.

Sponsorship for this Congress is being sought from government (state and commonwealth), health related authorities, manufacturers and suppliers. Generous acknowledgement and exposure is offered to sponsors.

By joining us as a sponsor of the PTA-C, you align your brand with a noble cause, actively contributing to the transformation of Australia's healthcare landscape. Together, we can shape a future where advanced diagnostics technology seamlessly integrates into our healthcare system, offering improved patient outcomes.

PTA-C
PATHOLOGY
TECHNOLOGY
AUSTRALIA
CONGRESS 24

***Unleashing Pathology Technology:
Transforming Patient Care, Delivering Affordable Solutions***

Unleashing Pathology Technology: Transforming Patient Care, Delivering Affordable Solutions

PARTNER OPPORTUNITIES

Platinum Partner \$23,000 (2 opportunities)

- Company name and logo associated with all Conference promotional material as a Platinum Partner
- Six complimentary full Conference registrations (includes access to sessions, daily catering, Welcome Cocktail Function, Conference Gala Dinner)
- Two 3m x 3m exhibition booth space, first preference location choice (with optional shell scheme)
- First/Second right of refusal to purchase a 60 minute industry session during the Conference.*
- Logo and hyperlink on Conference website homepage, plus Company profile (paragraph to be supplied), promotional video, logo and hyperlink on Conference website sponsorship page
- Acknowledgment in the Conference App
- Acknowledgment at the opening and closing ceremonies.
- Logo on the Sponsors Board and Sponsors reel at the Conference
- Delegate list

Gold Partner \$15,000 (4 opportunities)

- Company name and logo associated with all Conference promotional material as a Gold Partner
- Four complimentary full Conference registrations (includes access to sessions, daily catering, Welcome Cocktail Function, Conference Gala Dinner)
- One 3m x 3m exhibition booth space, second/third preference location choice (with optional shell scheme)
- Third-Sixth right of refusal to purchase a 60 minute industry session during the Conference.*
- Logo and hyperlink on Conference website home page, plus Company info (2 lines only, to be supplied), and logo, on Conference website sponsorship page
- Acknowledgment at the opening and closing ceremonies.
- Logo on the Sponsors Board and Sponsors reel at the Conference

Silver Partner \$10,000 (5 opportunities)

- Three complimentary full Conference registrations (includes access to sessions, daily catering, Welcome Cocktail Function, Conference Gala Dinner)
- One 3m x 3m exhibition booth space, fourth -seventh preference location choice (with optional shell scheme)
- Fourth -seventh right of refusal to purchase a 60 minute industry session during the Conference.*
- Company logo on Conference website homepage, plus logo and hyperlink on Conference website sponsorship page
- Acknowledgment at the opening and closing ceremonies.

*Cost for Industry Workshop is additional, see options in proceeding pages.



PARTNER OPPORTUNITIES

Industry Opening Cocktail Partner \$12,500 (exclusive)

- Five-minute speaking slot during the Cocktail networking session.
- Recognition as Opening Cocktail Partner in all promotional material.
- Company logo on drinks serving tables (to be supplied by sponsor).
- Opportunity to display signage around drinks serving tables (provided by sponsor)
- Acknowledgement on the Conference Website and App.

Conference App Partner \$10,000 (exclusive)

The PTA-C 2024 mobile app will be the sole navigation tool for delegates to explore the congress agenda and social events. This Conference app will be the place to check for program updates, speaker biographies, exhibitor activities and profiles at the touch of a button. As the sponsor of the app your company's branding will appear on multiple pages with links to a website of your choice.

- Two complimentary full Conference registrations (includes access to sessions, daily catering, Welcome Cocktail Function, Conference Gala Dinner)
- Company name and logo associated with all Conference app material as the Conference App Partner.
- Your logo on the Conference App header (appears at the top of all pages).
- Your logo and recognition in the App information sent to delegates.
- Sponsor banner with hyperlink on the Conference App (shared rotating banners, sponsor to supply artwork)
- One push notification per day in the Conference app during the Conference
- Logo on Conference website with hyperlink
- Company profile on Conference website associated with conference app

Gala Dinner Partner \$7,500 (3 opportunities)

The Conference Gala Dinner is the pinnacle of the social events at PTA-C 24. This will be a special night and your opportunity to support and celebrate with delegates.

- Three-minute speaking opportunity throughout the evening
- Recognition as a Conference Dinner Partner in all promotional material.
- Company logo on dinner menus (alongside other dinner partners).
- Opportunity to display signage in the function area (provided by sponsor).
- Three additional tickets to Conference Gala Dinner.
- Acknowledgement on the Conference Website and App.

**Unleashing Pathology Technology:
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Lanyard Partner \$7,500 (exclusive)

Every registered delegate will wear the lanyard at all times with their name badge, providing the sponsor with high visibility throughout the Conference. This exclusive sponsorship offers the Company logo/name on Conference lanyards – these will be supplied by the conference and printed with your supplied design.

Barista Partner \$7,500 (2 opportunities)

The espresso cart can be placed in, or near your booth (subject to venue approval).

- Espresso machine with supply of cart*, barista and all consumables; to be operational prior to conference opening sessions (approx. 7:30 – 8:30 am) and during catering breaks (approx. 10am-4pm Tues-Wed)
- Branded sign on espresso cart (artwork to be provided by sponsor).
- Option to provide branded keep cups or use supplied cups.

Panel Partner \$5,500 (2 opportunities)

This is your opportunity to demonstrate your commitment and support for the PTA-C Program by offering financial support to enable a quality scientific panel as part of the program.

- Input into speakers and discussion topics (subject to committee approval and in-line with conference themes).
- Company name and logo associated with all Conference promotional material as a Panel Partner.
- Introduce the session which will run as part of the main program agenda.
- Choice of panel session to sponsor (subject to committee approval).
- Sponsor will be acknowledged at the start of the session, including logo on session slide.

Industry Session Partner \$4,500 (3 opportunities)

This is your opportunity to bring in a distinguished expert/speaker on a relevant topic to facilitate a round table discussion, workshop, or training as a concurrent breakout section of the PTA-C program.

- Choice of expert and discussion topic (subject to committee approval and in-line with conference themes).
- Company name and logo associated with all Conference promotional material as an Industry Session Par.

Member Breakfast Partner \$3,500 (2 opportunities)

This is your opportunity to run an educational workshop, focus group, customer training, launch meeting – or any other relevant content. Price includes room and audio-visual equipment (lectern & mic, data projector screen). Additional charges for catering.

- Choice of content and speakers (subject to committee approval).
- Company name and logo associated with all Conference promotional material as a Member Breakfast Partner.

PARTNER OPPORTUNITIES

EXHIBITION BOOTH PACKAGE **\$4,500 (members) \$8,000 (non-members)**

The Industry Exhibition will be the focal point of PTA-C. An opportunity to showcase all your pathology technology solutions to your customers and stakeholders across the health network. You can also access exhibition-only passes for VIPs that do not require access to the PTA-C educational content. Exposure to the Exhibition occurs through:

- All tea breaks and lunches are served in the exhibition hall.
- A congress agenda is structured to maximise the opportunity for delegates to visit the exhibition.
- Additional sponsorship opportunities are available to increase your company's visibility.

Booth Package Entitlements

- 3m x 3m space (with optional shell scheme)
- Acknowledgement and logo on the Conference Website sponsorship page

CUSTOM DESIGNED BOOTHS

Custom booths require prior approval by Doltone House and the Event Manager, particularly those greater than 3 metres in height

IMPORTANT INFORMATION

- Allocation of sites: Exhibition booths will be allocated based on sponsorship status, then in order of receipt of applications
- July 2023: Registration opens. All sponsors and exhibitors confirmed at this time will be acknowledged on the website.
- September 2023: Exhibition manuals will be available on the Conference website. These manuals will include all details required by the Convention Centre (e.g., delivery labels & details, exhibitor catering forms, internet forms etc.), exhibitor registration information, guidelines, and delivery labels for equipment.
- Move-In: Monday 11th March 2024. Set up to be completed between 1830- 2300 (times subject to change)
- Move-Out: Wednesday, 13th March 2024
- Exhibitors will move out after afternoon tea (TBC). All exhibition goods must be removed from the venue by 2300, Wednesday, 13 March.



TERMS AND CONDITIONS

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Applications should be directed to the PTA-C Secretariat, Chami Gunasinghe at ea@pathologytechnology.org.au.

1. Invoices will be issued on receipt of application and due 30 days from invoice date.
2. Deposit invoices can be provided on request. All invoices are due 30 days from invoice date.
3. Payment can be made by credit card (Mastercard, Visa or Amex only), cheque or EFT.
4. Refunds or discounts do not apply for facilities not used or required.
5. All amounts include 10% GST.
6. PTA reserve the right to decline applications based upon any association, direct or indirect, that does not uphold the objectives of the Conference.
7. Booth positions will be first allocated to the Platinum Partner, then Gold Partner(s) in order of receipt of application, Silver Partner(s) in order of receipt of application, then all other applications in order of receipt of application. Please indicate booth preferences on the application form.
8. If exhibitors wish to attend sessions, they must be registered for the Conference. Additional exhibitor only registrations, can be reserved through the PTA-C Secretariat.
9. Should the exhibition floor plan require expansion or retraction, the Committee has the right to make the necessary changes
10. Public Liability and Property Insurance: All exhibitors must ensure they have adequate insurance for public liability and property damage to cover their liability (if any). Exhibitors will be required to provide a copy of their PL insurance policy and certificate currency to the Event Manager.

Cancellation Policy:

Cancellations must be made in writing to the PTA-C Secretariat, Chami Gunasinghe at ea@pathologytechnology.org.au.

- In the event of a cancellation of sponsorship or exhibition booth/s before 1 Jan 2024 a service fee of 10% (being a reasonable pre-estimate of administration costs incurred) shall apply and the balance of any monies paid shall be refunded.
- In the event of cancellation after 1 Jan 2024, no refund of any monies paid will be made unless the sponsorship or booth (as appropriate) is "resold", in which event a service fee of 10% will apply with the balance of any monies then paid being refunded.
- Liability:
- The venue, PTA, the Scientific Program Committee, and the Conference Secretariat shall not be responsible for any loss, damage or injury that may occur to the exhibitor, exhibitor's employees (public or other) or property from any cause whatsoever prior, during and after the exhibition. The exhibitor, on contracting for space or an exhibition stand, expressly releases Pathology Technology Australia, and the Conference Secretariat, and the venue from, and agrees to indemnify same against, any and all claims for such direct and indirect loss, damage, or injury. Exhibitors shall indemnify and hold harmless the venue, Pathology Technology Australia, and the Conference Secretariat from all liability (damage, incident, or accident) which might ensue from any cause resulting or connected with the transportation, placing, removal or display of exhibits.
- Each exhibitor should secure insurance at their own cost and expense to cover their equipment, exhibits and display materials. It is the responsibility of all Exhibitors to ensure that they have adequate insurance.

KEYNOTE ADDRESS

PANEL DISCUSSIONS

EXPERT INSIGHTS

CASE STUDIES

BREAKFAST ROUNDTABLE

COCKTAIL NETWORKING

TECH WORKSHOPS

SYDNEY / MARCH
MARCH / 2024 / SY

TALKING POINTS

THE HEALTH ECONOMIC IMPACT OF DIAGNOSTIC TECHNOLOGY / THE ROLE OF DIGITAL MAXIMISING
HEALTH OUTCOMES / AUSTRALIAN IVD INNOVATIONS / RURAL AND FIRST NATIONS HEALTHCARE
REGULATORY AND FUNDING / INSIGHTS INTO HEALTHCARE CHALLENGES IN AUSTRALIA
POINT OF CARE AND SELF TESTING / THE GENOMICS REVOLUTION

Contact:

Chami Gunasinghe, Congress Secretariat

P: +61 403 256 336

E: ea@pathologytechnology.org.au