

Pathology Technology Australia  
proudly presents

# PTA-C/26

---

PATHOLOGY/TECHNOLOGY  
AUSTRALIA/CONGRESS

---

*May 27<sup>th</sup> & 28<sup>th</sup> - The Langham Hotel, Sydney*

## **SPONSORSHIP OPPORTUNITIES**

**DISCOVERY DISCO**  
**EXPLORATION PA**  
**INNOVATION INNO**  
**DIAGNOSTIC DIAG**  
**PATHOLOGY PATH**



*From Innovation to Implementation — Technology Shaping Tomorrow's  
Standard of Care Today*

**Australia's premier technology in diagnostics congress returns for 2026 —  
with a focus on delivering flexible, personalised, and preventative  
healthcare.**

Australia's healthcare system is under mounting pressure from an ageing population, increased chronic disease, and workforce challenges. Our important infrastructure under Medicare and State Health systems urgently need to evolve to meet these challenges using scalable, technology-enabled models of care.

PTA-C/26 is moving the conversation forward from ideas to action, diving into three key themes:

- **Predict. Prevent. Personalise** – How innovative diagnostics enable earlier detection, targeted prevention, and tailored care. An efficient and sustainable approach driving better outcomes for patients and systems alike.
- **Innovation in Motion** – What it takes to deliver the right test to the right patient at the right time — in real-world, flexible high-volume, and decentralised settings.
- **The Value Fountain** – Why the 'value of knowing' and other fundamental values must be central to healthcare decision-making. Exploring diagnostics as a cornerstone of value-based care.

This congress will unite healthcare professionals across disciplines. Expect real-world case studies, diverse voices across the health continuum, health economic arguments, government perspectives, and hands-on workshops designed to spark practical change.



## Host City - SYDNEY AUSTRALIA

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

## Venue - The Langham Hotel Millers Point

The Langham, Sydney resides in a beautiful Irish Georgian-style building, epitomising an elegant period of Australian architectural history. Strategically situated in Circular Quay, allowing you access and proximity to local attractions and sights. Please contact us for a conference discount rate if you wish to stay at the Langham during the congress.

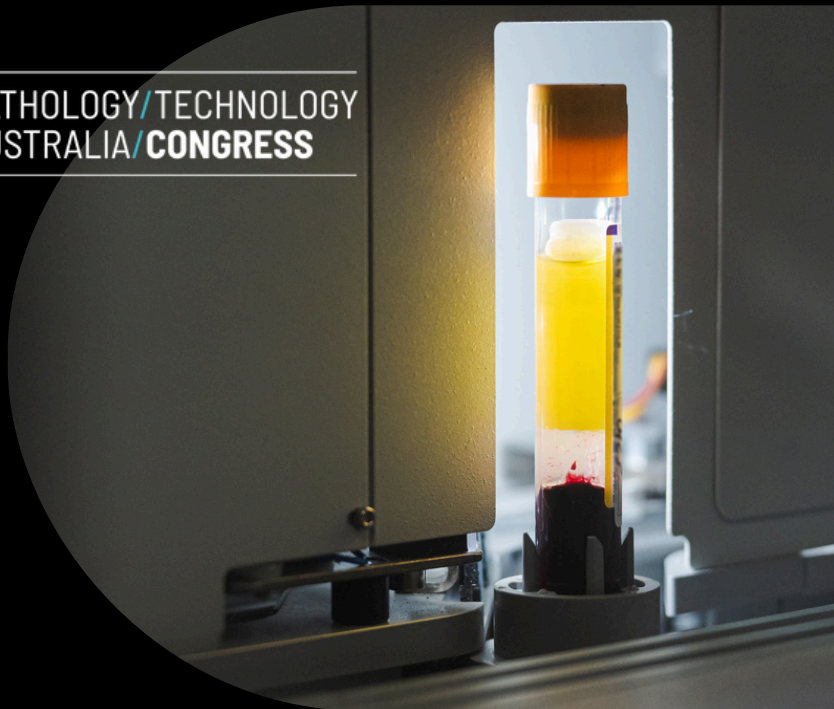
## Program

The PTA-C 2026 Program will have multiple opportunities to spotlight technology and position your organisation's brand and shared mission featuring:

- Plenary Sessions
- Concurrent workshops
- Industry Sponsored Sessions
- Welcome Reception
- And more... see <https://www.ptacongress.com> for details as they emerge

# PTA-C/26

PATHOLOGY/TECHNOLOGY  
AUSTRALIA/CONGRESS



## WHY PARTNER WITH PTA-C/26?

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. Instead of exhibition space we are offering in-session case studies and horizon scanning spotlights, 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 26

*From Innovation to Implementation — Technology Shaping Tomorrow's Standard of Care Today*

# WHY PARTNER WITH PTA-C/26?

A uniquely valuable format with cross discipline participation, Pathology Technology Australia's bi-annual congress connects across the healthcare sector from health professionals to health consumers, specialist health providers to State and Commonwealth MPs, health bureaucrats and a range of industry stakeholders.

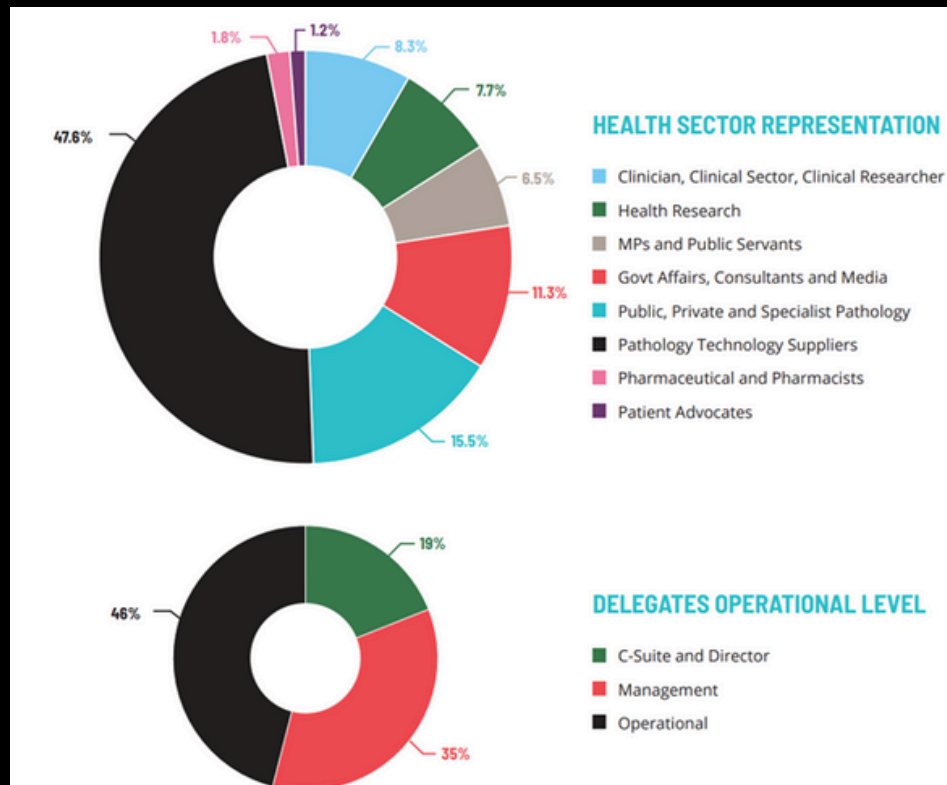
The 2024 congress brought together over 180 delegates discussing key barriers and opportunities in health and positioning technology-driven solutions. The interactive discussions and delegate polling resulted in a comprehensive, consensus-driven report that is driving our sector advocacy towards more timely and equitable access to diagnostics.

## Audience:

PTA-C/24 attracted delegates and speakers including GPs, specialist service providers, State and Commonwealth health bureaucrats, researchers, Federal MPs, pharmacists, pathology service providers, pharmaceutical representatives, patient advocacy groups, and industry.

## Operational Level:

The 2024 congress content and interactive discussions focusing on system level opportunities and barriers attracted a high proportion of senior delegates with decision-making roles. Including a broader diversity within the PTA-C/26 organising committee aims to further expand the range of delegates and speakers for 2026.



# WHY PARTNER WITH PTA-C/26?

## The purpose:

- Support a multi-stakeholder forum to drive change in healthcare delivery through innovations in diagnostics
- Contribute your organisation's experience and expertise to advance Australia's healthcare system
- Expand your network and influence by connecting with a suite of stakeholders across the diverse array of service delivery and decision makers in healthcare

## The reward:

- Platform your organisation's significant contribution to advancing healthcare through featured case studies within the congress agenda, horizon scanning with innovator spotlights, and dedicated breakfast and lunch sponsor sessions
- Elevate your brand recognition through signage, web presence, and verbal sponsor recognition throughout the congress
- Contribute to a key event that champions collaboration and examination of barriers and opportunities to move Australia's health sector forward

## PTA-C/24 speakers included:



Prof Patrick Tan



Dr Amandeep Hansra



Prof David Thomas



Prof Paul Griffin



Dr Gordon Reid MP



Prof Stephen Fox



Hon Hollie Hughes



A/Prof Philip Cunningham



Dr Kym Mina



A/Prof Colman Taylor



A/Prof Fei Sim



Jerome Laxale MP



Dr Jane Tiller



Prof Charlotte Hespe



Jo Taranto



Sue MacLeman

# PTA-3 / 26

## PARTNER OPPORTUNITIES

### **Platinum Partner \$20,000**

- Company name and logo associated with all Congress promotional material as a Platinum Partner
- Four complimentary full Congress registrations (includes access to sessions, daily catering, Welcome Cocktail Function)
- First right of refusal to purchase an in-session case study spotlight in-line with one of the agenda themes.\*
- Logo and hyperlink on Congress website homepage, plus Company profile (paragraph to be supplied), promotional video, logo and hyperlink on Congress website sponsorship page
- Acknowledgment at the opening and closing ceremonies.
- Logo on the Sponsors Board and Sponsors reel at the Congress
- Delegate list

### **Gold Partner \$15,000**

- Company name and logo associated with all Congress promotional material as a Gold Partner
- Three complimentary full Congress registrations (includes access to sessions, daily catering, Welcome Cocktail Function)
- Second right of refusal to purchase an in-session case study spotlight in-line with one of the agenda themes\*
- Logo and hyperlink on Congress website home page, plus Company info (2 lines only, to be supplied), and logo, on Congress website sponsorship page
- Acknowledgment at the opening and closing ceremonies.
- Logo on the Sponsors Board and Sponsors reel at the Congress

### **Silver Partner \$5,000**

- Two complimentary full Congress registrations (includes access to sessions, daily catering, Welcome Cocktail Function)
- Third right of refusal to purchase in-session case study spotlight in-line with agenda theme.\*
- Company logo on Congress website homepage, plus logo and hyperlink on Conference website sponsorship page
- Acknowledgment at the opening and closing ceremonies.

\*Cost for sponsored case-study is additional, see options in proceeding pages.



# PTA-C

## PARTNER OPPORTUNITIES

**In-Session Case Study \$10,000** (3 opportunities)



For PTA-C/26 we are offering a unique opportunity to be featured\* as a case study within the congress agenda. This is your opportunity to showcase your technology in action—demonstrating real-world use of a technology-driven solution. It is recommended to utilise a non-industry spokesperson to generate the most authentic demonstration of your products, aligned with any of the three congress themes (one case study per theme):

- Predict. Prevent. Personalise – How innovative diagnostics enable earlier detection, targeted prevention, and tailored care. An efficient and sustainable approach driving better outcomes for patients and systems alike.
- Innovation in Motion – What it takes to deliver the right test to the right patient at the right time — in real-world, flexible high-volume, and decentralised settings.
- The Value Fountain – Why the ‘value of knowing’ and other fundamental values must be central to healthcare decision-making. Exploring diagnostics as a cornerstone of value-based care.

Each opportunity will include:

- Dedicated 45min slot in the agenda with no competing items (situated after the panel discussions and prior to the breakout workshops)
- Company logo on Conference agenda, plus logo and hyperlink on Conference website sponsorship page
- Acknowledgment at the beginning and end of the case study session

\*Applications for this sponsor opportunity will be assessed on a first come basis with priority given to the Platinum, Gold, and Silver sponsors. Content subject to congress committee approval.

# PARTNER OPPORTUNITIES

## Industry Opening Cocktail Partner \$7,500 (exclusive)

- Five-minute speaking slot at close of first day sessions to announce the commencement of the Opening 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 (to be provided by sponsor)
- Acknowledgement on the Congress Agenda and Website





# PARTNER OPPORTUNITIES

## **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 congress. This exclusive sponsorship offers Company logo/name on Congress lanyards – these will be supplied by the congress and printed with your supplied design.

## **Workshop Partner (lunch) \$5,500** *(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 Congress promotional material as a Member Lunchtime Partner.

## **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 Congress promotional material as a Member Breakfast Partner.

## **Innovators Horizon Scanning \$1,500** *(5 opportunities)*

This is an opportunity for our innovator members pre-revenue and start-up\* to spotlight exciting technology solutions. A chance to pitch your technology to the congress in a dedicated slot with no competing items.

Each opportunity includes:

- 10 min pitch + 5 min Q&A
- Company name and logo on congress agenda and all congress promotional material as Innovator - Horizon Scanning

\*Annual revenue prerequisite < \$500K AUD



# TERMS AND CONDITIONS

## TERMS AND CONDITIONS

Applications should be directed to the PTA-C Secretariat, Chami Gunasinghe at [ea@pathologytechnology.org.au](mailto: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 Congress.

## Cancellation Policy:

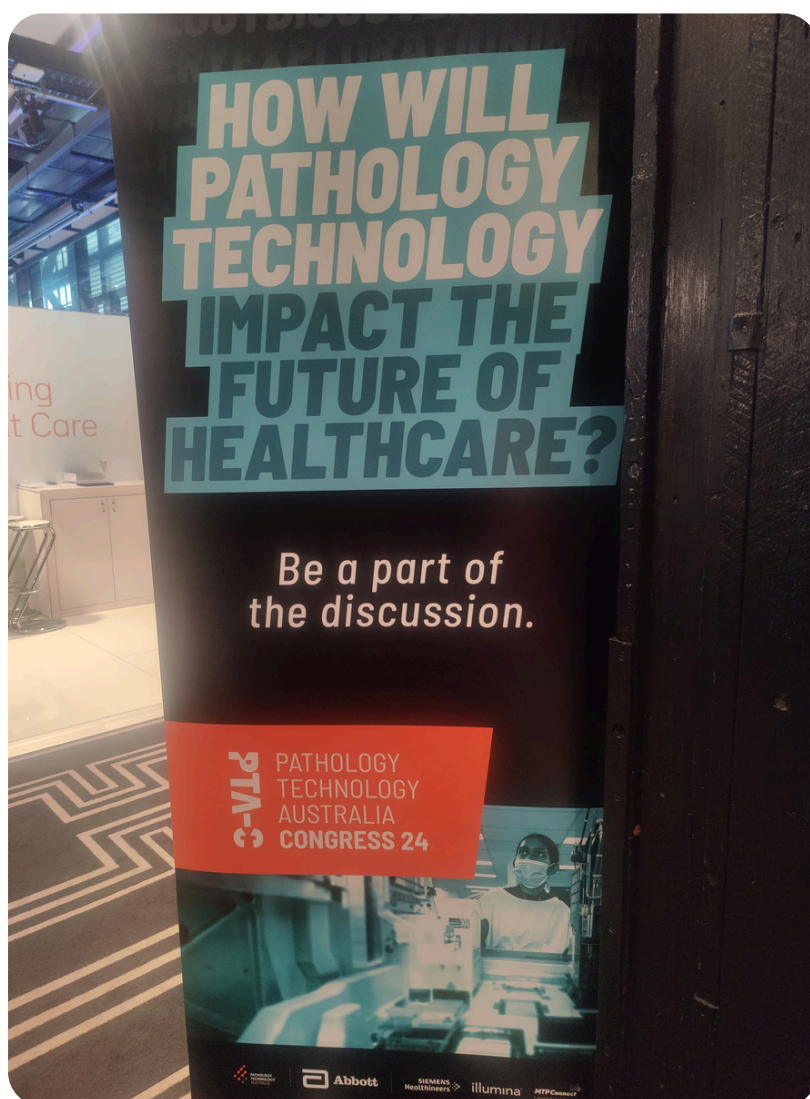
Cancellations must be made in writing to the PTA-C Secretariat, Chami Gunasinghe at [ea@pathologytechnology.org.au](mailto:ea@pathologytechnology.org.au).

- In the event of a cancellation of sponsorship before 1 February 2026 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 Feb 2026, no refund of any monies paid will be made unless the sponsorship 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 sponsor, sponsor's employees (public or other) or property from any cause whatsoever prior, during and after the congress. The sponsor, on contracting for sponsorship opportunities (various), 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.
- Sponsors 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 or other materials used throughout the congress.

KEYNOTE ADDRESS  
PANEL DISCUSSIONS  
EXPERT INSIGHTS  
CASE STUDIES  
BREAKFAST ROUNDTABLE  
COCKTAIL NETWORKING  
TECH WORKSHOPS



Contact:

Chami Gunasinghe, Congress Secretariat

P: +61 403 256 336

E: [ea@pathologytechnology.org.au](mailto:ea@pathologytechnology.org.au)

