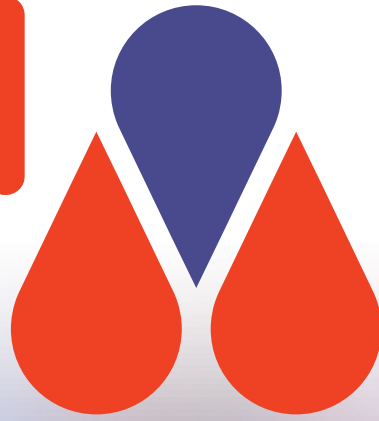


# Blood 2021



## SPONSORSHIP PROSPECTUS

2021 Annual Scientific Meeting

20 - 23 September

[www.blood2021.com](http://www.blood2021.com)

The combined Annual Scientific Meeting of the:



# We welcome your sponsorship

## Dear Valued Sponsor

On behalf of the Organising Committee of the Combined Annual Scientific Meeting of the Haematology Society of Australia and New Zealand (HSANZ), the Australian & New Zealand Society of Blood Transfusion (ANZSBT) and the Thrombosis and Haemostasis society of Australia & New Zealand (THANZ) we take pleasure in inviting your support for Blood 2021.

Blood 2021 will deliver their educational content primarily virtually from 20 - 23 September, with a delegate hub in Adelaide for networking opportunities.

This prospectus outlines the sponsorship and exhibition opportunities available at the Meeting, both virtually and at the Adelaide hub. Please take some time to review the packages and determine your requirements for the promotion of your business and contact us if any further clarification is needed.

We look forward to welcoming you as a valued Sponsor and Exhibitor.

*On behalf of the 2021 Local Organising Committee,*

Hui-Peng Lee and Cindy Lee  
**HSANZ Convenors**

Ben Saxon  
**ANZSBT Convenor**

Chee Wee Tan  
**THANZ Convenor**

## Sponsorship Liaison

### The Conference Company

*on behalf of the Blood 2021 Organising Committee*

Email: [blood@theconferencecompany.com](mailto:blood@theconferencecompany.com)

Telephone: 1800 193 405 (Australian freephone) OR +64 9 360 1240 (International)

Postal: PO Box 90040, Auckland 1142, New Zealand



## About HSANZ

The aims of HSANZ are to:

- Promote, foster and develop the discipline of haematology in all its aspects
- Provide support and advocacy for research in haematology
- Promote excellence and advocate for improvement in the care of patients with hematologic diseases
- Encourage, stimulate and foster education and interest in haematology amongst medical and nursing professionals, scientists and the wider community
- Provide opportunities for haematologists, scientists, nurses, students and other interested parties to meet to promote scientific communication and education in the field of haematology
- Foster national and international collaboration in haematology research and practice



## About ANZSBT

The Australian & New Zealand Society of Blood Transfusion (ANZSBT) comprises members from diverse scientific, technical and medical backgrounds working within the areas of blood transfusion and transfusion medicine within Australia and New Zealand. The broad aims of the ANZSBT are:

- The advancement of knowledge in blood transfusion and transfusion medicine
- The promotion of improved standards in the practice of blood transfusion
- The collaboration with international and other regional societies interested in blood
- The promotion of interest in research into blood transfusion and allied subjects
- The formulation of guidelines in key areas of transfusion practice



## About THANZ

The Thrombosis and Haemostasis society of Australia & New Zealand (THANZ) represents members committed to promoting and fostering the acquisition, exchange and diffusion of knowledge and ideas relating to normal and abnormal haemostasis. The Society serves as a forum for bringing together a broad array of disciplines which relate to bleeding, thrombosis and cognate fields. The THANZ Mission Statement:

- Promote excellence in clinical care for people with clotting and bleeding disorders
- To lead education and training of scientists and clinicians in the field
- To foster innovation through research, discovery and clinical trials
- To advocate and develop policies that improve health outcomes

## About Blood 2021

The annual Blood Meeting remains the major forum of the HSAZ, ANZSBT and THANZ to discuss the most recent clinical and research information for all blood related specialities.

The 2021 Organising Committee is pleased to confirm the following International Speakers:

- 🔴 Prof Marc Carrier, The Ottawa Hospital, Canada
- 🔴 Dr Christina Cserti-Gazdewich, University of Toronto, Canada
- 🔴 Dr Greg Denomme, Blood Research Institute, USA
- 🔴 Prof Konstanze Döhner, University Ulm Hospital, Germany
- 🔴 Dr Heidi Doughty, NHS Blood & Transplant, UK
- 🔴 Prof Peter Lenting, French National Institute of Health & Medical Research, France
- 🔴 Dr Shannon Maude, The Children's Hospital of Philadelphia, USA
- 🔴 Dr Lorretta Nastoupil, The University of Texas MD Anderson Cancer Center, USA
- 🔴 Dr Helen New, NHS Blood & Transplant, UK
- 🔴 Dr Barry Quinn, Barts Health NHS Trust, UK
- 🔴 Prof Marie Scully, University College London Hospital, UK

As in previous years, the Blood 2021 Meeting will welcome participation from other special interest groups including the Australasian Leukaemia and Lymphoma Group, the Bone Marrow Transplant Society of Australian and New Zealand and the Bone Marrow Transplant Scientists Association of Australasia.

## About the Delegates

It is anticipated that more than 1000 delegates will attend Blood 2021. Attendees are largely from Australia and New Zealand with a growing number of people attending from the Asia region. Attendees are typically from the following professions:

- 🔴 Clinical and Laboratory Haematologists
- 🔴 Advanced and Basic Trainees in haematology
- 🔴 Scientists working in the haematology area including transfusion medicine, thrombosis and haemostasis, & malignant haematology.
- 🔴 Nursing Staff involved in the care of haematology patients.
- 🔴 Pharmacists and Allied Health professionals involved with haematological disorders.
- 🔴 Clinical and Pre-clinical researchers in the haematology field.
- 🔴 BMT Scientists

The meeting continues to grow attendance each year and we anticipate 2021 will give our Sponsors and Exhibitors access to their target market in the haematology field.



# Sponsorship Opportunities

## Platinum Sponsor

This level of sponsorship brings the exclusive opportunity to suggest, in consultation with the Organising Committee, an international invited speaker for the Scientific Program. The speaker and topic must be approved in advance by the Committee and must fit into the overall theme of the program. The scientific content of the Meeting, including that provided by any Platinum Sponsor Speaker, will be determined by the Meeting Organising Committee. The speaker suggested will be integrated into the existing program structure.

### Option 1 AUD\$70,000 incl GST

#### Program

- 🔥 One Sponsored Symposia in program (as outlined in Sponsored Symposia package)
- 🔥 Opportunity to suggest International Speaker (virtual presentation)
- 🔥 Advert (up to 45 seconds) played on a rotational basis at start and end of opening, closing and orations (Mp4 file to be provided by sponsor).
- 🔥 Acknowledgement of Platinum Sponsorship with the speaker in the platform, on the website and by the Chair of each speaking session.

#### Registration

- 🔥 12 virtual registrations (all with full access to the Meeting program and networking opportunities)

#### Virtual Platform & Profile

- 🔥 Platinum Sponsor banner on rotational basis on virtual platform home page with hyperlink (artwork to be provided by sponsor)
- 🔥 Platinum Sponsor logo with high visibility throughout virtual platform including login page and holding slides.
- 🔥 Sponsor profile page with unlimited videos, brochures and contact details
- 🔥 Connection with delegates via chat, messaging and video calls within the platform.
- 🔥 Delegate list provided at 4 weeks prior and post Meeting.
- 🔥 First preference for stand selection if exhibitor package is purchased.

## Platinum Sponsor (continued)

### Option 2 AUD\$58,000 incl GST

#### Program

- 🔥 Opportunity to suggest International Speaker (virtual presentation)
- 🔥 Advert (up to 45 seconds) played on a rotational basis at start and end of opening, closing and orations (Mp4 file to be provided by sponsor).
- 🔥 Acknowledgement of Platinum Sponsorship with the speaker in the platform, on the website and by the Chair of each speaking session.

#### Registration

- 🔥 12 virtual registrations (all with full access to the Meeting program and networking opportunities)

#### Virtual Platform & Profile

- 🔥 Platinum Sponsor banner on rotational basis on virtual platform home page with hyperlink (artwork to be provided by sponsor)
- 🔥 Platinum Sponsor logo with high visibility throughout virtual platform including login page and holding slides.
- 🔥 Sponsor profile page with unlimited videos, brochures and contact details
- 🔥 Connection with delegates via chat, messaging and video calls within the platform.
- 🔥 Delegate list provided at 4 weeks prior and post Meeting.
- 🔥 First preference for stand selection if exhibitor package is purchased.

## Gold Sponsor

### AUD\$35,000 incl GST

#### Program

- 🔥 Naming rights to a Major Symposium or International Speaker (pending speaker permission).
- 🔥 Advert (up to 30 seconds) to be played at the start and end of the Symposium or speaking session.
- 🔥 Acknowledgement of Gold Sponsorship with the speaker or session in the platform, on the website and by the Chair of the session.

#### Registration

- 🔥 8 virtual registrations (all with full access to the Meeting program and networking opportunities).

#### Virtual Platform & Profile

- 🔥 Logo on Gold Sponsor banner on rotational basis on home page of platform
- 🔥 Gold Sponsor logo with high visibility throughout including login page and session holding slides.
- 🔥 Sponsor profile page with unlimited videos, brochures and contact details.
- 🔥 Connection with delegates via chat, messaging and video calls within the platform.
- 🔥 Delegate list provided at 2 weeks prior and post Meeting.

## Silver Sponsor

**AUD\$12,000 incl GST**

### Program

- 🔥 Naming rights to a free communications session
- 🔥 Advert (up to 20 seconds) to be played at the start and end of free communication session.
- 🔥 Acknowledgement of Silver Sponsorship in the platform, on the website and by the Chair of the session.

### Registration

- 🔥 6 virtual registrations (all with full access to the Meeting program and networking opportunities)

### Virtual Platform & Profile

- 🔥 Logo on Silver Sponsor banner on rotational basis on home page of platform
- 🔥 Silver Sponsor logo with high visibility throughout including session holding slides
- 🔥 Sponsor profile page with unlimited videos, brochures and contact details
- 🔥 Connection with delegates via chat, messaging and video calls within the platform
- 🔥 Delegate list provided at 1 weeks prior and post Meeting

## Supporter (virtual)

**AUD\$2,500 incl GST**

### Registration

- 🔥 2 virtual registrations (all with full access to the Meeting program and networking opportunities)

### Virtual Platform & Profile

- 🔥 Company profile page with unlimited videos, brochures and contact details
- 🔥 Connection with delegates via chat, messaging and video calls within the platform
- 🔥 Delegate list provided day prior and post Meeting

## Sponsored Symposia *(Space available to Platinum, Gold & Silver Sponsors first)*

**AUD\$20,000 incl GST**

Opportunity to conduct a Sponsored Symposia (max 60 minutes) either as a live breakfast session in Adelaide or as a virtual symposia as outlined below. Sponsor is responsible for inviting and coordinating all speakers and chairs, topic to be approved by the LOC.

### Breakfast session at Adelaide Convention Centre

- 🔥 To be held between 0815 – 0915am Monday, Tuesday or Wednesday.
- 🔥 Room (capacity of 100) and basic AV for in room presentation provided by the Meeting.
- 🔥 All catering to be arranged and covered by the Sponsor
- 🔥 Session can be recorded and uploaded to platform for on demand viewing. Cost of recording to be covered by the Sponsor

### Virtual session

- 🔥 To be held between 1600 – 1700 Monday, Tuesday or Wednesday
- 🔥 Session delivered via the virtual platform, available to view live and recording on demand
- 🔥 Sponsor to provide recorded presentation, can do live Q&A

# Terms and Conditions

## Booking and Payment

All prices are quoted in Australian dollars. Goods and Services tax (GST) is required to be paid on all packages purchased by Australian residents, where costs state including GST this is quoted at the current rate at 10%. Any change to the Australian GST price will alter the GST inclusive price. GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 10%).

Sponsorship packages and exhibition space will be allocated only upon receipt of the online booking form or a signed hard copy booking form (i.e. a first come, first served basis).

Confirmation will be sent together with a tax invoice for the required amount. The invoice is payable within 20 days of date of tax invoice. If the deposit is not received within this timeframe, you relinquish your right to the requested sponsorship package and exhibition space.

All payments should be made in Australian Dollars by bank transfer or credit card (Please note there is a credit card fee of 2.8%). All payments due must be received by the Meeting Managers prior to the Meeting. No organisation will be allowed to set up their exhibition stand at the Meeting until full payment has been received.

Sponsors and Exhibitors may not assign or sublet any part of their exhibition space. The Organising Committee may need to make changes to the floor plan; however, changes will not be undertaken without prior discussion with the companies affected. Sponsors consent to their contact details being shared with Meeting suppliers and contractors.

## Medicines Australia Code of Conduct

Sponsors must comply with the guidelines in the 'Educational and Promotional Material Directed at healthcare professionals' outlined in the most recent edition of Medicines Australia Code of Conduct available on the industry association's website at: [www.medicinesaustralia.com.au/code-of-conduct](http://www.medicinesaustralia.com.au/code-of-conduct) and with the Medical Technology Industry Code of Practice: [www.mtaa.org.au/code-of-practice/copy-of-the-code](http://www.mtaa.org.au/code-of-practice/copy-of-the-code).

## Cancellation Policy

If notification of cancellation is received in writing:

- prior to 30th April, you are liable for 50% of the package selected.
- from 1st May, you are liable for 100% of the package selected

After sponsorship or exhibition has been confirmed, a reduction by you is considered a cancellation.

The Organising Committee reserves the right to cancel the Meeting and/or the Adelaide Hub for circumstances beyond its control.

- Prior to 25th July, should the Organising Committee cancel you will be refunded in full for any packages that are no longer able to be delivered.

- After 25th July, a 20% service fee will be deducted from any packages that are no longer able to be delivered, the balance will be refunded.

All property, display materials and vehicles under the control and custody of the Exhibitor are understood to remain under the control and custody of the Exhibitor and therefore the total responsibility of the Exhibitor in relation to insurance protection and coverage in transit to, within the confines of the exhibition boundaries and in transit to and from the confines of the exhibition venue and its boundaries and for the total duration of an Event from the commencement of the set up through until an Event site is vacated. The Organiser provides 24 hour monitoring of the site by event staff and overnight security by accredited security services from the official start of set up (the official set up times may vary and will be advised in event publications and upon checking at an Event) through until 8am on the day after the last day of an Event. The Organiser is not responsible for any damage to or loss of goods of the Exhibitor or its servants, staff, agents or contractors due to any reason whatsoever. Exhibitors and others are not permitted to connect or otherwise interfere with the electrical, gas, water or other fittings within a venue or at the grounds where an Event is located. Any such connections or alterations need to be approved by the Organiser and the host venue and would then be carried out at the expense of the Exhibitor. All electrical items brought to an Event MUST HAVE valid electrical certification tags on them, including extension leads and power boards. Exhibitors who have ordered power and require more than one power outlet, must bring their own additional power leads and power boards. It is an inherent obligation of the Exhibitor and Sponsor to provide proof of currency of public liability insurance in accordance with the date set out in the Event Information – Public Liability Certificate of Currency Due Date set out in an Event specific terms and conditions. The Exhibitor and/or Sponsor will ensure that such public liability insurance is to the value of \$20 million prior to allowing access to an Event. The Organiser recognises that Exhibitors and Sponsors securing site space at a number of Events will only need to provide Certificates of Currency of Insurance once yearly valid for the period of all Events to which the Exhibitor and/or Sponsor are attending. The Exhibitor and Sponsor acknowledge that Event sites can be hazardous. Exhibitors and Sponsors are required to take due care and attention in order to prevent injury and property damage. The Organiser cannot be held responsible nor liable for damage caused by the act or omission of an Exhibitor or Sponsor. The Exhibitor, its servants, agents, licensees, contractors or sub-contractors will be responsible for complying with workplace health and safety standards at all times. Exhibitors, contractors, delivery drivers, etc. MUST wear high visibility vests and closed in shoes during the set up and bump out hours of an Event. Children are not permitted on site at a venue during set up and bump out times.



# We invite your support

Thank you for taking the time to consider the possibilities the Blood 2021 Annual Scientific Meeting has to offer.

If you have made your choices, please complete and return to us the Application for Sponsorship form. If we can assist with further information, or discussing other opportunities, please contact the Meeting Managers.

We hope that you find value in the opportunities that are available, virtual and in Adelaide, and we look forward to welcoming you to Blood 2021.

## Sponsorship Liaison

### The Conference Company

*on behalf of the Blood 2021 Organising Committee*

Email: [blood@theconferencecompany.com](mailto:blood@theconferencecompany.com)

Telephone: 1800 193 405 (Australian freephone) OR +64 9 360 1240 (International)

Postal: PO Box 90040, Auckland 1142, New Zealand



# Application for Sponsorship Blood 2021 Annual Scientific Meeting

Please complete the form below and email to [blood@theconferencecompany.com](mailto:blood@theconferencecompany.com). If you wish to pay by credit card, we will send you a secure link for payment. This Meeting accepts Visa and MasterCard payments. A credit card fee of 2.8% is payable for sponsorship and exhibition charges.

Applications are subject to approval from the Local Organising Committee. We reserve the right to decline your application on the grounds of professional or ethical differences.

We, \_\_\_\_\_ (company name), apply for sponsorship in accordance with the terms and conditions set out in the prospectus.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Please forward this form by email to: [blood@theconferencecompany.com](mailto:blood@theconferencecompany.com)

## Company Details

Company: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Contact Person: \_\_\_\_\_

## Sponsorship Requirements

1. Platinum	AU\$
2. Gold	AU\$
3. Silver	AU\$
4. Supporter	AU\$
5. Sponsored Symposia	AU\$

## Exhibition Requirements

Booth @ AU\$4,500 (incl GST)      No. of Booths       AU\$

## Exhibition Stand Preferences

Stand space is allocated to companies in order of level of sponsorship based on the date the signed application is received. A final floorplan will be forwarded to your company representative in May 2021 to select from available spaces.