



ANZCVS
SCIENCE WEEK
2020



INDUSTRY
PROSPECTUS

Page of Contents

ABOUT ANZCVS	04
ABOUT THE CONFERENCE	05
PROGRAM OUTLINE	06
WHAT'S NEW	07
YOUR OPPORTUNITY TO CONNECT	08
OPPORTUNITIES AT A GLANCE	09
TRADE EXHIBITION	10
TRADE EXHIBITION FLOOR PLAN	12
SPONSORSHIP OPPORTUNITIES	13
ADVERTISING OPPORTUNITIES	17
TERMS AND CONDITIONS	19

Welcome

On behalf of the Australian and New Zealand College of Veterinary Scientists (ANZCVS) Council and Science Week Organising Committee, we invite you to participate in the 18th annual Science Week Conference to be held at The Star Gold Coast, from 9 – 11 July 2020.

The aim of Science Week is to gather global experts from the veterinary field to present, discuss and explore cutting edge topics in veterinary science and veterinary research. The scientific content of Science Week is contemporary and state-of-the-art. Lectures are intended to present the latest research innovations and/or advanced topic reviews that reference the highest level of general development in the relevant scientific field.

The conference attracts a diverse range of specialists and veterinarians working in industry, general practice and public health seeking advanced continuing education. With up to 23 Chapters representing many different areas of veterinary science, up to 15 concurrent sessions and two plenaries, Science Week is a truly unique veterinary conference.

Science Week will provide sponsors and exhibitors the opportunity to engage with over 900 veterinarians from not only Australia, New Zealand, but also South-East Asia.

Our cutting-edge scientific program of lectures, plenaries, workshops, social activities and dinners offers delegates the opportunity to gain and share knowledge, and also provides exhibitors and sponsors multiple opportunities to interact with delegates.

We invite your participation as a sponsor or exhibitor at Science Week and look forward to welcoming you to the conference in July 2020.

Dr Mandy Burrows
Science Week Committee Chair

Dr Terry King
Science Week Trade Convenor

About ANZCVS

The ANZCVS was established in 1971 and is a non-profit organisation certifying veterinarians who demonstrate a high level of interest and competence in a given area of veterinary science. Members display a standard of knowledge and understanding, practical skill, attitude, methodology and communication, and demonstrate they can provide professional advice to veterinary colleagues not similarly qualified on problems or procedures often encountered in general practice, agriculture and industry. ANZCVS Membership qualification is an indication to the profession and the general public of an advanced practitioner, representing a middle-tier of knowledge, competence and experience in a specific area of veterinary practice. Membership is not a specialist qualification. Members with the post-nominals MANZCVS and FANZCVS are a unified and collegiate group of veterinarians who represent excellence in veterinary care.



About Science Week

Science Week is a major veterinary conference in Australia and New Zealand. The 2020 conference is estimated to attract approximately 1200 veterinarians over a three-day program comprising both members of the College as well as non-members. The Science Week delegation are typically veterinary specialists and leaders in their respective fields; decision-makers and expert veterinary scientists.

Science Week will feature cutting-edge medicine and surgery topics in canine, feline and equine species as well as expert presentations in such specialist areas as dermatology; ophthalmology, oncology, behaviour, dentistry, anaesthesia and emergency and critical care. Experts in pharmacology, welfare, public health, nutrition and small ruminants will be attending and speaking.

It features a total of 23 Chapters, across 15 concurrent sessions and with over 300 speakers. This conference is a unique opportunity for industry and trade to interact with a broad range of veterinary experts and key decision makers.

Chapters presenting a program at Science Week 2020:

- | | |
|---|--------------------------------------|
| Aquatic Animal Health | Radiology |
| Avian Health | Small Animal Medicine |
| Cattle | Small Ruminant |
| Emergency and Critical Care | Surgery Unusual Pets |
| Epidemiology | Veterinary Anaesthesia and Analgesia |
| Equine | Veterinary Behaviour |
| Feline | Veterinary Dentistry |
| Medicine and Management of Laboratory Animals | Veterinary Oncology |
| Ophthalmology | Veterinary Pharmacology |
| Pathobiology | Veterinary Public Health |
| | Zoo and Wildlife Medicine |

About the Conference



Thursday 9 July 2020

8:00am to 5:00pm

Friday 10 July 2020

8:00am to 5:00pm

Saturday 11 July 2020

8:00am to 5:00pm



The Star Gold Coast
1 Casino Drive
Gold Coast
Queensland



With its luxurious accommodation and spa, iconic bars, restaurants and entertainment precincts, The Star Gold Coast is a vibrant five-star venue and hotel.

As one of Australia's largest residential conferencing properties, the Event Centre at The Star Gold Coast can host up to 2,300 guests in the heart of a fully integrated resort.

Just a few hundred metres from the iconic beaches of the Gold Coast, The Star Gold Coast features seven restaurants, five bars and a theatre, large garden lawn, permanent marquee and almost 600 accommodation rooms.

Boasting 15 breakout rooms and a large plenary room, along with a large Gallery, the Event Centre offers superior conferencing facilities and catering for meetings and conferences of any size.

Over 1200 veterinarians from Australia, New Zealand and internationally representing 23 Chapters.

Program Outline

THURSDAY (9 JULY 2020)

8.00-9.00am	College Welcome Opening Plenary	1.30-3.30pm	Scientific Sessions
9.00-10.00am	Scientific Sessions	3.30-4.00pm	Afternoon Tea
10.00-10.30am	Morning Tea	4.00-5.00pm	Scientific Sessions
10.30-12.30pm	Scientific Sessions	6.00pm	Happy Hour
12.30-1.30pm	Lunch	7.00pm	Chapter Dinners

FRIDAY (10 JULY 2020)

8.00-10.00am	Scientific Sessions	3.30-4.00pm	Afternoon Tea
10.00-10.30am	Morning Tea	4.00-5.00pm	College Convocation
10.30-12.30pm	Scientific Sessions	5.00-6.00pm	College AGM
12.30-1.30pm	Lunch	7.00pm	Chapter Dinners
1.30-3.30pm	Scientific Sessions		

SATURDAY (11 JULY 2020)

8.00-10.00am	Scientific Sessions	3.30-4.00pm	Afternoon Tea
10.00-10.30am	Morning Tea	4.00-5.00pm	Scientific Sessions
10.30-12.30pm	Scientific Sessions followed by plenary	5.00pm	End of Scientific Sessions
12.30-1.30pm	Lunch	5.30pm	Awards Ceremony
1.30-3.30pm	Scientific Sessions	7.00pm	Conference Cocktail Party

What's New



In 2020, we are pleased to present a number of new initiatives to encourage and foster trade and delegate engagement, including:

A Happy Hour located in the trade exhibition marquee

A new conference cocktail function on Saturday to conclude Science Week

New, modern and faster-to-build exhibition shell schemes, by Moreton Hire

Your Opportunity to Connect

Don't miss your opportunity to showcase your company's commitment to veterinary science!



Connect with over 1000 veterinarians from a variety of disciplines



Many of our delegates are Australia and New Zealand's leading specialist veterinarians and decision-makers



Showcase your products or services to an already engaged and receptive audience



Support and align your brand with Australia and New Zealand's leading post-graduate certification body



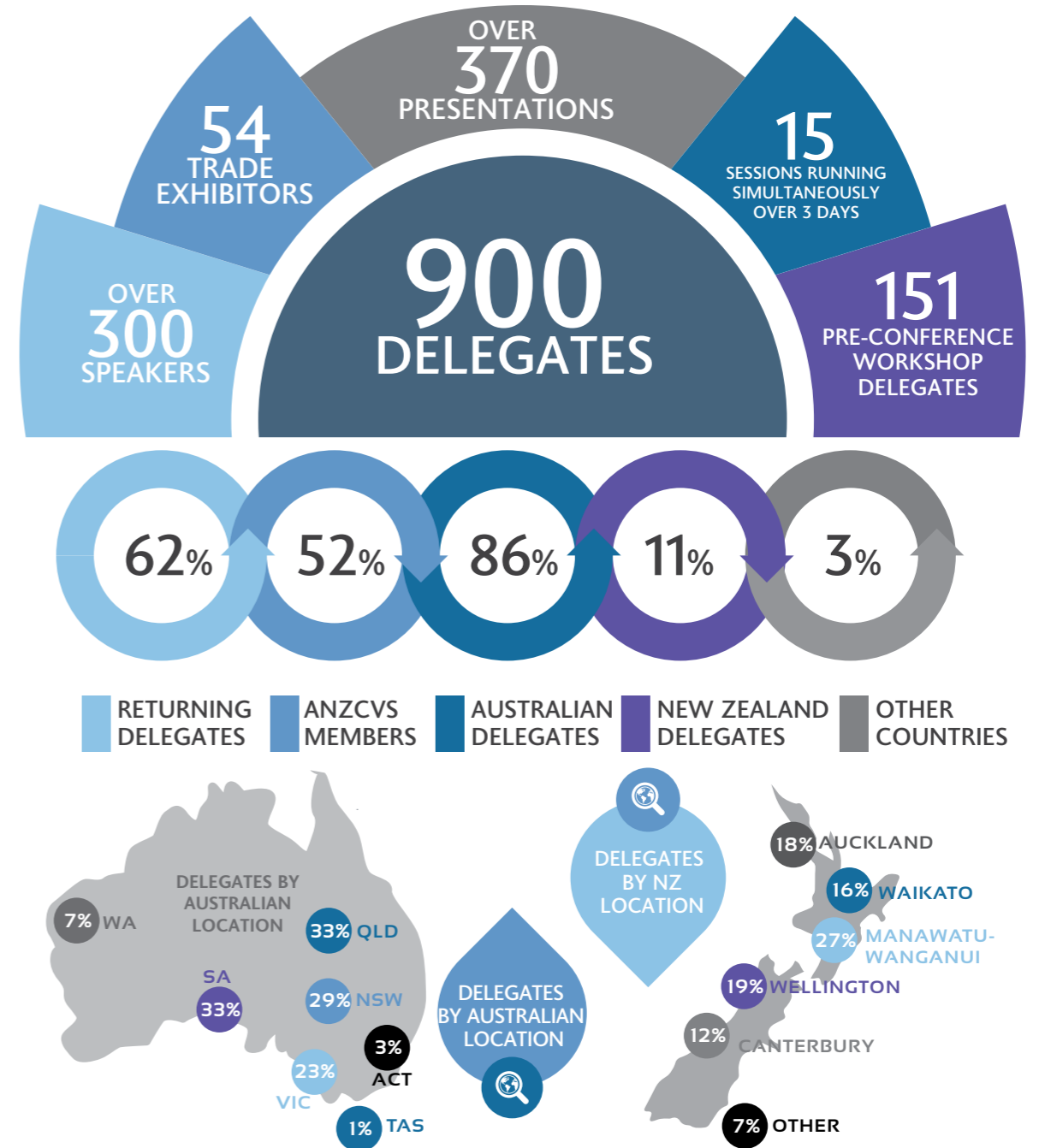
Strengthen your profile in the industry



Interact and build relationships with your customers in person

We are happy to customise a package to meet your business needs and budget. If you have a unique idea or concept to enhance your participation in Science Week 2020, please contact us.

2019 by the numbers



What delegates are saying

Great range of speakers and topics covered

The only conference in Australia with content at this level

I found there was a good mix of content aimed at both specialists/residents and general practitioners with an interest in academic excellence

I think you hit the mark with 'cutting edge'

What industry are saying

The venue change was great and there was plenty of opportunity to interact with the delegates

The venue was spectacular and the star team were fantastic to work with

The college was very attentive and made sure that the exhibitors were happy at the event

Opportunities at a Glance

Opportunity	Price	Number Available
Breakfast Session 1	\$3500	1
Breakfast Session 2	\$3500	1
Plenary 1	\$2000	1
Plenary 2	\$2000	1
Happy Hour	\$7000	1
Awards Ceremony	\$4000	1
Conference cocktail	\$7000	1
Exhibition Booth 6 X 2	\$9300	Limited
Exhibition Booth 3 X 2	\$4680	Multiple
Exhibition Booth 2 X 2	\$3640	5
Technology sponsor	\$7000	1
Email Banner Ad	\$500	Multiple
Advertising Program Guide or Proceedings - Full Page	\$1000	Multiple
Advertising Program Guide or Proceedings - Half Page	\$650	Multiple
Conference Notepad	\$500	2
Coffee Cart	\$2200 per day	3

Trade Exhibition

Trade exhibition is a very important part of Science Week, bringing together essential industry contacts under one roof. All delegate meals will be served in the exhibition area. Happy Hour will also be conducted in the trade exhibition area.

NEW! We are pleased to be working with Moreton Hire for the exhibition build in 2020, where they will be supplying a contemporary booth build with a minimalist feel.

The following trade booth sizes are available:

	6x2	3x2	2x2
Early bird price	\$9,300	\$4680	\$3640
Bookings from 1 February 2020	\$10,230	\$5148	\$4004

All booths are equipped with:

- Lighting x 2
- Name fascia
- 1 x 4amp power point
- Rear/Corner Wall Panel

Trade booth conference inclusions:

- Acknowledgement on the conference website
- Listing in the online trade directory
- Opportunity to participate in passport competition
- 1 full exhibitor registration with scientific sessions. For 6x2 trade spaces, 2 full exhibition registrations are included.
- 1 x ticket included for the conference cocktail function
- Access to the Exhibitor App for lead generation



Booking & stand allocation process

- Bookings will open at 9am AEST on Tuesday 29 October 2020 and will be available until sold out.
- All exhibition booth and sponsorship bookings and payment are to be made on-line using the on-line portal.
- Sponsorship opportunities and exhibition stand allocation is based on a first in basis.

Custom stands

Requests for a custom stand (space only) should be made at the time of booking to the College. The exhibition contractor, can assist with custom stand designs.

Should a company wish to use the services of another contractor for the design and build of their custom stand, full contact details of this contractor must be supplied to the College conference organisers. The exhibitor is responsible for providing the Science Week organisers with a custom stand design for approval.



Additional equipment & furniture

It is the exhibitor's responsibility to organise additional equipment and furniture required for their booth. This can be hired through our preferred contractor Moreton Hire. If you are considering a custom stand, please submit your design and request to the ANZCVS and The Star Gold Coast for approval.



Additional exhibitor registration passes

- Trade only pass \$250 per day**
- Includes access to the trade exhibition area
 - Morning tea, lunch and afternoon tea
 - 1 x ticket to the conference cocktail function
 - Does not include access to scientific sessions
- Full pass \$417 per day**
- Access to the trade exhibition area
 - Access to scientific sessions for the day registered
 - Morning tea, lunch and afternoon tea
 - 1 x ticket to the conference cocktail function



Trade Welcome Event

The College is pleased to invite all trade exhibitors to our Trade Welcome Event at 5.15pm on Thursday 9 July for drinks and canapes in the industry marquee, prior to Happy Hour. This is our opportunity to thank you for supporting Science Week, update you on College activities and chat to you about your business needs.

Passport Competition

A passport competition will be run over two and a half days to encourage participants to interact and engage with the industry trade exhibition. Delegates will be required to visit as many trade exhibits as possible and have their passport scanned.

Winners will be announced at lunch on Saturday 11 July and exhibitors who offer a prize will be acknowledged and have the opportunity to draw and hand the prize to the winner.

Passport Competition Prize

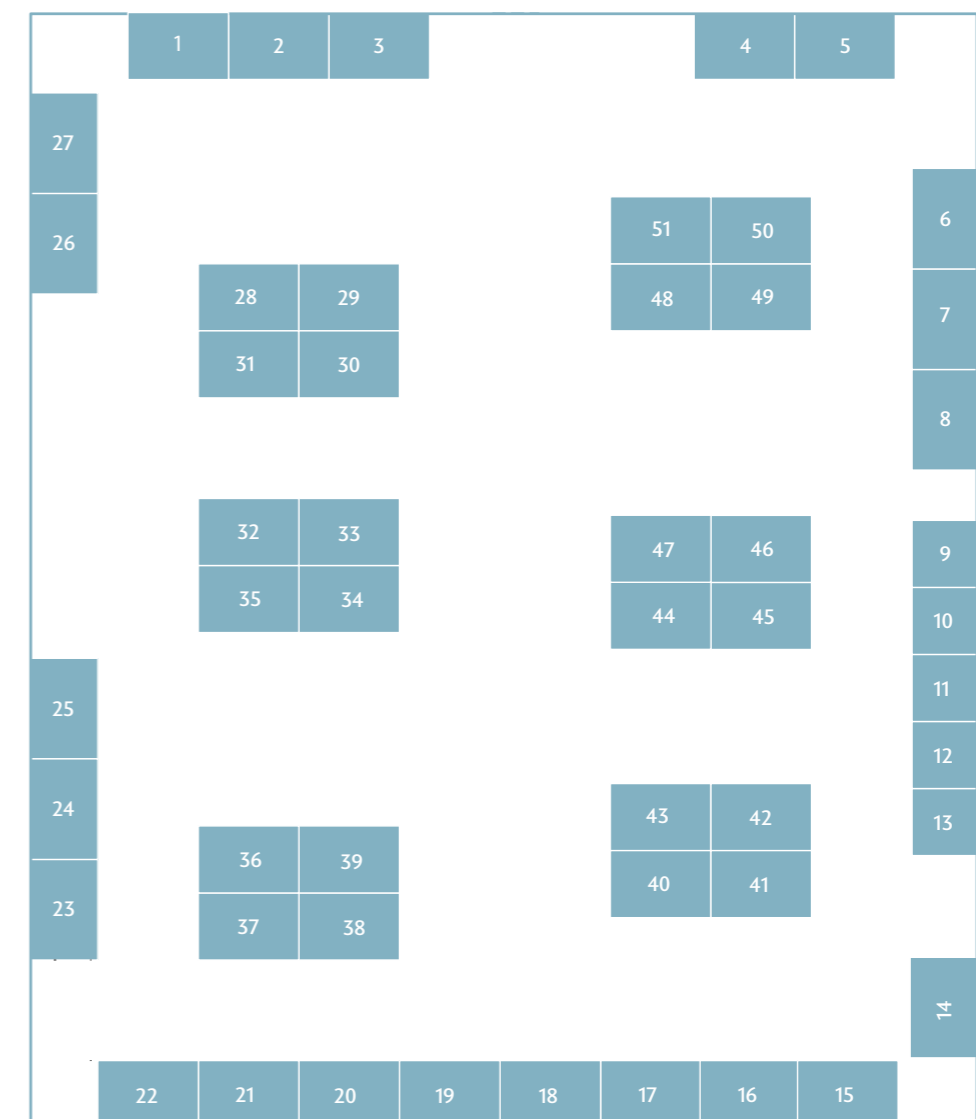
- The College invites exhibitors to offer a prize for Passport competition winners.
- Due to time restrictions a limit of 7 prizes with value of at least \$100 or greater will be accepted.
 - Prize name and value must be provided to the College by 29 May 2020
 - Exhibitors can register to supply a prize via the exhibitor registration portal
 - Passport prize availability will be available until sold out
 - To offer a prize, please visit the sponsorship portal to register.



Trade Exhibition Floor Plan

The exhibition will be held in The Star, Gold Coast Events Centre Marquee. All morning teas, afternoon teas and lunches will be served in the exhibition area. This exhibition map is indicative only and subject to change.

MOVE-IN/MOVE-OUT SCHEDULE <i>(Subject to final confirmation)</i>		
Exhibitor move-in	Exhibition opens	Exhibitor move-out
Wednesday 10 July 2020, 3pm to 6pm Thursday 11 July 2020, 6am to 9:00am	Thursday 11 July 2020, 10:00am	Saturday 12 July 2020 from 4:00pm to 6:00pm



Sponsorship Opportunities



HAPPY HOUR (1 available) \$7,000

6pm to 7pm, Thursday 11 July 2020
Industry Marquee, The Star Gold Coast

- Exclusive naming rights to the Happy Hour
- Three-minute opportunity to speak, following the official welcome
- Logo and hyperlink on the Conference website home page
- A short profile on the Conference website sponsors page.
- Opportunity to welcome guests at Happy Hour as they enter the function room
- Brand signage next to the catering station
- Place company flyers on tables in the function room
- Additional food/beverage to be served at your booth
- 1 additional 3-day full conference registration



TECHNOLOGY SPONSOR (1) \$7,000

- Naming rights to the app – Science Week 2020 App Powered By Your Company
- Brand signage at the technology help stand
- Logo with hyperlink on the Conference website home page
- A short profile on the Conference website sponsors page
- Logo displayed in the App notification email sent to delegates
- Static page (app tile) within the app, to promote your company for three days
- Acknowledgement and half page advertisement in the August College Courier 2020
- A static banner graphic within the App for three days
- 1 additional 3-day full conference registration

Sponsorship Opportunities



BREAKFAST SESSIONS (2) \$3,500 ea

Here's your exclusive opportunity to sponsor an educational breakfast session, Friday 10th and Saturday 11th July – 6:30am to 8:00am. Up to 70 delegates at each session. Upgrade options available.

- Acknowledgement as the Science Week breakfast session sponsor
- Provision of speaker and topic subject to ANZCVS approval
- Opportunity to display branding during sponsored session
- Place company flyers on tables
- Company name and logo on the Science Week website
- Inclusion in the conference program
- Delegates will pre-register for the session using the registration portal
- Basic audio-visual package included
- Grab'n'go style breakfast
- Does not include the cost of catering. Sponsor to pay for catering per head, up to 70 delegates.



PLENARY SESSIONS (2) \$2,000

Support our plenary speakers and get in front of the large majority of delegates by sponsoring one of our plenary sessions.

Plenary 1 – 8.20am Thursday 9 July 2020
Plenary 2 – 11.30am Saturday 11 July 2020

- Company signage at the entrance to the session
- Company logo displayed during introduction of speaker
- Acknowledgement by plenary chairperson
- Opportunity for sponsor representatives to attend sessions and welcome delegates as they enter
- Opportunity to seat drop or hand out upon entry. Limited to one piece of marketing material (500 pieces provided by sponsor)
- Acknowledgement on selected conference marketing materials

Sponsorship Opportunities



COFFEE CART (3)
\$2,200 per day

Get the delegates started each morning and keep them going as our coffee cart sponsor. The coffee cart will be situated in the Events Centre gallery outside the main plenary room, ensuring high traffic as delegates walk to between their session and the exhibition area. This sponsorship opportunity is only available to companies who have also purchased a trade booth.

- Company signage next to the coffee cart (supplied by sponsor)
- Small table to place company information
- Acknowledgement on selected conference marketing materials
- Coffee cart and all amenities
- Includes up to 400 coffees per day
- 2 baristas for 8 hours per day. Upgrade options available (e.g. lounge set up, branded coffee cups)
- One (1) additional 3-day trade access registration
- 400-word company profile on the conference App within the Coffee page
- Logo & hyperlink on the conference website
- Gold coin donations will be encouraged from delegates, with proceeds going to a charity (selected by the College and to be confirmed)



CONFERENCE PROGRAM GUIDE (1)
\$3,000

Distributed to every delegate and read daily, don't miss this opportunity to have your brand associated with the conference program guide.

- Logo displayed on the front of the program
- 1 full page ad inside first page
- 300 words company profile in program guide
- Half page advertisement in the August edition of the College Courier



NOTEPAD OR PEN SPONSOR
\$500

Place note pads and pens at registration desk and at a station within each session room. Sponsor to supply quantity of at least 2000 of either notepads or pens.

Sponsorship Opportunities



COCKTAIL DINNER (1)
\$7,000

New in 2020, the Conference Cocktail Dinner is a celebratory event specifically designed to conclude the conference and provide the opportunity for delegates and their guests to unwind, bring out their dancing shoes and be entertained by our exciting line up of entertainers.

With dinner tickets built into the 3-day conference passes, this cocktail dinner is guaranteed to be well attended.

- Exclusive naming rights to the cocktail dinner in the conference program
- Verbal acknowledgement as cocktail dinner sponsor during the dinner
- Opportunity to make a 3-minute speech during the dinner
- Opportunity to provide theming or a guest interactive activity (at additional cost to sponsor)
- Banners provided by the sponsor displayed during the Dinner
- Logo displayed on an individual sponsor's slide during the Dinner
- Full page ad in the August edition of the College Courier
- Half page ad in the Conference program guide
- 4 tickets to dinner
- 1 additional 3-day full conference registration

PACKAGE IT

Exhibition booth + cocktail dinner sponsorship + Photobooth sponsorship **\$13,500**



COCKTAIL DINNER PHOTOBOOTH (1)
\$3,000

Here's your exclusive opportunity to have your brand printed as a keepsake for delegates on every photo printed in the photo booth!

- Your logo printed on each photo printed
- A pull up banner located next to the photobooth



COCKTAIL DINNER LOUNGE/ INTERACTIVE SPACE (limited opportunity)
FROM \$1,000 (space only)

Create an engaging space for delegates to interact with your brand and enjoy the cocktail function. Whether it be a gorgeous lounge suite, gelato cart, giant puzzle space or lavish table and seating area, contact us to discuss this fantastic opportunity to design a space to interact and engage with guests.

Contact Thy Boskovic at marketing@anzcvs.org.au to discuss this opportunity further.

Sponsorship Opportunities



AWARD CEREMONY (1) \$4,000 per day

Congratulate and celebrate new Members and Fellows, along with College Award winners by sponsoring the Awards Ceremony. Delivered in a new format in 2020, the Awards Ceremony will be an hour-long theatre style function with drinks and canapes following the official proceedings.

- 3-minute presentation during Awards Ceremony delivered by your company representative to be approved by ANZCVS
- Corporate banner display during the conference dinner and awards (location to be advised)
- Logo on the Awards Ceremony Program
- Logo on generic Awards Ceremony slides
- 2 x complimentary tickets to the Conference Cocktail function
- Acknowledgement and logo in the August edition of the College Courier to accompany Award winner announcements



Custom Packages \$POA

We would like to help you get the most out of your company's presence at Science Week.

Please talk to us about how we can help you achieve this and sponsorship packaging opportunities available.

Dr Terry King – swctrade@anzcvs.org.au
Thy Boskovic – marketing@anzcvs.org.au
0421 483 174

Package examples*:

3x2 Exhibition booth + conference cocktail dinner sponsorship = \$11,000

3x2 Exhibition booth + conference cocktail photo booth = \$6500

3x2 Exhibition booth + coffee cart 1 day = \$6500

3x2 Exhibition booth + Full page ad (program guide) = \$5400

*The above package examples are by application to marketing@anzcvs.org.au, are subject to availability and available when booked before 3 February 2020.

Advertising Opportunities



CONFERENCE PROGRAM OR PROCEEDINGS

Full page colour \$1000
Half page colour \$650

Advertise in the conference program, which will be handed out to each delegate in their conference bag. Please note that advertisement deadlines apply. Sponsors are required to supply the advertisement in high resolution/ PDF format. Specifications will be supplied once confirmed. The advertisement must be submitted to the College by 4 May 2020.



EMAIL BANNERS (MULTIPLE) \$500

Reach out to Members and registered delegates before they get to Science Week by promoting your brand with digital banners within our conference email correspondence.



APP ADVERTISING (LIMITED AVAILABLE)

Banner ad \$500 per day
App tile \$350 per day

Have your logo and company information in the conference mobile app! With over 70% of delegates downloading and using the inaugural conference app in 2019, extend your company's reach via this platform. All ads can click through to a web link of your choice. Artwork for advertising must be submitted to the College by 4 May 2020.



Terms & Conditions

The College reserves the right to:

- In unforeseen circumstances to change 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 allocated by the College.
- Change the exhibition floor layout if necessary and without notice.
- Shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
- Agree 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.
- Refuse any person including exhibitor staff, representatives, visitors, contractors and agents entry to the exhibition if they do not hold a relevant conference name badge.
- Designate conditions relating to the movement of goods and displays, prior, during and after the exhibition.
- Remove any products, signage, brochures and marketing material from display that, in its discretion it considers to be inappropriate.
- To decline exhibition and sponsorship to companies who do not share College's objectives or does not comply with the College's

Sponsorship Policy.

- Decline advertising artwork that does not share the College's objectives or in its discretion it considers to be inappropriate.
- Not accept liability for any loss or damage.
- Not be liable and makes no guarantee of the number of visitors to the exhibition.
- Will not be accountable for the level of commercial activity generated.
- Appoint official contractors to undertake stand construction and supply furniture, electrics and IT equipment. This is for insurance and security reasons.
- Promote the exhibition to maximise participation.

The exhibitor:

- Must comply with all the directions requests issued by the College including those outlined in the exhibitor manual.
- Will not display an exhibit that obstructs or affect neighbouring exhibitors.
- Agrees that the College will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
- Will submit plans and visuals of custom-designed exhibits to the College by no later than 30 April 2020. Exhibitors failing to do so

may be denied access to the exhibition to build or may be requested to cease building.

- Understands that all attendees and company representatives must register officially.
- No exhibitor shall assign, sublet or share the whole or any part of the space booth allotted without the knowledge and consent of the College.

Terms of payment

- All amounts stated in this Prospectus are in Australian dollars, and are inclusive of GST.
- Please complete the online exhibition and sponsorship form and include any other relevant requests.
- All payments must be made by within 7 business days of booking. Payments not received on time will result in their exhibition space or sponsorship being released for purchase.

Cancellation

- Requests for cancellations must be submitted in writing to marketing@anzcvs.org.au
- If cancellation occurs before 31 May 2020, 50% of the contracted cost to exhibit or sponsor will be retained unless the booth space or sponsorship is re-sold.
- If cancellation occurs after 1 June 2020, 100% of the contracted cost to exhibit or sponsor will be retained, unless the booth space or sponsorship is re-sold.



CONTACT

Thy Boskovic
ANZCVS
E: marketing@anzcvs.org.au
P: 07 3423 2016
M: 0421 483 174