

19-22 NOVEMBER 2020

Four Days
ON THE ISLAND

NOW VIRTUAL

EXPLORING THE *new normal*
IN WORKPLACE HEALTH



Sponsorship
& Exhibition Prospectus

ANZSOM ANNUAL SCIENTIFIC MEETING 2020

AFOEM
SCIENTIFIC
PROGRAM PARTNER



Welcome

The Australian and New Zealand Society of Occupational Medicine (ANZSOM) invites you to consider being part of the Annual Scientific Meeting of the Society, now scheduled to take place as a virtual meeting from 19th – 22nd November 2020.

While we will be unable to enjoy the delights of Tasmania and to connect with our colleagues in person, the spirit of “Four Days on the Island” will remain a focus, combined with the imperative to address what has become the ‘new normal’ for workplace health in the era of COVID-19.

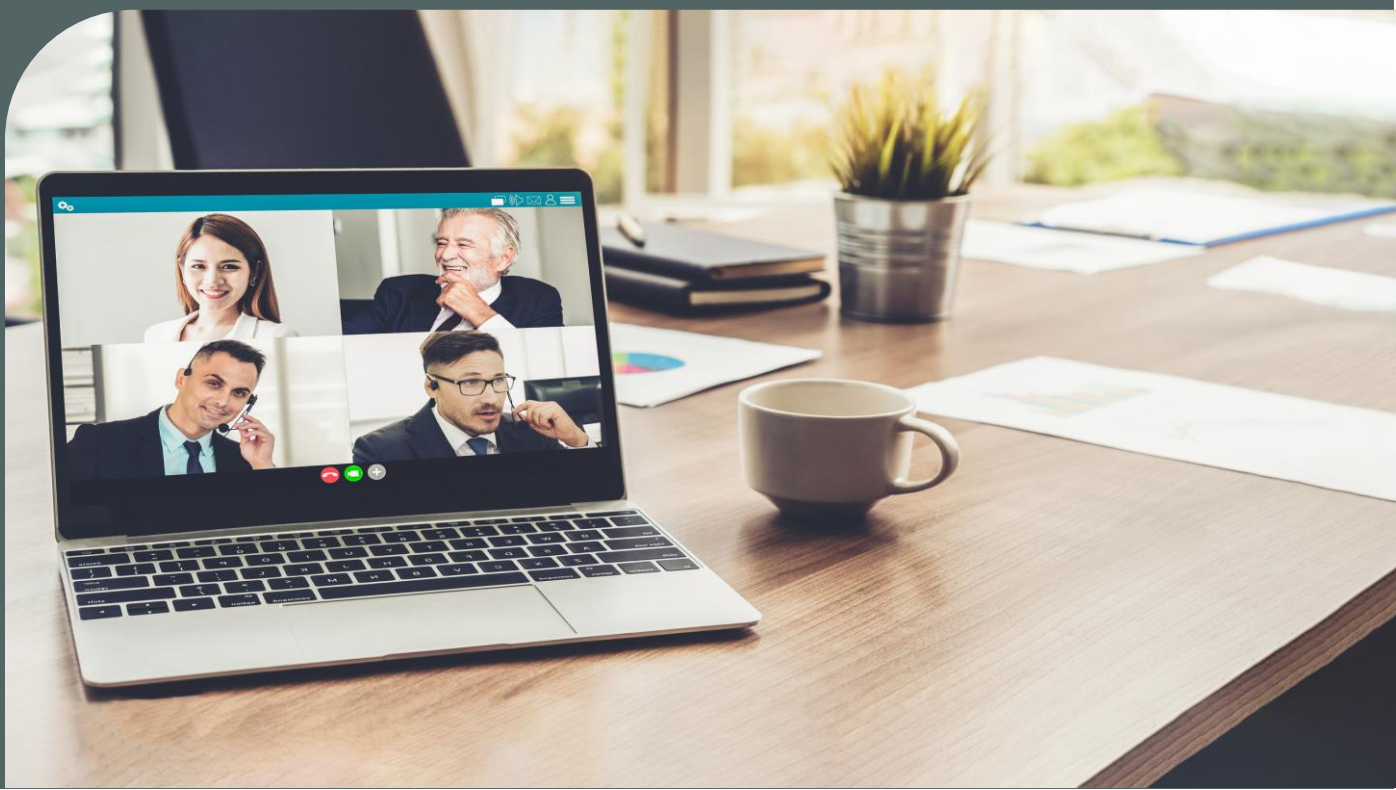
The new program continues to reflect the diversity of our membership and the issues facing contemporary workplaces. Sessions featuring experts in the field of pandemic management will also help us explore considerations for our profession now and into the future. Our social events too have been reimagined!

For our supporters, the new format offers fresh opportunities and we encourage you to explore these with us, including the virtual exhibition hall. Please also feel free to bring to the table your ideas for involvement.

Yours sincerely,

Sandra Code and Barry Gilbert

Conference Convenors
Victoria & Tasmania Branch



Why get involved?

SPONSORSHIP BENEFITS



GROW WITH US

ANZSOM conferences are now well-recognised for their quality programming and professional organisation, providing you an opportunity to capitalise on our growing profile. This year will be no different.

PROMOTE YOUR BRAND AND PRODUCTS

You will have extensive marketing exposure in the lead up to the event as well as during the conference.

NETWORK AND BUILD RELATIONSHIPS

Sponsoring at ASM2020 will provide your organisation with a perfect platform to directly interact with delegates from a wide range of backgrounds, expertise and influence across the industry.

Who will attend?

DELEGATE PROFILE



Delegates attending our virtual Annual Scientific Meeting include occupational physicians, trainee/registrars, general practitioners and occupational health nurses, as well as allied health professionals working in the field of occupational medicine.

Our continuing partnership with the Australasian Faculty of Occupational & Environmental Medicine (AFOEM) will raise the profile of this event amongst occupational physicians.

The virtual format also provides opportunities to extend our reach internationally.

At a glance

INTRODUCING OUR **NEW LOOK** ASM

An exceptional technical program

The technical program for ANZSOM's virtual Annual Scientific Meeting is captured overleaf, and includes:

- ❖ Four days of programming, with two-hour sessions morning and afternoon to enable effective delivery and promote delegate engagement
- ❖ Three full mornings devoted to COVID-19 and the workplace, featuring high profile speakers Professor Brett Sutton and Professor Malcolm Sim, as well as Georgie Harman from Beyond Blue
- ❖ Our popular site visits, delivered virtually and enabling delegate interaction to explore real-life challenges and solutions in workplace health
- ❖ Our inaugural Journal Club, again optimising interactive opportunities and learning based on the evidence
- ❖ Local state-based delivery of our regular sessions, such as CPR Update
- ❖ A range of other topical presentations drawn from our original program.

A tailored conference platform

A conference platform established on the ANZSOM website will enable easy access to all sessions for registered delegates, as well as access to recorded access for several weeks after the event. Timing of the live events accommodates timezone differences across the continent to optimise involvement. The event will be managed from studios in Launceston and Melbourne, providing a connection with our Tasmanian convenors.

The conference platform also includes a virtual Exhibition Hall, with interfaces and incentives to draw delegates to the offerings of supporters and sponsors. See page 11 for more information.

Social opportunities abound

The social aspects of our Annual Scientific Meetings are highly valued by delegates and sponsors alike, particularly the Conference Dinner. Disappointingly, our planned dinner at Josef Chromy will not be possible, but local dinners will be held in many states and innovative virtual events will also be on offer. There are also opportunities for sponsors to contribute their own ideas to enliven the virtual format.

Program at a Glance

<i>Day 1</i> THUR 19 NOV	<i>Day 2</i> FRI 20 NOV	<i>Day 3</i> SAT 21 NOV	<i>Day 4</i> SUN 22 NOV
MORNING (Commencing 11am AEDT)			
<p>COVID-19 A Day in the Life...of a Chief Health Officer <i>Prof Brett Sutton</i></p> <p>The role of an occupational physician in a pandemic <i>Prof Malcolm Sim</i></p> <p>Insights from the Chief Medical Officer group <i>Dr Cath Kelaher</i></p> <p>How to manage a workplace outbreak <i>Dr John Parkes</i></p>	<p>COVID-19 Personal protective equipment <i>Dr Julia Norris</i></p> <p>Health surveillance <i>Speaker TBC</i></p> <p>Medico legal assessments via Telehealth <i>Dr Joe Slesenger, Yianni Zapparas</i></p>	<p>Occupational rehabilitation and injury prevention – case studies <i>A/Prof Terry Hannan, Marcus Burston, Dr Barry Gilbert, Dr Carlin White</i></p> <p>A clinical take on health and wellbeing <i>Meg Parsons</i></p> <p>The (new) draft radiofrequency exposure standard <i>Dr Bruce Hocking</i></p>	<p>COVID-19 Mental health impacts of COVID-19 <i>Georgie Harman, BeyondBlue</i></p> <p>The future for workplace health in the COVID era <i>Prof Malcolm Sim, Dr Rob McCartney</i></p>
AFTERNOON SESSION (Commencing 3pm AEDT)			
<p>Cyber security 101 - risks and solutions in the digital age <i>Clayton Cross</i></p>	<p>Regulatory failure: what to do about it? <i>Dr Rob McCartney, Dr David Goddard</i></p>	<p>ANZSOM Annual General Meeting</p>	<p>The assessment and prevention of thermal injuries <i>Dr Angus Forbes</i></p>
VIRTUAL SITE VISIT	JOURNAL CLUB	<p>Presenting the Ramazzini candidates 2020 <i>A selection of presentations</i></p>	VIRTUAL SITE VISIT
<p>Determinants of mental stress and dysfunction among sportspeople <i>Professor Tim Driscoll</i></p>		<p>The hearing loss journey – from challenges to solutions <i>Michelle Moran, Lucy Collignon</i></p>	
EVENING SESSION			
<p>Awards night Hugh Denehy Oration <i>Dr Chris Walls</i> Other awards</p>	<p>Surprise Evening</p>	<p>Conference Dinner <i>A/Prof Terry Hannan</i></p>	

New sponsorship opportunities

The virtual format not only makes the ANZSOM ASM more accessible to potential delegates, it also presents a raft of new opportunities for our sponsors and supporters.

Session Breaks

“Zoomed-out” is a new term associated with the COVID way of communicating and we are keen to avoid it for our delegates. Three to five minute breaks will therefore be a feature of the program and we are looking for fresh ideas for keeping delegates engaged with the meeting while they have a break from formal learning. Ideas that we are considering include breaks featuring:

- ❖ Stretching or exercises
- ❖ Humour
- ❖ Interviews
- ❖ Music
- ❖ Quizzes
- ❖ Tasmanian sights

By sponsoring these breaks, you have an opportunity to associate your brand with a novel, enjoyable and memorable aspect of the program! See page 13 for details and pricing

Mailed Conference Pack

For those who have endured months of ‘iso’, the mail delivery has become a lifeline and a source of rare pleasure. The mailed Conference Pack is your opportunity to innovate and provide value for ASM delegates, as well as promote your brand and services. The pack will be delivered a week prior to the conference to all Australian-based delegates. See page 14 for details and pricing.



Opportunities

AT A GLANCE

Our standard sponsorship categories are listed below. If you do not see a package that suits your needs, please contact the Secretariat (secretariat@anzsom.org.au) to discuss how we can meet your needs.

Comprehensive information about each package is contained in the following pages.

CATEGORY	INVESTMENT*
Main Sponsor	\$12,500 (one only) TAKEN
Conference Dinner Sponsor – Saturday night	\$4,500 (one only) TAKEN
Friday night event	\$2,500 (one only) TAKEN
Session Break Sponsor	\$ 500
Session/Stream Sponsor	From \$1,200
Virtual Exhibition	\$1,500 (full conference)
Virtual Chill & Recharge	\$500 (one only) TAKEN
Mailed Conference Pack inclusion	\$400

**All costs are shown in Australian dollars and are exclusive of GST.*

Main Sponsor

\$12,500 (ONE ONLY) **TAKEN**

As the Main Sponsor, your organisation will be at the forefront of the branding and advertising associated with the conference.

PACKAGE INCLUDES:

- Acknowledgement at the start of conference
- Acknowledgement throughout the conference on virtual backgrounds and opening slides
- Further acknowledgement and company logo:
 - Conference information and registration page on the ANZSOM website
 - Conference platform during the event
 - ANZSOM communication, including newsletter and e-marketing
 - Social media promotion
- Registration for two to the full conference
- One virtual exhibition space (full conference)
- Opportunity to make a short presentation during the conference*
- Two tickets to a Branch Dinner of your choice. Additional tickets are available for purchase.
- Conference Pack inclusions (mailed to delegates based in Australia – see page 13) *

** As approved by the ASM Organising Committee*

Conference Dinners

FACE TO FACE AND VIRTUAL

\$4,500 (ONE ONLY)

TAKEN

The Conference Dinner is normally the key social function of the ASM and a great sponsorship and networking opportunity. This year it will be transformed to align with the our new normal – which of course varies across our states and territories. We are excited at the possibilities!

Dinners will be held face to face where possible along with a virtual event for those who are not able to gather together. Scheduled for **Saturday 21 November**, the dinners will be organised with the help of our local Branches. The presentation by our dinner speaker – Terry Hannan – will be recorded and delivered locally as well as online.

PACKAGE INCLUDES:

- Acknowledgement at the start of conference and at all dinners
- Further acknowledgement and company logo in association with these events:
 - Conference information and registration page on the ANZSOM website
 - Conference platform during the event
 - ANZSOM communication, including newsletter and e-marketing
 - Social media promotion
- Two tickets to a Branch Dinner of your choice. Additional tickets to any of dinners are available for purchase
- Opportunity to make a short face to face presentation*
- One virtual exhibition space (full conference)
- Registration for two to the full conference
- Printed promotional material at the dinner venue*
- Option for Conference Pack inclusions (mailed to Australian-based delegates – see page 13)*

**As approved by the ASM Organising Committee*

Friday night surprise event

A SPONSOR SURPRISE NIGHT

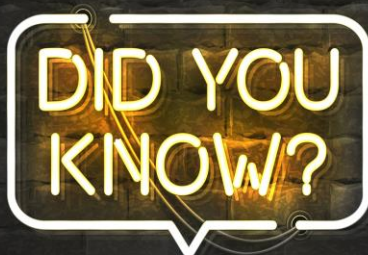
\$2,500 (ONE ONLY) **TAKEN**

A new initiative for ASM2020, make your mark in the virtual events space! ANZSOM invites you to collaborate in developing a concept to be delivered virtually on the Friday night of the conference (e.g. Trivia Night, online wine tasting etc). Contact the Secretariat to discuss this opportunity.

PACKAGE INCLUDES:

- Co-hosting the event via the conference platform
- Acknowledgement and company logo in association with this event:
 - Conference information and registration page on the ANZSOM website
 - Conference platform during the event
 - ANZSOM communication, including newsletter and e-marketing
 - Social media promotion
- Registration for two to the full conference
- Option for Conference Pack inclusions (mailed to Australian-based delegates – refer page 13)*

**As approved by the ASM Organising Committee*



Virtual Exhibition

FULL CONFERENCE

plus 1 week either side

\$1,500

Traditional conferences provide limited opportunities to connect with delegates, with exhibitors competing for attention during short tea breaks and lunches. The ASM Virtual Exhibition Hall offers exceptional value and convenience, enabling you to connect with delegates across the four days of the conference as well as the week prior and after the event.

Each exhibitor will be able to tailor their virtual real estate on the ANZSOM conference platform and incorporate a range of interactive elements, limited only by your imagination.

Standard features include space for your logo and company description. You are then free to include links to:

- ❖ Videos
- ❖ Competitions
- ❖ Offers for information
- ❖ Direct email contact with your personnel

In addition to the virtual exhibition space, exhibition sponsorship includes registration for two people to the technical program for the duration of the technical program. Participation in social events is not included but can be purchased separately.

ASM2020 will again feature an **Exhibitor Passport** competition to encourage delegates to visit the exhibitors and increase overall exhibition attendance.

Contact the Secretariat for a demonstration!

Session / Stream Sponsor

FROM **\$1,200**

Increasingly popular among our sponsors is the opportunity to support technical sessions so as to highlight their particular field of expertise. The virtual conference is perfect for this and presents some great opportunities, as outlined on page XX (Program at a Glance).

Consider for example:

- ❖ Supporting one or more of the COVID-19 sessions
- ❖ Journal Club
- ❖ Virtual site visits

PACKAGE INCLUDES:

- Acknowledgement at the start of the session
- Registration for two to the conference
- Acknowledgement and company logo in association with the session in:
 - Conference information and registration page on the ANZSOM website
 - Conference platform during the event
 - ANZSOM communication, including newsletter and e-marketing
 - Social media promotion
- Option for Conference Pack inclusions (mailed to Australian delegates) *

**As approved by the ASM Organising Committee*

Session Breaks

\$500

“Zoomed-out” is a new term associated with the COVID way of communicating and we are keen to avoid it for our delegates. Three to five minute breaks will therefore be a feature of the program and we are looking for fresh ideas for keeping delegates engaged with the meeting while they have a break from formal learning. Ideas that we are considering include breaks featuring:

- ❖ Stretching or exercises
- ❖ Humour
- ❖ Interviews
- ❖ Music
- ❖ Quizzes
- ❖ Tasmanian sights

By sponsoring these breaks, you have an opportunity to associate your brand with a novel, enjoyable and memorable aspect of the program!



Mailed Conference Pack

\$400

For those who have endured months of 'iso', the mail delivery has become a lifeline and a source of rare pleasure. The mailed Conference Pack is your opportunity to innovate and provide value for ASM delegates, as well as promote your brand and services.

Ideas include:

- ❖ Traditional company merchandise including post-it notes, pens etc
- ❖ Branded face masks or hand sanitiser
- ❖ Gadgets such as USBs

Options maybe limited due to weight considerations but please bring us your ideas.

The pack will be delivered a week prior to the conference to all Australian delgates.

All inserts must be approved by the Conference Organising Committee and must be delivered 4 weeks before the start of the conference.



Virtual Chill & Recharge

TAKEN

Thursday to Sunday

\$500 (ONE ONLY)

ASM2020 will feature a Virtual Chill & Recharge Space.

Virtual conferences can be demanding so this presents a great opportunity to enliven our delegates and share skills that will help them during the “New normal” whilst acknowledging the importance of mentally healthy workplaces.

WE WILL PROVIDE:

- A website page for delegates to visit, dedicated to Chill and Recharge
- This will be accessible for the duration of the conference

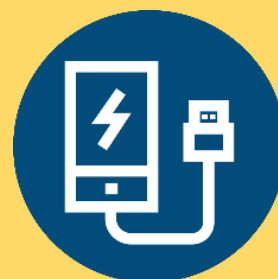
PACKAGE INCLUDES:

- Branding of the Chill & Recharge page on the conference website
- Registration for one person for the full conference
- Acknowledgement on conference website and social media
- Option for other information giveaways in the ASM satchel* such as
 - Free online yoga
 - Mindfulness sessions
 - Drawing
 - Music suggestions

**Provided by sponsor and as approved by the ASM Organising Committee*



chill



recharge

ANZSOM ASM 2020

Sponsorship/Exhibition confirmation

Please complete the form below and return to the ANZSOM Secretariat

- Email: secretariat@anzsom.org.au
- Fax: (03) 9428 4872

A Tax Invoice will be provided. Full payment is required in order to secure the benefits outlined in the prospectus. Payments may be made by direct transfer or credit card. Credit card payments attract a 1.5% surcharge.

Organisation Name _____

Address _____

Contact Person _____

Position _____

Email _____

Signature _____ Date _____

Sponsorship packages

Select item(s) as per items on previous pages

Cost (excl. GST)

<input type="checkbox"/> Main Sponsor (one only) TAKEN	\$12,500
<input type="checkbox"/> Conference Branch Dinner Sponsor (one only) TAKEN	\$4,500
<input type="checkbox"/> Friday night event (one only) TAKEN	\$2,500
<input type="checkbox"/> Session/Stream Sponsor	From \$1,200
<input type="checkbox"/> Session Break Sponsor	\$500
<input type="checkbox"/> Virtual Exhibition space	\$1,500
<input type="checkbox"/> Virtual Chill and Recharge Sponsor (one only) TAKEN	\$500
<input type="checkbox"/> Mailed Conference Pack insert	\$400

SPONSORSHIP: _____

GST: _____

TOTAL AMOUNT: _____

Amount payable:			
<input type="checkbox"/> Credit card (1.5% surcharge applies) - complete details below and fax to (03) 9428 4872 or email to secretariat@anzsom.org.au			
Card type:	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> Amex
Card number:		CVV:	Expiry: /
Name on card:	Signature:		
<input type="checkbox"/> Direct transfer – BSB 013 423 Account No: 3541 94404 (please quote your company name)			



Australian & New Zealand Society of Occupational Medicine
1300 666 515
secretariat@anzsom.org.au

www.anzsom.org.au/asm-2020