

SMR 2010

**7TH INTERNATIONAL MELANOMA RESEARCH CONGRESS
4TH MELANOMA & SKIN CANCER CENTRES MEETING**
SYDNEY CONVENTION & EXHIBITION CENTRE 4 - 7 NOVEMBER 2010



SPONSORSHIP AND EXHIBITION PROSPECTUS

www.melanoma2010.com

INVITATION FROM CONGRESS CHAIR

Melanoma 2010

The organising committee of **Melanoma 2010** is proud to announce the program for perhaps the most comprehensive melanoma conference of the decade. The careful combination of 4 independently structured but integrated meetings has allowed the evolution of concise programs each oriented to a specific audience, but providing great opportunities for cross specialty exchange of knowledge and ideas.

Melanoma 2010 is comprised of:

7th International Congress of the **Society for Melanoma Research** (Nov 4th - 7th)
4th Meeting of **Interdisciplinary Melanoma / Skin Cancer Centres** (Nov 4th & 5th)
3rd Melanoma Pathology Symposium of the **International Melanoma Pathology Working Group** (Nov 7th)

The opportunities provided by the above combined meetings have allowed the evolution of **Melanoma Update for Primary Care Clinicians** (Nov 4th)

The meeting theme is **Pathways to Treatment**, which encapsulates the ongoing translation of our basic knowledge of the cellular pathways underlying melanoma development to the design of new molecular therapies to treat this disease.

We are creating a broad interdisciplinary program that will highlight cutting edge developments in primary and secondary prevention of melanoma.

We trust the Congress will provide your organisation with exceptional commercial rewards and we encourage you to contact the Congress Sponsorship and Exhibition Account Manager, Kirsty O'Brien to secure your desired level of representation.

We look forward to welcoming to Sydney.

Nicholas Hayward
SMR 2010 Convenor

Richard Kefford
SMR 2010 Co-convenor

Graham Mann
SMR 2010 Co-convenor

SOCIETY OF MELANOMA RESEARCH (SMR)

The Society for Melanoma Research (SMR) is a diverse organisation of scientific and medical investigators devoted to alleviating the suffering of people with melanoma.

The SMR was founded to unify the field by increasing communication among researchers and building bridges of collaboration between basic, translational, and clinical investigators.

For further information of the SMR visit www.societymelanomaresearch.org

DELEGATE PROFILE AND PREVIOUS CONGRESS'

In 2010 the Society for Melanoma Research (SMR) will be holding its annual congress jointly with the annual meeting of the Melanoma and Skin Cancer Centres. This will increase the breadth of coverage of topics and will provide a greater translational research focus, which should be appealing both to delegates and sponsors alike.

The SMR congress regularly attracts from 400-600 delegates, approximately 40% of whom are from USA and 30% overall are MDs, with the majority of the remainder being laboratory based academic researchers. The Melanoma and Skin Cancer Centres' meetings have previously attracted 120-300 delegates, of which ~80% are clinicians (50% surgeons, 25% dermatologists, 25% medical oncologists) and 20% other allied health professionals, commercial representatives or basic laboratory scientists.



SYDNEY CONVENTION AND EXHIBITION CENTRE



Sydney's visual excitement and variety of the harbour city is matched by the diversity and energy of its four million people. High-rise buildings of the central business district look across the water at green headlands of the national parks and comfortable garden suburbs. To the west, the World Heritage Blue Mountains stand as a spectacular barrier to the inland, while the ever-changing moods of the Tasman Sea dominate the beaches, which stretch for miles to both north and south from the forbidding cliffs of Sydney Heads.

Voted The World's Best City eight times in 10 years, by *Travel + Leisure magazine*, no other destination can match Sydney's combination of breathtaking beauty, world-class facilities and exceptional reputation.

The 7th International Melanoma Congress will be held at the premier Sydney conference venue, the Sydney Convention and Exhibition Centre, Darling Harbour. Opening up on Cockle Bay. This area is part of an imaginative redevelopment in a superb waterfront location. With the city silhouetted against the skyline this is the ideal location for media and promotional shots, never failing to impress.



BENEFITS TO SPONSORS AND EXHIBITORS

The Congress will provide many long lasting benefits, including:

- Maximum exposure at a premier Congress devoted to the research of Melanoma
- The opportunity to deliver a clear message that you have a genuine commitment to the technology leaders in the research of Melanoma
- High visibility on the official Congress website and marketing materials
- Enhanced interaction between clinicians and basic scientists working in this field and foster new collaborative opportunities
- The chance to showcase Melanoma strategies and equipment
- Providing opportunity for eye-to-eye marketing

MARKETING AND PUBLIC RELATIONS

The Congress Managers are here to ensure you get the most out of your investment. We encourage you to contact our Sponsorship & Exhibitions Department to discuss the many additional ways we can further assist your marketing efforts and build your business through the 7th International Melanoma Congress.

The Melanoma Congress offers a unique opportunity to increase your company's exposure to a diverse cross-section of industry professionals.

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing strategies. Whatever your business, the Melanoma Congress has a Sponsorship package that will help you meet your brand and networking objectives.

CONGRESS MANAGERS

arinex pty limited has been appointed as the official PCO (Professional Congress Organiser).

Our team is dedicated to working with you to deliver an inspiring event that maximizes the benefits of your sponsorship and exhibition presence at the Melanoma Congress. We thrive on creating enduring relationships and in working with you to shape your event presence into your desired goal.

For further details on the opportunities available please contact the Congress Managers who will be pleased to assist you.



Sponsorship & Exhibitions Account Manager
7th International Melanoma Congress
C/o - **arinex pty limited**

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PLATINUM SPONSOR

TWO AVAILABLE

A\$75,000 (INCL. GST)

We view our Platinum Sponsors as our partners in the successful execution of the Congress and will work alongside you to provide opportunities to promote your organisation through the prelude and during the Congress.

This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your company with exceptional commercial rewards.

As one of the Platinum Sponsors of this Congress, your company will benefit from the highest level of exposure and representation with the following entitlements:

- Recognition as a Platinum Sponsor (with organisation logo) on all printed Congress material*
- Recognition as a Platinum Sponsor (with organisation logo) on the sponsors' page of the official Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as a Platinum Sponsor on the official sponsorship acknowledgement board onsite
- Full delegate list including address, telephone, email and fax details supplied one month prior to the Congress**
- Double page colour advertising space in the Congress Program Book (artwork to be supplied by the sponsor)
- Four (4) Congress delegate registrations inclusive of the Welcome Reception
- Two (2) complimentary 3m x 3m exhibition booths located in a prominent position within the Exhibition
- Two (2) complimentary exhibitor registrations
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material)
- Use of the Congress Logo until end of November 2010
- Verbal acknowledgement as a Platinum Sponsor during the Welcome and Closing Addresses
- The sponsor may provide a freestanding banner which will be positioned in the Plenary Room for the duration of the Congress (maximum size 2m high x 1m wide)
- Logo and 200 word profile in the Program Book
- Sponsor will be recognised as providing a grant-in-aid of \$2000 to 2 students to attend the Congress and will receive verbal acknowledgement of this during the Welcome and Closing Addresses
- Opportunity to hold one (1) breakfast or lunch meeting (as approved by the Organising Committee. Details to be confirmed)

**Exposure in the Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** This list will be provided prior to the Congress. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

ADDITIONAL ENTITLEMENTS – PLATINUM SPONSOR

In addition to the package outlined above, each of the Platinum Sponsors may choose one (1) of the following complimentary additional options to add to their package. Option must be selected at time of booking and is allocated on a first in first served basis.

1. GALA DINNER

Impress all delegates, VIPs, speakers, exhibitors and accompanying persons with your hospitality at the premier social function of the Congress. The Congress Dinner is an excellent opportunity to make a strong, initial impact and lasting impression on all delegates. The Congress Dinner will be held on Friday 5 November 2010 and is an essential networking opportunity for all attendees (*please note this is an optional event for delegates*).

- The sponsor may provide a freestanding banner which will be positioned at the entrance to the Congress Dinner venue (maximum size 2m high x 1m wide)
- Small table signs featuring the company logo displayed on the tables at the Congress dinner (Congress Managers to supply)
- Opportunity for company representative to present a three (3) minute speech at the function (basic audio visual will be provided – additional audio visual is at the expense of the sponsor)
- Company logo will be printed on all dinner programs/menu
- Company logo will be printed on all dinner tickets
- Six (6) complimentary tickets for the sponsor's nominated guests to attend the Congress Dinner
- Sponsor may provide the Gala Dinner guests with a company branded gift (sponsor to supply gifts)

2. KEYNOTE ADDRESS/ WELCOME RECEPTION

The Welcome Reception is the first event for the Congress – where all participants will gather to network, relax and celebrate the commencement of the 7th International Melanoma Congress. Sponsorship of this event will provide a wonderful opportunity to welcome delegates on Thursday 04 November 2010.

The Welcome Reception will be held in the exhibition area and will be attended by Congress delegates, speakers and VIP guests.

- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Welcome Reception (maximum size 2m high x 1m wide)
- Sponsor may provide the Welcome Reception guests with a company branded gift (sponsor to supply gifts)
- Four (4) invitations for sponsor's nominated guests to attend the Welcome Reception only
- Small table signs featuring the company name and logo displayed on the tables at the Welcome Reception (Congress Managers to supply)

GOLD SPONSOR

FOUR AVAILABLE

A\$40,000 (INCL. GST)

As one of the Gold Sponsors, your organisation will benefit from an excellent level of exposure. Your organisation will enjoy a strong alignment with the Congress through the many opportunities for branding and exposure, prior to and during the Congress.

As a Gold Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as a Gold Sponsor (with organisation logo) on all printed Congress material*
- Recognition as a Gold Sponsor (with organisation logo) on the sponsors' page of the official Congress website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Gold Sponsor on the official sponsorship acknowledgement board onsite
- Two (2) complimentary Congress delegate registrations inclusive of the Welcome Reception
- Full delegate list including address, telephone, email and fax details supplied prior to Congress**
- Logo and 100 word profile in the Program Book
- One (1) complimentary 3m x 3m exhibition booth located in a prominent position within the Exhibition
- One (1) complimentary exhibitor registration
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Use of the Congress Logo until end of November 2010
- Verbal acknowledgement as a Gold Sponsor during the Welcome and Closing Addresses
- Full page colour advertising space in the Congress Program Book (artwork to be supplied by sponsor)
- Sponsor will be recognised as providing a grant-in-aid of \$2000 to 2 students to attend the Congress and will receive verbal acknowledgement of this during the Welcome and Closing Addresses

**Exposure in the Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** This list will be provided prior to the Congress. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

Additional entitlements for Gold Sponsors are outlined on the following page.

Each Gold Sponsor also has the opportunity to host one (1) Plenary Session *** to take place on during the Congress. By hosting a Plenary Session, you will have the opportunity to showcase your company's involvement through the following entitlements:

- Opportunity to sponsor a Keynote Speaker for your sponsored session****
- Opportunity to select an existing themed session as predetermined by the Program committee
- Exclusive naming rights to the sponsored session
- Company logo to feature on the projection screen in the session room prior to and at the conclusion of the sponsored session
- Opportunity to display one (1) pull-up freestanding banner to display in Room during sponsored session (maximum size 2m x 1m, sponsor to supply signage)
- Opportunity to provide sponsor-supplied promotional items to each session guest
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored symposium only, attendance to other sessions is not included)

***Includes theatre style session room and basic audiovisual equipment only. Should you wish to hold a catered session, this can be arranged through the Congress Managers at an additional expense to the sponsor.

**** All speakers, content and session times must be approved by the Program Committee.

ADDITIONAL ENTITLEMENTS

In addition to the package outlined above, each of the Gold Sponsors may choose one (1) of the following complimentary additional options to add to their package. Option must be selected at time of booking and is allocated on a first in first served basis.

LUNCH

THREE AVAILABLE

Demonstrate your company's hospitality by sponsoring one daily luncheon break.

- Company corporate literature may be displayed on the refreshment stations during the sponsored lunch (sponsor to supply)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the lunch area (maximum size 2m high x 1m wide)
- Small table signs featuring the company name and logo displayed on the sponsored refreshment tables (Congress Managers to supply)
- Verbal recognition by the Session Chair in the sessions directly before the sponsored luncheon break
- Two (2) complimentary passes for nominated guests to attend the sponsored lunch break (these passes are for the lunch break only, attendance to other sessions is not included)

POSTER SESSION

ONE AVAILABLE

- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Poster display area during the sponsored session (maximum size 2m high x 1m wide)
- Verbal acknowledgement as Poster Session sponsored at the commencement of the sponsored poster session

SILVER SPONSOR

SIX AVAILABLE

A\$25,000 (INCL. GST)

As a Silver Sponsor, your organisation will enjoy a strong alignment with the Congress through the many opportunities for branding and exposure, prior to, during and after the Congress.

As a Silver Sponsor, your organisation will receive a high level of exposure and recognition through the following benefits:

- Recognition as a Silver Sponsor (with organisation logo) on all printed Congress material*
- Recognition as a Silver Sponsor (with organisation logo) on the sponsors' page of the official Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as a Silver Sponsor on the official sponsorship acknowledgement board onsite
- Two (2) complimentary Congress delegate registrations inclusive of the Welcome Reception
- Full delegate list including address, telephone, email and fax details supplied prior to Congress**
- Logo and 50 word profile in the Program Book
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Use of the Congress Logo until end of November 2010
- Half page colour advertising space in the Congress Program Book (artwork to be supplied by sponsor)

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*** This list will be provided prior to the Congress. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

In addition to the package outlined above, each Silver Sponsor receives the following additional exposure which includes:

SESSION SPONSOR

- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the session room (maximum size 2m high x 1m wide) for the duration of the sponsored session
- Your organisation logo will be displayed on the projection screen in the session room prior to and at the conclusion of the sponsored session
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)
- Verbal recognition by the session Chair prior to and at the conclusion of the sponsored session

REFRESHMENT BREAK

- Company corporate literature may be displayed on the refreshment stations during the sponsored break (sponsor to supply)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location during the sponsored break (maximum size 2m high x 1m wide)
- Small table signs featuring the company name and logo displayed on the sponsored refreshment break tables (Congress Managers to supply)
- Verbal recognition by the Session Chair at the sessions directly before and after the sponsored break
- Two (2) complimentary passes for nominated guests to attend the sponsored break (these passes are for the refreshment break only, attendance to other sessions is not included)



BRONZE SPONSOR

SIX AVAILABLE

A\$10,000 (INCL. GST)

As a Bronze Sponsor, your organisation will enjoy a strong alignment with the Congress through the many opportunities for branding and exposure, prior to, during and after the Congress.

As a Bronze Sponsor, your organisation will receive recognition through the following benefits:

- Recognition as a Bronze Sponsor (with organisation logo) on all printed Congress material*
- Recognition as a Bronze Sponsor (with organisation logo) on the sponsors' page of the official Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as a Bronze Sponsor on the official sponsorship acknowledgement board onsite
- One (1) complimentary Congress delegate registration inclusive the Welcome Reception
- Use of the Congress Logo until end of November 2010

**Exposure in the Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

ADDITIONAL ENTITLEMENTS

In addition to the package outlined above, each Bronze Sponsor may choose one (1) of the following complimentary additional options to add to their package. Option must be selected at time of booking and is allocated on a first in first served basis.

1. INTERNET CENTRE

ONE AVAILABLE

Delegates will be able to keep in touch with their office via email in a well-equipped multi-stationed Internet Centre. The Internet Centre will be available for the exclusive use of Congress delegates.

- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Internet Centre (maximum size 2m high x 1m wide)
- Company corporate literature may be displayed at the Internet Centre (sponsor to supply)
- Opportunity to place branded computer accessories such as mouse pads within the Internet Centre (sponsor to supply)
- Your company logo will be loaded as wall paper and screen savers onto the Internet Centre monitors
- The sponsor's website will be displayed as the home page on the Internet Centre monitors

2. POSTER AWARDS

ONE AVAILABLE

- The sponsor may present the Poster award
- Verbal acknowledgement as the Poster Award Sponsor prior to award giving

3. CONCURRENT SESSION

FOUR AVAILABLE

- Verbal recognition by the session Chair prior to and at the conclusion of the sponsored session
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the session room (maximum size 2m high x 1m wide)
- Your organisation logo will be displayed on the session room projection screen prior to and after the sponsored session
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)

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PROGRAM BOOK SPONSOR

ONE AVAILABLE

A\$15,000 (INCL. GST)

The Congress Program Book will include information covering the Scientific and Social Program. This publication will be a valuable reference tool used by delegates during and after the Congress.

The sponsoring company will receive the following entitlements and benefits:

- Recognition as the Program Book Sponsor (with organisation logo) on all printed Congress material*
- Recognition as the Program Book Sponsor (with organisation logo) on the sponsors' page of the Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as the Program Book Sponsor on the official sponsorship acknowledgement board onsite
- Full page colour advertising space in the inside back of the Congress Program Book (artwork to be supplied by sponsor)
- Company logo printed on the cover of the Program Book alongside the Congress logo
- Use of the Congress Logo until end of November 2010

CONGRESS SACHEL SPONSOR

ONE AVAILABLE

A\$10,000 (INCL. GST)

All delegates attending the Congress will receive a satchel. Sponsorship of the delegate satchel will ensure your logo is continually visible to all delegates through the duration of the Congress and beyond.

The company or organisation accepting this sponsorship package will receive considerable exposure and ongoing recognition through the following entitlements:

- Recognition as the Congress Satchel Sponsor (with organisation logo) on all printed Congress material*
- Recognition as the Congress Satchel Sponsor (with organisation logo) on the sponsors' page of the Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as the Congress Satchel Sponsor on the official sponsorship acknowledgement board onsite
- Logo printed on the Congress satchel along side the Congress logo
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Use of the Congress Logo until end of November 2010

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CONGRESS SANCTUARY SPONSOR

ONE AVAILABLE

A\$8,000 (INCL. GST)

An area will be allocated within the Exhibition to provide delegates with an area in which to relax and reinvigorate during session breaks.

Delegates often seek a refuge from the hustle and bustle of a busy schedule and the Congress Sanctuary provides the perfect setting and level of comfort.

- Recognition as the Congress Sanctuary Sponsor (with organisation logo) on all printed Congress material*
- Recognition as the Congress Sanctuary Sponsor (with organisation logo) on the sponsors' page of the Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as the Congress Sanctuary Sponsor on the official sponsorship acknowledgement board onsite
- A 3m x 3m space within the Exhibition area with seating & coffee table provided
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the Congress Sanctuary (maximum size 2m high x 1m wide).
- Company corporate literature may be displayed at the Congress Sanctuary (sponsor to supply)
- Use of the Congress Logo until end of November 2010

The Sponsor is welcome to customise the Congress Sanctuary (at an additional cost). Suggested options for The Congress Sanctuary may include; massage therapy, herbal tea or a juice bar, subject to approval.

NAME BADGE SPONSOR

ONE AVAILABLE

A\$8,000 (INCL. GST)

To gain access to the Congress, all delegates are required to wear the official Congress name badge. This is an opportunity to have your company logo printed on all name badges alongside the Congress logo and gain great exposure throughout the Congress.

- Recognition as the Name Badge Sponsor (with organisation logo) on all printed Congress material*
- Recognition as the Name Badge Sponsor (with organisation logo) on the sponsors' page of the Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as the Name Badge Sponsor on the official sponsorship acknowledgement board onsite
- Logo printed on all Name Badges along side the Congress logo
- Use of the Congress Logo until end of November 2010

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CONCURRENT SESSION SPONSOR

A\$5,000 (INCL. GST)

As a Concurrent Session Sponsor, your company will enjoy a strong alignment with the event through the support of a nominated session.

Delegates will be able to select from a very comprehensive series of program sessions. As a Sponsor of one of the concurrent sessions, your company will receive the following entitlements:

- Recognition as a Concurrent Session Sponsor (with organisation logo) on all printed Congress material*
- Recognition as a Concurrent Session Sponsor (with organisation logo) on the sponsors' page of the Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as a Concurrent Session Sponsor on the official sponsorship acknowledgement board onsite.
- Verbal recognition by the session Chair prior to and at the conclusion of the sponsored session
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the session room (maximum size 2m high x 1m wide)
- Your organisation logo will be displayed on the session room projection screen prior to and after the sponsored session
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)
- Use of the Congress Logo until end of November 2010

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WRITING PENS SPONSOR

ONE AVAILABLE

A\$4,000 (INCL. GST)

This is an opportunity to provide each delegate with your branded writing pens in the Congress Satchel, providing your organisation with exposure that exceeds the duration of the Congress.

Please note the pens are to be supplied by the sponsor.

- Recognition as the Writing Pen Sponsor (with organisation logo) on all printed Congress material*
- Recognition as the Writing Pen Sponsor (with organisation logo) on the sponsors' page of the Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as the Writing Pen Sponsor on the official sponsorship acknowledgement board onsite
- Pens, provided by the sponsor, will be included in all delegate satchels
- Use of the Congress Logo until end of November 2010

**Exposure in the Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

WRITING PADS SPONSOR

ONE AVAILABLE

A\$4,000 (INCL. GST)

This is an opportunity to provide each delegate with your branded writing pads in the Congress Satchel, providing your organisation with exposure that exceeds the duration of the Congress.

Please note the writing pads are to be supplied by the sponsor.

- Recognition as the Writing Pad Sponsor (with organisation logo) on all printed Congress material*
- Recognition as the Writing Pad Sponsor (with organisation logo) on the sponsors' page of the Congress website, including a hyperlink to your organisation's home page
- Acknowledgment as the Writing Pad Sponsor on the official sponsorship acknowledgement board onsite
- Writing Pads, provided by the sponsor, will be included in all delegate satchels
- Use of the Congress Logo until end of November 2010

**Exposure in the Congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

ADVERTISING OPPORTUNITIES

These cost-effective advertising opportunities are an effective medium to communicate your corporate message and products/services to the Congress delegates.

SATCHEL INSERT

A\$1,500 (INCL. GST)

Your organisation may provide promotional material which will be included in all delegate satchels.

- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).

CONGRESS PROGRAM BOOK

The Congress Program Book (A5 in size) will be a valuable reference tool used by delegates throughout the Congress. The publication will contain full details covering the scientific program, together with exhibition and session details as well as information covering the Congress social events.

DEADLINE FOR BOOKING: 13 August 2010

DEADLINE FOR ARTWORK: 27 August 2010

PUBLICATION ADVERTISING RATES

Size	Cost
• Outside Back Cover	A\$2500.00
• Inside Back Cover	Program Book Sponsor
• Full Page Colour	A\$1500.00
• Half Page Colour	A\$900.00

SUMMARY

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the Congress, please do not hesitate to contact the Congress Managers. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

The Congress is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor in this global forum will provide your company with exceptional business rewards.

For further details on the opportunities available please contact the Congress Managers who will be pleased to assist you.



Sponsorship & Exhibitions Account Executive
7th International Melanoma Congress
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TRADE EXHIBITION

The 7th International Melanoma Congress Exhibition will run in conjunction with the Congress Program. The Exhibition has been designed to provide the best possible promotional opportunities to participating organisations, with refreshment breaks being served in the area, the exhibition will create an unparalleled opportunity to promote your products and services to delegates.

Space is limited so to secure your booking and avoid disappointment contact the Congress Managers as soon as possible.

WHY PARTICIPATE?

The 7th International Melanoma Congress trade exhibition will provide an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. There's no better way than a trade exhibition to:

- build new and strengthen existing relationships
- acquire highly qualified leads
- increase brand awareness
- meet the decision makers
- demonstrate new devices and services
- gain instant market feedback
- obtain first-hand market knowledge of developments in your industry

THE VENUE

The Trade Exhibition will be held in Level 1 Convention Centre Parkside Foyer at the Sydney Convention and Exhibition Centre. The foyer area is in close proximity to all sessions and meeting rooms and will house all Congress catering and the scientific posters.

EXHIBITION STAND DETAILS

Shell Scheme Stand Package per 3m x 3m block	A\$3,500 (incl GST)
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Each Shell Scheme stand package includes the following:

- Shell Scheme stand 3m wide x 3m deep (9m²)
- White octanorm panels 2.4m high
- Company name on fascia board
- Two (2) x 150w spotlights
- One (1) x 4amp power point

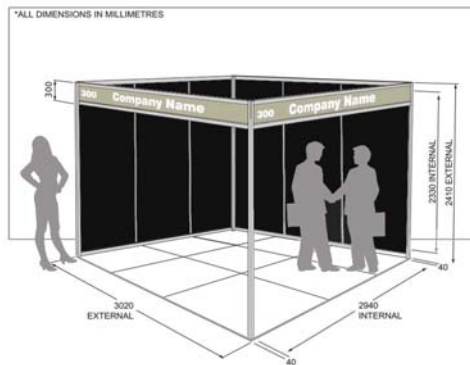


Diagram of standard 3m x 3m shell scheme

PRELIMINARY EXHIBITION TIMETABLE

Wed 3 November 2010	Exhibitor move-in and set-up	12:00 – 17:00
Thurs 4 November 2010	Exhibition open	07:30 – 19:30
Thurs 4 November 2010	Welcome Reception	17:30 – 18:30
Friday 5 November 2010	Exhibition open	07:30 – 17:30
Saturday 6 November 2010	Exhibition open	07:30 – 17:30
Sunday 7 November 2010	Exhibition open	07:30 – 14:00
Sunday 7 November 2010	Exhibition move-out	14:30 – 17:30

Note: this is a preliminary schedule and is subject to change.

All exhibiting companies will receive:

- A comprehensive Exhibition Manual approximately three months before the Congress
- Company name listed on exhibition page of Congress website
- A '50 word' company profile in the Program Book
- One Exhibitor Pass, which entitles the holder to:
 - Morning and Afternoon Refreshment Breaks and Lunch
 - Congress Satchel, including Delegate List**
 - Congress Program
 - One (1) ticket to the Welcome Reception

*** This list will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

Additional Staff Passes

- Additional registrations may be purchased from the Congress Managers. The cost is \$350 per person. The fee will provide a name badge, attendance to the Welcome Reception, access to lunch and the morning and afternoon tea during the Congress.
- Exhibition staff wishing to attend Congress sessions, must register as a Congress Delegate and pay the appropriate registration fee.

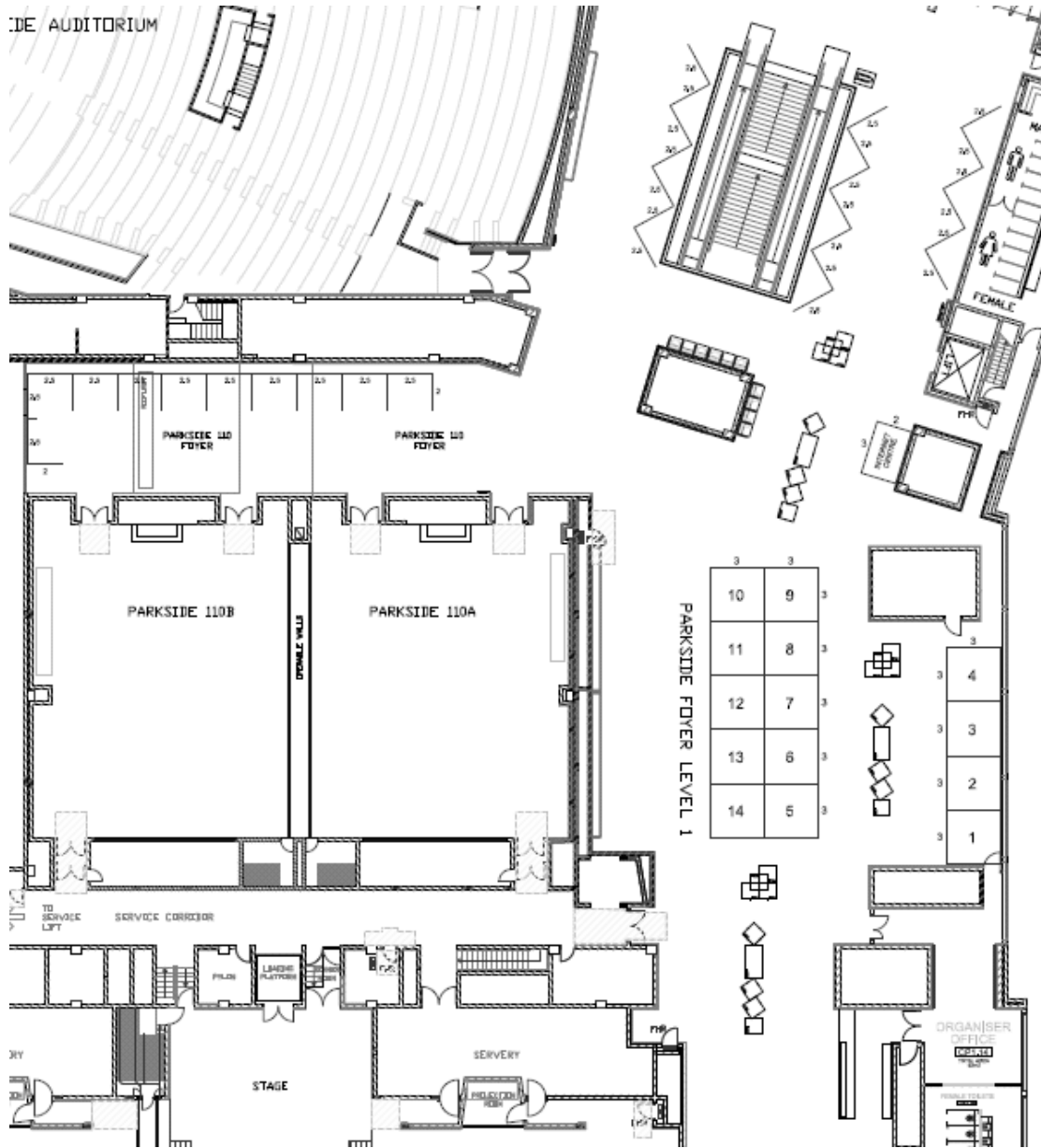
Exhibition Manual

An Exhibition Manual will be distributed to all exhibitors approximately three months prior to the Exhibition. The manual will contain Exhibitor Registration and Exhibitor Pass Order Forms, the move-in / move out schedule and supplier contact details and professional tips and advice on how to achieve the best return on your investment.

Public and Product Liability Insurance

It is a requirement of the venue and Congress Managers that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit their public liability insurance certificate along with their booking form. To assist you in locating your certificate within your organisation – it can often be found with the accounts / finance departments and is also often referred to as 'Broadform'.

EXHIBITION FLOOR PLAN



EXHIBITION FLOOR PLAN IS SUBJECT TO CHANGE

SPONSORSHIP, ADVERTISING AND EXHIBITION BOOKING FORM

7th International Melanoma Congress 4 - 7 November 2010 Sydney Convention and Exhibition Centre

Sponsorship & Exhibitions Account Manager
7th International Melanoma Congress
c/o **arinex pty limited**
GPO Box 128
SYDNEY NSW 2001, Australia

Tel: +61 2 9265 0700
Fax: +61 2 9267 5443
Email: melanoma2010@arinex.com.au
Web: www.melanoma2010.com

A. SPONSORSHIP PACKAGE(S) REQUESTED

COST A\$

1.
2.

B. EXHIBITION BOOTH REQUESTED

Please reserve the following booth type (please tick):

Shell Scheme

3m x 3m (9sqm) booth A\$3500.00 (incl. GST)

Booth Position (number) (refer to floor plan)

1st choice:..... **2nd choice:**..... **3rd choice:**..... **COST A\$:**

AMOUNT PAYABLE A & B	A\$
50% deposit payable 30 days from date of invoice (Balance due: 6 August 2010) (incl. GST)	A\$

Organisation name (for marketing purposes): _____

Organisation name (for invoicing purposes): _____

Address: _____

City: _____ State: _____ Post Code: _____

Country: _____

Sponsor / Exhibitor Contact: _____

Position: _____

Tel: _____ Fax: _____

Email: _____ Website: _____

PAYMENT DETAILS (please tick)

- We wish to pay via company cheque. Note all cheques must be made payable to: 7th International Melanoma Congress, and should be forwarded to the Congress Managers at the above address.
 We wish to pay via EFT. Bank details will be provided by the Congress Managers with your tax invoice.
 MasterCard VISA AMERICAN EXPRESS DINERS

Credit Card Number _____ / _____ / _____ / _____ Expiry Date ____/____

Name on Card _____ Cardholder Signature _____

Amount to charge A\$ _____

SEE OVER FOR TERMS AND CONDITIONS ►

SPONSORSHIP BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Congress Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Meeting Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **6 August 2010**. Applications received after 6 August 2010 must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **7th International Melanoma Congress** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Congress Managers prior to the event. No company will be listed as a sponsor in any official meeting material until full payment and a booking form have been received by the Congress Managers.
5. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of the total fees applies for cancellations prior to **7 May 2010**. The service fee will apply for all cancellations regardless of whether payment has been received by the Congress Managers. No refunds will be made for cancellations after this date. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. No Sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Congress Managers.
7. Sponsorship monies will facilitate towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Congress.
8. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**. [] NO, I do not consent.

Yes I have read and agree to the conditions of sale above.

Authorised by: _____ Date: _____

EXHIBITION BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Congress Managers and all prices in this document are inclusive of the GST. GST is calculated at date of publication. The Congress Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Exhibition booths will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking and stand allocation, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **6 August 2010**. Applications received after **6 August 2010**, must include full payment.
3. All invoices will be issued in Australian dollars. **All monies are payable in Australian dollars.** Cheques should be made payable to the 7th International Melanoma Congress and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Congress Managers prior to the event. No exhibitor will be allowed to neither begin move-in operations nor be listed as an exhibitor in the on-site publications until full payment and a booking form have been received by the Meeting Managers.
5. Public and Product Liability insurance to a minimum of A\$10 million must be taken out by each exhibitor at their own expense. A copy of the company's public and product liability certificate must be submitted to the Congress Managers at the time of submitting their lodging booking form or by no later than **6 August 2010**.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of A\$1,000.00 applies (per booth booking) to cancellations on or before **7 May 2010**. No refunds will be made for cancellations after this date. The service fee will apply for all cancellations regardless of whether payment has been received by the Congress Managers. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Congress Managers. Any space not claimed and occupied before 1700 on 3 November will be reassigned without refund.
7. The Congress Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The Congress Managers will not discount or refund for any facilities not used or required.
8. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Congress Managers.
10. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**. [] NO, I do not consent.

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