SPONSORSHIP AND EXHIBITION PROSPECTUS

Visit the website for more information:
www.apsc2017.org
Chair’s invitation

Dear Colleagues and Friends,

We are delighted to present to you the 2017 Asia Pacific Stroke Conference (APSC) to be held in Nanjing, the capital city of Jiangsu Province, in the southeast of China. The theme of APSC 2017 will be “Extending access to stroke treatment”. The conference is jointly organized by the Asia Pacific Stroke Organization (APSO), the Stroke Society of Hong Kong and Jiangsu Neurology Association, scheduled from 26 to 28 October 2017 in Nanjing, Jiangsu, China.

The conference is a 3-day program with plenary sessions, workshops and scientific abstract presentations pertaining to cutting edge research related to the wide range of manifestations and effects of stroke. We are sure you will find these sessions entertaining as well as informative.

APSO is now in its 8th year of formation and is expanding its reach and activities as a pivotal regional stroke organization devoted to enhancing stroke research, care and policy across Asia. Given that Asia includes almost two thirds of the world’s population which is undergoing rapid demographic and lifestyle changes, the burden of stroke is large and increasing, but there are enormous opportunities for health improvement. We warmly welcome you to the 2017 Asia Pacific Stroke Conference.

Yours faithfully,

Professor Chen-Ya Huang

CY Huang
President of the Asia Pacific Stroke Organisation

Professor Yindong Zhang
Chairman of the Asia Pacific Stroke Conference 2017 Local Organising Committee

Dr Ping-wing Ng
Chairman of the Asia Pacific Stroke Conference 2017 Local Organising Committee
About APSO

Fifteen million people suffer from stroke worldwide each year. In the Asian region alone, nine million people suffer from stroke. The burden of stroke presents as a massive challenge not only in the Asian region, but on a global scale.

To face the challenges of stroke disorders in the Asia Pacific region, the executive committees of the Asia Pacific Stroke Association and the Japan Stroke Forum made a formal decision to merge, resulting in the establishment of the ‘Asia Pacific Stroke Organisation’ (APSO). One of the principle aims of APSO is to unite as a strong, connected body to fight the menace of stroke in the Asia Pacific region. APSO is a registered, charitable business in Hong Kong and an affiliate of the World Stroke Organization. The executive committee of APSO is strongly committed to the cause of alleviating stroke and play a fundamental role in raising the standard of stroke care in Asia, particularly in countries with limited resourcing and training. For more information about APSO, please visit www.theapso.com

About Nanjing co-host or partnering organisation

HONG KONG STROKE SOCIETY

The Hong Kong Stroke Society was founded in April 2001 and is now registered as a limited company in Hong Kong. The Society has become a charity organization in Hong Kong since 2007.

The objectives of the Society are:
1. to advance the knowledge and practice of stroke management as a science;
2. to create an awareness of the prevalence of stroke disorders and to improve the standard of stroke diagnosis and treatment; and
3. to encourage, develop or assist in the development of research in stroke and related disciplines.

JIANGSU NEUROLOGY ASSOCIATION

The Jiangsu Neurology Association was founded in 1977 and is now registered as a non-profit academic institution in Jiangsu Province.

The objectives of the Association are:
1. To advance the knowledge and practice of neurological diseases (including stroke) management as a science;
2. To create an awareness of the prevalence of neurological disorders (including stroke) and to improve the standard of neurological disorders diagnosis and treatment; and
3. To encourage, develop or assist in the development of research in neurological disorders (including stroke) and related disciplines.

Destination

Nanjing International Youth Cultural Center

Yangzijiang Ave, Jianye District, Nanjing, Jiangsu Province, China

Nanjing is the capital of Jiangsu province, People’s Republic of China and the second largest city in the east China region. With a total population of 8,230,000 and situated in the heartland of the Yangtze River Delta, it has long been a major center of culture, education, research, politics, economy, transport networks and tourism. The city has a prominent place in Chinese history and culture, having served as the capitals of various Chinese dynasties, kingdoms and republican governments dating from the 3rd century AD to 1949.

2014 brought the Summer Youth Olympic Games to Nanjing and provided an opportunity for Nanjing to unveil itself as one of the top destinations in Asia for event tourism, from sporting competitions to large business conferences to smaller meetings.

The Nanjing International Youth Cultural Centre is a state of the art venue that will accommodate APSC 2017 in providing a singular exhibition space located in close proximity to session rooms. A range of rooming options also allow the Conference to facilitate suitable options for lunch symposia, pre-conference workshops and suitable space for industry managed KOL meeting space and more.
Delegate profile

The Asia Pacific Stroke Conference 2017 expects to welcome between 800-1,000 delegates to this prestigious event. APSC 2015 (Kuala Lumpur) and APSC 2016 (Brisbane) have respectively grown attendee numbers of the Conference, as we further develop our presence in the region, and we expect to welcome a new contingent of Chinese Neurology Physicians.

APSC 2016 will bring together professionals from a diverse range of sectors including physicians from neurology, neuroradiology, geriatrics, rehabilitation, neuroscience, psychiatry and primary care.
Program

APSC 2017 will showcase a topical stroke program that holds value for both local Chinese Stroke Physicians and the regional member countries of the APSO attending Nanjing in October 2017. The 2017 conference program will include five plenary symposia, concurrent symposia, a body of concurrent sessions and workshops, all forming around core focal areas that include: Endovascular Thrombectomy for Hyperacute Stroke, Acute Stroke Management, Stroke Prevention, Multimodal Imaging for Stroke Management, ICH & SAH. Updates will also be available on the APSC 2017 website.

THURSDAY 26 OCTOBER 2017
- Registration opens
- Pre-Conference Workshops
- Morning tea
- Pre-Conference Workshops
- Lunch
- Welcome Reception in Exhibition

FRIDAY 27 OCTOBER 2017
- Exhibition opens
- Conference Opening Ceremony
- Plenary and concurrent sessions
- Industry lunch symposia
- Plenary and concurrent sessions
- Poster viewing
- Afternoon tea

SATURDAY 28 OCTOBER 2017
- Exhibition open
- Plenary and concurrent sessions
- Industry lunch symposia
- Plenary and concurrent sessions
- Poster viewing
- Gala Dinner
- Closing ceremony

Industry lunch symposia

Industry lunch symposia will be held daily during the conference lunch breaks on Friday 27 October and Saturday 28 October. These are open to all attendees and are well attended as an integral part of the Conference.

Past industry led symposia include:
- Secondary Stroke Prevention
- Acute Ischemic Stroke Management
- Advances in Neurorecovery After Acute Stroke
- Stroke Prevention in Non-Valvular Atrial Fibrillation
Sponsors and Exhibitors

AstraZeneca

Bayer

Boehringer Ingelheim

Bristol-Myers Squibb

Pfizer

Stryker Neurovascular

Sanofi

Medtronic

Ever Pharma

Allergan

tyromotion

hovid

Roche Diagnostics

aspen Australia

Boston Scientific

Ipsen

St. Jude Medical
Sponsorship and Exhibition opportunities

PLATINUM SPONSOR—USD$50,000

Platinum sponsors are entitled to a 25% discount in applicable registration fees for any group registration of 20+ attendees.

AUDIENCE ENGAGEMENT

Opportunity to host a lunch symposium (8 Opportunities)
- Topic and speaker to be organised by the sponsor
- Basic AV included (microphone, screen and data projector). Additional AV will be at the sponsor’s own expense
- Platinum Sponsors will receive first choice of symposia room and timing based on application date. Lunch Symposia run over both Friday 27 and Saturday 28 October
- Symposia are 90 minutes long
- Lunch catering is included for up to 150 symposium attendees. Sponsors can purchase additional catering. Upgraded menus can be arranged at an additional cost. Pricing for alternative catering varies based on the room size and menu.
- Lunch symposia rooming capacity on application
- Logo against sponsored lunch symposium in main program
- Logo, title, speaker details and outline of symposium profiled on all promotion of industry program
- See the Terms and Conditions for more details

And:

Opportunity to host a pre-Conference workshop (6 Opportunities)
- Workshop content and speakers are decided independently by APSC 2017 program chair
- Sponsors confirming support of a workshop prior to March 2017 may submit to the secretariat speaker and/or topic suggestions that align with the topic area for consideration
- All rooming and AV costs included
- Workshops run for the entire day on Thursday 26 October
- Workshops include catering for 70 people. Sponsors can purchase additional catering.
- Sponsor banner and logo on AV slides acknowledging support at workshop
- Logo against all mention of workshop in conference marketing
- For more details, please see the Terms and Conditions.

PRE-CONFERENCE MARKETING

- Logo and 200 word promotional paragraph on the conference website
- Logo on all non-sponsored e-zines from the Conference Managers
- Logo on all hard copy promotional material
- Electronic version of the delegate list 28 and 14 days prior to the conference
- Ability to promote sponsor organisation using “Platinum Sponsor of APSC 2017”

ONSITE EXPOSURE

- Sponsor may supply 1 x retractable/freestanding banner no larger than 1m (width) x 2m (height)
- Verbal recognition in the opening and closing sessions
- Logo on the official ‘thank you sponsors’ PowerPoint sponsor slides
- Logo, contact details and a 200 word promotional paragraph in the conference handbook.
- Logo on front cover and in body of conference handbook
- 1 x full A4 page colour portrait advertisement in the conference handbook
- Hard copy of the delegate list available at the conference
- Inclusion of up to 1 x flyer in the conference satchel (document to not exceed four double sided A4 pages for each pamphlet).

REGISTRATION

- Five (5) x fulltime delegate registrations only
- Ten (10) x full exhibitor registrations only
- Fifteen (15) conference satchels

EXHIBITION & NETWORKING

- 6m x 6m booth or 36m² of floor space
- First choice of position in the exhibition

POST-CONFERENCE

- Electronic version of delegate list after the conference
- Post-Conference analytics on our delegate body, industry-delegate interactions and session attendance
GOLD SPONSOR—USD $30,000

Gold sponsors are entitled to a 10% discount in applicable registration fees for any group registration of 20+ attendees.##

AUDIENCE ENGAGEMENT

Opportunity to host a lunch symposium (8 Opportunities)
- Topic and speaker to be organised by the sponsor
- Basic AV included (microphone, screen and data projector). Additional AV will be at the sponsor’s own expense
- Gold Sponsors will receive the second choice of symposia room and timing based on application date. Lunch Symposia run over both Friday 27 and Saturday 28 October
- Symposia are 90 minutes long
- Lunch catering is included for up to 150 symposium attendees. Sponsors can purchase additional catering. Upgraded menus can be arranged at an additional cost. Pricing for alternative catering varies based on the room size and menu.
- Lunch symposia rooming capacity on application
- Logo against sponsored lunch symposium in main program
- Logo, title, speaker details and outline of symposium profiled on all promotion of industry program
- See the Terms and Conditions for more details

Or

Opportunity to host a pre-Conference workshop (6 Opportunities)
- Workshop content and speakers are decided independently by APSC 2017 program chair
- Sponsors confirming support of a workshop prior to March 2017 may submit to the secretariat speaker and/or topic suggestions that align with the topic area for consideration
- All rooming and AV costs included
- Workshops run for the entire day on Thursday 26 October
- Workshops include catering for 70 people. Sponsors can purchase additional catering
- Sponsor banner and logo on AV slides acknowledging support at workshop
- Logo against all mention of workshop in conference marketing
- For more details, please see the Terms and Conditions

ONSITE EXPOSURE

• Sponsor may supply 1 x retractable/freestanding banner no larger than 1m (width) x 2m (height). **
• Verbal recognition in the opening and closing sessions
• Logo on the official ‘thank you sponsors’ PowerPoint sponsor slides
• Logo, contact details and a 100 word promotional paragraph in the conference handbook.
• Logo on front cover and in body of conference handbook
• 1 x full A4 page colour portrait advertisement* in the conference handbook
• Hard copy of the delegate list available at the conference (!)
• Inclusion of up to 1 x flyer in the conference satchel (document to not exceed four double sided A4 pages for each pamphlet).

REGISTRATION

• Two (2) x fulltime delegate registrations only
• Six (6) x full exhibitor registrations only
• Eight (8) conference satchels

EXHIBITION & NETWORKING

• 6m x 3m booth or 18m² of floor space
• Second choice of position in the exhibition after Platinum Sponsors ^^

POST-CONFERENCE

• Electronic version of delegate list after the conference (!)
• Post-Conference analytics on our delegate body, industry-delegate interactions and session attendance

PRE-CONFERENCE MARKETING

• Logo and 100 word promotional paragraph on the conference website
• Logo on all non-sponsored e-zines from the Conference Managers
• Logo on all hard copy promotional material
• Electronic version of the delegate list 28 and 14 days prior to the conference
• Ability to promote sponsor organisation using “Gold Sponsor of APSC 2017” #
**Silver Sponsor—USD$18,000**

Silver sponsors are entitled to a 5% discount in applicable registration fees for any group registration of 20+ attendees.

### Audience Engagement

**TWILIGHT KOL Function**
- Limited timeslots are available on Thursday 26 October for invitation-only twilight functions
- Twilight functions can be held on-site or off-site at a venue of sponsor’s preference
- Sponsors to cover costs of dinner and any speakers presenting
- APSC 2017 secretariat will provide early-access delegate lists and assist in invitations from the secretariat on behalf of sponsor organisation
- APSC 2017 secretariat can also provide some logistical support to organising sponsor depending on needs
- Logo against all mention of the KOL functions, hosted speakers and discussion topic in the industry programme as agreed to by the sponsor
- Twilight KOL Functions are intended to be an informal industry supported element of the social program of the Conference. No entertainment for function attendees can be provided; meal costs must not be excessive and the function should withstand external scrutiny to be supported by the APSC 2017 Secretariat

### Onsite Exposure

- Verbal recognition in the opening and closing sessions
- Logo on the official ‘thank you sponsors’ PowerPoint sponsor slides
- Logo, contact details and a 50 word promotional paragraph in the conference handbook
- Logo in body of conference handbook
- 1 x half A4 page colour portrait advertisement* in the conference handbook
- Hard copy of the delegate list available at the conference (!)
- Inclusion of up to 1 x flyer in the conference satchel (document to not exceed four double sided A4 pages for each pamphlet)

### Pre-Conference Marketing

- Logo and 50 word promotional paragraph on the conference website
- Logo on all non-sponsored e-zines from the Conference Managers
- Logo on all hard copy promotional material
- Electronic version of the delegate list 28 and 14 days prior to the conference
- Ability to promote sponsor organisation using “Silver Sponsor of APSC 2017” #

### Registration

- One (1) x fulltime delegate registrations only
- Three (3) x full exhibitor registrations only
- Four (4) conference satchels

### Exhibition & Networking

- 3m x 3m booth or 9m² of floor space
- Third choice of position in the exhibition after Platinum & Gold Sponsors ^^

### Post-Conference

- Electronic version of delegate list after the conference (!)
- Post-Conference analytics on our delegate body, industry-delegate interactions and session attendance
### Additional sponsorship opportunities

#### THOUGHT LEADERSHIP & NETWORKING

<table>
<thead>
<tr>
<th>LUNCH SYMPOSIUM</th>
<th>USD$20,000 AVAILABILITY ON REQUEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Opportunity to host a lunch symposium</td>
<td></td>
</tr>
<tr>
<td>• Topic and speaker to be organised by the sponsor</td>
<td></td>
</tr>
<tr>
<td>• Basic AV included (microphone, screen and data projector). Additional AV will be at the sponsor’s own expense</td>
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</tr>
<tr>
<td>• Gold Sponsors will receive the second choice of symposia room and timing based on application date. Lunch Symposia run over both Friday 27 and Saturday 28 October</td>
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<tr>
<td>• Symposia are 90 minutes long</td>
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<td>• Lunch catering for all symposia attendees is included. Upgraded menus can be arranged at an additional cost. Pricing for alternative catering varies based on the room size and menu.</td>
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</tr>
<tr>
<td>• See the Terms and Conditions for more details</td>
<td></td>
</tr>
<tr>
<td>• Platinum and Gold Sponsors receive first preference of symposium timing</td>
<td></td>
</tr>
<tr>
<td>• Two (2) Complimentary Delegate Registrations for your speakers</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TWILIGHT KOL FUNCTION</th>
<th>USD$3,000 AVAILABILITY ON REQUEST TO PLATINUM AND GOLD SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Limited timeslots are available on Thursday 26 October for invitation-only twilight functions</td>
<td></td>
</tr>
<tr>
<td>• Twilight functions can be held on-site or off-site at a venue of sponsor’s preference</td>
<td></td>
</tr>
<tr>
<td>• Sponsors to cover costs of dinner and any speakers presenting</td>
<td></td>
</tr>
<tr>
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</tr>
<tr>
<td>• Twilight KOL Functions are intended to be an informal industry supported element of the social program of the Conference. No entertainment for function attendees can be provided; meal costs must not be excessive and the function should withstand external scrutiny to be supported by the APSC 2017 Secretariat</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRE-CONFERENCE WORKSHOP</th>
<th>USD$20,000 AVAILABILITY ON REQUEST</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Workshop content and speakers are decided independently by APSC 2017 program chair</td>
<td></td>
</tr>
<tr>
<td>• Sponsors confirming support of a workshop prior to March 2017 may submit to the secretariat speaker suggestions that align with the topic area for consideration</td>
<td></td>
</tr>
<tr>
<td>• All rooming and AV costs included</td>
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</tr>
<tr>
<td>• Workshops run for the entire day on Thursday 26 October</td>
<td></td>
</tr>
<tr>
<td>• Workshops include catering for attendees.</td>
<td></td>
</tr>
<tr>
<td>• Sponsor banner and logo on AV slides acknowledging support at workshop</td>
<td></td>
</tr>
<tr>
<td>• Logo against all mention of workshop in conference marketing</td>
<td></td>
</tr>
<tr>
<td>• For more details, please see the Terms and Conditions</td>
<td></td>
</tr>
<tr>
<td>• Platinum and Gold Sponsors receive first preference of workshop timing</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SMART PHONE APP</th>
<th>USD$12,000 EXCLUSIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Naming rights to the conference Smart Phone App (accessible by all smart phones).</td>
<td></td>
</tr>
<tr>
<td>• Logo recognition in conference handbook</td>
<td></td>
</tr>
<tr>
<td>• Logo on APSC 2017 website</td>
<td></td>
</tr>
<tr>
<td>• Logo against any marketing material referencing the app</td>
<td></td>
</tr>
<tr>
<td>• Company logo prominently embedded in the app skin design</td>
<td></td>
</tr>
<tr>
<td>• Smart Phone App banner. Specifications available on request</td>
<td></td>
</tr>
<tr>
<td>• Two (2) pop-up notifications to prompt delegates to visit your stand (Conference Managers to approve any notifications distributed)</td>
<td></td>
</tr>
<tr>
<td>• Post-Conference analytics on our delegate body, industry-delegate interactions and session attendance</td>
<td></td>
</tr>
</tbody>
</table>
## ESPRESSO COFFEE CART AND TEA SPONSOR
**USD$15,000**

Located in the industry exhibition and available for use during the opening hours of the exhibition.
- Logo recognition in the conference handbook
- Logo on the APSC 2017 website
- Opportunity to display corporate signage on barista station or two (2) pull-up banners at the tea and coffee stations风机
- Opportunity to provide branded take away cups/serviettes风机
- Opportunity to supply a branded t-shirt/apron for the barista/service staff to wear风机
- Includes provision of multiple espresso coffee cart and tea station, barista/service staff and coffee/tea service during exhibition hours. Specifications available on request.

## TRANSFER SPONSOR
**USD$7,500 EXCLUSIVE**

APSC 2017 will welcome a large group of invited speakers and prominent stroke specialists from across the region.
- Logo recognition in the conference handbook
- Logo on the APSC 2017 website
- Opportunity to facilitate the airport transfers for and have the opportunity for your organisation’s representatives to meet and greet the conference’s VIPs as the welcome party to Nanjing.

## LANYARD SPONSOR
**USD$10,000 EXCLUSIVE**

Acknowledgement as the Lanyard Sponsor.
- Logo recognition in the conference handbook
- Logo on APSC 2017 website
- Opportunity to provide branded lanyards for all delegate name tags at own expense or have sponsor logo integrated into APSC 2017 lanyard design.

## ADVERTISING

### SMART PHONE APP BANNER
**USD$2,000**

- A banner on the APSC 2017 Smart Phone App. This will be available prior to and post conference, with links to designated sponsor landing page.

### CONFERENCE HANDBOOK ADVERTISING

**FULL PAGE COLOUR USD$2,000**

**HALF PAGE COLOUR USD$1,500**

- One (1) full page colour advert OR half page colour advert in the conference handbook风机

*Note: Advertisement position in handbook to be determined by the conference managers*

### CONFERENCE SATCHEL INSERT^ 
**USD$1,500**

- One (1) item to be placed in each conference satchel风机
- Print material is limited to a maximum of four (4) A4 pages.

### CONFERENCE SATCHEL SPONSOR
**USD$8,000 EXCLUSIVE**

Acknowledgement as the Satchel Sponsor.
- Logo recognition in the conference handbook
- Logo on APSC 2017 website
- Opportunity to provide branded satchels for all attendees at own expense or have sponsor logo integrated into APSC 2017 satchel design.
- Opportunity to supply one (1) satchel inserts in the conference satchel风机

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*newatlas.com*
APSO DEVELOPING NATIONS SPONSORSHIP

EDUCATIONAL GRANT (SPEAKER ASSISTANCE)
USD$4,000 / RECIPIENT

APSO acknowledges the difficulty in accessibility for many stroke physicians in the region to attend APSC in varying locations. To make this educational opportunity more accessible sponsors can opt to secure a group educational grant supporting APSC 2017 attendance:

- Logo and acknowledgement as an Educational Grant Sponsor on all marketing material
- Sponsored attendees will receive complimentary full registration and accommodation (at one of the Conference hotels – 3 nights), and reimbursement of economy class flights up to the value of USD$1,000
- Compliance and Grant Distribution - Sponsors can elect to support attendance from specific countries without direct selection of any HCPs. The secretariat will independently invite and distribute the educational grant. Alternatively, sponsors can choose to have the secretariat distribute the grant to speakers already confirmed as presenters in the programme.

Sponsor Accommodation Blocks

Need an accommodation block for your guests and staff? Please liaise with our industry liaison on your needs. The APSC 2017 secretariat can create an individual accommodation block for any sponsor organisation seeking an allocation of 10 or more rooms at any of our conference hotels. Rates would be at the advertised conference rate for each property. Subject to availability.

Any sponsor room blocks must be confirmed latest by 14 July 2017.
Any block rooms released after 15 August incur 50% cancellation fee.
Any block rooms released after 1 September incur 100% cancellation fee – final naming list required by 1 September for room block.
Late fee of $10 per booking applies to late confirmation of names after 1 September.
Industry exhibition

WHY EXHIBIT?
The industry exhibition will be the hub of the event, providing all daily catering breaks as well as hosting a prime networking arena for delegates and exhibitors.

<table>
<thead>
<tr>
<th>EXHIBITION BOOTH TYPES AND RATES</th>
<th>EARLYBIRD Application and payment received up to and including 31 March 2017</th>
<th>STANDARD Application and payment received on or after 1 April 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOOTH TYPE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shell scheme booth (3m x 3m = 9m²)</td>
<td>USD$5,000 per booth</td>
<td>USD$6,000 per booth</td>
</tr>
<tr>
<td>Floor space only (minimum 9m²)</td>
<td>USD$4,500/9sqm</td>
<td>USD$5,000/9sqm</td>
</tr>
</tbody>
</table>

EXHIBITION BRANDING

<table>
<thead>
<tr>
<th>EXHIBITION BRANDING</th>
<th>EARLYBIRD USD $2,000/wrap + production costs</th>
<th>STANDARD Ensure that your exhibition presence is highly visible through a strategic branding on the exhibition pillars</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Pillar Wraps</td>
<td></td>
<td></td>
<td>---</td>
</tr>
<tr>
<td>Exhibition Floor Decals</td>
<td>USD $1,500/wrap + production costs</td>
<td>Place your organisation’s logo as a decal at a key exhibition traffic intersection</td>
<td>---</td>
</tr>
<tr>
<td>ITEMS</td>
<td>DESCRIPTION</td>
<td>3M X 3M SHELL SCHEME BOOTH</td>
<td>3M X 3M FLOOR SPACE</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td><strong>Staff on site</strong></td>
<td>2 x exhibitor registrations—includes: admission to the industry exhibition, conference welcome reception and all daily catering.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Walls</strong></td>
<td>2.5m high matt anodised aluminium frame with white laminated infill walls (1 x back and 2 x side walls for middle booths; 1 x back and 1 x side wall for corner booths)</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td><strong>Fascia panel</strong></td>
<td>Exhibitor company name on fascia panel (as indicated on the application form)</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td><strong>Lights</strong></td>
<td>2 x 120w spots mounted on light track inside fascia</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td><strong>Power</strong></td>
<td>1 x single power point with a maximum of 4amps</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td><strong>Additional equipment</strong></td>
<td>Available for hire from exhibition supplier at exhibitor’s own expense</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>
| **Promotion**       | Listing on industry exhibition page of website  
50 word company profile and contact details printed in the conference handbook (i.e. contact name, number, email and website).  
Hard copy onsite and soft copy post-conference delegate list | ✓                           | ✓                   |
STAFFING EXHIBITOR BOOTHS

All exhibition booths must be staffed by organisation representatives and all representatives must be registered for the conference.

Additional personnel required to staff the exhibition stand must purchase extra exhibitor registrations. An online registration form will be forwarded to sponsors and exhibitors for completion closer to the conference.

Additional exhibitor registrations are available for the following fee:

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor full registration</td>
<td>$350</td>
</tr>
<tr>
<td>Exhibitor day registration</td>
<td>$200</td>
</tr>
</tbody>
</table>

The full exhibitor registration includes all day catering on Friday 27 October and Saturday 28 October. It also includes attendance at the Welcome Reception as well as a conference satchel and name badge.

The day exhibitor registration includes day catering on the selected day and a conference name badge.

Timetable

Set up times are subject to change and will be reconfirmed with all exhibitors in the exhibitor manual closer to the event. Should your custom-made stand require additional time to set-up, please contact the Conference Managers to discuss.

Floor plan

When finalised, the floorplan will be published on the conference website. If not yet available, please speak with Thomas Howden, our APSC 2017 industry liaison.

NB: For floor space only exhibitors, a custom designed exhibition booth must be erected on the floorspace. A CAD drawing, engineering specifications and an artist’s impression will be required and is subject to approval by the venue and the Conference Managers.
Sponsorship guidelines

° Artwork to be supplied by sponsor.

°° Sponsor banner placement will be at discretion of the conference managers and banners are to be delivered to the registration desk upon arrival at the conference.

^Maximum 4 pages unless otherwise agreed. The Conference Managers will contact the sponsor’s organisation closer to the event to advise insert numbers and delivery details. Satchel inserts are to comply with the industry Code of Conduct and be approved by the Organising Committee.

^° Exhibition positions for Platinum, Silver and Gold sponsors are allocated based on sponsor level, sponsor preferences and date of application

# Sponsor may use endorsement wording in corporate media releases, stationery etc. until December 2017. This entitlement is subject to approval by the conference secretariat.

### Any group registrations must be confirmed with a final naming list at the latest by 26 September 2017 to be eligible for processing as a group registration. No group registration discounting will be available to group registrations submitted after this date.

(!) Delegate list will identify industry representative vs Conference delegate. List to include delegate name, organisation, state, country of origin only.

PLEASE NOTE:

- All prices are in USD$ and are inclusive of all taxes
- Sponsorship opportunities are subject to availability at the date of application
- All entitlements are subject to availability and print/production deadlines
- The sponsor is responsible for supplying artwork and copy for printed/published materials
- Please click here to view the full Terms and Conditions for sponsorship and exhibition.

- Fulltime delegate registrations include: attendance to the conference sessions, admission to the industry exhibition, all day catering and attendance at the welcome reception and conference dinner
- Exhibitor registrations include: attendance to the conference sessions, admission to the industry exhibition, all day catering and attendance at the welcome reception
- Industry exhibition booth location/s: exhibitor locations will be determined by the Conference Managers based on the sponsor’s preference, level of sponsorship and date of application.
**Terms and Conditions**

The following terms and conditions apply to your application to sponsor and/or exhibit at APSC 2017.

**THINGS YOU NEED TO KNOW**

- You (Sponsoring /Exhibiting organisation) by returning a completed, signed and dated form accept these Terms and Conditions.
- We/Us (MCI ABN 76 108 781 988) representing the Organising Committee and the Host Body do not accept responsibility for any errors, omissions or changes.
- MCI China, Shanghai Office is our Chinese affiliate and authorised office of the APSC 2017 secretariat.
- Details may change without notice. Please refer to the website for the latest information on the event.

**FINANCIAL FACTS**

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited—i.e. you will be billed at the next highest level (early rate to standard, etc.).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated in order of sponsorship/exhibition level) until all monies have been paid.
- All sponsorship and exhibition prices are in USD. A Chinese language prospectus is also available. To make payment in RMB, please liaise with our MCI China affiliate.
- Payments can be made via EFT or credit card
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- For those paying via credit card, a credit card processing fee of 5% will be charged. Debits to your credit card will appear as MCI Australia on your statement.

**IF YOU NEED TO CANCEL**

- You must notify us in writing if you need to cancel.
- Cancellations made before 31 March 2017 will be refunded less 15% cancellation fee. Cancellations received between 31 March 2017 and 31 May 2017 will be refunded less a 50% cancellation fee.
- Cancellations made after this date will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.
- No exhibitor shall occupy allocation space until all monies owing to the Organiser by the exhibitor are paid in full.

**IN THE UNLIKELY CASE THAT THE EVENT CANCELS**

- The extent of refunds will be a matter for the Host Organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.

**YOU AND YOUR STAFF—ONSITE**

- Your application to sponsor and/or exhibit does not constitute an attendee registration. You will need to do that separately on the relevant form.
- All exhibition staff must be registered using the relevant form—i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

**PRINT ENTITLEMENTS**

- Logos and other printed material may, at our sole discretion, be reproduced in colour (where possible), OR the nominated Congress spot colour/s OR mono depending on method of production.
- The sponsor must provide suitable material to meet our publication requirements and deadlines.
- Please provide all material at 300 DPI at 100% in jpeg (preferred for website) AND eps (preferred for print) format including, where possible, RGB or Pantone colour equivalents.
- Where applicable, advertisements are to be supplied by the sponsor.
- No print or web recognition will be given unless payment terms have been met.

**SPONSOR NOTES**

- If you are entitled to host an endorsed private function, you do so at your own expense and at a time/date the Conference Managers approve.
- Sponsorship of speakers and sessions are subject to additional terms and conditions.

**EXHIBITOR NOTES**

- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with us.
- Any supplier you use onsite must conform to the venue’s OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- You must hold a current public liability insurance policy for a minimum of USD$10,000,000. Please forward the name of your insurer, your policy number, the insured amount and its renewal date to us at least four weeks prior to the event. Entry to the venue will be denied if you have not provided this information. If you are unable to organise insurance cover as required, please contact the Congress Managers to discuss options.

**PRIVACY STATEMENT**

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking; and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation, country/state of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.

**NON-SPONSOR FUNCTIONS**

- Ad-hoc non-sponsor functions run in competition to the conference program are prohibited. Failure to disclose an ad-hoc sponsor function is cause for cancellation of sponsorship with no refund of sponsor fee.
To apply, complete this form, scan and send to:

E: thomas.howden@apsc2017.org

**IMPORTANT:**
Your organisation's inclusions will be confirmed in writing and will become effective once agreed payment has been received.

<table>
<thead>
<tr>
<th>CONTACT DETAILS OF APPLICANT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mr / Mrs / Ms / Miss / Dr / Prof</strong></td>
<td><strong>Given name</strong></td>
</tr>
<tr>
<td><strong>Position</strong></td>
<td><strong>Industry sector</strong></td>
</tr>
<tr>
<td><strong>Organisation name (for invoicing purposes)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Organisation name (for marketing purposes)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Address</strong></td>
<td></td>
</tr>
<tr>
<td><strong>State</strong></td>
<td><strong>Country</strong></td>
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<tr>
<td><strong>Email</strong></td>
<td></td>
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<tr>
<td><strong>Website</strong></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>ONSITE CONTACT</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mr / Mrs / Ms / Miss / Dr / Prof</strong></td>
<td><strong>Given name</strong></td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PARTICIPATION—please indicate your chosen participation level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Platinum Sponsor USD$50,000</td>
<td>☐ Gold sponsor USD$30,000</td>
</tr>
<tr>
<td>☐ Exhibitor (see exhibitor section below for prices)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADDITIONAL OPPORTUNITIES—please indicate your chosen additional opportunities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ USD$20,000 Lunch symposium</td>
<td>☐ USD$20,000 Pre-conference workshop</td>
</tr>
<tr>
<td>☐ USD$3,000 Twilight KOL function</td>
<td></td>
</tr>
<tr>
<td>☐ USD$12,000 Smart phone app sponsor</td>
<td>☐ USD$15,000 Espresso coffee cart and tea sponsor</td>
</tr>
<tr>
<td>☐ USD$10,000 Lanyard sponsor</td>
<td>☐ USD$8,000 Conference satchel sponsor</td>
</tr>
<tr>
<td>☐ USD$7,500 Transfer sponsor</td>
<td></td>
</tr>
<tr>
<td>☐ USD$2,000 per banner ad Smart phone app banner</td>
<td></td>
</tr>
<tr>
<td>☐ Full page colour USD$2,000 Conference handbook advertising</td>
<td>☐ Half page colour USD$1,500</td>
</tr>
<tr>
<td>☐ USD$1,500 Conference satchel insert</td>
<td></td>
</tr>
<tr>
<td>☐ USD$4,000 Education Grant (speaker assistance)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXHIBITION OPTIONS—please indicate your chosen participation level</th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>SPONSORS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsor level</strong></td>
<td><strong>Preference</strong></td>
</tr>
<tr>
<td>☐ Platinum sponsor</td>
<td>☐ (6m x 6m) shell scheme or ☐ (6m x 6m) floorspace</td>
</tr>
<tr>
<td>☐ Gold sponsor</td>
<td>☐ (6m x 3m) shell scheme or ☐ (6m x 3m) floorspace</td>
</tr>
<tr>
<td>☐ Silver sponsor</td>
<td>☐ (3m x 3m) shell scheme or ☐ (3m x 3m) floorspace</td>
</tr>
</tbody>
</table>

**TOTAL OWING $**
## EXHIBITORS—please indicate your chosen participation below

<table>
<thead>
<tr>
<th>Booth type</th>
<th>Number required</th>
<th>Earlybird Application and payment received up to and including 31 January 2016</th>
<th>Standard Application and payment received on or after 1 February 2016</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Shell scheme booth</td>
<td>#</td>
<td>USD$5,000 per booth</td>
<td>USD$6,000 per booth</td>
<td>$</td>
</tr>
<tr>
<td>☐Floorspace only (minimum 9m²)</td>
<td>#</td>
<td>USD$4,500</td>
<td>USD$5,000</td>
<td>$</td>
</tr>
<tr>
<td>☐ Exhibition pillar wrap</td>
<td>#</td>
<td>USD$2,000 per wrap</td>
<td>USD$2,000 per wrap</td>
<td>$</td>
</tr>
<tr>
<td>☐ Exhibition floor decals</td>
<td>#</td>
<td>USD$1,500 per decal</td>
<td>USD$1,500 per decal</td>
<td>$</td>
</tr>
<tr>
<td>☐ Additional exhibitor full registrations</td>
<td>#</td>
<td>USD$350</td>
<td>USD$350</td>
<td>$</td>
</tr>
<tr>
<td>☐ Additional exhibitor day registrations</td>
<td>#</td>
<td>USD$200</td>
<td>USD$200</td>
<td>$</td>
</tr>
</tbody>
</table>

**TOTAL OWING $**

## EXHIBITION DETAILS

If you have more than 1 x booth/floorspace, would you like them located beside each other? ☐ Yes ☐ No on the floorplan (if possible)

**Location:** The Conference Managers will endeavour to allocate space in line with your request, however this cannot be guaranteed.

I **do not** wish to be located adjacent to these companies:

I **wish** to be located adjacent to these companies:

## FACIA NAME SIGNAGE (shell scheme booths only)

Maximum of 30 characters including spaces

## CONFIRMATION

My signature below denotes that I accept the points listed in the terms and conditions, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus; I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in this event.

Insert TOTAL $ amount payable Name (please print clearly)

Signature Date / /

☐ Please tick if you do NOT wish to receive conference updates via email
Visit the website for more information:  
www.apsc2017.org

THOMAS HOWDEN  
SPONSORSHIP DEVELOPMENT MANAGER  
T: +61 2 9213 4016  
E: thomas.howden@apsc2017.org

Chinese language inquiries can be directed to our Chinese secretariat:  

MCI CHINA, SHANGHAI OFFICE  
LETA YE  
SENIOR EXECUTIVE  
T: +86 (0) 21 3279 8795  
E: leta.ye@mci-group.com