



AUSCRS



AUSCRS 2019

Prospectus

CRYSTAL CLEAR

AUSTRALASIAN SOCIETY OF CATARACT
AND REFRACTIVE SURGEONS

23RD CONFERENCE
HILTON QUEENSTOWN,
NEW ZEALAND

17TH - 20TH JULY, 2019

Invitation

Once again we are heading to the land of the Long White Cloud and soaking up some more of New Zealand's beautiful South Island, Queenstown .

Queenstown has been shaped by many different cultures and lifestyles from its earliest days—but it's adventure that has the most lasting mark on those who visit or choose to live there. There is a remarkable comparison with the AUSCRS History! And whilst AUSCRS is truly the peak event on the ophthalmic calendar, Queenstown is truly the peak adventure capital of the world!

AUSCRS always enjoys a challenge when selecting venues and when we were in Queenstown in 2012, some said exhibiting at the Hilton just couldn't be done. Of course we proved them wrong - again - and the AUSCRS Chalet, which took up two levels of the Hilton car parking area was deemed as being one of the best exhibition spaces ever!

This year, we will be raising that bar again and creating a different exhibition 'world' – themed to fit the adventure capital of the world! A prospectus and floor plan will be available first week of February 2019... It will be Crystal Clear that you cannot miss AUSCRS 2019.



Warmest regards,

Graham Barrett
President, AUSCRS





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About AUSCRS

The Australasian Society of Cataract and Refractive Surgeons was formed in 1995. It is a society dedicated to the specific interests and challenges of cataract and refractive surgery and offers a unique forum for discussion and learning for both surgeons and their support staff.

AUSCRS is affiliated with the International Society of Refractive Surgery (ISRS) and the American Society of Cataract and Refractive Surgery (ASCRS), the Asian Pacific Association of Cataract & Refractive Surgeons (APACRS) as well as other peer societies around the world. In Australia, RANZCO is also affiliated with AUSCRS.

AUSCRS continues to grow as a society with its core aim of being a committed, special-interest group of ophthalmologists interested in education and dissemination of knowledge, new techniques and exploring the boundaries of their specialty.

Our success is due to the support of our members and to the ongoing support of our industry partners.



Contact AUSCRS

AUSCRS HQ is staffed from 9.00am - 5.00pm, Monday to Friday.

If you have any questions about the association, membership or our annual event, please don't hesitate to get in touch with one of our friendly team

Ph: 0419 582 884

office@auscrs.org.au

www.auscrs.org.au



We understand there are 7 key points to consider when deciding to invest in a conference: What, When, Where, Who, Why, How and, How much...

- 1 What?** Annual conference for the Australasian Society of Cataract and Refractive Surgeons
- 2 When?** Wednesday 17th - Saturday 20th July, 2109
- 3 Where?** Kawaura Conference Centre, Queenstown, New Zealand
- 4 Who?** Leading surgeons dedicated to the specific interests and challenges of cataract and refractive surgery
- 5 Who?** Sponsorship is the key platform for your company and brand at this conference; engage with pre-qualified decision makers in the exhibition; sit alongside delegates in the sessions; make best use of electronic conference communications. Pick & choose the right opportunity that 'fits' your objectives and provides you valuable and valid benefits.

- 6 How?** We are committed to ensuring your target audience have the best chance of attending the conference through an extensive pre-conference marketing plan.
- 1 How much?** See table below...

Exhibition

Platinum Partner	\$50,000
Gold Sponsor	\$12,000
Silver Sponsor	\$4,000

Advertising

Full page (back cover)	\$2,300
Full page (inside back cover)	\$1,750
Full page (inside pages)	\$1,600
Half page (inside pages)	\$900

Brand Awareness

Satchels	\$4,000
Delegate Stationary Pack	\$3,000

Educational packages

Educational Grant	\$15,000
<i>*included in Platinum. Must be Gold to purchase</i>	
Breakfast sessions	\$6,000
Evening symposiums	\$8,000
AUSCRS Film Festival	\$6,000
Educational Insert	\$1,000
EduComm EBLAST	\$1,500
A/ Trainee Program	\$5,000
Practice Managers Program	\$5,000
Technical Staff Program	\$5,000

***All costs are excluding**

GST



The Conference

The doctors' sessions will all be held in an adjoining area to the exhibition area - see images of floor plans here. The Exhibition and the Doctors' Sessions will be spread throughout the Hilton Level One Carpark area - another blank canvas for us to create an innovative and inviting exhibition space. The only way in and out of the Doctors' Sessions is via the full length of the exhibition. The Welcome Reception will kick off overlooking Lake Wakatipu (for the renowned 'reveal' of the President and Secretary) and then finish off in the exhibition area for all the wining and dining...All catering breaks will be held throughout the exhibition area to maximise the touch points for exhibitors with delegates. The Support Staff program will be held in the Remarkables Room, just a few minutes walk from the main plenary session and the exhibition areas.



The Venue

**Karawau Village Conference Centre, Hilton,
Queenstown, New Zealand**



Karawau Village will be our home for AUSCRS 2019 and whilst the weather will be chilly, the ambience and world-class hospitality will make you feel right at home.

The conference venue will once again be creatively set out at the Hilton with one area for the AUSCRS exhibition & food areas, and the adjoining area housing the main conferencing venue for the presentation of papers and our typical AUSCRS discussions.

We have almost sole use of the property with the three accommodation levels and as such, most delegates and company representatives will all be housed under the one roof (or two or three...).

**Become a valued
partner of the AUSCRS
conference experience
IN 2019**





Exhibition booth set up packages

As in previous years, your sponsorship level includes a standard booth set up - (black corinthian walls or space only for self build option) standard signage, standard lighting and power.

This year we are making things a lot easier (and more affordable) for you. We have three upgrade options available to all levels of sponsorship - Silver/Gold/Platinum. The upgrades range from just the look of the walling through to full furniture packages and AV packages - or you can design your own package.

The upshot will be that you simply order an upgrade and all the hard work is done - you arrive onsite and your booth is ready for you! No extra transport or extra builders' costs.

*Please click **below** to take you to full **description** and images of the standard, included booth set up and the three upgrade options.*

[Platinum Package](#)

[Gold Package](#)

[Silver Package](#)

Who is Attending?

AUSCRS 2019 will attract a wide audience of professionals working across many domains of cataract and refractive surgery, providing a very broad and diverse target audience from Australia, New Zealand and Asia.

The Conference Marketing Strategy



An extensive marketing plan has been designed to ensure your target audience has the greatest chance of attending the conference; through a comprehensive marketing campaign that commenced December 2018.

To maximise your access to this highly targeted and influential audience, marketing will include:

- The Conference website sitting on the AUSCRS new look website - www.auscrs.org.au.
- Advertising and promotion in industry related publications, e-news, event calendars and websites
- Regular electronic campaigns and mailouts to a database of over 1500 ophthalmic professionals

Platinum Package

\$50,000 + gst



Exhibition Partnerships

Please read through the levels of investment and match them up with your key marketing and exhibition objectives. Otherwise a bespoke proposal, one that encompasses your marketing focus can be discussed with Jenny Boden:

P: 0419 582 884
E: office@auscrs.org.au

**** Please note: We have three options of booth set up for you to choose to keep your onsite/delivery costs to a minimum - see page 8 re these options**

Marketing + Promotion

- Travel organisation and funding of 'matched' overseas speaker
- Availability of 'matched' overseas speaker for satellite meeting
- Educational Grant - included in Major Sponsor cost (Value of \$15,000)
See details of Educational Grant on page 12
- Option to purchase second Educational Grant
- Full page advertisement in conference program
- 150 word company profile on conference website
- 300 word company profile in dedicated sponsor eblast
- Logo and hyperlink on each page of the conference website
- Logo and hyperlink on all emarketing (once sponsorship confirmed)
- Logo on all print marketing (once sponsorship confirmed)
- Logo on front of conference program
- Recognition on the partners' page in the conference program
- Company logo on holding slides in all doctors' sessions
- Sponsor acknowledgement during Welcome Reception
- Sponsor acknowledgement during conference opening
- * 6 complimentary Exhibitor Registrations
- 6 complimentary Gala Dinner Tickets
- 6 complimentary Welcome Function Tickets
- Electronic mailing lists pre and post event

On-Site Presence

- Allocation of 36 sqm of display space in the Exhibition (8 m wide x 4.5 m deep)
- Standard Shell Scheme - black corinthian panels / Space Only for Self Builders
- ** Optional upgrades for exhibition space - see page 7 for details
- Option for onsite Breakfast Session or Dinner Symposium included (catering charges extra)
- 2 x Digital Advertisements x 3 minutes long played during all catering breaks in expo area
- 5 minute presentation during branded plenary session
- 60 seconds 'onstage' during Countdown session
- Inclusion in the 2019 'Chat' Session
- Inclusion in the 2019 Head to Head Session
- Prominent on-site signage (organised by Conference HQ)
- Acknowledgements as a Platinum Partner throughout the conference
- * All extra representatives must be registered. Registration fee \$450



Gold Package

\$12,000 + gst

Marketing + Promotion

- Recognition on the Valued Partners' page in the conference program
- Option to purchase Educational Grant option (not included in Gold Sponsor cost). **Only ONE Educational Grant allowed per Gold Sponsorship. See details of Educational Grant on pages 12)**
- Half page advertisement in conference program
- 150 word company profile on conference website
- * 4 complimentary Exhibitor Registrations
- 4 complimentary Welcome Function Tickets
- Electronic mailing list of all delegates pre and post conference

On-Site Presence

- Booth space of 21 sqm metres (7m wide x 3 m deep)
- ** Optional upgrades for exhibition space - see page 7 for details
- Standard Shell Scheme - black corinthian panels / Space Only for Self Builders
- 45 seconds 'on stage' during Countdown Session

* All extra representatives must be registered. Registration fee \$450

** Please note: We have three options of booth set up for you to choose to keep your onsite/delivery costs to a minimum - see page 8 re these options



Silver Package

\$4,000 + gst

Marketing + Promotion

- Logo and hyperlink included on sponsorship page of conference website
- Recognition on the partners' page in the conference program
- * 2 complimentary Exhibitor Registrations
- 2 complimentary Welcome Function Tickets
- Electronic mailing list of all delegates pre and post conference

On-Site Presence

- Standard Shell Scheme
- ** Booth space of 10 sqm metres (5m wide x 2m deep)
- Optional upgrades for exhibition space - see page 7 for details
- 30 seconds 'on stage' during Countdown Session

* All extra representatives must be registered. Registration fee \$450

** Please note: We have three options of booth set up for you to choose to keep your onsite/delivery costs to a minimum - see page 8 re these options

GOLD

GOLD

SILVER

SILVER



Additional Partnerships

The following partnerships enable a more personalised package to assist you in finding the best way to showcase your brand to your target audience.

If your organisation would prefer a collaborative sponsorship to encompass exhibition and marketing, please contact Jenny Boden directly to ensure a good 'fit' between your target market and strategic marketing focus.

Educational Grant \$15,000 + gst

(Included in Platinum Sponsorship.
Must be Gold Sponsor level to purchase)

This is an opportunity for companies to bring out an invited overseas speaker to the AUSCRS Conference to be included in the doctors' program (speaker to be approved by Conference Committee). This Grant is INCLUDED in the Platinum level and non-major companies MUST take up Gold Level Sponsorship to take up the Grant.

GRANT INCLUDES:

- Recognition on the partners' page in the conference program
- Company logo on holding slides in all doctors' sessions
- Sponsor acknowledgement during Welcome Reception
- Sponsor acknowledgement during conference opening
- * 6 complimentary Exhibitor Registrations
- 6 complimentary Gala Dinner Tickets
- 6 complimentary Welcome Function Tickets
- Electronic mailing lists pre and post event

** Only ONE Educational Grant allowed per Gold Sponsorship **

Breakfast Session \$6,000 + gst

(Plus Catering - limited to 4)

INCLUDES:

- Room hire
- Basic AV
- Promotion through AUSCRS website
- Registration through AUSCRS website

Evening Symposium \$8,000 + gst

(Plus Catering - limited to 4)

INCLUDES:

- Room hire
- Basic AV
- Promotion through AUSCRS website
- Registration through AUSCRS website

Film Festival Partner \$6,000 + gst

INCLUDES:

- Exclusive sponsorship of the AUSCRS Film Festival.
- Acknowledgement as a sponsor in the final program
- Logo and hyperlink as a sponsor on the conference website
- Your company representative to award trophy to winning entrant

Digital Advertising

\$2,000 + gst

This can be an extension of your booked partnership or an individual marketing strategy to delegates, committee and board members- an ongoing reminder from your company.

INCLUDES:

- Three x one minute digital ads on the digital screens in the Exhibition Area during all catering breaks.

Educational Communicational eBlast

\$2,000 + gst

(Limited to 3 Pre-congress & 3 Post-congress)

Maximise communications with your target audience in the month leading up to the congress or with a tailored message sent directly from Conference Headquarters to increase readership.

INCLUDES:

- 300 words and/or image and logo hyperlinked, included in the sponsor email to all confirmed delegates*
- Acknowledgement on all congress marketing with logo and hyperlink where applicable
- One piece of marketing collateral or product sample in congress satchels

Practice Managers Program

\$5,000 + gst

- Acknowledgement as a sponsor in the final program
- Logo as a sponsor on the conference website
- Logo on screens in these sessions
- 30 min presentation time in one of the practice managers sessions.

Advanced Trainee Program

\$5,000 + gst

- Acknowledgement as a sponsor in the final program
- Logo as a sponsor on the conference website
- Logo on screens in this program
- 5 min presentation time during the program

Technical Staff Program

\$5,000 + gst

- Acknowledgement as a sponsor in the final program
- Logo as a sponsor on the conference website
- Corporate logo on screens in these sessions
- 30 min presentation time in one of the Technical Staff sessions.

Advertising in Final Program

All conference participants will receive the program and will regularly refer to it during and after the conference.

- **Full page (back cover):**
\$2,300 + gst (Exclusive)
- **Full page (inside back cover):**
\$1,750 + gst (Exclusive)
- **Full page (inside pages):**
\$1,600 + gst Limited
- **Half page (inside pages):**
\$900 Limited



Sounds Great! *Where to from here?*

Throughout this Prospectus you have been given an overview of the AUSCRS 2019 Conference.

So, whether you are looking to establish your organisation as a leader in efforts to promote 'Cataract and Refractive Surgery', showcase your products or service or increase sales, the 2019 Conference will provide you with plenty of opportunities.

The exhibition offers a unique platform and allocated intervals during catering to impress upon, touch base and build relationships with your target market.

Once you have gathered your team, discussed and selected your preferred partnership position, confirm your booking to make sure you are included in early announcements and frequent email marketing to potential delegates and partners.



So, how does your organisation take advantage of this fantastic opportunity?

Simple! Contact Jenny Boden, at AUSCRS HQ to discuss the best possible solution to your current and ongoing marketing and budget objectives in order to customise the most appropriate sponsorship partnership for you!

Bookings will go 'live' on our online booking system on Monday 25th February at 1pm AESDT.

Booth spaces will be allocated on receipt of your bookings.

Jenny Boden
0419582884
office@auscrs.org.au



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