

# NRL Symposium



12-14 October 2020  
The Langham Hotel  
Melbourne

**37<sup>th</sup>**  
Annual NRL  
Symposium  
on Infectious  
Diseases  
Testing

## Sponsor Information 2020



Join us on Twitter: @NRLScience  
#NRLSID20



[www.nrlquality.org.au/events](http://www.nrlquality.org.au/events)

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## Introduction

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Welcome to the Sponsor Information for the 37<sup>th</sup> Annual NRL Symposium on Infectious Diseases Testing which is being held at the Langham hotel in Melbourne from 12-14 October 2020.

The Australian NRL Symposiums are premier events that unite scientists, IVD manufacturers, regulators, researchers, clinicians and laboratory personnel who work in serology / molecular pathology. They are the only events in the region that focus on infectious diseases testing to explore current opportunities and challenges faced by medical scientists. Invited Speakers delivering plenary presentations alongside delegates who have successfully submitted abstracts for oral or poster presentations allow for the exchange of new information and the sharing of diverse perspectives among those working in the field.

## Important Information for 2020

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### New Scientist Award

NRL is very pleased to announce the New Scientist Award will again be part of the Symposium. The recipient of this award will be judged based on specific criteria by three independent adjudicators in attendance. NRL is committed to fostering and recognising the need to encourage new scientists to attend the Symposium enabling them to share their perspective and be included in collaborations with their peers. In order to encourage an increased attendance from new scientists, we have also reviewed our fee model to offer attendee registration and abstract submission discounts.

### Sponsored Presentations

Sponsored presentations must be delivered by a scientific speaker and must be educational for delegates. **Presentations must NOT contain any direct marketing nor content that could be perceived as a sales pitch.** Engaging a laboratory customer to deliver educational focused presentations on behalf of a company is always very well received by delegates and considered valuable in their overall experience when attending these meetings. It is important to understand that NRL upholds the principle that the purpose of the Symposium is for scientific education and all content presented at the meeting must reflect this requirement.

NRL greatly appreciates that the majority of Sponsors have always followed this guideline in their contributions to the scientific program.

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## Why become a Sponsor?

NRL offers Sponsors the opportunity to promote their brand to a national audience.

A Symposium Sponsorship allows you to profile your organisation to medical laboratory scientists and associated staff while demonstrating commitment and support for service providers and education in the industry. A range of promotional opportunities are available, including branding in printed conference material, on the NRL website and throughout the Symposium proceedings.

## Benefits of Sponsorship

An NRL Symposium Sponsorship will ensure that your investment is worthwhile with many direct and indirect benefits for your business or organisation.

Benefits include:

- Exposure of your brand through extensive promotion leading up to the event
- Industry transparency that as a Sponsor you support and invest in education in this sector
- Opportunity to engage and communicate with decision makers in the Medical Laboratory Science (MLS) sector
- Brand association—you will be associated with a well renowned event in the MLS industry
- Increased brand and product awareness through:
  - naming rights of certain event aspects (included in some packages)
  - opportunities to showcase a new or existing product in an educational manner
  - differentiating from your competitors by taking up one of the exclusive sponsorship options
  - complimentary registrations and additional registrations at the standard rate (A higher delegate registration rate will apply to corporate registrants who are not Symposium Sponsors)
  - networking opportunities with leaders in the sector, keynote speakers, presenters and delegates

NRL highly values the loyalty and investment that our Sponsors have contributed through their financial support for this meeting over the years and we hope this will continue into the future. The Symposium continues to evolve and develop in order to meet the changing needs and expectations of both delegates and the industry. NRL is committed to the delivery of a high quality educational meeting which is valued by delegates and Sponsors alike. In addition, we welcome any new Sponsors to the event who would like to become involved.

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## Smart Phone Mobile Application

A Smartphone Mobile Application (App) will be available for delegates, which will provide a convenient and comprehensive way to navigate through all the information relevant to the 37<sup>th</sup> Annual NRL Symposium on Infectious Diseases Testing.

The NRL Symposium App features include:

- Guest Speaker Information
- Interactive Sponsors List
- Symposium Program
- Real-time Symposium alerts
- Direct communication between delegates



There will be an opportunity for one Sponsor to support the App for the Australian Symposium which will include exclusive advertising features regarding any promotional material related to the App and exclusive headline banner advertising.

All Sponsors will be listed within the App as part of the standard offering in their Sponsorship Package. This listing will include a short bio of the Sponsor's company and can provide links to the company's own website, allowing delegates to access information in real-time.



# Sponsorships at a Glance

Entitlements	Platinum \$19,000	Gold \$15,000	Silver \$12,000	Session \$8,000	Bronze \$4,500	Welcome Reception \$4,500	Mobile App \$4,500	New Scientist \$4,500	A4 Advertisement \$700
Availability	<b>SOLD</b>	1	2	2	5	<b>SOLD</b>	1	1	
EVENTS									
Host of Dinner (Naming Rights)	✓	x	x	x	x	x	x	x	x
Dinner Welcome Address	✓	x	x	x	x	x	x	x	x
Logo on Dinner Menu	✓	x	x	x	x	x	x	x	x
Host of Welcome Reception (Naming Rights)	x	x	x	x	x	✓	x	x	x
Welcome Reception Address	x	x	x	x	x	✓	x	x	x
PROGRAM									
Oral Presentation	45 Minutes	40 Minutes	30 Minutes	20 Minutes	15 Minutes				
Exclusive Session	✓	✓	✓	✓	x				
Logo advertisement during Session	✓	✓	✓	✓	x				
REGISTRATIONS									
Sponsored Delegate Registrations	4	3	2	1	1	1	x	x	x
Purchase additional registrations at the standard rate	✓	✓	✓	✓	✓	✓	✓	✓	x
ADVERTISING									
Headline Banner of company logo in Symposium App	✓	✓	x	x	x	x	✓	x	x
A4 page, coloured advertisement in Program and Abstracts booklet	✓	✓	✓	x	x	x	x	x	✓
Inclusion of company details in Symposium App	✓	✓	✓	✓	✓	✓	✓	✓	x
Company logo & Sponsorship Advertised:									
Second Announcement	✓	✓	✓	✓	✓	✓	✓	✓	x
NRL Website	✓	✓	✓	✓	✓	✓	✓	✓	x
Program and Abstracts Booklet	✓	✓	✓	✓	✓	✓	✓	✓	x
Symposium Intermission	✓	✓	✓	✓	✓	✓	✓	✓	x
App Advertisement	x	x	x	x	x	x	✓	x	x
AWARDS									
Short address before presentation of award	x	x	x	x	x	x	x	✓	x
Present award to New Scientist	x	x	x	x	x	x	x	✓	x

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## Platinum Sponsorship

Availability: 1

- ★ Host of the Symposium (rights)
- ★ Dinner Welcome Address
- ★ Logo on Dinner Menu
- ★ 45 minute educational and scientific presentation
- ★ Exclusive Sponsorship of a Symposium Session of your choice
- ★ Logo advertised at the commencement of the Sponsored session
- ★ 4 sponsored delegate registrations
- ★ Purchase of additional delegate registrations at the standard rate
- ★ A4 page coloured advertisement in the Symposium Program and Abstracts Booklet
- ★ Headline Banner of company logo in Symposium Smart Phone Mobile App.
- ★ Inclusion of company logo and Sponsorship level in the Second Symposium Announcement
- ★ Inclusion of company logo and Sponsorship level on the NRL Symposium Website
- ★ Inclusion of company logo and Sponsorship level in the Symposium Program and Abstracts Booklet
- ★ Advertisement of company logo and Sponsorship level during Symposium Intermissions
- ★ Inclusion of company description and contact details in Symposium Smart Phone Mobile App.

\$19,000 + GST

## Gold Sponsorship

Availability: 1

- ★ 40 minute oral educational and scientific presentation
- ★ Exclusive Sponsorship of a Symposium Session of your choice
- ★ Logo advertised at the commencement of the Sponsored session
- ★ 3 sponsored delegate registrations
- ★ Purchase of additional delegate registrations at the standard rate
- ★ A4 page coloured advertisement in the Symposium Program and Abstracts Booklet
- ★ Headline Banner of company logo in Symposium Smart Phone Mobile App.
- ★ Inclusion of company logo and Sponsorship level in the Second Symposium Announcement
- ★ Inclusion of company logo and Sponsorship level on the NRL Symposium Website
- ★ Inclusion of company logo and Sponsorship level in the Symposium Program and Abstracts Booklet
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\$15,000 + GST

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## Silver Sponsorship

Availability: 2

- 30 minute oral educational and scientific presentation
- Exclusive Sponsorship of a Symposium Session of your choice
- Logo advertised at the commencement of the Sponsored session
- 2 sponsored delegate registrations
- Purchase of additional delegate registrations at the standard rate
- A4 page coloured advertisement in the Symposium Program and Abstracts Booklet
- Inclusion of company logo and Sponsorship level in the Second Symposium Announcement
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\$12,000 + GST

## Session Sponsorship

Availability: 2

- 20 minute oral educational and scientific presentation
- Exclusive Sponsorship of a Symposium Session of your choice
- Logo advertised at the commencement of the Sponsored session
- 1 sponsored delegate registration
- Purchase of additional delegate registrations at the standard rate
- Inclusion of company logo and Sponsorship level in the Second Symposium Announcement
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\$8,000 + GST

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## Bronze Sponsorship

Availability: 5

- 15 minute oral educational and scientific presentation (in a non-exclusive session)
- 1 sponsored delegate registration
- Purchase of additional delegate registrations at the standard rate
- Inclusion of company logo and Sponsorship level in the Second Symposium Announcement
- Inclusion of company logo and Sponsorship level on the NRL Symposium Website
- Inclusion of company logo and Sponsorship level in the Symposium Program and Abstracts Booklet
- Advertisement of company logo and Sponsorship level during Symposium Intermissions
- Inclusion of company description and contact details in Symposium Smart Phone Mobile App.

\$4,500 + GST

## Welcome Reception Sponsorship

Availability: 1

- 15 minute oral educational and scientific presentation (in a non-exclusive session)
- 1 sponsored delegate registration
- Purchase of additional delegate registrations at the standard rate
- Inclusion of company logo and Sponsorship level in the Second Symposium Announcement
- Inclusion of company logo and Sponsorship level on the NRL Symposium Website
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\$4,500 + GST



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## Mobile Smart Phone App Sponsorship

Availability: 1

- Headline Banner of company logo in Symposium Smart Phone Mobile App
- Purchase of delegate registrations at the standard rate
- Inclusion of company logo on hard-copy advertisement for the App.
- Inclusion of company logo and Sponsorship level in the Second Symposium Announcement
- Inclusion of company logo and Sponsorship level on the NRL Symposium Website
- Inclusion of company logo and Sponsorship level in the Symposium Program and Abstracts Booklet
- Advertisement of company logo and Sponsorship level during Symposium Intermissions
- Inclusion of company description and contact details in Symposium Smart Phone Mobile App.

\$4,500 + GST

## New Scientist Award Sponsorship

Availability: 1

- Short Address on presentation of award
- Presentation of Award (purchased by NRL on company's behalf) to recipient
- Purchase of delegate registrations at the standard rate
- Inclusion of company logo and Sponsorship level in the Second Symposium Announcement
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\$4,500 + GST

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## A4 Advertisement

Placement of an A4 page coloured Advertisement in the Program and Abstracts Booklet

\$700 + GST

## Create your own Sponsorship

Discuss with NRL how we can customise and tailor a sponsorship to suit your needs.

## Responsibility of Sponsors

- Sponsor presentations should be scientific in nature and add to the educational focus of the NRL Symposium rather than having a marketing focus.
- Sponsors are to avoid organising events for delegates that will conflict with the official NRL Symposium program and social events.

## Becoming a Sponsor

Sponsorship options for the 37<sup>th</sup> Annual NRL Symposium on Infectious Diseases Testing are available from **19 February 2020**.

Please Note:-

Sponsorship allocation is based on a “first come, first served” basis.

Positioning and Size of company logos will be relative to the level of Sponsorship.

Completed Sponsorship Registration Forms can be submitted to **events@nrlquality.org.au**

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## Important Deadlines

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- A current and high resolution (300dpi and 72dpi) image file of the company logo is to be emailed to **events@nrlquality.org.au** within two weeks of purchasing your sponsorship. This will ensure it appears on the NRL Website and is published in the Second Announcement and Symposium Program and Abstracts Book.
- Sponsors entitled to or opting for the A4 single-page colour advertisement in the Symposium Program and Abstracts Booklet should provide a high resolution PDF file of the advertisement by **30 September 2020**.
- For abstract and presentation submission deadlines – please refer to the NRL website at **www.nrlquality.org.au/events**

## Further Information

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Sponsorships details - Shannon Curley

E: **shannon@nrlquality.org.au**

T: +61 3 9418 1109

W: **www.nrlquality.org.au/events**

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## Sponsorship Order Form

SPONSOR INFORMATION (PLEASE PRINT CLEARLY)									
Company									
Address									
Contact Person	Title								
First Name				Surname					
Email				Telephone					
SPONSORSHIP OPTIONS (PLEASE TICK)									
LEVEL OF SPONSORSHIP				AVAILABILITY	PRICE (AUD) + GST	OPTION CHOSEN			
<b>PLATINUM</b> Sponsorship				1	\$ 19,000	<b>SOLD</b>			
<b>GOLD</b> Sponsorship				1	\$ 15,000				
<b>SILVER</b> Sponsorship				2	\$ 12,000				
<b>SESSION</b> Sponsorship				2	\$ 8,000				
<b>BRONZE</b> Sponsorship				5	\$ 4,500				
<b>Welcome Reception</b> Sponsorship				1	\$ 4,500				
<b>Symposium Mobile App</b> Sponsorship				1	\$ 4,500				
<b>New Scientist Award</b> Sponsorship				1	\$ 4,500				
<b>A4 Single Page Colour Advertisements</b> in Symposium Program and Abstracts Book				Unlimited	\$ 700				
<b>Create your own</b> Sponsorship Package (please contact NRL directly to arrange)				Unlimited	To be Determined				
<b>PAYMENT can be made by choosing the Invoice option or Credit Card option.</b>									
<input type="checkbox"/> <b>INVOICE</b> An invoice will be generated and emailed within 48 hours.									
<b>CREDIT CARD</b> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Cardholder's Name									
Card Number									
Expiry Date / 3 Digit Security Number									
Email: events@nrlquality.org.au Fax: 61 3 9418 1160									
<b>For further information please contact Shannon Curley ph: 61 3 9418 1109</b>									