



**Wounds**Australia  
**2024**Conference  
**Sponsorship & Exhibition  
Prospectus**

**Champions *of* Change**

Wounds Australia - 30 Years of Action

**Gold Coast Convention  
and Exhibition Centre**

**14-16 October 2024**

[www.woundsconference.org](http://www.woundsconference.org)

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## FOR ALL SPONSOR AND EXHIBITION ENQUIRIES CONTACT:

### Wounds 2024 Secretariat

c/o MCI Australia  
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# Invitation from the Chair

## **On behalf of Wounds Australia, I am delighted to invite you to support the Wounds Australia 2024 Conference in Gold Coast, Queensland.**

This year, we mark 30 years of action on minimising the harm caused by wounds in this country. By working together, we – clinicians, researchers and industry – have achieved some remarkable things.

But there is still a long way to go on our journey to beat Australia's wound epidemic. Our tools – education, collaboration, product innovation and research – are the cornerstones of the Wounds Australia 2024 Conference.

The Conference is your opportunity to engage with healthcare professionals from a variety of sectors and specialisations, and to offer real solutions to the challenges they face in an ever-changing world.

And 2024 promises to be bigger than ever, with an ambitious registration goal, an innovative program and an attractive partner offering.

### **Champions of Change: Wounds Australia – 30 Years of Action.**

For three decades, our organisation has championed the interests of people living with wounds, and the amazing health professionals who care for them. We have positioned ourselves as the leading advocates on wound policy, driven wound clinical practice and education forward, collaborated with research bodies, and partnered with industry, all with one goal in mind: improving wound care for more people.

The Wounds Australia 2024 Conference is an opportunity for you to partner with us and continue to work towards achieving this vital goal.

Organisations like yours are crucial to the event's success, and we are committed to delivering an event that brings you real value and tangible returns. This year's partner offering reflects that commitment, with carefully constructed packages designed to meet a range of organisational needs and budgets.

We welcome your feedback, look forward to discussing options with you, and thank you for your continued support.

On behalf of Wounds Australia, we hope to welcome you and your team to the Gold Coast Exhibition Centre, 14–16 October 2024.

Hayley Ryan, Chair – Wounds Australia



# What is next for Wounds Australia in 2024

**Wounds Australia is the peak body for wound care prevention and management in Australia. We exist to reduce the harm caused by wounds.**

Wounds Australia represents more than 3000 members and consists of an extensive network of health care professional and volunteers with a single vision of healing wounds together. Wounds Australia promotes quality wound care through advocacy, education, research, membership and events.

Wounds Australia works to minimise the costly burden that chronic wounds create, both on an individual and societal level. With a dedicated board of directors and committees, a focused staff team and a passionate membership base, we are leading the way on wound prevention and care in Australia.

## WOUNDS 2024 VENUE & HOST CITY

Located in the heart of Broadbeach, just 500 metres to the beach and walking distance to thousands of accommodation options, GCCEC is Australia's largest regional convention centre.

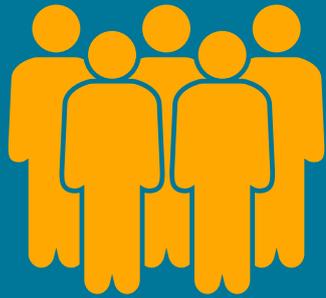
GCCEC is proud of its reputation as a world leader in sustainable meetings and events. Since the centre opened in 2004, GCCEC has strongly supported eco-friendly practices both operationally and in design.

### Gold Coast Convention and Exhibition Centre



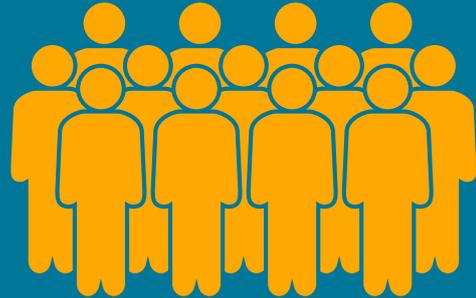
W: [www.gccec.com.au](http://www.gccec.com.au)

# Audience Demographics



**1,000+**

WOUNDS 2024 GOLD COAST  
EXPECTED DELEGATES



**3,000+**

WOUNDS AUSTRALIA  
MEMBERS (7% YEAR ON YEAR  
MEMBERSHIP GROWTH OVER  
THREE YEARS)

## DEMOGRAPHIC BREAKDOWN OF AUDIENCE



**68%**

**WOUND CARE NURSES**

Includes Woundcare Nurse CNS,  
Woundcare Nurse CNC, Woundcare  
Nurse Practitioner



**9%**

**PODIATRISTS**



**8%**

**AGED CARE**



**5%**

**MEDICAL/ ACADEMIC**

Includes GPs, Medical Specialists  
& Surgeons



**5%**

**PHARMACIST**



**5%**

**OTHER NURSING SPECIALTIES**

Includes Lymphoedema therapists,  
Dermatology, Disability, ED, Education,  
Surger, GP Nurse, Geriatrics, Palliative,  
Rehab, Stomal therapy, Vascular

# Program

## SUN 13 OCT 2024 | DAY 1: PRE-CONFERENCE

|             | Room 1<br>32 Pax<br>Cabaret Style | Room 2<br>32 Pax<br>Cabaret Style | Room 3<br>32 Pax<br>Cabaret Style | Room 4<br>32 Pax<br>Cabaret Style |
|-------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| 0830 - 1000 | Wounds Australia Course 1         | Wounds Australia Course 2         | Wounds Australia Course 3         | Wounds Australia Course 4         |
| 1000 - 1030 | Morning Tea                       |                                   |                                   |                                   |
| 1030 - 1230 | Wounds Australia Course 1         | Wounds Australia Course 2         | Wounds Australia Course 3         | Wounds Australia Course 4         |
| 1230 - 1300 | Lunch                             |                                   |                                   |                                   |
| 1330 - 1530 | Pre-Conference Masterclass 1      | Pre-Conference Masterclass 2      | Pre-Conference Masterclass 3      | Pre-Conference Masterclass 4      |
| 1530 - 1600 | Afternoon Tea                     |                                   |                                   |                                   |
| 1600 - 1800 | Pre-Conference Workshop 1         | Pre-Conference Workshop 2         | Pre-Conference Workshop 3         | Pre-Conference Workshop 4         |

## MON 14 OCT 2024 | DAY 1: CONFERENCE

|             |                                    |   |
|-------------|------------------------------------|---|
|             | Arena 1B 1251 Pax Auditorium Style |   |
| 0830 - 1100 | Plenary 1                          |   |
|             | Hall 3&4 Exhibition                |   |
| 1100 - 1230 | Lunch                              | World Of Wounds Theatre 1 - 1110 - 1140 |
|             |                                    | World Of Wounds Theatre 2 - 1150 - 1220 |
|             | Arena 1B 1251 Pax Auditorium Style |   |
| 1230 - 1400 | Plenary 2                          |   |
|             | Hall 3&4 Exhibition                |   |
| 1400 - 1530 | Afternoon Tea                      | World Of Wounds Theatre 3 - 1410 - 1440 |
|             |                                    | World Of Wounds Theatre 4 - 1450 - 1520 |
|             | Arena 1B 1251 Pax Auditorium Style |   |
| 1530 - 1700 | Plenary 3                          |   |
|             | Hall 3&4 Exhibition                |   |
| 1730 - 1830 | Welcome Reception                  |   |

# Program cont.

## TUE 15 OCT 2024 | DAY 2

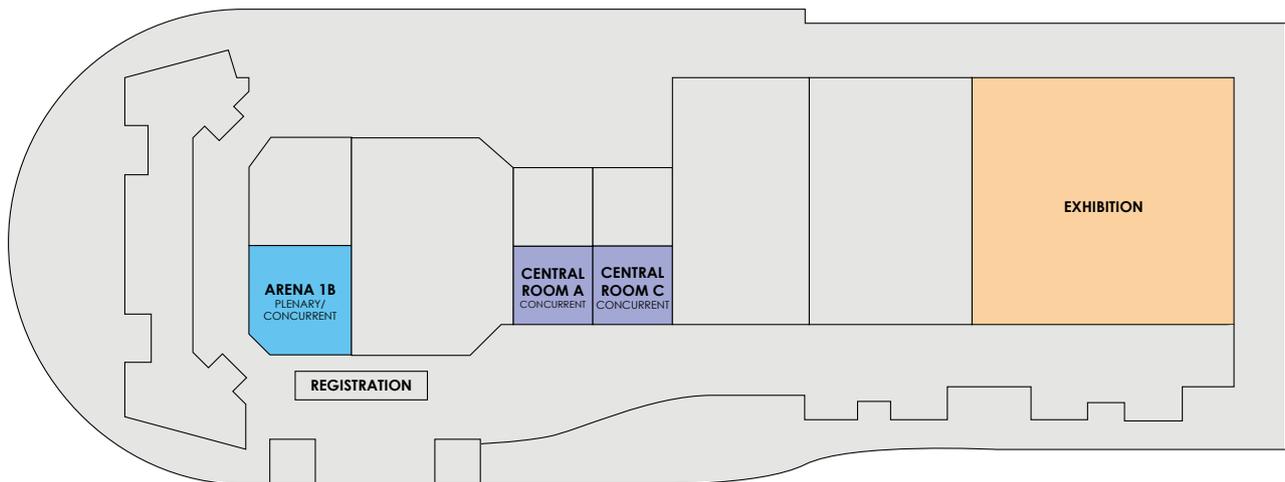
|                                   | Central Room A<br>216 Pax<br>Cabaret Style | Central Room C<br>96 Pax<br>Cabaret Style | Room 9<br>72 Pax<br>Cabaret Style       | Foyer E<br>120 Pax<br>Threatre Style | Foyer F<br>120 Pax<br>Threatre Style |
|-----------------------------------|--|---|---|--------------------------------------|--------------------------------------|
| 0730 - 0845                       | Breakfast Seminar 1                        | Breakfast Seminar 2                       | Breakfast Seminar 3                     | Breakfast Seminar 4                  | Breakfast Seminar 5                  |
|                                   | Arena 1B                                   | Central Room A                            | Central Room C                          | Room 9                               |                                      |
| 0900 - 1130                       | Concurrent Session 1                       | Concurrent Session 2                      | Concurrent Session 3                    | Concurrent Session 4                 |                                      |
|                                   |  |   | Hall 3&4 Exhibition                     |                                      |                                      |
| 1130 - 1300                       | Lunch                                      |   | World Of Wounds Theatre 5 - 1140 - 1210 |                                      |                                      |
|                                   |  |   | World Of Wounds Theatre 6 - 1220 - 1250 |                                      |                                      |
|                                   | Arena 1B                                   | Central Room A                            | Central Room C                          | Room 9                               |                                      |
| 1300 - 1430                       | Concurrent Session 5                       | Concurrent Session 6                      | Concurrent Session 6                    | Concurrent Session 7                 |                                      |
|                                   |  |   | Hall 3&4 Exhibition                     |                                      |                                      |
| 1430 - 1600                       | Afternoon Tea                              |   | World Of Wounds Theatre 7 - 1440 - 1510 |                                      |                                      |
|                                   |  |   | World Of Wounds Theatre 8 - 1520 - 1550 |                                      |                                      |
|                                   | Arena 1B                                   | Central Room A                            | Central Room C                          | Room 9                               |                                      |
| 1600 - 1730                       | Concurrent Session 8                       | Concurrent Session 9                      | Concurrent Session 10                   | Concurrent Session 11                |                                      |
| Foyer E & F 200 Pax Banquet Style |  |   |   |                                      |                                      |
| 1830 - LATE                       | Gala Dinner                                |   |   |                                      |                                      |

## WED 16 OCT 2024 | DAY 3

|             | Central Room A<br>216 Pax<br>Cabaret Style | Central Room C<br>96 Pax<br>Cabaret Style | Room 9<br>72 Pax<br>Cabaret Style        | Foyer E<br>120 Pax<br>Threatre Style | Foyer F<br>120 Pax<br>Threatre Style |
|-------------|--|---|--|--------------------------------------|--------------------------------------|
| 0730 - 0845 | Breakfast Seminar 6                        | Breakfast Seminar 7                       | Breakfast Seminar 8                      | Breakfast Seminar 9                  | Breakfast Seminar 10                 |
|             | Arena 1B                                   | Central Room A                            | Central Room C                           | Room 9                               |                                      |
| 0900 - 1130 | Concurrent Session 12                      | Concurrent Session 13                     | Concurrent Session 14                    | Concurrent Session 15                |                                      |
|             |  |   | Hall 3&4 Exhibition                      |                                      |                                      |
| 1130 - 1300 | Lunch                                      |   | World Of Wounds Theatre 9 - 1140 - 1210  |                                      |                                      |
|             |  |   | World Of Wounds Theatre 10 - 1220 - 1250 |                                      |                                      |
|             | Arena 1B                                   | Central Room A                            | Central Room C                           | Room 9                               |                                      |
| 1300 - 1430 | Concurrent Session 16                      | Concurrent Session 17                     | Concurrent Session 18                    | Concurrent Session 19                |                                      |
|             |  |   | Hall 3&4 Exhibition                      |                                      |                                      |
| 1430 - 1600 | Afternoon Tea                              |   | World Of Wounds Theatre 11 - 1440 - 1510 |                                      |                                      |
|             |  |   | World Of Wounds Theatre 12 - 1520 - 1550 |                                      |                                      |
|             | Arena 1B                                   | Central Room A                            | Central Room C                           | Room 9                               |                                      |
| 1600 - 1730 | Concurrent Session 20                      | Concurrent Session 21                     | Concurrent Session 22                    | Concurrent Session 23                |                                      |

# Conference Rooming and Venue Plan

## GROUND FLOOR



## FIRST FLOOR



- ARENA 1B  
Plenary/Concurrent
- CONFERENCE  
EXHIBITION
- CONCURRENT  
ROOMS
- PRE-CONFERENCE WORKSHOPS  
AND BREAKFAST SESSIONS

# Partnerships

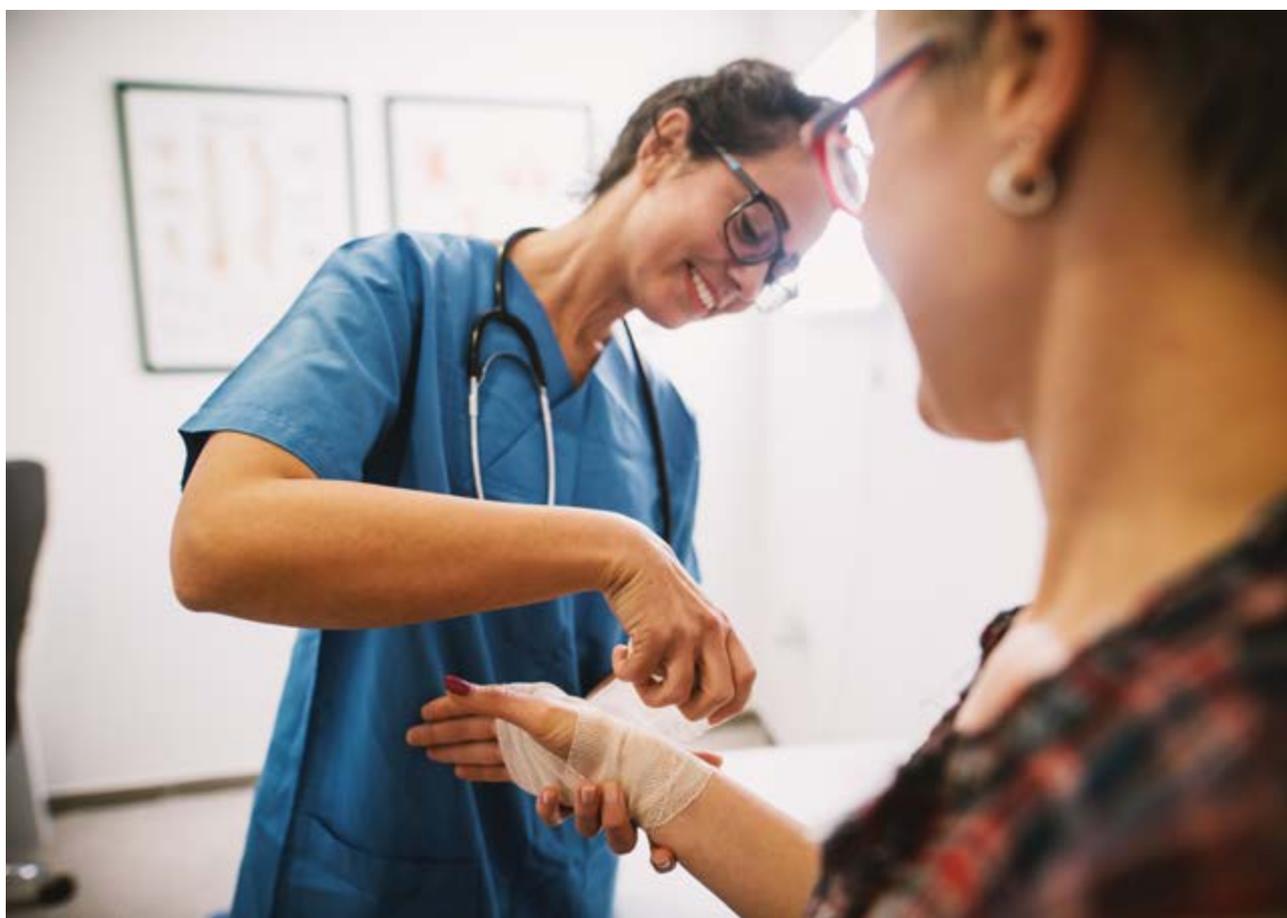
## MAJOR PARTNERSHIPS

| PARTNERSHIP LEVEL  | PLATINUM PARTNERSHIP      | GOLD PARTNERSHIP          | SILVER PARTNERSHIP       | BRONZE PARTNERSHIP       |
|--|---------------------------|---------------------------|--------------------------|--------------------------|
| INVESTMENT AMOUNT (ALL PRICING IS IN AUD AND INCLUDES 10% GST) | \$90,000                  | \$60,000                  | \$30,000                 | \$15,000                 |
| <b>EDUCATION</b>   |                           |                           |                          |                          |
| BREAKFAST SEMINAR  | One                       | One                       |                          |                          |
| WORLD OF WOUNDS THEATRE PRESENTATION                           | Two                       | One                       |                          |                          |
| PRE-CONFERENCE WORKSHOP OR MASTERCLASS                         | One                       |                           | One                      |                          |
| <b>NETWORKING</b>  |                           |                           |                          |                          |
| EXHIBITION SPACE   | 54sqm                     | 36sqm                     | 18sqm                    | 9sqm                     |
| GALA DINNER RESERVED VIP TABLE                                 | Table of ten              |                           |                          |                          |
| LOUNGE SPACE (EXCLUSIVE EXHIBITION LOUNGE (UNMANNED, BRANDED)) | ✓                         |                           |                          |                          |
| APP-BASED LEAD TRACKING (GDPR COMPLIANT)                       | ✓                         | ✓                         | ✓                        | ✓                        |
| PROMOTION OF INDUSTRY FUNCTION                                 | Optional but included     |                           |                          |                          |
| <b>BRANDING AND ADVERTISING</b>                                |                           |                           |                          |                          |
| LOGO AND PARTNER ACKNOWLEDGEMENT (WEB)                         | 100 word profile and logo | 100 word profile and logo | 50 word profile and logo | 50 word profile and logo |
| LOGO AND PARTNER ACKNOWLEDGEMENT (APP)                         | 100 word profile and logo | 100 word profile and logo | 50 word profile and logo | 50 word profile and logo |
| LOGO AND PARTNER ACKNOWLEDGEMENT (PARTNER SIGNAGE ONSITE)      | ✓                         | ✓                         | ✓                        | ✓                        |
| LOGO AND PARTNER ACKNOWLEDGEMENT (AV SLIDES)                   | ✓                         | ✓                         | ✓                        | ✓                        |
| EDM BANNER   | Three                     | Two                       | One                      | One                      |
| EDM ADVERTORIAL  | One                       | One                       |                          |                          |
| <b>REGISTRATIONS</b>   |                           |                           |                          |                          |
| FULL DELEGATE REGISTRATIONS (INCL AWARDS DINNER TICKET)        | Eight                     | Five                      | Three                    | One                      |
| EXHIBITOR REGISTRATIONS (EXHIBITION CATERING AND ACCESS ONLY)  | Fourteen                  | Ten                       | Six                      | Three                    |

# Partnerships cont.

## MAJOR PARTNERSHIPS

| DATA AND MEASURING ROI  |   |   |   |   |
|---|---|---|---|---|
| CONFERENCE IMPACT REPORT (TWO WEEKS POST-CONFERENCE)  | ✓ | ✓ | ✓ |   |
| HOSTED EDUCATION LEAD-GENERATION REPORT (GDPR COMPLIANT. WITHIN 24 HOURS OF HOSTED ACTIVITY)          | ✓ | ✓ | ✓ |   |
| DELEGATE LIST (GDPR COMPLIANT. 14 DAYS PRIOR, 7 DAYS PRIOR, ONSITE AND WITHIN 3 DAYS POST CONFERENCE) | ✓ | ✓ | ✓ | ✓ |



# Partnerships cont.

## INDIVIDUAL PARTNERSHIPS

ALL PRICING IS IN AUD AND INCLUDES 10% GST

| PARTNERSHIP CATEGORIES  | PRICE           | # OF OPPORTUNITIES |
|---|-----------------|--------------------|
| <b>EDUCATION</b>  |                 |                    |
| BREAKFAST SEMINAR   | \$11,000        | Twelve             |
| WORLD OF WOUNDS THEATRE PRESENTATION                              | \$8,500         | Twelve             |
| PRE-CONFERENCE MASTERCLASS  | \$8,500         | Four               |
| PRE-CONFERENCE WORKSHOP   | \$8,500         | Four               |
| KEYNOTE SPEAKER SPONSOR   | \$18,000        | Multiple           |
| INDUSTRY PROGRAM SPEAKER FEE                                      | \$1,500         | Multiple           |
| <b>NETWORKING</b>   |                 |                    |
| EVENING NETWORKING FUNCTION PROMOTION (OFF-SITE, INDUSTRY-HOSTED) | \$3,000         | Multiple           |
| GALA DINNER TABLE SPONSORSHIP (TABLE OF 10)                       | \$2,250         | Multiple           |
| WELCOME RECEPTION   | \$10,000        | Exclusive          |
| INDUSTRY LOUNGE   |                 | Three              |
| <b>DELEGATE EXPERIENCE</b>  |                 |                    |
| CONFERENCE APP  | \$8,000         | Exclusive          |
| DELEGATE BAG  | \$9,000         | Exclusive          |
| DELEGATE LANYARDS   | \$8,500         | Exclusive          |
| COFFEE CART   | \$10,000 (each) | Three              |
| <b>BRANDING AND ADVERTISING</b>                                   |                 |                    |
| <b>BRAND ONLY, NO PRODUCT PROMOTION</b>                           |                 |                    |
| EXHIBITION ENTRANCE FEATURE                                       | \$8,000         | Exclusive          |
| REGISTRATION FOYER WELCOME BANNER                                 | \$9,000         | Exclusive          |
| CONFERENCE PILLAR WRAP  | \$4,000 (each)  | Four               |
| <b>BRAND AND PRODUCT ADVERTISING (HCP-ONLY COMPLIANT)</b>         |                 |                    |
| EXHIBITION FLOOR DECAL  | \$3,000 (each)  | Eight              |
| APP ADVERTISEMENT   | \$2,500 (each)  | Multiple           |
| BAG INSERT  | \$2,500 (each)  | Multiple           |
| EDM BANNER  | \$2,000 (each)  | Multiple           |
| EDM ADVERTORIAL*  | \$3,500 (each)  | Six                |

# Partnership Entitlements Breakdown

## EDUCATION

### BREAKFAST SEMINAR SPONSOR

**A premium engagement opportunity allowing industry partners to curate an educational workshop or seminar. A key component of the delegate experience, breakfast seminars have high levels of participation and offer a great platform for education and building connections.**

- 60min presentation time + 15min setup/catering window
- Capacity 120pax maximum theatre style
- Room hire, standard AV (additional AV available for purchase by sponsor) provided by the conference
- Catering provided for 80 pax included – menu confirmed through discussion with sponsor and conference secretariat. Catering decisions made by the conference secretariat are final
- All presentations are subject to abstract submission and approval by the scientific program chair. Sponsor's seeking to utilise a speaker from the scientific program for a breakfast seminar will incur a \$1,500 speaker fee per speaker
- Industry program listing including sponsor logo, session title, speaker photo & bio and 200 word synopsis for Breakfast Seminar on conference website & conference app
- Showcase of sponsor provided banner/s at entrance to breakfast workshop for duration of workshop (sponsor to supply)
- App-based report on RSVPs and delegate attendance provided to sponsor (GDPR compliant)
- Three (3) staff day registrations



## WORLD OF WOUNDS THEATRE PRESENTATION

The World of Wounds Theatre is a purpose built theatre space in the exhibition that is the perfect place for product discussion, showcasing of product portfolio, hands-on and interactive demonstrations, and a prominent platform for partners to host content for attendees. With a maximum possible attendance of 100pax, in a defined seminar space, these silent theatrettes also provide information to sponsors on who has attended your theatrette.

- 30 min “silent” exhibition theatre presentation (90min lunch break)
- Capacity 100pax maximum
- Catering is available to all delegates in the exhibition to be eaten in the theatres
- Theatre and AV provided. Attendees receive a headset to listen to the presentation
- Sponsor’s seeking to utilise a speaker from the scientific program for a theatrette will incur a \$1,500 speaker fee per speaker
- Industry program listing including sponsor logo, session title, speaker photo & bio and 100 word synopsis for the presentation on conference website & conference app
- App-based report on attendance provided to sponsor (GDPR compliant)
- Two (2) staff day registrations



*\*The image presented here is a mock-up of the World of Wounds Theatrette. Please note that the final version is subject to change.*

## PRE-CONFERENCE WORKSHOP

Industry partners are encouraged to consider facilitating a skills-transfer or hands-on workshop as part of the pre-conference industry program. Consider being one of four organisations to host a topical seminar on key areas of skills development for our attendees.

- 2 hour workshop (pre-conference)
- Capacity 60pax maximum
- Room hire and standard presentation AV (additional AV and optional catering available for purchase by sponsor)
- Catering is available at an additional cost
- All presentations are subject to approval by committee
- Sponsor's seeking to utilise a speaker from the scientific program for a seminar will incur a \$1,500 speaker fee per speaker
- Industry program listing including sponsor logo, session title, speaker photo & bio and 100 word synopsis for the pre-conference workshop on conference website & conference app
- Showcase of sponsor provided banner/s at entrance to workshop for the duration
- App-based report on RSVPs and delegate attendance provided to sponsor (GDPR compliant)
- Three (3) staff day registrations

## PRE-CONFERENCE MASTERCLASS

A co-developed industry and program committee expert session hosted as part of the pre-conference industry program. A limited opportunity platform to provide speaker and topic input to a co-developed program that addresses critical needs of experienced users and delegates in the wounds community.

- 2 hour masterclass (pre-conference)
- Capacity 60pax maximum
- Room hire and standard presentation AV (additional AV and optional catering available for purchase by sponsor)
- Catering is available at an additional cost
- Speaker, chair and topic recommendations submitted by industry for all topics, speakers selected by committee.
- Speaker sponsorship fees are waived for the co-developed masterclass
- Industry program listing including sponsor logo, session title, speaker photo & bio and 100 word synopsis for the pre-conference masterclass on conference website & conference app
- Free to attend for delegates. Non-conference registrants can also attend as fee-paying masterclass attendees
- Showcase of sponsor provided banner/s at entrance to workshop for the duration
- App-based report on RSVPs and delegate attendance provided to sponsor (GDPR compliant)
- Three (3) staff day registrations

### KEYNOTE SPEAKER SPONSOR

The conference will feature a number of high profile invited keynote speakers. The conference welcomes industry partners to be acknowledged in their support of the conference hosting these speakers.

- Logo, sponsor acknowledgement in the program against speaker and in sponsor section
- Sponsor logo and acknowledgement on conference website & conference app, and against all mentions of the speaker in conference marketing and program
- Waiving of the Industry Program Speaker fee (as per prospectus) for sponsor's hosted industry program engagements

### INDUSTRY PROGRAM SPEAKER FEE

There is a speaker fee applicable for industry partners utilising a speaker from the scientific program in the hosting of an industry program activity. This fee is attributed per speaker. Industry partners hosting speakers independently may consider offering for the conference to utilise this speaker in other areas of the program.



# Partnership Entitlements Breakdown

## NETWORKING

### GALA DINNER TABLE SPONSORSHIP

The conference will host the Wounds Australia Gala Dinner. Welcoming board members, speaker, delegates and industry partners; a networking and celebratory function for the wounds industry. Industry partners have the opportunity to sponsor a reserved table, branded for their organisation and open to be filled through invitation.

- Ten (10) guest tickets for sponsor organisation staff/guests
- Reserved (with sponsor logo) table for 10 at the appreciation dinner (all guests must have a purchased or invitee ticket for the dinner)

### WELCOME RECEPTION

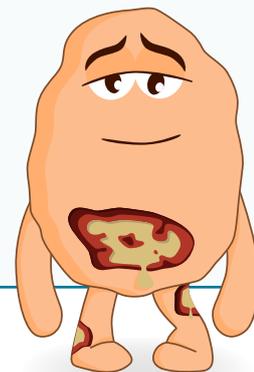
An in-exhibition hosted networking function to host the opening of the conference.

- 5 min speaking opportunity at the opening ceremony (separate schedule to reception) to acknowledge your support for Wounds Australia and the hosting of the welcome reception
- Logo, sponsor acknowledgement in the program against speaker and in sponsor section
- Sponsor logo and acknowledgement on conference website & conference app, and against all mentions of the welcome reception in conference marketing
- Significant signage against the catering stations for the welcome in the exhibition, and a named menu item (food or drink) as part of the catering service

### EVENING NETWORKING FUNCTION (OFF-SITE)

Networking functions are promoted as part of the industry program through open or targeted promotion by the conference (segmenting confirmed registrants to the conference is possible, privacy laws apply).

- Function listing on conference website and app, and any dedicated function promotional materials
- Promotion through EDM schedule and/or targeted invitation to audience segment through conference secretariat
- RSVPs are directed to host sponsor's contact through conference marketing and app, function registration managed by sponsor directly
- Venue, catering and function hosting costs at sponsor's expense



# Partnership Entitlements Breakdown

## DELEGATE EXPERIENCE

### CONFERENCE APP

The focal point for electronic networking by delegates, an up-to-date source of program information pre and during the conference. Hosting of the app is continued post-conference to allow delegate access to speaker/abstract information on app

- Prominent sponsor banner on all pages except scientific program page and industry program page
- App advertisement in “industry zone” of app
- Sponsor logo and acknowledgement on conference website & conference app, and against all mentions of the delegate bags in conference marketing
- Logo against all printed promotion of the app
- One push notification per day to the delegation advertising your organisation, product or activities at the conference



### DELEGATE BAG

- Sponsor logo plus conference logo on all conference bags
- Bags produced by the conference
- Final design at discretion of conference secretariat
- Sponsor logo and acknowledgement on conference website & conference app, and against all mentions of the delegate bags in conference marketing

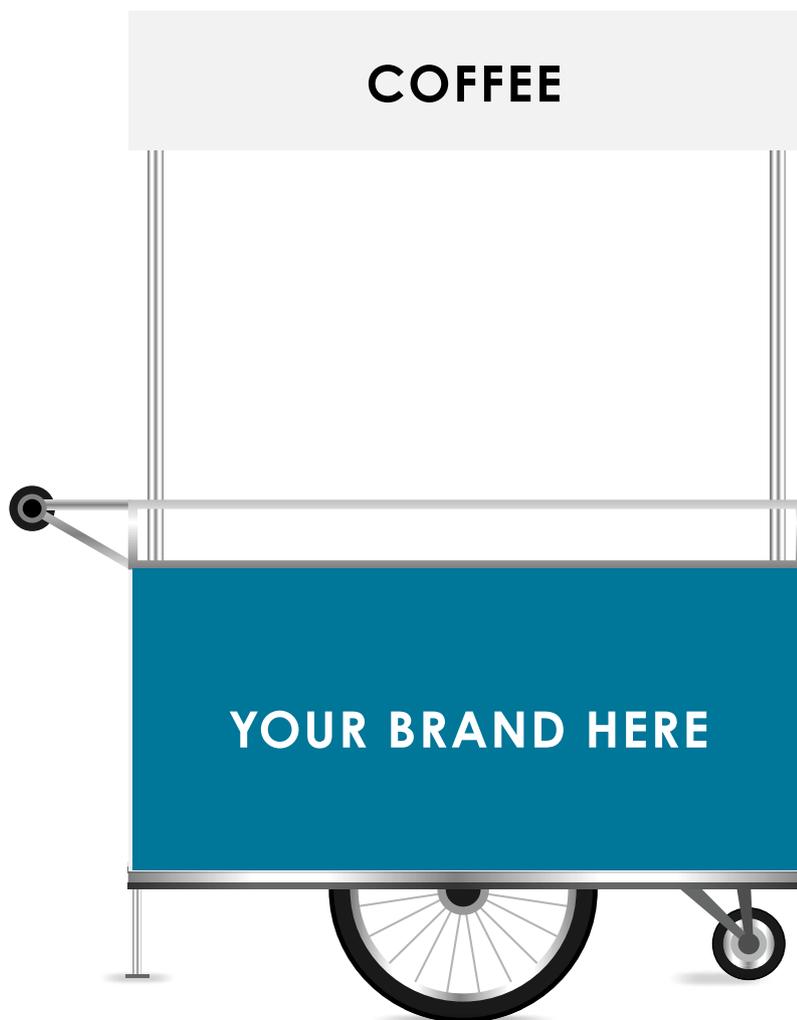
### DELEGATE LANYARDS

- Sponsor logo plus conference logo on all delegate lanyards (sponsor and exhibitor lanyards are plain with no sponsor logo)
- Lanyards produced by the conference
- Final design at discretion of conference secretariat
- Sponsor logo and acknowledgement on conference website & conference app, and against all mentions of the delegate lanyards in conference marketing

## COFFEE CART

A highly-visible traffic generation activation offered to industry partners in the conference exhibition. Can be co-located with your exhibition booth

- Prominent sponsor banner on front of coffee cart
- Open during exhibition open hours for duration of the conference
- Sponsor can provide branded cups/napkins at own cost
- Sponsor can provide apron and/or t-shirt for barista staff at own cost
- Sponsor logo and acknowledgement on conference website & conference app, and against all mentions of the coffee cart in conference marketing
- Acknowledgement and logo included on app venue floor plan and exhibition layout signage directing delegates to coffee cart



# Partnership Entitlements Breakdown

## BRANDING AND ADVERTISING

### EXHIBITION ENTRANCE FEATURE

**(Brand only, no product promotion)**

- Prominent inclusion of your organisation logo in the professionally designed exhibition entrance feature design
- Inclusion also of your QR-code in the design for delegates to tap-on in appreciation and begin a conversation with your team (link to preferred URL)
- Exhibition entrance feature design will also include all sponsor logos and an exhibitor listing

### REGISTRATION FOYER WELCOME BANNER

**(Brand only, no product promotion)**

- Prominent inclusion of your organisation logo in the professionally designed foyer conference welcome signage

### CONFERENCE PILLAR WRAP

**(Brand only, no product promotion)**

- One of four pillar wraps showcasing your organisation's logo in the conference venue in a high visibility location in close proximity to the BCEC ground floor foyer and conference registration area



## EXHIBITION FLOOR DECAL

### (HCP-only compliant advertising option)

- 2m x 2m square or circular decal
- Select from multiple positions on the exhibition floor plan at a high-traffic intersection of your choice
- Can include a QR-code to link to your exhibition profile in the conference app or your preferred URL



## APP ADVERTISEMENT (FULL PAGE)

### (HCP-only compliant advertising option)

- Full page advertisement in Industry Zone of the app
- App is hosted ongoing for at least 3 months post-conference
- Artwork to be supplied by sponsor to specifications. Production deadlines apply

## DELEGATE BAG INSERT

### (HCP-only compliant advertising option)

- Inclusion of one item of sponsor promotional material
- Maximum size per item 4pp A4 or by approval for inclusion of non-standard items
- Production and delivery of material to secretariat at the cost of sponsor
- Sponsors must abide by M.T.A.A. and M.A. codes of conduct for any inclusions

## EDM ADVERTORIAL

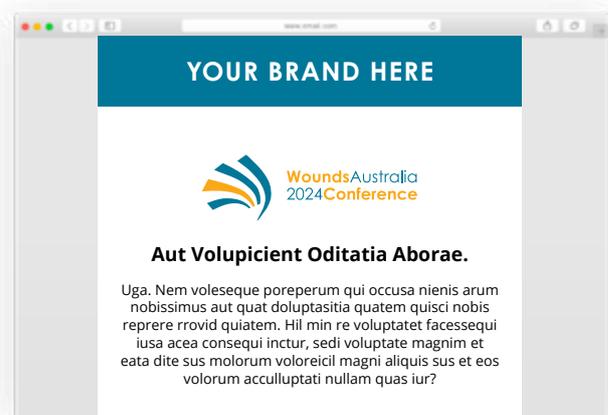
### (HCP-only compliant advertising option)

- Opportunity to include up to 300 words as part of one of our scheduled conference promotional EDMs
- Sponsor to select preferred date of EDM from communications schedule
- Advertorial to include sponsor logo and be clearly marked in EDM as sponsor-provided content. Content will not be endorsed by the conference or host

## EDM BANNER

### (HCP-only compliant advertising option)

- Opportunity to include up a HTML banner header for one of our scheduled conference promotional EDMs
- Sponsor to select preferred date of EDM from communications schedule
- Banners are exclusive per EDM
- HTML banner artwork and any preferred URL to link to provided to specification by the sponsor



# Wounds 2024 Key Information for Partners

## DELEGATE DATA MANAGEMENT

Sponsors and exhibitors will have access to lead generation tools for your hosted industry program activities, or where connections are made with individual delegates in the exhibition. These tools are consent-based for the individual attendee and GDPR compliant.

## INDUSTRY PROGRAM PROMOTIONAL SCHEDULE

A promotional schedule is being implemented to ensure that potential attendees and wounds Australia members are aware of and pre-planning to attend industry hosted educational and industry program activities ahead of time.

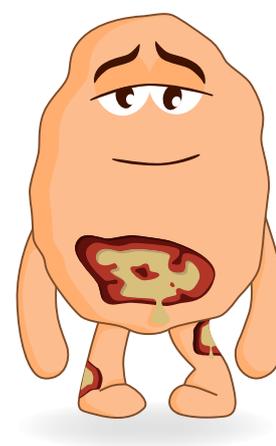
This schedule is subject to change, but intended to cover promotion of all elements of the Wounds 2024 industry program. We encourage industry partners hosting content in the program to finalise their plans for partnership and be included in the promotional plan ahead of these milestones.

|                   |   |
|-------------------|---|
| 8 APRIL 2024      | Application deadline (recommended) for industry program supporters  |
| 13 MAY 2024       | Launch of industry program promotion<br>Website, edm, media partner promotion                               |
| 10 JUNE 2024      | Registration rsvp portal opens for breakfast seminars, workshops, masterclasses                             |
| 12 AUGUST 2024    | Promotional update on late-breaking industry program developments'<br>Website, edm, media partner promotion |
| 18 SEPTEMBER 2024 | Four-weeks out industry hosted function rsvp update to partners   |
| 2 OCTOBER 2024    | Two-weeks out industry hosted function rsvp update to partners  |
| 9 OCTOBER 2024    | Final pre-conference rsvp update to partners  |

## WOUNDS AWARENESS WEEK AND WOUNDS 2024 - OOZIE T WOUND

During national Wound Awareness Week in 2022, we introduced a new campaign mascot. Meet Oozie T. Wound, a fun character with a serious message to share about the unsightly, uncomfortable and sometimes embarrassing realities of life for more than 450,000 Australians living with wounds.

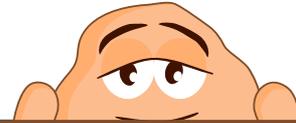
Oozie invites us all to 'embrace the ooze' and help fight Australia's hidden epidemic of chronic wounds. He will be your Wounds Australia 2024 Conference host!



# Exhibition

Exhibition booth space will be allocated by partner level and date of application. Booths will be allocated by partnership level and then by date of application until **1 NOV 2023**.

After this date, booths are allocated by date of application only.



|   | SPACE ONLY   | SHELL SCHEME  |
|---|--|---|
| <b>DESCRIPTION</b>  | A footprint only stand space on which to build a custom booth  | A pre-fabricated stand that just requires some consideration of fit-out |
| <b>SIZE</b>   | 9sqm (3m x 3m)   | 9sqm (3m x 3m)  |
| <b>EARLY-BIRD RATE</b>  | \$6,000 incl GST   | \$6,000 incl GST  |
| <b>EARLY-BIRD RATE DEADLINE</b>   | <b>29 MARCH 2024</b>   | <b>30 MARCH 2024</b>  |
| <b>EXHIBITOR LISTING (LOGO, 50 WORD PROFILE, CONTACT DETAILS)</b>   | ✓  | ✓   |
| <b>QR-CODE LEAD TRACKING (ABILITY TO COMPILE GDPR COMPLIANT LEADS LIST. INCLUDES NAME, ORG, STATE, COUNTRY, EMAIL OF CONTACTS FOR EXPORT)</b> | ✓  | ✓   |
| <b>COMPLIMENTARY EXHIBITOR REGISTRATIONS (TRANSFERRABLE, NO DINNER TICKET, NO ACCESS TO SESSIONS ,WELCOME RECEPTION TICKET INCLUDED)</b>      | Two (2) per 9sqm   | Two (2) per 9sqm  |
| <b>ADDITIONAL EXHIBITOR REGISTRATIONS (ALL DAYS)</b>  | \$250 incl GST pp  | \$250 incl GST pp   |
| <b>WALLING, FASCIA WITH EXHIBITOR NAME, POWER (4AMPS), LIGHTING (2X 120W SPOTLIGHTS)</b>  | ✓  | ✓   |
| <b>EXHIBITION OPEN HOURS</b>  | <p><b>Move in/move our tentative schedule</b></p> <p><b>13 OCTOBER</b> Exhibition build including shell scheme and custom booths and exhibitor move in</p> <p><b>14 OCTOBER</b> Welcome reception commencing from 1700 in the exhibition</p> <p><b>14 – 16 OCTOBER</b> Exhibition open</p> <p><b>16 OCTOBER</b> Move out from 1530</p> <p><b>OPENING HOURS</b> Day 1 0930 - 1900   Day 2+3 0900 - 1530</p> <p><small>*timing subject to change</small></p> |   |

# Application Form

To apply, complete this form and send to [thomas.howden@wearemci.com](mailto:thomas.howden@wearemci.com)

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

## CONTACT DETAILS OF APPLICANT

Mr Mrs Ms Miss Dr Prof Other

Given name

Family name

Position

Industry sector

Organisation name (for invoicing purposes)

Organisation name (for marketing purposes)

Address

State

Country

Postcode

Email

Phone ( )

Website

Mobile

| PARTNERSHIP CATEGORIES  | PRICE    |  |
|---|----------|--|
| PLATINUM PARTNERSHIP  | \$90,000 |  |
| GOLD PARTNERSHIP  | \$60,000 |  |
| SILVER PARTNERSHIP  | \$30,000 |  |
| BRONZE PARTNERSHIP  | \$15,000 |  |
| EDUCATION   |          |  |
| BREAKFAST SEMINAR   | \$11,000 |  |
| WORLD OF WOUNDS THEATRE PRESENTATION                              | \$8,500  |  |
| PRE-CONFERENCE WORKSHOP   | \$8,500  |  |
| PRE-CONFERENCE MASTERCLASS  | \$8,500  |  |
| KEYNOTE SPEAKER SPONSOR   | \$18,000 |  |
| INDUSTRY PROGRAM SPEAKER FEE                                      | \$1,500  |  |
| NETWORKING  |          |  |
| EVENING NETWORKING FUNCTION PROMOTION (OFF-SITE, INDUSTRY-HOSTED) | \$3,000  |  |
| GALA DINNER TABLE SPONSORSHIP (TABLE OF 10)                       | \$2,250  |  |
| WELCOME RECEPTION   | \$10,000 |  |

| DELEGATE EXPERIENCE   |          |  |
|---|----------|--|
| CONFERENCE APP  | \$8,000  |  |
| DELEGATE BAG  | \$9,000  |  |
| DELEGATE LANYARDS   | \$8,500  |  |
| COFFEE CART   | \$10,000 |  |
| BRANDING AND ADVERTISING (BRAND ONLY, NO PRODUCT PROMOTION) |          |  |
| EXHIBITION ENTRANCE FEATURE                                 | \$8,000  |  |
| REGISTRATION FOYER WELCOME BANNER                           | \$9,000  |  |
| CONFERENCE PILLAR WRAP                                      | \$4,000  |  |
| HCP-ONLY COMPLIANT  |          |  |
| EXHIBITION FLOOR DECAL                                      | \$3,000  |  |
| APP ADVERTISEMENT   | \$2,500  |  |
| BAG INSERT  | \$2,500  |  |
| EDM BANNER  | \$2,000  |  |
| EDM ADVERTORIAL*  | \$3,500  |  |

**Exhibitors – Please indicate your chosen participation**

| BOOTH TYPE              | NUMBER OF BOOTH/<br>SQM REQUIRED | STANDARD | TOTAL |
|-------------------------|----------------------------------|----------|-------|
| Shell scheme booth 9sqm |                                  | \$6,000  |       |
| Space only 9sqm         |                                  | \$6,000  |       |

**EXHIBITION DETAILS**

*\*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:

**Fascia name signage:** (shell scheme booths only) Maximum 32 characters including spaces:

**CONFIRMATION**

My signature below confirms my application to partner the WA2024. Understanding and agreement to the terms and conditions of partnering or exhibiting with the meeting are assumed with receipt of your completed and signed application to partner or exhibit.

Insert TOTAL amount payable

Name (please print clearly)

Company position

AUD  
ex GST

Signature Date  
(DD/MM/YY)

Signature

/ /

Please tick if you do NOT wish to receive congress updates via email

# Terms and Conditions

The following terms and conditions apply to your contract as a industry partner and/or exhibitor at the Wounds Australia Conference.

## THINGS YOU NEED TO KNOW

- You (partnering/sponsoring/exhibiting organisation) by completing the sponsorship booking form or the exhibition booking 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.
- Details may change without notice. Please refer to the website ([woundsconference.org](http://woundsconference.org)) for the latest information on Wounds Australia Conference.

## SERVICES

- All Services will be provided based on the information and specifications supplied by you. All information that we provide is supplied in good faith, but we do not warrant or guarantee the accuracy or completeness of any information provided by us or any third party. It is not within the scope of our obligations to enquire as to, or to verify, the accuracy of completeness of information that we receive from your or any third parties.
- The Services and Deliverables specified in previous conversations are indicative only and may be amended by us from time to time. While we will use all reasonable endeavours to deliver the features and functionality specified therein, nothing in this Agreement prevents us from amending the Services at any time during the event delivery.
- We will use reasonable endeavours to provide the Services promptly or by an applicable Delivery Date or such other dates as agreed by the parties in writing. Any Delivery Date or time quoted for delivery, commencement or completion of any part of the Services is an estimate only and time will not be of the essence.

## YOUR OBLIGATIONS

You acknowledge that our ability to be able to provide the Services to you without delay or interruption is dependent on your full and timely cooperation. You will (and will ensure that the Authorised Users will):

- Co-operate with and assist us in the supply of your content;
- Promptly provide us with full and accurate information, data and explanations as and when required;
- Comply with applicable laws and regulations (including the General Data Protection regulation ("GDPR") with respect to user privacy, data collection, data retention, data transmission, data storage and the use of cookies
- Comply with all reasonable directions and guidelines from us as advised from time to time.

## 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 partnership or exhibition entitlements, including allocation of booth location (allocated in order of partnership/exhibition level) until all monies have been paid.
- All prices are quoted in Australian dollars and exclude GST.
- Payments can be made via electronic funds transfer (EFT).
- If you pay by electronic funds transfer you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card a processing fee may be charged.
- In no event will MCI Australia/Wounds Australia Conference be liable to you or any third party for any:

## Cancellation

- You must notify us in writing if you need to cancel.
- Cancellations made before 7 February 2024 will be refunded less 15% cancellation fee.

Cancellations received between 8 February and 6 June 2024 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 allocated space until all monies owing to the organiser by the exhibitor are paid in full.
- In the unlikely case that the event cancels, Wounds Australia Conference will refund your full financial investment minus any expenses incurred to date of the cancellation. This includes, but not limited to, any costs for your program involvement and any promotional exposure up until the time cancellation occurs.
- In the unlikely case that the event postpones or changes format significantly from what is outlined in this prospectus the extent of refunds will be a matter for the Host Organisation (the underwriter) to decide. The Wounds Australia Conference will forward requests for annulment of contract or refund to MCI Australia for arbitration.

### You And Your Staff Onsite

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

### Print + Promotional Entitlements

- Logos and other printed material may, at our sole discretion, be reproduced in colour (where possible), OR the nominated meeting spot colour/s OR mono depending on the 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.

### Non-Sponsored Functions

- To seek approval to host an un-endorsed but approved satellite function, please share with the conference secretariat the following details for review and approval by the Wounds Australia Conference organisers:
  - Function name
  - Location
  - Date/time
  - Expected attendee numbers
  - Function objectives/content summary
  - Proceeding with running unauthorised function in competition with the conference will be seen as hosting a private symposium.

### 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, and country/state of origin may be published on the delegate list which is provided to delegates, exhibitors, and partners at the event. If you do not wish your details to be included in this list, please contact us.





# Wounds Australia 2024 Conference

## Champions *of* Change

Wounds Australia - 30 Years of Action

**Gold Coast Convention  
and Exhibition Centre**

**14-16 October 2024**

[www.woundsconference.org](http://www.woundsconference.org)

**FOR ALL SPONSOR AND EXHIBITION  
ENQUIRIES CONTACT:**

**Wounds 2024 Secretariat**  
c/o MCI Australia  
Thomas Howden  
Wounds 2024 Partnership and Exhibition Manager  
+61 2 9213 4016  
[thomas.howden@wearemci.com](mailto:thomas.howden@wearemci.com)

