

AUSTRALASIAN BIOMECHANICS CONFERENCE

2024 DECEMBER 1 - 3, MELBOURNE, AUSTRALIA



Australian & New Zealand Society of Biomechanics



ABC14 MELBOURNE, AUSTRALIA

1-3 DECEMBER 2024

Swinburne University of Technology

SPONSOR & EXHIBITOR

OPPORTUNITIES

PACKAGE

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Dear Collaborators and Industry Partners

We are delighted to host the 14th Congress of the Australian & New Zealand Society of Biomechanics (ANZSB) at Swinburne University of Technology, Melbourne, Australia in December 2024. The ABC14 conference will include traditional ANZSB sessions and activities, together with new ideas.

The conference program includes keynote lectures, perspective talks, podium and poster presentations, awards sessions, pre-conference workshops, and early career and student activities. As a central part of the conference, an industry exhibition space will host coffee breaks, lunches, and lounge zones embedded within the exhibition area, providing a meeting point for delegates.

Through its sponsorship and exhibit program, the Congress is an excellent opportunity for companies and organizations involved in biomechanics research to extend their marketing activities. Our conference program offers you the chance to advertise, exhibit your product, or sponsor one of our social events. Full details can be found in this package.

Oren Tirosh & Elyse Passmore

ABC14 Conference Chairs

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Why exhibit at ABC14?

- Target new clients and launch new products.
- Promote your company image & build your brand as a leading partner of biomechanics research.
- Ample networking opportunities with direct access to key leaders.
- Establish strategic partnerships.
- Demonstrate innovative products.
- Build opportunities with existing clients.
- Support ongoing education and research in the field.

Most attendees are expected to come from Australia and New Zealand. However, we do also receive some international attendees.

Expected number of participants 150-200.

What can you expect?

MAXIMUM EXPOSURE

ABC14 is focused on developing opportunities that align your brand with our audience and maximise your return on investment. The 2024 ABC14 Conference is an opportunity to engage research and industry leaders, decision makers and stakeholders within the sports & medical biomechanics industry. In the lead up to the Conference, a significant portion of ABC14 communications will be dedicated to the Conference and its partners and distributed across our extensive network.

QUALITY LEADS

Biomechanics researchers and professionals from across the entire sector will attend the Conference. We value our partnership with our exhibitors and sponsors and believe in the real value they add to our Conference and delegates. Because of this, we have specifically designed our trade exhibition layout to maximise foot traffic to assist with delegate interaction, ultimately translating to quality sales leads.

BUILD NETWORK

Networking is an important part of being successful in business. The 2024 ABC14 Conference is a great opportunity to network and grow your business. Industry sports & medicine leaders and influencers will be there, giving you the chance to align your brand alongside these leaders, and keep abreast of the latest industry trends.

DECISION MAKERS

Access decision-makers, key stakeholders and business owners as they come together at the 2024 ABC14 Conference. This is a great opportunity to network, get more sales leads and increase your brand's awareness amongst key industry stakeholders.

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Conference area

Exhibition room + Foyer + Lecture theatre

FOYER



EXHIBITION ROOM

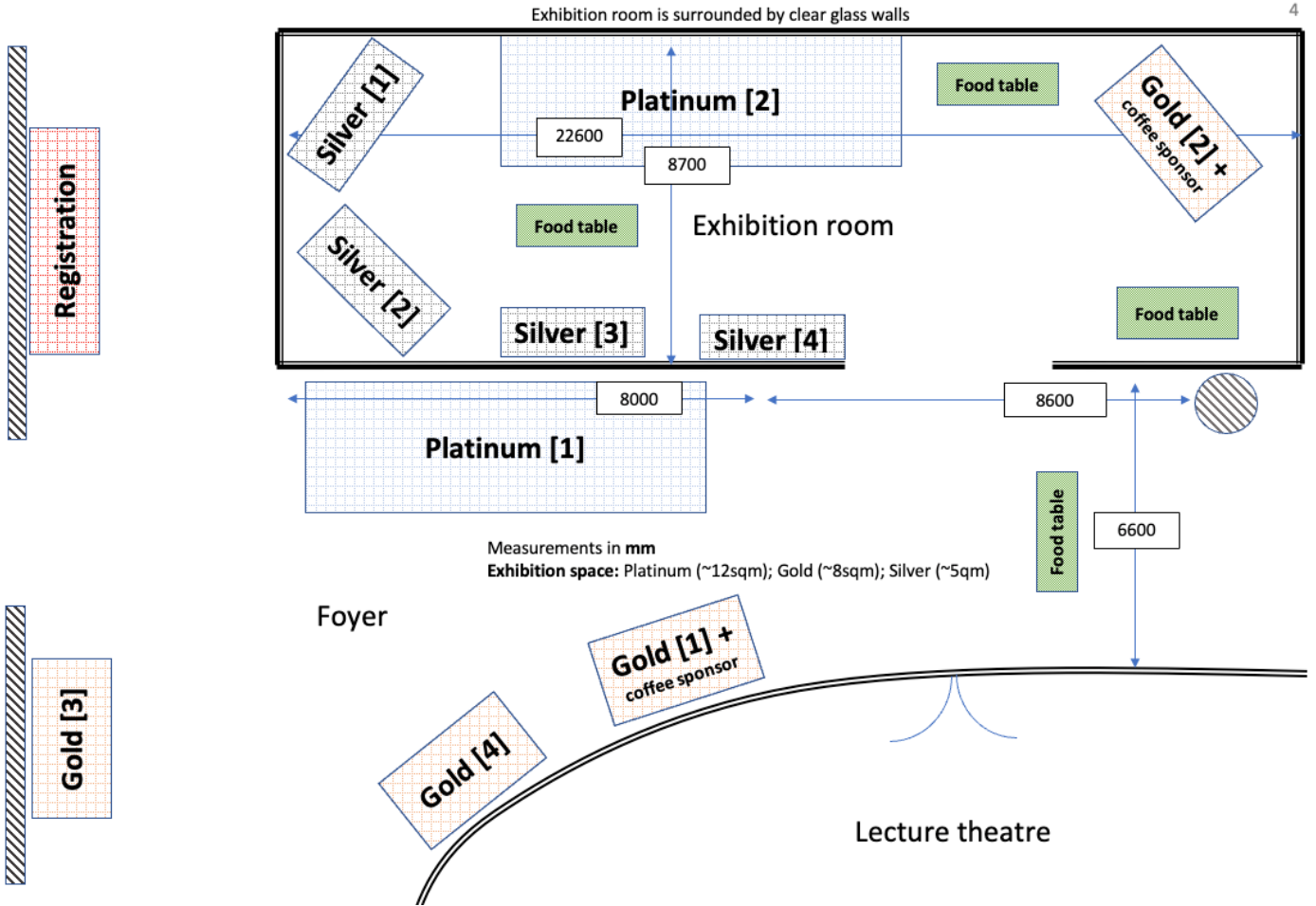


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*This is sample layout. Different placement of your booth can be negotiated upon request

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All prices are in Australian dollars (AUD) and are exclusive of GST (Goods and Services Tax of 10%)

Build your engagement: start with the **BASE PACKAGE SILVER** event partner and then ADD one or more from **ADD-ONS** Sponsorship Engagement.

BASE PACKAGE

BASE PACKAGE	Silver ~5m ² exhibition booth 2 conference registration & conference dinner tickets	\$2,500
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ADD-ONS

GOLD Booth	~8m ² exhibition booth 3 conference registration & conference dinner tickets 1 x award sponsorship	+ \$2,000
+ coffee cart for 2 days. (2 available)	Can be added to Gold or Platinum exhibit space. Premium one-touch Coffee machine with roasted beans, milk, and printed cups with sponsor logo. Signage on or around the coffee station.	+ \$3,000
PLATINUM Booth	~12m ² exhibition booth 5 conference registration & conference dinner tickets Include 1 award sponsorship. Conference lanyard branding Running a preconference workshop on Sunday before opening ceremony	+ \$6,000
Opening ceremony welcome drinks (2 available)	Branding at welcome ceremony and registration desk.	+ \$2,000
Conference dinner sponsorship (1 available)	Branding opportunities throughout the Gala Dinner. For example, on screen branding, speaking opportunity, provision of gifts or an additional activation.	+ \$3,000
Award sponsorship (Price per award)	Awards available to sponsor: <ul style="list-style-type: none"> • Best oral presentation winner • Best oral presentation runner up • Emerging female scientist • Early career researcher award • PhD Student award • Category awards (Orthopaedics, clinical, sports & injury, musculoskeletal modelling) 	+ \$500 per award
In conference exhibitions	Fifteen minutes session slots, live demo space with screen.	+ \$2,000
Oral session sponsor (4 available)	Two minutes speaking opportunity. On screen branding during the session. On stage and entry pull up banner branding (provided by sponsor).	+ \$1,500
Poster session sponsor (1 available)	Three minutes speaking opportunity. Branding throughout the poster area. Best poster presentation award	+ \$2,000

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Preconference workshop	By negotiation depending on existing sponsor package	+ by negotiati on
Conference registration and dinner ticket	Available on request	+ \$450