MESSAGE FROM THE CONVENOR

The 2015 Annual Scientific Meeting (ASM), of the Medical Oncology Group of Australia Incorporated (MOGA) - the peak national body for Australian medical oncologists and the medical oncology profession - will present a challenging and expansive scientific program. The theme of this year’s Meeting, Pathways in Medical Oncology: The Path Less Travelled (Grand Chancellor Hotel, Hobart, 5-7 August followed by Best of ASCO® Australia, 8 August) has led to the development of an innovative scientific and academic program that explores many of the contemporary challenges and advances in medical oncology research, discovery and clinical practice. The program will also focus on lesser covered areas of medical oncology practice and research, such as rare tumours and haematological malignancies. Over the last five years the ASM has grown exponentially in both scope and quality and, it is very much our intention to continue to grow the meeting as the peak national gathering for our profession by incorporating a wide range of top-line, international and national speakers, focussing on current and emergent themes that have high relevance to oncology research and practice as well as the introduction of new meeting partners to strengthen the Association’s positioning nationally, regionally and globally.

We are currently negotiating with distinguished International guest speakers who can provide a state of art perspective on scientific and research trends as well as share their specialist tumour expertise in one-off presentations. These will include major symposia across a range of cancer streams complemented by presentations from major Australian specialists.

The meeting program will encompass a diversity of educational and networking opportunities for Australian medical oncology trainees, young oncology consultants and senior clinicians including specialised Education Programs, Social and Networking functions.

On behalf of the ASM Planning Committee I invite you to join all our guests, delegates, international and national presenters and professional colleagues in Hobart next August. We trust that you will find some time to enjoy our beautiful island home and can guarantee that the 2015 ASM will be a rewarding and valuable professional experience.

Dave Boadle
Convener MOGA ASM 2015
Staff Specialist
Department of Medical Oncology and Haematology
Royal Hobart Hospital
Hobart, Tasmania

Associate Professor Rosemary Harrup
Chair, Medical Oncology Group of Australia
Director
Department of Medical Oncology and Haematology
Royal Hobart Hospital
Hobart, Tasmania

Dr Jeremy Power
Medical Oncologist
Launceston General Hospital
Launceston, Tasmania

Dr Eryn Dow
MOGA National Advanced Trainee Representative
Trainee, Medical Oncologist
Flinders Medical Centre
Adelaide, South Australia

Dr Sheryl Slim
Medical Oncologist
North West Regional Hospital
Burnie, Tasmania
Peter MacCallum Cancer Centre
Melbourne, Victoria
**Conference Overview**

This year’s ASM program will explore the following themes:
Pathways in Medical Oncology - The Path Less Travelled

It is anticipated that over 400 delegates will attend the meeting.

**About MOGA**
The Medical Oncology Group of Australia (MOGA) is the peak representative body for medical oncologists in Australia. The Association works closely with Government, health organisations, affiliated international associations and societies, industry, consumer advocacy groups and learned colleges throughout Australia to improve and develop the profession of medical oncology and the management of cancer nationwide.

MOGA has over 600 registered members, including consultants (69%) and trainees (31%).

**Delegates’ Profile**
Trainee and consultant members of MOGA, medical oncologists, surgeons, nurses, pharmacists, allied health workers, researchers, professional organisations, governmental agencies and the pharmaceutical industry.

**Key Dates**
5 August: Meeting Registration & Welcome Reception
6 August: Welcome to Country and Opening Ceremony & Poster Walk and Talk Social Function
7 August: Cancer Achievement Award Presentation & Conference Dinner

Followed by Best of ASCO® on Saturday, 8 August 2015.

**Sponsorship Opportunities**

**Why should you participate as an Exhibitor/Sponsor?**
The 2015 MOGA ASM provides an important opportunity to network with professional and industry colleagues, oncology clinicians, researchers and key decision makers in the oncology sector, both public and private, working in Australia and overseas.

We invite you to consider the sponsorship and exhibition opportunities, associated acknowledgements and benefits presented in this prospectus.

**You haven’t found what you were looking for?**
If the sponsorship opportunities and benefits outlined in this document do not meet your requirements but you would still like to support the MOGA ASM 2015 or, if you have an alternate sponsorship proposal that you would like us to consider, please contact us.

We aim to be flexible and are able to negotiate a range of alternatives that may better suit your company’s needs.

To secure your preferred package, please complete the booking form on the final page and email back to the ASM secretariat.

If you have any questions or would like to discuss the options further, please do not hesitate to contact Daniel Evans on (02) 9256 9656 or projects2@moga.org.au
SPONSORSHIP AND EXHIBITION
PACKAGES, BENEFITS AND ADDITIONAL OPTIONS
SPONSORSHIP AND EXHIBITION PACKAGES
all prices include GST

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**PLATINUM**
- Naming rights to one of the tea breaks
- Logo on the MOGA ASM slides (session presentation)
- Logo on the entrance signage
- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app
- Exhibition space: 4 x (3mx2m)
- Complimentary registrations: 6
- Gala dinner tickets: 6
- Satchel insert
- International speaker: Support an international speaker and session, TBC with the ASM Planning Committee. Sponsors to cover travel and accommodation cost
- Industry symposium
- Discounted sponsorship options: Event App, Communication & Work hub, Meeting Name Badges, Delegate Satchel Bags

**SOLD**
Additional Sponsorship Options

All prices include GST

Enhance your sponsorship leverage with an additional sponsorship option that offers targeted benefits to your organisation. These can be chosen from the list noted below or proposed by you. The meeting secretariat will be pleased to assist you in obtaining maximum exposure for your investment by tailoring options suited to your specific needs.

The Event Mobile Application will be provided to all delegates, free of charge, and will be available for mobile device, tablet or laptop.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (200 words)
- Exclusive advertiser on the meeting app

$12,000

Hold the naming rights and provide the industry speaker (topic and speaker to be approved by the ASM Planning Committee).*

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Logo in the ASM Program (booklet and website)
- Logo on the symposium session slide

*available to platinum, gold and silver sponsors only

$11,000

Sponsor the ASM Gala Dinner.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words) and Dinner Menu
- Acknowledged by the Chairman at the Gala Dinner as the ASM Gala Dinner Sponsor
- 5-10 minute speaking opportunity at MONA as part of the Gala Dinner
- Provide a banner and display it beside the stage

*available to platinum, gold and silver sponsors only

$10,000

Young Oncologists Group of Australia (YOGA) Education Program. A specially designed program developed by and for young oncologists who are within 5 years of receiving their fellowship in medical oncology.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app and link to the company website
- Provide and display your banner
- Opportunity for your company representatives to invite young oncologists to attend the session and provide branded stationary and marketing material

$8,000
This reception is 60-90 minutes long and is included in the delegate registration fee, reflecting a strong attendance. Drinks and canapés served.

- 5-10 minute speaking opportunity after the Convenors' welcome speech
- Logo and profile on the meeting app (100 words)
- Logo in the ASM Program (booklet and website)
- Provide a banner and display it beside the stage

Sessions held in the plenary room will be filmed and recorded and then will be available on MOGA Website after the event.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Logo in the ASM Program (booklet and website)
- Logo on all recordings

Organise your own breakfast meeting in conjunction to the MOGA ASM*.

The breakfast session has to be held either on Thursday 6 August or Friday 7 August, between 7.30am-8.30am.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Logo in the ASM Program (booklet and website)

*Topic and speaker to be approved by ASM Planning Committee

All delegates are required to wear the official meeting name badge during the scientific event.

- Logo on all delegates name badges alongside the official ASM Logo
- Logo and profile on the meeting app (100 words)
- Logo acknowledgement on the conference website and booklet

All delegates will receive an official ASM satchel bag upon registration. The satchel will be of high quality to encourage use by delegates well after the ASM has finished.

- Logo on the ASM Satchels or Tags alongside the official ASM Logo
- Logo and profile on the meeting app (100 words)
- Logo acknowledgement on the conference website and booklet
Communications and Work Hub
1 opportunity

Located in the exhibition area, the communications and work hub will be used regularly by speakers, delegates and exhibitors and will be open during exhibition hours.

- Logo on screensaver and link to your chosen URL on the internet homepage
- Logo and profile on the meeting app (100 words)
- Logo acknowledgement on the conference website and booklet

From $5,000

Poster Walk and Talk Social
1 opportunity

This reception is 60-90 minutes long and is included in the delegate registration fee, reflecting a strong attendance. Drinks served.

- Interactive networking opportunity
- Logo and profile on the meeting app (100 words)
- Logo in the ASM Program (booklet and website)
- Provide and display your banner

Meeting WiFi
1 opportunity

Provide Wi-Fi to meeting delegates from 5 August-7 August 2015.

- Logo and profile on the meeting app (100 words)
- Logo acknowledgement on the conference website and booklet

$3,000

Dinner Meeting
2 opportunities

Organise your own dinner meeting in conjunction to the MOGA ASM*.
The dinner has to be held either on Wednesday 5 August or Thursday 6 August, between 7pm-10pm.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Logo in the ASM Program (booklet and website)

*Sold
*plus cost of event
*Topic and speaker to be approved by ASM Planning Committee

Breakfast Session Sponsor
1 opportunity

Get the naming rights. Light breakfast served. Speaker provided by MOGA.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Logo in the ASM Program (booklet and website)
- Logo on this breakfast session slide
- Provide and display your banner

$5,000
Organise your own 60-90 minutes meeting in conjunction to the MOGA ASM*

The meeting has to be held on Wednesday 5 August, between 9am-3pm.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Logo in the ASM Program (booklet and website)

*Topic and speaker to be approved by ASM Planning Committee

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**Coffee Cart Sponsor**

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Provide and display your banner

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All delegates will receive a note pad and pen in their delegate satchel, to be used during and after the ASM.

- Logo on note pad and on pen
- Logo and profile on the meeting app (100 words)
- Logo acknowledgement on the conference website and booklet

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All speakers upload their presentation slides and prepare for their presentation in the Speaker Preparation Room.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Logo on the desktop and screensaver
- Logo on the mouse pad and selected corporate material
- Provide and display your banner in the speaker room

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Secure the naming rights on one of the tea breaks. Drinks and pastries served.

- Logo acknowledgement on the conference website and booklet
- Logo on the meeting app and link to the company website
- Logo on the table top signs
This station will allow delegates to charge their electronic devices during the meeting.

- Logo acknowledgement on the conference website and booklet
- Logo and profile on the meeting app (100 words)
- Logo on the station display

Include a promotional insert in the delegate satchel* (maximum 1 x A4 double sided flyer).

*Pending approval of the insert by ASM Planning Committee

A Fresh Fruit Station will be organised everyday near the exhibition area entrance.

- Logo acknowledgement on the conference website and booklet
- Logo on the meeting app and link to the company website
- Logo on the table top sign

*per day
Terms and Conditions
Acceptance and Allocation
MOGA, the Planning Committee and partners reserve the right to accept or reject any application for sponsorship at our discretion with the return of any amount paid. Sponsorship and exhibition packages may be limited in number and will be generally allocated to those organisations who apply early. Allocation of sponsorship packages and booths, regardless of the preference indicated, and alteration of the floor plan is at the discretion of MOGA, the Planning Committee and meeting partners, whose decision will be final.

Application and Payment
To secure a Sponsorship or Exhibition package complete the Booking Form and return this to the Meeting Secretariat. On receipt of the form, a confirmation letter will be sent with a tax invoice for the full amount. If your payment is not received by the due date, the sponsorship will be made available to other interested organisations. As spaces are strictly limited, submission of a Booking Form does not guarantee a place as a Sponsor and/or Exhibitor. You will receive confirmation of your acceptance as a Sponsor and/or Exhibitor.

Cancellation Policy
If the event is cancelled less than 12 months prior to the scheduled date, the Sponsor and/or Exhibitor is entitled to a 100% refund. If the event is rescheduled and the Sponsor and/or Exhibitor can reasonably demonstrate their inability to participate they will be entitled to a full refund. In the case of a Sponsor and/or Exhibitor cancellation notification in writing should be sent to MOGA and MOGA reserves the right to retain monies paid in full unless the opportunity is resold.

Consequential Damage
MOGA, the Planning Committee and meeting partners will not be liable for any indirect or consequential damages arising out of a breach of this agreement and contract.

Requirements and Due Dates
The requirements regarding artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be advised in a confirmation letter with relevant due dates. Logos will be required in both jpg and eps format, high resolution 300dpi.

If material in an alternative format is received, MOGA cannot be held responsible for the quality of the logos displayed in the meeting marketing material. In the event that materials, information or artwork required by MOGA are not received by the designated due date, their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded should this be the case.

Exemption Circumstances
MOGA, the Planning Committee and partners reserve the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as signed. If the Sponsor and/or Exhibitor is informed at least one month before the planned Meeting, MOGA, the Planning Committee and partners will use reasonable endeavours to address the impact of exceptional circumstances.

Exhibition Rules
MOGA, the Planning Committee and partners shall determine the hours during which the Exhibition will be conducted and the access hours for Exhibitors including any variations of such times as necessary.

The Exhibitor will ensure that their exhibition booth is fully manned and operational at all designated opening times and removal of any components will not commence until after the exhibition closes at 3.30pm on Friday 7 August 2015.

There is to be no obstruction of any form in the aisles and walkways of the Exhibition area. No advertising material, such as banners, are allowed outside the designated booth area.

Excessive noise that inconveniences other Exhibitors or the Meeting will not be allowed. MOGA, the Planning Committee and partners will determine whether there is an annoyance.

The Sponsor and/or Exhibitor agrees that MOGA, the Planning Committee, meeting partners and the venue will not be responsible for any loss or damage to property and that all material and equipment is the sole responsibility of the Sponsor and/or Exhibitor.

Partnership
Nothing contained in this Agreement will be deemed to constitute a partnership, joint venture or agency relationship between MOGA, the Planning Committee, meeting partners and a Sponsor and/or Exhibitor.

Responsibility and Insurance
MOGA, the Planning Committee, meeting partners and the meeting venue(s) accept no responsibility for any act, accidents, omissions on the part of service providers, the accuracy or content of any written or oral statements by speakers in connection with the meeting, delay, damage, personal injury or death. The Sponsor and/or Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibition, however caused. The Sponsor and/or Exhibitor will indemnify MOGA, the Planning Committee and partners in respect of any claim and demands in respect thereof. The Sponsor and/or Exhibitor must take out adequate insurance in respect of all such claims. Australian regulators require all Sponsors and/or Exhibitors to secure adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of $10 million or more. This relates to damage or injury caused to third parties and/or visitors in or in the vicinity of an exhibition stand. Sponsors and/or Exhibitors also require to submit Public Liability Insurance Certificate with their booking forms.

Registrations
Sponsors and/or Exhibitors are not permitted to attend Meeting sessions or social functions unless they have received ticket allocations as part of their sponsorship or exhibition package. However, should Sponsors and/or Exhibitors wish to attend the Meeting as a delegate or attend social functions, the appropriate registration form must be completed and forwarded to MOGA together with the applicable fees.

Sponsorship and Exhibition Packages
Please refer to the Sponsor and Exhibition packages in this Sponsorship Prospectus. Any variations to these packages must be agreed in writing with MOGA, the Planning Committee and partners. Entitlements will not commence until the Booking Form and payment is received by MOGA.

Unavoidable Occurrences
In the event that the Meeting and/or Exhibition is cancelled or delayed through no fault of MOGA, the Planning Committee, partners and the venue, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, industrial stoppages, slow downs or disputes, or other similar events then the Exhibitor and/or Sponsor shall not be entitled to any refund or claim for any loss of damage.

Venue
The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Grand Chancellor, Hobart, Tasmania.
CONTACT DETAILS
Please note all correspondence including invoices will be sent to the contact supplied below.

Organisation

Name

Surname

Position

Email

Address

City/Suburb

State

Postcode

Country

Telephone*

Fax*

*COUNTRY & AREA/CITY CODES REQUIRED

SPONSORSHIP AND EXHIBITION OPPORTUNITIES
Please tick the appropriate circle below to secure your Sponsorship preference/s. All prices are inclusive of 10% GST (Goods and Service Tax).

Sponsorship Packages

☐ Platinum Sponsor $45,000

☐ Gold Sponsor $35,000

☐ Silver Sponsor $23,000

☐ Bronze Sponsor $13,000

Total - Sponsorship Package $ 

Additional Sponsorship Options
Platinum Sponsors get a 10% discount on the opportunities marked with *.

☐ The Event Mobile App $12,000*

☐ Industry Symposium (platinum, gold and silver sponsors only) $10,000

☐ ASM Gala Dinner $10,000

☐ Young Oncologists Group Australia $30,000

☐ Taste of Tasmania $7,000

☐ Filming and Recording $5,000

☐ Breakfast Meeting (+ cost of the event) $5,000

☐ Meeting Name Badges $5,000*

☐ Delegate Satchel Bags $5,000*

☐ Communications and Work Hub $5,000*

☐ Poster Walk & Talk Function $5,000

☐ Meeting WIFI $3,000

☐ Dinner Meeting (+ cost of the event) $5,000

☐ Breakfast Session $5,000

☐ Satellite Meeting (+ cost of the event) $3,500

☐ Coffee Cart Sponsor (+ cost running cart) $2,000

☐ Speakers Preparation Room $2,000

☐ Tea Breaks (Quantity: ___ ) $2,000

☐ Total Tea Breaks: $ 

☐ Charging Station $1,500

☐ Satchel Insert $850

☐ Fresh Fruit Station (___ days) $500 per day

☐ Total Fresh Fruit Station: $ 

Total - Other Sponsorship Options $ 

# Exhibition Opportunities

To secure modular 3m x 2m exhibition booths or booth spaces please indicate the total sqm required below and confirm the price ($5,000 per 3m x 2m). Priority of placement within the exhibition will be offered to sponsors first and then allocated in accordance with the date of application.

- Modular 3m x 2m exhibition booths/spaces ($5,000 each)

  Total booths/spaces required [ ]

  **Total - Exhibition Booth/Spaces $** [ ]

  Preferred exhibition location: First choice [ ] Second choice [ ]

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## Calculate Total Price

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# Declaration

I agree to be invoiced for the total price of $ [ ] for the items selected above. A sponsorship or exhibition confirmation and tax invoice will be sent upon receipt of your form.

*The payment is required on booking.*

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# Payment

Please tick the applicable circle.

- [ ] I wish to pay by bank transfer. Bank details will be supplied on the tax invoice issued with your confirmation.

- [ ] I wish to pay by credit card.

  - [ ] Visa  [ ] MasterCard

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Return this form to the Meeting Secretariat.
Medical Oncology Group of Australia, 145 Macquarie Street, Sydney, 2000, NSW, Australia
E: projects2@moga.org.au T: +61 2 9256 9656