

Heart Foundation *Conference* 2011

Heart to Heart:
from Access to Action

17-19 March 2011 Melbourne

Melbourne Convention and Exhibition Centre
Victoria, Australia

We are delighted to invite you to exhibit at the
third Heart Foundation National Conference



Exhibition Prospectus

Invitation to participate

It is with great pleasure that we present the following exhibition prospectus for the third biennial Heart Foundation Conference, **“Heart to Heart: from Access to Action”**, to be held in Melbourne, Australia, in March 2011.

The Conference provides sponsors with an outstanding opportunity to be associated with our well recognised and enormously credible brand, and to reach a large and diverse audience including cardiologists and cardiac surgeons, general practitioners, nurses and allied health professionals, researchers, students, public health practitioners and policy makers.

The Heart Foundation is the leading cardiovascular health organisation in Australia. Over more than five decades, we have achieved some great milestones in pursuit of our mission of reducing suffering and death from heart, stroke, and blood vessel disease in Australia.

We have provided funding of over \$200 million for world class heart health research, and over the years we've played a key role in bringing innovations such as heart transplants, pacemakers, a national emergency service telephone line, cardiac care units, and rehabilitation services, to Australia. We have also made a significant impact on helping Australians to achieve healthier living through education campaigns on issues such as smoking, healthy eating, and physical activity; and through programs such as the Heart Foundation Tick and Heart Foundation Walking.

We are currently working to a five year strategic plan called “Championing Hearts”, which commits the Heart Foundation to continuing to expand our life saving research program. We are also committed to a number of important health strategies, including helping all Australians to achieve a healthy weight; educating the public about the warning signs of heart attack, and the importance of dialling Triple Zero (000) fast; informing and educating women about their risk of cardiovascular disease, and the steps they can take to reduce their risk; and ensuring that all Australians, particularly vulnerable groups such as Aboriginal and Torres Strait Islander people, have improved access to quality prevention and treatment for cardiovascular disease.

The commitment and expertise we bring to our research and health programs is carried over into our biennial Conference program. Following the success of the first two Heart Foundation Conferences, in Sydney and Brisbane, we look forward to an outstanding Conference in Melbourne in 2011.

The program is taking shape under the guidance of a Scientific Committee made up of leading Australian medical practitioners, public health professionals and researchers. We have already confirmed six renowned international speakers in addition to several high profile invited Australian experts.

We encourage you to take this opportunity to be involved in this exciting Conference, and look forward to welcoming you to this event.



Dr Jennifer Johns
Conference Chair



Professor Ian Meredith
Scientific Chair



Heart to Heart: from Access to Action



About the Conference Program

The overall theme of the Conference is Heart to Heart: from Access to Action and this will cover several important sub-themes which align with the Heart Foundation's Championing Hearts strategic plan.

The plenary sessions will focus on big picture topics, of broad appeal to clinicians, researchers, and public health practitioners, such as risk factors for heart disease, the psychosocial aspects of cardiovascular disease, women and heart disease, and health systems issues.

Concurrent sessions will allow for a more specialist focus. The program will include a major "from research to clinical practice" stream which is likely to include topics such as acute coronary syndromes; chronic heart failure; management of clinical risk factors such as lipids and hypertension; cardiomyopathies; arrhythmias; thrombosis; rheumatic fever and rheumatic heart disease; quality use of medicines; and state of the art technologies, including devices and imaging. There will also be a public health stream, of interest to clinicians as well as public health practitioners, covering topics such as tobacco control and smoking cessation; overweight and obesity; physical activity and sedentary behaviour; healthy eating; and Aboriginal and Torres Strait Islander heart health.

Delegate Profile

Delegates will include but are not limited to cardiologists, cardiac surgeons, cardiac technicians, general practitioners, nurses, researchers, public health professionals, dietitians, nutritionists, allied health professionals and other interested parties.

The Conference is expected to attract eight hundred to one thousand delegates. The majority of these delegates are expected to be from Australia and the Asia Pacific region. In addition to this a targeted marketing program will also attract health professionals from North America, the United Kingdom, and other parts of the world.

The program is designed to provide sponsors and exhibitors with a maximum access to delegates throughout the Conference's duration with various events, advertising and promotional opportunities.

Marketing and Public Relations

We welcome you to contact the Conference Office to discover the many additional ways we can further assist you to obtain the maximum return on investment through the Heart Foundation National Conference 2011.

Why Exhibit?

The Heart Foundation 2011 trade exhibition will run in conjunction with the Program.

The Scientific Program will involve plenary sessions, symposia, abstracts and posters. International and Australian experts will present state-of-the-art lectures providing a unique educational and scientific forum. The Heart Foundation Conference will be a special opportunity for organisations to exhibit and promote their interests to professional delegates from all over the world.



Exhibition Initiatives

In order to ensure that your exhibition dollars gain maximum exposure a number of initiatives have been instigated:

Lunches, morning and afternoon teas are to be served in the Exhibition area.

Poster displays, poster session and evening canapés and drinks will take place in the Exhibition area.

We plan to have extended break times, maximizing the exposure of delegates to the Exhibition area.

In accordance with usual practice we anticipate that premium booth positions will be allocated to sponsors, relevant to their level of participation

Conference Managers

ICMS Pty Ltd has been appointed as the official Professional Conference Organiser (PCO) for the Conference. ICMS is internationally recognised as one of Australia's leading Conference management companies specialising in national and international Conferences since 1969. ICMS is a second generation, 100% Australian owned business. That represents the ultimate commitment in stability, continuity and an extreme wealth of knowledge.



ICMS Pty Ltd

84 Queensbridge Street
Southbank VIC 3006

Phone: +61 3 9682 0244

Fax: +61 3 9682 0288

Email: heartfoundation2011@icms.com.au

Website: www.heartfoundation2011.org

Heart to Heart: from Access to Action

The Venue

Melbourne Convention and Exhibition Centre

Superbly located right in the heart of Melbourne on the edge of the Yarra River is the Melbourne Convention and Exhibition Centre (MCEC), comprising of the Melbourne Exhibition Centre and Melbourne's latest offering in architectural ingenuity - the Melbourne Convention Centre.

Address: 1 Convention Centre Place
South Wharf, Melbourne, Victoria, 3000

Website: <http://www.mcec.com.au/>



Exhibition Opportunities

Exhibition Hours

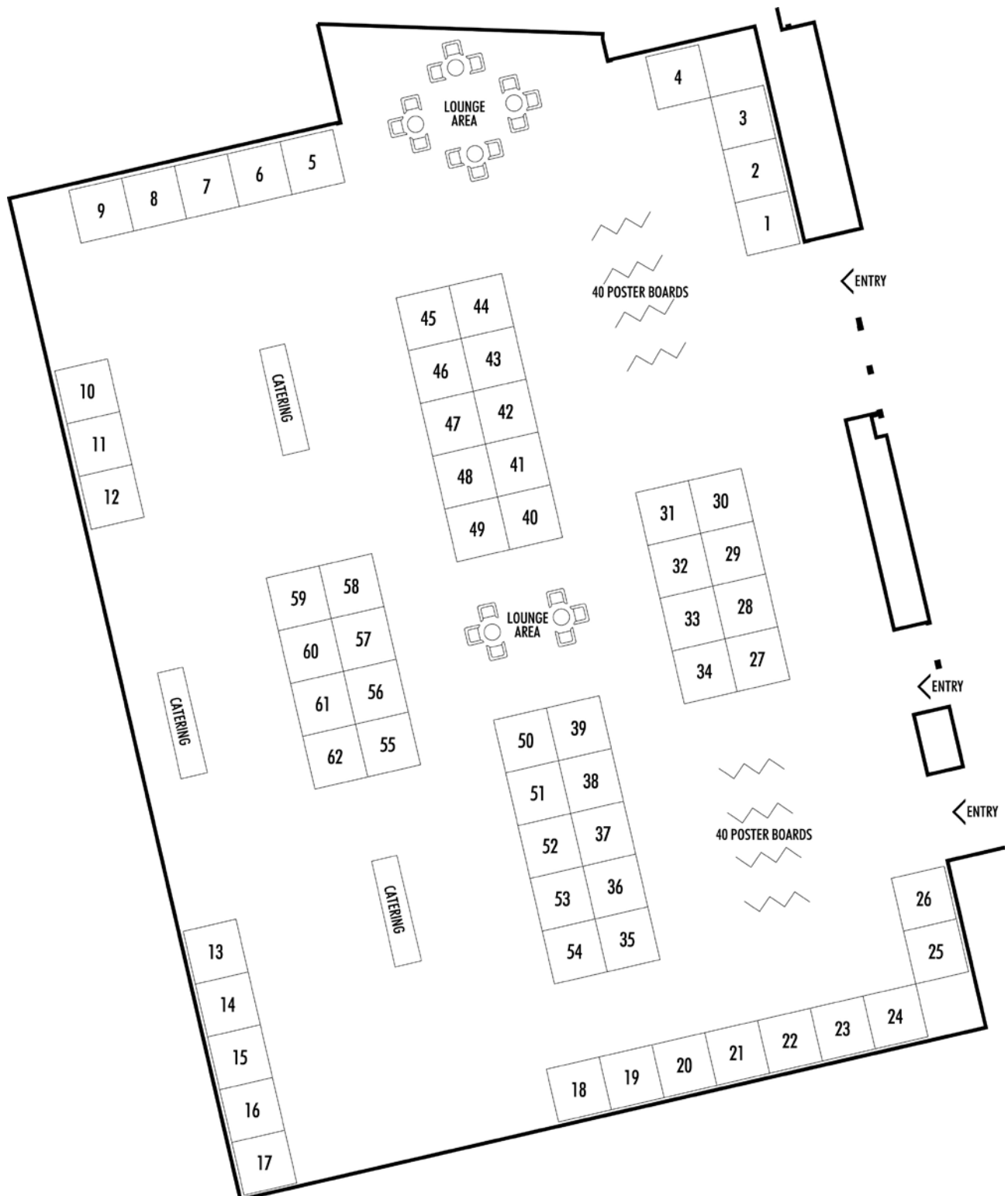
Exhibition Opening Hours:

Thursday 17 March 2011 8.30 – 19.00
Friday 18 March 2011 7.00 – 17.30
Saturday 19 March 2011 7.00 – 13.30

NB: Exhibition hours are subject to change. Exhibitors will be notified if a change occurs.

Floor Plan

Exhibition booths/stands will be allocated in order of receipt of application forms. To secure your space in the Exhibition please complete and return the attached application form with payment to Conference Office +61 3 9682 0288.



Exhibition Opportunities



Australia has a system of consumer taxation known as the Goods and Services Tax (GST). This is levied on all goods and services at the rate of 10% and is included in the quoted price for each sponsorship item.

All costs are in Australian Dollars.

Space Only

AUD 4,000 (incl GST)

3 metres x 3 metres = 9sqm

Floor Space only (3 metres x 3 metres = 9sqm) includes the following:

- All power consumed during the Exhibition – please note, power connection is not supplied. This is at the expense of the Exhibitor.

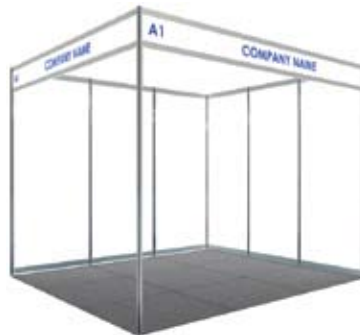
Shell Scheme Booths

Space AUD 4,000 + AUD 500 (Booth construction)
(incl GST)

3 metres x 3 metres = 9m²

Floor space including a single Shell Scheme Booth (3 metres x 3 metres) includes the following features:

- 2.5 m high Octanorm white walls
- 30cm deep fascia signage. Fascias will be provided for all open sides of shell scheme stands. The clear height under the fascia is 2100mm.
- 1 x 4 amp power point per 9m² display booth
- 2 x 150 watt spotlights per 9m² display booth



Exhibition Benefits

Exhibitors are entitled to the following:

2 Exhibitor Passes per 9m² booth. These passes enable personnel to work on their booth but do not permit access to the Conference sessions.

- Morning & Afternoon Tea and the Welcome Reception
- Final list of Conference delegates (subject to privacy policy)
- One Delegate Conference Satchel per booth
- One Final Program and Abstract Book per booth
- One Delegate list per booth

NB: This pass does not allow entry to the Conference Dinner – tickets to the Dinner may be purchased separately.

Exhibition Application Conditions

Applications must be received on the Official Application Contract Form. A tax invoice will be issued upon receipt of this application form. The Application Form is located at the back of this prospectus.

Full payment must be made within seven days from date of invoice. Exhibition will not be assigned without a signed application and full payment upon receipt of invoice.

The Conference Organisers reserve the right, at their total discretion, to decline any application. All payments must be made in Australian Dollars. See payment details on application form. Payment can be made via cheque, bank transfer and credit card. Please note credit card payments will incur a 4% surcharge. All major credit cards accepted.

If the full payment is not received by the due date, the Conference Organiser has the right to review the commitment and withdraw the application.



Cancellation Policy

In exceptional circumstances the Conference Organisers will be prepared to consider cancellation of their Contract with an Exhibitor, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing.
- That the reason given for the cancellation is, in the opinion of the Organisers, well founded.
- That the Organisers are able to re-let the cancelled space in its entirety.
- That the Exhibitor agrees that the Organisers shall retain 50% of the contract price if the cancellation is accepted between twelve and three months prior to the Conference and 100% of the contract price if the cancellation is accepted within three months of the opening of the Conference.

Payment Details

Cheques

Please make all cheques/drafts payable to: Heart Foundation Conference 2011 and send to the Conference Organiser:

Heart Foundation 2011

C/- ICMS Pty Ltd, 84 Queensbridge Street, Southbank VIC 3006 Australia

Bank Drafts & Transfers

It is essential that a copy of the stamped bank transfer details be faxed to the Conference Organisers to assist us in identifying your transfer. The Conference will not be responsible for paying any bank fees charged for the transfer. Please ensure that all bank fees are covered in the transfer amount. Please make bank drafts out to Heart Foundation 2011 Conference.

Bank: Australia and New Zealand Banking Group Limited
Bank Address: 3/84 Queen St Melbourne, VIC
Account Name: ICMS Meetings P/L ITF Heart Foundation 2011
Account Number: 251287405
BSB Number: 013606

Exhibition Application



Further Information

To discuss any exhibition opportunities included in this document, or to seek further information, please contact:

Conference Office



ICMS Pty Ltd
84 Queensbridge Street, Southbank VIC 3006 Australia

Phone: +61 3 9682 0244

Fax: +61 3 9682 0288

Email: heartfoundation2011@icms.com.au

Website: www.heartfoundation2011.org

Exhibition Application Form

Fax back to: + 61 3 9682 0288

Note: A Tax Invoice will be issued upon receipt of this application form.

Organisation Name: _____

Contact Name: _____

Position: _____

Postal Address: _____

City: _____

State: _____

Postcode: _____

Country: _____

Email: _____

Phone: _____

Fax: _____

Exhibition

We confirm the following Exhibition items. All items are inclusive of GST (10%)

Exhibition Item	Value (incl GST)	Number of spaces / booths	Total Cost
Exhibition space 9m ²	AUD 4,000	_____	_____
Shell Scheme 9m ² booth	AUD 500	_____	_____

EXHIBITION TOTAL AMOUNT DUE \$ _____

STAND NUMBER PREFERENCE (please nominate your 3 stand preferences)

1st Preference _____

2nd Preference _____

3rd Preference _____

Authorisation

I/We are authorised to sign documents on behalf of the Organisation and I/we acknowledge that I/we have read the guidelines, policies, rules and regulations governing the exhibition attached to this form and contained in the Exhibition Prospectus and agree to be bound by them and comply with them in full. I/We acknowledge that the organiser retains the sole discretion to accept or reject this application.

Name: _____

Signature: _____

Date of Application: _____

Payment Details

All payments must be made in Australian DOLLARS only. Payment in any other currency will NOT be accepted. Payments can be made via cheque, direct transfer or credit card. Please contact the Conference Organiser for all payment details and conditions. Full payment is required within 7 days from the date of the Tax invoice. A Tax invoice will be issued upon receipt of application.

Exhibition Regulations

1. If the Exhibitors fail to comply in any substantial respect with the terms of this agreement the Organisers shall have the right to sell the space and the Exhibitor shall be liable for any loss suffered by the organisers thereby, and all monies paid by the Exhibitor hereunder shall be absolutely forfeited to the Organisers. If the Exhibitor fails to occupy the said space by the advertised opening of the show, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as it may deem best for the interest of the Exhibition without refund to the said Exhibitor and without releasing the Exhibitor from any liability hereunder.
2. No Exhibitor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor.
3. All Exhibitors shall be producers, importers or representatives for goods and/or services displayed. No Exhibitor shall display on his stand any advertisement for goods manufactured and/or sold, or services provided by a non-Exhibitor unless written permission has been obtained from the Organisers. No Exhibitor or Sponsor shall provide any delegate or visitor with access to the internet or e-mail from within a stand or within the venue unless written permission has been obtained from the Organisers.
4. **Dismantling the Exhibits.**
Exhibits must not be removed and displays not be dismantled either partially or totally, before the closing time on the last day of the Exhibition. All exhibits and display material must be removed as soon as possible and by the time indicated
5. Exhibitors shall comply with the rules and regulations stipulated by the Organisers, the venue management, the Health Department and the Metropolitan Fire Brigade and with all relevant State and Commonwealth Acts.
6. The Exhibitor will not damage any walls or floors or ceiling of the exhibition area in which his stand is located - by nails, screws, oil, paint, or any other cause whatsoever and the Exhibitor shall be liable for, and make good at its own expense, any such damage.
7. Exhibitors have seven (7) days in which to make their final payment when it falls due. After this time, if the final payment has not been received, the stand will be available for sale to another firm. All deposits paid to this stage will automatically be forfeited and no refund will be made. No Exhibitor shall occupy his stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full.
8. **Exhibitors' Liabilities.**
The Exhibitor agrees and acknowledges that the Organiser shall not be liable for and hereby agrees to release and indemnify the Organiser its servants, employees, directors, subcontractors and agents from and against all liability, actions, suits, proceedings, damages, claims, demands, costs and expenses whatsoever (including without prejudice to the generality of the foregoing, any claim for costs, personal or property loss or damage, interest, contribution, indemnity, expenses and any compensation costs and disbursements paid by the Organisers to compromise or settle any such claims), which may be taken or made against or incurred or become payable by the Organisers its servants, employees, directors, subcontractors and agents or any other person or entity arising out of or in connection with the Exhibition howsoever caused whether or not such loss or damage is caused or contributed to either directly or indirectly as a result of any negligent or intentional acts, defaults, or omissions on the part of the Organiser, its servants, employees, directors, subcontractors and agents. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.
9. **Insurance Liability.**
Neither the Organisers nor the venue owners will be responsible for the safety of any Exhibitor or any other person, any exhibit or property of any Exhibitor or other person or for the loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor for any reason whatsoever including but without prejudice to the generality of the foregoing any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, Inevitable accident, force major, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event the opening of the Exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value the contents of his stand and all associated equipment and materials.
10. The Exhibitor is responsible for the safety of his products, display and stand. During move-out period, material should not be left unattended at any time.

11. It is the responsibility of the Exhibitor to leave his stand space clean and tidy during the Exhibition and after moving out.
12. The Organisers reserve the right to postpone the holding of the Exhibition from the set dates, and to hold the Exhibition on other dates as near to the original dates as practicable, utilising the right only where circumstances necessitate such action and without any liability to the Organisers.
13. If due to any unforeseen circumstances it is found necessary to close the Exhibition on any day or days or to vary the hours the Exhibition is open the Organisers reserve the right to do so, at their sole discretion.
14. The Organisers may from time to time add to or vary the foregoing rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers.
15. **Cancellation of Space:**
In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with Exhibitors, but only if the following conditions are complied with:
 - a. That the request for cancellation is submitted in writing;
 - b. That the Organisers are able to re-let the cancelled space in its entirety;
 - c. That the reason given for the request of the cancellations is, in the opinion of the Organisers, well founded;
 - d. That the Exhibitor agrees that the Organisers shall retain 10 percent of the contract price if the cancellation is accepted more than twelve months before the Exhibition, 50 percent of the contract price if the cancellation is accepted after that time but greater than three months before the opening of the Exhibition and 100 percent of the contract price if the cancellation is accepted within three months of the opening of the Exhibition.
16. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organisers.

17. **Conduct of Exhibitors and Representatives.**

Annoyance: The Organisers reserve the right to stop any activity on the part of, supplied by, promoted by or facilitated by any Exhibitor that may in the opinion of the Organiser cause any annoyance, loss or damage of any kind to other Exhibitors, Sponsors or visitors. Business must be conducted only from the Exhibitor's own stand and under no circumstances may this be carried out from a gangway or elsewhere in the Exhibition.

Microphones: The use of microphones and announcements (amplified or otherwise) is permitted, but the volume must not be such as to cause annoyance to other Exhibitors. The Organisers reserve the right to prohibit their use if in the Organisers' opinion any annoyance is being caused.

Gangways: Any encroachment upon gangways or passages shall be deemed to be a breach of contract and articles or goods found therein during the period of the Exhibition may be removed by the Organisers or their agents and the Organisers shall not be responsible for any loss thereto occasioned by such removal.

Publicity Material: Any publicity material shall be displayed and/or given away only from within the Exhibitor's own stand. Sponsorship activities shall only occur within the area of the Exhibitor's own stands - roving masseurs, wandering dancers etc. will not be allowed.

Competing Events: The Exhibitor shall not arrange competing events against any of the official Conference events without prior written approval by the Conference organiser and the convenor. All requests must be submitted no later than three months prior to the commencement of the Conference.

Timing: Exhibitors shall ensure that events arranged by them before and after Conference will not overlap with Conference activities - Breakfast Conferences must finish 15 minutes prior to the commencement of the program, and evening functions not commence until 30 minutes after the end of the program.

18. The Organisers shall not be responsible for any damages claimed by any person or persons who may be injured whilst in the area allotted to the Exhibitor and the Exhibitor agrees to indemnify the Organisers in the event of any claim made against the Organisers.

Exhibition Regulations

19. Right of Rejection.

Exhibits are admitted to the Exhibition, and shall remain there, solely on strict compliance with these Rules and Regulations. The Organisers reserve the right to prohibit in whole or in part and reject any Exhibitor or his representative in the case of failure to comply with the Rules and Regulations. There shall be no return of payment if the Organisers deem such rejection or prohibition necessary.

20. No stand or area within a stand may be sublet in any manner without consent of the Organisers.

21. If there is any inconsistency between the provisions of these Regulations and the provisions of the Sponsorship Prospectus, these Regulations shall prevail.

22. Law of the Contract.

The Contract is governed in all respects by the law of the State of Victoria and any legal action arising under the Contract shall be litigated only in the appropriate Court having jurisdiction in that State.



Conference Office

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