

SPONSORSHIP PROSPECTUS

LUMINESCE
Alliance

Innovation for Children's Health



2024
CONFERENCE
#LuminesceAlliance2024



Paediatric Precision Medicine:
Advancing research and patient care

7-8 November
UNSW Sydney

INVITATION

We invite you to partner with us at this year's **Luminesce Alliance 2024 Conference - Paediatric Precision Medicine: Advancing Research and Patient Care.**

Scheduled over two days on the **7th and 8th of November 2024 and held at UNSW Sydney, Australia**, the Luminesce Alliance Conference aims to share research innovations across the Alliance, fostering horizon-scanning discussions in the translation of precision medicine into our health systems.

Luminesce Alliance is a not-for-profit cooperative joint venture between the Sydney Children's Hospitals Network, the Children's Medical Research Institute, the Children's Cancer Institute, the University of Sydney, and UNSW, established with the support of the NSW Government. Our extensive networks bring together a wide range of researchers and clinicians including post-graduate students, early career researchers, nurses, allied healthcare workers, as well as government and the MedTech and Pharma industries.

Together, we look forward to exploring the latest developments in basic, translational, and clinical research concerning children and families grappling with rare genetic diseases and cancers.

Kathryn Griener AO
Luminesce Alliance Chair



We have a vision to change children's medicine around the world and we are working at a scale that ensures considerable cost savings and resource sharing. That enables clinicians to drive the research agenda for researchers to have support for the rapid clinical adoption of their work.



The conference program will cover:

- Paediatric precision medicine translational research, showcasing the research across the Luminesce Alliance Paediatric Precision Medicine Enabling Platforms Program. Delegates will gain insights from leading experts on the latest progress, advances, and innovations in research, trials, and commercial development opportunities on a national and international scale.
- Innovative pathways to strengthen collaboration among clinicians, scientists, researchers, industry, and the Health and Innovation Precincts for effective research translation.
- Discussions on effectively implementing quality, evidence-based precision medicine models into the health care system.
- Opportunities to increase and enhance community participation in paediatric precision medicine activities.
- The achievements of young investigators will also be honoured.

Who attends?

This conference will be marketed to a large researcher and health services audience through the extensive partner networks of Luminesce Alliance, as well as collaborators across other medical research institutes, local health districts, the two health and innovation precincts, and government and consumer groups.

The Luminesce Alliance 2024 Conference is expected to attract over 200 delegates, including:

- early career researchers
- mid-senior career researchers
- post-graduate students
- clinician-researchers
- clinicians
- clinical trial specialists
- nurses
- allied healthcare workers
- consumers
- government representatives

Why sponsor?

There are few Australian conferences of this calibre in paediatric precision medicine research across a multidisciplinary group of experts. This event is an ideal platform to generate exposure for your organisation; showcase your organisation to an influential audience, associate your brand with highly innovative content and demonstrate your support for paediatric research in Australia.



Conference venue

UNSW Sydney has generously provided the venue for the 2024 Luminesce Alliance Conference. UNSW is a powerhouse of cutting-edge research, teaching, and innovation and is one of the top 100 universities in the world, with more than 59,000 students and a 7,000-strong research community.



'The Lounge' evening dining area.

Sponsorship of the Luminesce Alliance Conference 2024 is an opportunity to:

- Promote your brand and products to not only conference delegates but also reach the entire Luminesce Alliance partner organisations,
 - Sydney Children's Hospitals Network
 - Children's Medical Research Institute
 - Children's Cancer Institute
 - University of Sydney
 - UNSW Sydney
- Gain insights into current and emerging research issues.
- Network and build meaningful relationships with leaders in the paediatric precision medicine sector that will last beyond the conference itself.
- Increase your brand profile and awareness across the extensive Luminesce Alliance network.
- Interact with delegates during breaks and the conference dinner

The Luminesce Alliance Conference can provide your organisation with:

- The opportunity to demonstrate your company's commitment and involvement with the medical research and health sector.
- Your chance to build and reinforce strategic relationships.
- Time to network with industry colleagues and key decision-makers.
- A cost-effective way to reinforce your organisation's brand and build brand awareness among a relevant audience.
- Access to a broad network of industry partners from the public, private and not-for-profit sectors
- The opportunity to present new products or services to a captive audience.
- A way to showcase your expertise, and capabilities and educate the industry.
- An increase in marketing opportunities including visibility on the conference website and associated marketing materials.
- The chance to affiliate your brand with unique and dynamic conference packages.

We hope you will be able to partner with us for this important event.



L-R Anastasia Ioannou,
Executive Director,
Luminesce Alliance;
Kathryn Greiner AO, Chair,
Luminesce Alliance



Precision medicine offers a transformational approach to healthcare. It begins with a unique partnership between clinicians and researchers, working together to go beyond offering a diagnosis, to developing potential new treatments, and even cures, that can help children both now and in the future.

Ms Cathryn Cox PSM

Chief Executive

Sydney Children's Hospitals Network



SPONSORSHIP OPPORTUNITIES

All amounts are in Australian dollars and include GST.



You cannot overstate the impact that genomic precision medicine is going to have on the whole of medicine. Its earliest major impacts are in inherited diseases of childhood and cancer, but it will spread quite rapidly throughout adult medicine. There is almost no aspect of medicine that will not ultimately be transformed by genomic precision medicine.

Prof Roger Reddel AO Sir Lorimer Dods Professor

Executive Director
Children's Medical Research Institute



Platinum conference sponsor

\$40,000 – One only

This is an opportunity to be named as the Platinum sponsor and the focus sponsor for the full first day of the conference.

Sponsor acknowledgement

Recognition as the Platinum sponsor on all conference material, including:

- the opportunity to provide a promotional blurb included in a conference EDM (electronic direct marketing)
- logo on the conference website (with hyperlinks to your company website)
- logo displayed as Platinum sponsor on the event app and final program
- opportunity to bring and display a pull-up banner in the plenary room for the day
- logo on conference signage including in the main plenary room and on all PowerPoint holding slides
- reference of your sponsorship in the Luminesce Alliance Annual Impact Report.

Speaking opportunity

The Platinum sponsor will receive a two-minute speaking opportunity during a plenary session (on the first day) to welcome delegates.

Sponsorship of the Dinner on the first day, Thursday 7 November 2024

Subject to the time of booking, recognition as the conference dinner sponsor including:

- logo on conference dinner menus
- verbal acknowledgement as the sponsor during the function
- opportunity to bring and display a pull-up banner at the conference dinner
- a two-minute speaking opportunity at the conference dinner to welcome delegates.

Display table

Optional allocation of one complimentary trade table on which to display your promotional materials at the conference. Please be mindful of any printing.

Registration

Five complimentary conference registrations, which include attendance at all sessions, lunches, morning and afternoon teas, and the conference dinner.

Advertising

Rotating banner advertisement at the bottom of the event app (dimensions: 1440 wide x 205 high pixels). Artwork is to be supplied by the sponsor to specifications provided by the conference organiser.

Access to delegate list

A copy of the delegate list showing names and organisations will be provided, except where privacy laws exclude participants' details from being included.

SPONSORSHIP OPPORTUNITIES

All amounts are in Australian dollars and include GST.



We have provided evidence supporting this new model of care. In the future, I believe the use of genetic information will become standard for every disease in the same way patients currently get a blood test or an x-ray.

Prof Michelle Haber AM

Executive Director
Children's Cancer Institute



Gold conference sponsor

\$10,000 – Four only

SOLD

SOLD

Spot three

Spot four

This is an opportunity to be named as the sponsor of a breakout session (concurrent sessions occurring across different themes).*

Sponsor acknowledgement

Recognition as a Gold sponsor on all conference material, including:

- the opportunity to provide a promotional blurb included in a conference EDM (electronic direct marketing)
- logo on the conference website (with hyperlinks to company website)
- logo displayed as a Gold sponsor on the event app and final program
- opportunity to bring and display a pull-up banner in one room during your allocated breakout session
- logo on conference signage, including in the main plenary room and all PowerPoint holding slides.

Display table

Optional allocation of one complimentary trade table on which to display your promotional materials. Please be mindful with any printing.

Registration

Two complimentary conference registrations, which includes attendance at all sessions, lunches, morning and afternoon teas, and the conference dinner.

Access to delegate list

A copy of the delegate list showing names and organisations will be provided, except where privacy laws exclude particular participants' details from being included.

* Preference will be allocated on receipt of application form and payment.

SPONSORSHIP OPPORTUNITIES

All amounts are in Australian dollars and include GST.



Silver conference sponsor

\$5,000 – Two only

SOLD

Spot two

This is an opportunity to be named as the Silver sponsor of three catering breaks on one day (morning tea, lunch, and afternoon tea).*

Sponsor acknowledgement

Recognition as a Silver sponsor on all conference material, including:

- logo on the conference website (with hyperlinks to your company website)
- logo displayed as a Silver sponsor on the event app and final program
- opportunity to bring and display a pull-up banner during your allocated lunchtime
- logo on conference signage, including in the main plenary room and all PowerPoint holding slides.

Display table

Optional allocation of one complimentary trade table on which to display your promotional materials. Please be mindful with any printing.

Registration

One complimentary conference registration, which includes attendance at the conference welcome reception, all sessions, lunches, morning and afternoon teas, and the conference dinner.

Access to delegate list

A copy of the delegate list showing names and organisations will be provided, except where privacy laws exclude particular participants' details from being included.

** Preference will be allocated on receipt of application form and payment.*

SPONSORSHIP OPPORTUNITIES

All amounts are in Australian dollars and include GST.



International keynote speaker sponsor

\$5,000 – Three only

Spot one

Spot two

Spot three

This is an opportunity to be recognised as sponsor of an international keynote speaker (subject to approval by the speaker). This sponsorship will go toward covering accommodation, flights and travel expenses.

Sponsor acknowledgement

Recognition as a Keynote speaker sponsor on all conference material, including:

- logo on the conference website (with hyperlinks to your company website)
- logo displayed as a keynote speaker sponsor on the event app and final program
- opportunity to bring and display a pull-up banner during your allocated keynote speaker's session
- logo on conference signage, including in the main plenary room and all PowerPoint holding slides.

Registration

One complimentary conference registration, which includes attendance at all sessions, lunches, morning and afternoon teas, and the conference dinner.

SPONSORSHIP OPPORTUNITIES

All amounts are in Australian dollars and include GST.

Conference app sponsor

\$5,000 – One only

#LuminesceAlliance2024 is going paperless! This is an opportunity to be named as the Conference app sponsor that is driving collaboration and networking with an environmentally friendly approach.

The downloadable app is an all-in-one single point of access for engaging and connecting with all aspects of the conference.

Using the app, delegates can network with other attendees with the EventStream Private Social Network and access all the information needed on site, including the full program, abstracts, speaker details, social program, maps, and sponsor listing.

As the Conference app sponsor, you are entitled to:

- rotating banner advertisement at the bottom of the event app opening page (dimensions: 1440 wide x 205 high pixels). Artwork is to be supplied by the sponsor to specifications provided by the conference organiser.
- a dedicated page on the app to showcase your organisation (company profile, logo, photos, information, and links can be included)
- two “push notifications” which will appear as a text message at the centre top of the app screen.

Sponsor acknowledgement

Recognition as the Conference app sponsor on all conference material, including:

- logo on the conference website (with hyperlinks to company website)
- logo displayed in the event app and final program
- logo on the conference signage, including in the main plenary room and all PowerPoint holding slides.
- logo on signage with app download instruction.

Registration

One complimentary conference registration, which includes attendance at all sessions, lunches, morning and afternoon teas, and the conference dinner.

SPONSORSHIP OPPORTUNITIES

All amounts are in Australian dollars and include GST.



Coffee cart sponsor

\$5,000 – **SOLD**

This is a high-profile cost-effective opportunity to create 100% recognition of your brand amongst conference delegates across both days of the conference.

The coffee cart allows the sponsor the ability to supply branded takeaway cups / keep cups and napkins with company logo.

Branded coffee cups and napkins to be provided by the sponsor. The coffee cart is provided by UNSW Sydney catering service.

Sponsor acknowledgement

- logo on the conference website (with hyperlinks to your company website)
- opportunity to bring and display a pull-up banner next to the coffee cart
- logo displayed on the event app sponsors page and final program.

Registration

One complimentary conference registration, which includes attendance at all sessions, lunches, morning and afternoon teas, and the conference dinner.

Lanyards sponsor

\$3,500 – One only

This high-profile opportunity provides unlimited brand exposure during the conference.

Provided to all conference attendees at registration, the lanyard is attached to the conference name badge and worn by all delegates, sponsors/exhibitors, and speakers for the duration of the conference.

Lanyards are provided by the sponsor and must be delivered to the venue two weeks in advance of the conference.

Sponsor acknowledgement

- logo on the conference website (with hyperlinks to your company website)
- logo displayed on the event app and final program.

Registration

One complimentary conference registration, which includes attendance at all sessions, lunches, morning and afternoon teas, and the conference dinner.

SPONSORSHIP SUMMARY

All amounts are in Australian dollars and include GST.

Benefits

	Platinum sponsor	Gold sponsor	Silver sponsor	Keynote speaker sponsor	Conference app sponsor	Coffee cart sponsor	Lanyards sponsor
	One only	Four only	Two only	Three only	One only	One only	One only
	\$40,000	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000	\$3,500
Sponsor acknowledgement							
Logo on conference website with link to your organisation	✓	✓	✓	✓	✓	✓	✓
Logo in event app and final program	✓	✓	✓	✓	✓	✓	✓
Opportunity to provide promotional blurb included in an EDM	✓	✓					
Opportunity to address delegates during conference (two minutes)	✓						
Opportunity to display pull-up banner at specified sponsored session/time	✓	✓		✓			
Opportunity to display pull-up banner at allocated lunchtime			✓				
Opportunity to provide branded coffee cups and pull-up banner next to the coffee cart						✓	
Opportunity to provide branded lanyards							✓
Logo on conference signage, including main plenary room, and PowerPoint-holding slides	✓	✓	✓	✓	✓	SOLD	
Acknowledgment in Luminesce Alliance Annual Impact Report	✓						
Trade/display table	1	1	1				
Complimentary conference registrations (including conference dinner)	5	2	1	1	1	1	1
Advertising							
Rotating banner at the bottom of the event app home page	✓				✓		
A dedicated page on the app to showcase your organisation	✓				✓		
Two "push notifications" in the app					✓		
Dinner							
Logo on dinner menus	✓						
Verbal acknowledgment as sponsor during the dinner	✓						
Opportunity to bring and display a pull-up banner at the dinner	✓						
A two-minute speaking opportunity at the dinner	✓						
Delegate list	✓	✓	✓				

APPLY HERE

[Click here](#) *

We encourage you to submit without delay to secure your place ahead of others. All applications will first be reviewed by the conference committee before you will be contacted by the conference organiser regarding confirmation.

If these sponsorship opportunities do not meet your requirements, but you would like to become involved in supporting the conference, please do not hesitate to contact Expert Events on 07 3848 2100 or via email at lac2024@expertevents.com.au.

PAYMENT & TERMS

Payment

Full payment for sponsorship packages is due within 30 days of the application being approved.

Sponsorship packages will be released for sale if payment is not received at the appropriate time.

Sponsor arrangements will not be confirmed until payment is received

- EFT – bank account details will be provided on your invoice. A remittance advice must be emailed to lac2024@expertevents.com.au
- MasterCard or Visa – please note sponsorship payments via credit card will incur an additional 2% merchant fee.

Terms and conditions

Please read the [sponsorship and exhibitor terms and conditions](#) prior to applying.

The Host of the conference is Luminesce Alliance. Expert Events is acting as an agent for and on behalf of the Host.



Email: lac2024@expertevents.com.au

Phone: +617 3848 2100

Website: www.LuminesceAllianceConference.org.au



TERMS AND CONDITIONS

Sponsor cancellation policy

All cancellations must be advised in writing directly to Expert Events.

If you provide notice of cancellation to Expert Events before **1 September 2024** you may be eligible for a refund. On or after **1 September 2024**, a 100% cancellation fee will apply.

These terms and conditions govern the participation of sponsors and exhibitors in the Luminesce Alliance 2024 Conference - *Paediatric Precision Medicine: Advancing Research and Patient Care* ('the Conference');

1. **"Luminesce Alliance"** means Luminesce Alliance Innovation for Children's Health (33 604 563 680), its employees, contractors and agents.
2. **"Personal Information"** has the same meaning as in the *Privacy Act 1988 (Cth)*, as amended or replaced from time to time.
3. **"Sponsorship Package"** means the sponsorship packages described in the Sponsorship Prospectus for the Conference.
4. **"You"** means the person, company or other legal entity identified as a sponsor in the Sponsorship Application Form (**"Application"**) and its employees and agents.
5. A **"Contract"** is formed between You and the Luminesce Alliance when these Terms and Conditions are signed by both parties. These Terms and Conditions together with the Application form the Contract between the You and the Luminesce Alliance. The Contract concludes on 8 November 2024 (**"Term"**).
6. The Luminesce Alliance reserves the right to decline Your Application. A binding contract is only formed between You and the Luminesce Alliance once the Luminesce Alliance signs these Terms and Conditions.
7. In consideration for the provision of the Sponsorship Package nominated by You in the Application, You will pay to the Luminesce Alliance the Sponsorship Fee.
8. The Luminesce Alliance will issue You with a tax invoice for the Sponsorship Fee once the Contract is in place. All amounts stated on the tax invoice include GST.
9. Payment is due within 30 days of the date on the tax invoice and must be made by credit card (Mastercard or Visa only), electronic funds transfer. If payment is not received by the Luminesce Alliance by the due date, the Luminesce Alliance may terminate the Contract under clause 22(a) and offer the Sponsorship Package to another party.
10. Sponsorship and exhibition opportunities will be allocated based on Sponsorship Package and then receipt of signed Applications.
11. The size and placement of Your logo/s and name in Conference collateral will be at the Luminesce Alliance's absolute discretion and will reflect the level of commercial support provided by You for the Conference.
12. The Alliance has the right to amend the Conference floorplan if required. All changes which affect You will be communicated to You prior to the Conference.
13. You may not assign or sublet any part of Your exhibition space.
14. You agree that, as part of Your participation in the Conference, You, Your employees, contractors, or agents will:
 - a) take due care and attention to prevent injury and property damage at the Conference; and
 - b) comply with workplace health and safety standards at all times.
15. You must have adequate insurance to cover your participation as an exhibitor in the Conference, including public liability, property damage and workers compensation cover. You will provide a copy of your public liability insurance policy and certificate currency to the Conference Manager.
16. The Luminesce Alliance grants to You a non-exclusive, non-transferable, revocable, royalty-free licence to use the Luminesce Alliance and/or Conference logo, trademark, name, or slogan ("Luminesce Alliance Brand") for the sole purpose of promoting Your association with the Conference, subject to the following:
 - a) any proposed use of any Luminesce Alliance Brand must be submitted to the Luminesce Alliance for written approval (which approval must not be unreasonably withheld or delayed) at least 5 working days prior to actual use, and no Luminesce Alliance Brand may be used without obtaining the Luminesce Alliance's written approval for each proposed use;
 - b) you must at all times comply with the Luminesce Alliance's brand guidelines when using any Luminesce Alliance Brand;
 - c) you must ensure that any use of any Luminesce Alliance Brand is lawful and does not reflect unfavourably on the good name, goodwill, reputation or image of the Luminesce Alliance;
 - d) the licence in this clause 16(a) does not include a right to sub-license; and
 - e) the licence in this clause 16(a) may be revoked by the Luminesce Alliance at any time (including for breach of this Contract by You) by written notice to the You and automatically terminates upon expiry of this Contract.
17. You grant to the Luminesce Alliance a non-exclusive, non-transferable, revocable, royalty-free licence to use Your logo, trademark, name, or slogan ("Your Brand") in connection with the Conference (including promotion and/or advertising of the Conference), subject to the following:
 - a) any proposed use of Your Brand must be submitted by the Luminesce Alliance to You for written approval (which approval must not be unreasonably withheld or delayed) at least 5 working days prior to actual use, and Your Brand may not be used without obtaining Your written approval for each proposed use
 - b) the Luminesce Alliance must ensure that any use of Your Brand is lawful and does not reflect unfavourably on Your good name, goodwill, reputation or image.

TERMS AND CONDITIONS

- c) the licence in this clause 17(a) does not include a right to sub-licence; and
- d) the licence in this clause 17(a) may be revoked by You at any time (including for breach of this Contract by Luminesce Alliance) by written notice to the Luminesce Alliance and automatically terminates upon expiry of this Contract.
18. The parties each agree that they will not use any form of child labour, bonded labour, forced labour nor other forms of slavery or slavery-like conditions or human trafficking in the performance of this Contract or as part of their business operations.
19. Each party must keep secure and confidential any confidential information relating to the other party and its business provided under this Contract or as part of the Conference except where:
- a) the disclosure is reasonably necessary to enable a party to exercise its rights or perform its obligations under this Contract;
 - b) with the other party's consent.
 - c) as required by law; or
 - d) if the information is generally or publicly available, other than through a breach by the other party of this Contract or of any other duty of confidence. You understand that Your employees may be required to sign an individual confidentiality deed to access certain parts of the Conference.
20. The parties must ensure that any Personal Information held or used in connection with this Agreement is collected, stored, used, and disclosed in accordance with the *Privacy Act 1988* (Cth). Each party must comply with the reasonable directions of the other party in relation to the handling of any Personal Information that the party holds or has held in connection with this Agreement.
21. In the event of cancellation or postponement of the Conference by the Luminesce Alliance, the Luminesce Alliance does not accept any liability for losses incurred by You. If the Conference is postponed to another date, a refund will not be issued to You, but the Sponsorship Fee will be credited toward the postponed Conference. If the Conference is cancelled, the parties will discuss the available options for reapplication of the Sponsorship Fee and come to a mutual agreement.
22. Either party may terminate this Contract immediately by providing written notice to the other party if:
- a) the other party breaches a material term of this Contract (including failure to pay the Sponsorship Fee) and fails to remedy that breach within 14 days of receiving a notice from the terminating party requiring the other party to remedy the breach; or
 - b) the other party becomes insolvent; or
 - c) or any major, public controversy arises in connection with the other party or this Contract which, in the reasonable opinion of the terminating party, reflects adversely on or detrimentally impacts on the terminating party's corporate image or the Conference.
23. You indemnify the Luminesce Alliance for any loss, damage, injury, costs, claims, demands, liabilities, and expenses ("Loss") arising in connection with the Conference or this Contract to the extent that the Loss was caused or contributed to by You, Your employees, contractors, or agents.
24. Neither party may assign or otherwise deal with any right or obligation under this Agreement without the prior written consent of the other party.
25. To the extent that a right, benefit, or entitlement is not expressly by this Agreement granted to or conferred on the Sponsor, it is retained by the Luminesce Alliance and may be granted to or conferred on a third party.
26. Neither party will be liable to the other in any circumstances for any loss of revenue, loss of production, or loss of profit, nor for any indirect, special, or consequential loss or damage.
27. This Contract may only be varied in writing, signed by both parties.
28. A party may execute this Agreement by signing a counterpart. All counterparts constitute one document, when taken together.
29. This Agreement is governed by and must be construed in accordance with the laws of New South Wales.

