

SPONSORSHIP & EXHIBITION PROSPECTUS



smacc

CHICAGO

MCCORMICK PLACE, CHICAGO

23 – 26 JUNE 2015



**“smacc is
the most
exciting
critical care
conference
you’ll attend
in 2015”**

smacc (Social Media in Critical Care) is a critical care conference phenomenon which has taken Australasia by storm. It is revolutionary due to its focus is on innovation, education and connectivity in the critical care sphere. Due to its huge success in only two years, smacc stands poised to make its mark on the international conference calendar.

There are several reasons why this educational conference is quite simply a must for your company:

- This is a truly international meeting – uniting websites from around the world and offering unparalleled exposure for your company
- The delegates are the new generation of critical care practitioners (peak age 30-50 years)
- You will experience a sense of “a critical care community” that you won’t find elsewhere, helped by the fact the exhibition hall transforms into a popular hub for networking between delegates, giving your stand plenty of traffic throughout the regular breaks in the conference
- While it is a scientific meeting, it is also patient focused, giving you a unique opportunity to associate your brand more directly with its benefits for patients
- The speakers are chosen because they are inspirational educators. Whilst many other conferences may have variable attendance, at smacc – everyone is eager to attend each session and remain for the entirety of the conference
- The experience endures as the conference podcasts and videos are released FREE online for months afterwards, providing long-lasting exposure for your company
- Experience the amazing vibe of smacc – a conference that is truly the delegates’ conference
- The delegates are engaged, motivated and enthusiastic
- Most of all smacc is all about innovation, education, connectivity

So, if your company wants to be part of the most exciting and rapidly evolving event on the critical care education calendar and would like to connect with the new generation of educators in emergency medicine, intensive care, anaesthesia, pre-hospital medicine, then you can’t afford to miss smacc Chicago.

As a not-for-profit charitable trust, the smacc organising committee strongly recognises and values a constructive partnership with industry. To this end, the organising committee is committed to working with our industry partners to ensure a rewarding outcome for all promoting the best in critical care education.

Sincerely

Roger Harris
Chair Organising Committee

ABOUT SMACC

Social Media and Critical Care

smacc (Social Media and Critical Care) is a conference that was born when a group of international Critical Care websites began collaborating. The websites are displayed below and represent the best in free online Critical Care education (Emergency Medicine, Intensive Care, Anaesthesia, Pre-Hospital Medicine) from the USA, Europe, Scandinavia, UK and Australasia, and this group is constantly expanding.

While many features of the smacc conference resemble the sort of traditional medical education conferences you are used to, the overall smacc experience is very different. One of the key elements in these differences is the amazing sense of a Critical Care community and a networking atmosphere. This atmosphere is facilitated by the exhibition hall being a hub of all activities for the entire event including all catering being served in this area. Unlike many conferences, all smacc Chicago delegate registrations include morning and afternoon coffee breaks and lunch, as this keeps the community networking together in the exhibition hall rather than wandering off on their own. At our recent smaccGOLD conference, the American and European delegates universally applauded these initiatives.

When considering the sponsorship opportunities, we understand that you may want to tailor your sponsorship package differently, and we are very motivated to working collaboratively with your company. The smacc conference might seem new, but don't underestimate the enormous momentum this educational initiative is generating.

The History of smacc

The first smacc conference was held in Sydney, Australia in March 2013. Incredibly, smacc attracted 650 delegates from around the world to this inaugural event. Even more impressive is that all the educational content from the Sydney Conference was released online, free, over a six month period (you can see this media on the smacc website under the media tab: www.smacc.net.au). The podcast content then clocked-up a staggering 200,000 podcast downloads in a very short time with approximately 50% of these downloaded in the USA.

Not surprisingly, the second smacc Conference then doubled in size! The smaccGOLD Conference (so named as it was held on the Gold Coast in Queensland, Australia) ran from 19 - 21 March 2014 and was an enormous success.

The conference attracted 1300 delegates and, over the week of the meeting, the hashtag #smaccGOLD was featured in almost 25,000 tweets, resulting in 25,000,000 twitter impressions. The educational content from this second meeting will again be released free to all online in the months leading up to smacc Chicago (#smaccUS). So stand by to see more staggering figures as these talks are downloaded!

The Affiliated smacc Websites

USA

emcrit.org
ultrasonics.com
ultrasoundpodcast.com
iteachem.net
emin5.com
thepoisonreview.com
permed.org
academiclifeinem.com
emnerd.com
ercast.org

Canada

boringem.org
thesgem.com
blog.ercast.org

Australasia

lifeinthefastlane.com
intensivecarenetwork.com
prehospitalmed.com
thesonocave.com
ragepodcast.com
broomedocs.com
kidocs.com
resus.me

Europe

stemlyns.org
criticalcarereviews.com
trauma.org
wessexics.com
scancrit.com

“Be part of the most exciting and rapidly evolving event on the Critical Care education calendar”



smacc Chicago

Given the overwhelming response to smacc and the growth in its international popularity, the move to the United States in June 2015 has been delegate-demand driven. The choice of Chicago as the host city was facilitated by it being a popular destination for travellers, a transport hub for both the USA and Europe, having a state-of-the-art convention facility and the strong connections from the Critical Care website community based locally in Chicago.

smacc Speakers

One of the very successful educational innovations at smacc has been combining traditional big-name speakers together with popular opinion leaders from the website and Social Media communities on thought-provoking topics. The speakers are carefully chosen because they are inspirational educators, which accounts for why the delegates are so positive and enthusiastic.

In Chicago many of the leading “Big Names” of Critical Care (P Marik – USA, D Angus – USA, R Levitan – USA, M Singer – UK, J Myburgh – ANZ, S Finfer – ANZ, A Perner – EU) will mix it up with the website gurus (S Weingart – USA, S Carley – UK, M Dawson – USA, M Mallin – USA, Cliff Reid – ANZ) and many more.

Key Program Topics

- Airway, Ventilation, Anaesthesia
- Resuscitation, ECMO, Pre-Hospital Medicine
- Trauma, Haemostasis
- Paediatrics
- Palliative care
- Toxicology
- Burn Out, Self Care and Supervision
- Physiology (Fluids, Sepsis, Nutrition, Haemodynamics)
- Education, EBM
- Social Media, Medical Technology, Information Systems

smacc Pre-Conference Workshops

In addition to the three day program, smaccGOLD provided pre-conference workshops to almost 400 delegates. This provided a diverse range of learning opportunities, from procedure-based small group skill labs on Ultrasound and Airway techniques, to classroom learning on Evidence-Based Medicine, education strategies and creative lecture presentation. Our industry partners were instrumental in providing resources for these fantastic learning opportunities. We look forward to running the workshops again in 2015.





WHY BECOME A SPONSOR?

Emergency Physicians, Intensivists, Anaesthetists, Pre-Hospital Emergency Personnel and Rural GPs overlap enormously in the care of the critically ill. This Conference will provide a unique opportunity to network with all specialties in a cutting edge environment.

If your organisation wants to stand out as being an innovator at the forefront of critical care, you can't afford to miss out on this opportunity. Not only are the educational initiatives ground breaking, so are the sponsorship opportunities.

Exposure: smacc Chicago will attract a broad mix of local, national and international specialists. The keynote speakers are the big names of critical care in Australia, the UK and USA, with huge web-based profiles. The structure of the conference has been designed to appeal to both traditional learners and those utilising all the modern opportunities which online education provides.

Opportunities: All the sessions, workshops, free papers and posters will be podcasted and released free via the affiliated website organisations. This means that while there will be exciting opportunities for exposure of your organisation both before and during the conference, there will also be amazing opportunities long after as specialists go online to download material. The smacc website had 200,000 visits in the six months prior to the Conference and now continues to grow as content from the Conference is continuously released free online.

Recognition: This Conference will stand out on the critical care education calendar in 2015 as the most exciting and novel initiative. The 2014 conference was the biggest critical care conference in Australasia and smacc Chicago will be even bigger.

Valuable Insight: By sponsoring and attending the conference, industry delegates will gain valuable insight into what is happening in the critical care world and, more importantly, how to better connect with up-and-coming specialists in this field.

SPONSORSHIP
OPPORTUNITIES

If the opportunities below do not address your company's needs, we are more than happy to discuss a tailor-made package. Further information can be obtained from the smacc Chicago 2015 Secretariat. Please email: smacc@theassociationspecialists.com.au

All prices are listed in U.S. Dollars (USD).

PRINCIPAL SPONSORS	PLATINUM USD \$30,000 (one available)	GOLD USD \$20,000 (two available)	SILVER USD \$15,000 (two available)
Company logo on all material related to smacc Chicago 2015 (including website, registration brochure, final program and all onsite signage)	✓	✓	✓
Delegate list (name, organisation and state only) in accordance with Privacy Legislation	✓	✓	✓
Company logo (with a hotlink to your website), contact details and a 100 word company profile on the conference website	✓ logo to appear on the website homepage*	✓ logo to appear on the website homepage*	✓
Full page advertisement on the conference website (artwork to be supplied by sponsor)	✓	✓	✓
Verbal acknowledgement during the opening ceremony	✓	✓	✓
Promotional advert to go in conference satchel (to be supplied by sponsor)	Two (2)	One (1)	One (1)
10' x 10' exhibition booth	Three (3)	Two (2)	One (1)
Exhibitor registrations to staff the exhibition booths (includes Welcome Reception and day catering)	Six (6)	Four (4)	Two (2)
Full delegate registrations, including social functions	Four (4)	Three (3)	Two (2)
Additional tickets to the Welcome Reception	Four (4)	Two (2)	One (1)
Additional tickets to the Gala Dinner	Four (4)	Two (2)	One (1)
Colour advertisement placed in final program book (artwork to be supplied by sponsor in line with print deadlines)	Full page	½ page	½ page
Opportunity to run a pre-conference workshop in your field**	✓		
Opportunity to run a breakfast session***	✓		

*The smaccGOLD website has had over 200,000 hits in the last six months

**The workshop will run on Tuesday, 23 June 2015. Platinum sponsors will receive the benefits of a Pre-Conference Workshop Sponsor (please see page 9), however you will be required to cover additional costs such as catering, room hire and audio visual equipment.

***Sponsors will be required to cover the cost of room hire, AV, catering etc.

MAJOR SPONSORS	CONFERENCE SACHEL WITH INSERT USD \$25,000 (one available)	GALA DINNER USD \$20,000 (one available)	TWITTER WALL USD \$15,000 (two available)	WIRELESS INTERNET USD \$15,000 (one available)	WELCOME RECEPTION USD \$12,000 (one available)
Company logo on all material related to smacc Chicago 2015 (including website, registration brochure, final program)	✓	✓	✓	✓	✓
Promotional insert to go in conference satchel (to be supplied by sponsor)	✓	✓	✓	✓	✓
Delegate list (name, organisation and state only) in accordance with Privacy Legislation	✓	✓	✓	✓	✓
Company logo (including a hotlink to your website) on the conference website	✓	✓	✓	✓	✓
Contact details and a 100 word company profile on the conference website	✓	✓	✓	✓	✓
Full delegate registrations, including social functions	Four (4)	Three (3)	Two (2)	Two (2)	Two (2)
Full page advertisement on the conference website (artwork to be supplied by sponsor)	✓	✓	✓	✓	✓
Logo featured on one side of the conference satchel (satchel and printing included in cost)	✓				
Tickets to the Gala Dinner	Four (4)	Ten (10)	Two (2)	Two (2)	One (1)
Tickets to the Welcome Reception	Four (4)	Two (2)	Two (2)	Two (2)	Four (4)
Opportunity to display banners (to be supplied by the sponsor)		Two (2) at the Gala Dinner			Two (2) at the Welcome Reception
Logo to appear on the Twitter wall in the exhibition hall for the conference duration			✓		
Company logo on landing page of the Conference WiFi				✓	

MAJOR SPONSORS	LEARNING LOUNGE USD \$10,000 (one available)	LUNCHEONS USD \$10,000 (three available)	DELEGATE LANYARD USD \$8,000 (one available)	DELEGATE NAME BADGES USD \$8,000 (one available)	COFFEE BREAK USD \$7,000 (six available)
Company logo on all material related to smacc Chicago 2015 (including website, registration brochure, final program)	✓	✓	✓	✓	✓
Delegate list (name, organisation and state only) in accordance with Privacy Legislation	✓	✓	✓	✓	✓
Company logo (including a hotlink to your website) on the conference website	✓	✓	✓	✓	✓
Full page advertisement on the conference website (advert to be supplied by sponsor)	✓	✓	✓	✓	✓
Full delegate registration(s), including social functions	Two (2)	Two (2)	One (1)	One (1)	One (1)
Opportunity to display banners (to be supplied by sponsor)	Two (2) in the Learning Lounge	Two (2) during the sponsored lunch			Two (2) during the sponsored coffee break
Two (2) plasma screens provided to stream the conference in the lounge	✓				
Exclusive ownership of one (1) luncheon during the conference. Sponsor can provide branded napkins, cups etc (at sponsor's expense)		✓			
Company logo printed on delegate lanyards			✓		
Company logo printed on delegate name badges (in addition to smacc Chicago logo)				✓	
Exclusive ownership of one (1) coffee break during the conference. Sponsor can provide branded napkins, cups etc (at sponsors expense)					✓

MAJOR SPONSORS	BREAKFAST SESSION USD \$5,000 (four available)	MOBILE PHONE CHARGE BAR USD \$5,000 (four available)	PRE- CONFERENCE WORKSHOP USD \$5,000 (five available)	ADDITIONAL SPONSORSHIP ITEMS USD \$4,000
Company logo on all material related to smacc Chicago 2015 (including website, registration brochure, final program)	✓	✓	✓	✓
Delegate list (name, organisation and state only) in accordance with Privacy Legislation	✓	✓	✓	✓
Company logo (including a hotlink to your website) on the conference website	✓	✓	✓	✓
Full page advertisement on the conference website (advert to be supplied by sponsor)	✓	✓	✓	
Full delegate registration, including social functions	One (1)	One (1)		
Exclusive ownership of one (1) breakfast session*	✓			
Mobile Phone Charge Bar (with company logo)		✓		
Opportunity to display banners (to be supplied by sponsor)	Two (2) at the Breakfast Session		Two (2) at the Pre-Conference Workshop	
Pre-Conference Workshop delegate registrations			Two (2)	
Water bottles**				✓
Pads and pens**				✓
Pedometers**				✓

*Sponsors will be required to cover the cost of room hire, AV, catering etc.

**Products to be provided at sponsors' expense

EXHIBITION OPPORTUNITIES

Exhibition Booth

10' x 10' – starting at USD \$3,900 each

Entitlements

- One 10' x 10' exhibition booth
- Identification sign displaying organisation name
- Three (3) exhibition staff registrations (includes day catering and tickets to the Welcome Reception)
- Company logo on the smacc Chicago 2015 website with a hotlink to your website
- Company logo listed in the Final Program Book
- Complete delegate list (name, organisation and state only) in accordance with Privacy Legislation

The exhibition hall floor plan will be released shortly. Booths will be allocated on a first come, first served basis.

Venue

The exhibition will be held at McCormick Place from 24 – 26 June 2015. The two daily coffee breaks, lunch and the Welcome Reception will be served in this area to enable delegates to visit and interact with all exhibitors.

Anticipated Exhibition Times

- Wednesday, 24 June 2015 1000 – 1900 hours
- Thursday, 25 June 2015 0900 – 1700 hours
- Friday, 26 June 2015 0900 – 1530 hours

Booking Instructions

Booth allocation will be strictly by date of receipt of your booking form (with the exception of Principal Sponsors receiving first choice).

An email indicating your allocated exhibition booth, tax invoice and contract will be sent when your application is processed.

A comprehensive Exhibition Manual with further details and the necessary order forms will be forwarded 6 weeks prior to the event.

Requests for specific booth(s) locations will be considered to every extent possible, however the Organising Committee reserves the right to change the layout or the location of an individual exhibitor's allocation in order to achieve the maximum benefit for all exhibitors and the event as a whole.

APPLICATION FORM

Contact: _____

Position: _____

Company: _____

Address: _____

Suburb: _____

State: _____

Postcode/Zip Code: _____

Telephone: _____

Mobile: _____

Email: _____

Sponsorship Opportunities

All sponsorship amounts are in US Dollars (USD)

- ☐ Platinum Sponsor \$30,000
- ☐ Gold Sponsor \$20,000
- ☐ Silver Sponsor \$15,000
- ☐ Conference Satchel Sponsor \$25,000
- ☐ Gala Dinner Sponsor \$20,000
- ☐ Twitter Wall Sponsor \$15,000
- ☐ Wireless Internet Sponsor \$15,000
- ☐ Welcome Reception Sponsor \$12,000
- ☐ Learning Lounge Sponsor \$10,000
- ☐ Luncheons Sponsor \$10,000 each
- ☐ Delegate Lanyard Sponsor \$8,000
- ☐ Delegate Name Badge Sponsor \$8,000
- ☐ Coffee Break Sponsor \$7,000 each
- ☐ Breakfast Session Sponsor \$5,000 each
- ☐ Mobile Phone Charge Bar \$5,000 each
- ☐ Pre-Conference Workshop \$5,000 each

Additional Sponsorship Items \$4,000 each

- ☐ Water Bottles
- ☐ Pads & Pens
- ☐ Pedometers

Exhibition Opportunities

- ☐ Exhibition Booth (10' x 10') from USD \$3,900 each

The smacc Chicago 2015 Secretariat will confirm your participation with a confirmation email, tax invoice and contract.

Signed: _____

Date : _____

Please complete and forward application to:

smacc Chicago 2015 Secretariat
C/- The Association Specialists Pty Ltd
PO Box 576, Crows Nest NSW 1585 AUSTRALIA
Tel: +61 2 9431 8600
Fax: +61 2 9431 8677
Email: smacc@theassociationspecialists.com.au

