



RENAL SOCIETY  
OF AUSTRALASIA

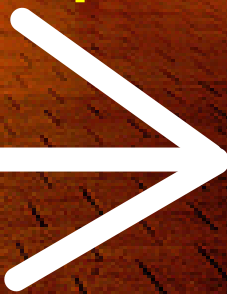


RSA  
2011

Exploring New Territory:  
Transforming Renal Health  
8-11 June 2011 Adelaide Australia



Sponsorship & Exhibition  
Prospectus



39<sup>th</sup> Annual Renal Society of Australasia Conference  
8 - 11 June, Adelaide Convention Centre  
[www.rsa2011.org](http://www.rsa2011.org)



The number of Australians with End-Stage Kidney Disease is projected to almost **double** in the next decade.

The treatment of End-Stage Kidney Disease with dialysis or transplantation is costly both financially and in terms of quality of life.

Evidence suggests that progression of chronic kidney disease detection is followed by appropriate therapy.

Not only can the number of new patients commencing renal replacement therapy be reduced, but so can the high burden of cardiovascular disease and high mortality of those with CKD.

## Invitation from RSA 2011 Chair

On behalf of the SA/NT Organising Committee we invite you to join us in Adelaide, South Australia for the 39th Annual Renal Society of Australasia Conference in June 2011. Festivals and food, arts and culture, shopping and sports, Adelaide is the city where something is always on. Adelaide is the centre of South Australia's booming wine industry, with the annual Sea and Vines Festival held on the June long weekend in McLaren Vale, 40 minutes South of Adelaide CBD. The festival will start on the Sunday following the conference and will provide an opportunity for delegates to share in the unique experience of Adelaide food and wine.

The theme for the conference, **Exploring New Territory: Transforming Renal Health** offers an opportunity where presenters can share ideas and knowledge that will guide renal health to 2011 and beyond.

The conference will draw on the experience and expertise of the Australian and New Zealand renal RSA members to improve the care of people with renal disease. It continues to be our regions leading renal care conference and offers direct access to our nation's leading renal care specialists and nurses - to inform, educate and engage with at a level unsurpassed by any other conference in the region.

We encourage you to take up the opportunity of Sponsorship and Exhibition and look forward to seeing you in Adelaide in June 2011.

**Tiffany Whittington and Pamela Wood**  
Co-Chairs, RSA 2011

## Organising Committee

<b>Tiffany Whittington</b>	Noarlunga Dialysis Unit, Southern Adelaide Health Service <b>Conference Co-Chair</b>
<b>Pamela Wood</b>	NT Services – <b>Conference Co-Chair</b>
<b>Kirsten Passaris</b>	RSA Federal Chair
<b>Ann Bonner</b>	Charles Sturt University, New South Wales
<b>Francis Kissajukian</b>	Flinders Medical Centre, South Australia
<b>Lynda McKelvie</b>	Flynn Drive Renal Unit, Alice Springs Hospital, Alice Springs
<b>Peggy Ooi</b>	Flinders Medical Centre, South Australia
<b>Ky-Lee Pirone</b>	Royal Adelaide Hospital, South Australia
<b>Linda Thorburn</b>	Southern Adelaide Health Service, South Australia
<b>Fiona Donnelly</b>	Royal Adelaide Hospital, South Australia

## Key Dates

Call for abstracts open	3 September 2010
Registration open	3 December 2010
Call for abstracts close	2 February 2011
Author notification	30 March 2011
Author registration deadline	22 April 2011
Early bird close	22 April 2011

## Scientific Program

### Raymond Vanholder

Raymond Vanholder, MD, PhD, is Professor of Medicine at the University of Ghent and Clinical Head of the Nephrology Division of the Ghent University Hospital in Belgium. Dr. Vanholder has published more than 400 papers including reviews and book chapters on adequacy of dialysis, uraemic toxicity and various topics related to clinical nephrology.



Dr. Vanholder was Founding President of the Belgian Society of Nephrology, is Past President of the European Society for Artificial Organs (ESAO) and was council member of the European Renal Association - European Dialysis and Transplantation Association (ERA-EDTA) and of the Dutch Society for Nephrology (NVVN). He chairs the European Best Practice Guidelines (EBPG) for hemodialysis and chairs the guideline Database/Warehouse Work Group for the Kidney Disease Improving Global Outcomes (KDIGO). Dr. Vanholder has received several grants from: Baxter Healthcare, Fresenius Medical Care, Gambro, Janssen-Cilag, Novartis, Genzyme and Roche.

## Themes and Sub-themes

### Haemodialysis

- Innovation
- Clinical challenges
- Psychosocial
- Access
- Advanced practice/Nurse Practitioner
- Indigenous

### Peritoneal Dialysis

- Innovation
- Clinical challenges
- Psychosocial
- Access
- Advanced practice/Nurse Practitioner
- Indigenous

### Transplantation

- Innovation
- Clinical challenges
- Psychosocial
- Advanced practice/Nurse Practitioner
- Indigenous

### Chronic kidney disease

- Innovation
- Clinical challenges
- Psychosocial
- Access
- Advanced practice/Nurse Practitioner
- Indigenous

### Education

- Innovation
- Clinical challenges
- Psychosocial
- Advanced practice/Nurse Practitioner
- Patient
- Staff/Workforce

### Quality Initiative/Research

- Innovation
- Clinical challenges
- Psychosocial
- Advanced practice/Nurse Practitioner
- Patient
- Staff

## About the RSA

Formed in 1972, the RSA is an Australasian society for nursing, technical and allied health professionals, aiming for excellence in the dissemination of knowledge in Renal Replacement Therapies. Membership is open to nurses, technicians, social workers, dieticians, unit managers, transplant co-ordinators, and other health care professionals working with patients with kidney disease. Our mission is **advancing the care of people with kidney disease**.

## Delegate Profile

The Renal Society of Australasia is a multi-disciplinary organisation of individual members. Registration to the Conference is encouraged for the following:

- Nurses
- Technicians
- Social workers
- Dieticians
- Unit managers
- Transplant coordinators
- Other healthcare professionals working with patients with kidney disease



In addition to delegates from Australia and New Zealand, the Conference will be specifically targeting attendees from the USA, Europe and Asia.

## What are your Objectives?

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the Conference, please do not hesitate to contact the Conference Managers. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.



The Conference is a unique and prestigious marketing opportunity and we are confident your involvement as a Sponsor in this global forum will provide your company with exceptional business rewards.

For further details on the opportunities available please contact the Conference Managers who will be pleased to assist you.

## The Venue & City

**Adelaide Convention Centre**  
North Terrace, Adelaide South Australia

The Adelaide Convention Centre provides international-class facilities, quality, efficiency and excellence. It is ranked twice amongst the world's top 10 with over 300,000 people passing through its doors each year. It caters for meetings of 30, conferences of 3,500 or cocktail parties for 5,000. It boasts more than 10,000 square metres of floor space, with a catwalk height of 11 metres above floor level. This space can be divided into six soundproofed halls and provide an exhibition capacity of 407 booths. The Centre's kitchens can produce 9,000 meals per sitting, sustainable at 27,000 per day.



## Adelaide

Adelaide is a compact city of approximately 1.2 million people situated between the beautiful Adelaide Hills and the long white beaches of the Gulf of St Vincent. Settled in 1836, Adelaide retains much of the charm of the past while offering all the vigour, multicultural diversity and conveniences of a modern city. Adelaide is known for its biennial Arts Festival, its many churches and graceful stone buildings and its location within an hour's drive of some of Australia's most famous and beautiful wine producing regions. Many of our delegates may undertake pre or post Conference activities and tours to visit South Australian attractions such as the Barossa Valley, Kangaroo Island and the beautiful Flinders Ranges, as well as other sights closer to the city.



Adelaide and South Australia offer a lower-key but often more authentic and rewarding experience of Australia than that seen in the eastern states and larger cities. Adelaide's appeal as a Conference destination lies in its safety, the ease of getting around with most hotels and city sights within walking distance of the Convention Centre, in its low levels of pollution, the proximity of the airport to the city, the quality of the food and wine and lower overall costs compared to other cities.

## Accommodation

A range of competitively priced accommodation options will be secured by the Conference Managers for RSA 2011. For further information on accommodation options and to reserve accommodation for yourself or your company please visit the Conference website at [www.rsa2011.org](http://www.rsa2011.org) or contact the Conference Managers.

## Benefits to Sponsors and Exhibitors

RSA 2011 will provide many long lasting benefits including:

- Maximum exposure at the region's premier event devoted to renal health
- The opportunity to deliver a demonstrated commitment to the renal health industry
- Build brand awareness and educate the renal health market
- High visibility on the official RSA 2011 website and Conference marketing materials
- The chance to showcase renal health strategies and products
- The opportunity to harness all five senses to drive home your messages
- The opportunity to enhance your prospect database

## Marketing and Public Relations

The Conference Managers are here to ensure you get the most out of your investment. We encourage you to contact our Sponsorship and Exhibition Department to discuss the many additional ways we can further assist your marketing efforts and build your business through RSA 2011.

RSA 2011 offers a unique opportunity to increase your company's exposure to a diverse cross-section of industry professionals through the following marketing strategy:

- **E-marketing** – regular email blasts promoting program updates, key dates and featured speakers
- **Marketing collateral** – flyers to be used at industry events to stimulate interest and provide key details
- **Website** – will be used as the main information distribution channel and will be regularly updated and refreshed with latest updates
- **Promotional activities** – are scheduled for all major international / national conferences and events so as to keep the target market informed of progress and to stimulate interest in RSA 2011.

## Conference Managers

**arinex pty limited** has been appointed as the official Professional Conference Organiser (PCO) and looks forward to delivering an inspiring experience.

We provide a highly creative and professional meetings and events management service to associations, governments and corporate organisations.

**arinex** has been born out of combining the experience and resources of two highly successful organisations in Australia's meetings and events industry, Tour Hosts and The Meeting Planners. Together, we collectively represent more than 50 years of experiences and, we're proud to say, many years of delivering amazing client outcomes.

For further details on the opportunities available please contact the Conference Managers who will be pleased to assist you.



**Drew Whait**  
**Sponsorship & Exhibitions Account Manager**

**arinex pty limited**

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Sydney NSW 2001  
AUSTRALIA

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Website: [www.rsa2011.org](http://www.rsa2011.org)

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## Sponsorship at a Glance

Sponsorship Package	Available	Price A\$
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All prices are shown in Australian Dollars and are inclusive of 10% Goods and Services Tax (GST)

### Main Packages

Platinum Sponsor	2	\$45,000
Gold Sponsor	6	\$28,500
Silver Sponsor	6	\$14,900
Bronze Sponsor		\$8,900

### Other Packages

Breakfast Session Sponsor (Discounted price for all main package sponsors)	6	\$1,900
Breakfast Session Sponsor		\$2,900
Pre-Conference Workshops (Only available to existing RSA 2011 Sponsors)	6	\$1,900

### Marketing and Advertising

Satchel Insert		\$1,200
Program Book		
Full Page Advert		\$1,800
Half Page Advert		\$ 950
Delegate Passport Promotion Sponsor		\$1,000

In order to encourage delegates to visit all exhibition stands, we will be introducing an exciting new initiative.

Sponsors and exhibitors are invited to donate prizes and will be Recognised for their generous contribution.



## Platinum Sponsor Maximum 2

**\$45,000 (incl. GST)**

We view our Platinum Sponsors as our partners in the successful execution of RSA 2011 and will work alongside you to provide opportunities to promote your organisation through the prelude and during the Conference.

This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your company with exceptional commercial rewards.

As one of the Platinum Sponsors of the Conference, your company will benefit from the highest level of exposure and representation with the following entitlements:

- Recognition as a Platinum Sponsor (with organisation logo) on all printed material~
- Recognition as a Platinum Sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Platinum Sponsor on the official sponsorship acknowledgement board onsite
- Presentation of an Platinum Sponsor plaque at the closing ceremony
- Delegate list supplied 3 weeks prior to the Conference~~
- Full page advertising space in the program book (artwork to be supplied by the sponsor)
- Four (4) full delegate registrations inclusive of the Welcome Reception and Conference Dinner
- One 6m x 6m exhibition spaces located in a prominent position within the exhibition
- Four (4) exhibitor registrations inclusive of the Welcome Reception
- Company brochure (maximum four A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Use of the conference logo until the end of June 2011
- Verbal acknowledgement as a Platinum Sponsor during the opening and closing sessions
- Sponsor may provide a freestanding banner which will be positioned in the plenary room for the duration of the Conference (maximum size 2m high x 1m wide)
- Logo and 200 word profile in the program book

~ Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

~~ This list will be provided prior to the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.

**Planning to host a Breakfast Session? Be sure to check out the special rate for Platinum, Gold, Silver and Bronze Sponsors on page 10.**

### Additional Options

In addition to the package outlined above, each Platinum Sponsor may select their choice of the following options up to the value of 6 stars \*\*\*\*\*

*(The additional entitlements are allocated on a first come first served basis and must be selected at the time of booking.)*

- \*\*\*\*\* Gala Dinner and Awards Night
- \*\*\*\*\* Name Badge or Lanyard
- \*\*\*\* Conference Delegate Satchel
- \*\*\*\* Welcome Reception
- \*\*\*\* Program Book
- \*\*\*\* Keynote Speaker
- \*\*\*\* Website Sponsor
- \*\*\*\* Conference Poster Viewing Gallery
- \*\*\*\* Internet Centre
- \*\* Delegate Lounge
- \*\* Wine Tasting
- \*\* Conference Stationery
- \*\* Art Gallery
- \*\* Naming Rights to Conference Salon
- \*\* City Guide Sponsor
- \* Hospitality Sponsor (2 Tea Breaks or 1 Lunch Break)
- \* Message Board
- \* Passport Promotion

Entitlements associated with the above packages are outlined in detail on pages 13 - 17.

## Gold Sponsor Maximum 6

**\$28,500 (incl. GST)**

As one of the Gold Sponsors, your organisation will benefit from an excellent level of exposure. Your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure prior to and during the Conference.

As a Gold Sponsor, your organisation will receive considerable exposure and recognition through the following entitlements:

- Recognition as a Gold Sponsor (with organisation logo) on all printed material~
- Recognition as a Gold Sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Gold Sponsor on the official sponsorship acknowledgement board onsite
- Presentation of a Gold Sponsor certificate at the closing ceremony
- Three (3) full delegate registrations inclusive of Welcome Reception and Conference Dinner
- One (1) 6m x 3m exhibition space located in a prominent position within the Exhibition
- Three (3) exhibitor registrations inclusive of Welcome Reception
- Delegate list supplied 2 weeks prior to the Conference~~
- Full page advertising space in the program book (artwork to be supplied by the sponsor)
- Logo and 150 word profile in the program book
- Company brochure (maximum four A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Use of the conference logo until the end of June 2011
- Verbal acknowledgement as a Gold Sponsor during the opening and closing sessions

*~Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*~~ This list will be provided prior to the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

**Planning to host a Breakfast Session? Be sure to check out the special rate for Platinum, Gold, Silver and Bronze Sponsors on page 10.**

### Additional Options

In addition to the package outlined above, each Gold Sponsor may select their choice of the following options up to the value of 4 stars \*\*\*\*

*(The additional entitlements are allocated on a first come first served basis and must be selected at the time of booking.)*

- \*\*\*\*Conference Delegate Satchel
- \*\*\*\*Welcome Reception
- \*\*\*\*Program Book
- \*\*\*\*Keynote Speaker
- \*\*\*\*Website Sponsor
- \*\*\*\*Conference Poster Viewing Gallery
- \*\*\*\*Internet Centre
- \*\*Delegate Lounge
- \*\*Wine Tasting
- \*\*Conference Stationery
- \*\*Art Gallery
- \*\*Naming Rights to Conference Salon
- \*\*City Guide Sponsor
- \*Hospitality Sponsor (2 Tea Breaks or 1 Lunch Break)
- \*Message Board
- \*Passport Promotion

Entitlements associated with the above packages are outlined in detail on page 13 - 17.

## Silver Sponsor Maximum 6

**\$14,900 (incl. GST)**

As a Silver Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to, during and after the Conference.

As a Silver Sponsor, your organisation will receive a high level of exposure and recognition through the following entitlements:

- Recognition as a Silver Sponsor (with organisation logo) on all printed material~
- Recognition as a Silver Sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Silver Sponsor on the official sponsorship acknowledgement board onsite
- Presentation of a Silver Sponsor certificate at the closing ceremony
- One (1) full delegate registration inclusive of Welcome Reception and Conference Dinner
- One (1) 3m x 3m exhibition space located in a prominent position within the exhibition
- Two (2) exhibitor registrations inclusive of Welcome Reception
- Delegate list supplied 1 week prior to the Conference~~
- Logo and 100 word profile in the program book
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Use of the conference logo until the end of June 2011
- Half page advertising space in the program book (artwork to be supplied by sponsor)

*~Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*~~This list will be provided prior to the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

**Planning to host a Breakfast Session? Be sure to check out the special rate for Platinum, Gold, Silver and Bronze Sponsors on page 10.**

### Additional Options

In addition to the package outlined above, each Silver Sponsor may select their choice of the following options up to the value of 2 stars \*\*

*(The additional entitlements are allocated on a first come first served basis and must be selected at the time of booking.)*

- \*\*Delegate Lounge
- \*\*Wine Tasting
- \*\*Conference Stationery
- \*\*Art Gallery
- \*\*Naming Rights to Conference Salon
- \*\*City Guide Sponsor
- \*Hospitality Sponsor (2 Tea Breaks or 1 Lunch Break)
- \*Message Board
- \*Passport Promotion

Entitlements associated with the above packages are outlined in detail on page 15 - 17.



## Bronze Sponsor

**\$8,900 (incl. GST)**

As a Bronze Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to, during and after the Conference.

As a Bronze Sponsor, your organisation will receive recognition through the following entitlements:

- Recognition as a Bronze Sponsor (with organisation logo) on all printed material~
- Recognition as a Bronze Sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Bronze Sponsor on the official sponsorship acknowledgement board onsite
- Presentation of a Bronze Sponsor certificate at the closing ceremony
- One (1) full delegate registration inclusive of Welcome Reception and Conference Dinner
- Delegate list supplied at the Conference~~
- Logo and 50 word profile in the program book
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- Use of the conference logo until the end of June 2011

*~Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*~~This list will be provided prior to the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

**Planning to host a Breakfast Session? Be sure to check out the special rate for Platinum, Gold, Silver and Bronze Sponsors on page 10.**

### Additional Options

In addition to the package outlined above, each Bronze Sponsor may select their choice of the following options up to the value of 1 star \*

*(The additional entitlements are allocated on a first come first served basis and must be selected at the time of booking.)*

- \*Hospitality Sponsor (2 Tea Breaks or 1 Lunch Break)
- \*Message Board
- \*Passport Promotion
- \*Exhibit Option (One 3m x 3m Shell Scheme Booth)

Entitlements associated with the above packages are outlined in detail on page 17.

**Breakfast Session Sponsor**  
**(Rate for Platinum, Gold, Silver and**  
**Bronze Sponsors**  
**Maximum 6**

**\$2,900 (incl. GST)**

**\$1,900 (incl. GST)**

This is an opportunity to host a company or brand breakfast session event as part of the Conference program on **Thursday 9 June and Friday 10 June 2011**. The event may include guest speakers, scientific presentations and product launches.

This Sponsorship package includes the provision of a meeting room, podium, lectern and microphone. Catering is an additional cost to the Sponsor and may be organised in consultation with the Conference Managers.

**As the sponsor of a breakfast session your company will receive the following entitlements:**

- Recognition as a Breakfast Session Sponsor (with organisation logo) on all printed material~
- Recognition as a Breakfast Session Sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Breakfast Session Sponsor on the official sponsorship acknowledgement board onsite
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location during the session (maximum size 2m high x 1m wide)
- Logo and 50 word profile in the program book
- Your organisation logo will feature on the audio visual screen in the session room prior to and at the conclusion of the sponsored session
- Four (4) complimentary passes for nominated guests to attend the session (these passes are for the sponsored session only and attendance to other sessions is not included)
- Opportunity to provide breakfast catering~~
- Name and sponsor of breakfast session will be included in the program section of the program book
- RSVP's and event management coordinated by the Conference Managers
- Use of the conference logo until end of June 2011

*~Exposure in the Conference publications is determined by confirmation of Sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*~~Breakfast catering must meet Conference Manager and venue specification.*

## **Pre-Conference Workshop Sponsor** **\$1,900 (incl. GST)** **(Only available to existing RSA 2011 Sponsors)**

**Maximum 3 Pre-Selected Workshops**  
**Maximum 3 Sponsor Nominated Workshops**

Companies who are already sponsoring the Conference may request a pre-conference workshop application form to sponsor a workshop; either a pre-selected or sponsor nominated workshop. All applications are submitted to the RSA Federal Board for their review and approval prior to proceeding.

### **Pre-Selected Workshops**

All pre-selected workshops will be allocated via an application process. Any organisation wishing to host a pre-selected workshop is invited to complete the application form. These workshops will have topics and speakers already allocated and pre-planned by the Organising Committee. As a sponsor of one of these workshops, your company will receive premium and exclusive alignment with the ability to personalise the workshop and have input into how it will be presented. Companies wishing to sponsor a pre-selected workshop should include in their application any criteria on how they plan to contribute to the workshop.

### **Sponsor Nominated Workshops**

All sponsor nominated workshops will be allocated via an application process. Any organisation wishing to host a sponsor nominated workshop is invited to complete the application form.

Each organisation will be required to provide topic/content, speaker and any resources required for attending delegates. This information will need to be disclosed on the application prior to submitting to the Organising Committee.

**Please note the application form is available separately from Drew Whait.**

### **Pre Conference Workshop sponsors will receive the following entitlements:**

- Recognition as a Pre-Conference Workshop Sponsor (with organisation logo) on all printed material~
- Recognition as a Pre-Conference Workshop Sponsor (with organisation logo) on the sponsors' page of the official Conference website, including a hyperlink to your organisation's home page
- Acknowledgement as a Pre-Conference Workshop Sponsor on the official sponsorship acknowledgement board onsite
- The sponsor may provide a freestanding banner which will be positioned in a prominent location during the sponsored workshop (maximum size 2m high x 1m wide)
- Four (4) complimentary passes for nominated guests to attend the sponsored workshop (these passes are for the sponsored workshop only, attendance to other workshops is not included)
- Name and sponsor of each Pre-Conference Workshop will be included in the program section of the program book
- RSVP's and event management coordinated by the Conference Managers
- Use of the conference logo until end of June 2011

*~Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible*

## How to sponsor a pre-conference workshop

If you are an existing sponsor of RSA 2011 and wish to apply for one of the pre-conference workshops, please contact Drew What on +61 2 9265 0700 or email [sponsorship@arinex.com.au](mailto:sponsorship@arinex.com.au) for an application form.

**Applications for sponsorship of pre-conference workshops will close April 2011 (Unless sold out prior)**

## Guidelines for sponsoring pre-conference workshops

Applications will require RSA Federal Board for approval prior to proceeding. Application criteria will include (but not be limited to):

- Sponsor to disclose how they will positively contribute to delivering the workshop objectives and their alignment with the workshop (if applying for a pre-selected workshop). This includes provision of equipment, technicians, reference materials, catering or incentives of any kind
- Full disclosure of the content of the workshop, presenter and any other aspects of the workshop relevant for approval (if applying for a sponsor nominated workshop)
- Sponsor must agree to providing copies of any reference material to be handed out at the workshop on behalf of the sponsor for approval prior to the sponsored workshop
- If the sponsor plans to provide any form of delegate gift, novelty item or external catering items such as water bottles or candy, LOC approval is required prior and the sponsor must provide sufficient public liability insurance for these items.
- All sponsored workshops must comply with the Medicine's Australia Code of Conduct.

Sponsorship of pre-conference workshops includes the provision of a meeting room, podium, lectern and microphone. Catering is an additional cost to the Sponsor and may be organised in consultation with the Conference Managers.

## Star System

**Platinum Sponsors may select their choice of the following entitlements up to the value of 6 stars**



**Gold Sponsors may select their choice of the following entitlements up to the value of 4 stars.**



**Silver Sponsors may select their choice of the following entitlements up to the value of 2 stars.**



**Bronze Sponsors may select their choice of the following entitlements up to the value of 1 star.**



## Six Star Packages ★★★★★★

### Gala Dinner and Awards Night

The Gala Dinner will take place on **Friday 10 June 2011** at the Adelaide Convention Centre adjacent to the Sky Foyer which over looks the picturesque Torrens River. Adopting a masquerade theme, the Gala Dinner will offer the sponsor not only premium levels of exposure at the highlight social event of the entire Conference, but as delegates will be provided with masks as their ticket – they will be encouraged to take some time during the Conference to decorate and personalise their mask. This provides an added opportunity for the sponsor to gain considerable delegate traffic by offering this facility at their trade stand. The Awards however are highly anticipated and are one of the formalities of the evening, once again adding much significance to this very memorable evening and an opportunity to leave a lasting impression on all who attend.

### Name Badge or Lanyard

To gain access to the Conference all delegates are required to wear the official name badge and lanyard. This is an opportunity to have your company logo printed on all name badges or lanyards alongside the RSA 2011 logo and gain maximum saturation and exposure throughout the Conference.

- Logo to appear on all name badges or lanyards alongside the RSA 2011 Logo

## Four Star Packages ★★★★★

### Conference Delegate Satchel

All delegates attending RSA 2011 will receive a satchel. Sponsorship of the delegate satchel will ensure your logo is continually visible to all delegates throughout the duration of the event and beyond.

- Logo printed on the satchel along side the RSA 2011 logo. The Organising Committee reserves the right to source and select the satchel.



### Welcome Reception

The Welcome Reception is a fantastic opportunity for delegates, speakers, sponsors and exhibitors to network in a relaxed social environment on **Thursday 9 June 2011**.

- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Welcome Reception (maximum size 2m high x 1m wide)
- Sponsor may provide Welcome Reception guests with a company branded gift (sponsor to supply gifts)
- Four (4) invitations for company representatives to attend the Welcome Reception only

### Program Book

The RSA 2011 program book and all general meeting information will include the scientific and social program. This publication will be a valuable reference tool used by delegates during and after the Conference.

- Full page colour advertising space on the inside back cover of the program book (artwork to be supplied by sponsor)
- Company logo printed on the cover of the program book alongside the Conference logo

## Keynote Speaker

A major highlight of the Conference program is sessions presented by renowned keynote speakers. Due to the popularity of these sessions your company should not miss the opportunity to gain premium and concentrated levels of exposure.



The sponsor will receive a copy of the invited speakers list and program to enable their selection of the appropriate speaker alignment in consultation with the Conference Managers.

- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the session room during the sponsored session (maximum size 2m high x 1m wide)
- Your organisation logo will be displayed on the projection screen prior to the sponsored keynote speaker presentation
- Verbal recognition by the session chair directly before the sponsored keynote speaker's session
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)

## Website Sponsor

The Conference website will be the flagship of information providing delegates, sponsors, media and interested parties with up to the minute information on the program, exhibition and the host city, Adelaide.

- Company banner advertisement on every page of the website<sup>#</sup>

<sup>#</sup> Please liaise with the Conference Managers for banner advertisement specifications

## Conference Poster Viewing Gallery

The Scientific Poster Area is an integral part of the Conference and will provide a premium branding and marketing opportunity to demonstrate your support and commitment of continued research and development. This area will be located within the exhibition and this opportunity will certainly provide the sponsor with superior levels of exposure during the Conference.

- The sponsor may provide 2 freestanding banners which will be positioned in a prominent location at the Scientific Poster Area (maximum size 2m high x 1m wide)
- Logo displayed on poster boards

## Internet Centre

Delegates will be able to keep in touch with their office via email in a well-equipped multi-stationed internet centre. The internet centre will be available for the exclusive use of conference delegates and exhibitors.

- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the Internet Centre (maximum size 2m high x 1m wide)
- Company corporate literature may be displayed in the Internet Centre (sponsor to supply)
- Opportunity to place branded computer accessories such as mouse pads within the Internet Centre (materials to be provided by sponsor)
- Your company logo to be displayed as wall paper and screen saver onto the Internet Centre monitors

## Two Star Packages ★★

### Delegate Lounge

An area will be allocated within the exhibition to provide delegates with a place in which to relax and reinvigorate during session breaks.

Delegates often seek a refuge from the hustle and bustle of a busy schedule and the Delegate Lounge provides the perfect setting and level of comfort.

- A 6m x 3m space within the exhibition area, with a lounge & coffee table provided
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Delegate Lounge (maximum size 2m high x 1m wide)
- Company corporate literature may be displayed at the Delegate Lounge (sponsor to supply)

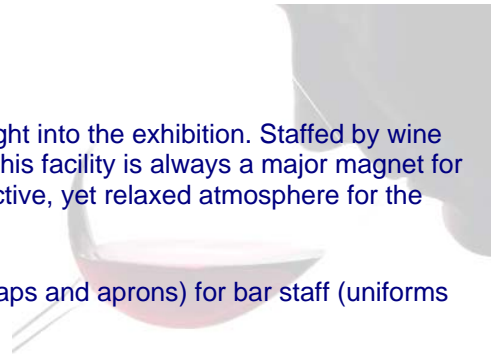
*The sponsor is welcome to customise the Delegate Lounge (at an additional cost). Suggested options may include- offering some fruit, herbal tea or a juice bar, a massage therapist or a coffee barista. The Conference Managers can assist you with this process. All additional items must be approved prior by the Organising Committee.*

### Wine Tasting Bar



This innovative new opportunity brings the cellar door right into the exhibition. Staffed by wine experts who can assist the delegates with their tasting, this facility is always a major magnet for attracting delegates and provides a very popular, interactive, yet relaxed atmosphere for the sponsor to network with their key markets.

- Opportunity to provide branded uniforms (such as caps and aprons) for bar staff (uniforms supplied by the sponsor)
- The sponsor may provide a freestanding banner which will be positioned in the Wine Tasting Bar area (maximum size 2m high x 1m wide)
- Half page advertorial promoting the Wine Tasting Bar in the Conference program book (text supplied by Conference Managers).
  - Subject to approval, the sponsor may also customise this area at their own expense
  - Opportunity to rig a banner above the Wine Tasting Bar
  - Sponsor may also discretely display their corporate literature within this area



### Conference Stationery

Delegates will each receive a writing pad and pen branded with your company logo. These will be distributed to all delegates. This stationery will not only be used at the Conference but well beyond the event, providing longevity and an excellent medium to keep your corporate logo in the forefront of delegate's minds.

- Your company logo on all pads and pens and issued to each delegate upon registration. (Sponsor to supply) No other sponsors or companies will be permitted to supply their branded pads or pens into the delegate satchels.

## Art Gallery

**New!**

For the first time we are proud to introduce this exciting new opportunity. A space will be dedicated within the exhibition area, with a fine selection of international artworks provided by a highly reputable gallery. Undoubtedly this stimulating new addition will draw much interest, placing your brand within an exclusive and high profile space.

- The sponsor may provide a freestanding banner which will be positioned near the Art Gallery (maximum size 2m high x 1m wide)
- Company corporate literature may be displayed in the Art Gallery (sponsor to supply)
- Half page advertorial promoting the Art Gallery in the program book (text supplied by Conference Managers).
- Opportunity to theme the Art Gallery (at additional cost to sponsor, subject to approval by Organising Committee)

## Blow Wave Bar

**New!**

Imagine being able to have a relaxing head massage, a quick blow dry or even get your hair styled ready for the Gala Dinner without having to even leave the Conference? Well now you can do just that. This innovative new opportunity will allow the sponsor to get up close and personal with delegates whilst being pampered by your very own onsite stylist.

- A dedicated space within the trade exhibition to locate the Blow Wave Bar. This could possibly be located on or near the sponsor's own trade stand. This will be fully equipped with chair, mirrors and basic hair styling equipment and an onsite stylist for morning and afternoon tea breaks and lunchtime breaks.
- Company corporate literature may be displayed within the Blow Wave Bar for delegates to read (Sponsor to supply)
- Naming rights to the Conference Blow Wave Bar
- Half page advertorial promoting the Blow Wave Bar in the program book (text supplied by Conference Managers).
- The sponsor may provide a freestanding banner which will be positioned in the Blow Wave Bar area (maximum size 2m high x 1m wide)

## City Guide Sponsor

**New!**

Each delegate will receive an official RSA 2011 City Guide, which will consist of a map clearly indicating Conference venues plus tourist attractions and special sights for delegates to find their way whilst they are in Adelaide. The sponsor will receive high exposure through a popular resource which is typically provided by the local tourism organisation.

- Logo displayed on the City Guide
- Full page advertisement displayed on reverse side of the City Guide

## One Star Packages

### Hospitality Sponsor

(2 Tea Breaks or 1 Lunch Break)

Demonstrate your company's hospitality by sponsoring a refreshment break. The breaks will be held in the exhibition area.

- Company corporate literature may be displayed at the hospitality area during the sponsored break (sponsor to supply)
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the Hospitality area during the sponsored break (maximum size 2m high x 1m wide)

### Message Board

The Message Board will be located at the registration desk and will be a central reference point for all Conference delegates.

- Company logo displayed on the Message Board
- Sponsor may also display an A4 sized advert or poster on the Message Board (supplied by sponsor)

### Delegate Passport Promotion

The RSA 2011 Organising Committee would like to encourage delegates to visit every exhibition stand at the Conference. Therefore for the first time we are introducing an initiative where every delegate will receive a Passport and they must have it stamped or signed by every exhibiting company.

The sponsor will need to provide a prize with a minimum value of **\$1,000** and will receive considerable exposure via the following entitlements:

- Company logo on front cover of the Passport
- Advert on back cover of Passport (artwork supplied by sponsor)
- Verbal acknowledgement when the winner is drawn
- If the sponsor also has a trade stand, the draw will take place within the exhibition either on or adjacent to the sponsor's trade stand

## Advertising and Marketing

These cost-effective advertising opportunities are a successful medium to communicate your corporate message and products/services to the Conference delegates.

### Satchel Insert

**\$1,200 (Inc. GST)**

Your organisation may provide promotional material which will be included in all delegates' satchels.

- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (Sponsor to supply material)

### Conference Program Book

The program book will be a valuable reference tool used by delegates throughout the Conference. The publication will contain full details covering the scientific program, together with exhibition and session details as well as information covering the Conference social events.

**Deadline for booking:** April 2011

**Deadline for artwork:** May 2011

#### Publication Advertising Rates

Size	Price
• Full Page (Colour)	\$1,800
• Half Page (Colour)	\$ 950

## Trade Exhibition



The RSA 2011 trade exhibition will run in conjunction with the Conference program. The trade exhibition has been designed to provide the best possible promotional opportunities to participating organisations. With refreshment breaks being served in the area, the exhibition will create an unparalleled opportunity to promote your products and services to delegates.

**Space is limited, therefore to secure your booking and avoid disappointment contact the Conference Managers as soon as possible.**



### Why Participate?

The RSA 2011 trade exhibition will provide an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. There's no better way than a trade exhibition to:

- Build new and strengthen existing relationships
- Acquire highly qualified leads
- Increase brand awareness
- Meet the decision makers
- Demonstrate new devices and services
- Gain instant market feedback
- Obtain first-hand market knowledge of developments in your industry
- Discuss development of key points raised at the Conference



### Exhibitor Competition

Congratulations to Baxter, winners of the best exhibit in 2010. All exhibiting companies at RSA 2011 are automatically entered into the draw to host the RSA Exhibitor's Trophy for 2011.



### Delegate Passport



Every registered delegate will receive a Passport in their satchel. This is to encourage and maximise interaction amongst the delegates and exhibitors throughout the entire Conference. As delegates come to your trade stand to have their Passport stamped/signed, this provides you with an excellent opportunity to break the ice and start up conversation with each of the delegates.

**THE RSA TRADE EXHIBITION IS PROUDLY MANAGED BY A MEMBER OF THE EXHIBITION AND EVENTS ASSOCIATION OF AUSTRALIA**

## Exhibition Stand Details

All prices are shown in Australian Dollars and are inclusive of 10% Goods and Services Tax (GST)

<b>3m x 3m Stand (Shell Scheme or Raw Space)</b>	<b>\$4,400 (incl GST)</b>
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Each Shell Scheme stand package includes the following:

- Shell scheme stand 3m wide x 3m deep (9m<sup>2</sup>)
- White octanorm panels 2.4m high
- Company name in vinyl lettering on fascia board
- Two (2) x 150 watt spotlights
- One (1) x 4 amp power point
- Two (2) exhibitor badges



*Diagram of standard 3m x 3m shell scheme*

## Stand Upgrade Designs and Ideas

We encourage exhibitors to be innovative with their displays and to offer live demonstrations and hands-on technical sessions. Giveaways, stand design, competitions and signage are all ways to improve the look and appeal of your promotion.

If you would like to install a custom stand and are concerned about costs and design concepts, the Conference Managers have developed an easy step by step process and a series of cost effective stand upgrade packages to suit all budgets. Please contact the Conference Managers for further information.

*Please note the stand upgrade option is in addition to the Exhibition shell scheme cost.*



All exhibiting companies will receive:

**Standard Entitlements**

- A comprehensive exhibition manual approximately three months before the Conference
- Company name listed on sponsor and exhibition page of Conference website
- A '50 word' company profile in the program book
- Two exhibitor badges, which entitles the holder to:
  - Morning and afternoon refreshment breaks/lunch
  - Conference satchel, including delegate list~~
  - Conference program book
  - One (1) ticket to the Welcome Reception

~~ This list will be provided at the end of the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.

**Additional Exhibitor Badges**

- Additional exhibitor registrations may be purchased from the Conference Managers. The cost is **\$265** per person for the duration of the Conference. The fee will provide a name badge, attendance to the Welcome Reception, access to lunch and the morning and afternoon tea and coffee breaks during the Conference.
- Additional exhibition staff, wishing to attend Conference sessions, must register as a Conference delegate and pay the appropriate registration fee.

**Exhibition Manual**

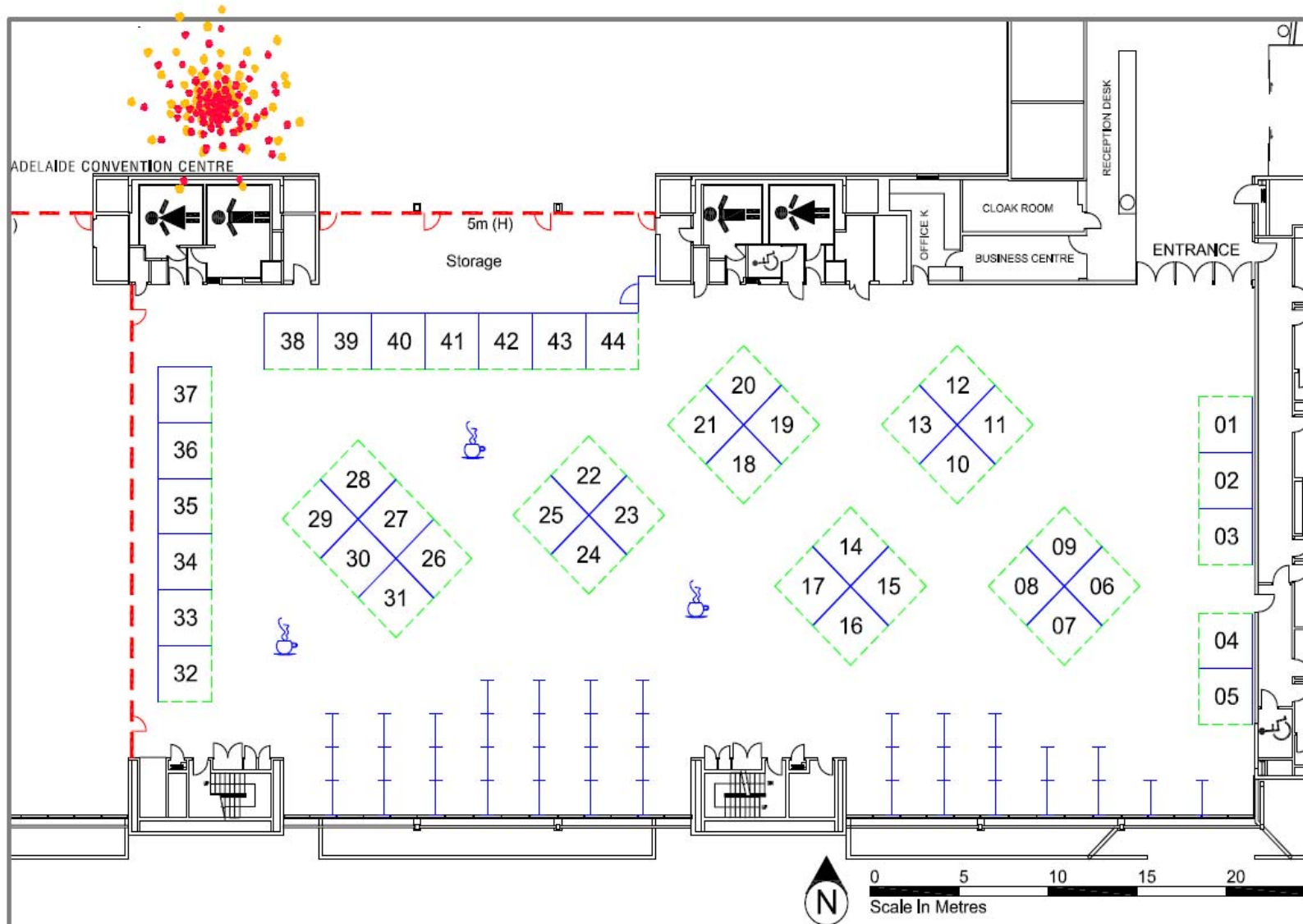
An exhibition manual will be distributed to all exhibitors approximately three months prior to the exhibition. The manual will contain exhibitor badge order forms, the move-in /move-out schedule and supplier contact details along with professional tips and advice on how to achieve the best return on your investment.

**Public and Product Liability Insurance**

It is a requirement of the Conference Managers that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of \$10 million Australian Dollars or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit their public liability insurance certificate along with their booking form. To assist you in locating your certificate within your organisation it can often be found with the accounts or finance department and is also often referred to as 'Broadform'.



## Floor Plan



**Note: Floor plan is subject to change**

## SPONSORSHIP, ADVERTISING AND EXHIBITION BOOKING FORM

### RSA 2011 8 – 11 June Adelaide Convention Centre

Sponsorship & Exhibitions Account Manager  
RSA 2011  
The Meeting Planners  
c/o **arinex pty limited**  
GPO Box 128  
SYDNEY NSW 2001  
Australia

Tel: +61 2 9265 0700  
Fax: +61 2 9267 5443  
Email: [sponsorship@arinex.com.au](mailto:sponsorship@arinex.com.au)  
Web: [www.rsa2011.org](http://www.rsa2011.org)

**A. SPONSORSHIP PACKAGE(S) REQUESTED**

**COST A\$**

1. ....  
2. ....

**B. EXHIBITION BOOTH REQUESTED**

Please reserve the following booth type (please tick):

**Space Only**

**Space & Shell Scheme**

3m x 3m (9m<sup>2</sup>) single booth

A\$4,400 (incl. GST)

A\$4,400 (incl. GST)

**Booth Number** (refer to floor plan)

**1st choice:**..... **2nd choice:**..... **3rd choice:**.....

**COST A\$:** .....

Please indicate companies you do not wish to be placed near: .....

<b>AMOUNT PAYABLE A &amp; B</b>	A\$
50% deposit payable 30 days from date of invoice ( <b>Balance due:</b> 10 March 2011)	A\$

Organisation name (for marketing purposes): \_\_\_\_\_

Organisation name (for invoicing purposes): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Post Code: \_\_\_\_\_

Country: \_\_\_\_\_

Sponsor / Exhibitor Contact: \_\_\_\_\_

Position: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**PAYMENT DETAILS (please tick)**

We wish to pay via company cheque. Note all cheques must be made payable to **RSA 2011** and should be forwarded to the Conference Managers at the above address.

We wish to pay via EFT. Bank details will be provided by the Conference Managers with your tax invoice.

MasterCard     VISA     American Express

Credit Card Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry Date \_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

**PLEASE NOTE OUR PREFERRED METHOD OF PAYMENT IS BY CREDIT CARD**

**SEE OVER FOR TERMS AND CONDITIONS ►**

## SPONSORSHIP BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by 10 March 2011. Applications received after **10 March 2011** must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **RSA 2011** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No company will be listed as a Sponsor in any official meeting material until full payment and a booking form have been received by the Conference Managers.
5. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to **10 January 2011**. No refunds will be made for cancellations after this date. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. No Sponsor shall assign, sublet or apportion the whole or any part of their Sponsorship package except upon prior written consent of the Conference Managers.
7. Sponsorship monies will facilitate towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, Invited Speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
8. Sponsorship entitlements including organisation logo on the Conference website and other marketing material will be delivered upon receipt of the required deposit/full payment.
9. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by The Meeting Planners c/o **arinex pty limited**. [ ] NO, I do not consent.

Yes I have read and agree to the conditions of sale above.

Authorised by: \_\_\_\_\_ Date: \_\_\_\_\_

## EXHIBITION BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Exhibition space/booths will be allocated only on receipt of signed Booking Forms. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **10 March 2011**. Applications received after **10 March 2011**, must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **RSA 2011** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No Exhibitor will be allowed to begin move-in operations or be listed as an Exhibitor in the on-site publications until full payment and a booking form have been received by the Conference Managers.
5. Public and Product Liability insurance to a minimum of A\$10 million must be taken out by each Exhibitor at their own expense. A copy of the company's public and product liability certificate must be submitted to the Conference Managers at the time of submitting their booking form or by no later than **10 March 2011**.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of A\$1,000.00 applies per 9 square metre space or shell scheme stand booking to cancellations on or before 10 January 2011. No refunds will be made for cancellations after this date. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any space not claimed and occupied before the end of the move in on 7 June 2011 will be reassigned without refund.
7. The Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The Conference Managers will not discount or refund for any facilities not used or required.
8. If it is intended to utilise a custom built stand, the Conference Managers must be advised and such advice must include full details and stand dimensions. This information must be received by no later than **2 May 2011**. All display construction requires the approval of the Conference Managers and venue management. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.
9. No Exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Conference Managers.
10. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by The Meeting Planners c/o **arinex pty limited**. [ ] NO, I do not consent.

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Authorised by: \_\_\_\_\_ Date: \_\_\_\_\_