



SPONSORSHIP PROPOSAL

60th Annual General and Scientific Meeting of the New Zealand Society of Otolaryngology Head & Neck Surgery

Venue: Rydges Lakeland Resort, Queenstown
New Zealand

Dates: Tuesday 13th – Saturday 17th November 2007

Estimated number of delegates: 80-100 ORL Surgeons

Organising Committee: Patrick Dawes (Convenor)
John Gilbert Martyn Fields
Dean Ruske Jamie Ryan
Emma Dawes Jan Gilbert

In Association With:



Conference Managers:
Medical Industry Association of New Zealand
PO Box 8378, Symonds Street
Auckland, New Zealand
Phone: +64 9 917-3645
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Email: admin@mianz.co.nz
Web: www.mianz.co.nz / www.orl.org.nz

Invitation from Convenor



Queenstown 2007 promises to be both a great venue and a great meeting. On behalf of John Gilbert, the Society President, and the organizing committee, I invite you to join us for Society's Diamond Jubilee Meeting. Our invited speakers will deliver a broad curriculum; Queenstown and environs offer the perfect place for exertion and relaxation, both mental and physical.

The Society as a whole looks forward to this meeting and our members truly appreciate the support given by our sponsors. The exhibition is a perfect opportunity for Otolaryngologists to catch up with product change and availability. Additionally the exhibition area is a great place for everyone to meet and discuss

what is going on at the Conference and to catch up general; it is an essential part of our meeting.

This year the Conference is at Rydges Lakeland Resort. They have a large space available for the exhibition and I think the venue will make for very enjoyable break times during the Conference. I look forward to seeing you in November.



Patrick J D Dawes
Conference Convenor

Provisional Programme:

TUESDAY 13 NOVEMBER

- 1400-1900 Registration Desk Opens – Level 5, Rydges Lakeland Resort
- 1800-2000 **WELCOME FUNCTION** - Inigo Bar, Level 6, Rydges Lakeland Resort
(To ensure you receive your Welcome Function ticket, please register at the Registration Desk located on Level 5 prior to the commencement of the Welcome Function)

WEDNESDAY 14 NOVEMBER

- 0730 Registration Desk Opens – Level 5, Rydges Lakeland Resort
- 0730 **BREAKFAST** – Industry Exhibition Area – Coronet and Remarkables Room, Level 4
- 0800 **CONFERENCE OPENING and Presidential Address**
- 0830 Keynote Presentation – Brent Senior: Medical Management of Rhinosinusitis
- 0900 Keynote Presentation – Suren Krishnan: Parotid & Parapharyngeal Space Tumours
- 0930 Keynote Presentation – John Graham: Ethics
- 1000 Keynote Presentation – Marcus Atlas: Otosclerosis – An Update
- 1030 **MORNING TEA** – Industry Exhibition Area – Coronet and Remarkables Room, Level 4
- 1100 History of NZSOHNS – Ron Goodey
- 1130 Community Trust of Otago Visiting Professor – M Haggard
- 1230 **LUNCH** – Industry Exhibition Area – Coronet and Remarkables Room, Level 4
- 1330 Keynote Presentation – Marcus Atlas: Modern Mastoid Surgery
- 1500 **AFTERNOON TEA** – Industry Exhibition Area – Coronet and Remarkables Room, Level 4
- 1530 Free Papers

THURSDAY 15 NOVEMBER

0700 Registration Desk Opens – Level 5, Rydges Lakeland Resort

0730 CONCURRENT BREAKFAST WORKSHOPS

| QUEENSTOWN ROOM | CLANCY ROOM |
|---|-------------|
| Brent Senior: Surgery and Anatomy of the Frontal Sinus | Snoring |

0830 Free Papers - Rhinology

1000 MORNING TEA – Industry Exhibition Area – Coronet and Remarkables Room, Level 4

1030 Keynote Presentation – Brent Senior – Minimally Invasive Pituitary Surgery

1100 Panel Discussion – Pharyngeal Pouch – Suren Krishnan

1200 LUNCH – Industry Exhibition Area – Coronet and Remarkables Room, Level 4

1300 RECREATION AFTERNOON

1830 CONFERENCE DINNER – Transport departs Rydges Lakeland Resort at 1830 hours

FRIDAY 16 NOVEMBER

0700 Registration Desk Opens – Level 5, Rydges Lakeland Resort

0730 CONCURRENT BREAKFAST WORKSHOPS

| QUEENSTOWN ROOM | CLANCY ROOM |
|------------------------------------|---|
| Suren Krishnan: Neck Dissection | John Graham and Mark Haggard: Otitis Media |

0830 CONCURRENT SESSIONS

| QUEENSTOWN ROOM | CLANCY ROOM |
|--|-------------------------------------|
| Head and Neck NZ Speaker Free Papers | Mark Haggard: OME Research Group |

1030 **MORNING TEA** – Industry Exhibition Area – Coronet and Remarkables Room, Level 4

1100 Keynote Presentation – John Graham: Paediatric Cochlear Implants

1130 Panel Discussion – Vestibular Schwannoma – Marcus Atlas

1230 **LUNCH** – Industry Exhibition Area – Coronet and Remarkables Room, Level 4

1330 CONCURRENT SESSIONS

| QUEENSTOWN ROOM | CLANCY ROOM |
|-----------------|-------------|
| Free Papers | Rural ENT |

1500 **AFTERNOON TEA** – Industry Exhibition Area – Coronet and Remarkables Room, Level 4

1530 Annual General Meeting

SATURDAY 17 NOVEMBER

0845 Registration Desk Opens – Level 5, Rydges Lakeland Resort

0900 PRIVATE PRACTICE Session (Clancy Room)

- The Paperless Office
- Portable Technology
- Further topics tba

1200 **CONFERENCE ENDS**

Keynote Speakers:



Mr John Graham

Director of the Royal National Throat, Nose & Ear Hospital
Cochlear Implant Programme
London, UK

John Graham qualified from the Middlesex Hospital London in 1966. He is Consultant Otolaryngologist at the Royal National Throat, Nose & Ear Hospital, Grays Inn Road, London and Honorary Consultant at University College, Great Ormond Street Hospital for Children and St Luke's Hospital for the Clergy.

Currently he is the Director of the Royal National Throat, Nose & Ear Hospital Cochlear Implant Programme. He was the Founding President of the British Association for Paediatric Otorhinolaryngology (BAPO) and was President of the European Society of Paediatric Otolaryngology from 2002 to 2006. He was President of the Section of Otology, Royal Society of Medicine 2003-2004. His contributions to Otology have been recognised with two significant awards; the W J Harrison Prize, Section of Otology, Royal Society of Medicine (contributions to Otology) 2003; and the Walter Jobson Horne Prize, British Medical Association (Science and Practice in Otology) 2005. He has published many papers and chapters in textbooks on topics in Otology and Paediatric Otolaryngology including Neonatal Laryngotracheal Stenosis and Cochlear Implantation. He was the Founding Editor of Cochlear Implants International (International Peer-reviewed Journal on Cochlear Implant related subjects; official Journal of the British Cochlear Implant Group). He was Editor of the 6th Edition, Ballantynes Deafness and is currently editing Textbook of Paediatric ENT.



Mr Suren Krishnan

Mr Suren Krishnan OAM FRACS
Consultant Otolaryngologist, Head and Neck Surgeon
Royal Adelaide Hospital
Adelaide, South Australia

Suren Krishnan has an interest in Head and Neck surgery and specifically in partial laryngeal surgery and trans-oral laser resection of oral, oro-pharyngeal and laryngeal cancer. He also has an established practice in functional endoscopic sinus surgery, cosmetic and functional rhinoplasty and general paediatric otolaryngology.

He is an examiner in Otolaryngology, Head and Neck Surgery for the Royal Australasian College of Surgeons and President of the Australian and New Zealand Head and Neck Society.

He is a regular visitor to the many Pacific Islands, to which he has provided voluntary medical service in conjunction with the AUSAID funded Pacific Islands Project managed by the Royal Australasian College of Surgeons. He was awarded a Medal in The Order of Australia in the Queen's Birthday Honours List in 2006 for his contribution to Head and Neck Surgery and for his service to the people of the Pacific.



Professor Marcus Atlas

Ear Science Institute Australia
Department of Otolaryngology
Sir Charles Gairdner Hospital
Nedlands, Western Australia

Marcus Atlas is the inaugural Professor of Otolaryngology at the University of Western Australia. He is also the founding Director of the Ear Science Institute Australia (ESIA). Born in Perth, Professor Atlas graduated in Medicine at the University of Western Australia in 1982. He was awarded the Athelstan and

Amy Saw Medical Scholarship to undertake fellowships in ear and skull base surgery at Cambridge, UK and Pittsburgh, USA, and returned to Australia to take up an appointment at St Vincents Hospital campus in Sydney.

Professor Atlas is the author of two internationally recognised books, eight book chapters and has authored more than seventy papers, published in refereed journals, and has produced a number of surgical DVD's that have been released world-wide. In addition, Professor Atlas is the Editor in Chief of the Australian Journal of Otolaryngology, and has been appointed to the Editorial Board of other international journals.



Dr Brent Senior

Associate Professor
Otolaryngology/Head and Neck Surgery
Chief, Rhinology, Allergy, and Sinus Surgery
University of North Carolina, USA

Brent Senior graduated from the Wheaton College in Wheaton, Illinois in 1986 and received his medical degree from the University of Michigan in 1990. In 1996, he completed a fellowship in rhinology and sinus surgery with Dr. David Kennedy. He joined the Department of Otolaryngology/Head and Neck Surgery at Henry Ford Hospital as a Senior Staff Surgeon in 1996, leaving to join the faculty of the University of North Carolina in 1999. He currently serves as Associate Professor of Otolaryngology/Head and Neck Surgery and Chief of Rhinology, Allergy, and Sinus Surgery at the University of North Carolina.

Dr. Senior serves on the editorial boards of the American Journal of Rhinology and Laryngoscope and he is formerly an Associate Editor of Otolaryngology/Head and Neck Surgery. He is currently as a Senior Examiner for the American Board of Otolaryngology.

He has received the Honor award from the American Academy of Otolaryngology/Head and Neck Surgery and has served as Director and/or instructor in sinus surgery and rhinology in over 50 national and international courses. He has published over 60 articles and book chapters and edited a book on sinus surgery. In 2005, he received the Humanitarian Award from the American Academy of Otolaryngology/Head and Neck Surgery.

SPONSOR CATEGORIES & ENTITLEMENTS

Prices are quoted in New Zealand dollars and are EXCLUSIVE of GST

PLATINUM SPONSORSHIP OPTIONS

NOTE: Although, Gold Sponsorship is the highest level of sponsorship as outlined in this Sponsorship Proposal, should a sponsor wish to combine various levels of sponsorship, the sum of which is greater than the \$8,000 Gold Sponsorship option, this sponsor(s) will be granted the sponsorship category of Platinum Sponsor, benefits of which will be individually negotiated.

GOLD SPONSORSHIP OPTIONS

KEYNOTE SPEAKERS: \$8,000.00

These GOLD SPONSORS will be associated with funding of one of the following international keynote speakers:

~~- John Graham (London, UK)~~

~~- Dr Brent Senior (North Carolina, USA)~~

Benefits:

- Company will be billed as a **GOLD SPONSOR**
- One complimentary 3m x 2m space only exhibition site (prefabrication charges, if applicable, are payable by the sponsor)
- Early choice of exhibition site
- Two complimentary exhibitor registrations
- Two complimentary tickets to the Conference Dinner (Thursday evening)
- Company logo and acknowledgement as GOLD SPONSOR in all printed material, plus Conference website
- One page advertisement in the Conference handbook (artwork supplied by sponsor)
- Company logo displayed on the Welcome slide during the Conference
- Opportunity to display company banner at Conference in main plenary room (supplied by sponsor)
- Acknowledgement by session Chairperson
- Company logo displayed on screen prior to speaker's presentation
- Two complimentary inserts of promotional material (supplied by sponsor) in delegate satchels

SILVER SPONSORSHIP OPTIONS

KEYNOTE SPEAKERS: \$5,000.00

These SILVER SPONSORS will be associated with funding of one of the following international keynote speakers:

- *Professor Marcus Atlas (Nedlands, Western Australia)*
- *Mr Suren Krishnan (Adelaide, South Australia)*

Benefits:

- Company will be billed as a **SILVER SPONSOR**
- Early choice of exhibition site
- Two complimentary exhibitor registrations
- Two complimentary tickets to the Conference Dinner (Thursday evening)
- Company logo and acknowledgement as SILVER SPONSOR in all printed material, plus Conference website
- Company logo displayed on the Welcome slide during the Conference
- Acknowledgement by session Chairperson
- Company logo displayed on screen prior to speaker's presentation
- Complimentary insert of promotional material (supplied by sponsor) into delegates' satchels

CONFERENCE DINNER: \$5,000.00

This SILVER SPONSOR will be associated with the Conference Dinner to be held at either Gibbston Valley Wines or Moonlight Country on Thursday evening, 15th November

Benefits:

- Company will be billed as a **SILVER SPONSOR**
- Early choice of exhibition site
- Acknowledgement of sponsorship at Conference Dinner
- Company logo and acknowledgement as SILVER SPONSOR in all printed material, Conference website and on Conference Dinner tickets
- Company logo/banner displayed at Conference dinner venue (supplied by sponsor)
- Two complimentary exhibitor registrations
- Two complimentary tickets to the Conference Dinner (Thursday evening)
- Company logo displayed on the Welcome slide during the Conference
- Complimentary insert of promotional material (supplied by sponsor) into delegates' satchels

BRONZE SPONSORSHIP OPTIONS

WELCOME FUNCTION: \$2,500.00

This sponsor will be associated with the Welcome Function to be held in the Inigo Bar, Rydges Lakeland Resort on Tuesday evening, 13th November

Benefits:

- Company will be billed as a **BRONZE SPONSOR**
- Acknowledgement of sponsorship at the Welcome Function
- One complimentary ticket to the Conference Dinner (Thursday evening)
- Company logo/banner displayed during Welcome Function (supplied by sponsor)
- Company logo and acknowledgement as BRONZE SPONSOR in all printed material, Conference website and on Welcome Function tickets
- Company logo displayed on the Welcome slide during the Conference
- Complimentary insert of promotional material (supplied by sponsor) into delegates' satchels

CONFERENCE SATCHELS: \$2,500.00

Each delegate and exhibition stand will receive a Conference satchel at the time of registration

Benefits:

- Company will be billed as a **BRONZE SPONSOR**
- Company name and logo will be printed on each conference satchel and distributed at the time of registration
- Company logo and acknowledgement as a BRONZE SPONSOR in all printed material, plus Conference website
- One complimentary ticket to the Conference Dinner (Thursday evening)
- Company logo displayed on the Welcome slide during the Conference
- Complimentary insert of promotional material (supplied by sponsor) into delegate satchels

CONFERENCE REGISTRATION BROCHURE: \$2,500.00

This sponsor will be associated with the registration brochure, which is mailed out to all potential delegates and hospital departments prior to the Conference

Benefits:

- Company will be billed as a **BRONZE SPONSOR**
- Company name and logo to be printed on the front of the registration brochure
- Company logo and acknowledgement as a BRONZE SPONSOR in all other printed material, plus Conference website
- One complimentary ticket to the Conference Dinner (Thursday evening)
- Company logo displayed on the Welcome slide during the Conference
- Complimentary insert of promotional material (supplied by the sponsor) into delegates' satchels

CONFERENCE HANDBOOK: \$2,500.00

(Final Programme and Book of Abstracts)

This sponsor will be associated with the Conference handbook which is distributed via delegate satchels at the time of registration and will be referred to throughout the Conference

Benefits:

- Company will be billed as a **BRONZE SPONSOR**
- One complimentary exhibitor registration
- Company name and logo on the front cover of the conference handbook
- Full page of advertising on back cover of Conference handbook (supplied by sponsor)
- Company logo and acknowledgement as a BRONZE SPONSOR in all other printed material, plus Conference website
- Company logo displayed on the Welcome slide during the Conference
- Complimentary insert of promotional material (supplied by sponsor) into delegates' satchels

NAME BADGES: \$2,500.00

This sponsor will be associated with the delegate name badges which are worn for the duration of the Conference

Benefits:

- Company will be billed as a **BRONZE SPONSOR**
- One complimentary exhibitor registration
- Company name and logo printed on delegate name badges (logo supplied by sponsor)
- Company logo and acknowledgement as a BRONZE SPONSOR in all printed material, plus Conference website
- Company logo displayed on the Welcome slide during the Conference
- Complimentary insert of promotional material (supplied by sponsor) into delegate satchels

AUDIO VISUAL: \$2,500.00

This **BRONZE SPONSOR** will be associated with the costs of supply and operation of audiovisual equipment and on-site technician during the Conference.

Benefits

- Company will be billed as a **BRONZE SPONSOR**
- Promotion through clothing of Technician (Optional: T-shirt and/or cap displaying sponsors logo – to be supplied and paid for by sponsor)
- Company logo and acknowledgement as BRONZE SPONSOR in all printed material and Conference website
- Acknowledgement by session Chairperson
- One complimentary exhibitor registration
- One complimentary ticket to the Conference Dinner (Thursday evening)
- Company logo displayed on the Welcome slide during the Conference
- Complimentary insert of promotional material (supplied by sponsor) into delegate satchels

SUPPORTING SPONSORSHIP OPTIONS

SUPPORTING SPONSORSHIP: \$1,000.00

There are a number of supporting sponsorship options, please see Application Form for details (Page 13)

Benefits:

- Company will be billed as a **SUPPORTING SPONSOR**
- Company logo and acknowledgement as a SUPPORTING SPONSOR in all printed material, plus Conference website
- Naming rights – the sponsored activity will be billed in the sponsor's names
- Company logo displayed on the Welcome slide during the Conference
- Complimentary insert of promotional material (supplied by sponsor) into delegates' satchels

MEDICAL EXHIBITION SPACE:

A medical exhibition will be held in conjunction with the Conference and will be located in the Remarkables/Coronet Rooms of the Rydges Lakeland Resort. Breakfast, morning tea, lunch and afternoon tea will be held within this exhibition area. Exhibition sites are booked on a first-in, first-served basis following the confirmation of the sponsor's site(s). Further information will be included in the Application to Exhibit which will be forwarded to you later in the year.

If you are interested in attending the Conference as an Exhibitor, please indicate this on the attached form and fax back to the Medical Industry Association of New Zealand.

If these sponsorship opportunities and benefits fall outside your requirements, but you still wish to support the Conference, please do not hesitate to contact us. We wish to be flexible and may be able to negotiate an alternative that will better suit your needs. We are happy to work with your company to ensure that you get maximum appropriate benefit for your sponsorship investment.

For further information please contact:

Karen Williamson AFMEA

Conference Manager

Medical Industry Association of New Zealand

PO Box 8378, Symonds Street, Auckland, New Zealand

Tel: +64 9 917 3650

Fax: +64 9 917 3651

Email: karen@mianz.co.nz

Website: www.mianz.co.nz
www.orl.org.nz/conference2007

Sponsorship Application

60th Annual General and Scientific Meeting of the New Zealand Society of Otolaryngology Head & Neck Surgery 2006

(Prices quoted are In New Zealand dollars and are EXCLUSIVE of GST)

By signing this sponsorship application form, you will be contracted to the indicated category and level of sponsorship. Sponsorship applications are confirmed on a first-in first-served basis. An invoice will be raised for your sponsorship following confirmation of receipt of this application by the Conference Managers.

Gold Sponsors - \$8,000.00

- John Graham (UK)
- Dr Brent Senior (USA)

Silver Sponsors - \$5,000.00

- Professor Marcus Atlas (Western Australia)
- Suren Krishnan (South Australia)
- Conference Dinner (Gibbston Valley Wines or Moonlight Country (tbc) - Thursday)

Bronze Sponsors - \$2,500.00

- Welcome Function (Inigo Bar, Rydges Lakeland Resort – Tuesday)
- Conference Satchels
- Conference Registration Brochure
- Conference Handbook
- Name Badges
- Audio Visual

Supporting Sponsors - \$1,000.00

- ORL Annual Golf Tournament (Thursday afternoon)
- Breakfast (Wednesday, Thursday and Friday)
- Morning Tea (Wednesday, Thursday and Friday)
- Lunch (Wednesday, Thursday and Friday)
- Sponsor a Session(s)
 - Surgery & Anatomy of the Frontal Sinus
 - Pharyngeal Pouch
 - Otitis Media
 - History of NZSOHNS
 - Snoring
 - Neck Dissection
 - Vestibular Schwannoma

Satchel Insert - \$250.00

Expression of Interest

60th Annual General and Scientific Meeting of the New Zealand Society of Otolaryngology Head & Neck Surgery 2006

Medical Exhibition Space

- I would like the opportunity to book an exhibition stand at the Conference. (Please note this is based on a first-in first served basis following confirmation of sponsor sites. An Application to Exhibit will be distributed approx August 2007).
- My company would like to attend the Conference, but will not require an exhibition stand.
- My company would like to sponsor the Conference, as indicated on page 13 of this Proposal.

Company Name:

Contact Name:

Signature:

Postal Address:

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Telephone: Fax: Email:

Please fax back to Medical Industry Association of NZ: +64 9 917 3651