



INDUSTRY CONFERENCE GUIDELINES

V9, 1 May 2013

These guidelines are prepared by MTAA to assist organising committees and individuals to achieve successful technical exhibitions at associated meetings in Australia.

MTAA's aims with respect to industry conferences are:

1. To consolidate support for the various organisations requiring assistance from the medical technology industry.
2. To provide, in the mutual interest of members and organisers, assistance in the efficient organisation of technical exhibitions in association with meetings, congresses and seminars.

EARLY CONSIDERATIONS

1. MTAA would be pleased to receive contact from the conference organiser and committee at the very earliest stage in the planning process. Consultation with industry (preferably previous exhibitors) is necessary to ensure mutual objectives are achieved.
2. MTAA encourages the organiser and committee to seek advice on the selection of location and venue thereby utilising the experience of MTAA members in all practical aspects of staging technical exhibits in a wide variety of locations around Australia.
3. A representative member of industry should be invited to liaise with the organising committee, attend committee meetings where appropriate and provide assistance in industry-related matters. MTAA should be consulted in the choice of the industry representative.
4. To ensure that informed decisions are made by potential exhibitors, we recommend the organisers provide industry with the theme or subjects to be covered in the meeting as early as possible.
5. The conference activities will comply with the Medical Technology Industry Code of Practice. A copy of the Code is available separately.

VENUE CONSIDERATIONS

The following items are considered by MTAA as important to the success of a technical exhibition:

- spacious exhibit area – adjacent to the presentation theatre
- booth layout developed to maximise attendance of delegates
- provision for delegates to have tea/lunch in the exhibition area
- power and lighting
- after hours security
- set up and take down timing
- receiving and storage facilities pre and post meeting
- access to public transport
- compliant with the Medical Technology Industry Code of Practice

These items are discussed in more depth below:

1. A spacious exhibit area, adjacent to the presentation theatre that encourages exhibitors with appropriate floor space and height to properly exhibit their products.
2. Efficient floor space planning is a key to ensuring the optimum number of display booths for a given area. Industry can provide advice and assistance in floor planning.
4. Provision of adequate power outlets and the siting of power sources, are important considerations for booth planning and public safety.
5. The availability of adequate lighting within the exhibit hall is essential.
6. Provision for storage of exhibitors' packaging - before, during and after the meeting. Such storage must be easily accessible and not subject to deteriorating elements.
7. Accessibility for the set up and take down of exhibits must be considered in terms of loading and unloading facilities, handling equipment and, where required, adequate lift size.
8. Where the exhibit area is subject to public access and outside exhibit times, active security should be provided which allows access to the area only by authorised exhibitor personnel and with adequate surveillance.
9. Organisers should allow provision of adequate time for display construction and exhibit preparation. This may require rental of the exhibit hall up to 24 hours prior to delegate registration or the official opening of the technical exhibits.
10. Similarly, sufficient time should be allowed for the orderly dismantling of exhibits, packing and removal of goods to the shipping point.
11. Provision should be arranged with the exhibit venue for receipt and storage of exhibit goods up to 2 days prior to the meeting.
12. Where interstate shipping is required for the return of goods to the exhibitors' head office, the venue should have provision to store packed and labelled goods awaiting pick up by the exhibitors' shipping agents.
13. Australian national conferences should preferably be held in Brisbane, Gold Coast, Sydney or Melbourne to maximise participation. If remote locations are chosen there is a risk of reduced attendance and a poor financial outcome.

EXHIBITION ATTENDANCE

Throughout the meeting attendance of delegates at the technical exhibit area is vital to the overall success of the meeting and encourages participation by exhibitors at future meetings.

1. Delegates should be actively encouraged by the organisers throughout the meeting to attend the exhibit area and meet the exhibitors.
2. Provision for all refreshments and lunches to be served and comfortably consumed in the exhibit area is considered an essential element to draw delegates to the exhibition. Moving around the location of the food/beverages will also assist in more complete coverage.
3. Whenever possible the delegates' registration desk and other services provided for delegates should be located in, or as close as possible to, the exhibit hall.
4. The meeting program should allow adequate and timely opportunities for delegates to view the exhibits.
5. An official opening of the technical exhibition should be scheduled to promote attendance.
6. MTAA acknowledges the vital role played by the organisers in providing suitable recognition to exhibitors as a factor positively encouraging future support. Industry should not conduct private events that compete with or distract from the conference schedule.

EXHIBITOR REQUIREMENTS

All technical exhibitors invest large sums of money in attending meetings. Expenditure includes:

- purchase of exhibit booth space
- construction of booth
- attendance of staff
- flights and accommodation
- entertainment and social activities
- shipping and return of exhibit stock
- Exhibition specific advertising and promotional materials

In return, certain expectations are held for the organisers to ensure that exhibitors have every opportunity to maximise their return on investment.

1. Each exhibitor receives as early as possible (a minimum of 14 days prior to the meeting) a copy of the scientific and social program. Industry should have access to participation in all aspects of the conference program.
2. An electronic format list of registered delegates, including contact details, should be provided as early as possible. To respect privacy laws, delegates should be asked to tick a box on registration if they do not want their details provided to exhibitors.
3. It is desirable if organisers provide delegates with an electronic swipe card with their registration/contact details. This makes it much easier for delegates to provide accurate information when talking to trade regarding interest in products.
4. Each unit of floor space (typically 3x3m) purchased includes exhibitor registration for two members of the exhibitor's staff and all refreshments as provided for delegates.
5. Lunch for exhibitors should be served approximately 30 minutes prior to the program lunch break.

6. Notice of hotel accommodation alternatives and reservation forms should be provided to exhibitors at the same time as to potential delegates.
7. Travel and accommodation concessions which are available to delegates should be extended to exhibitors.

EXHIBITION FEES

Exhibition fees are routinely set by the organising committee at levels designed to provide maximum benefit to the committee in covering meeting costs. Consultation with industry will assist meeting organisers in determining appropriate fee levels and achieving revenue objectives.

Consideration should be given to a number of variables which help to determine the relative value of the meeting from an exhibitor's point of view. These factors include the meeting theme, a realistic estimate of delegate registrations, the length of the meeting and the amount of time the exhibition hall is open to delegates.

Organising committee consultation with industry representatives may avoid potential loss of exhibitor revenue.

SPONSORSHIP CLASSIFICATION

The following guidelines are suggested:

1. Major Sponsor

- Recognition in all conference promotional material/mailouts
- Preferential booth allocation
- Prominent recognition in official program
- Recognition during scientific sessions
- Entry to the official dinner
- Full page advertisement in official program
- Logo on official congress letterhead
- Morning and afternoon teas, lunch etc., provided for representatives
- Satchel inclusions
- Company name on official meeting satchels
- Provision of conference logo on sponsor communication material (website, newsletters etc)

2. Sponsor

- Recognition in official program
- Booth allocation in order of receiving payment (following major sponsors)
- Morning and afternoon teas, lunch etc., provided for representatives.
- Half page advertisement in official program
- Provision of conference logo on sponsor communication material (website, newsletters etc)