

SWAN 2025

Trauma, Critical Care and Emergency Surgery Conference

28 - 29 MARCH 2025, SYDNEY, AUSTRALIA



Celebrating

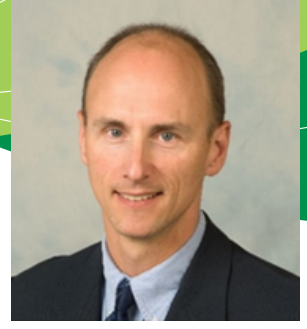
30

Years

EXHIBITOR
PROSPECTUS

swanconference.com

INVITATION



DEAR VALUED SPONSORS AND EXHIBITORS,

The SWAN 2025 Trauma, Critical Care and Emergency Surgery Conference will once again be held in the stunning Sheraton Grand Sydney Hyde Park, Sydney from Friday 28th March to Saturday, 29th March 2025.

This will be the 30th anniversary of the first SWAN Conference. We are delighted, on behalf of the SWAN 2025 Conference Organising Committee, to warmly invite you to be involved in this very special event. SWAN is the longest running and largest Trauma, Critical Care and Emergency Conference in Australia.

We look forward to a power-packed conference filled with ground breaking presentations, engaging debates, interactive case scenarios, discussions, a separate scientific research symposium and a pre-conference day with the popular Disaster Mangement and Emergency Preparedness Course.

Sponsorship of this conference will provide access to a large number of specialists in trauma, acute general surgery, critical care, and emergency medicine and will also demonstrate support for education and learning in this demanding field in Australia.

We are delighted to present an outstanding line up of international world renowned speakers to the SWAN 2025 Conference and we look forward to welcoming you to Sydney for this important birthday celebration event.

A handwritten signature in black ink, appearing to read 'V. Malka', with a long horizontal line extending to the right.

Dr Valerie Malka
2025 SWAN Conference Convenor

A handwritten signature in black ink, appearing to read 'S. D'Amours', written in a cursive style.

Dr Scott D'Amours
2025 SWAN Conference Convenor

ABOUT THE CONFERENCE



SWAN 2025 CONFERENCE

Trauma, Critical Care & Emergency Surgery

Sheraton Grand Sydney Hyde Park, Sydney

28-29 March 2025

WHO ATTENDS SWAN?

We welcome health professionals from a variety of disciplines including:

- Pre-hospital
- Intensive care
- General & Specialty Surgery
- Anaesthetics
- Emergency Medicine
- Radiology
- Nursing
- Rehabilitation
- Allied Health
- Disaster Medicine
- Research
- Defence Force

Feedback from previous conferences is overwhelmingly positive. Our aim is to inspire, engage and encourage our delegates to share their expertise and experiences and network to form new professional relationships. We believe that injured and emergency surgical patients represent the pinnacle of challenging clinical scenarios, and this conference unites those who embrace these challenges in pursuit of providing the best care for patients.

Join us for an enriching two-day conference filled with education, entertainment, and inspiration. SWAN 2025 promises to keep you updated and give you the privilege of sharing the collective wisdom and experience of our expert faculty and fellow delegates.

THE 2025 CONFERENCE CONSISTS OF



More than 300 delegates attending from Australia, New Zealand, Southeast Asia, and around the world.



Up to 100 expert presentations, plenary speakers, case presentations, engaging debates and poster presentations.



Two full days of open exhibition and networking opportunities, enhancing industry engagement.



Packages includes Gold, Silver, Bronze, as well as additional sponsorship opportunities.

WHY BECOME A SPONSOR/EXHIBITOR

Sponsoring SWAN 2025 represents an unparalleled opportunity to connect with a highly influential audience in the trauma, critical care, and emergency surgery sectors. Here's why:

- **High Visibility:** With 300 to 400 delegates attending from across Australia and overseas, your company will be exposed to a vast network of professionals in this field. Your presence will generate recognition and respect among industry leaders.
- **Key Decision Makers:** Over 70% of our attendees are key decision-makers in their organizations. This means your product has the potential to influence the people who matter most in surgery, trauma, critical care, anaesthetics, retrieval and emergency medicine.
- **Educational Support:** Sponsorship underscores your commitment to continued medical education and ongoing advancements in the field. This is an investment not just in the conference but in the future of trauma, critical care, and emergency surgery.
- **Networking Opportunities:** The SWAN conference is a prime opportunity for networking with professionals, academics, and industry experts. This platform allows you to engage directly with potential collaborators.
- **Customizable Sponsorship:** We offer a range of sponsorship opportunities, allowing you to choose the one that aligns best with your company's objectives and budget.
- **Market Access:** Sponsoring SWAN 2025 offers a prime opportunity to penetrate the largest market of trauma, critical care, and emergency surgical health professionals in Australia, providing your brand with a potential competitive edge in this industry.

By sponsoring SWAN 2025, you are not only investing in the visibility and growth of your products, but also demonstrating your commitment to advancing the professional skills and knowledge of the healthcare community. We believe that our shared pursuit of excellence in patient care provides the foundation for a mutually beneficial partnership.

SWAN 2025 PROGRAM OVERVIEW

- Disaster Management
- Specific Surgical Skills and Procedures
- The Bleeding Patient
- Endoscopy and Laparoscopy
- Thromboembolism
- Geriatric Trauma Care
- Advances and Updates
- Management of Sepsis
- Road Safety
- Orthopedic Emergencies
- Training and Education
- Complex Biliary Problems

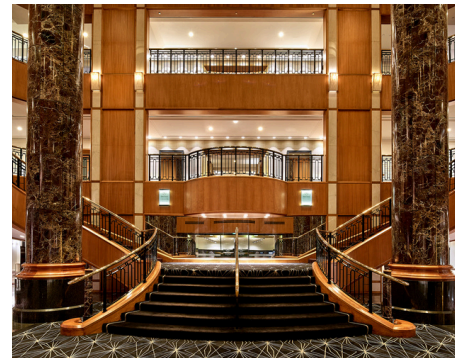




PROGRAM OUTLINE

THURSDAY 27 MARCH	FRIDAY 28 MARCH	SATURDAY 29 MARCH
DMEP Course Liverpool Hospital	Sponsor/Exhibitor bump in	Plenary Session
	Opening Ceremony	2 Concurrent Sessions
	Plenary Session	Closing Ceremony
	3 x Concurrent Sessions	Sponsor/Exhibitor bump out

CONFERENCE VENUE



Sheraton Grand Sydney Hyde Park
161 Elizabeth Street, Sydney NSW 2000

SPONSORSHIP OVERVIEW

We invite companies to review the opportunities below and make your sponsorship and exhibition selection. We have a range of sponsorship packages available that can be tailored to meet your specific requirements.

PACKAGES	GOLD	SILVER	BRONZE
All amounts are in Australian Dollars and exclusive of GST	\$10,000	\$7,000	\$4,500
Free Registrations	4	3	2
Trade Display - Trestle table & 2 chairs plus power	2	2	1
Advertisement in the Conference Abstract/Program Book	Full page	Half page	Quarter page
Logo included on Exhibitor page on SWAN Website	with link	with link	no link
Participation in Exhibition Passport	✓	✓	✓
Electronic Delegate List at conclusion of Conference* (in accordance with Privacy Laws)	✓	✓	✓
Acknowledgement of Exhibitor during one (1) specific session (to be confirmed with Conference Convenors)	✓	✓	
Acknowledgement of Exhibitor during all Plenary Sessions (to be confirmed with Conference Convenors)	✓		
Company acknowledgement during Opening and Closing Ceremonies	✓		
Screen saver ads at Breaks in both Ballrooms	✓		
Exhibitor pop up banner (supplied by Exhibitor) at entry of a plenary session (measuring 2.5m x 1m)	✓		

Delegate list: email addresses of attendees who have agreed to name disclosure are provided to all Sponsors and Exhibitors. Kindly ensure that when contacting delegates, involuntary disclosure of information of attendees does not occur and the communication confines within the guidelines of anti-spamming protocols. Non-compliance will result in provision of the list for future meetings without the relevant email contacts.

EXHIBITION PACKAGES

Gold Exhibitor

\$10,000 + GST

Limited availability - book early

- One (1) booth or two (2) trestle tables at prime location (booth supplied by Exhibitor)
- Four (4) complimentary Conference Registrations
- One (1) full page advertisement in the Conference Abstract/Program Handbook (artwork to be supplied)
- Company Logo on Exhibitor page on SWAN website with link
- Participation in Exhibition Passport
- Acknowledgement of Exhibitor during one (1) specific session (*to be confirmed with Conference Convenors*)
- Acknowledgement of Exhibitor during all Plenary Sessions (*to be confirmed with Conference Convenors*)
- Company acknowledgement during Opening and Closing Ceremonies
- Screen saver ads at Breaks in both Ballrooms
- Exhibitor pop up banner at entry of a plenary session (supplied by Exhibitor - measuring 2.5m x 1m)
- Opportunity to sponsor a Breakfast Symposium (*see Additional Opportunities*)

Silver Exhibitor

\$7,000 + GST

Limited availability - book early

- Two (2) trestle tables at prime location
- Three (3) complimentary Conference Registrations
- Half page advertisement in the Conference Abstract/Program Handbook (artwork to be supplied)
- Company Logo on Exhibitor page on SWAN website with link
- Participation in Exhibition Passport
- Acknowledgement of Exhibitor during one (1) specific session (*to be confirmed with Conference Convenors*)
- Opportunity to sponsor a Breakfast Symposium (*see Additional Opportunities*)

Bronze Exhibitor

\$4,500 + GST

Limited availability - book early

- One (1) trestle table
- Two (2) complimentary Conference Registrations
- One quarter page logo/advertisement in the Conference Abstract/Program Handbook (artwork to be supplied)
- Company Logo on Exhibitor page on SWAN website no link
- Participation in Exhibition Passport

GOLD / SILVER EXHIBITOR

ADDITIONAL OPPORTUNITIES

BREAKFAST SYMPOSIUM

The opportunity to sponsor a 1 hour breakfast symposium on Day 2 of the SWAN 2025 Conference, only offered to those companies who take up a Gold or a Silver Sponsorship Package. It is an additional opportunity available exclusively to the major supporters of the event. However, only two spots for sponsored breakfast symposiums are made available. We ask for any company interested in hosting a Breakfast Symposium to submit details of a proposed program, for review by the SWAN 2025 Organising Committee to ensure there is no duplication of subject matter in the official program.

INCLUSIONS

- The Breakfast Symposium will be included in the official Program of the Conference. *Labelled as a Company Sponsored Session.*
- Sponsor to create a dedicated registration webpage. Promotion of the symposium is conducted via email to registered conference delegates by the Conference Secretariat (2 permitted prior to conference). *Sponsor to supply material to send out.*
- Session room will be provided including the cost of standard A/V set up. *Data projector, screen, lectern, and microphone.*
- Company signage can be displayed inside and outside the session room during the symposium.

(Sponsor is responsible for arranging breakfast catering and covers the costs directly with the Sheraton Grand Sydney Hyde Park)

AUD \$3,500 + GST

IN ADDITION TO THE GOLD OR SILVER PACKAGE

**ONLY TWO BREAKFAST SYMPOSIUM
SLOTS AVAILABLE**

If you are interested in this opportunity, please provide details by submitting an EOI with your proposed topic and speaker to the SWAN 2025 Conference Secretariat.

SWAN 2025 Conference Secretariat

Email: SWSLHD-SWAN@health.nsw.gov.au

Phone: +61 2 8738 6489



COFFEE CART SPONSOR

EXCLUSIVE OPPORTUNITY
ONLY ONE AVAILABLE

A caffeine fix is a popular stop-off for Delegates. The Coffee Cart will be located in a guaranteed high foot traffic area with your trade display adjadcent.

INCLUSIONS

- Exclusive Rights - *two Coffee Cart Sponsor available.*
- Acknowledgment as Sponsor at Opening and Closing of the 2025 Conference.
- Acknowledgment as Sponsor on the Conference Website.
- Company Banners or other signage displayed next to Coffee Cart Station. *Supplied by Sponsor.*
- Opportunity for Sponsor to increase chances of being mentioned and tagged in social media posts with attendees share their coffee experience, along with your branding, with their followers, further amplifying the company's reach and exposure.
- Opportunity for further branding of Coffee Cart Station - signage, branded coffee cups at Sponsors own additional expense.
- Staffed Coffee Cart Station with supplies for Friday - Saturday of the SWAN 2025 Conference.

AUD \$2,500 + GST

ADVERTISING AND PROMOTIONAL MATERIAL SPONSOR

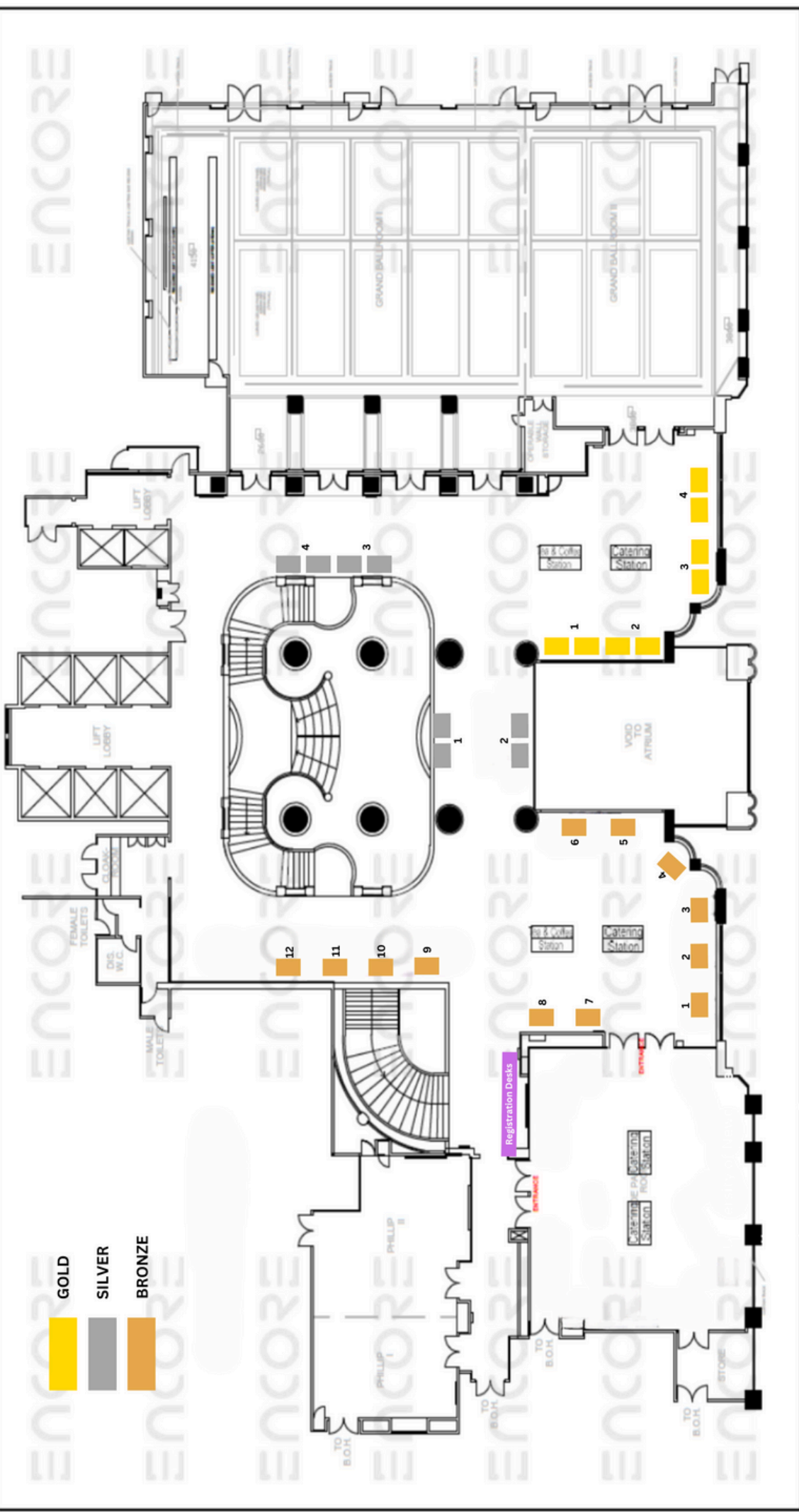
INCLUSIONS

- Company logo on SWAN Website (no link)
- Promotional material can be distributed to delegates and/or placed on Registration Desk
- This does not include conference trade exhibition table or booth

AUD \$1,500 + GST

ADDITIONAL EXHIBITOR REGISTRATONS - \$250 per person per day

SWAN 2025 CONFERENCE - EXHIBITOR MAP



EXHIBITOR INFORMATION

Bump In and Out Times (strictly adhered to)

IN	Friday, 28th March - 06:00am (all exhibitors must be set up no later than 07:30am)
OUT	Saturday, 29th March - after 15:30pm

Exhibition Hours

Friday, 1st March 2024	07:30am - 15:30pm
Saturday, 2nd March 2024	08:00am - 15:30pm

Parking at the Sheraton

A special rate of \$60 for day parking at the Sheraton hotel for all complimentary conference registrations according to level of sponsorship. Ticket/s to be then validated at the parking machine or at the Reception Desk on the way out.

Shipping Information

Shipping material/equipment to and from the Sheraton Hotel is the sole responsibility of the exhibitor and all arrangements for shipping both to and from the Sheraton Hotel, must be made prior to the shipment of all materials/equipment (deliveries accepted only 24 - 48 hours prior to the conference commencing).

All couriered items should be clearly affixed with a hotel label on each item. Contact [SWAN Conference Organising Committee](#) to obtain a copy of the label template.

Loading Dock

- Access via 138 Castlereagh Street, Sydney
- Dock Height 3.1m
- Manned Hours: 0700 - 1600
- Outside Manned Hours, the Banquets team can assist with deliveries
- No forklift on site but there is a dock leveler and trolleys
- Dock access has back of house access to most function rooms.

SWAN 2025 Conference Organising Committee

Email: SWSLHD-SWAN@health.nsw.gov.au

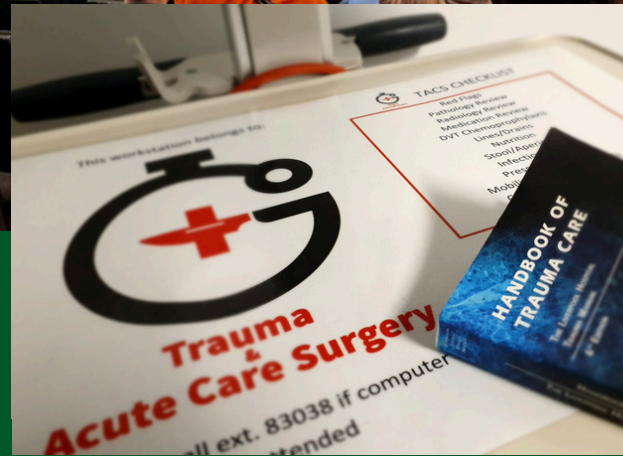
Phone: +61 2 8738 6489



**WE INVITE
YOUR SUPPORT**

Thank you for taking the time to consider the possibilities the *SWAN 2025 Conference* has to offer.

If you have made your choices, please complete the [Online Sponsorship Booking Form](#). If we can assist with further information, or discussing other opportunities, please contact the Conference Secretariat. We hope that you are as enthusiastic about the opportunities that are on offer



CONTACT

SWAN CONFERENCE SECRETARIAT



SWSLHD-SWAN@health.nsw.gov.au



+61 2 8738 6489



swanconference.com

ABN 46 738 965 845

EXHIBITOR ACCEPTANCE FORM
SWAN 2025 CONFERENCE SYDNEY

