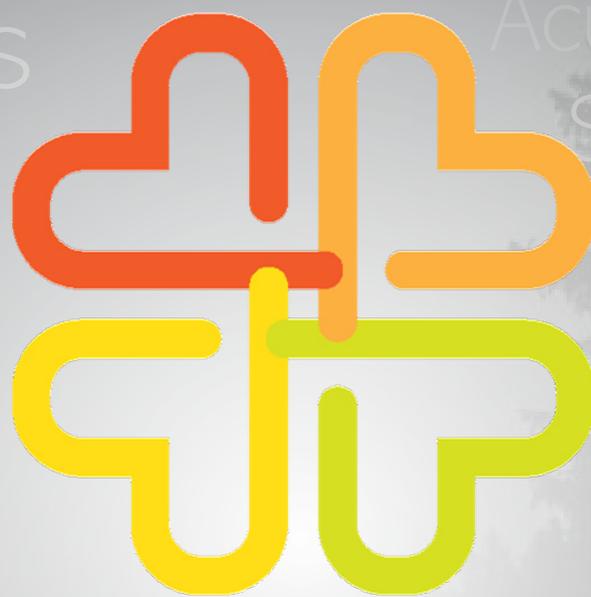


Arrhythmias

Acute Coronary  
Syndromes

Risk Factors  
& Prevention



Heart  
Failure

# 4CCardiology

5<sup>th</sup> International 4 Corners of Cardiology Meeting  
Melbourne Australia 7<sup>th</sup> – 8<sup>th</sup> February 2020



Sponsorship Invitation

[www.4CCardiology.com](http://www.4CCardiology.com)



## Invitation from the Chair

The 4th International 4 Corners of Cardiology Meeting 2018 was a great success and we are now delighted to announce dates for the 5th Meeting, to be held in **Melbourne, 7 – 8 February 2020**. As with the first four Meetings, the focus of 4C Cardiology 2020 will be on **high-level updates, debates, hot topics and future research directions in four key areas of cardiovascular medicine**. This format has proven to be extremely popular with both clinicians and researchers, and the scientific content formally endorsed by the European Society of Cardiology. I do hope you will mark this date in your calendar, check the website for updates and join us in Melbourne for what promises to be another exciting, cutting edge exploration of the latest advances in cardiovascular medicine.

Yours sincerely,



Professor Clara Chow  
*Professor of Medicine, Academic  
Director Westmead Applied Research  
Centre & Co-Director CPC Westmead  
NHMRC and Heart Foundation Future  
Leaders Fellow; Program Director,  
Community Based Cardiac Services, Westmead  
Hospital; Honorary Professorial Fellow, Cardiovascular  
Division, The George Institute*

## Organising Committee

### **Chair - Professor Clara Chow**

*Westmead Applied Research Centre & CPC  
Westmead*

### **Heart Failure Chair - Professor David Kaye**

*The Baker Heart and Diabetes Institute*

### **Arrhythmia Chair – Professor Saurabh Kumar**

*Westmead Hospital and University of Sydney*

### **Risk Factor and Prevention Chair – Professor Chris Reid**

*Monash University*

### **Acute Coronary Syndrome Chair – Professor John French**

*University New South Wales and Western Sydney  
University*

### **Professor Andrew Tonkin**

*Monash University*

### **Professor Frank Ruschitzka**

*University Hospital, Zürich, Switzerland  
Heart Failure Association of the European Society  
of Cardiology*

## Meeting Managers



**Arinex Pty Ltd** has been appointed as the official Meeting Manager. **Arinex** represent more than 40 years of experiences and, we're proud to say, many years of delivering amazing outcomes. Today **Arinex** provides a complete meetings, business travel and event management service. **Arinex** are the financial host of the meeting.



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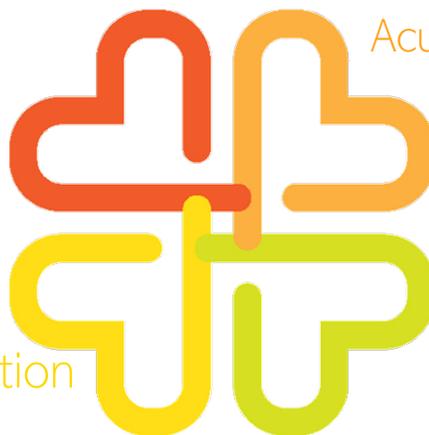
Meeting Themes

Arrhythmias

Acute Coronary Syndromes

Heart Failure

Risk Factors & Prevention



## Program Highlights and Focus

The International 4 Corners of Cardiology Meeting occurs every second year within Australia. Each meeting will focus on four key emerging areas which will each have a half day program, providing a comprehensive, state-of-the-art overview of what is currently controversial and cutting edge in the world of cardiology.

## About Melbourne and the Grand Hyatt Melbourne

Melbourne is the resident host city of 4CCardiology. Now approaching our fifth successful season, we are very excited to be hosting our 2020 Meeting at a new venue, The Grand Hyatt. The course will take place in the European winter, making the Australian summer an enticing escape for delegates from the Northern Hemisphere.

Grand Hyatt Melbourne is centrally located on prestigious Collins Street, surrounded by the city's high fashion and fine dining. Many of Melbourne's top tourist attractions are all within walking distance, including business, retail, sporting and theatre districts. Featuring 550 spacious guest rooms and suites, delectable dining and an events floor which will host the 4C Cardiology Meeting in 2020.



[VIEW PROGRAM AT A GLANCE](#)

[CLICK HERE TO REGISTER](#)

[BOOK MY HOTEL](#)

[BOOK MY DISCOUNTED FLIGHT](#)

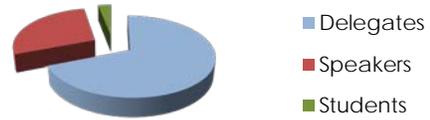
## Delegate Profile

4C Cardiology Meeting delegates will be those who are pro-active and leading the way in the four themes of the meeting. Attendee specialities will include cardiology, diabetes, renal and nursing, and these attendees will be coming from not just Australia, but from all over the world to participate in a specific educational program that has been designed by academics.

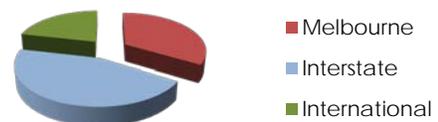
What makes this Meeting different from other cardiology meetings is each Meeting there will be a special focus of only four themes, which will be changed depending on where the hot topics lie in that given year. For our Partners and Sponsors, they enjoy a much higher quality level of interaction and connection with key industry figures and stakeholders.



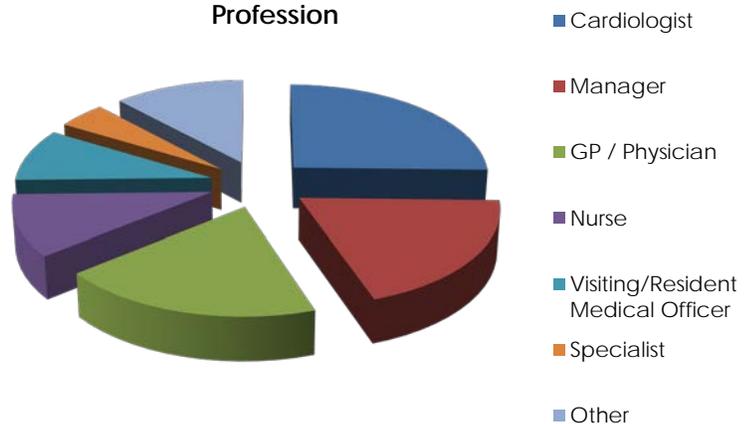
### Registration Type



### Geographic Location



### Profession





**4CCardiology**

5<sup>th</sup> International 4 Corners of Cardiology Meeting  
Melbourne Australia, 7<sup>th</sup> – 8<sup>th</sup> February 2020

## Partner and Sponsor Opportunities

The success of past 4C Cardiology Meetings for our Partners and Sponsors has been largely due to the high level of exclusivity offered to each level of sponsorship and with our Major Partner packages limited to just only four available. 4C Cardiology Meeting's Partners and Sponsors provide direct support of further educating and developing our cardiology specialists across these four distinct areas of cardiology. Varying levels of exclusivity are available to suit all budgets and strategies, plus packages can be further tailored to maximise your return on investment.

### Krum Educational Grant (Exclusive)

**A\$60,000 Incl GST**

This package has been devised in honour of Professor Henry Krum who first initiated the 4 Corners of Cardiology Meeting series in Australia. As a continuation of his legacy we are delighted to now have this prestigious level of partnership available. This 4C Cardiology Partner will be especially acknowledged for their contribution not just to the 4C Cardiology Meeting, but to continue the education and development of cardiology specialists throughout Australia, something Professor Krum was very passionate about.

#### The 4C Cardiology Krum Educational Grant Partner will receive the following entitlements:

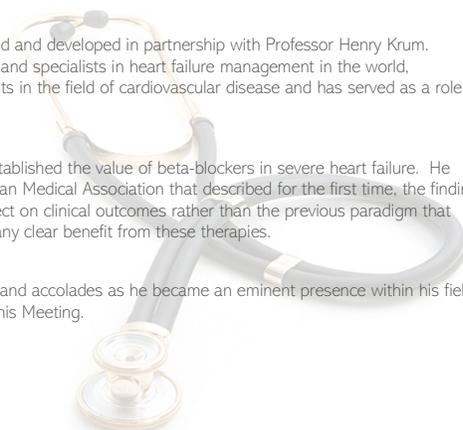
- Organisation logo on Meeting Website, Meeting program and onsite signage.
- A dedicated networking lounge within the catering and break area.
- Five (5) full delegate registrations.
- Back cover full page advert on the Meeting Program.
- Opportunity to host one (1) sponsored symposium as part of the official Meeting program.
- 100-word organisation profile within the Meeting program.
- 4C Cardiology Meeting 2018 Partner certificate presented at opening ceremony.
- Opportunity to include literature within the Meeting compendium (up to max 4 x A4 pages).
- 10 scholarships will be allocated to students studying Cardiology to attend the Meeting. Each of their registration badges will be unique and acknowledge that they are attending thanks to the Krum Educational Grant.



The 4CCardiology Meeting series is a legacy established and developed in partnership with Professor Henry Krum. Ultimately one of the finest cardiovascular researchers and specialists in heart failure management in the world, Professor Krum accomplished outstanding achievements in the field of cardiovascular disease and has served as a role model through service, research and teaching.

He was a member of the Executive Committee that established the value of beta-blockers in severe heart failure. He was first author of a paper in the Journal of the American Medical Association that described for the first time, the finding that beta-blockers may produce an early beneficial effect on clinical outcomes rather than the previous paradigm that patients need to wait many months before observing any clear benefit from these therapies.

Professor Krum was the recipient of countless awards and accolades as he became an eminent presence within his field. It is with great honour that we continue his legacy in this Meeting.



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**5th International 4 Corners of Cardiology Meeting Mangers**

91-97 Islington Street, Collingwood, Victoria, 3066, AUSTRALIA

P: +61 3 8888 9500 F: +61 3 9417 0899 W: [www.4CCardiology.com](http://www.4CCardiology.com)



## 4C Cardiology Partner Opportunities (4 Available) A\$35,000 Incl GST

4C Cardiology Partners are seen as leaders in the world of cardiology as well as vital partners in the further education and development of cardiologists, general practitioners, physicians and other specialists.

Only four Partner opportunities are available, each with its own unique and exclusive activation option.

This level of representation comes with the high levels of exposure prominent brand positioning and links to each Partner's thought leadership focus and core competencies. 4C Cardiology Partners also receive an opportunity to host a sponsored symposium as an official feature of the Meeting program as well as their own dedicated networking lounge area.



4C Cardiology Partner  
*Name Badges / Lanyards*



4C Cardiology Partner  
*Delegate Compendium*



4C Cardiology Partner  
*Meeting Website*



4C Cardiology Partner  
*Meeting Program & App*

### 4C Cardiology Partners acknowledgements:

- Organisation logo on Meeting website, program and onsite signage.
- Full page advert within the Meeting program.
- 100-word organisation profile within the Meeting program.
- Choice of one of the above four options to be their exclusive sponsored option (please note options will be allocated on first booked basis).

### 4C Cardiology Partners activations:

- A dedicated networking lounge within the catering and break area which is exclusive to each partner
- Opportunity to host one (1) sponsored symposium.
- Three (3) full delegate registrations.
- 4C Cardiology Meeting 2018 Partner certificate presented at opening ceremony.



## 4C Cardiology Sponsor Opportunities

A\$12,800 Incl GST

These value added Sponsor opportunities provide excellent levels of exposure both in the lead up and throughout the Meeting. Valuable networking opportunities both at the Meeting and the Dinner make this an excellent value opportunity to further grow and strengthen your brand.

### 4C Cardiology Sponsors will receive the following entitlements:

- Organisation logo on Meeting website, program and signage.
- Opportunity to provide a pull up banner within the delegate catering and break area.
- Two (2) full delegate registrations.
- Half page advert within the Meeting program.
- 25 word organisation profile within the Meeting program.

## 4C Cardiology Supporter Opportunities

We offer several exclusive 4C Cardiology Supporter opportunities, which span the entire Meeting and extend your reach to this highly sought-after audience.

### Name Badge / Lanyards

A\$5,500

- Organisation logo on Meeting website, program and signage.
- Choice of logo on printed name badge and/or to provide branded lanyards.

### Delegate Compendium

A\$5,500

- Organisation logo on Meeting website, program and signage.
- Logo included onto the Meeting compendium next to the 4C Cardiology logo.

### Networking Evening Function

A\$5,500

- Organisation logo on Meeting website, program and signage.
- 2-minute speaking opportunity to welcome delegates.

### Meeting Program

A\$4,400

- Organisation logo on Meeting website, program and signage.
- Full page advert on outside back cover position.

### Meeting Website

A\$4,400

- Organisation logo on Meeting website, program and signage.
- Banner advert included on every page of Meeting website.

### Meeting Water Bottles

A\$4,400

- Organisation logo on Meeting website, program and signage.
- Opportunity to provide branded water or reusable branded drink bottle.

### Meeting Stationery

A\$3,300

- Organisation logo on Meeting website, program and signage.
- Opportunity to provide branded pad and pen to be used as official meeting stationery.

### Hospitality (1 day)

A\$3,300

- Organisation logo on Meeting website, program and signage.
- Signage and corporate literature placed on catering stations on sponsored day.



## Sponsorship at a Glance

### ENTITLEMENT

- Networking Lounge
- Registrations
- Advert in Meeting Program
- Sponsored Symposium
- Choice of Brand Exposure Package
- Partner / Sponsor Certificate
- Logo on 4C Cardiology Meeting Website
- Logo in 4C Cardiology Meeting Program
- Logo on Onsite Signage
- Verbal Recognition at Opening Plenary

**PARTNER**

✓  
3  
Full Page

✓  
✓  
✓  
✓  
✓  
✓

**SPONSOR**

2  
Half Page

✓  
✓  
✓  
✓

**SUPPORT**

✓  
✓  
✓  
✓

## Marketing Options

### Satchel Insert

A\$2,200

- Corporate literature (up to 4 x A4 sized pages) inserted into every delegate satchel.

### Delegate Gift

A\$2,200

- Branded promotional item or gift to be handed to delegates upon registering onsite.

### Advertising in Program

A\$2,200

- Half page full colour advert (artwork provided by Sponsor).



For bookings, enquiries or for further information...

Contact Rhiannon on +61 2 9265 0700 or email [sponsorship@arinex.com.au](mailto:sponsorship@arinex.com.au)



## SPONSORSHIP BOOKING FORM

Sponsorship Manager  
The International 4 Corners of Cardiology Meeting  
c/o **Arinex Pty Ltd**  
91-97 Islington Street  
COLLINGWOOD, VICTORIA 3066 Australia

Tel: +61 3 8888 9500  
Fax: +61 3 9417 0899  
Email: [sponsorship@arinex.com.au](mailto:sponsorship@arinex.com.au)  
Web: [www.4CCardiology.com](http://www.4CCardiology.com)

### PARTNER / SPONSORSHIP ITEM(S) REQUESTED

### COST A\$

- |    |       |       |
|----|-------|-------|
| 1. | ..... | ..... |
| 2. | ..... | ..... |

<b>AMOUNT PAYABLE</b>	AUD\$
50% deposit payable 30 days from date of invoice <b>(Balance due: 7 November 2019)</b>	AUD\$

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Post Code: \_\_\_\_\_

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

Booking authorised by: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsor Contact Person: \_\_\_\_\_

Position: \_\_\_\_\_ Tel: \_\_\_\_\_ Mob: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

### PAYMENT DETAILS (please tick)

- We wish to pay via company cheque. Note all cheques must be made payable to: **Arinex Pty Ltd on behalf of The International 4 Corners of Cardiology Meeting**, and should be forwarded to the Meeting Managers at the above address.
- We wish to pay via EFT. Bank details will be provided by the Meeting Managers with your tax invoice.
- We wish to pay via Credit Card (please note a separate form will be sent with your confirmation for you to submit your credit card details). A processing fee may apply to all and each credit card transaction.

***Please note, for all bookings up to \$5,000 and paid via credit card, the full amount will be charged.***

SEE OVER FOR TERMS AND CONDITIONS ►

**I agree to the terms and conditions on the following page**

Name \_\_\_\_\_ Position \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



## SPONSORSHIP BOOKING TERMS & CONDITIONS

1. The Federal Government Goods and Services Tax of 10% (GST) is applicable to all goods and services offered by the Meeting Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Meeting 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 thirty (30) days from the date of the tax invoice. The balance is due and payable by **7 November 2019**. Applications received after **7 November 2019** must include full payment.
3. **All monies are payable in Australian Dollars.** Cheques should be made payable to **Arinex Pty Ltd of The International 4 Corners of Cardiology Meeting**. A processing fee may apply to all and each credit card transaction.
4. All monies due and payable must be received (and cheques cleared) by the Meeting Managers prior to the meeting. 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 Meeting Managers.
5. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to **7 August 2019**. 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 Meeting 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 meeting.
8. Sponsorship entitlements including organisation logo on the Meeting 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 meeting to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **Arinex Pty Ltd**.

[ ] NO, I do not consent.

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

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