



# 4 CORNERS OF CARDIOLOGY

Sponsorship  
Prospectus

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

## Invitation from the Chair of the Organising Committee

The 5th International 4 Corners of Cardiology Meeting 2020 was a great success and we are now delighted to announce dates for the 6th Meeting, to be held in **Sydney**, on the **18-19 February 2022**. As with the first four Meetings, the focus of 4C Cardiology 2022 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 Sydney for what promises to be another exciting, cutting edge exploration of the latest advances in cardiovascular medicine. 4CC 2022 promises to be another outstanding meeting – and will be one of the 1st face-to-face cardiovascular meetings since the lifting of Covid-19 restrictions. Those unable to attend in person will be able to attend virtually.

Yours sincerely,



Professor David L Hare  
University of Melbourne, Austin Health  
4CC 2022 Meeting Chair

## Organising Committee



In order of photos:

- **Dr John Atherton** – Cardiologist
- **Professor John French** – Acute Coronary Syndrome, Professor of Medicine UNSW & WSU
- **Professor Saurabh Kumar** – Arrhythmia Chair, Cardiologist, Cardiac Electrophysiologist, Staff Specialist and Program Director for Ventricular Arrhythmias and Sudden Cardiac Death at Westmead Hospital and Clinical Associate Professor of Medicine, Sydney Medical School, University of Sydney
- **Professor Julie Redfern** – Acute Coronary Syndrome, Academic Leader (Researcher Development), co-Chair of the Exercise, Prevention and Rehabilitation and Allied Health Council Chair and Board Representative
- **Professor Chris Reid** – Risk Factor and Prevention, Monash University

## 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 meeting, business travel and event management service. **Arinex** are the financial host of the meeting.

## Meeting Themes

Risk Factors & Prevention

Acute Coronary Syndromes

Arrhythmias

Heart Failure

## About the Program

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. The topics which will be covered in 2022 will include:

- Risk Factors and Prevention
- Acute Coronary Syndrome (ACS)
- Arrhythmias
- Heart Failure

[View the current program at a glance](#)

## Delegate Profile

4CC 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.

## Venue

Following on from the success of the 2020 meeting, Sydney has been chosen as the new host city of the 2022 meeting.

The Intercontinental Sydney is proud to be hosting the 4 Corners of Cardiology Meeting. Centrally positioned in the heart of Circular Quay, InterContinental Sydney extends breathtaking panoramic views of the Sydney Opera House and Sydney Harbour Bridge. The Intercontinental is well placed for ease of access by delegates and sponsors. As well as a high-quality venue with meeting room facilities and networking spaces onsite, The Intercontinental Sydney is also surrounded by restaurant precinct and within walking distance are a variety of dinner and social meeting venues.

## 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 in particular 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.

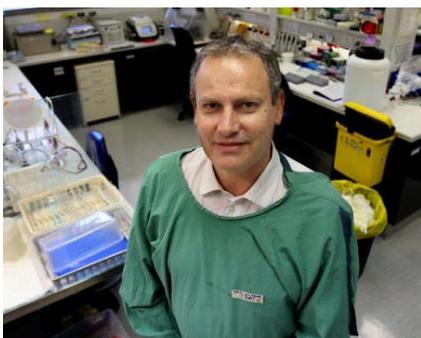
### Krum Educational Grant (Exclusive)

**\$65,000 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 2022 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.

## Sponsorship at a Glance

### ENTITLEMENT SUPPORT

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  
✓  
✓  
✓  
✓

✓  
✓  
✓  
✓

### 4C Cardiology Partner Opportunities (4 Available)

**A\$40,000 Incl GST**

We view our 4C Cardiology Partners as leaders in the world of cardiology as well as vital partners in the further education and development of the world's leading cardiology specialists.

On offer are four Partner opportunities, each with its own unique and exclusive branded option. This level of sponsorship comes with the high levels of exposure and each includes an option that is exclusively unique to each Partner. 4C Cardiology Partners also receive an opportunity to host a sponsored Symposium as well as their own dedicated networking lounge area.

Featured sponsored products with 4C Cardiology Partnerships:

**1** 4C Cardiology Partner  
*Name Badges/Lanyards*

**2** 4C Cardiology Partner  
*Delegate Compendium*

**3** 4C Cardiology Partner  
*Meeting Website*

**4** 4C Cardiology Partner  
*Meeting Program*

#### 4C Cardiology Partners 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 which is exclusive to each partner
- Three (3) full delegate registrations
- Full page advert within the Meeting program
- Opportunity to host one (1) sponsored Symposium as part of the official Meeting program.
- 200-word organisation profile within the Meeting program
- 4C Cardiology Meeting 2022 Partner certificate presented at opening ceremony
- 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 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, Meeting 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
- 100-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, Meeting 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, Meeting 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, Meeting Program and Signage.
- 2-minute speaking opportunity to welcome delegates.

##### **Meeting Program**                                      **A\$4,400**

- Organisation logo on Meeting Website, Meeting Program and Signage.
- Full page advert on outside back cover position.

## Continued...

### Meeting Website **A\$4,400**

- Organisation logo on Meeting Website, Meeting Program and Signage.
- Banner advert included on every page of Meeting website.

### Meeting Water Bottles **A\$4,400**

- Organisation logo on Meeting Website, Meeting Program and Signage.
- Opportunity to provide branded water or reusable branded drink bottle.

### Meeting Stationery **A\$3,300**

- Organisation logo on Meeting Website, Meeting 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, Meeting Program and Signage.
- Signage and corporate literature placed on catering stations on sponsored day.

## Marketing Options

### Compendium 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 Elaine Koh on +61 2 9265 0700 or email [ekoh@arinex.com.au](mailto:ekoh@arinex.com.au)



## SPONSORSHIP BOOKING FORM

Sponsorship & Exhibition Managers  
 Arinex Pty Ltd  
 Level 10, 51 Drutt Street  
[sponsorship@arinex.com.au](mailto:sponsorship@arinex.com.au)  
 SYDNEY NSW 2000, Australia

ABN: 28 000 386 676  
 Tel: +61 2 9265 0700  
 Email:  
 Web: [4ccardiology.com](http://4ccardiology.com)

Attention: Elaine Koh

In respect of: 4CCardiology Meeting 2022 (the 'Event')

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

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

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

Postcode: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_

Main Sponsor / Exhibitor contact: Mr / Mrs / Ms / Other: \_\_\_\_\_

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

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

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

**How did you find out about the Event?**

- Website     Direct Marketing Email     Colleague or Friend     Other

If \_\_\_\_\_ other, \_\_\_\_\_ please \_\_\_\_\_ specify:  
 .....

**A. SPONSORSHIP PACKAGE(S) REQUESTED** **COST A\$ < incl. GST>**

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

**TOTAL A\$:**  
 .....

<b>AMOUNT PAYABLE</b>	A\$
50% deposit payable 30 days from date of invoice <b>(Full Payment/Balance due: 26 November 2021) (incl. GST)</b>	A\$

## CREDIT CARD AUTHORISATION

To secure your booking please complete the below credit card authorisation.

The below credit card will only be used to guarantee payment of past due invoices including cancellation fees. We will notify you by email prior to charging the card. However, Arinex is not obligated in any way to extend further terms.

**Please note all transactions by credit card will appear on your statement as payment to: 'Event by Arinex'**

Please charge the total amount above to the following credit card

MasterCard       Visa Card       AMEX

*\*Please note a credit card surcharge may apply for payment processing.*

Credit card number: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Expiry Date: \_\_\_\_ / \_\_\_\_      CCV: \_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_      Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### PAYMENT DETAILS (please tick)

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

We wish to pay *deposit/total amount* (please circle) via the above credit card. We have noted that a processing fee may apply.

We wish to pay with a different credit card. (Please note – a separate payment form will be provided for you to include your credit card information)

**Yes, I have read and agree to the booking terms and conditions on the following page.**

Authorised by: \_\_\_\_\_ (please print name)

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please note that your booking will not be processed unless all sections of this form are completed.

SEE OVER FOR TERMS AND CONDITIONS ►

## SPONSORSHIP BOOKING TERMS & CONDITIONS

1. Where appropriate, Goods & Services Tax (GST) is applicable to all goods and services offered by the Sponsorship & Exhibition Managers and all prices in this document are **inclusive of the GST**. GST is calculated at the date of publication of this document. The Sponsorship & Exhibition 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 and Booking Terms & Conditions. 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 **26 November 2021**. Applications received after **26 November 2021** must include full payment. Payments for sponsorship of \$5,000 and under will be required to be paid by credit card and will be charged the full amount following booking.
3. All monies are payable in Australian dollars.
4. All monies due and payable must be received by the Sponsorship & Exhibition Managers prior to the event. No organisation will be listed as a sponsor in any official Event material until full payment and a completed, signed booking form have been received by the Sponsorship & Exhibition Managers.
5. If sponsorship payment is not received by **26 November 2021** you will receive an email notifying you that the authorised credit card supplied on the Booking Form will be charged for the remaining unpaid amount.

### 6. **CANCELLATION POLICY:**

#### *Postponement*

**a)** In the event of postponement by the Host Organisation, Arinex or the InterContinental Hotel, all Sponsorship & Exhibition bookings will be carried over to the revised Event Dates.

#### *Cancellation by Organisers*

**a)** In the event of cancellation by the Host Organisation, Arinex or the InterContinental Hotel, all Sponsorship & Exhibition payments will be fully refunded subject to any credit card or bank fees that the host or Arinex may incur.

#### *COVID-19 implications*

**a)** Should a Sponsor and/or Exhibitor's attendance to the Event be impacted by any restrictions enforced by COVID-19 government regulations, the Organising Committee will discuss the available options on a case-by-case basis and come to a mutual agreement with the Sponsor and/or Exhibitor.

#### *Cancellation by Sponsor or Exhibitor:*

**a)** In the event of cancellation by the Sponsor or Exhibitor (other than as a consequence of any restrictions enforced by COVID-19 government regulations), the following cancellation fees will apply:

- (i) More than 91 days prior to the Event (27 November 2021): 50% of the total payment due will be applicable
- (ii) Between 90 and 61 days prior to the Event (insert dates (28 November 2021 and 27 December 2021): 70% of the total payment due will be applicable
- (iii) From 60 days prior to the Event (28 December 2021): 100% of the total payment due will be applicable

Managers will issue an invoice which will be payable within seven (7) days. After space has been confirmed and accepted, a reduction in exhibition space is considered a cancellation and will be governed by this cancellation policy. All communications regarding cancellation must be made in writing. Reduction in space may result in relocation of exhibit space at the sole discretion of the Sponsorship & Exhibition Managers. Any space not claimed and occupied before 1000 on 27 February 2022 may be reassigned without notice or refund.

7. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Sponsorship & Exhibition Managers.
8. Sponsorship monies will facilitate towards the successful planning and promotion of the Event 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 Event.
9. Sponsorship entitlements including organisation logo on the Event website and other marketing material will be delivered only after receipt of the required deposit or full payment.
10. Nomination of speakers will be subject to written approval by the speaker and the Program Committee. Furthermore, at the sole discretion of the Program Committee, sponsored speakers may be asked to speak at additional keynote and/or concurrent sessions.

11. The speaker's contract will specify that speakers must present leading edge, non-commercial papers with no obvious product endorsement and specify that speakers must act ethically, not commenting on other speakers, their presentations or sponsors' products.
12. Following approval from the Program Committee, sponsors will be expected to negotiate directly with their nominated speaker and cover all costs relating to the speaker's attendance at the Event.
13. Sponsors may have the sponsored speaker present at breakfasts, optional workshops and/or commercial sessions within the Event but at no other public, external or by invitation appearances pre or post the Event for a period of 30 days.
14. After the sponsor has agreed with the speaker to commit to the program and associated costs have been negotiated, the Event Managers will then conduct the speaker liaison in relation to obtaining abstracts, papers, copyright waiver, speaker a/v requirements and any other appropriate arrangements.
15. Sponsors whose agreed entitlements include the right to host an endorsed private function will do so at their own expense and at a time and date approved by Arinex.
16. Hosting of private functions in conjunction with the Event is limited to those sponsors who have obtained such a right within their sponsorship entitlements. The purpose of this condition is to avoid conflict between official Event functions and private functions.
17. The Delegate List may be used by the sponsor (if entitled to do so under their sponsorship entitlements) for the purpose of contacting Event delegates only. The list must not be used by the sponsor for any purpose related to future events and shall not be transferred in whole or in part to any third party. The Delegate List may be used for up to a twelve-month period from the start date of the Event. The inclusion of email addresses is at the discretion of the Sponsorship & Exhibition Managers. The Delegate List will exclude those persons who have refused consent of their information in accordance with Privacy Acts.
18. You will exercise due care in and around the Event venue and in all matters related to your sponsorship of the Event so that no harm is caused.
19. You agree that no promise, warranty or representation has been made to you by the Sponsorship & Exhibition Managers regarding any benefit expected or other expectation you may have regarding entry in this Agreement and that you alone bear full responsibility for the sponsorship package chosen by or allocated to you.
20. The Sponsorship & Exhibition Managers will have no liability to you of any kind if anything not of their doing occurs that you may consider causes you loss or damage of any kind. In the event of cancellation or interruption of the Event, the Sponsorship & Exhibition Managers will have no liability to you other than any refund to which you may be entitled from the Event venue.
21. 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 of other relevant events organised by the Sponsorship & Exhibition Managers.
  - NO, I do not consent.
22. Force Majeure Event
  - (a) Subject to the following provisions of this clause, if a Party is or will be affected by Force Majeure:
    - (i) such Party will immediately notify the other Party of the Force Majeure event and its anticipated impact on the performance of this Agreement.
    - (ii) such Party will not be liable for any delay or failure to perform its obligations pursuant to this Agreement caused by such Force Majeure.
    - (iii) if a delay or failure by such Party to perform its obligations is caused or anticipated due to a Force Majeure, the performance of such obligations will be suspended.
    - (iv) if a delay or failure by a Party to perform its obligations due to such Force Majeure exceeds thirty (30) days, the other Party may immediately terminate this Agreement by providing notice in writing to the other Party.
  - (b) If the Event is delayed, postponed, altered, or cancelled by a Force Majeure:
    - (v) neither Party will exercise a right or remedy under this clause unless and until the Parties have endeavored to agree upon amendments to this Agreement for the delay, postponement, alteration, or cancellation of the Event.
    - (vi) Arinex will not be obliged to refund to the sponsor any part of payments already made under the Agreement.
  - (c) It is the intention of the Parties that this clause will supplant the common law doctrine of frustration and the operation of the Frustrated Contracts Act 1978 (NSW) and equivalent legislation in other jurisdictions, to the extent applicable.