

Sponsorship & Media Kit



Australian Society
of Plastic Surgeons

2022

About the Australian Society of Plastic Surgeons

Founded more than 50 years ago, ASPS represents the interests of over 500 Specialist Plastic Surgeons across Australia.

Our members are valuable consumers and commanding influencers so our membership base is highly sought after by advertisers and sponsors.

WHY SUPPORT US?

Advertisers and sponsors seek us out for:

Broad reach: >600 Specialist Plastic Surgeons and trainees across Australia

Powerful readers: actively engaged in advocacy

University graduates: committed to professional development

Influential leaders: respected specialists in their field

Decision makers: authoritative business and community leaders

Discerning consumers: of luxury and technical goods

An affluent audience: high income and spend



About our members

Our members are educated and influential professionals, each holding a specialist qualification from the Royal Australasian College of Surgeons (RACS), and are Fellows of the Royal Australasian College of Surgeons (FRACS)



AGE

28% under 40
26% under 50
46% over 50

LOCATION

30% VIC
28% NSW
17% QLD
10% SA
12% WA
2% TAS
1% NT

GENDER

18% Female
82% Male



The many ways to connect with ASPS members

Collaborate with ASPS and gain access to exclusive marketing channels to promote your brand.
Talk to us about a customised multiyear program designed to amplify your presence
and engage with the ASPS community.

SPONSORED EVENTS

Choose from:

- State Chapter meetings
- Journal Club meetings
- The Biennial Plastic Surgery Congress (PSC) Registrars Conference
- Conferences for trainees
- Registrars Conference Dinner
- State Chapter Year End Dinner

Contact

E: projectmanager@plasticsurgery.org.au
P: +61 2 9437 9200

TARGETED ADVERTISING OPPORTUNITIES

Online Member and Trainee Portals

- Target over 600 members and trainee Specialist Plastic Surgeons
- First port of call for members to access key information, documentation, resources and dates
- Link to a webpage of your choice



e-Newsletter

- Target over 600 members and trainee Specialist Plastic Surgeons
- Monthly issues dropping into members in boxes give a round up of the latest news and hot topics of interest to plastic surgeons
- Link to webpage of your choice

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Sponsor events

ASPS events attract strong interest across the country. With a stellar line up of presentations and activities, delegates include key decision makers, plastic surgery professionals and educators who want to stay informed and be part of the national conversation

Delegates attend for professional development, collaboration, networking, to exchange ideas and have an important opportunity to learn from professionals with specialist knowledge of plastic surgery.

CHAPTER MEETINGS

- **NSW** - 30-40 surgeon delegates, 2 seats for sponsors, 5 minute presentation on application, 3 meetings per annum, \$4000 each for exclusive sponsorship
- **VIC** - 30-40 surgeon delegates, 2 seats for sponsors, 5 minute presentation on application, 3 meetings per annum, \$4000 each for exclusive sponsorship
- **SA** - 10-20 surgeon delegates, 2 seats for sponsors, 5 minute presentation on application, 3 meetings per annum, \$2000 each for exclusive sponsorship.
- **QLD** - 20-30 surgeon delegates, no attendance for sponsors, 3 meetings per annum, \$3000 each for exclusive sponsorship.

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QLD JOURNAL CLUB MEETINGS

- 20-30 trainees and supervisors, attendance on application for sponsors, \$3000 each.
- Journal Club opportunities in other States are in development.

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BIENNIAL PLASTIC SURGERY CONGRESS (PSC)

- 16-18 June 2022 at the Gold Coast Convention & Exhibition Centre. Attended by over 600 surgeon delegates. High quality content and presentations of world's best practice in plastic and reconstructive surgery. Designed to facilitate extensive networking with workshops, three days of medical education and networking social functions. With a number of excellent sponsorship and exhibition packages available, PSC presents a unique opportunity to build on existing relationships or gain further exposure to a highly targeted audience.

Contact PSC 2022 Secretariat, Kalia Bell T: +61 3 9645 6311 E: psc@wsm.com.au
www.plasticsurgerycongress.com/sponsorship-exhibition



Sponsor events



REGISTRARS CONFERENCE

- Separate SET 1 & SET 2-5 conferences with up to 100 trainee plastic surgeon delegates and faculty
- Held in February / March annually

REGISTRARS CONFERENCE DINNER

Held in February / March annually

Benefits include:

- Access to up to 100 delegates
- 2 seats offered with sponsorship
- Opportunity to make a presentation
- Signage
- Distribution of collateral

STATE CHAPTER YEAR END DINNERS

Benefits include:

- Access to 60-70 delegates (includes partners)
- 2 seats offered with sponsorship
- Opportunity to make a presentation
- Signage
- Distribution of collateral

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Advertising opportunities

ASPS members value and trust our content based on ASPS long-standing reputation of connecting plastic surgeons with the information they need

- Content is organized into relevant topics, giving deep engagement with plastic surgeons
- Our website is THE go-to online and mobile resource for specialist plastic surgeons
- Themed topics deliver targeted opportunities
- Responsive design for easy mobile access
- Breaking news and analysis for busy surgeons
- Engaging articles from editors and experts
- Access to in demand resources

MONTHLY e-NEWSLETTER

Benefits include:

- Target nearly 600 members
- Link to webpage of your choice
- Extra height sold in blocks at \$50 each. \$400 per email

Specifications:

Artwork dimensions – 600px wide x 200px high, or 550px wide x 550px high
Additional artwork blocks – 600px wide x 23px high

ONLINE MEMBER AND TRAINEE PORTALS

Benefits include:

- Target over 600 members and trainee Specialist Plastic Surgeons
- First port of call for members to access key information, documentation, resources and dates
- Link to a webpage of your choice
- \$800 per month that must be taken in a 3 month block

Specifications:

Artwork dimensions and format – 350px wide x 100px high; JPG or PNG files only

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