

SPONSORSHIP PROSPECTUS

SATURDAY 29th OCTOBER 2022

POTS UNMASKED

Adelaide 2022



AUSTRALIAN
POTS
FOUNDATION

Inaugural Annual POTS Conference

Proudly brought to you by

The Australian POTS Foundation



WHO WE ARE

The Australian POTS Foundation was established in 2021 and is registered with the Australian Charities and Not for Profit Commission as a charitable organisation. We are committed to supporting a brighter future for people with Postural Orthostatic Tachycardia Syndrome (POTS) through advocacy, support, and research. We strive to improve awareness and education of those with POTS, their families, clinicians, and support services.

The theme of the conference is 'POTS Unmasked' with the aim to raise awareness amongst clinicians and share the latest research in this field.

THE NEED

POTS is a common form of dysautonomia. A condition of the autonomic nervous system which largely affects women of child-bearing age but can be experienced by both men and women of any age.

The autonomic nervous system controls many of the 'unconscious' functions of the body including:

- Heart rate and blood pressure regulation
- Bladder regulation
- Gut movement and digestion
- Sweating
- Temperature control
- Stress responses (fight or flight)

This explains why those with POTS often present with a vast array of seemingly unrelated symptoms such as fatigue, headache, gut disturbance, dizziness, pain, poor concentration and light-headedness.

POTS is associated with high levels of social, economic and health burden. Many who experience the condition, find it difficult to work, engage in social activities or attend school. 25% of POTS patients report having to stop work or education due to the impact of the condition on their health. Despite this, many still report a significant delay in diagnosis.

Currently, there is no drug approved by the Pharmaceutical Benefit Scheme in Australia for the management of POTS. Leaving many with the condition, in the difficult position of not being able to afford treatment.

ADVOCACY

The Australian POTS Foundation is dedicated to raising awareness of POTS amongst the Australian medical community and the governmental health sector.

POTS has been an 'under-recognised' syndrome and those with POTS are often left with inadequate access to appropriate diagnosis and care. This has been even more apparent with the impact of long Covid and the increasing reports of post Covid-19 links to Dysautonomia and POTS.

It is paramount that we increase the understanding and knowledge base of POTS in Australia and start to build a network of POTS aware clinicians and allied health workers. The POTS Foundation inaugural conference is an important first step in our journey to provide education and awareness.

Currently, there are limited specialists in Australia who diagnose and treat POTS. Waiting lists are long, treatments limited and research funding scarce. We see an urgent need to expedite and facilitate the improvement of diagnosis, treatment, education and care of those with POTS in Australia.

RESEARCH

To foster research into POTS the Australian POTS Foundation has developed a scholarship program which we hope to offer year on year which includes;

PhD Top-Up Scholarship

- \$5,000 per year for three years. A total commitment of \$15,000 per successful candidate

Summer Research Scholarship

- An eight-week research scholarship. \$2,500 Stipend for two successful candidates per annum

SUPPORT

Please help us to make a change for the better and provide a brighter future for those living with POTS, through improving education, advocacy, support and research.



SPONSORSHIP OPTIONS

PRINCIPAL SPONSORS	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
Company logo in the conference final program book and digital marketing *Size dependant on sponsorship tier	Y	Y	Y	Y
Digital advertising to virtual attendees with encouragement to attend sponsor website with price incentive	Y	Y	Y	Y
Website Quiz questions (To be provided by sponsor)	5 questions	4 questions	3 questions	2 questions
Company overview and contact details in final program book	250 words	150 words	100 words	75 words
Sponsor recognition throughout the conference, Acknowledgement on conference slides *	Y	Y	Y	Y
One trestle table, 2 x chairs and backing board	Y	Y	N	N
Sponsor registration passes	2	2	1	1
Provide promotional material / branded products for conference satchel	Y	Y	Y	Y
Advertisement in event program (Sponsor to provide artwork)	Back cover	Full page	1/2 page	1/4 page

ADVERTISING OPPORTUNITIES	1/2 PAGE	1/3 PAGE	1/4 PAGE
Event Program (Sponsor to provide artwork)	\$1,500	\$1000	\$750

All sponsorship values are in Australian dollars and exclusive of GST

We will gladly consider any other sponsorship offering and can tailor an individual package to suit your needs.



BOOKING FORM

Please complete and email to sponsorship@potsfoundation.org.au

Upon receipt and processing of your application, you will receive a confirmation email and tax invoice.

Company:		
Contact:		
Position:		
Address:		
Contact details:	E:	
	T:	

Sponsor Partnership	AUD	X	Advertising	AUD	X
Platinum	\$10,000				
Gold	\$7,500		1/2 Page	\$1000	
Silver	\$5,000		1/3 Page	\$750	
Bronze	\$2,500		1/4 Page	\$500	
Other	\$				

Authorised by:

Date:

GUEST SPEAKERS



KEYNOTE SPEAKER DR ANDREW MAXWELL is a Paediatric Cardiologist and Paediatrician. Andrew received his medical degree from Johns Hopkins Medical School in 1989 and subsequently completed a Residency in Paediatrics at The University of California at San Francisco. He followed with training for certification in Paediatric Cardiology at Lucile Salter Packard and Stanford Hospitals in 1996. He pursued additional training in thoracic organ transplantation at Children's Hospital of Philadelphia in 2000. Finally, he returned to Stanford University for additional training in intensive care cardiology, non-invasive and interventional cardiology in 2002. Andrew is a clinical leader in the management of a collection of syndromes now coined "The Pentad Super-Syndrome" (Ehlers Syndrome, Dysautonomia, Mast Cell Activation Syndrome, Autoimmunity, and Gastroparesis.)



DR LAWRENCE AFRIN After training at the Medical University of South Carolina (MUSC), Dr. Afrin practiced and researched hematology/oncology at MUSC 1995-2014 while also working in educational administration and medical informatics. Since the mid-'00s, his clinical/research work has come to focus in mast cell disease. Since 2014-17 furthering this work at the University of Minnesota, he has been developing an independent institute (located in the greater New York City area) for advancing care, research, and education in mast cell disease. His publication record includes some of the most highly accessed articles about mast cell activation syndrome and a popular book in the field.



DR FRASER BURLING (BHB, MBChB, Dip MSM, FRACP) is a rheumatologist and general physician with a sub-specialisation in musculoskeletal medicine and Ehlers-Danlos syndrome (EDS). Trained in New Zealand, and graduating in 1993, he has been working in private practice since 2006. Dr Burling studied musculoskeletal medicine under Dr Kenneth Orr and applies the techniques of strengthening injections to EDS patients. He now has many hundreds of patients with EDS and is active within the international EDS community, seeking ways to provide even better care for people affected by this syndrome.



ASSOCIATE PROFESSOR CHRIS O'CALLAGHAN is a general physician and clinical pharmacologist with appointments at Austin Health and University of Melbourne. A/Prof O'Callaghan is a clinician researcher. He has undertaken laboratory and clinical studies in diverse areas of cardiovascular medicine. Studies have ranged from cell culture experiments that examined the role of adrenaline in regulating synthesis of collagen, to trials that determined the mechanism of cardiovascular neuro-humoral systems in regulating organ blood flow and drug clearance. Along with his colleague, Dr Min Yin Goh, A/Professor O'Callaghan undertook the pivotal examinations that determined the effects of spinal cord injury on blood pressure control. Goh, O'Callaghan and others also published the first study to link joint hypermobility with anorexia nervosa. A/Professor O'Callaghan has a vast experience caring for patients with disorders of blood pressure control, fatigue syndromes and joint hypermobility such as Ehlers Danlos syndrome. He is author of *Faint, Foggy, Fatigued & Adrenaline. It's not in Your Head.*



PROFESSOR DENNIS LAU (MBBS, PHD, FRACP, FCSANZ, FHRS) is a Cardiologist and Electrophysiologist who obtained his MBBS from The University of Melbourne. Dennis is recognised both nationally and internationally in the field of Heart Rhythm research. having co-authored more than 230 peer-reviewed publications (including international consensus papers) and book chapters. In addition to his focus on cardiac pacing, electrophysiology and ablation procedures, he is a leading specialist in Australia in the management of patients with dysautonomia and postural orthostatic tachycardia syndrome. His clinic in Adelaide currently runs the only national POTS patient registry and manages over 300 patients with this complex syndrome.



DR LAURA A. PACE PhD is a Neurogastroenterologist who specialises in diagnosing and treating patients with complex disorders at the interface of gastroenterology, neurology, immunology, and genetics. She is a co-investigator of the NIH Undiagnosed Diseases Network (UDN) and has led a research program investigating autonomic nervous system, connective tissue, and mast cell disorders. She is also investigating the role that the gastrointestinal microbiome plays in the development of neuroimmune disorders.



MARIE-CLAIRE SEELEY (RN, MNurs, PhD Candidate) is a clinical nurse researcher. She works in collaboration with Professor Dennis Lau to provide a multidisciplinary clinic providing holistic assessment and management of Postural Orthostatic Tachycardia Syndrome.

Marie-Claire has a passion for reducing time to diagnosis for those with POTS by engaging in research and education of her peers. She is a founding director of the Australian POTS Foundation and is currently involved in PhD research at the University of Adelaide where she is exploring the neuroendocrine aetiology of POTS and Long Covid.

TERMS AND CONDITIONS

1. For the purpose of this contract, the term Management shall include the Australian POTS Foundation (APF).
2. Management agrees to provide the Exhibitor with the agreed inclusions as outlined in the original Sponsorship Prospectus. Any additional requirements will be at the Exhibitor's expense.
3. The Exhibitor agrees to abide by all rules and regulations adopted by the Management in the best interests of the Exhibition and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Exhibition.
4. The Exhibitor agrees to abide by the payment schedule as outlined by Management.
5. The Exhibitor will be liable for and will indemnify and hold Management harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors and members of the public attending the Exhibition, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the Exhibitor's occupancy of the said space.
6. Management reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should be in any way rendered unusable, this contract shall not be binding.
7. The contract may be cancelled by either party provided written notice is received by Friday 29th July 2022 a refund will be issued minus a 25% service fee. If the Exhibitor cancels after this date, the Exhibitor will be liable for 100% of the total contracted cost. Space abandoned or not occupied at the start of the Exhibition may be repossessed without indemnity and reassigned by Management for exhibits and other uses. Exhibitors which have not fully paid for their stands by Monday 24th October 2022 will not be permitted to participate in the exhibition and their stands may be re-allocated.
8. Management reserves the right to alter or change the space assigned to the Exhibitor, and the exhibition floor plan.
9. Management reserves the right to alter or remove exhibits or part thereof and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Exhibition participants.
10. The Exhibitor agrees to confine their presentation within the contracted space only and to maintain staff in the booth space during Exhibition hours.
11. The Exhibitor agrees that any contract with the Press on Exhibition premises shall be by arrangement with Management officials.

TERMS AND CONDITIONS

12. The Exhibitor is responsible for the placement and cost of insurance related to his/her participation in the Exhibition.

13. The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Exhibition will take place and according to the labour laws of the jurisdiction in which the building is located.

14. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Exhibition, but must remain intact until the closing hour of the last day of the Exhibition. The Exhibitor also agrees to be entirely responsible for the moving-in, assembly, maintenance, disassembly and removal of the exhibit, equipment and belongings to and from the Exhibition building, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

15. The Exhibitor agrees not to cause any damage to the walls, floors and ceilings in connection with the erection of the exhibition stand or the utilisation of the exhibited products.

16. The Exhibition area will be secured during off-hours. Exhibitors with special security needs should contact the Management. Every precaution will be made to prevent losses due to pilfering, but the Management will not accept liability for losses of any kind.

17. The Exhibitor agrees to obtain any necessary permits or approvals required from any Federal, State or Local Government for the display of products.

I agree to abide by the said Contractual Obligations as written above.

Company Name:

Signed by:

Signature:

