On behalf of the Organising Committee we wish to welcome and thank you for your interest in sponsoring the 4th International Congress on Soldiers’ Physical Performance to be held at Melbourne Convention and Exhibition Centre, Melbourne, Australia from 28 November – 1 December 2017.

This is the largest international congress for scientists and military personnel to meet together, network and to have scientific exchange and dialogue, with a goal of achieving a better understanding of how to improve the health and performance of Soldiers. A thought-provoking and challenging scientific program, to be delivered by inspirational global and local speakers is being developed, with a lively social program, showcasing the best of the wonderful city of Melbourne.

We invite our partners in industry to join us for this broad-ranging discussion of how we deal with these vital issues with delegates from armed forces and universities across the globe that will attend the Congress.

We sincerely hope you can join us as partners in this exciting congress and look forward to working with you.
The Event

The 4th International Congress on Soldiers’ Physical Performance is held every three years in a major city around the world. In 2017 it will be co-convened with the DST Group, the Australian Army, the Defence Science Institute, and the International Military Sports Council and will be held in Melbourne, Australia. It is expected to attract between 300 – 500 delegates.

There are a wide range of opportunities for sponsorship of the Congress. The different packages outlined in this document are proposals only and we welcome contact from potential partners to ensure the package meets your needs.

4th ICSPP Program

• The 4th ICSPP will apply a workforce lifecycle theme whereby symposia, poster sessions and featured science sessions by international experts will be organised across key areas including recruitment, training, operational deployment and sustainment.

• There will be a number of interactive forums, including roundtables and think tank discussions that will be held to identify research priorities across the soldiers’ lifecycle.

• Translation of research to practice will be a priority and delegates will be provided the latest research evidence and frameworks to apply in the optimisation and enhancement of human performance for physically demanding occupations.

Congress Promotion

A professionally planned marketing strategy will ensure the benefits of supporting the Congress are widely known around the world. This includes:

• Extensive direct mail campaigns
• Website and email promotions
• Advertising in professional journals
• Active participation and promotion at intervening regional meetings relating to the main scientific themes

On-site you will be able to take advantage of:

• One on one delegate interaction
• Development of long lasting relationships with existing and potential clients
• Achievement of brand recognition
• Connect with delegates in a comfortable and professional setting.

The Destination: Melbourne, Australia

Set on the shores of picturesque Port Phillip Bay, the southern-most city of mainland Australia is a thriving and cosmopolitan city with a unique balance of beautiful old buildings and stunning new architecture surrounded by parks and gardens. Melbourne is Australia’s leader in the arts, sports and fashion and has some of the finest restaurants in the country. Melbourne is renowned for its festivals and sporting events, staging an exciting variety of entertainment each year. Melbourne has the most live music venues in Australia and an ever increasing number of chic inner city bars for every level and style of socialising imaginable.

For further information about Melbourne visit www.visitmelbourne.com

For further information about Australia visit www.tourismaustralia.com
The Venue: Melbourne Convention Centre

Melbourne Convention and Exhibition Centre (MCEC) is ideally situated close to the heart of Melbourne on the banks of the iconic Yarra River. This world-class venue is setting new benchmarks as the first convention centre to be awarded a ‘6 star Green Start’ environment rating by the Green Building Council of Australia. The centre is raising standards to new heights in innovation, technology, imaginative catering and service options. The venue includes the largest pillar-less exhibition space in the Southern Hemisphere, multi-functional Plenary; a grand banquet room, 52 different meeting rooms- all under one roof. The MCEC is the only centre in Australia to offer on-site accommodation. The MCEC end-to-end service ensures every event is unique, seamlessly planned and successfully accomplished.

Congress Committee

Dr Daniel Billing, Co-Chair
Dr Jace Drain, Co-Chair
Professor Bradley Nindl
Mr Craig Butler
Professor Yoram Epstein
Dr Graham Fordy
Mr Patrick Gagnon
Dr Herb Groeller
Associate Professor Jason Kai Wei Lee
Associate Professor Rob Orr
Mr Rob Peile
Associate Professor Nigel Taylor
Mr Herci Del Rosario

Why You Should Support the 4th International Congress on Soldiers’ Physical Performance 2017

The Congress provides a unique educational environment dedicated to the exchange of leading edge scientific research and industry expertise. It is the premier event for Soldiers’ Physical Performance, with between 300 – 500 delegates expected to attend in 2017, a global event that will be held in Australia.

The key benefits of sponsorship include:

• The opportunity to promote your name, to support your brands and to maintain a high profile among specialists before, during and after the event.
• Access to Congress delegates who are keen to improve their knowledge and skills.
• Aligning your company with this powerful educational experience.
• An opportunity to consolidate corporate relationships and expose your staff to their key markets.
• Face-to-face interaction with delegates during all tea and lunch breaks plus the Congress Dinner.
• Benefiting exposure to a keenly interested, relevant and influential audience in a professional and educational environment.

The aim of the trade exhibit will be to engage with the latest technologies and science and to challenge current mindset and practice. The interaction between delegates and knowledgeable company representatives is the focus of the trade exhibition. The Congress will provide a unique opportunity for you to engage with a wide cross-section of your target market.

A thought-provoking and challenging scientific program, to be delivered by inspirational global and local speakers
The Congress Sponsorship team would be delighted to discuss these promotional opportunities. Early confirmation of your sponsorship and exhibition will ensure an even higher level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email, social media and web exposure will be implemented in the lead up to the Congress and the opportunity exists for your company to be represented as a key supporter of the meeting well in advance of the actual dates.

**Expected number of Delegates:**

**300- 500**

**Delegate Disciplines**

- Physical Training Instructors
- Strength and Conditioning Scientists / Coaches
- Occupational / Workplace Health and Safety Professionals
- Injury Epidemiologists
- Biomechanists
- Physiologists
- Public Health and Health Promotion Professionals
- Nutritionists
- Psychologists
- Sociologists
- Research Engineers and Technologists
- Human Performance Managers
- Ergonomists
- Human Factors Specialists
- Military Personnel

**STATISTICS OF ATTENDEES FROM THE 3RD ICSPP BOSTON, AUG 2014**
DIAMOND SPONSOR

Two opportunities available, AUD $20,000 + GST

Entitlements:

- Company will be acknowledged as a Diamond Sponsor
- Acknowledgement by the Co-Chairs during the Opening and Closing Sessions
- Recognition as Diamond Sponsor with logo in email marketing campaigns (from time of sponsorship confirmation)
- Acknowledgement as a Diamond Sponsor with logo on delegate confirmation letters and invoices issued by the Congress Secretariat
- Complimentary Prime Exhibition stand
- Four complimentary exhibitor registrations with access to sessions, morning and afternoon teas and lunches
- Four complimentary Dinner tickets
- Company logo, 100 word synopsis and website link on Congress website with the tag line “Diamond Sponsor”
- Company logo inside the Registration Brochure with the tag line “Diamond Sponsor (subject to deadlines and confirmation date)
- One promotional PDF flyer (supplied by sponsor, file size limits will apply) included
- Company logo and 100 word synopsis in the Congress Program with the tag line “Diamond Sponsor” (subject to on-time submission)
- Full page advertisement inside the Congress Program (artwork to be supplied by sponsor)
- Company logo displayed on Congress Session Slides
- Delegate list ten working days prior to the Congress (subject to Australian Privacy Laws)

Additional options

In addition to the Diamond Sponsorship entitlements listed, you will have exclusive sponsorship of one of the two options listed below (please select one). For Major Sponsors these opportunities are based on first come basis.

- Delegate name badge & lanyards (Exclusive opportunity)
- Pocket program (Exclusive opportunity)

The ICSPP is the most important international conference in applied military human performance research and therefore attracts experts from all over the world.
GOLD SPONSOR

AUD $10,000 + GST

Entitlements:

• Company will be acknowledged as a Gold Sponsor
• Acknowledgement by the Co-Chairs during the Opening and Closing Sessions
• Recognition as Gold Sponsor with logo in email marketing campaigns (from time of sponsorship confirmation)
• Complimentary Prime Exhibition stand
• Two complimentary exhibitor registrations with access to sessions, morning and afternoon teas and lunches
• Two complimentary Dinner tickets
• Company logo, 100 word synopsis and website link on Congress website with the tag line “Gold Sponsor”
• Company logo inside the Registration Brochure with the tag line “Gold Sponsor” (subject to deadlines and confirmation date)
• Company logo and 100 word synopsis in the Congress Program with the tag line “Gold Sponsor” (subject to deadlines and confirmation)
• Half page advertisement inside the Congress Program (artwork to be supplied by sponsor)
• Company logo displayed on Congress Session Slides
• Delegate list ten working days prior to the Congress (subject to Australian Privacy Laws)

SILVER SPONSOR

AUD $5,000 + GST

Entitlements:

• Company will be acknowledged as a Silver Sponsor
• Acknowledgement by the Co-Chairs during the Opening and Closing Sessions
• Recognition as Silver Sponsor with logo in email marketing campaigns (from time of sponsorship confirmation)
• One complimentary Dinner ticket
• Company logo, 100 word synopsis and website link on Congress website with the tag line “Silver Sponsor”
• Company logo inside the Registration Brochure with the tag line “Silver Sponsor” (subject to deadlines and confirmation)
• Company logo and 100 word synopsis in the Congress Program with the tag line “Silver Sponsor” (subject to deadlines and confirmation)
• ¼ page advertisement inside the Congress Program (artwork supplied by sponsor)
• Company logo displayed on Congress Session Slides
ACADEMIC OPPORTUNITIES

Session Sponsorship
AUD $7,000 + GST
This presents the opportunity to align your company with a programmed session organised by the Conference Program Committee. The Organising Committee will approve all session sponsors on a case by case application basis and commensurate with program objectives.

Entitlements:
• Company logo against the session’s name on the Congress website
• Company logo and website link on the Congress Website
• Company logo against the session’s name in the Congress Program
• Company logo and 50 word synopsis in the Congress Program
• Company logo against the session’s name on all versions of the program
• Company logo on the holding slide for you speaker’s presentation, subject to Committee and speaker approval

COMMUNICATIONS

Congress Program
Exclusive opportunity, AUD $5,000 + GST
The Congress Program is the main source of on-site communication for delegates during the Congress. The Program is regularly used as a reference source during and long after the Congress. The Programs will be distributed on-site to participants and is a great opportunity to gain significant brand exposure.

The Program will contain the following information
• Program
• Abstracts
• Information about the Hosts
• Information about the Organising Committee
• Logos of sponsors and lists of exhibitors
• Social program
• Details of onsite facilities

Entitlements:
• Full page advertisement on the inside front cover of the Congress Program (artwork supplied by sponsor)
• Company logo on the back cover of the Congress Program
• Company logo and website link on the Congress Website

Please note: other sponsors and exhibitors have the opportunity to include advertisement within this publication.

Congress Program Advertisements
Advertisements will be offered in the Congress Program – finished artwork is to be supplied by the sponsor, by the requested date.

Full page Colour Advertisement
AUD $1,500 + GST

Half Page Colour Advertisement
AUD $700 + GST
DELEGATE SERVICES

Congress Satchel/Compendium

Exclusive Opportunity, AUD $5,000 + GST

Every registered delegate will receive an official Congress satchel upon registration. The satchel will be of a high quality to encourage use by delegates well after the Congress has finished.

Entitlements:

• Logo on Congress Satchel along with Congress Logo (size and placement of logo will be at the discretion of the Congress Organising Committee)

Barista

Two opportunities available, AUD $4,000 + GST

The Barista cart will offer delegates freshly made coffee free of charge during the Congress.

Entitlements:

• Signage next to the barista cart (provided by Sponsor)
• Company logo in the Congress Program (subject to timing of submission)
• Company logo and website link on the Congress website
• Company logo on Congress holding session slides
• One promotional PDF flyer (provided by organisation, file size limits will apply) included

Please note: furniture, staff and consumables will be paid for by the sponsor, in addition to the sponsorship fee)

SOCIAL FUNCTIONS

Dinner

Exclusive opportunity, AUD 10,000 + GST

The Dinner will be the social highlight of the Congress. The Dinner will be a sit down, three course meal. By sponsoring this spectacular dinner your organisation can be associated with an evening of pure enjoyment as a fitting end to the Congress.

Entitlements:

• Naming rights to the Dinner on 30 November 2017
• Verbal acknowledgement by the Dinner MC on the night in a direct address to the Dinner attendees.
• Company signage at the Dinner venue during the event
• Company logo in the Congress publications against this item (subject to timing of submission)
• Company logo and website link on the Congress Website
• Company logo on the dinner tickets
• Company logo on the dinner menus
• Four complimentary tickets to the dinner
### Symposia/Thematic session topics may include:

- Physical training programs
- Genetic predictors of performance and injury (selection for performance, injury potential)
- Physical and physiological challenges in operational environments
- Gender integration within the military
- Physical employment standards
- Environmental factors (heat, cold, altitude)
- Nutrition
- Endocrinological factors, injury and performance
- Cognitive function (motivation, resilience)
- Musculoskeletal injuries (stress fractures, acute injuries, overuse injuries, injury mitigation programs)
- Effects of deployment(s)

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**Key theme(s)**

<table>
<thead>
<tr>
<th>Tue 28 Nov</th>
<th>Wed 29 Nov</th>
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<tbody>
<tr>
<td><strong>Workforce Generation</strong></td>
<td><strong>Workforce Maintenance</strong></td>
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</tbody>
</table>

**Timetable**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30-09:00</td>
<td>Arrival and registration</td>
</tr>
<tr>
<td>09:00-10:00</td>
<td>Opening ceremony</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Morning tea</td>
</tr>
<tr>
<td>10:30-11:30</td>
<td>Thematic session*</td>
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<tr>
<td>11:30-12:30</td>
<td>Thematic session</td>
</tr>
<tr>
<td>12:30-13:30</td>
<td>Lunch &amp; Posters</td>
</tr>
<tr>
<td>13:30-14:30</td>
<td>Dr Bruce Jones (US)</td>
</tr>
<tr>
<td>14:30-15:30</td>
<td>Thematic session</td>
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<tr>
<td>15:30-16:00</td>
<td>Afternoon tea</td>
</tr>
<tr>
<td>16:00-17:00</td>
<td>Thematic session</td>
</tr>
<tr>
<td>17:00-18:00</td>
<td>Opening ceremony, drinks/canapes</td>
</tr>
<tr>
<td>18:00</td>
<td>Informal social activity</td>
</tr>
</tbody>
</table>

*Thematic sessions comprise 4 presentations/hour (10 min + 5 min questions).*

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### Key theme(s)

- **Workforce Generation**
  - Chief Defence Scientist, Defence Science and Technology Group (TBC)
  - MAJGEN Simone Willkie, Australian Army

- **Workforce Maintenance**
  - Professor Heikki Kyröläinen (FIN)

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### Openings

- **Tue 28 Nov:**
  - Chief Defence Scientist, Defence Science and Technology Group (TBC)
  - MAJGEN Simone Willkie, Australian Army

- **Wed 29 Nov:**
  - Professor Heikki Kyröläinen (FIN)
### Thu 30 Nov

- **Workforce Maintenance and Regeneration**
- **Equipping the Force**

<table>
<thead>
<tr>
<th>Morning tea</th>
<th>Thematic session</th>
<th>Thematic session</th>
<th>Thematic session</th>
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<tbody>
<tr>
<td>Thematic session</td>
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<td>Thematic session</td>
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**Lunch & Posters**

- Professor Louise Burke (AUS) 

**Afternoon tea**

- International roundtable

**Informal social activity**

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### Fri 1 Dec

- **Augmenting the Force**
- **Increased focus on the practitioner – translation to practice sessions**

<table>
<thead>
<tr>
<th>Morning tea</th>
<th>Thematic session</th>
<th>Thematic session</th>
<th>Translation to practice session 1</th>
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<tbody>
<tr>
<td>Thematic session</td>
<td>Thematic session</td>
<td>Thematic session</td>
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</tbody>
</table>

**Lunch & Posters**

- Invited speaker - TBC

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<tr>
<th>Thematic session</th>
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<th>Thematic session</th>
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</table>

**Afternoon tea**

- TBC

**Informal social activity**

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### Physical demands in operational environments
- Public health and health promotion
- Load carriage
- Assistive technologies
- Effect of soldier equipment on performance (human systems integration)
- Computational/predictive modelling of performance
- Measuring physical performance/fitness
- Application of wearable sensor systems for optimising and augmenting human performance

*Note: While focusing on the soldier, sessions will expand to include law enforcement and firefighting.*

*Program correct at time of distribution, please refer to Congress website for up to date program information. http://www.icspp-australia2017.org/*
Table Top

AUD $2,000 + GST

An Table Top provides the perfect opportunity to deliver your organisation’s message to a receptive audience. Novel, creative and interactive ideas for our display are strongly encouraged as they ensure long lasting relationships are formed between you and the delegates.

• 3mx2m Table Top including:
  • Trestle table with table cloth and two chairs
  • One standard power point
  • Opportunity to have a banner on display behind your table

Entitlements:

• One complimentary Table Top registration with access to sessions, morning and afternoon teas and lunches
• One ticket to the Dinner
• Company logo and website link on Congress website
• Company logo and 50 word synopsis in the Congress Program (subject to on-time submission)
• A comprehensive Exhibition Manual
• One Congress Program
• One Pocket Program

Additional exhibitor registrations

AUD $500 + GST

Exhibitors have the opportunity to purchase additional registrations, including access to sessions, catering during tea breaks and lunches at a discounted rate.

FURTHER INFORMATION

For further information about sponsoring or exhibiting please contact

Emma Bowyer
ICMS Australasia
PO Box 5005 South Melbourne
VIC 3205 Australia
T: (61) 3 9682 0500
E: sponsorship@icspp-australia2017.org
W: www.icspp-australia2017.org