



**AUSTRALASIAN CYTOMETRY SOCIETY  
& INTERNATIONAL SOCIETY FOR  
ADVANCEMENT OF CYTOMETRY  
PROUDLY PRESENTS**

**CYT**   
**C**  **NNECT**  
**PERTH 2025**

**27-29 NOVEMBER 2025**  
**PERTH CONVENTION & EXHIBITION CENTRE**

**SPONSORSHIP & EXHIBITION  
INFORMATION**

## FAST FACTS

27-29 November 2025

Perth Convention & Exhibition  
Centre

350+ Australian and  
international delegates  
expected to attend

## CONFERENCE ORGANISING COMMITTEE

Associate Professor Matthew Linden  
*Co-chair, University of Western Australia*

Dr Henry Hui, Co-chair  
*University of Western Australia*

Dr Pat Metharom

Dr Catherine Rinaldi

Laura Hill

Tania Jobey

Kristy Montana

Monica Kemp

Pradeep Kumar

Dr Christian Tjiam

## INVITATION FROM CO-CHAIRS

The Australasian Cytometry Society (ACS) and the International Society for Advancement of Cytometry (ISAC) are thrilled to announce a landmark collaboration culminating in the inaugural CYTO-Connect Perth conference. Set to take place at the Perth Convention and Exhibition Centre from November 27th to 29th, 2025, this momentous event marks a significant milestone, uniting the dynamic interdisciplinary exchange and innovative science that are hallmarks of CYTO and ACS events, now hosted for the first time in the Australasian region.

Spanning three days, the conference will feature plenary sessions, themed breakouts, and workshops focusing on a wide array of topics ranging from biomedical and environmental applications of cytometry, clinical and diagnostic methods, shared resource laboratory operations, career development, to innovations in quantitative cell sciences and engineering. A major highlight will be the exhibition, showcasing the latest advancements in quantitative cell sciences from leading industry players. Esteemed speakers, including global and regional keynotes, will be announced, promising a forum for groundbreaking discussions and insights.

As a sponsor or exhibitor, you will have the opportunity to engage with key opinion leaders, decision-makers, and current and new customers who will attend CYTO-Connect Perth 2025.

We are committed to continuously improving your experience supporting our society and value the feedback we have received. Foremost in our minds is to provide a sponsorship experience that supports your needs. The Perth Convention & Exhibition Centre is one of Australia's leading conference venues, and Perth's largest purpose built venue providing a premium space for our attendees and exhibitors alike, with the trade hall well set to provide maximum exposure to current and potential customers.

Thank you for your interest, and I look forward to welcoming you to Perth, Western Australia in November 2025.

**Dr Matthew Linden & Dr Henry Hui**  
Co-chairs, CYTO-Connect Perth 2025

# WHO WILL YOU CONNECT WITH AND WHY YOU SHOULD PARTNER WITH US AT CYTO-CONNECT PERTH 2025

CYTO-Connect Perth 2025 will attract over 350 academics, researchers, students and industry professionals, clinical cytometrists from public and private hospitals and laboratories and research organisations in the cytometry field from around the world, including the current world leaders in cytometry research. Sponsorship is invaluable for the success of the annual scientific meetings and for the work of society in general. Partnering provides an opportunity to reach a unique collection of key opinion leaders and decision-making delegates as well as the brightest scientists on the leading edge of research, innovation, and clinical practice. With an internationally recognised brand sponsorship will enable your company to:

- Support world-class research and clinical science.
- Share your own scientific and technological breakthroughs.
- Gain key exposure, brand awareness and product showcase opportunities.
- Share product offerings, services, and strategies.
- Build relationships with delegates at key social functions.
- Generate extensive new leads from Australia and overseas.
- Increase your brand awareness before, during and after the Conference.
- Build long-term relationships with potential and existing customers.

## CONFERENCE HOSTS



## ATTENDEE DEMOGRAPHICS



Academics



Researchers



Medical Laboratory Scientists



Clinicians



Core Facility Managers/Directors



Product Specialists

## KEY CONTACT



**KIM MURRAY**

**Sponsorship & Exhibition Manager**

Ph +613 6234 7844

[kim@laevents.com.au](mailto:kim@laevents.com.au)



## CYTO-CONNECT THEMES

Biomedical and environmental applications of cytometry

Clinical and diagnostic methods

Shared resource laboratory operations

Innovations in quantitative cell sciences and engineering

Career development

Innovations in quantitative cell sciences and engineering

Conservation cytometry

Cytometry applications and panels

Cytometry in resource constrained settings

## PROGRAM AT A GLANCE 27-29 NOVEMBER 2025

Wednesday 26 November  
Exhibition bump in  
Early Registration  
Welcome Reception Icebreaker

Thursday 27 November  
Registration  
Plenary and breakout sessions  
Trade Exhibition  
Poster Session

Friday 28 November  
Registration  
Plenary and breakout sessions  
Conference Dinner

Saturday 29 November  
Registration  
Plenary and breakout sessions  
Trade Exhibition including morning  
sessions and lunch

Sunday 30 November  
POST CONFERENCE WORKSHOP  
Optional Workshop (held offsite)



## PREVIOUS SPONSORS & EXHIBITORS



HOW TO SIGN UP AS AN SPONSOR OR EXHIBITOR?  
PLEASE CONTACT  
[KIM@LAEVENTS.COM.AU](mailto:kim@laevents.com.au)



## THE VENUE

Perth Convention & Exhibition Centre is Perth's premier events venue dedicated to providing exceptional hospitality and customer service experiences for local, national and international guests. Located on the shores of the Swan River, PCEC makes a stunning location for any conference. PCEC is surrounded by a selection of hotels, restaurants and bars, all within walking distance.



## THE DESTINATION

### PERTH, WESTERN AUSTRALIA

Perth is an incubator of knowledge and a place to collaborate, connect and learn.

Its clean air, enviable weather, world-leading universities and research institutes, and safe reputation makes it the perfect destination to host your next business event for an international event like CYTO-Connect Perth 2025.

Major cities like Singapore, Beijing and Hong Kong share the same time-zone (GMT +8) as Perth, making it a desirable destination for international delegates.

You'll never be short of things to do here in Western Australia.

Perth is the only capital city in the world where you can access a wine region by boat, snorkel with dolphins, sea lions, and turtles, pull in a crate of fresh lobster for lunch, visit a world heritage listed site, charter a flight to see a pink lake, hunt for truffles, watch a live pearl harvest, see the sun set over the Indian Ocean, all in a single day trip.

Or escape to the regions where you can experience world-class wines and gourmet delights, lush towering forests, sweeping white sandy beaches, World Heritage-listed Ningaloo Reef and Shark Bay and ancient rugged lands.



# PREMIUM SPONSORSHIP OPPORTUNITIES AT A GLANCE

A selection of specially curated premium packages is available for CYTO-Connect Perth 2025.

Each opportunity comes with unique benefits designed to deliver maximum exposure and value for your organisation. All prices quoted are inclusive of GST.

PACKAGE	PLATINUM \$30,000	GOLD \$20,000	SILVER \$12,500	BRONZE \$6,000
<b>Exclusivity</b>	Exclusive	2	Unlimited	Unlimited
Exhibition booth space	6m x 3m	4m x 3m	3m x 3m	2m x 3m
Complimentary registration	5	3	2	1
Complimentary Icebreaker / Welcome tickets	5	3	2	1
Complimentary dinner tickets	5	3	2	1
<b>Entitlements</b>				
Plenary session speaking opportunity	1 x 45 min	1 x 25 min		
Opportunity to host a breakfast session during the conference (catering costs will be additional)	✓			
Opportunity to host a webinar post-conference	✓			
Icebreaker / Welcome Reception sponsor	✓			
Refreshment Break sponsor		✓		
Opportunity to upgrade sponsorship	✓	✓	✓	✓
Video advertisement played in plenary session	✓ x daily	✓ x 1		
<b>Promotion</b>				
Verbal acknowledgement at the opening and closing of plenary sessions	✓	✓		
Present winning award at closing ceremony	✓			
Dedicated EDM announcement distributed to full database	✓ x 2	✓ x 1	Joint recognition	Joint recognition
Social media post	✓ x 2	✓ x 1		
Logo on CYTO-Connect Perth 2025 Website with hyperlink	✓	✓	✓	✓
Logo acknowledgement in marketing emails	✓	✓	✓	✓
Logo acknowledgement on sponsors signage	✓	✓	✓	✓
Logo and profile on Conference App	150 words	100 words	75 words	50 words
Recognition on session slides	✓	✓	✓	✓

# SPONSORSHIP PACKAGES

All sponsorship packages are in Australian Dollars (AU\$) and include GST.

## PLATINUM SPONSOR

\$30,000

### EXCLUSIVE OPPORTUNITY

### PROMOTION

- Acknowledgement as a Platinum Sponsor of CYTO–Connect Perth 2025
- An opportunity to give a forty-minute scientific presentation in a plenary session, plus 5 minute Q&A (content to be approved by the committee, chaired by a key opinion leader)
- PLUS Exclusive Sponsorship of the Icebreaker Welcome Reception
- Sponsor’s own signage prominently displayed at the venue and the Icebreaker (maximum two pull-up banners to be displayed)
- Opportunity to host a breakfast session during the conference (catering costs will be additional)
- Opportunity to host a webinar post-conference
- Present winning award at closing ceremony
- 2 x Dedicated EDM announcement distributed to full database
- 2 x Social media post
- Logo and profile (150 words) on Conference App
- Recognition on session slides

- Logo recognition as a Platinum Sponsor in all Conference promotional material, including website (including link and company profile) and venue signage
- Inclusion in Exhibitor engagement initiative
- 1 x 3 minute video to be played once daily throughout the conference sessions
- Opted-in delegate list – name, organisation, position, city and country

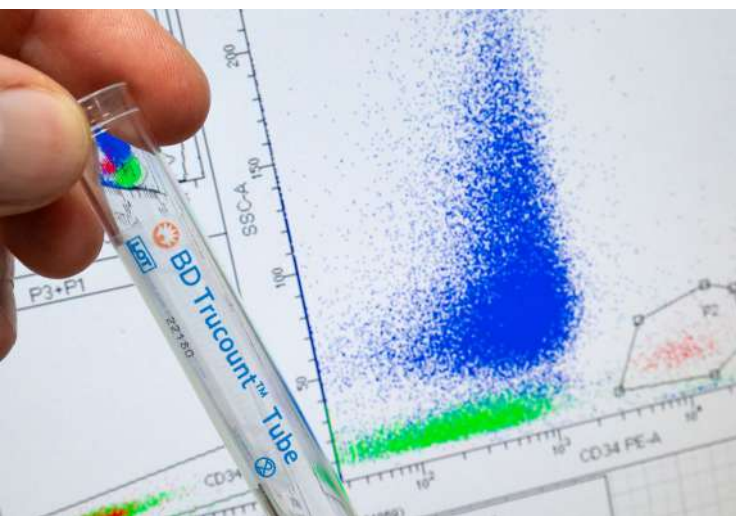
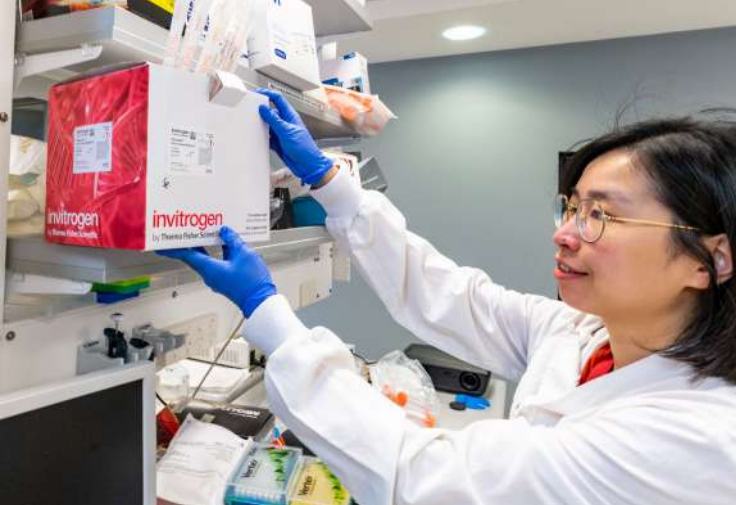
### ADDITIONAL BENEFITS

- Five registrations to attend the Conference including day catering, Icebreaker and the Conference Dinner
- One 6 metre x 3 metre exhibition booth in a prominent position
- Opportunity to supply branded gift to attendees, such as notebook, travel mug. Cost of gift at sponsors expense

**As the Platinum sponsor, we’ve identified sponsorship opportunities that you might like to add to give you more exposure and prominence at the conference. Please refer to Page 11.**







## GOLD SPONSOR

\$20,000

### TWO OPPORTUNITIES

#### PROMOTION

- Acknowledgement as a Gold Sponsor of CYTO-Connect Perth 2025
- An opportunity to give a twenty-minute scientific presentation in a plenary session, plus 5 minute Q&A (content to be approved by the committee, chaired by a key opinion leader))
- PLUS, exclusive sponsorship of one day's refreshment breaks (morning, afternoon refreshments and lunch)
- Logo recognition as the Day Refreshment Break Sponsor
- Your organisation's literature may be displayed on the catering stations on the day of the sponsored break (sponsor to supply)
- Your organisation's logo is displayed on each catering table during the sponsored break
- Sponsor's own signage prominently displayed at the venue (maximum two pull-up banners to be displayed)
- 1 x Dedicated EDM announcement distributed to full database
- 1 x Social media post
- Logo and profile (100 words) on Conference App
- Recognition on session slides

- Logo recognition as a Gold Sponsor in all Conference promotional material, including website (including link and company profile) and venue signage
- Inclusion in Exhibitor engagement initiative
- 1 x 3 minute video to be played throughout the sessions
- Opted-in delegate list – name, organisation, position, city and country

#### ADDITIONAL BENEFITS

- Three registrations to attend the Conference including day catering, Icebreaker and the Conference Dinner
- One 4 metre x 3 metre exhibition booth

**As a Gold sponsor, we've identified sponsorship opportunities that you might like to add to give you more exposure and prominence at the conference. Please refer to Page 11.**



## SILVER SPONSOR

12,500

### UNLIMITED OPPORTUNITIES

#### PROMOTION

- Acknowledgement as a Silver Sponsor of CYTO-CONNECT Perth 2025
- Sponsor's own signage prominently displayed at the venue (maximum two pull-up banners to be displayed)
- 1 x Dedicated EDM announcement distributed to full database (joint recognition)
- Logo and profile (75 words) on Conference App
- Recognition on session slides
- Logo recognition as a Silver Sponsor in all Conference promotional material, including website (including link and company profile) and venue signage
- Inclusion in Exhibitor engagement initiative
- Opted-in delegate list – name, organisation, position, city and country

#### ADDITIONAL BENEFITS

- Two registrations to attend the Conference including day catering, Icebreaker and the Conference Dinner
- One 3 metre x 3 metre exhibition booth

## BRONZE SPONSOR

\$6,000

### UNLIMITED OPPORTUNITIES

#### PROMOTION

- Acknowledgement as a Bronze Sponsor of CYTO-CONNECT Perth 2025
- Sponsor's own signage prominently displayed at the venue (maximum two pull-up banners to be displayed)
- 1 x Dedicated EDM announcement distributed to full database (joint recognition)
- Logo and profile (50 words) on Conference App
- Recognition on session slides
- Logo recognition as a Bronze Sponsor in all Conference promotional material, including website (including link and company profile) and venue signage
- Inclusion in Exhibitor engagement initiative
- Opted-in delegate list – name, organisation, position, city and country

#### ADDITIONAL BENEFITS

- One registration to attend the Conference including day catering, Icebreaker and the Conference Dinner
- One 2 metre x 3 metre exhibition booth

**We've identified sponsorship opportunities that you might like to add to give you more exposure and prominence at the conference. Please refer to Page 11.**

# ADDITIONAL SPONSORSHIP OPPORTUNITIES AT A GLANCE

There are many ways to connect with delegates at a conference; and sponsoring one of these items, is a great way to share your message.

These are available to add on to all sponsorship levels for an extra boost to your brand. If you've got something else in mind, please discuss this with us.

Conference Dinner sponsor	\$10,000	Available to Platinum & Gold
Satchel sponsor	\$10,000	Available to Platinum & Gold
Barista Cart sponsor	\$10,000	Available all levels
Name Badge and Lanyard sponsor	\$8,800	Available all levels
Conference App	\$7,700	Available all levels
Poster Session	\$6,600	Available all levels
Shared Lab Lounge	\$5,500	Available all levels
Conference WIFI	\$4,400	Available all levels
Registration Desk	\$4,400	Available all levels
Post-conference Lunch & Learn	\$4,400	Available all levels
Merchandise sponsor	\$2,200	+ Cost of merchandise
Indulgence Food Station Sponsor	\$2,200	Per day + cost of selected food item
Signage Boost	\$2,200	+ Cost of production





# EXCLUSIVE PLATINUM & GOLD SPONSOR OPPORTUNITY

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## CONFERENCE DINNER SPONSOR - \$10,000

To be held on Friday 28 November 2025, this exclusive sponsorship provides your organisation with the highest level of engagement with delegates. It's also an opportunity to network and mingle with your potential customers in a fun, social and relaxed atmosphere.

- Exclusive sponsorship and acknowledgement as the CYTO-Connect Perth 2025 Conference Dinner Sponsor
- An opportunity to welcome guests to the Conference Dinner (five minutes maximum). Note depending on the final location of the conference dinner, this could be made in the plenary session on the day of the dinner
- Logo recognition as the Conference Dinner Sponsor in all Conference promotional material, including Conference Mobile App, website (including link and company profile) and signage
- Opportunity to provide a small, branded gift for each delegate at the dinner (to be provided by sponsor)
- Recognition as the Conference Dinner Sponsor on dinner menus and signage
- Verbal recognition as the Conference Dinner Sponsor in the opening remarks
- Sponsor's own signage displayed at the Conference Dinner (sponsor to supply. A maximum of two pull up banners to be displayed)
- 5 x tickets to the conference dinner
- Two (2) complimentary delegate registrations inclusive of sessions, catering, and Icebreaker / Welcome Reception

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## CONFERENCE SACHEL SPONSOR - \$10,000

The delegate satchel sponsorship is one of the most effective packages for ongoing brand exposure. The satchel will be co-branded with the CYTO-Connect Perth 2025 logo and the sponsor logo.

- Exclusive sponsorship and acknowledgement as the Delegate Satchel Sponsor
- Your logo featured on each delegate satchel alongside the conference logo
- Logo recognition as the Delegate Satchel Sponsor in all Conference promotional material
- Two (2) complimentary delegate registrations inclusive of sessions, catering, and Icebreaker / Welcome Reception

# AVAILABLE ALL LEVELS OF SPONSORSHIP

## BARISTA CART SPONSOR - \$10,000

- Naming rights of one Barista Cart and lounge at CYTO-Connect Perth 2025
- Opportunity to brand the barista cart area – two pull up banners and promotional material within the area (barista lounge furniture supplied)
- Opportunity to supply corporate branded aprons, caps and coffee cups
- Logo recognition as the Barista Cart Sponsor in all Conference promotional material
- Cart branded with your logo
- Two (2) complimentary delegate registrations inclusive of sessions, catering, and Icebreaker / Welcome Reception

## NAME BADGE AND LANYARD SPONSOR - \$8,800

Every registered delegate will receive an official name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access to the exhibition and sessions.

- Logo printed on each delegate name badge and lanyard. (size and placement of logo will be at the discretion of the Organising Committee)
- One (1) complimentary delegate registration Inclusive of sessions, catering, and Icebreaker / Welcome Reception





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## CONFERENCE APP SPONSOR - \$7,700

The conference app continues to grow in popularity with delegates accessing the program, speakers biographies and exhibitor information.

The conference app sponsor will enjoy a banner ad on the front page of the app which delegates will access each day of the conference – this is a great package for continuous exposure over the four days of the conference.

- Banner advertisement to be placed on menu page of the App (sponsor to provide content)
- One (1) push notification advertisement on App (content provided by sponsor)
- One (1) complimentary delegate registration Inclusive of sessions, catering, and Icebreaker / Welcome Reception

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## POSTER SESSION SPONSOR - \$6,600

This sponsorship Includes one dedicated Poster Session.

- Small signs featuring sponsor logo on poster boards (provided by organisers) to be displayed from Thursday to Saturday
- Program recognition as poster sponsor
- Opportunities to provide pull up banner to be located in the poster area



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## SHARED LAB LOUNGE SPONSOR - \$5,500

A place for delegates to sit and relax, branded with your logo; and information

- Small signs featuring sponsor logo on positioned around the lounge area (provided by organisers)
- Program recognition as Shared Lab Lounge sponsor
- Opportunities to provide pull up banner to be located in the area
- Seating for up to 20, in a relaxed environment

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## WIFI SPONSOR - \$4,400

We will need everyone connected. Become the wifi sponsor, and we will brand the WIFI connection with your name.

- Logo recognition as the Internet (Wi-Fi) Sponsor on access signage around venue
- Logo recognition as the Internet (Wi-Fi) Sponsor in all Conference promotional material,
- One electronic advertisement for inclusion on the Conference Mobile App (finished artwork to be supplied by sponsor)

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## REGISTRATION DESK SPONSOR - \$4,400

It's the first place delegates come to; and you can have your logo next to our Platinum sponsor, as the registration desk sponsor.

- High traffic branding opportunity
- Recognition in conference materials

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## POST CONFERENCE LUNCH & LEARN SPONSOR - \$4,400

On Sunday 30 November 2025 a post-conference workshop will be held. We are offering 3 sponsorships for a 15 minute presentation during the lunch break.

- 15 minute speaking opportunity to a portion of the workshop attendees, estimated numbers to the workshop, are 60-80
- Recognition as a sponsor within the program

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## MERCHANDISE SPONSOR - \$2,200

### + COST OF MERCHANDISE

Why not leave a lasting memory with delegates. You can choose what you'd like to provide as a gift. This should be co-branded with the conference logo. Merchandise at your own cost (organisers can arrange this for you).

- Supply should cover the number of expected attendees of 350
- Reusable coffee mug etc.

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## INDULGENCE FOOD STATION (PER DAY) - \$2,200

### + COST OF FOOD CHOICE

To help provide a special treat to our delegates we will be offering on each day of the conference and additional item of food. Why not be associated with this enjoyment.

- Your brand will be associated with the station; and the food item of either, popcorn, icecream, or juice bar. Take your pick.

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## SIGNAGE BOOST - \$2,200

### + COST OF PRODUCTION

Why not make a real splash with your company branding at the conference venue. Please contact [Kim Murray](#) for further details.





## CONFERENCE MARKETING & PUBLIC RELATIONS

A professionally planned marketing strategy will ensure the benefits of attending CYTO-Connect Perth 2025 are widely known internationally. Extensive direct mail campaigns, an official website supported by regular email newsletters plus editorial and advertising in professional publications will provide potential delegates, sponsors and exhibitors access to current information about the Conference.

## EXHIBITION DETAILS

All conference lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates.

Please note the floor plan is subject to change at the discretion of the venue or the conference organisers at any time. The floor plan for the exhibition will be forwarded as soon as it is finalised.

## ADDITIONAL TICKETS AND REGISTRATIONS

An additional exhibitor registration can be purchased for \$795, which includes:

- Daily catering
- Attendance at Conference sessions
- Attendance at the Icebreaker

Dinner tickets may be purchased separately.

This Exhibitor/ Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event.

Please note there is a maximum of two additional exhibitor registrations per sponsor or exhibitor.

## APPLIANCE TESTING

All electrical appliances and leads used on site must comply with the Australian Standard AS/ NZ 3760:2010, which requires the appliance to be inspected, tested and tagged. Items that do not comply will not be permitted to be used onsite. Electrical items such as switchboards, cables and outlet fittings must comply with the Australian electrical wiring standard AS/NZS 3000:2007 and be installed by a qualified A grade electrician. Note: Double adaptors will not be permitted on site, instead power boards with overload cut off are permitted. NOTE: The venue is at liberty to check that the electrical appliances you bring on site are appropriately tagged.

## EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

A full set of terms and conditions for conference sponsorship and exhibition packages are available on the conference website. When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.