Cosmetex 2013

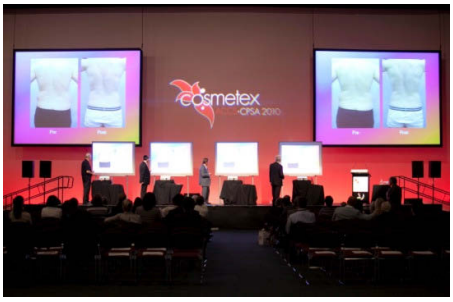
Event Statistics

Event Name:	Cosmetex Conference 2013
Hosts:	Australasian College of Cosmetic Surgery (ACCS)
Date:	Wednesday 17 – Saturday 20 April 2013
Venue:	Melbourne Convention Centre
Conference Delegates:	645

Sponsorship:	Platinum Plus; Gala Dinner:	Merz
	Platinum Plus; Welcome Rec:	Allergan
	Platinum:	Mondeal
		Device Technologies
		Rationale
	Gold Plus:	Q-Med
		Syneron Candela
	Gold:	Medtel
		High Tech Laser Australia
		Synergie Minerals
		Device Consulting
	Silver:	Scanmedics
		AMSL
		Equipmed
	Delegate Apparel:	Syneron Candela
	Paramedical Skincare Symp:	Ultraceuticals
	Workshop:	Inova Pharmaceuticals
		Q-Med
		Lumenis

As well as Satchel Inserts, Electronic Advertising Sponsor and Advertising Sponors

Streams:	4	(including parallel 2 Day Paramedical Symposium)
Workshop Streams:	3	
Exhibitors:	66	
Speakers:	80	
Media Representatives:	15	
Conference Website:	**www. Cosmetex.org/melbourne2013**	



The Client

The Australasian College of Cosmetic Surgery was established in 1999 as a multi-disciplinary body consisting of general surgeons, plastic surgeons, dermatologists, ear nose and throat surgeons, ophthalmologists and other doctors who were already specializing in cosmetic surgery. The ACCS is the only group in Australia with a single focus on cosmetic surgery and medicine and is the only one which offers formal training and accreditation in cosmetic medicine and surgery.

About the Conference

The 14th Annual Conference of the Australasian College of Cosmetic Surgery (ACCS) was held in Melbourne, from Wednesday 17 – Saturday 20 April, 2013 at the Melbourne Convention Centre. Cosmetex 2013 is the largest Scientific Congress in Australasian devoted exclusively to Cosmetic Medicine and Cosmetic Surgery.

The three-day academic program and two-day parallel Paramedical Skin Care Symposium program featured world renowned plastic, reconstructive and cosmetic surgeons; cosmetic physicians; dermatologists; and specialists in the field of lasers. There was a wealth of international experts and keynote speakers sharing their knowledge with supporting Workshops, Interactive Panel Discussions.

The trade display was extended with the addition of new companies coming on board.

Cosmetex is the most successful cosmetic surgery and medicine meeting in Australia and attracts world renowned plastic, reconstructive and cosmetic surgeons; cosmetic physicians; dermatologists; and laser specialists

Conference Program

The objectives of the Conference were achieved by ensuring a comprehensive and well planned program was established. The Conference program is presented in a variety of mediums designed to give maximum information exchange. These mediums include;

- 3 day Scientific Program
- 2 Day Paramedical Program
- 3 concurrent streams of workshops
- ACCA Breakfast Meeting
- Welcome Reception
- Gala Dinner, showcasing high profile Australian entertainment
- Parallel Trade Display, with 66 exhibitors

The Role of International Conferences and Events (ICE)

ICE has a long standing relationship with ACCS, first appointed to manage the 2009 Conference in Sydney. Over the past 5 years ICE has worked closely with the ACCS formulating strategies to achieve not only their Conference goals but also the objectives of the College, including increased memberships, long term sponsor relationships and the Conference rebrand.

Key Achievements

- Exceeded Sponsorship and Exhibition target by 29%, by offering packages and inclusions developed through past vendor feedback
- Created and produced themed Gala Dinner, including high profile personalities and celebrities
- Increased surplus, by continued growth of the Conference