



# COSMETEX16

## THE COSMETIC SURGERY AND MEDICAL EXPO

### COSMETEX 2016

#### Event Statistics

Event Name: Cosmetex 2016  
 Host: Australian College of Cosmetic Surgery (ACCS)  
 Date: Thursday, 12 May – Saturday, 14 May 2016  
 Location: Sydney, NSW  
 Venue: The Hilton, Sydney, NSW

Conference Delegates: 424  
 Exhibition Booths: 39  
 Sponsors: 16

Name Badge and Lanyard: High Tech Laser  
 Coffee Cart Sponsor: Innovative Medical & Stratpharma  
 Opening Reception Sponsor: High Tech Laser  
 Networking Dinner Sponsor: Merz Australia  
 Satchel Insert: Allergan  
 Australasian Academy of Cosmetic Dermal Science  
 Finlease

Streams: 3  
 Speakers: 54

Conference Website: [www.cosmetex.org](http://www.cosmetex.org)



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## The Client

The Australian College of Cosmetic Surgery (ACCS) 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 specialising 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 annual conference brings together cosmetic and plastic surgeons, dermatologists, cosmetic physicians, nurses and other cosmetic health practitioners and industry suppliers, to one of the worlds most important meetings in the specialty area of cosmetic medical practice and is the largest of its kind in the southern hemisphere.

## Conference Program

The objectives of the conference were achieved by ensuring a comprehensive and well planned program was established using a variety of mediums, these included;

- 3 days Surgical and Non Surgical Program
- Welcome Networking Function
- Live Demonstration Workshops
- Welcome Reception
- Gala Dinner
- AGM and Specialised Group Meetings

## The Role of International Conferences and Events Australia

ICE Australia has a long standing relationship with ACCS, first appointed to manage the 2009 Conference in Sydney. Over the past 8 years ICE Australia 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 and long term sponsor relationships.

## Key Achievement

Cosmetex faced increasing market competition with the entry of new competitors. A competitive analysis was conducted to compare price and product offerings. In doing so the conference held market share by implementing the following:

- A robust scientific program catering for the broader industry: medical practitioners; and practice managers.
- Targeted marketing strategy for the different program segments.
- There is a fantastic onsite response to the new program structure, with highly attended sessions through to the last afternoon
- The overall feedback from conference stakeholders suggests Cosmetex continues to be perceived as the benchmark meeting in its industry, with many wanting to confirm for 2017.



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## Sponsors and Exhibitors



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