



2021 TROG

23-24 March 2021
Virtual Annual Scientific Meeting



Sponsorship
and Exhibition
Prospectus



ONLINE AND
ONWARDS



TROG
CANCER
RESEARCH

asm.trog.com.au

OPPORTUNITIES AT A GLANCE

Sponsorship

Sponsorship	Package	Investment	Opportunities	Entitlements
Sponsors	Platinum Sponsor	\$16,500	4	Page 7
	Gold Sponsor	\$9,900	3	Page 8
	Silver Sponsor	\$6,600	4	Page 8
	Bronze Sponsor	\$4,400	6	Page 9
Scientific Program	Technical Research Workshop Sponsor	\$6,600	Exclusive	Page 9
	International Invited Speaker Sponsor	\$8,800	2	Page 10
Social Program	Speed Networking Session Sponsor	\$5,500	Exclusive	Page 11
Technology	Gamification Prize Sponsor	\$3,300	Exclusive	Page 11
Breaks	Virtual Lunch Break Sponsor	\$3,300	2	Page 12
	Virtual Wellness Break Sponsor	\$3,300	2	Page 12
	Virtual Coffee Break Sponsor	\$3,300	4	Page 12
Marketing	Virtual Platform Notification	\$660	Multiple	Page 13
	ASM App Push Notification	\$1,100	Multiple	Page 13
	ASM App e-Flyer/Advertisement	\$770	Multiple	Page 13

Exhibition

Exhibition	Package	Investment	Entitlements
Exhibition Opportunity	Virtual Exhibition Booth	\$3,300	Page 14

INVITATION TO THE TROG 2021 ASM

On behalf of the TROG ASM Organising Committee, we welcome you to participate in our 33rd Annual Scientific Meeting (ASM) to be held virtually from 23 – 24 March 2021.

The TROG Organising Committee and TROG Board have been monitoring the COVID-19 situation closely. Due to ongoing risks, travel and gathering restrictions, together with the overwhelming success of our TROG 2020 Virtual ASM a decision has been made to proceed with a virtual ASM in 2021.

The Virtual ASM format will provide delegates from around the world with an exciting opportunity to share educational and scientific content, without the need to meet face-to-face. A highly interactive program is currently being developed to include engaging keynote presentations and panel sessions, with topical content and networking opportunities, showcasing both national and international presenters. The full and extensive program will include two days of scientific sessions showcasing radiation oncology clinical trials, discussion of new trial concepts, future research directions and technological advancements.

Moving the ASM to a digital platform allows us to continue developing the industry and encouraging thought leadership, while safeguarding the health and wellbeing of our members, staff and ASM delegates. It also allows participants to stay informed and connected from the comfort of their own home!

As an exhibitor or sponsor, the virtual ASM offers you a prime cost-effective marketing opportunity without additional budget, time, and travel constraints. You can join the event from your desktop or laptop from the comfort and convenience of your home or office.

We look forward to welcoming you to the TROG 2021 ASM and collaborating with you at this event.

Dr Renee Finnigan
Co-Convenor

Dr John Shakeshaft
Co-Convenor

Contacts

TROG Cancer Research



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TROG 2021 Virtual ASM Organisers



Encanta Event Management
Suite 348, St Kilda Road Towers
1 Queens Road, Melbourne VIC 3004
T: +61 3 9863 7609
E: faith.gasparini@encanta.com.au

Not one size fits all - Tailor Made Packages

We recognise that not one size fits all and the following packages are suggestions only. If your organisation is keen to participate and has a certain marketing objective or budget, please contact the ASM Organisers Encanta to discuss other potential packages to ensure your priorities as a supporter are achieved – faith.gasparini@encanta.com.au.

ABOUT TROG CANCER RESEARCH

For over 30 years, TROG Cancer Research has been making a real difference through quality radiotherapy research. We are proud to be known as one of the highest recruiting cancer collaborative trials group in Australia and New Zealand. Since our inception, more than 14,700 people have volunteered to participate in 105 TROG clinical trials. We collaborate with more than 180 hospitals and cancer centres (including public and private facilities) throughout the world.

Our organisation, consisting of more than 1,500 members, is made up of an extensive network of oncologists, radiation therapists, physicists, data managers and other researchers conducting high quality research across a range of cancers all over the world.

Our Mission

TROG conducts world-class research involving radiotherapy to improve outcomes and quality of life for people affected by cancer.

Our Values

Collaboration: We will work with key stakeholders, organisations and community groups who share our aim of defeating cancer.

Quality: Our research is guided by innovation, best practice, rigour and accuracy.

Care: We provide the utmost care and consideration for patients and families, as well as members of our own team and all those with whom we come into contact during the course of our work.

HIGHLIGHTS FROM THE TROG 2020 VIRTUAL ASM

- 285 delegates
- 6 states and territories and 6 countries represented
- 6 keynote speakers
- 62 presentations
- 13 Exhibitors and 14 sponsors

DELEGATE PROFILE

The TROG ASM attracts cancer researchers from a range of disciplines working in the fields of Radiation Oncology and Interventional Oncology. Delegates include leading Australian and New Zealand clinicians, health professionals and researchers such as radiation oncologists, medical physicists, radiation therapists, interventional oncologists, medical oncologists, surgeons, research nurses, study coordinators, statisticians, health economists, consumers and other clinical trials personnel.

WHY BE INVOLVED?

The TROG Virtual ASM is our premier event, bringing together the leading professionals in radiation oncology research, providing an opportunity to connect and showcase your organisation. The ASM will provide a dynamic, interactive, educational and social program to ensure we are at the forefront of research into innovative techniques in the delivery of cancer treatments.

Heightened visibility

Sponsorship provides an excellent opportunity to promote your organisation and support your brand, maintaining a high profile among specialists, before, during and after this event. There is no better way to position your organisation to more than 250 leading professionals in radiation oncology research from across Australia, New Zealand and other parts of the world.

Strengthen your brand in the market

Delegates are keen to improve their knowledge and skills. Aligning your company with this powerful educational experience demonstrates your commitment to assisting professional development and further strengthens your brand within the market.

Networking

Virtual interaction with delegates during all breaks via the Meeting Hub in addition to virtual social networking activities will benefit sponsors and exhibitors significantly from exposure to a keenly interested, relevant and, above all, influential audience in an educational environment. Virtual networking develops quality business relationships by having direct engagement in a relaxed environment. Sponsorship also provides you with an opportunity to renew relationships and establish new professional connections.

Sales growth

Sponsors will benefit from an interested, relevant and influential audience in an educational and social environment. This may lead to new or increased sales. Exhibiting within the virtual exhibition platform provides an excellent platform for face to face engagement through video chat and live chat which is the key to building strong business relationships and increasing sales.

VIRTUAL PLATFORM

The TROG Virtual ASM 2021 will be hosted through the virtual program called on OnAIR. The virtual platform enables delegates to listen and interact with presentations, ask live questions, connect with delegates and sponsors via the Meeting Hub, visit the virtual exhibition, host live chat and video conversations with exhibitors and participate in virtual networking sessions.

[Click here](#) to view the Meeting Hub

[Click here](#) to view the Virtual Exhibition Platform.

Note: if you have trouble opening these web pages, we suggest copying the web address and pasting into your browser.

PROGRAM OVERVIEW

Monday 22 March 2021	Radiation Oncology Trainee SMART Workshop
Tuesday 23 March 2021	Virtual Exhibition
	Official ASM Opening
	Scientific, Plenary and Concurrent Sessions
	Technical Research Workshop (TRW)
	Virtual Networking Activities
Wednesday 24 March 2021	Virtual Exhibition
	Scientific, Plenary and Concurrent Sessions

Please note this program is subject to change.

SPONSORSHIP PACKAGES

Platinum - \$16,500 (Four opportunities)

Attendance

- Eight virtual registrations (registration includes access to all program and virtual networking sessions).

Display

- One complimentary virtual exhibition booth.

Marketing Opportunities

- Company logo included on home page of the virtual platform.
- Company logo and website link included on the sponsors' page of the ASM website.
- Company listing, logo and 150-word profile included in the Virtual Exhibition platform and ASM app.
- Electronic flyer available for delegates to download via the Virtual Exhibition.
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition and Virtual Meeting Hub.
- One virtual platform push notification sent during the ASM at a time mutually acceptable to both the sponsor and Organising Committee.
- One ASM app push notification sent during the ASM at a time mutually acceptable to both the sponsor and Organising Committee.
- 60 second company video to be played during one session break.
- Company logo and 100-word article to be included in one EDM distributed to the TROG database.
- Logo inclusion in branded material distributed across sponsor and exhibitor social platforms in the leadup to the ASM.
- One social media post announcing partnership across TROG Facebook, Twitter and LinkedIn accounts.

Additional Benefits

- Verbal recognition as a Platinum Sponsor by session chairs throughout the Virtual ASM.
- Opportunity to host a 30-minute virtual breakfast session, including provision of a branded breakfast voucher for breakfast attendees (at sponsor's expense).
- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).

Gold - \$9,900 (Two opportunities)

Attendance

- Six virtual registrations (registration includes access to all program and virtual networking sessions).

Display

- One complimentary virtual exhibition booth.

Marketing Opportunities

- Company logo and website included on the sponsors' page of the ASM website.
- Company listing, logo and 100-word profile included on the Virtual Exhibition platform and ASM app.
- Electronic flyer available for delegates to download via the Virtual Exhibition.
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition and Virtual Meeting Hub.
- One virtual platform push notification sent during the ASM at a time mutually acceptable to both the sponsor and Organising Committee.
- One ASM app push notification sent during the ASM at a time mutually acceptable to both the sponsor and Organising Committee.
- 30 second company video to be displayed throughout one session break.
- Company logo and 50-word article to be included in one EDM distributed to the TROG database.
- Logo inclusion in branded material distributed across sponsor and exhibitor social platforms in the leadup to the ASM.

Additional Benefits

- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
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Silver - \$6,600 (Three opportunities)

Attendance

- Four virtual registrations (registration includes access to all program and virtual networking sessions).

Display

- One complimentary virtual exhibition booth.

Marketing Opportunities

- Company logo and website link included on the sponsors' page of the ASM website.
- Company listing, logo and 50-word profile included on the Virtual Exhibition platform and ASM app.
- Electronic flyer available for delegates to download via the Virtual Exhibition.
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition and Virtual Meeting Hub.
- Company logo to be included in one EDM distributed to the TROG database.

Additional Benefits

- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
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Bronze - \$4,400 (Six opportunities)

Attendance

- Two virtual registrations (registration includes access to all program and virtual networking sessions).

Display

- One complimentary virtual exhibition booth.

Marketing Opportunities

- Company logo and website link included on the sponsors' page of the ASM website.
- Company listing, logo and 50-word profile included on the Virtual Exhibition platform and ASM app.
- Electronic flyer available for delegates to download via the Virtual Exhibition.
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition and Virtual Meeting Hub.
- Company logo to be included in one EDM distributed to the TROG database.

SCIENTIFIC PROGRAM OPPORTUNITIES

Technical Research Workshop (TRW) - \$6,600 (Exclusive)

The TRW is a highly successful TROG Cancer Research initiative that provides a forum for the professional development of radiation therapists, medical physicists and radiation oncologists with a strong interest in the technological and technical issues at the forefront of research. The workshop attracts a multi-disciplinary audience with more than 80 virtual delegates attending. Topics that have been discussed previously include MR-only Simulation, Deformable Image Registration, Patient Outcomes and QoL, Particle Therapy as well as clinical trial updates and knowledge based planning. The TRW also features the TROG Planning Challenge and TROG Contour Accuracy Challenge, with more than 150 participants world-wide taking part to plan studies, testing their contouring accuracy and analytics for radiation oncology.

Attendance

- Two virtual registrations (registration includes access to all program and virtual networking sessions).
- Four virtual registrations to the Technical Research Workshop.

Marketing Opportunities

- Company logo and website link included on the sponsors' page of the ASM website.
- Company logo included on the Virtual ASM platform and ASM app.
- Company logo included in ASM virtual program and workshop promotional materials.
- Company logo to be included in one EDM distributed to the TROG database.

Additional Benefits

- Opportunity to give a 5-minute address during the sponsored Workshop.
- Opportunity to play a 2-minute company video prior to the Workshop.
- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).

International Invited Speaker Sponsor - \$8,800 (Two opportunities)

Show your support for the education and professional development of our research community by supporting the attendance of an international invited keynote speaker presenting during the Virtual ASM.

Attendance

- Two virtual registrations (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo, website link and 50-word profile included on the sponsors' page of the ASM website and ASM app.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- International Invited speaker listed on the program followed by '*sponsored by company name*'.
- Verbal acknowledgement during the Opening ASM Session and at the commencement of sponsored speaker's presentation, by the session chair.
- Company logo to be included in one EDM distributed to the TROG database.

Additional Benefits

- Opportunity to introduce the sponsored speaker, or provide a vote of thanks at the conclusion of the sponsored speaker's presentation.
 - Opportunity for a 2-minute address during the sponsored session.
 - List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).
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SOCIAL PROGRAM OPPORTUNITIES

Speed Networking Session - \$5,500 (Exclusive)

The Speed Networking Session will be held during the ASM and is an opportunity for delegates to network in an informal environment.

Attendance

- Two virtual registrations (registration includes access to all program and virtual networking sessions).
- Four additional complimentary Speed Networking Session tickets.

Marketing Opportunities

- Naming rights to be recognised as the 'Speed Networking Session sponsored by *sponsor name*'.
- Company logo and website link included on the sponsors' page of the ASM website and ASM app.
- Company logo on screen prior to session commencing.

Additional Benefits

- Opportunity to suggest one discussion topic to be included in the speed networking session.
- Opportunity to play a 2-minute company video prior to the networking event.
- Opportunity to provide a food/drink pack to be distributed to delegates attending (at sponsor's expense).
- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).

Gamification Prize Sponsor - \$3,300 (Exclusive)

Delegates are encouraged to interact with the virtual platform through a points system. Delegates with the highest number of points go in the draw to win the sponsored prize.

Attendance

- One virtual registration (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo displayed alongside gamification prize.
 - Company logo and website link included on the sponsors' page of the ASM website.
 - Opportunity to network with delegates via Virtual Meeting Hub.
 - Opportunity for company representative announce prize winners.
-

CATERING/BREAK OPPORTUNITIES

Lunch Break - \$3,300 (Two opportunities)

Provide delegates a sponsored lunch voucher to ensure they're refuelled for remainder of the day.

Attendance

- One virtual registration (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo and website link included on the sponsors' page of the ASM website and ASM app.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- Company logo on screen prior to session commencing.

Additional Benefits

- Opportunity to play a 2-minute company video at the commencement of the sponsored lunch break.
- Opportunity to provide a branded lunch voucher (at sponsor's expense).

Wellness Break - \$3,300 (Two opportunities)

The wellness break provides delegates the opportunity to switch off with a 15-minute wellness session each day of the ASM program.

Attendance

- One virtual registration (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo and website link to be included on the sponsors' page of the ASM website and ASM app.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- Company logo on screen prior to session commencing.

Additional Benefits

- Opportunity to play a 2-minute company video at the commencement of the virtual wellness break.

Coffee Break - \$3,300 (Four opportunities)

Everyone loves coffee! This is a great way to ensure that your brand is recognised and appreciated. Delegates will be issued a coffee box to be enjoyed during the ASM.

Attendance

- One virtual registration (registration includes access to all program and virtual networking sessions).

Marketing Opportunities

- Company logo and website link included on the sponsors' page of the ASM website and ASM app.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- Company logo on screen prior to session commencing.

Additional Benefits

- Opportunity to play a 2-minute company video at the commencement of the virtual coffee break.
- Opportunity to provide delegates with a branded coffee box (at sponsor's expense).

MARKETING OPPORTUNITIES

Virtual Platform Push Notification - \$660 (Multiple opportunities)

Your organisation will have the opportunity to send one push notification through the Virtual Event Platform. Content and timing of the push notification is to be approved by the ASM Organisers.

ASM App Marketing Opportunities (Multiple opportunities)

- Push Notification: \$1,150
- e-Flyer/Advertisement: \$770

VIRTUAL EXHIBITION SHOWCASE

The Virtual Exhibition will give your organisation the opportunity to promote your products and services directly to purchase decision-makers in your target market.

Exhibitors will be provided with access for their staff to manage their virtual exhibition stand. Attendees can browse the virtual hall, and interact with stand personnel. When an attendee selects an exhibitor they wish to visit, they can request a live virtual conversation with that exhibitor. The exhibitor sees a list of attendees in a queue and chooses one at time to have a video conversation with.

Exhibitors can share a PowerPoint slide deck, and optionally, the interaction can be recorded. Even if the Virtual Exhibition hall is not open, attendees can still visit it and view exhibitor profiles and download brochures in advance of the exhibition hall opening.

Virtual Exhibition Booth

\$3,300

Each individual exhibition stand includes:

- Company listing in the Virtual Exhibition.
- Company logo and profile on the Virtual Exhibition Platform.
- Company logo and profile on the ASM app.
- Electronic flyer available for delegates to download via the Virtual Exhibition
- Company video available for delegates to view in the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Exhibition.
- Opportunity to network with delegates via the Virtual Meeting Hub.
- Two virtual exhibitor registrations for stand personnel.
- Company logo and website link included on the sponsors' page of the ASM website.
- List of all registered delegates (name and institution/organisation) at conclusion of the ASM (subject to Privacy Act conditions).

Exhibitor Registration

Exhibitor stands will receive two complimentary exhibitor registrations with each booth purchased. All additional staff members wishing to attend the ASM must register at a fee of \$300.00 per person.

Exhibition Timetable (Subject to change)

Tuesday 23 March	9.00am – 4.30pm
Wednesday 24 March	9.00am – 4.30pm

TERMS AND CONDITIONS

- By returning a booking form via online or printed copy confirms your acceptance of these terms and conditions.
- All bookings are subject to approval and we reserve the right to refuse an application.
- Encanta Event Management and the ASM Organising Committee reserve the right to alter any aspect of the event program. Please refer to the event website for the latest information.
- Encanta Event Management and the ASM Organising Committee will take all diligent care to fulfil the sponsorship and exhibition commitments as outlined in the Sponsorship & Exhibition Prospectus.
- Sponsors and Exhibitors are responsible for providing all the information and/or artwork required by the Organisers by the due dates requested by the Organisers.
- Sponsors and exhibitors are responsible for providing all their requirements by the due dates if requested by the Organisers.
- Encanta Event Management and the ASM Organising Committee reserve the right to introduce additional sponsorship packages should the opportunity arise.
- Sponsors and Exhibitors are required to make the necessary payments as per the payment schedule below (unless otherwise negotiated):
 - 50% due within 14 days of invoice date.
 - Remaining 50% is due by no later than 21 January 2021
 - Booking forms received after 21 January 2021 require full payment.
- All Organisations are expected to conduct their business in a professional, ethical manner and any breach will result in immediate cancellation of the Sponsorship/Exhibition package.
- Exhibitors must provide Public Liability insurance to a minimum of A\$20 million. A copy of the public and product liability certificate must be submitted to Encanta Event Management no later than 3 months prior to the event date and ensure cover includes the event dates.
- No exhibitor shall sublet, share, assign or apportion part or all of their booked space except upon written consent from the Organising Committee.
- All promotion must be conducted from your virtual booth.
- We (Encanta and the Local Organising Committee), as the ASM Organisers, may in our absolute discretion nominate to either postpone or cancel the TROG 2021 ASM without providing a refund. Cancellation or postponement may be necessary due to acts, events or causes beyond our reasonable control, including, but not limited to, acts of God, industrial disputes, failure in electricity supply or gas supply, war, civil strife, flood, storm, fire, accident, unavailability of raw materials or supplies, explosion, global health emergency (including coronavirus COVID-19), epidemic, breakdown of plant, machinery or equipment or shortages of labour, transportation, fuel, power, plant, machinery, equipment or material.
- All activities must comply with the medicines and medical devices code of conduct.

Sponsorship & Exhibition Cancellation and Dates

- The submission of an application by a representative from your organisation is regarded as a firm booking.
- All cancellations must be made in writing to the Organisers and notice acknowledged in writing by the Organisers.
- Any reduction in a sponsorship (once accepted by the Organisers) will be considered a cancellation and the cancellation policy will apply.
- Any reduction in exhibition allocation (once accepted by the Organisers) will be considered a cancellation and the cancellation policy will apply.
- Should the balance payment be outstanding at time of cancellation, the sponsor and/or exhibitor is liable for the balance as per the cancellation policy.
- Sponsorship and Exhibition cancellation dates
 - Before and including 21 December 2020: full refund less a \$250 administration charge.
 - From and including 22 December 2020 until 21 January 2021: A 50% cancellation fee of total contribution will apply.
 - From 21 January 100% cancellation fee and will be liable for full payment.



TROG 2021 VIRTUAL ASM SPONSORSHIP/EXHIBITION APPLICATION FORM

Please email this form to:
 Encanta Event Management
 Suite 348, St Kilda Road Towers
 1 Queens Road
 Melbourne VIC 3004
faith.gasparini@encanta.com.au

ABN: 82 064 781 568 - EECW Pty Ltd trading as Encanta Event Management

CONTACT DETAILS

Please print clearly in block capitals. Note this is the name that will appear on any printed material and your booth fascia sign)

NAME:

ORGANISATION:

POSITION:

ADDRESS:

SUBURB:

STATE:

POSTCODE:

COUNTRY:

TELEPHONE:

FACSIMILE:

EMAIL:

MOBILE:

WEBSITE:

SPONSORSHIP & EXHIBITION PACKAGE

All costs are shown in Australian dollars and include GST.

Package	Investment	✓	Package	Investment	✓
Platinum Sponsor	\$16,500		Lunch Break Sponsor	\$3,300	
Gold Sponsor	\$9,900		Wellness Break Sponsor	\$3,300	
Silver Sponsor	\$6,600		Coffee Break Sponsor	\$3,300	
Bronze Sponsor	\$4,400		Virtual Platform Notification	\$660	
Technical Research Workshop Sponsor	\$6,600		ASM App Push Notification	\$1,100	
International Invited Speaker	\$8,800		ASM App e-Flyer/Advertisement	\$770	
Speed Networking Session	\$5,500		Virtual Exhibition Booth	\$3,300	
Gamification Prize Sponsor	\$3,300				

PAYMENT

Method of payment (please indicate)

- I require a tax invoice to make payment
- Send me a link to pay via credit card

Please note that a 1.81% surcharge will be incurred for credit card payments.

EU GDPR – only applicable to European Union Citizens

In response to the General Data Protection Regulations that affect citizens of the European Union from 01 May 2018, you acknowledge and agree that some of your personal details will have to be provided to TROG as owners of this event and that Encanta Event Management will need to pass on your full name, position and organisation to a limited number of third party suppliers eg. printers producing for example your name badge, attendance certificate and so on. This is to facilitate your support of the ASM and ensure you are identified as a sponsor or exhibitor of this event and therefore receive all entitlements associated with your sponsorship or exhibition type and fee paid.

I agree to the statement above:

I do not agree to my personal details being provided to the identified organisations for the purposes outlined above. By not agreeing I understand I will not receive professionally produced documentation. I acknowledge that this excludes my personal information being provided to third parties:

Terms and Conditions

I agree to the terms and conditions stated on page 15