



ACORN 2024
STAND DETAIL

ACORN outline

Thursday 28th / Friday 29th November / half day Saturday 20th

OBJECTIVES

- Drive interest and engagement with Multigate stand
- Deliver new product news and innovation (with a view to gathering leads / new clients / sales)
- Create talkability and fun factor
- Learn from our customers, insights and feedback

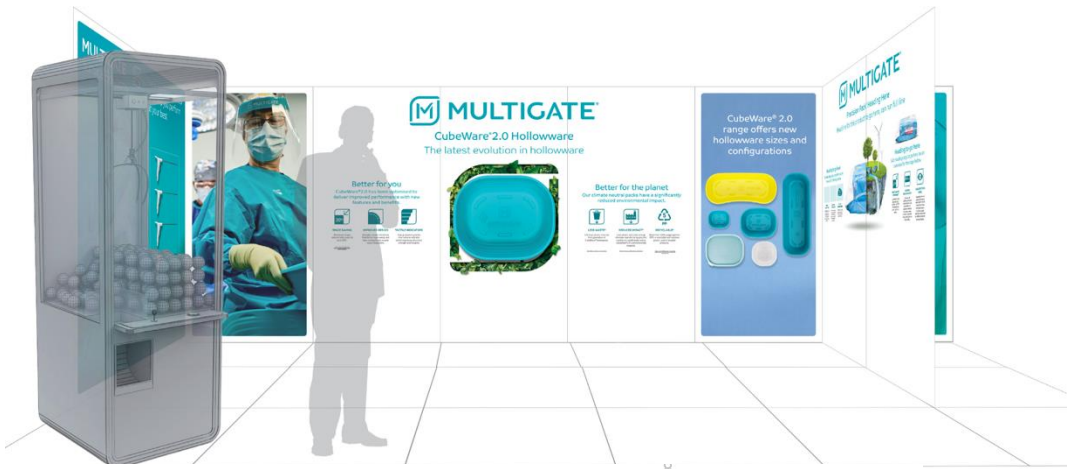
PRODUCT DISPLAY APPROACH

- Day one (Thursday – 1.5h lunch & 2h welcome reception)
 - CubeWare 2.0 hollowware and PrecisionPack
- Day two (Friday – 1h lunch)
 - Pro Series Surgical Gowns and Needle Counters
- Laparoscopic instrument display will be up for both days

STAND MOCKUP



MOCKUP WALL CONTENT + DESIGN 6M X 3M



Illustrators Wall
Will be blank for illustrator to work on.

Brand Wall
Logo, hero image and brand statement.

STAND ACTIVATION – DAY 1

CubeWare 2.0 Holloware will be featured

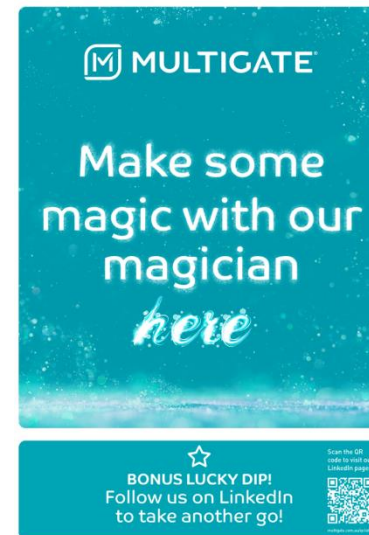
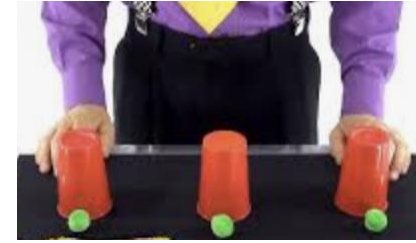
- ACTIVATION: Multigate Magic
- We have hired a magician who will be playing tricks using hollowware bowls; and will interact with attendees

Magician - Harry Milas

- Lunch (12.30-2.00pm)
- Afternoon tea (3.30pm-4.00pm)
- Welcome soiree (5.30-7.30, a finish earlier around 7.00pm if there are no longer attendees present)

Repertoire + hero piece – sense of play and showmanship

- <https://www.harrymilasmagic.com/>



STAND ACTIVATION – DAY 2

Pro Series Surgical Gowns featured.

Mannequins will be moved to the front of the stand to feature 3 x new Pro Series Gowns

ACTIVATION: Surgical Gown Showdown

- 3 mannequins will showcase the 3 new gowns
- We will ask attendees to point out the benefits of the gowns, eg.
 - Pro 3® designed to be fully recyclable
 - Breathable, comfortable and lightweight material
 - Size + AAMI level immediately identifiable
 - Improved neck design – hooks and loops longer for more secure closure
 - Etc.

Attendees will be asked to identify 3 benefits.
This will be managed by the team on the stand.



M MULTIGATE

Surgical Gown Showdown!

Spot the benefits.

HOW TO PLAY

STEP 1
Examine each mannequin closely — each one is draped in a different surgical gown from our new range.

STEP 2
Look for key features and benefits in design, functionality, protection and sustainability.

STEP 3
Share your thinking with the team on the stand to see if your clinical eye caught the detail!

STEP 4
Correctly identify three benefits to win a token to the claw!

BONUS LUCKY DIP!
Follow us on LinkedIn to take another go!

Scan the QR code to visit our LinkedIn page!



STERIMELT POSTER

A3 poster on stand.

Sterimelt briquette on stand.

QR code to link to full story on recyclability and challenges around contamination.



Giving hospital waste a new life

The **Achieving Circularity in Hospitals** project is trialling a potential new waste management opportunity which uses Sterimelt heat compaction technology to process and recover hard-to-recycle non-woven polypropylene (PP) products.

-  **01 PREPARE**
Determine procedures and educate staff
-  **02 COLLECT**
Identify, segregate and collect compatible PP products
-  **03 PROCESS**
Load PP products for processing, cycle takes 1 hour
-  **04 UNLOAD & STORE**
Remove, cool and store briquette for collection
-  **05 MANUFACTURE**
Pellets created from briquettes used to make new PP products



THIS PROJECT IS FUNDED THROUGH THE CIRCULAR AUSTRALIA CHALLENGE SCHEME



COPY AND DESIGN TO BE UPDATED

BOTH DAYS

A claw machine with prizes to be won!

Attendees rewarded for interaction on the stand.

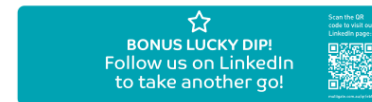
If players don't win, give them another go

AND

encourage them to follow us on LinkedIn to take another shot at it.

This should be a moment of fun, but we will be measuring LinkedIn followers stand activity.

The QR code on the machine will link to our LinkedIn page.



CLAW MACHINE OPERATION

There will be 500 prize balls.

Marketing will fill the claw machine for the first 150 (day one).

The prize ball contains some lollies and a note from Multigate (which includes a link to a survey).

When the balls run out, a stand member will need to top up the machine, and prepare for day two. (The machine will be delivered with a key that opens the prize cabinet).

There will be tokens to activate the game. These can be handed out to attendees.

Note: the 'payout ratio' has been set to 1:1.

Should they win the prize, they can keep the ball, or deposit it in a basket nearby.



MULTIGATE
Medical
Products

Empowering
performance
since 1986

Follow us
on LinkedIn:

Thank you for visiting
our stand.
We'd love to know how
you found the experience.

Scan the QR
code to complete
a short survey
multigate.com.au
/qr/survey

CLAW MACHINE IN ACTION

BUMP IN
Thursday 28 November 9.00am-11.00am

BUMP OUT
Saturday 30 November 1.00pm- 3.00pm



ILLUSTRATOR – GRAPHIC WALL

Day one and day two

Ben Crothers

Thursday 28th November 12.00pm -7.30pm

Friday 29th November 8.00am – 4.00pm

ILLUSTRATOR BRIEF

We want it to be fun and light-humoured, human and helpful, entertaining and contributory.

We want the wall to be:

- Human
- Relatable
- Interesting
- Surprising

We want nurses to feel:

- They can make be part of the story
- That they can actively shape the graphic display
- That their input is a foundation of jumping off point for others



Headline: (will be created when illustrator arrives at the stand)
Your Voice, Our Design.

Prompts...

- "What innovations would make your daily work easier?"
- "Share one change you'd love to see in medical products."
- Invite attendees to describe one tool, feature, or improvement they believe would enhance their workday. Then compile these into an "Innovation Wish List" graphic.
- Ask nurses to share a "superpower" they feel is vital in their daily work (e.g., quick thinking, compassion, precision), which can then be visualised in a fun, empowering way.

Caution: Whilst we want to pick up feedback, there will be no scope for the current (featured) products on the ACORN stand to be changed. "Innovation wish list" should be about future products).

CAPTURING LEADS + INFORMATION

Marketing has created a new online data capture.

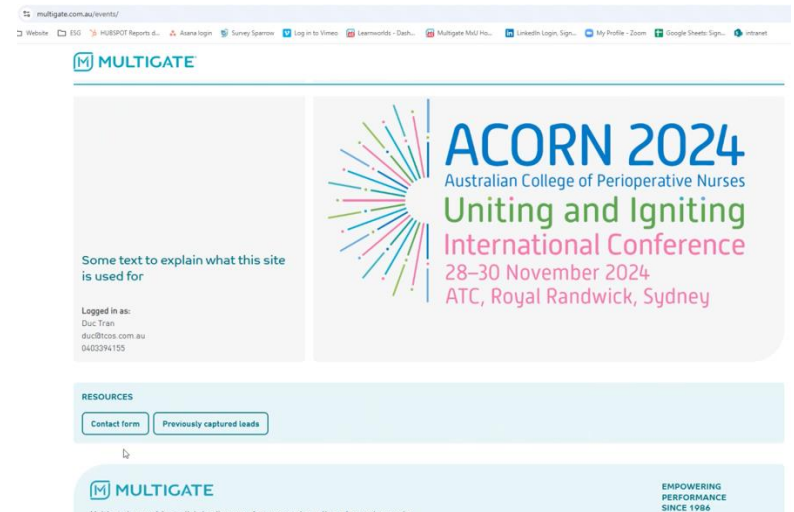
All notes and enquiries and feedback should be recorded in here, so we have a complete and accurate record.

www.multigate.com.au/events

The tool contains personal information, therefore recommend you hold the device (mobile, ipad, laptop) and fill in the customer details yourself. (Vs handing device to them).

Personal logins – each of you will be sent your individual 6 figure alphanumeric login passcode.

Please ensure you only login using your own as all your contact information has been input, eg. sending an email from the page automatically comes from the name attached to the passcode.



The screenshot displays a web browser window with the URL multigate.com.au/events/. The page features the Multigate logo at the top left. The main content area is split into two columns. The left column contains a placeholder text: "Some text to explain what this site is used for" and a "Logged in as:" section showing the user "Duc Tran" with email "duc@tcos.com.au" and phone "0402294155". The right column features a large graphic for "ACORN 2024" with the text "Australian College of Perioperative Nurses", "Uniting and Igniting International Conference", and "28-30 November 2024 ATC, Royal Randwick, Sydney". Below this is a "RESOURCES" section with buttons for "Contact form" and "Previously captured leads". The footer includes the Multigate logo and the tagline "EMPOWERING PERFORMANCE SINCE 1986".

COMMS COLLATERAL

Printed brochures and the transition chart for CubeWare 2.0 will be physically available on the stand.

All other product information will be updated and available on the website.

For ease, on the Multigate events page / login, you will find all the additional copy that relates only to the products featured at ACORN.

NOTE: All the banner skins have QR codes for attendees seeking further information.

PRODUCT + SAMPLES

PrecisionPacks

Mix of packs/categories

Needle Counters

Instruments; needle holders, scalpels, sutures

Bowl stand

1 x double; 1 x single

3 x Gowns for the mannequins

3 of each sample gowns for sales team

Hollowware

Complete sets CubeWare 2.0 round bowls and kidney dish (traditional vs. CubeWare 2.0)

Laparoscopic wall instruments

Sterimelt

Briquettes + tray + sterilisation wrap

FURNITURE

Shelving for PrecisionPack

Instrument tables and drapes – 2-3 tables;

Multigate counter

Bin – Multigate carton tall box (use for transporting balls, then recycling balls)

OPERATION DETAIL AND REQUIREMENT

Transport of bulky items

Operations will have their drivers & trucks/vans deliver and collect (on Saturday) all of our bulky items from HO rather than have you transport this in several cars.

Our furniture will include Multigate counter, 2x instrument tables, 2x bowl stands, branded container with balls for claw machine, rack for CPP etc.

Change over the banners

Blake Miller from RodRob (stand builders) will demonstrate how this is done at 10am on Thursday 28th.

The turnover will involve the back skins, inside side skin and illustrator wall.

Claw machine top up

Top up the balls at end of Thursday in preparation for Friday.

STAND LOGISTICS – ADDRESS + PRECINCT

Australian Turf Club

Royal Randwick

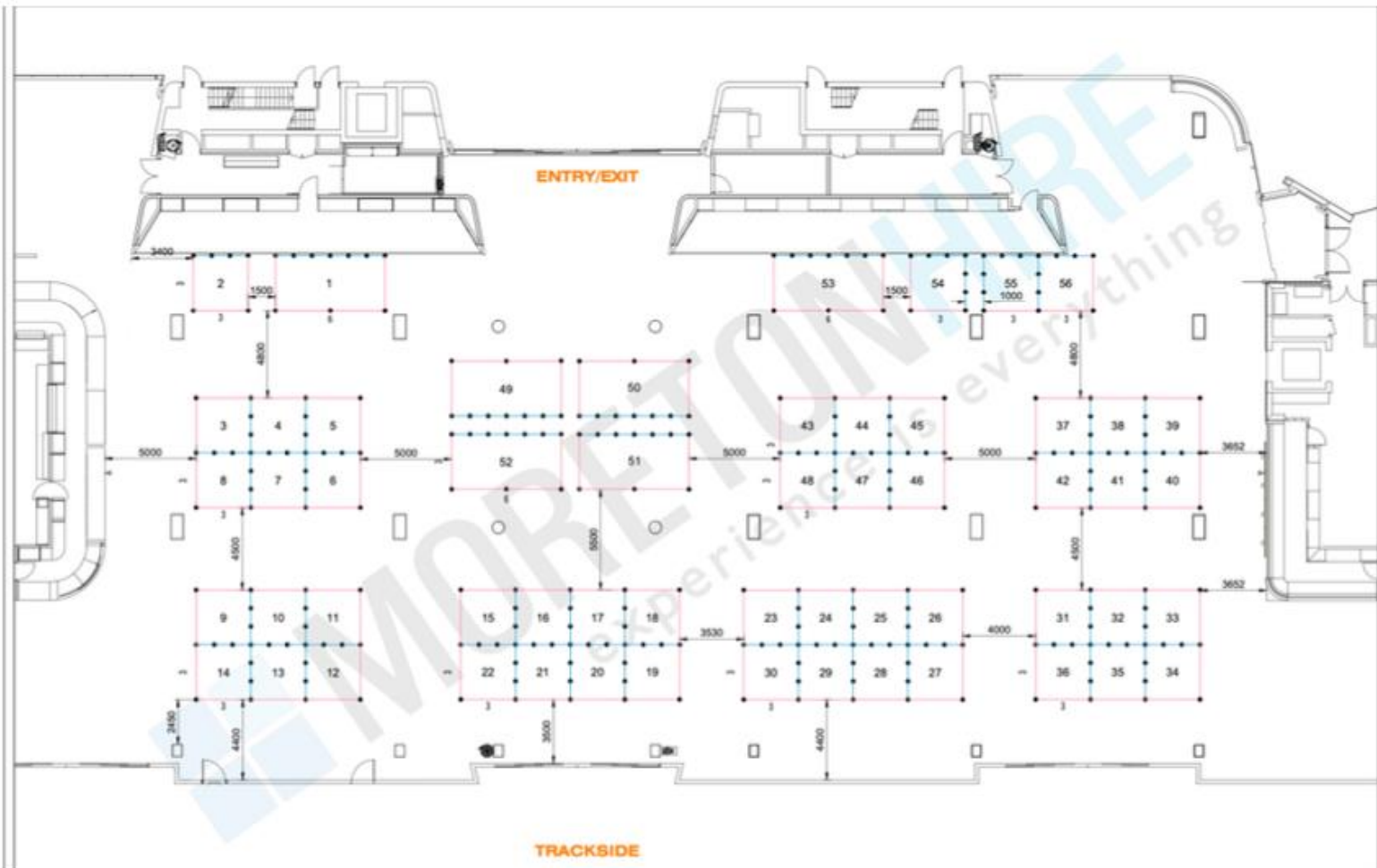
Alison Rd, Randwick NSW 2031

The exhibition will be held in the Kensington Room on ground level. All delegate catering will be held in the Kensington room as will the Welcome Reception from 5.30 pm on Thursday 28 November.



MULTIGATE IS STAND 51

3.3 Exhibition hall (Kensington Room) floor plan



THE PROGRAM

Day	Activity	Time
Thursday 28 November	Exhibition build	2.00 am
	Custom booths move in	4.00 am
	Registration	8.00 am
	Exhibitor access to set up their stand	10.00–11.30 am
	Finish setting up booths	11.30 am
	Morning tea (in plenary, exhibitors welcome)	10.30–11.00 am
	Lunch and official exhibition opening	12.30–2.00 pm
	Afternoon tea (in the exhibition hall)	3.30–4.00 pm
	Welcome reception (in the exhibition hall)	5.30–7.30 pm
Friday 29 November	Registration	8.00 am
	Morning tea (in the exhibition hall)	10.30–11.00 am
	Lunch and poster presentation (in the exhibition hall)	12.30–1.30 pm
	Afternoon tea (in the exhibition hall)	3.00–3.30 pm
	Conference dinner*	7.00–10.00 pm
Saturday 30 November	Registration	8.00 am
	Morning tea (in the exhibition hall)	10.30–11.00 am
	Lunch and official exhibition closing	12.00–1.00 pm
	Exhibitors move out	1.00–3.00 pm

CONTACT DETAILS

Stand Build

Malcolm Miller – Rodney Robertson and Associates - 0418 835 206

Blake Miller – on site for bump in – 0402 381 529

Nikhil Raul – 0433 430 786

Claw Machine

Nate Tanner – MyGamesRoom - 0481 811 836

Illustrator / graphic visualisation

Ben Crothers – Bright Pilots – 0424 023 966

Magician

Harry Milas – Harry Milas Magic - 0418 482 841

ACORN

Sarah Wylie – 0412 511 421

Multigate

John Speers — 0427 353 738

Kath O’Shea – 0411 370 514

REGISTRATION / ATTENDEE DETAILS

Day 1 (Thursday)				
1	Pat Olivo	Business Development Manager (NSW)	Pat.Olivo@multigate.com.au	0411 884 848
2	Abdu Moukahal	Business Development Manager (NSW/ACT)	abdu.moukahal@multigate.com.au	0472 504 277
3	Leanne Karapetian	Clinical Educator	Leanne.Karapetian@Multigate.com.au	0407 368 009
4	Brad Albury	Head of Sales	Brad.Albury@multigate.com.au	0418 255 462
5	David Dux	Surgical Solutions Territory Manager - NSW/ACT	David.Dux@Multigate.com.au	0434 242 876
6	Harry Milas	Magician	harry@harymilas.com	0418 482 841
7	Ben Crothers	Illustrator	bencrothers@brightpilots.com	0424 023 966
Day 2 (Friday)				
1	Pat Olivo	Business Development Manager (NSW)	Pat.Olivo@multigate.com.au	0411 884 848
2	Abdu Moukahal	Business Development Manager (NSW/ACT)	abdu.moukahal@multigate.com.au	0472 504 277
3	Leanne Karapetian	Clinical Educator	Leanne.Karapetian@Multigate.com.au	0407 368 009
4	Alanna Leighton	Head of Design & Innovation	Alanna.Leighton@multigate.com.au	0447 319 622
5	Brad Albury	Head of Sales	Brad.Albury@multigate.com.au	0418 255 462
6	David Dux	Surgical Solutions Territory Manager - NSW/ACT	David.Dux@Multigate.com.au	0434 242 876
7	Ben Crothers	Illustrator	bencrothers@brightpilots.com	0424 023 966
Day 3 (Saturday)				
1	Pat Olivo	Business Development Manager (NSW)	Pat.Olivo@multigate.com.au	0411 884 848
2	Jennifer Ramazan	Business Development Manager (NSW)	Jennifer.Ramazan@Multigate.com.au	0423 885 297
3	David Dux	Surgical Solutions Territory Manager - NSW/ACT	David.Dux@Multigate.com.au	0434 242 876
MULTIGATE VISITORS				
Day 1 (Thursday)				
	John Speers	Marketing Manager	john.speers@multigate.com.au	0427 353 738
	Shireen Syeda	Marketing Executive	Shireen.Syeda@Multigate.com.au	0402 979 274
	Kath O'shea	Marketing Executive	Kath.Oshea@Multigate.com.au	0411 370 514
Day 2 (Friday)				
	Bo Shao	Product Manager	Bo.Shao@Multigate.com.au	
Day Unconfirmed				
	Amy Leedham	Lead Designer	Amy.Leedham@multigate.com.au	
	Twisha Mistry	UX/UI Designer	Twisha.Mistry@Multigate.com.au	
	Bob Smit	Industrial Designer	Bob.Smit@Multigate.com.au	
	Alexander Olivier	Industrial Designer	Alexander.Olivier@Multigate.com.au	