



Asthma
Australia

Connecting Asthma Care

Asthma Symposia Series
13 - 26 October 2016

REGISTRATIONS

Early Bird closes 15 July, \$100pp*
asthmaaustralia.org.au/symposium

FEATURING

*New Thinking in
Severe Asthma, and
Asthma and Allergy*

Associate Professor Helen Reddel
Dr Juliet Foster
Presenting
'Living with Severe Asthma' study

Sponsorship Prospectus

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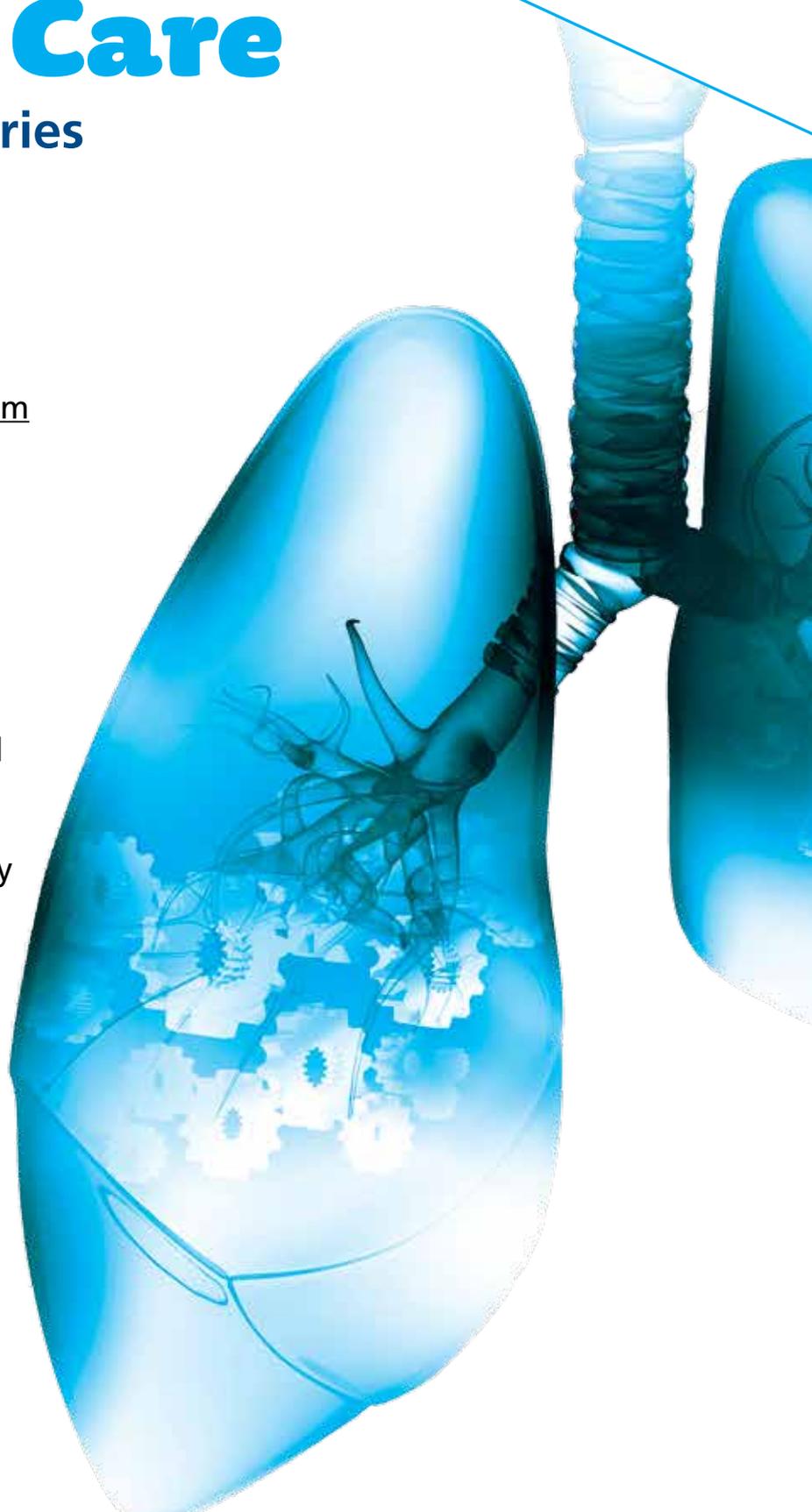
AstraZeneca 




NOVARTIS



* excludes GST



Asthma and Allergy in Australia

Australia has one of the highest rates of asthma in the world. Current asthma treatments are mostly very effective when used correctly, however, some barriers still exist.

There is a close link between asthma and allergy, it is understood that of the 2.4 million Australians with asthma, as many as 80% also suffer from allergies making asthma more difficult to manage if allergies are not also managed well.

In addition, 5-10% of people have severe refractory asthma – asthma that does not respond adequately even to high dose treatments. People with severe asthma face a sizeable burden in their day-to-day lives, over and above that of people with milder disease.

The 2016 Symposia series will focus on latest best practice treatment guidelines in the area of asthma management and new thinking in the areas of asthma and allergy and severe refractory asthma.

Sydney	13 October
Canberra	14 October
Perth	17 October
Adelaide	18 October
Melbourne	19 October
Brisbane	20 October
Hobart	26 October

Why sponsor?

Asthma Australia's Symposia Series will bring together leading experts in the medical and healthcare industry from around the region. Sponsorship of the series or an individual event provides an excellent opportunity to:

- Demonstrate your organisation's alignment with the Asthma Australia and Asthma Foundation brands and expertise
- Promote your organisation and your products to delegates including clinicians, practice nurses, researchers, pharmacists and public health practitioners
- Maintain a high profile within the health sector generally
- Increase brand awareness
- Network and build new relationships with key industry representatives

If metropolitan and rural general practitioners, practice nurses, asthma educators, pharmacists, researchers, public health professionals, allied health professionals and other interested parties are part of your target market, there is no better way to reach them all in one meeting than by exhibiting or sponsoring this national event series or individual event.

The key benefits of sponsorship

- The opportunity to promote your name, to support your brand and to maintain a high profile among key influencers and decision-makers before, during and after the event
- The delegates are keen to improve their knowledge and aligning your organisation with this powerful educational experience demonstrates your commitment to assisting in their professional development
- An opportunity to consolidate corporate and community relationships and expose your staff to their key market contacts
- Interacting with delegates face-to-face during the morning, afternoon tea and lunchtime breaks
- Benefiting significantly from exposure to a keenly interested, relevant and, above all, influential audience in an educational environment away from the competition of everyday distractions
- Providing a unique educational environment dedicated to the exchange of leading edge ideas

Exhibition

Your representatives will have the opportunity to network and improve their knowledge and understanding of your products and services in an environment where they are open to listening and learning.

There are opportunities to tailor the sponsorship packages to meet your specific requirements and early confirmation of sponsorship will ensure the highest level of exposure for your organisation and priority access to limited exhibition space.

The Symposium will have an extensive promotional campaign including a specialised web page and direct email campaigns. The campaign will be extensive commencing from early June, allowing your company to be promoted as a key supporter as soon as your sponsorship is confirmed.

Sponsorship Levels

Presenting Partner	Platinum Sponsor	Gold Sponsor	Silver Sponsor
SOLD	SOLD	SOLD	SOLD
Local Event Sponsor[^]			
\$5,000*	<ul style="list-style-type: none"> — Exhibition space in the trade room — Logo on the program guide — Logo on all presentations — All sponsors will be verbally acknowledged throughout the day — Opportunity for your signage - pull up banners and posters to be present around the venue — Activation opportunities at the venue — Two (2) complimentary full symposium registrations (\$240*) — Other benefits as negotiated 		
Local Lunch Sponsor[^]			
\$1,500*	<ul style="list-style-type: none"> — Invitation to address delegates at the beginning of lunch — Acknowledgement of your sponsorship in symposium promotional material including the eBulletin, website and in the official program and prior to lunch — One (1) full free registration — One (1) promotional insert in the symposium satchel 		
Local Tea Sponsor[^]			
\$750*	<ul style="list-style-type: none"> — Acknowledgement of your sponsorship in symposium promotional material including the eBulletin, website and in the official program and prior to lunch — One (1) full free registration — One (1) promotional insert in the symposium satchel 		

Exhibition / Trade Displays

One (1) display location[^]	
\$500*	<p>Our exhibition opportunities provide the best platform to enhance your organisation's visibility and association with our event. We would like to invite the community sector, industry, pharmaceutical, corporate representatives, and supporters to explore 'exhibition opportunities' at our event.</p> <ul style="list-style-type: none"> — One (1) trestle table exhibition space — Logo inclusion in our symposium program — One (1) complimentary full symposium registration (\$120*) — One (1) additional half-price registration for a second staff member if required (\$60*) <p>Exhibition spaces are limited and will be sold on a first come first served basis with preference given to event sponsors.</p>

*All prices are exclusive of GST

[^] Pricing per symposium. Multiple state and territory opportunities available

To discuss sponsorship or exhibition please contact:

Lisa Kristan

National Manager, Partnerships

E info@asthmaaustralia.org.au

M 0410 412 739

asthmaaustralia.org.au/symposium

About Asthma Australia

Comprising the Asthma Foundations in each State and Territory, Asthma Australia is the nation's peak asthma body.

For over 50 years Asthma Australia and Asthma Foundations have been the leaders in asthma health care and research. Asthma Australia and member Foundations deliver high-quality support to people with asthma and their carers. As one of the country's largest and most respected respiratory organisations, with offices and staff in every State and Territory of Australia, Asthma Australia delivers evidence-based preventative health strategies to over 200,000 people every year.

We offer support, training and resources to the primary health care sector and when treatment is required we ensure patients and their carers have the skills, information and power to be actively engaged in the decision-making process. We fund vital basic science and population health research contributing to national and international understandings of asthma and how best to manage the disease.

Thank you

Asthma Australia would like to thank its partners and sponsors for their generous support which has enabled them to bring this symposia series to you.



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Event Sponsors

