Asthma Australia
2017 Australasian Asthma Conference

Connecting Asthma Care Conference

16 - 17 October 2017
Adelaide Convention Centre
Adelaide, South Australia
Australia

Sponsorship and Exhibition Opportunities
Why Sponsor?

Asthma Australia’s National Conference will bring together experts in the medical and health care industry from around the region. Sponsorship of the Conference provides an excellent opportunity to:

— Demonstrate your organisation’s alignment with Asthma Australia and with our brand and expertise
— Promote your organisation and your products to delegates, ranging from clinicians and researchers to public health practitioners and policy makers
— Maintain a high profile within the health sector internationally
— Increase brand awareness
— Network and build new relationships with key industry figures.

If respiratory specialists, 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 and supporting this national conference.

The Key Benefits of Sponsorship

— The opportunity to promote your name, to support your brands 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 scientific and community knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their professional development.
— An opportunity to consolidate corporate and community relationships and expose your staff to their key markets.
— Interacting with delegates face to face during the morning, afternoon tea breaks and lunchtimes and during social events.
— 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 scientific research, training and industry expertise.
Exhibition

The aim of the trade exhibit will be to expose delegates to the latest technologies, therapies and evidence and to challenge their current thinking and practice.

Your representatives will have the opportunity to network with delegates to improve their knowledge and understanding of your 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 Conference will have an extensive promotional campaign including its own website and direct mail campaigns. The campaign will be extensive, allowing your company to be promoted as a key supporter as soon as your sponsorship is confirmed.

Marketing and public relations

We welcome you to contact the Conference Secretariat to discover the many additional ways we can further assist you to obtain the maximum return on investment through Connecting Asthma Care Conference 2017.

email: conference@asthmaaustralia.org.au

Sponsorship levels

Sponsors can either select from the below sponsorship and exhibition opportunities.

All are exclusive of Australian Goods and Services Tax (GST).

Presenting Partners Sponsorship

AUD 40K*  1 Available

— Opportunity for an introductory discussion at the beginning of a session mutually agreed between the Scientific Committee and “Presenting Partner”
— Sponsorship of lunch on one day
— Six full conference registrations
— Use of the conference logo on own advertising
— Acknowledgement on Conference signage
— Acknowledgement on Conference digital display screens
— Acknowledgement on Conference website
— Acknowledgement during the opening and closing ceremonies
— Acknowledgement in all Conference marketing activities (national and international) in the lead up to and during the Conference
— Sponsor logo and 100 word company description on the Conference website and Conference Program
— Sponsor Logo printed on delegate satchels
— Sponsor website address linked to sponsor name and logo on the Conference website
— Sponsor logo on the front cover of the Final Program alongside the Conference logo
— Acknowledgement in the Conference Final Program
— One (1) full page colour advertisement in the Conference Final Program
— Two (2) complimentary satchel inserts for inclusion in delegate satchels
— Delegate list (names and organisational details for those delegates who have not opted out from sharing this information)
Platinum Sponsorship
AUD $25K  1 Available

We view our Platinum Sponsors as our partners in the successful execution of the Conference and will work alongside you to provide opportunities to promote your organisation leading up to and during the Conference.

This is an excellent opportunity and we are confident that your high level participation in this prestigious event will provide your company with exceptional rewards.

Platinum Sponsors benefits:
— Opportunity for an introductory discussion at the beginning of your chosen session (subject to Committee approval)
— Opportunity for a tailored VIP networking event in order to meet your organisations’ marketing goals
— Four (4) Full Conference registrations
— Use of the Conference logo for own advertising
— Acknowledgment on Conference signage
— Recognition with logo as a platinum sponsor in the registration brochure
— Sponsor website address linked to sponsor name and logo on the Conference website
— Acknowledgment in the Conference Final Program
— Acknowledgement during the opening and closing ceremonies
— Company logo and 100 word company description on the Conference website and in the Conference Program
— One full page colour advertisement in the Conference Program
— Two complimentary satchel inserts for inclusion in delegate satchels
— Delegate list (names and organisational details only for those delegates who have not opted out from sharing this information)

Gold Sponsorship
AUD $20K  2 Available

— Three (3) Full Conference registrations
— Use of the Conference logo for own advertising
— Recognition with logo as a gold sponsor in the registration brochure
— Acknowledgment on Conference signage
— Sponsor website address linked to sponsor name and logo on the Conference website
— Acknowledgment in the Conference Final Program
— Acknowledgement during the opening and closing ceremonies
— Company logo and 100 word company description on the Conference website and in the Conference Final Program
— One half page colour advertisement in the Conference Final Program
— One complimentary satchel inserts for inclusion in delegate satchels
— Delegate list (names and organisational details only for those delegates who have not opted out from sharing this information)

Silver Sponsorship
AUD $15K  3 Available

— Two (2) Full Conference registrations
— Use of the Conference logo for own advertising
— Recognition with logo as a silver sponsor in the registration brochure
— Acknowledgment on Conference signage
— Sponsor website address linked to sponsor name and logo on the Conference website
— Acknowledgment in the Conference Final Program
— Acknowledgement during the opening and closing ceremonies
— Company logo and 100 word company description on the Conference website and in the Conference Program (one only)
— One quarter page colour advertisement in the Conference Program
— Two complimentary satchel inserts for inclusion in delegate satchels
— Delegate list (names and organisational details only for those delegates who have not opted out from sharing this information)
Educational Opportunities

Sponsored Networking Breakfast
AUD $4.5K
An asthma educators networking breakfast will be held and attended by Asthma Foundation staff and other health professionals specializing in asthma education. Approximately 50 professionals will attend and you will have the opportunity to address the audience during the breakfast and provide handouts.

Sponsored Device Technique Workshop Breakfast
Limited to first 50 spaces
AUD $4.5
Correct device technique is a critical component to managing asthma effectively.
Up to 90% of people are thought to use their inhalers incorrectly resulting in poorer asthma control.
This workshop will provide a hands on approach to using the array of delivery devices and give attendees hints and tricks to pass onto their patients and is expected to be attended by 50 healthcare professionals.

Delegate Services Room Sponsor
Concurrent Sessions - 2 Available
AUD $4.5K
Sessions will be arranged in the Conference Program by the Organising Committee, allowing companies to exclusively sponsor their preferred or associated session streams.
Your company logo/name will be used in all room signage for the sponsored sessions and acknowledgement and company logo in the Final Program.
The option to provide an insert into Conference satchels.

Social Functions
Conference Cocktail Party
AUD $15K
The Conference Monday night reception is offered to each attendee of the Conference.
The sponsoring company may liaise with the Organisers regarding theming for the event.
Benefits Include:
— Branding of the Conference Cocktail function and its associated theming (i.e. menus etc)
— Ten tickets to the event
— Opportunity for a short presentation (5 mins) or prize presentations to delegates
— Present promotional materials / gifts to each attendee (subject to approval)

Conference Wine Sponsor
P.O.A.
Benefits Include:
— Branding opportunities within the cocktail function venue and associated theming
— Present gifts/promotional materials to each attendee (subject to approval)
— Acknowledgement of support during conference, online, and in print
— Opportunity for a brief presentation at beginning of function (2 mins)
— 10 tickets to the event

SOLD
Trade Display
AUD $4.9K
(Raw Space or Shell Scheme)
The exhibitions will be held from
8.30am Monday 16 October 2017 to
4.00pm Tuesday 17 October 2017
Our Exhibition opportunities provide the best
platform to enhance your Company’s visibility and
association with our event. We would like to invite
the community sector, industry, pharmaceutical and
corporate representatives and supporters to explore
exhibition opportunities at our event.
Benefits include:
— One 3 x 3m exhibition space
— Logo inclusion in our conference program and
website
— One complimentary full Conference registration
— One additional half price registration for a staff
member
— One ticket to conference cocktail party
— Company logo on website with link to company
website
— Framed certificate of appreciation
Only 25 exhibitor spaces are available for
commercial trade display and will be sold on a first
come first served basis with preference given to
event sponsors.

Water Bottle Sponsor
AUD $1K
Attending a conference is thirsty work. Sponsorship
of the water bottle is a sure way to associate your
organisation with refreshment and be a constant
companion of every delegate.
(Water bottles to be provided by sponsor and
approved by committee)
Entitlements:
— Name acknowledgment as the water bottle
sponsor
— Acknowledgement of your sponsorship in
conference promotional material including the
conference eBulletin, website (including a profile
and link to your home page) and in the official
program
— 1 x promotional insert in the conference satchel
(in addition to the water bottle)

Satchel Insert Sponsor
AUD $500
— 1 x promotional insert in the conference satchel

I have read the details of the relevant Sponsorship/
Exhibition Opportunities outlined in the Prospectus
and I accept all of its term and conditions.

Company:
Name:
Signed: Date:
(For and on behalf of the company listed above)

Return to:
Asthma Australia Inc.
PO Box 394 Fortitude Valley, QLD 4006
or email:
lisa.kristan@asthmaaustralia.org.au

Payment Methods

Please send me an invoice to make payment
Cheques payable to Asthma Australia
EFT: Connecting Asthma Care Conference
Asthma Australia
BSB: 035-212 Acc No. 254 774
Credit card
Card type: □ Visa □ MasterCard □ Amex
Card number:
Expiry date (MMYY): Amount
Cardholder name:
Cardholder signature:

Application Procedures
To apply for a sponsorship package or trade booth,
please complete and return the form above. You will
receive a Tax Invoice. Alternatively, full payment can
be made with the Application Form – a Tax Receipt
will be provided.
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Conference Sponsorship Contact
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Register your interest at: asthmaaustralia.org.au/conference