



Australian Day Hospital Association

ABN 37 054 719 050

...supporting day hospitals

Australian Day Hospital Association

2010

Conference

Sponsorship & Trade Package

Venue: Hyatt Regency Sanctuary Cove
Gold Coast, QLD
(www.sanctuarycove.regency.hyatt.com)

Date: 11 - 14 August 2010
(with Welcome Reception & Trade Exhibition on
the evening of Wednesday, 11 August)

For Further information on sponsorship please call:

Deanne Day on Mobile - 0421 282 250
Or the ADHA Office on 1800 752 822 or info@adha.asn.au

Why your organisation should be involved???

Becoming a sponsor for the ADHA 2010 conference on the Gold Coast will benefit your organization in the following ways:

- Acknowledgement as an organisation that supports the day surgery industry.
- Excellent networking opportunities with delegates and other sponsors.
- The opportunity to profile your company and enhance your brand.
- Direct access to your target market.
- Prominent presence in the Conference Program.

Sponsorship Opportunities

Categories of sponsorship levels available:

- | | | |
|----|------------------------|---|
| 1. | Platinum Sponsor - | \$15,000 + GST (<i>\$16,500 in total</i>) |
| 2. | Gold Sponsor - | \$10,000 + GST (<i>\$11,000 in total</i>) |
| 3. | Silver Sponsor - | \$6,000 + GST (<i>\$6,600 in total</i>) |
| 4. | Corporate Sponsor- | \$4,000 + GST (<i>\$4,400 in total</i>) |
| 5. | Satchels Sponsor - | \$2,000 + GST (<i>\$2,200 in total</i>) |
| 6. | Trade Fair Exhibitor - | \$2,500 + GST (<i>\$2,750 in total</i>) |
| 7. | Contra? In-kind - | negotiable |
| 8. | Satchel Insert - | \$300 per item (<i>\$330 in total</i>) |

(1) PLATINUM SPONSOR - \$15,000 + GST (\$16,500 in total) (Includes Conference Dinner)

The Conference Dinner will be a memorable event of the Social Program.

By being the Platinum Sponsor and thus sponsoring the dinner, the organisation will be entitled to considerable promotional opportunities including:

- Opportunity for a brief address by company representative at the conference dinner.
- Organisation banner may be displayed at conference dinner (supplied by you).
- Organisation name and logo featured on menu and in conference program as the dinner sponsor.

Benefits include:

This provides access to all conference marketing materials which will feature your organisation's name, placement of logo and the following statement acknowledging your support: "Proudly sponsored by (*ORGANISATION*)" on the ADHA website and a 12 month link to your company website.

It will include Web and print form as well as free placement of materials in the conference delegates' satchels; you may display a full banner at the main conference venue and verbal acknowledgements to conference participants including information on your organisation in the Conference Program and acknowledgement in official communications.

Other benefits include:

- 2 complimentary conference registrations.
- Seating for two at official table at the Conference Dinner.
- Full A4 page colour advertisement in Conference Program.
- Corporate profile (150 words) printed in the Conference Program identifying company as Platinum sponsor.
- Placement of your logo announcing "proudly sponsored by (*ORGANISATION*)" on the ADHA website for 12 months, including a link to your company website.
- Placement of logo on conference satchel.
- Display of your banner at conference (supplied by you).
- One organisation brochure inserted in delegate satchels at conference.
- Promotional stand as part of the Trade Fair Exhibition.
- Acknowledgement in official communications.

(2) GOLD SPONSOR - \$10,000 + GST (\$11,000 in total) (This includes Welcome Reception)

The Conference Welcome Reception will set the mood for the days to come. It will enable delegates and speakers to become familiar with the venue and establish valuable contacts.

By being the Gold Sponsor and thus sponsoring the Welcome Reception, the organisation will be entitled to considerable promotional opportunities outlined on the next page.

- Opportunity for a brief address by company representative at the Welcome Reception.
- Organisation banner may be displayed at welcome reception (supplied by you).
- Organisation name and logo featured in Conference Program as the welcome reception sponsor.

Benefits include:

- Corporate logo on the conference website page with a hotlink to your corporate website from commitment through to the end of the conference.
- Two complimentary conference registrations including attendance at Conference Dinner.
- Seating for 2 at VIP tables at the Conference Dinner.
- Half A4 page colour advertisement in Conference Program.
- Corporate Profile (100 words) printed in the Conference Program identifying company as Gold Sponsor.
- Recognition and verbal acknowledgement of your organisation as Gold Sponsor with logo on display on session screens.
- Placement of corporate banner in venue foyer (supplied by you).
- One organisation brochure inserted in delegate satchels at conference.
- Exhibition booth in prime position at the Conference Trade Exhibition.
- Acknowledgement as a sponsor in official communication.

(3) SILVER SPONSOR - \$6,000 + GST (\$6,600 in total)

Benefits include:

- Corporate logo on the conference website page with a hotlink to your corporate website from commitment through to the end of the conference.
- Two complimentary conference registrations including attendance at Conference Dinner.
- Seating for 2 at VIP tables at the Conference Dinner.
- Quarter A4 page advertisement in Conference Program.
- Corporate Profile (80 words) printed in the Conference Program identifying company as Silver Sponsor.
- Recognition and verbal acknowledgement of your organisation as Silver Sponsor with logo on display on session screens.
- Placement of corporate banner in venue foyer (supplied by you).
- One organisation brochure inserted in delegate satchels at conference.
- Exhibition booth at Trade Exhibition.
- Acknowledgement as a sponsor in official communication.

(4) CORPORATE SPONSOR - \$4,000 + GST (\$4,400 in total)

Benefits Include:

- Corporate logo on the conference website page with a hotlink to your corporate website from commitment through to the end of the conference.
- One complimentary conference registration including attendance at Conference Dinner.
- Seating for 1 at VIP tables at the Conference Dinner.
- Recognition and verbal acknowledgement of your organisation as Corporate sponsor with logo on display on session screens.
- One organisation brochure inserted in delegate satchels at conference.
- Exhibition booth at Trade Exhibition.
- Acknowledgement as a sponsor in official communication.
- Corporate Profile (40 words) printed in the Conference Program identifying company as Corporate Sponsor.

(5) SATCHELS SPONSORSHIP - \$2,000 + GST (\$2,200 in total)

The conference satchel will be distributed to all attendees as they arrive and will be used throughout the conference. As sponsor of the satchel, companies will be acknowledged in the following ways:

- One complimentary conference registration to the conference.
- Organisation name and logo included in Conference Program.
- An Organisation brochure inserted in all delegates' satchels.
- Organisation logo printed on delegate satchels along with Platinum Sponsor.
- Organisation name/logo on conference website.

(6) TRADE FAIR EXHIBITOR - \$2,500 + GST (\$2,750 in total)

Please refer to Page 7.

(7) CONTRA/IN-KIND- negotiable on application

Sponsorship opportunities are available on application. If you consider you would like to take up a sponsorship of this nature, please contact:

Deanne Day on Mobile: 0421 282 250.

Suggestions include the following:

- Wine for presenter gifts
- Pens
- Writing pads
- Printing
- Technical equipment

(8) SACHEL INSERT - \$300 + GST (\$330 in total)

If applying for a Satchel Insert only please use the Application to Sponsor form at the back of this package, noting 'Satchel Insert Only' under the 'Requirements' section.

Please advise the expected size (for example, A4 size and number of pages) at the time of application and all reasonably sized inserts, determined by the Conference Committee, will be accepted.

Inserts will be required to be received by ADHA approximately 2 weeks prior to the conference. The exact date, number of inserts required (approx 200-250) and delivery address will be advised closer to the time.

SPONSORSHIP CONDITIONS:

Sponsorships are accepted at the discretion of the Conference Committee and sponsors participate on the understanding that:

- Sponsorship monies must be paid in full at the time of submitting the Application to Sponsor or Application to Exhibit form.
- Provision of banners, transparencies and any other promotion material is the responsibility of the sponsor.
- Colour reproduction will, when printed, be as close to the specified colour as practical.
- Sponsorship does not include accommodation.
- Cancellation policy –
 - Prior to 1 July 2010 will incur a 15% administration charge and must be made in writing
 - After 1 July 2010 cancellations are non-refundable.

TRADE FAIR EXHIBITION

Another option available to you is to become a Trade Exhibitor at the conference.

The ADHA Conference Trade Exhibition is an integral part of the Conference and offers outstanding opportunities for the display of your products and services, with tea breaks and lunches provided to your attending representative. ADHA will support Exhibitors with a Trade Passport, raffle draws and competitions on request, aimed at maximizing attendance.

Allocation of Trade Fair stand locations will be on a first-come first-served basis with sponsors being given priority. See floorplan attached (please note although may appear disjointed being in 2 rooms, in reality they flow very well together). Variations to the exhibition floorplan will be at the discretion of the organisers.

The number of Trade Stands available at this ADHA Conference is limited to a maximum of 40 so please be early to avoid disappointment.

For every trade fair booth booked, ONE representative from your company will be entitled to the following:

- Morning & afternoon teas
- Lunches
- Attendance at all sessions
- Attendance, drinks and canapés at Welcome Reception
- 1 conference satchel

Benefits of Exhibiting

- ✓ The ADHA Conference is widely promoted on our website, through day hospital member newsletters and other networks.
- ✓ Opportunity to enhance the profile of your company widely to the Day Hospital industry Australia-wide, ADHA members and conference delegates.
- ✓ Opportunity to attract new customers and expand your networks.
- ✓ Opportunity to introduce new products and services.
- ✓ Direct contact with over 200 delegates.
- ✓ Marketing opportunities prior to, during and following on the ADHA website and Conference Program.

Stand Inclusions

- Trestle Table (clothed and boxed, 1.83m x 0.76m with height of 0.73m)
- 2 chairs
- Pin up Board (2400mm x 1200mm)
- Printed company name placed on pin up board
- Tea, coffee and lunch breaks daily
- One Conference registration.

Specific details in regards to additional furniture hire and other equipment if required by Exhibitors will be made available to Exhibitors closer to the event.

Exhibition Open Hours

The Trade Exhibition will open with the Welcome Reception on Wednesday, 11 August, expected to be from 6.00pm to 8.00pm and will be open daily through Thursday to Saturday at nominated times to be advised closer to the event.

Breakdown of the exhibition will commence following the close of lunch on Saturday, 14 August until midnight.

Payment Details

The cost of exhibiting is \$2,500 + GST (\$2750 in total) for the duration of the conference.

Additional representatives are welcome to attend for a discounted rate of \$450 + GST (\$495 in total) per head. **Please note that attendance at the Conference Dinner is additional at \$130 + GST per head.**

Payment can be made by:

- Credit Card
- Cheque
- Electronic Funds Transfer

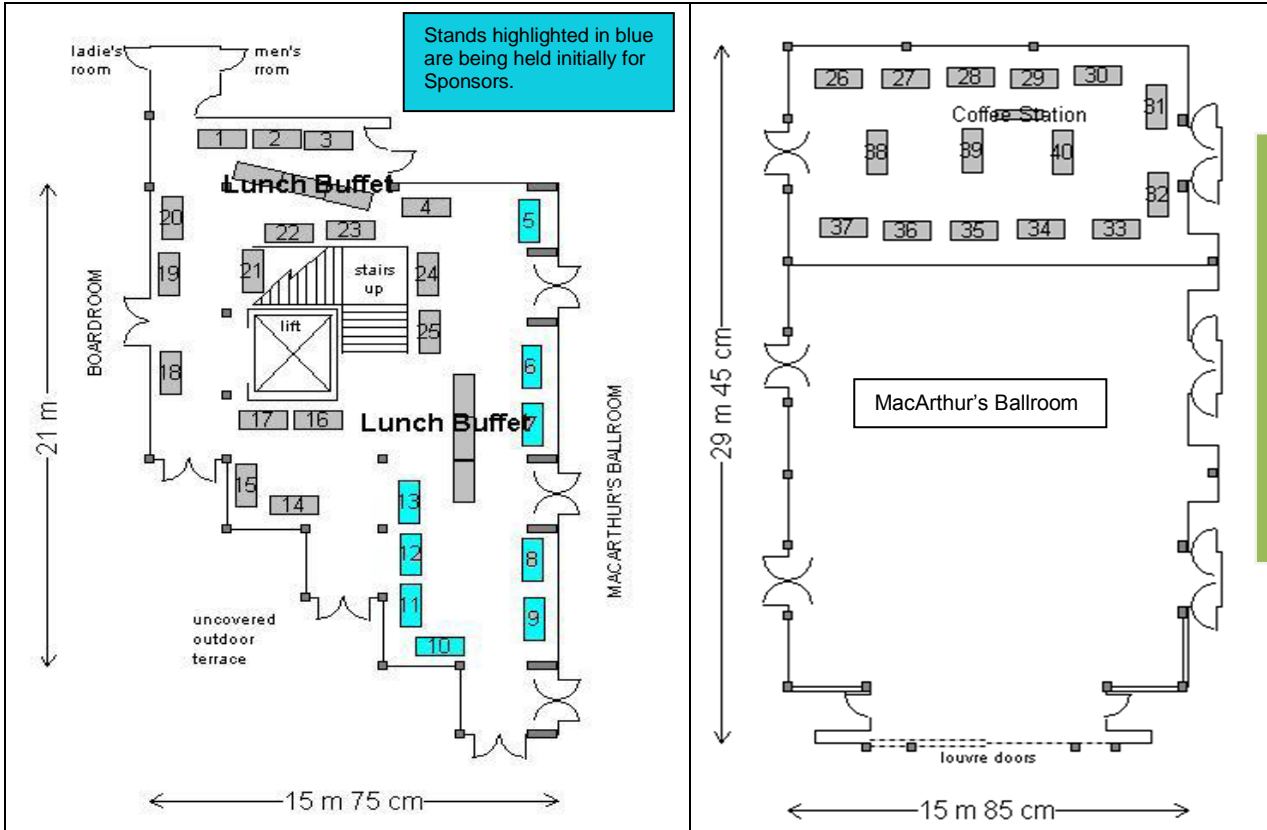
As outlined on the attached application form.

- **All payments must be made at the time of submitting the Application to Exhibit form.**
- Cancellations prior to 1 July 2010 will incur a 15% administration charge and must be made in writing.
- Cancellations made after 1 July 2010 are non-refundable.

A \$300 + GST charge (\$330 in total) for a satchel insert will apply for exhibitors. If your organisation would like to participate, please include this on the Application to Exhibit form on the next page.

ADHA 2010 Conference Application to Exhibit

(A separate form is available for Sponsorship applications)



MacArthur's 1 Room (for Stands 26-40) is entered via the door between stands 5 & 6.

Conference sessions are being held in the MacArthur's Ballroom.

Complete and forward to ADHA on fax: 08 9304 7228 or email to info@adha.asn.au or mail to ADHA, Joondalup BC, P O Box 1143, JOONDALUP DC W.A. 6919

CONTACT DETAILS:

Contact Name: _____

Position: _____

Company/Organisation: _____

Address: _____

Postcode: _____ Fax: _____

Telephone: _____ Mbl: _____

Email: _____

Stand Preferences:

1st

2nd

3rd

4th

No. of stands:

Payment Amount: \$.....

Payment is required at time of application.

Method of Payment (please tick):

Credit **Cheque** **EFT Transfer**

By Credit Card: Visa or Mastercard

Please debit my (circle one) Visa / Mastercard

/

Expiry date: ____ / ____ Name on card: _____

Signature: _____

By Cheque, payable to:

Australian Day Hospital Association

By EFT:

Account name: Australian Day Hospital Association Ltd.

BSB: 084-004

Account Number: 049570987

Confirmation in writing when received will be issued together with a tax receipt.

Signed: _____ Date: _____

ADHA 2010 Conference Application to Sponsor

(A separate form is available for Trade Exhibition only applications)

CONTACT DETAILS:

Contact Name: _____
Position: _____
Company/Organisation: _____
Address: _____
Postcode: _____ Fax: _____
Telephone: _____ Mbl: _____
Email: _____

Complete and forward to ADHA on fax: 08 9304 7228 or email to info@adha.asn.au or mail to
ADHA, Joondalup BC, P O Box 1143, JOONDALUP DC W.A. 6919

REQUIREMENTS:

We would like to commit to the following sponsorship package. *(Please list)*

Amount: \$ _____

Stand Preferences:

1st
2nd
3rd
4th

No. of stands:

Payment Amount: \$.....

**Payment is required at time of
application.**

Method of Payment (please tick):

Credit Cheque EFT Transfer

By Credit Card: Visa or Mastercard

Please debit my (circle one) Visa / Mastercard

/ /

Expiry date: ____ / ____ Name on card: _____

Signature: _____

By Cheque, payable to:

Australian Day Hospital Association

By EFT:

Account name: Australian Day Hospital
Association Ltd.

BSB: 084-004

Account Number: 049570987

**Confirmation in writing when received will be
issued together with a tax receipt.**

Signed: _____ Date: _____

Please note payment must be made at the time of submitting this form.

Sponsorship will be confirmed in writing and a tax receipt issued.

We appreciate your support in securing your sponsorship rights.