

Initiate | Participate | Achieve

12–13 November, Sydney Convention & Exhibition Centre 2009

sponsorship prospectus



INAUGURAL CONFERENCE FOR OT AUSTRALIA NSW–ACT 2009



OT AUSTRALIA NSW
Australian Association of Occupational Therapists – NSW

www.otnswact.com.au



OT AUSTRALIA ACT
Australian Association of Occupational Therapists – ACT

Welcome

2009 Inaugural Conference for OT AUSTRALIA NSW-ACT ~Initiate, Participate, Achieve~

Welcome to the 2009 inaugural conference for OT AUSTRALIA NSW-ACT. This exciting event, the first of its kind, is a joint venture between the New South Wales and Australian Capital Territory Associations. The event has attracted significant attention of occupational therapists as well as exhibitors.

The 2009 OT AUSTRALIA NSW-ACT conference will be held at the beautiful Darling Harbour in Sydney, a central meeting place for city and rural therapists of north, south and west of our State and Territory. The venue provides state of the art facilities for the professional program, a sought-after location, great views and easy access to Sydney for those using the opportunity to take an extra day or two and enjoy one of the best cities in the world.

The conference theme; Initiate, Participate and Achieve, aligns with values of today's occupational therapist and encourages us to be involved, be active and obtain results both in our work with clients and communities as well as within our own profession and professional life.

The Conference and Exhibition will

- offer a scientific program to discover and debate theory, intervention strategies and service provision
- address continuing professional development needs
- offer a variety of professional networking opportunities
- provide an opportunity to strengthen professional connections and build or update professional knowledge
- enable access to a large number of exhibitors and sponsors relevant to occupational therapy practice

..... all under one roof at one premier event.

Occupational therapists in all sectors across NSW, the ACT and beyond will be keen to find out about the latest products and services that will enable them in their endeavours.

On behalf of OT AUSTRALIA NSW & ACT directors and staff, we invite you to read this Sponsorship Package which outlines the ways in which you can be involved in the OT NSW-ACT Conference 2009. We look forward to your participation and support.

Jan Erven	President OT AUSTRALIA NSW
Tom Bevitt	President OT AUSTRALIA ACT
Joy Pennock	CEO, OT AUSTRALIA NSW
Anne Haron	Professional Development Manager NSW

Sponsorship and Trade Exhibition

The Sydney Convention and Exhibition Centre in Darling Harbour, Sydney is the venue for the OT NSW-ACT Conference 2009, and is well set up for dynamic and efficient flow of delegates to session rooms and exhibition areas.

The exhibition area will be held in close vicinity of the plenary room and concurrent session rooms, and amongst catering stations. With a variety of trade display facilities and a range of sponsorship packages, these provide valuable opportunities for organisations to promote, gain access and exposure to key target markets and decision makers nationally. Delegates will also be actively encouraged to visit all exhibition booths during catering breaks.

Some important benefits of sponsorship and exhibition are

- Increase in exposure to target markets
- Access to key decision makers
- Brand positioning and profiling
- Access to both state and national delegates
- Opportunity to increase sales

The Delegates – who will attend

The Delegates attending this Conference are Occupational Therapists, including clinicians, managers and academics, from various sectors including hospitals, medical rehabilitation units, the government sector, community health centres, home care services, insurance providers, work sites, psychiatric clinics, vocational rehabilitation centers, tertiary education organisations, private practices, schools, pharmacies and other allied health services.

The Delegates specialise in many areas of the health sector

- Mental Health
- Vocational Rehabilitation
- Injury and Prevention and Rehabilitation
- Paediatrics
- Aged Care
- Education
- Primary Health Care
- Chronic Disease Management

With over 1300 members between the ACT and NSW Occupational Therapy Associations, around 300 delegates are expected to attend this Conference.

The Program - topics of interest

The theme of the Conference is -Initiate, Participate, Achieve

This theme covers the following areas that will encourage engagement from all Occupational Therapists:

- Initiate: Opportunity, leadership and ideas
- Participate: Practical application of theory/therapy
- Achieve: Outcomes, evidence & research

Marketing and Communications strategy

The marketing plan to be implemented includes aspects of the following

- ❑ Email communication – includes regular email blasts to members from ACT and NSW associations, that update on general information, latest news, key dates, program and speaker details, keeping the target market engaged in activities leading up to the conference. This commenced March 2009 and will continue with greater frequency leading up to the Conference.
- ❑ Printed collateral – printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions and 'call for papers'. These will be distributed through special interest groups, and related events (eg Continuing Professional Development events).
- ❑ Specialised conference website – to be linked with both the OT AUSTRALIA NSW and ACT sites and used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.
- ❑ Advertising and articles – are planned to appear in 'Connections' (OT Australia National publication), other State Associations publications as well as in NSW and ACT printed and e-publications.
- ❑ Media coverage – may be attracted closer to the conference through both specialist and general media channels – profiling key developments in the field.

The Venue

Sydney Convention and Exhibition Centre
Darling Drive
DARLING HARBOUR
Sydney, Australia
Telephone: +61 2 9282 5000

With its prime Sydney waterfront location and world-class facilities, Sydney Convention & Exhibition Centre is Australia's largest and most successful venue for conferences and exhibition.

The purpose built centre is the centrepiece of Sydney's beautiful Darling Harbour precinct, on the edge of the central business district. From the Centre's prime waterfront location, the venue works closely with its Darling Harbour neighbours to ensure its visitors enjoy the best of Sydney- often incorporating the precinct as a stunning outdoor extension to its own facilities.

The Centre now boasts more than 30 meeting rooms, including Sydney's largest ballroom, and more than 30,000 square metres of exhibition space. State-of-the-art audio visual and IT facilities enable the Centre to provide important support services for international events.

Accommodation is plentiful, with more than 4000 rooms available at hotels and serviced apartments located in the precinct, catering for all levels of budget.

The Conference Organisers

With fifteen years collective experience in managing conferences in the health and medical association sector, the team at Think Business Events brings its wealth of expertise and knowledge to the role of professional conference organising for the Inaugural OT AUSTRALIA NSW-ACT Conference 2009.

Think Business Events looks forward to working with you to maximise the benefits of your involvement in the Inaugural OT AUSTRALIA NSW-ACT Conference 2009.

Conference Office:

Think Business Events
Level 1, 299 Elizabeth Street
Sydney NSW 2000

Ph: +61 2 8251 0045

Fax: +61 2 8251 0097

Email: otnswact@thinkbusinessevents.com.au

For more information on the OT Inaugural OT AUSTRALIA NSW-ACT Conference 2009 go to www.otnswact.com.au

Sponsorship Opportunities

Platinum Sponsorship – Price on Application (one opportunity only)

This tailored package is an opportunity to forge a partnership with OT AUSTRALIA to enhance your profile amongst, and achieve maximum exposure to all delegates as well as OT AUSTRALIA members in the lead up to the conference.

Gold, Silver and Bronze Sponsorship

Benefit	Detail	Gold \$11,000 (Two only)	Silver \$6,500	Bronze \$3,000
Venue signage	Prominent acknowledgement on signage at Registration desk and entrance to plenary room.	✓ Large	✓ Medium	✓ Small
Advertising	Opportunity to place advertisement in the conference program handbook.	Full Page	Half Page	Quarter Page
Conference Website	Logo to appear on home page and sponsors page of conference website.	✓	✓	✓
Exhibition space	Exhibition spaces (3m x 2m booth) Thursday and Friday of the conference. Includes exhibition passes, with access to exhibition and catering areas. * See note on Exhibition booths below	Double Space (4m x 3m) + 3 passes	Single Space (2m x 3m) + 2 passes	Single Space (2m x 3m) + 2 passes
Satchel Insert	Opportunity to place one A4 size page or items into satchels – subject to approval by committee.	Two items	One item	One item
Database access	Access to the database of all consenting delegates.	✓	✓	✓
Registration entitlement	Complimentary delegate registrations for conference (excluding conference dinner tickets).	Two	One	
Product Launch	Opportunity for product launch during conference which will be advertised to delegates and placed in Conference program. (*subject to Organising Committee approval)	One	One	
Marketing	Name and logo to appear on all printed materials from time of confirmation, including brochures, programs and other marketing materials.	✓	✓	
Recognition	Chair to give acknowledgement at opening of plenary sessions.	✓	✓	
Branding opportunities	Logo on title slide in plenary room and in conference program handbook.	✓	✓	
Welcome Reception	Recognised as sponsor of Welcome Reception, with logo prominently displayed on printed material, and signage at entrance, with opportunity for brief	✓		

	welcoming remarks.			
Association Website	Logo with link to website to appear on home page of OT Australia NSW and ACT website 6 weeks prior to conference.	✓		
Email marketing	Logo on Conference email campaigns sent out to potential delegates	✓		
Satchel Logo	Inclusion of logo and company name on satchel (alongside satchel and other gold sponsor logos and conference/OT logos)	✓		
Chairing a presentation	Opportunity to present the Keynote Speakers gift at a plenary session selected by program committee.	✓		
Distribution of materials	One seat drop at selected plenary session of the conference.	✓		

- Silver sponsors limited to maximum of five.

EXHIBITION NOTE:

Please note that morning and afternoon tea will be included for delegates (and exhibition pass holders) on both days of the Conference, but lunch will only be supplied on Thursday 12 November.

Exhibition Opportunities

Exhibition Booths 3m x 2m

\$1750

Branding opportunities	Logo and listing in conference program handbook.
Website	Logo to appear on sponsors page of conference website.
Exhibition space	Exhibition booth (octanorm white walls) with fascia board with company name, 2 spotlights and 1 power point Thursday and Friday.
Exhibition Passes	Two exhibition passes with access to catering and exhibition areas during Thursday and Friday including the Welcome Reception. One satchel and delegate list (hard copy).

EXHIBITION NOTE:

Please note that morning and afternoon tea will be included for delegates (and exhibition pass holders) on both days of the Conference, but lunch will only be supplied on Thursday 12 November.

Other Opportunities

Conference Satchel

\$2200

All Conference delegates will receive a conference satchel. Sponsorship includes

- Logo and company name on satchel (alongside satchel and other gold sponsor logos and conference OT logos)
- Insert of one A4 size page into satchels or an item – subject to approval by committee

Advertising in Conference Program Handbook

\$750

- Half page
- Artwork to be provided according to specifications

Advertising in Conference Program Handbook

\$450

- Quarter page
- Artwork to be provided according to specifications

Satchel Inserts

\$350

All Conference delegates will receive a conference satchel. Sponsorship includes

- Insert of one A4 size page into satchels or an item – subject to approval by committee

Award Sponsorship

\$450

Awards for best paper and poster presentations are given out at the Conference to recognise excellence in quality and originality of content, excellence in scientific investigation and/ or clinical practice, and the impact that the work has on occupational therapy.

These prestigious Awards will be presented at a plenary session during the Conference. There will be several Awards to choose from to sponsor.

Sponsorship includes

- Naming rights for an Award eg 'Your Company Name' Best Clinical Paper Award
- Opportunity to present the Award at a plenary session

Conference Pads and Pens

\$750

All Conference delegates will receive a conference satchel with pad and pen. Sponsorship includes

- Supply of pads and / or pens with sponsor logo

Name Badge Lanyards

\$3300

All delegates will be issued with a name tag and lanyard to be worn throughout the conference.

Sponsorship includes

- Sponsoring company logo on all lanyards
- Logo and listing in conference program handbook
- Logo on sponsors page on website

Poster Display

\$1100

Poster presenters will place their posters on boards provided by the Conference. Sponsorship includes

- Poster boards will be branded with sponsoring company name and logo
- Acknowledgement as Poster Display sponsors in conference program and on website
- Logo and listing in conference program handbook
- Logo on sponsors page on website

Internet Café **\$2200**

Space will be made available in the main exhibition area for an internet café.

Sponsors must provide at least 4 terminals and internet connection. Sponsorship includes

- Branding of the café and home page of the screens (at sponsors expense)
- Internet booth will be advertised in the conference program and also on the website
- Insert of one A4 size page into satchels or an item – subject to approval by committee
- Logo and listing in conference program handbook
- Logo on sponsors page on website

Product Launch (available only in addition to sponsorship / exhibition investment) **\$750**

Opportunity for product launch during conference (Product must be approved by the committee).

Sponsorship includes

- Launch advertised in the conference program and also on the website
- Insert of one A4 size page into satchels or an item – subject to approval by committee

Conference Dinner (Price on application)

Recognised as the sponsor of Conference Dinner, with logo prominently displayed on printed material, signage at entrance, branding throughout function with opportunity for brief welcoming remarks.

Network Central (Price on application)

This centrally located area with its 'coffee lounge ambience' will host speaker networking areas and be a focal point for other organised activities and announcements. The sponsors of this will have branding opportunities for this area, with all references in the conference program and in conference chair announcement to the XYZ (sponsors name) Networking Central Area.

Hosted Breakfast (Price on application)

In this informal early morning setting, delegates will have direct access to some specialist information in the OT profession, with the chance to ask questions and discuss key issues. Sponsorship of this item includes naming branding rights for breakfast.

Looking for a Unique Opportunity?

This prospectus serves as a guideline for sponsorship opportunities. If you would like to sponsor the OT NSW-ACT Conference 2009 and have a proposal which caters to your unique requirements as well as those of the conference, the committee would be willing to consider alternative proposals. Please contact the conference office for more information and details.

For further details on the Sponsorship and Exhibition opportunities, please contact the conference office.

Conference Office:

Think Business Events

Level 1, 299 Elizabeth Street

Sydney NSW 2000

Ph: +61 2 8251 0045

Fax: +61 2 8251 0097

Email: otnswact@thinkbusinessevents.com.au

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Sponsorship and Exhibition Booking Form

Written acknowledgement of sponsorship and / or exhibition bookings will be made on receipt of a signed booking form. A tax invoice will then be issued for the deposit and written confirmation provided once this is received.

Please complete this form, keep a copy for your records and send to

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Email: otnswact@thinkbusinessevents.com.au

Sponsorship / Exhibition Items:

Item Description	Cost \$AUD (inc GST)	Please indicate your selection / preferred booth numbers
Platinum Sponsorship (list 3 booth positions in order of preference)	\$POA	
Gold Sponsorship (list 3 booth positions in order of preference)	\$11,000	
Silver Sponsorship (list 3 booth positions in order of preference)	\$6,500	
Bronze Sponsorship (list 3 booth positions in order of preference)	\$3,000	
Exhibition booth (list 3 booth positions in order of preference)	\$1,750	
Conference Satchel	\$2,200	
Advertising in Conference handbook	Half page \$750 Quarter page \$450	
Satchel Inserts	\$350	
Award Sponsorship	\$450	
Conference Pads and Pens	\$750	
Name Badge Lanyards	\$3,300	
Poster Display	\$1,100	
Internet Café	\$2,200	
Product Launch	\$750	
Conference Dinner	\$POA	
Network Central	\$POA	
Hosted Breakfast	\$POA	
TOTAL (inc GST)		

Booking Details:

Organisation name	
Address	
City	
State/Postcode	
Country	
Contact Person	
Title/Position	
Telephone	
Fax	
Email	
Website	
Signature	
Date	

Payment and Booking Conditions:

1. Booking forms must be completed, signed and sent to the Conference Office.
2. Upon receipt of signed booking form, the conference office will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.
3. The deposit will be 50% of the full amount and payment is due 30 days from date of invoice.
4. The balance of the full amount will be due 11 September 2009.
5. Payment may be made by cheque or direct transfer into bank account. Cheques should be made out to 'Think Business Events ATF NSW-OT Australia' and forwarded to the address below. Credit card payments will not be accepted.
6. All payments must include 10% Goods and Services Tax component.
7. Acceptance of sponsorship and exhibition offers is at the discretion of the organising committee.

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