

2016 AUSTRALASIAN HIVAIDS 2016 CONFERENCE

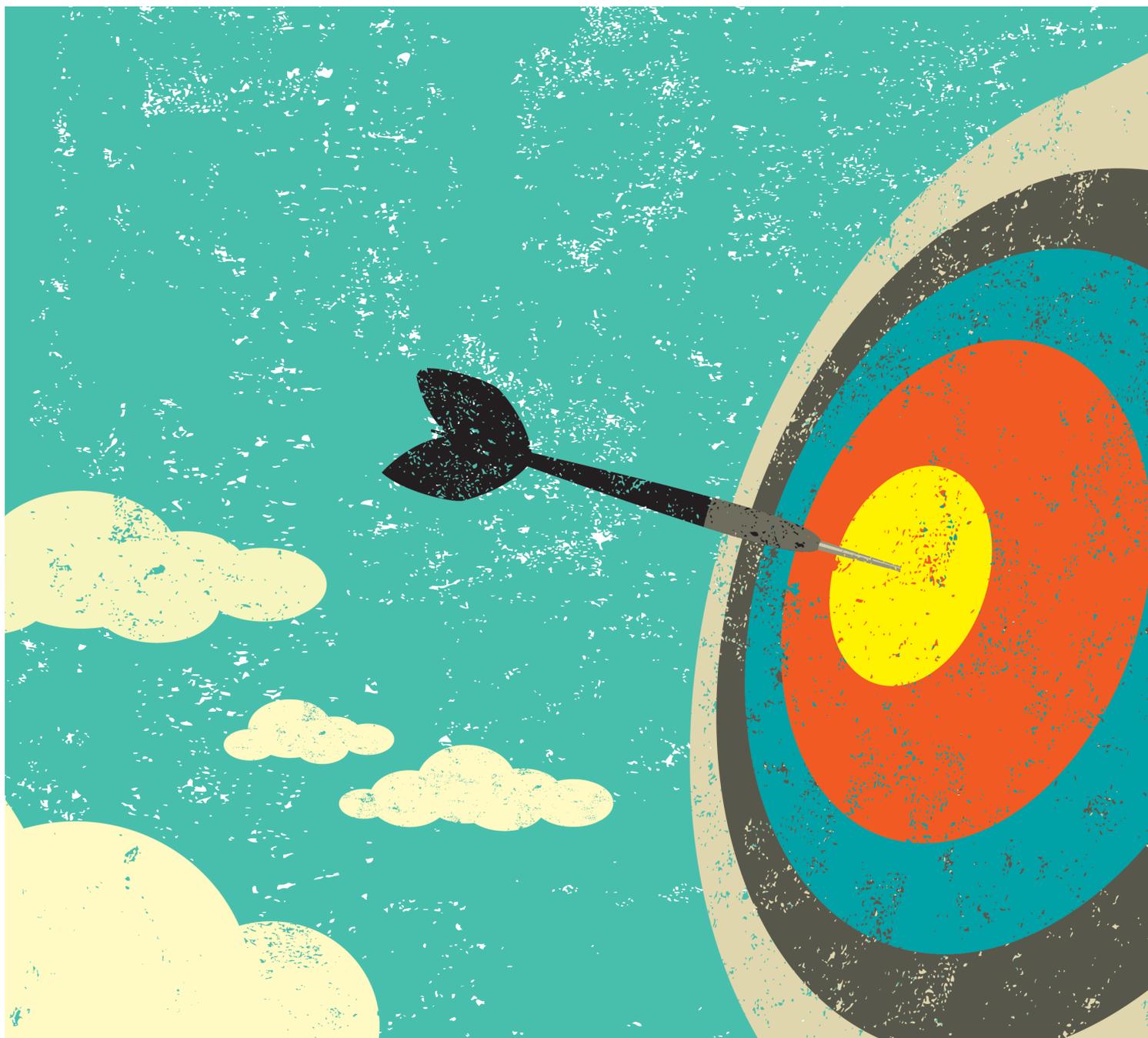
27th Annual ASHM Conference

14 - 16 November 2016

ADELAIDE, AUSTRALIA

www.hivaidconference.com.au

CONFERENCE SUPPORTER OPPORTUNITY



Contact: Amanda Burg

Locked Mail Bag 5057, Darlinghurst NSW 1300

t: (02) 8204 0770 | f: (02) 8204 0779 | e: info@hivaidconference.com.au



ashm

Overview of Benefits

An opportunity for you to:



Access and Engage healthcare professionals working in HIV and related diseases both face-to-face and over a nine month period



Create Awareness and Understanding for your brand and organisation with an opportunity to showcase your latest product developments and updates in new technologies that differentiate you from your competitors



Build and Improve Relationships with current and potential clients throughout the Conference program and continue to build your reputation as a leader in the field



Enhance Your Credibility and Corporate Social Responsibility by participating in the Conference run by the peak body for healthcare professionals in HIV and related diseases sector in Australasia.

The following prospectus will demonstrate how to make your organisation top of mind with Australasian and International healthcare professionals in the HIV and related diseases sector.

Please note that we advise you to secure your participation early in order to gain longer-term exposure.

Contents

Conference Supporter Prospectus

| | |
|---|----|
| ASHM Overview | 4 |
| Conference Overview | 5 |
| Support Considerations | 6 |
| Key Deadlines | 7 |
| Creating Awareness and Understanding | 8 |
| Building Relationships | 10 |
| Credibility and Corporate Social Responsibility | 10 |
| Package Availability | 11 |
| Key Supporter Packages | 12 |
| Platinum Supporter Packages | 13 |
| Black Supporter Packages | 14 |
| Red Supporter Packages | 15 |
| Blue Supporter Packages | 17 |
| Green Supporter Packages | 19 |
| Timeline | 21 |
| Exhibition Overview | 22 |
| Exhibition Space and Costs | 23 |
| Terms and Conditions | 25 |
| Cancellation Policy | 26 |
| Payment Details | 26 |
| Supporter/Exhibitor Application Form | 27 |

ASHM Overview

Our Purpose

ASHM is a peak organisation of health professionals in Australia and New Zealand who work in HIV, viral hepatitis and sexually transmissible infections. ASHM draws on its experience and expertise to support the health workforce and to contribute to the sector, domestically and internationally.

Who We Are

ASHM is a professional, not-for-profit, member-based organisation. It supports its members, sector partners and collaborators to generate knowledge and action in clinical management and research, education, policy and advocacy in Australasia and internationally. It is committed to quality improvement, and its products and services are sought after by governments, members, health care workers and affected people. ASHM's dedicated membership, high-calibre staff and commitment to partnership assure its effectiveness in achieving its mission.

How We Work

ASHM works collaboratively and in partnership to prevent HIV, viral hepatitis and STIs, and to preserve and protect the health of those living with these infections. It aims to function as a cohesive and inclusive group of professionals, advancing its vision in a skilled, informed, compassionate and appropriate way

Our Values

ASHM is committed to the principles of the Ottawa Charter for Health Promotion and Jakarta Declaration on Leading Health Promotion into the 21st Century, as well as the highest standards of ethical conduct as practised by the medical, scientific and health care professions.

ASHM is committed to continual quality improvement and working in ways that:

- support collaboration, partnership and cooperation
- reflect best practice in management and service delivery
- are informed by the latest scientific, clinical, health and policy research
- maintain transparency, industrial fairness and democratic decision-making
- strengthen ties with infected and affected populations
- respect cultural differences and diversity
- respect privacy and confidentiality, and
- redress social inequities

ASHM is a signatory to the Code of Conduct for Australian aid and development agencies, which is administered by the Australian Council for International Development (ACFID).

Conference Overview

The 2016 Australasian HIV & AIDS Conference (27th Annual Conference of the Australasian Society for HIV, Viral Hepatitis and Sexual Health Medicine) will be held back-to-back with the Australasian Sexual Health Conference.

| | |
|--------------------------------------|---|
| Dates: | Wednesday 16 November- Friday 18 November Joint Exhibition open Monday 14 November 10am until Friday 18 November approximately 3pm |
| Location: | Adelaide, South Australia |
| Venue: | Adelaide Convention Centre North Terrace Adelaide SA 5000 P: +61 8 8212 4099 |
| Delegate Categories: | Physicians, General Practitioners, Nurses, Social Workers, Community Workers, Educators, Pharmaceutical Company Representatives, Basic Scientists, Immunologists, Infectious Disease Specialists, Researchers, National/State & Territory Government Agency Personnel, Non Government Organisations Personnel, Regional/Area Health Authority Personnel, People Living with HIV/AIDS/HCV, Healthcare Professionals, Viral Hepatitis Specialists, Student Researchers and Junior Graduates |
| Expected Number of Delegates: | 700+ An additional 300 delegates during the overlap day |
| Conference History: | Brisbane 2015- 713- Held back-to-back with the World STI&HIV Congress Darwin 2013 – 640 attendees Melbourne 2012- 1016 attendees. Held jointly with the IUSTI Congress ASHM conferences have been held since 1989 and are usually held with the Sexual Health Conference |
| Conference Contact: | Amanda Burg P: +61 2 8204 0775 F: +61 2 8204 0779 Email: amanda.burg@ashm.org.au |

Support Considerations

Your support of this third party educational Conference would benefit a conference whose purpose is to promote scientific knowledge, medical advancement and delivery of effective healthcare. Your valuable contribution will be used to develop a high level program with international and domestic highly reputable speakers with contribution to audio visual and overall costs to reduce the fees required to be charged to delegates. Our Conference program will be developed by experts within a National Program Committee framework. We wish to assure you that our aim is to provide supporter packages that contribute to the Conference to maximise the enhancement of medical knowledge while still conforming to community standards acceptable to the guidelines that govern your operations. We believe these packages are fully compliant with Medicines Australia guidelines.

Support will be acknowledged in various publications, publicity material and during any events as per noted in the various package entitlements. This will be accompanied at all times by the following disclaimer:

“The organisations listed have kindly sponsored this Conference. Sponsorship is offered as an unconditional grant. The sponsor has no control over content, tone, emphasis, allocation of funds or selection of recipients. ASHM does not endorse or promote any healthcare-related products.”

Considerations and Selections

- The venue has been selected carefully to fit the event, to house the educational activities and to enhance the educational content of the Conference
- The focus of the supporter packages is an unconditional educational grant. Upon confirmation of support, a contract will be administered that states the funds provided are used for educational components of the Conference not the social events (unless you specifically wish to)

Key Deadlines

Significant deadlines to be aware of:

| | |
|--|-------------------|
| Conference Registration Brochure listing confirmation: | March 2016 |
| Exhibition bookings confirmation: | May 2016 |
| Expression of interest for all packages: | May 2016 |

Target Audience

The Australasian HIV & AIDS Conference 2016 provides you with the opportunity to Access and Engage your target audience before, during and after the Conference over a one year period.

- 700 Plus Expected Delegates during the Conference
- Marketing materials carrying your recognition (logo) as a key supporter distributed to thousands of Potential Delegates and Affiliated Organisations across Australasia
- Delegates fit generally into the following sociographic groups:

| | |
|---------------------|---|
| Age: | 30–55 |
| Male/Female: | Even distribution (55/45) |
| Education: | Tertiary qualified and above |
| Job Sector: | Medical/Healthcare/Community Organisations/Research |
| Nationality: | 80% Australian & New Zealander, 20% Overseas |

Creating Awareness and Understanding

By taking this opportunity, you can achieve your business objectives by promoting greater brand awareness and brand image amongst your current and prospective clients and differentiate your brand from your competitors. The opportunity promotes awareness and understanding of your organisation throughout a one year period.

During a survey of our exhibitors and sponsors in 2015, 100% of those who responded stated they were happy with the brand exposure leading up and during the conference.

Pre Conference

A detailed and comprehensive marketing strategy has been put in place to promote the Conference. Recognition can be made in the following areas:

Online and Social Marketing

- Through a listing on the Conference **website**, Conference promotion websites, and **links on partner organisation sites** both Australian based and Internationally
- **Email Alerts** sent to an established database of past delegates and sector contacts built over the Conference's history with your organisation logo and information included
- Recognition through our Social Media initiative **Twitter**

Direct Marketing

- Public Relations and contact with media organisations throughout Australia and further afield regarding launches and breaking news
- Further marketing and promotions at **related Conferences**, selected **Industry Publications** and **Trade Journals**
- **Recognition through ASHM News** – an online sector newsletter produced by ASHM and distributed to ASHA members and Chapter of Sexual Health Medicine Newsletters
- Marketing materials including a **Registration Brochure** that is distributed to thousands of potential delegates and affiliated organisations
- Marketing opportunities through Conference Collaborating Organisations

During the Conference

A variety of opportunities exist to maximise exposure with your target audience dependent on the package you select. These include:

- Hosting an **Educational Satellite Symposium**
- **Prime Positioned Booth** in the Exhibition Hall allowing delegates to get detailed information and understanding of your organisation and products
- Recognition in the **Conference Guidebook**
- **Verbal Acknowledgement** of support made on screen during the Conference with your logo displayed
- Provision of items for the **Promotional Table** set up in a prominent position in the Conference Centre

After the Conference:

- Thank you to sponsors on the **Conference Website** for up to three months following the Conference
- **Formal acknowledgement** in the delegate thank you email
- And of course the large number of **Business Cards** you collected throughout the Conference

Building Relationships

This opportunity has been developed to maximise your exposure and networking opportunities and is structured to ensure your organisation gains the most value from its investment.

By enhancing your existing relationships and creating new ones you have the opportunity to continue to build on your reputation as a leader in the field.

As a supporter of the Conference, you will have:

- The opportunity to host an **Educational Satellite Symposium** allowing the Conference delegates the chance to absorb content put together by your organisation
- **Discounted Registrations** to the Conference giving your staff peer-to-peer interaction with delegates
- A chance to **Reward** your sales **Staff** to experience the latest updates in their field
- A **Prime Positioned Booth** in the Exhibition Hall
- Access to **Leads & Contacts** that otherwise may not have been part of your original marketing strategy
- The opportunity to **Invite** your **Current and Potential Clients** to a key Sexual Health Conference

Credibility and Corporate Social Responsibility

By supporting the Conference you are also supplying Ethical Support to the sector where it is required most. You can:

- Boost your credentials with some of the brightest upcoming presenters in the sector. Prizes are awarded to promote new research and entry into the sector, providing the sponsor with a unique opportunity to establish relationships with new researchers whilst benefitting the sector in a memorable way.
- Be considered as supporting the general aims of the conference collaborators and assisting them toward their Purpose, Vision, and Mission.

Package Availability

Following feedback from previous year's conferences, we are pleased to offer the following key supporter positions, upgrades and bolt-ons, please note these prices are GST inclusive:

| | | |
|------------|-----------------------------|-----------|
| A \$66,000 | Platinum Supporter - 3 Only | ● ● ● |
| A \$49,500 | Gold Supporter - 3 Only | ● ● ● |
| A \$38,500 | Silver Supporter - 5 Only | ● ● ● ● ● |
| A \$22,000 | Bronze Supporter - 5 Only | ● ● ● ● ● |
| A \$11,000 | Black Supporter - 1 Only | ● |
| A \$9,900 | Red Supporter - 1 Only | ● |
| A \$5,500 | Blue Supporter - 1 Only | ● |
| A \$2,200 | Green Supporter - Multiple | |

As Platinum, Gold, Silver and Bronze supporters, you will be entitled to a number of credits, noted on the next page.

Key Supporter Packages

***All logos need to be company not product related**

| | PLATINUM | GOLD | SILVER | BRONZE |
|--|------------------|------------------|---------------|--------------|
| "Promote greater company awareness and image" | | | | |
| Your logo printed in the Conference registration brochure distributed to thousands of potential delegates | ✓ | ✓ | | |
| Support of the Conference Scholarships and acknowledgement as such | ✓ | ✓ | ✓ | ✓ |
| Email marketing of the Conference acknowledging your involvement | ✓ | ✓ | ✓ | ✓ |
| Link to company website – a link from your logo will be set up from the Conference website to the website of your choice | ✓ | ✓ | ✓ | |
| "Direct face-to-face interaction with healthcare professionals" — On-site acknowledgment | | | | |
| Opportunity to host an Educational Satellite Symposium within the Conference program through the Platinum option | ✓ | | | |
| Logo on Conference banner located at registration area (size varies on level of support) | ✓ | ✓ | ✓ | ✓ |
| Booth(s) or floor space in a prime position in the Exhibition Hall | ✓ x 2 | ✓ x 2 | ✓ x 1 | |
| One advertisement in colour in the A5 Conference Guidebook (artwork to be provided by sponsor) | ✓ Double page | ✓ x Full Page | | |
| Your Logo/Name will be displayed on a PowerPoint slide at the commencement and conclusion of every session at the Conference | ✓ | ✓ | ✓ | ✓ |
| Your Logo will be printed on the inside front cover of the Conference Guidebook (size varies on level of support) | ✓ | ✓ | ✓ | ✓ |
| Verbal acknowledgement of support made during the Conference in plenary sessions | ✓ | ✓ | ✓ | ✓ |
| Opportunity to provide items for inclusion on the promotional table set up in a prominent position | ✓ x unlimited | ✓ x 3 items | ✓ x 2 items | ✓ x 1 item |
| Satchel Insert – promoting your educational satellite | ✓ x 1 | | | |
| "Enhance existing relationships and create new alliances" — Conference and social benefits | | | | |
| Opportunity to purchase registrations at discounted rate | ✓ | ✓ | ✓ | ✓ |
| Opportunity to value add to your package – see black, red, blue, green packages (no additional cost) | ✓ x 3 credits | ✓ x 3 credits | ✓ x 2 credits | ✓ x 1 credit |
| "Continue to build your reputation as a leading provider in the sector" — Post-Conference marketing | | | | |
| Formal acknowledgement of sponsorship in post Conference thank you email sent to all delegates (size varies on level of support) | ✓ | ✓ | ✓ | ✓ |
| Thank you to sponsors on Conference website for a period of three months | ✓ | ✓ | ✓ | ✓ |

Platinum Supporter Packages - (3 only)

Platinum Supporters have the exclusive opportunity to host an **Educational Satellite Symposium** within the Conference program. The session will allow you to fully engage your target audience with content put together by your organisation.

Additional features contained within the upgrade include:

- Notifications of the Symposium in the electronic marketing of the Conference program through **Email Alerts** and **Online Marketing**
- Listing of the Symposium in the **Conference Program** and associated events section of the Conference Guidebook
- **Flyer** advertising the Satellite Symposium in Conference **satchel bags** (to be provided by sponsor) or flyers on chairs handed out within a session at the Conference
- **Room Signage** and **Setup**, along with the Educational Content, driven by the sponsor
- Free **Room Hire/Basic Audiovisual equipment** and assistance with logistics

Note: Time slots for the symposium of approximately 1 hour to 1.5 hours will be discussed with the Conference organisers. The content of the symposium will be entirely the responsibility of the sponsor and can in no way be seen to be endorsed by any of the committee. Costs incurred above the room hire and basic audiovisual are at the sponsors' expense. Please note catering is not included in this cost.

It is recommended that the content of your symposium be developed prior to communications regarding the earlybird registration deadline approaching to increase the number of delegates pre-registering for your educational session.

Please note: Deadline for content is **June 2016**.

Black Supporters - \$11,000

Exclusive Opportunity

Conference Smart Phone App - Joint Conference

A single opportunity exists for this sponsorship- The speakers, program and exhibitor details will all be accessible via the conference App.

The Conference Smart Phone App will be available at no purchase charge for every delegate to download on all internet ready mobile phones including iPhone, Android, Blackberry and iPad. Research shows around 75% of all delegates will use the App which in turn improves the attendee experience.

Benefits

- Company logo acknowledging support included on email launching App
- Acknowledgement on official conference website with logo and hyperlink to organisation's website
- Organisation's logo included in the Conference Guidebook (subject to printing deadlines)
- App designed with company logo as the 'Official App Sponsor'

Note: Expressions of interest in this opportunity need to be received prior to **May 2016**.

Exclusive Opportunity

Webcaster Supporter - Joint Conference

Invest in content capture and dissemination. Support the educational legacy of the meeting to enable the content to reach the communities and organisations that were not able to attend.

Audio synchronised slides will be captured for a large number of conference sessions, particularly plenary and symposia sessions.

Benefits

- Acknowledgement of supporter status on conference website with logo and hyperlink to company's website
- Company's logo on all pages with the links to the webcasts
- Company's logo on speaker consent forms advising speakers of your support

Note: Expressions of interest in this opportunity need to be received prior to **May 2016**.

Red Supporters – \$9,900 or 3 credits each

Exclusive Opportunity

Internet Hub & WiFi Supporter - Joint Conference

Moving with Technology - Increase your interaction time with delegates as they flock to your stand for the only free universal access to internet and printing facilities at the Conference breaks.

This area will be available for the educational benefits of delegates for them to print attendance certificates, search the Conference website and view work emails.

Benefits

- One shell scheme booth or floor space (stand alone or as an extension to your booth)
- Branded charging station
- A minimum of 2 x computers or iPads, 1 x printer and Internet connection will be provided
- Company logo on screen saver on computers in Internet Hub area
- Company logo on signage promoting WiFi access
- Website link from computers in Internet Hub area to your company website
- Banner (sponsor to provide)

Acknowledgement in the general information section of the Conference Guidebook including company logo and where the Internet Hub area is mentioned

Note: To maximise your exposure we suggest combining this package with a coffee stand near your booth, hiring furniture and supplying company branded coffee cups that compliment your brand is a nice touch and a great way to stay top of mind with delegates.

Note: Expressions of interest in this opportunity need to be received prior to **May 2016**.

Exclusive Opportunity

Juice Bar Provider - Joint Conference

The Healthy Choice Health - Is a high priority for all Australians in recent times and your brand will be associated with enhancing personal wellbeing for all delegates.

Benefits

- One shell scheme or floor space (stand alone or as an extension to your booth)
- Service staff, juice machine hire and equipment for the morning tea, lunch and afternoon tea breaks
- Acknowledgement in the general information section of the Conference Guidebook including company logo where the Juice Bar is mentioned

Note: The Juice Bar sponsor can hire furniture for the Juice Bar that suits their booth or a skirted trestle table will be provided. To maximise your exposure we suggest supplying company branded juice cups.

Note: Expressions of interest in this opportunity need to be received prior to **May 2016**.

Red Supporters – \$9,900 or 3 credits each

Exclusive Opportunity

Satchel Supporter - Joint Conference

Be seen distributed to every Conference delegate upon registration, satchels are used by delegates throughout the Conference to carry their notes and belongings and are often retained as a memento after the event. Sponsorship of the Conference satchels offers a prime promotional opportunity, as the sponsor will be a constant presence for the duration of the event and beyond.

Benefits

- Company logo attached to the satchel on a removable tag/label (approx size of logo 60mm x 40mm) in one colour. Tag will be disposable as per Medicines Australia guidelines
- Sponsor materials placed in the satchel-1 item
- No competition for satchel inserts. Only organiser's material, Platinum sponsors and satchel sponsor will be allocated inserts. One DL or A4 size (or similar) lightweight item only

Note: The Conference bag chosen will be low-cost in order to devote funds to the educational content of the Conference.

Blue Supporters - \$5,500 or 2 credits each

Exclusive Opportunity

Conference Guidebook Supporter - Joint Conference

Top of Mind - Obtain a constant presence for the duration of the event with the must have 'information encyclopaedia' given to delegates.

The Conference Guidebooks are used by delegates throughout the Conference. Sponsorship of the Conference Guidebook offers excellent exposure, as the sponsor will be a constant presence for the duration of the event and beyond.

Benefits

- Your company will be listed as the sponsor of the Conference Guidebook with your company logo (not product logo) displayed prominently on the front cover
- Sponsor logo will be printed in the Conference Guidebook along with a small blurb (150 words) about your company
- You will be given the opportunity to have a full page ad in the Conference Guidebook (The advertisement will be placed within the Guidebook at the discretion of the Conference organiser)

Note: Expressions of interest in this opportunity need to be received prior to **May 2016**.

Exclusive Opportunity

Hospitality Supporter

Be seen during catering breaks - Opportunity to support the morning tea, lunch and afternoon tea catering breaks in the exhibition hall for one day during the Conference.

Benefits

- Logo printed in Conference Guidebook on an associated events page
- Company Logo shown on menus at buffet stations
- Signage (supplied by sponsor) displayed during the day in the exhibition hall

Note: Company logo on napkins can be provided at the Supporters own expense.

Blue Supporters - \$5,500 or 2 credits each

Exclusive Opportunity Reception Supporter

Golden Networking Opportunity - In previous years, 90% of delegates attended this popular event where substantial food and beverages are served to comply with Medicines Australia Guidelines. The evening will be an excellent networking opportunity.

Benefits

- Logo printed in Conference Guidebook on an associated events page
- Signage (supplied by sponsor) displayed during the evening

Note: Company logo on napkins can be provided at the Supporters own expense

Green Supporters - \$2,200 or 2 credits each

Meeting Space Supporter

Valuable onsite space available to meet with key sector colleagues - Meeting Room provided for one day onsite during the Conference. The room will be set for 20 people, boardroom style and be available from 7am to 7pm. Notepads, pens and water are included. Audio visual and catering are not included.

Additional features include:

- Your company logo will be shown outside of the meeting room
- Opportunity to provide a company banner outside the meeting room

Note: Expressions of interest in this opportunity need to be received prior to **May 2016**. Package subject to room availability. One room is available each day of the Conference.

Conference Scholarship Supporter

Ethical Support - The Conference Scholarship Program assists individuals to attend the Conference. Scholarships will be granted to individuals facing financial hardship. The assessment and eligibility criteria are available on request from the Conference Secretariat and will be available on the Conference website.

Note: Donations are an unconditional grant. The donor has no control over content, tone, emphasis, allocation of funds or selection of recipients. Expressions of interest in this opportunity need to be received prior to **May 2016**.

Advertisement in Guidebook

Be Seen - Distributed to all delegates in the Conference satchels, the Conference Guidebook is a valuable resource for the delegates to use during the Conference. The delegate will constantly refer to the Conference Guidebook for general information and program information.

The advertisement will appear in black and white and will be placed within the Guidebook at the discretion of the Conference organiser. The deadline for booking artwork is **May 2016**.

Green Supporters - \$2,200 or 2 credits each

Promotional Table

Something Extra - A table will be placed in a prominent position within the Conference Centre for the display of promotional items. The table will be restocked with these items as necessary by Conference staff.

There will be limited satchel inserts; limited to only the Satchel Sponsors material, the Organisers Material including Conference Guidebooks and stationery items therefore this is a valuable promotional opportunity.

Stationery Provider

Something Extra - Inserted into every Conference satchel, stationery items are constantly used by delegates throughout the Conference. This support offers excellent exposure, as the supporter will be a constant presence for the duration of the event and beyond. Each stationery supporter is entitled to insert two items into each satchel. Stationery items required include Note Pads, Pens, Post-it Notes, Highlighters and Flags. The Secretariat reserves the right to include a number of each item but may also refuse the sponsorship of a particular item if too many are pledged. We understand Medicines Australia guidelines only allow pads and pens, however companies not governed by these guidelines can provide other items, with prior approval by the Conference Secretariat.

Sponsorship Benefits Include:

- Opportunity to supply to the Conference two stationery items with company logo (not product logo) for inclusion in satchels

Timeline

November 2015 - May 2016

- Agreements signed and exchanged
- Full payment required
- Logo, website links and 50 word company profile supplied to the Conference Organiser

April 2016

- Deadline for booking Platinum and Gold Supporter packages (for registration brochure listing)
- Marketing materials and Registration Brochure to print containing sponsor logos (where applicable)

May 2016

- Marketing campaign acknowledging key sponsors and collaborating organisations
- Deadline for expression of interest for all packages

June 2016

- Follow up of marketing and progress monitoring
- Exhibition spaces allocated (Platinum and Gold sponsors given preference)

July 2016

- Finalise satellite symposium for communication with potential delegates

August 2016

- Earlybird registration deadline communication containing sponsor acknowledgement (where applicable)
- Exhibition Manual to be sent out to all exhibitors
- Proof of public liability insurance or a signed indemnity form to exhibit provided to ASHM
- Update of program and floor plan provided to supporters
- Guidebook and app production containing sponsor logos (where applicable)

September 2016

- Final program, floor plan and itineraries supplied to supporters
- Current delegate lists supplied
- Conference registration deadline communication containing sponsor acknowledgement (where applicable)
- Conference app (if applicable) launched

November 2016

- Event begins
- Onsite face-to-face meeting between all supporters and Conference organisers

November 2016 – December 2016

- Debrief and evaluation
- Thank you letter sent to delegates containing acknowledgement of supporters
- Webcasting available online (if applicable)

Exhibition Overview

Supporters, Companies and Organisations are invited to exhibit at the Conference and thus have the opportunity to network and showcase their products/services to their target audience.

Venue

Adelaide Convention Centre

North Terrace

Adelaide SA 5000

P: +61 8 8212 4099

Exhibition Details

Timings will be confirmed closer to the date for all confirmed exhibitors in an Exhibitors Manual. The timing listed below is indicative only and is subject to change.

| | | |
|--|-----------------------|------------------|
| Joint Sexual Health & ASHM HIV&AIDS Conference Exhibitiown Mark Up | Sunday 13 November | 7.00am - 9.00am |
| Joint Sexual Health & ASHM HIV&AIDS OR Sexual Health only Conference Exhibition Build (including Custom stands) | Sunday 13 November | 9.00am - 5.00pm |
| Joint Sexual Health & ASHM HIV&AIDS OR Sexual Health only Conference Exhibitors Set up | Monday 14 November | 7.00am - 9.00am |
| Sexual Health Conference Exhibition Opening Times | Monday 14 November | 10.00am - 7.00pm |
| | Tuesday 15 November | 9.00am - 4.00pm |
| | Wednesday 16 November | 9.00am - 4.00pm |
| Sexual Health Conference only exhibitors Pack up | Wednesday 16 November | 4.00pm - 6.00pm |
| Sexual Health Conference only exhibition dismantle | Wednesday 16 November | 6.00pm - 11.00pm |
| ASHM Conference Exhibitors Stand Build | Tuesday 15 November | 6.00pm - 11.00pm |
| ASHM Conference Exhibitors Set up | Wednesday 16 November | 7.00am - 9.00am |
| ASHM Conference Exhibition Opening Times | Wednesday 16 November | 9.00am - 4.00pm |
| | Thursday 16 November | 9.00am - 7.00pm |
| | Friday 18 November | 9.00am - 3.00pm |
| ASHM Conference Exhibition exhibitors pack up | Friday 18 November | 3.00pm - 5.00pm |

Exhibition Space and Costs

Supporter rates are applicable to any company taking up Platinum, Gold, Silver, Bronze, Red, Blue or Green Supporter packages. Payment must be received prior to booth allocation.

Exhibition Space – 3m x 3m Floor space only

| | | |
|-----------------------------|---------------------------|------------------|
| Exhibitor- One Conference | Supporter rate | A \$3,300 |
| Exhibitor- Both Conferences | Supporter rate | A \$4,400 |
| Exhibitor- One Conference | Non-Supporter rate | A \$4,400 |
| Exhibitor- Both Conferences | Non-Supporter rate | A \$5,500 |

Exhibition Space – 3m x 3m Shell scheme booth

| | | |
|-----------------------------|---------------------------|------------------|
| Exhibitor- One Conference | Supporter rate | A \$4,400 |
| Exhibitor- Both Conferences | Supporter rate | A \$5,500 |
| Exhibitor- One Conference | Non-Supporter rate | A \$5,500 |
| Exhibitor- Both Conferences | Non-Supporter rate | A \$6,600 |

Exhibition Space – 3m x 2m Shell scheme booth

| | | |
|-----------------------------|---------------------------|------------------|
| Exhibitor- One Conference | Supporter rate | A \$2,200 |
| Exhibitor- Both Conferences | Supporter rate | A \$3,300 |
| Exhibitor- One Conference | Non-Supporter rate | A \$3,300 |
| Exhibitor- Both Conferences | Non-Supporter rate | A \$4,400 |

Exhibition Space and Costs

Shell Scheme Booth cost includes:

| | |
|-------------------|--|
| Stand: | 3m x 3m or 2m x 3m with white melamine walling (number of walls dependent on position) |
| Fascia: | 1 x Company Name sign and company Logo in black and white (with a maximum number of letters to be determined) |
| Lighting: | 2 x 150 watt track lights per booth |
| Power: | 1 x single power point (4 amp) per booth |
| Flooring: | The venue has carpet flooring |
| Furniture: | At the exhibitor's own expense |

Please note: Any additional requirements are at the exhibitor's expense

All exhibition packages will include the following benefits:

- One full exhibitor pass per manned stand and access to discounted registration rates
- A company profile included in the exhibition section of the Conference Guidebook and app (if applicable) distributed at the Conference

To book space, please complete the Supporter/Exhibitor application form by **May 2016**.

Booth allocation will occur shortly after this date. Sponsors, particularly the Platinum and Gold sponsors will have first option. Following this, the exhibition space allocations will be based on the order in which bookings are received.

Payment must be received prior to booth allocation.

Terms and Conditions

In order to confirm your participation, we **will require the Supporter/Exhibitor Application Form and full payment**. The support cannot be confirmed, and therefore no benefits will be given, until full payment is received. Payment must be received 14 days from the issue of invoice. If the full payment is not received the conference organiser has the right to review the commitment and withdraw the application form.

Terms of participation include:

- The payment is offered as an unconditional grant. The supporter has no control over content, tone or emphasis of the Conference, allocation of funds or selection of recipients
- There will be no opportunity for the company to control the curriculum of educational initiatives of the Conference
- The company will have access to use the Conference logo for promotional purposes only
- The Conference does not endorse or promote any health-care related products
- Companies cannot claim any relationship, endorsement or support from the Conference
- All attending delegates from the sponsoring organisation are to be registered by **11 September 2016**
- If payment is not made prior to the conference dates, an additional 20% surcharge will be added to the overall sponsorship total.
- A full sponsorship contract will be sent to key sponsors. Terms and conditions for exhibitors will be sent separately
- Whilst every care will be taken by the venue and organising personnel, the organisers will not be responsible for any loss or damage to property, including brochure materials of any exhibiting company or any other person, by theft or fire or any other cause

The organisers reserve the right to change the program, revise the layout of the floor plan, to transfer an exhibiting company to an alternative site, or alter the shape or size of any booth. Any such change will be advised in writing by the organisers and an alternative provided. The contracted exhibition company will advise exhibitors of what equipment can be used with the stands. The venue itself stipulates that pins, nails, tape, velcro and other items are not to be used on the walls, ceilings or other fittings.

Cancellation Policy

In exceptional circumstances the Organisers will be prepared to consider cancellation of the contract with Sponsors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing.
- If cancellation of sponsorship is necessary after confirmation, the following penalties will apply:
 - For Cancellation notices received in writing before **30 April 2016** a cancellation fee of 50% of the original package price will apply
 - Cancellation notices received after **30 April 2016** receive no refund

Payment Details

In paying for sponsorship you are paying ASHM.

Cheques

Please make all cheques/drafts payable to:

Conference Trust Account and send to the Conference Secretariat

Australasian HIV & AIDS Conference 2016

ASHM Conference and Events Division

Locked Mail Bag 5057, Darlinghurst NSW 1300

Credit Card and EFT payment

Details will be provided on the invoice or please contact the Conference Secretariat

Australasian HIV & AIDS Conference 2016

Supporter/Exhibitor Application Form

Fax to: +61 2 8204 0779 | Email: amanda.burg@ashm.org.au

Your details

Business or

Company Name: _____

Company Address: _____

Contact Name: _____

Position Held: _____

Phone No: _____

Mobile No: _____

Email: _____

We are interested in the following (Please tick):

Key Support Positions

| | | |
|--------------------------|----------|------------|
| <input type="checkbox"/> | Platinum | A \$66,000 |
| <input type="checkbox"/> | Gold | A \$49,500 |
| <input type="checkbox"/> | Silver | A \$38,500 |
| <input type="checkbox"/> | Bronze | A \$22,000 |

Black Supporter

| | | |
|--------------------------|----------------------------|------------|
| <input type="checkbox"/> | Conference Smart Phone App | A \$11,000 |
| <input type="checkbox"/> | Webcasting Supporter | A \$11,000 |

Red Supporter

| | | |
|--------------------------|---------------------------------|-----------|
| <input type="checkbox"/> | Internet Hub and Wifi Supporter | A \$9,900 |
| <input type="checkbox"/> | Juice Bar Provider | A \$9,900 |
| <input type="checkbox"/> | Satchel Supporter | A \$9,900 |

Blue Supporter

| | | |
|--------------------------|--------------------------------|-----------|
| <input type="checkbox"/> | Conference Guidebook Supporter | A \$5,500 |
| <input type="checkbox"/> | Hospitality Supporter | A \$5,500 |
| <input type="checkbox"/> | Reception Supporter | A \$5,500 |

Green Supporter

| | | |
|--------------------------|----------------------------------|-----------|
| <input type="checkbox"/> | Meeting Space Supporter | A \$2,200 |
| <input type="checkbox"/> | Conference Scholarship Supporter | A \$2,200 |
| <input type="checkbox"/> | Advertisement in Guidebook | A \$2,200 |
| <input type="checkbox"/> | Promotional Table | A \$2,200 |
| <input type="checkbox"/> | Stationery Provider | A \$2,200 |

| | |
|-------------------|----|
| Sub Total: | \$ |
|-------------------|----|

Exhibition Space (Please tick):

Exhibition Space – 3m x 3m Floor space only

| | | |
|--------------------------|--|-----------|
| <input type="checkbox"/> | Exhibitor – Supporter rate (one conference) | A \$3,300 |
| <input type="checkbox"/> | Exhibitor – Supporter rate (both conferences) | A \$4,400 |
| <input type="checkbox"/> | Exhibitor – Non-Supporter rate (one conference) | A \$4,400 |
| <input type="checkbox"/> | Exhibitor – Non-Supporter rate (both conferences) | A \$5,500 |

Exhibition Space – 3m x 3m Shell scheme booth

| | | |
|--------------------------|--|-----------|
| <input type="checkbox"/> | Exhibitor – Supporter rate (one conference) | A \$4,400 |
| <input type="checkbox"/> | Exhibitor – Supporter rate (both conferences) | A \$5,500 |
| <input type="checkbox"/> | Exhibitor – Non-Supporter rate (one conference) | A \$5,500 |
| <input type="checkbox"/> | Exhibitor – Non-Supporter rate (both conferences) | A \$6,600 |

Exhibition Space – 3m x 2m Shell scheme booth

| | | |
|--------------------------|--|-----------|
| <input type="checkbox"/> | Exhibitor – Supporter rate (one conference) | A \$2,200 |
| <input type="checkbox"/> | Exhibitor – Supporter rate (both conferences) | A \$3,300 |
| <input type="checkbox"/> | Exhibitor – Non-Supporter rate (one conference) | A \$3,300 |
| <input type="checkbox"/> | Exhibitor – Non-Supporter rate (both conferences) | A \$4,400 |

| | |
|-------------------|----|
| Sub Total: | \$ |
|-------------------|----|

| | |
|-------------------------|----|
| INVESTMENT TOTAL | \$ |
|-------------------------|----|

Sponsorship contract and tax invoice will be sent upon receipt of this form. A cheque for the total amount made payable to "Conference Trust Account" is attached / is following. Please provide a copy of your logo (as a high resolution >300dpi eps and jpeg file in colour and black and white) for use in recognising sponsorship.

I, _____ agree to the terms and conditions stated on page 26

Signed _____

Date _____