

PUBLIC HEALTH ASSOCIATION AUSTRALIA (WA BRANCH)



STATE CONFERENCE

“Global Issues, Local Solutions – Thinking outside the box”



**TRADEWINDS HOTEL
EAST FREMANTLE
November 18 - 19, 2010**

SPONSORSHIP PACKAGE AND PROPOSAL

Public health is about preventing problems - monitoring, protecting, maintaining and improving the health of the community. Most of the great advances in human health have come from developments in public health. There is now increasing interest nationally and internationally in the role of public health, and how it can further improve our lifespan and our quality of life. Issues such as equity, sustainable development and climate change, the lack of improvement in Indigenous health, chronic diseases and food security will be but a few of the topics discussed and explored. One important aspect of this conference will be generation of recommendations for future action.

This conference offers an opportunity for all public and allied health practitioners and researchers to present, learn, listen and discuss public health challenges - now and into the future. The conference will feature prominent figures from Australia, but there will also be a special focus on offering a platform to young and Indigenous speakers. We expect that this conference will attract widespread interest from people working in a wide range of health-related fields, as well as substantial media attention.

Conference delegates will be drawn from the following fields:

- | | | |
|---------------------|------------------------|------------------------------------|
| ♣ Public health | ♣ Environmental health | ♣ Academia |
| ♣ Medicine | ♣ Economics | ♣ Local, State & Commonwealth Govt |
| ♣ Indigenous health | ♣ Policy | ♣ Community Health |
| ♣ Health promotion | ♣ Education | ♣ Epidemiology |
| ♣ Environment | ♣ Nutrition | |
| ♣ Planning | ♣ Nursing | |

Benefits of Conference Sponsorship and Trade Displays

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State Conference

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- Your organisation will significantly benefit from exposure to an interested, relevant and influential audience that is drawn from Western Australia and other Australian States.
- Conference sponsorship will provide your organisation with an excellent opportunity to maintain a profile with academics, practitioners, policy developers, consultants, government departments and private industry.
- High profile keynote speakers will generate a high level of conference registrations, media attention and other avenues of exposure locally, regionally and nationally.
- The representatives from your organisation will have ample opportunity to network both formally and informally with conference delegates during designated breaks and at social functions.
- Participation as a sponsor is a legitimate tax deduction in the form of advertising and promoting your company or organisation.
- Your organisation's involvement and support for this conference will be an open demonstration of your commitment to public health, expressing your interest in maintaining and improving the community's health both today and into the future.



SPONSORSHIP LEVELS

Sponsoring the Western Australian Public Health Conference will present an excellent opportunity for your organisation to reach the key policy and decision makers in the public health field. As a sponsor, you will increase your organisation's product and service awareness within the spheres of many professionals including:

- Public health professionals
- Health promotion professionals
- Policy developers
- Behavioural change professionals
- Indigenous health professionals
- General practitioners
- Community health professionals
- Allied health professionals
- Researchers
- Planners
- Environmental health managers
- Administrators
- Educational professionals
- Clinicians

The Conference organisers are seeking sponsorship for the following categories:



PLATINUM SPONSORS - those who are able to sponsor events or activities over \$5000



GOLD SPONSORS - those who are able to sponsor events or activities to the amount of \$5000



SILVER SPONSORS - those who are able to sponsor events or activities to the amount of \$3000



BRONZE SPONSORS - those who are able to contribute a trade display or exhibit

Details of available events and associated benefits awarded for each category are listed below.



Bronze Sponsorship: Trade Display/Exhibitor \$1000

Bronze sponsorship will entitle you to:

- Trade booth
- One conference registration
- Attendance to all social events

Trade Exhibitors will receive the opportunity for their organisation to reach the key decision-makers and practitioners who work in public health. The conference delegates are expected to be both from Western Australia and other States. A space (approx 2.4m x 1.2m) will be allocated for each display. Further details of these will be forwarded to all potential sponsors who indicate an expression of interest to the conference committee. One free conference registration will be included in the trade display package.

✦ **Silver Sponsorship** **\$3000**

Silver sponsorship will entitle you to:

- Acknowledgment in the conference program
- Verbal and written acknowledgment
- Two conference registrations
- Conference satchel insert
- Two Poster Display and Social Drinks tickets
- Signage at the conference

✦ **Gold Sponsorship** **\$5000**

Gold sponsorship will entitle you to:

- **All of the above plus;**
- Public health advice for conference duration
- Signage adjacent to the main auditorium stage
- Verbal acknowledgment during the conference
- Complimentary trade display
- Complimentary poster display
- One half-page advertisement in the PHAA (WA) newsletter

✦ **Platinum Sponsorship** **Over \$5000**

Platinum sponsorship will entitle you to:

- **All of the above plus;**
- Signage directly behind the main auditorium
- Rights to naming on conference promotional material
- Delegate list
- Sponsorship presentation at the Poster Display and Social Drinks
- One full page advertisement in the PHAA (WA) newsletter

Other levels or types of sponsorship or support are gladly welcome. Benefits can be negotiated with the conference organising committee.



CONFERENCE BASICS

The Venue: Fremantle

Fremantle is a vibrant port city with a mix of rich heritage and culture, arts, first class restaurants and cafes and beautiful beaches. Fremantle is located 20 minutes from Perth City and 30 minutes from the airport.

November in Fremantle will be part of a long and hot summer where little rain falls and the temperature can stay up around 30°C. Winds off the sea, known as the 'Fremantle Doctor' will to help cool the city.

The Tradewinds Hotel located on the Swan River in East Fremantle has simple, elegant and relaxed surroundings, offering warm, friendly and professional service.



Conference Consortium and Management

The Western Australia Branch of the Public Health Association of Australia is managing the conference. In Australia, the Public Health Association of Australia Inc (PHAA) provides a forum for the exchange of ideas, knowledge and information on public health. The Association is also involved in advocacy for public health policy, development, research and training.

As the PHAA has a national and multidisciplinary perspective on public health issues it is able to make a major contribution to the public health debate in Australia through representation on government boards, committees and other decision-making bodies such as the National Health and Medical Research Council and the Australian Institute of Health and Welfare. PHAA members also sit on many state and territory committees contributing to a broad spectrum of public health issues.

PHAA members contribute to the development and execution of public health policy in Australia, and in particular bring their experience and expertise to the development of policies for the Association. These policies are considered by the annual general meeting of the membership, and if endorsed, become the basis for public health action for the Association.



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OPTIONAL SPONSORSHIP OF ACTIVITIES AND EVENTS

The following section outlines the costs associated with the conference based on 200 delegates. Sponsors can select activities or events that are of interest and will have exclusive naming rights to each event sponsored.

All categories of sponsors will be acknowledged in the conference program.

Sponsorship does not have to be assigned to a particular event, and all contributions will be gratefully received and attract privileges.

POSTER DISPLAY AND SOCIAL DRINKS **\$1700**

This is the premier social event (in lieu of a conference dinner) and will be held on the evening of Thursday 18 November 2010 within the Tradewinds Hotel overlooking the Swan River. This event will be included within delegate's registration and will feature all poster presentations, a jazz band and light refreshments. Sponsorship would go towards drinks, finger food and entertainment costs.

IT PACKAGE **\$1000**

The conference will utilise PowerPoint projectors and screens. Sponsorship of IT will allow sponsors details to appear on the conference welcome slide. The welcome slide will be displayed as the conference theme song is played whilst all delegates sit or prepare to leave the conference venues (including meal breaks).

PRINTED LOGO ON CONFERENCE SACHEL **\$500**

Satchels will be given to each delegate. They will contain the conference program, sponsors' inserts and information on Fremantle and Western Australia. Platinum Sponsors will automatically be invited to display their logo on the satchel. Other company logos are invited to ensure a visible and sustainable means of advertising your commitment to the conference principles. Sponsoring the satchels will provide an opportunity to print your logo on the satchels.

CONFERENCE CATERING PACKAGES **\$600/day**

All morning, afternoon teas and lunches will be held at the conference venue. Organisations are invited to sponsor a catering package that will entitle you to present a 5 minute presentation on your company. This venue will also house the trade displays, and will therefore give sponsors an excellent opportunity to converse with delegates.

KEYNOTE SPEAKERS **\$1500 National keynote** **\$3500 International keynote**

International keynote speakers will be invited to the conference. However, a number of Australian experts in the public health field will also add value to this conference. The sponsorship of a keynote will cover airfares, conference registration and limited accommodation.

SACHEL INSERT**\$300**

Satchel inserts are welcome. Each delegate will receive a satchel. This strategy provides a way for organisations or companies to advertise current initiatives or technologies to all conference delegates.

NAME BADGES**\$700**

All delegates will be required to wear name badges for the duration of the conference to gain admittance to official activities. The sponsoring company logo will be overprinted on each name badge.

PAD AND PEN**In Kind**

A pad and pen will be inserted into every delegate's conference satchel. The sponsor will be responsible for the cost of providing and overprinting the pads and pens. All copy and designs must be approved by the conference organising committee.

SPONSOR BENEFIT DETAILS

NAMING RIGHTS

Sponsors will be given naming rights to the various events or conference activities they sponsor eg poster display and social drinks, keynote session, concurrent sessions, etc.

PRESENTATIONS

Sponsors will be entitled to give a presentation on their organisation and activities at selected conference lunches or social events.

VERBAL ACKNOWLEDGMENT

Verbal acknowledgment will occur at the opening and closing ceremonies, as well as during the chairing of sessions and during social events at the conference.

SIGNAGE AT CONFERENCE

Sponsors are invited to take advantage of prominently displaying their logo or banner at the conference venue and social events. Platinum and Gold Sponsors will be allocated prime locations directly behind and adjacent to the auditorium stage.

CONFERENCE REGISTRATIONS

Complimentary registrations are available to certain levels of sponsors. The number of registrations will be commensurate with the level of sponsorship.

TRADE EXHIBITION

Sponsorship of \$3000 and over will attract a free trade display for sponsors.

CONFERENCE SACHELS

All major sponsors will be invited to place promotional material in the conference satchel.

POSTER DISPLAY AND SOCIAL DRINKS

Major sponsors will be invited to attend this function - which presents an excellent venue for networking.

EXPRESSION OF INTEREST FORM

Completing this form does not bind your organisation/company to sponsoring this event. It does enable the conference committee to keep you updated on conference details and activities.

If you are interested in sponsoring this conference, or would like further information, please complete this form and return it to the address below.

COMPANY DETAILS

Organisation:.....

Address:.....

.....

Telephone:.....Fax:.....

Email:.....

Name of contact/s.....

Position in organisation:.....



I wish to receive further information about the conference



I am interested in providing sponsorship

Please return ASAP to Melissa Stoneham on the email address below.

Enquiries: Melissa Stoneham

Email: melissagiv@bigpond.com