



**PUBLIC HEALTH ASSOCIATION AUSTRALIA (WA
BRANCH)**

PUBLIC HEALTH IN THE 21ST CENTURY

"People, Places and Priorities "



STATE CONFERENCE

ESPLANADE HOTEL

FREMANTLE: October 31 – November 2, 2007

**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. Despite all the developments in high-technology medicine, it is likely that public health advances will be the crucial factor in determining how long and how well we live. This conference offers an opportunity for all public health practitioners and researchers to present, learn, listen and discuss the world of health - and public health - now and into the future. The conference will feature prominent figures from Australia and overseas, but there will also be a special focus on offering a platform to young and innovative 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
- ♣ Health promotion
- ♣ Environmental health
- ♣ Policy
- ♣ Nutrition
- ♣ Nursing
- ♣ Academia
- ♣ Medicine
- ♣ Environment
- ♣ Economics
- ♣ Education
- ♣ Community health
- ♣ Epidemiology
- ♣ Local, State & Commonwealth Government
- ♣ Indigenous health

Benefits Of Conference Sponsorship and Trade Displays

Public Health in the 21st Century "People, Places and Priorities "

State Conference

Esplanade Hotel – Fremantle

October 31 - November 2, 2007

- 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 staff of 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 of 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

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
- Community health professionals and many others.

The Conference organisers are seeking sponsorship for the following categories:

✦ PLATINUM SPONSORS - those who are able to sponsor events or activities over \$ 5000.00

✦ GOLD SPONSORS - those who are able to sponsor events or activities up to \$ 5000.00

✦ SILVER SPONSORS - those who are able to sponsor events or activities up to \$3000.00

✦ 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 in this proposal.

SPONSORS BENEFITS



Satchel Insert

\$200

Organisations can place a flyer or fact sheet in each participant's satchel to enable maximum exposure. Organisations are responsible for arranging the correct number of inserts and the conference committee will insert these in the satchels.



Bronze Sponsorship: Trade Display/Exhibitor \$800

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. Lights, display boards, signage and other benefits will be available. 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.



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Silver Sponsorship

Up to \$3

Silver sponsorship will entitle you to:

- Acknowledgment in the conference program
- Verbal and written acknowledgment
- Two conference registrations
- Two conference dinner tickets
- Conference satchel insert
- Two Official Welcome tickets
- Signage at the conference



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Gold Sponsorship

Up to \$5

Gold sponsorship will entitle you to:

- **All of the above plus;**
- Two extra dinner tickets
- Public health advice for conference duration
- Signage adjacent to the main auditorium stage
- Acknowledgment in all press releases
- Complimentary trade display
- Complimentary poster display
- One half-page advertisement in the PHAA (WA) newsletter



Platinum Sponsorship

Over \$5 000

Platinum sponsorship will entitle you to:

- **All of the above plus;**
- Signage directly behind the main auditorium
- Rights to naming on the conference satchel
- Delegate list
- Sponsorship presentation at the official welcome
- Naming rights to the official welcome reception
- 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 BACKGROUND

This is the first state based Public Health Association of Australia conference for many years. The aim of this conference will be to develop conference resolutions that attempt to increase capacity for public health professionals and expand upon existing knowledge.

This conference presents a unique opportunity to participate in the setting of a new agenda for action in public health in Western Australia.

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. Despite all the developments in high-technology medicine, it is likely that public health advances will be the crucial factor in determining how long and how well we live. This conference offers an opportunity for all public health practitioners and researchers to present, learn, listen and discuss the world of health - and public health - now and into the future. The conference will feature prominent figures from Australia and overseas, but there will also be a special focus on offering a platform to young and innovative 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.

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 Esplanade Hotel located on the Esplanade at Fremantle is privately owned and is 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 also 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.



PUBLIC HEALTH IN THE 21ST CENTURY

"People, Places and Priorities "

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.

WELCOME DRINKS **\$1 000**

This is the first social event and will be held on the evening of Wednesday 31 October 2007. The venue will be poolside at the Esplanade Hotel. This will be attended by many of the conference delegates and their spouses. Expenses will include drinks, finger food and entertainment.

CONFERENCE DINNER **\$3 000**

This dinner will be the highlight of the conference social program. The conference dinner will be themed and held at the Fremantle Prison. The Sponsor of this event will be offered a 10-minute speech at the dinner and will be allowed to provide signage at the event. This evening will truly be a special event. All benefits of a Silver sponsor will also apply.

WINE AND CHEESE AFTERNOON **\$ 700**

This function will be held during the poster display, and will be located amongst the trade displays. Wine and cheese, together with some light entertainment, will be provided for delegates, who will be encouraged to network with and view all trade and posters displays.

CONFERENCE SACHELS **\$1000**

Satchels will be given to each delegate. They will contain the conference program, sponsors' inserts and information on Perth and Western Australia. The platinum Sponsors of the conference are invited to display their logo on the satchel and this is therefore a visible and sustainable means of advertising your commitment to the conference principles.

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 10-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.

CONFERENCE SOUVENIER**\$ 500**

Conference memorabilia is an excellent strategy to ensure that delegates remember the conference and its principles. The gift can either be suggested by the sponsor, or left with the conference committee to decide. However, it is anticipated that the gift will be in keeping with the conference theme. Sponsors are invited to print/place their logo on the gift.

KEYNOTE SPEAKERS**\$1 500 national keynote****\$3 000 international keynote**

At least three 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**\$200**

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**\$750**

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**

An A4 sized 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 and the pads must carry the conference logo.

SPONSOR BENEFIT DETAILS

Naming Rights

Sponsors will be given naming rights to the various events or conference activities they sponsor eg welcome drinks, wine and cheese afternoon, conference dinner, 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 the 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 all sponsors. The number of registrations will be commensurate with the level of sponsorship.

Conference Dinner Tickets

Complimentary dinner tickets to the conference social dinner are available to all major sponsors. The number of tickets is commensurate with the level of sponsorship.

Trade Exhibition

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

Conference Satchels

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

Welcome, Farewell Drinks and Wine & Cheese Afternoon

Major sponsors will be invited to attend all of these functions - which presents an excellent venue for networking.

Satchel Naming Rights

Platinum sponsors will have naming rights on the conference satchels.

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:.....

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Email:.....

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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@git.com.au