



ADC

AUSTRALASIAN DIABETES CONGRESS 2019

ADS AND ADEA ANNUAL SCIENTIFIC MEETING

International Convention Centre, Sydney
21 – 23 August 2019

SPONSORSHIP PROSPECTUS

For more information visit

www.diabetescongress.com.au



AUSTRALASIAN DIABETES CONGRESS 2019

ADS AND ADEA ANNUAL SCIENTIFIC MEETING
International Convention Centre, Sydney
21 – 23 August 2019



INTRODUCTION

The Australasian Diabetes Congress is the premier event for all those health professionals who specialise in diabetes, work with people with diabetes or have an interest in diabetes.

The Congress has much to offer you if you are a scientist, researcher, clinician working in diabetes or have an interest in gaining more knowledge about diabetes. You might want to catch up with colleagues, meet new ones, share your latest developments, or challenge the developments of others. The program will be comprehensive and cover the latest diabetes clinical and basic research, offer new insights into clinical practice, whether you are an endocrinologist, nurse, or allied health professional and will provide interactive sessions for those wanting to gain more skills.

And of course, the industry breakfasts provide in depth discussions about the latest treatments in diabetes, then there is the all singing, all dancing, Congress dinner and there is more ... the Friday Fun Run!!

So now is the time to get ready, build stamina and get fit for the Australasian Diabetes Congress, 21-23 August 2019 in Sydney.

Oh and don't forget Sydney is a great place for meeting up with friends, easy to get around, lovely weather in August, great restaurants and close to many wonderful locations such as the Sydney Opera House and Sydney Harbour Bridge.

Sof Andrikopoulos, CEO
Australian Diabetes Society

Joanne Ramadge, CEO
Australian Diabetes Educators Association



OPPORTUNITIES FOR SPONSORSHIP AND TRADE

Why Attend

The Australasian Diabetes Congress (formally ADS-ADEA ASM) has become the major diabetes-focused meeting in the southern hemisphere attracting significant numbers of delegates across a range of specialties.

Sponsors will gain the opportunity to access these delegates for the duration of the Congress. More importantly they will gain large and widespread awareness through logo recognition from the ADC website, engagement opportunities at the Congress and through active social media campaigns leading up to the Congress, driving prospective customers to your websites.

With a database that reaches over 5,000 target customers in the industry, your organisation can reach potentially reach these interested, relevant and motivated audience.

The Congress expects to attract over 1,500 delegates who are clinicians, researchers, educators, project managers, endocrinologists, GPs, nurses, dietitians, pharmacists and other interested and relevant healthcare professionals.

Benefits:

- Strengthen your existence in the industry and position your organisation as a key industry figure
- Develop new partnerships and networks with key decision makers/influencers
- Open doors for your organisation to connect and develop strategic relationships in a neutral and relaxed environment
- Brand Exposure – Promote your company's message, products and services through the Congress marketing campaign
- Showcase your products or services face to face
- 2-way communication with delegates and gain instant feedback
- First hand live demonstrations to delegates
- Access to targeted audience

SPONSORSHIP OPPORTUNITIES



AUD 75,000 + GST
(3 available)



Platinum Sponsor

Entitlements

- Exhibition space - 9x9m reserved space in the exhibition hall with priority site selection.
- Exclusive naming rights to one of the following (2018 sponsors have first right of refusal to the same product):
 - Congress Satchel
 - Congress Lanyards
 - Pocket Program
 - Plenary Room
 - Registration kiosk (branding on registration plinths)
 - Networking lounge
- One hosted Breakfast Symposium on one morning of the Congress. Maximum of 4 per a day. Platinum sponsors have first preference on day of Breakfast Symposium. **Please select one only:**
 - Day 1 Breakfast Symposium, Wednesday 21 August
 - Day 2 Breakfast Symposium, Thursday 22 August
 - Day 3 Breakfast Symposium, Friday 23 AugustThe sponsored Breakfast Symposium will be promoted along with the Congress program, on the website and will form part of the registration process.
Room hire and standard audiovisual support (lectern, mics, projector, screen, PA) is included. Catering cost is not included and will be at the expense of the sponsor.
- One International Plenary session at the Congress. (Program Organising Committee will attempt to match the plenary speaker to the Platinum sponsors as appropriately as possible) The Platinum sponsor will receive acknowledgements in all Congress promotional materials that are associated with the speaker.
- Premium logo acknowledgement as Platinum Sponsor throughout the Congress in all marketing materials in the lead up and the during Congress
- Most prominent logo positions on Congress entrance signage and onsite signage
- Logo acknowledgement on Congress web page with link to your homepage
- Logo banner visible all pages of the Congress website with link to your homepage
- Naming rights to one symposium session from the program prepared by the Program Organising Committee
- One (1) static banner logo in the Congress app (sponsor to supply artwork)
- Two (2) push notifications in the Congress app (sponsor to supply text no more than 200 characters)
- Acknowledgement as Platinum sponsor in the program handbook and pocket program
- Double page spread colour advertisement in the program handbook (A5)
- Up to 24 exhibitor registrations including Congress dinner
- One electronic advertisement placed on the Congress USB. Advertisement must be in a readable format (PDF, JPEG, Mp4). File size must not exceed 3MB
- 200-word company listing in the Congress app



AUSTRALASIAN DIABETES CONGRESS 2019

ADS AND ADEA ANNUAL SCIENTIFIC MEETING
International Convention Centre, Sydney
21 – 23 August 2019



Gold Plus Sponsor (limited)

AUD 65,000 + GST

The Gold Plus sponsors have the same entitlements as Gold with some additional advantages:

- Priority exhibition spaces selection over Gold sponsors
- One International Plenary session at the Congress (Subject to final program)
- 65% discount offered on Breakfast Symposium. Please note the application of preferences for the timing of their breakfast session is given after selections by the Platinum sponsors. The sponsored Breakfast Symposium will be promoted along with the Congress program, on the website and will form part of the registration process.
- Logo positions are tiered above those of the Gold sponsor level
- Acknowledgement as Gold Plus sponsor throughout the Congress in all marketing materials in the lead up and the during Congress
- Up to 22 staff passes/registrations and invitations to the Congress dinner.
- Logo banner visible all pages of the Congress website with link to your homepage

Gold Sponsor (6 available)

AUD 55,000 + GST



Entitlements:

- Exhibition space - 9x9m reserved space in the exhibition hall with priority site selection after Platinum and Gold Plus sponsors
- 50% discount offered on Breakfast Symposium. Please note the application of preferences for the timing of their breakfast session is given after selections by the Platinum sponsors. The sponsored Breakfast Symposium will be promoted along with the Congress program, on the website and will form part of the registration process.
- Exclusive naming rights to one of the following:
 - Program Handbook
 - Congress App
 - Naming rights to Networking Lounge (subject to Platinum sponsor naming rights)
 - Plenary Room (subject to Platinum sponsor naming rights)
 - Poster Display Areas
 - Pocket Program (subject to Platinum sponsor naming rights)
 - Recharge Station
- Acknowledgement as Gold Sponsor throughout the Congress in all marketing materials in the lead up and the during Congress
- Prominent logo positioned on the Congress entrance signage and onsite signage
- Logo acknowledgement on Congress web page with link to your homepage
- Logo banner visible all pages of the Congress website with link to your homepage
- Naming rights to one symposium session from the program selected by the Program Organising Committee
- One (1) push notification in the Congress app (sponsor to supply text no more than 200 characters)
- Double page spread colour advertisement in the program handbook (A5)
- Up to 20 exhibitor registrations including Congress dinner
- Acknowledgement as Gold sponsor in the program handbook and pocket program
- One electronic advertisement placed on the Congress USB. Advertisement must be in a readable format (PDF, JPEG, Mp4). File size must not exceed 3MB
- 150-word company listing in the congress app



SPONSORSHIP OPPORTUNITIES

Silver Sponsor

(6 available)

AUD 35,000 + GST



Entitlements:

- Exhibition Space - 6x6m reserved space in the exhibition hall
- Naming rights to one of:
 - Naming rights to the Congress Lunch on one selected day of the Congress
 - Naming rights to the Welcome Function
 - Naming rights to one tea break on one selected day of the Congress
- Acknowledgement as Silver Sponsor throughout the Congress in all marketing materials in the lead up and the during Congress
- Logo included on Congress entrance and onsite signage
- Logo acknowledgement on Congress web page with link to your homepage
- One (1) Single spread colour advertisement in the program handbook (A5)
- Up to 12 staff passes/registrations and invitations to the Congress dinner
- Acknowledgement as Silver sponsor in the program handbook and pocket program
- One electronic advertisement placed on the Congress USB. Advertisement must be in a readable format (PDF, JPEG, Mp4). File size must not exceed 3MB
- 100-word company listing in the Congress app

Bronze Sponsor

AUD 15,000 + GST



Entitlements:

- Exhibition space - premium 6m x 3m exhibition booth in the exhibition hall.
- Logo acknowledgement on Congress web page with link to your homepage
- Promotion of role as a Sponsor, with acknowledgment in promotional material.
- Up to 6 staff passes/registrations and invitations to the Congress dinner.
- One electronic advertisement placed on the Congress USB. Advertisement must be in a readable format (PDF, JPEG, Mp4). File size must not exceed 3MB
- 100-word company listing in the Congress app





AUSTRALASIAN DIABETES CONGRESS 2019

ADS AND ADEA ANNUAL SCIENTIFIC MEETING
International Convention Centre, Sydney
21 – 23 August 2019



Breakfast Symposium

AUD 15,000 + GST

Companies that are interested in hosting a Breakfast Symposium on one of the following days below are encouraged to submit a proposal.

- Day 1 Breakfast Symposium, Wednesday 21 August
- Day 2 Breakfast Symposium, Thursday 22 August
- Day 3 Breakfast Symposium, Friday 23 August

**Selections are only available after Platinum and Gold sponsors*

For the symposium to be considered, the proposal must include the following:

- Proposed/preferred date and time of the activity
- Proposed name/title of the activity
- Proposed speakers and their topics if applicable

The Committee may open discussion with the applicant to ensure a positive outcome and reserves the right to appoint a chairperson to the session in consultation with the proposer.

Proposals must be submitted to Think Business Events for approval with the ADC Committee by March 30.

Time slots and acceptance of proposal are determined by the Committee and will be finalised around April.

Subject to timing constraints, accepted proposals will be included in the online registration process. When conflicting requests are received, priority will be given to applications from sponsors. There is a maximum of four breakfast positions available each day of the Congress..

Entitlements

- Room hire and standard audiovisual support (lectern, mics, projector, screen, PA) is included.
- Complimentary session passes for presenters involved in the session (not applicable to delegates)
- Promoted along with the Congress program, on the website and will form part of the registration process
- Catering cost is not included and will be at the expense of the sponsor

DELEGATE LISTS

All sponsors will receive a delegate list after the Congress – please note that this will not include email addresses or other contact details. In addition, only delegates who consent to sharing their information will be published.



OTHER SPONSORSHIP OPPORTUNITIES



Congress App

AUD 7,500 + GST

(only available if not selected by Gold sponsors)

The Congress App is the replacement of the full hard copy delegate handbook. Delegates have adapted to the Congress app and frequently used to find accurate and up-to-date information.

The Congress app allows delegates for quick access on information about speakers, session times, access to abstracts, social functions, exhibition floor plan, sponsors and exhibitors listing, venue maps, receive push notifications with real-time alerts, live poll voting and much more.

Entitlements:

- Logo and link to your website from the Congress website.
- Acknowledgement as sponsor in promotional material
- Two (2) sponsor/exhibitor registrations including Congress dinner
- One electronic advertisement placed on the Congress USB. Advertisement must be in a readable format (PDF, JPEG, Mp4). File size must not exceed 3MB
- 100-word company listing in the Congress app
- One (1) push notification (sponsor to supply text no more than 200 characters)
- One (1) static banner logo in the Congress app (sponsor to supply)
- Logo featured on the launch page in conjunction with the Congress logo in the Congress app



Recharge Station

AUD 7,500 + GST

(only available if not selected by sponsors)

There is an opportunity to sponsor the recharge station, situated in the exhibition hall. This popular feature will allow delegates to recharge their devices (smart phones, tablets etc.) whilst in the hall.

Entitlements:

- Logo and link to your website from the Congress website
- Acknowledgement as sponsor in promotional material
- Two (2) sponsor/exhibitor registrations including congress dinner
- One electronic advertisement placed on the Congress USB. Advertisement must be in a readable format (PDF, JPEG, Mp4). File size must not exceed 3MB
- Opportunity to brand the recharge station
- One advert video or image on the recharge station screen (Sponsor to provide content, subject to approval and timing constraints)
- 100-word company listing in the Congress app



AUSTRALASIAN DIABETES CONGRESS 2019

ADS AND ADEA ANNUAL SCIENTIFIC MEETING
International Convention Centre, Sydney
21 – 23 August 2019



Congress Dinner

AUD 5,000 + GST

There is an opportunity to have exclusive sponsorship of the ADC 2019 Congress Dinner on the 22 August. Each year the Congress dinner attracts in excess of 800 delegates, the focus of the night is to have an entertaining evening as well as an extra opportunity for socialising and networking. This popular event will give you exclusive naming rights as well as wide exposure prior to the event.

Entitlements:

- Logo and link to your website from the Congress website
- Acknowledgement as sponsor in promotional material
- Two (2) sponsor/exhibitor registrations including Congress dinner
- Verbal acknowledgment from the chairperson at the Congress dinner
- Short (1min) welcome message at the opening
- Opportunity to provide promotional items/gifts for delegates on the table (sponsors to provide)
- Opportunity for two (2) banners on the stage (sponsors to provide)
- Company logo included on the dinner menu
- 50-word company listing in the Congress app



Pop Up Break Sponsor

AUD 3,500 + GST

This is a great opportunity for organisations which produce dietary related food products. This allows food and beverage samples to be tasted at catering breaks. Samples to be given away free and portions are to be of sampling tasting size only (no alcohol)

Entitlements:

- Identified as Pop Up Break sponsor for one of the selected days (Wednesday, Thursday, Friday) on the Congress website
- Signage and banners on the sampling table (sponsors to provide)
- One (1) exhibitor registration (does not include dinner)
- 50-word company listing in the Congress app
- One promotional brochure/flyer on the catering sample table



Water Station Sponsor

AUD 3,500 + GST

What a great way to show your support to the diabetes industry by sponsoring the Water Station. *(Please note all cost is to be paid by the sponsor)*

Entitlements:

- Opportunity to take ownership and brand the space of the water station
- Opportunity to brand the water bottles (sponsors to provide)
- Logo and link to your website from the Congress website
- Acknowledgement as sponsor in promotional material
- One electronic advertisement placed on the Congress USB. Advertisement must be in a readable format (PDF, JPEG, Mp4). File size must not exceed 3MB



OTHER SPONSORSHIP OPPORTUNITIES



USB Sponsor

AUD 3,500 + GST

All delegates will receive a USB that is placed in the satchels

Entitlements:

- Logo on branded on the USB memory stick
- Logo and link to your website from the Congress website
- Acknowledgement as sponsor in promotional material
- One electronic advertisement placed on the Congress USB. Advertisement must be in a readable format (PDF, JPEG, Mp4). File size must not exceed 3MB

ADVERTISING



Advertising In Program Handbook

Color and B&W advertisements must be provided art ready, to size, in appropriate electronic format. The document is A5 size.

COLOUR	Double page spread	AUD 1,900 + GST
	Full page spread	AUD 1,100 + GST
B&W	Double page spread	AUD 1,000 + GST
	Full page spread	AUD 700 + GST



USB Advertising

AUD 1,900 + GST

Each delegate will receive a USB as part of their registration when they collect their name badge. This is an opportunity to place one electronic advertisement in any readable format (PDF, JPEG, MP4). File size must not exceed 3MB. All content must be provided by the sponsor and subject to USB production deadlines.



AUSTRALASIAN DIABETES CONGRESS 2019

ADS AND ADEA ANNUAL SCIENTIFIC MEETING
International Convention Centre, Sydney
21 – 23 August 2019



Notes for Sponsors & Exhibitors

- Bump in Tuesday August 20
- You can apply for early access on Monday August 19 for stand builders. Early Access Fee is \$1000/stand.
- Priority access and booth design must be organised and communicated to TBE by no later than Friday 5 July 2019 for approval.
- Bump out for exhibitors is on Friday afternoon after the last delegate break 23 August
- All trade participants and custom builders must observe the trade guidelines
- All custom stand designs must seek approval from TBE and the venue
- When organisations of a similar sponsor level are selecting from the options, the following criteria are applied in making allocation decisions:
- Previous year sponsors have first right of refusal on the same product for 2 weeks after the prospectus is released
- Within the same sponsor level, exhibition sites are allocated in order of receipt of the completed agreement form

3x3m Booth	AUD 5,500 + GST
6x3m Booth	AUD 9,500 + GST
6x6m Space	AUD 16,000 + GST (Some reserved for sponsors)
9x9m Space	Reserved for Sponsors Please discuss with Congress organisers if you wish to purchase this space (subject to conditions)

Exhibitor Entitlements:

All exhibition full shell scheme booths will include:

- Octanorm booth panels
- Fascia signage
- One (1) 4amp standard power
- Two (2) spotlights
- Two (2) Exhibitor passes are allocated per 3x3m site – Includes catering for the duration of the Congress, Welcome Reception and access to Congress sessions subject to space availability. Does not include dinner tickets. Dinner tickets can be purchased at the discounted delegate rate.
- Exhibitors may receive a satchel per an organisation once all delegates have received one
- Option to purchase discounted additional exhibitor registrations – Includes catering for the duration of the Congress and Welcome Reception. Does not include access to congress sessions and dinner tickets
- 50-word company listing in the Congress app
- Listed as an exhibitor on the Congress website
- Delegate database of all consenting delegates (name, organisation, position only)

To confirm your participation please complete the online application form at www.diabetescongress.com.au

DELEGATE LEAD TRACKER SYSTEM

Lead trackers will available through our name badge providers. They will be able to provide exhibitors lead tracking devices to capture delegate details. Further details on costing and how to order these will be provided closer towards the congress date.



BOOKING TERMS AND CONDITIONS

The term 'Congress Organiser' refers to Think Business Events Pty Ltd and includes associations, corporate and government bodies who have engaged Think Business Events as their representative.

The term 'exhibitor' includes any person, firm, company or corporation and its employees and agents identified in the Booking Form or other written request for exhibition space. Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Congress. All prices listed in the sponsorship prospectus are in Australian dollars and exclude GST.

1. A signed booking form/online booking form is required to allocate sponsorship and exhibition booth/s.
2. Exhibition Space will be allocated on a 'first come, first served' basis and also other factors such as size, preferences and sponsorship level. Allocations will be as close as possible to the desired location. Payment does not need to accompany the online Booking Form.
3. Upon receipt of signed booking form, the Congress Organiser will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice.
4. The deposit will be 50% of the full amount and payment is due 14 days from date of invoice or unless arrangements have been made with the Congress Organisers. After this time, the space will be available for sale to another company.
5. The balance of the full amount will be due at a date specified on invoice by the Congress Organiser and must be paid prior to the Congress start date. NO exhibitor shall occupy allocated exhibition space until all monies owing are paid in full.
6. All amounts are payable in Australian dollars via direct deposits as the preferred method or credit card
7. All payments must include 10% Goods and Services Tax component.
8. Acceptance of sponsorship and exhibition offers is at the discretion of the Congress Organising Committee.
9. The Congress Organiser agrees to promote the exhibition to maximise participation.
10. A 50% deposit can be refunded minus administration fee for all cancellations made prior Friday 26 July 2019, unless the booth can be re-sold. No refunds will be made for cancellations after that date. After

bookings have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation.

11. Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/ booked space unless prior consent in writing from Congress Organiser is provided.
12. Privacy Statement: In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in the participant lists and for the information distribution in respect to other related events organised by Think Business Events Pty Ltd. If you object to your details being shared, please inform the Congress Organiser
13. Any event that conflicts with the ADC Congress is not permitted without prior approval from the Congress Organising Committee. All functions and events that coincide with the ADC Congress must seek approval through the Congress Organiser who will then confirm whether the event is permitted by the Congress Organising Committee.
14. All exhibitors must produce a valid Insurance Certificate of Currency for the period of the exhibition and this must be submitted to the Congress Organiser
15. The Congress Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Congress Organiser.
16. The Congress Organiser reserves the right to change the exhibition floor layout if necessary.
17. The Congress Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
18. The Congress Organiser agrees to provide the exhibitor with an exhibitor manual prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.
19. The Congress Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or their agents entry to the exhibition if they do not hold a congress name badge.

20. The Congress Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
21. The Congress Organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
22. The Congress Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Congress Organiser will not be accountable for the level of commercial activity generated.
23. The exhibitor must comply with all the directions/ requests issued by the organiser including those outlined in the exhibitor manual.
24. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
25. The exhibitor agrees to adhere to all ADC Congress venue rules and regulations as specified by the Sydney International Convention Centre.
26. The exhibitor acknowledges that the Congress Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the Congress Organiser will not be able to provide assistance in tracking lost deliveries.
27. The exhibitor agrees that the Congress Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
28. Official contractors will be appointed by the Congress Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.
29. Discounts for any entitlements not used or required will not be provided.
30. The exhibitor will submit plans and visuals of custom designed exhibits to the Congress Organiser by no later than Friday 5 July 2019 (if applicable). Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.

ADC

AUSTRALASIAN DIABETES CONGRESS 2019

ADS AND ADEA ANNUAL SCIENTIFIC MEETING

International Convention Centre, Sydney

21 – 23 August 2019



For more information visit

www.diabetescongress.com.au

