



Public Health Association
AUSTRALIA



Preventive Health Conference 2020

**Pan Pacific Perth, WA
Wednesday 13 to Friday 15 May 2020**

#Prevention2020

SPONSORSHIP & EXHIBITION PROSPECTUS

Photo courtesy of Perth Convention Bureau



Photos courtesy of Photography: Dean Golja, Image United



Preventive Health Conference 2020

Dear Potential Sponsor or Exhibitor,

The Public Health Association of Australia (PHAA) and the Conference Advisory Committee invites you to consider sponsoring or exhibiting at the Preventive Health Conference 2020 being held from Wednesday 13 to Friday 15 May 2020 at the Pan Pacific Perth, WA.

The Preventive Health Conference is an important conference on the public health calendar. Convened by the Public Health Association of Australia (PHAA), the Public Health Prevention Conference is an annual conference aimed at providing a platform to engage, challenge and exchange ideas, where pivotal issues for building prevention in Australia is discussed and where delegates can learn from the experience, opinions and perspectives of sector leaders and their peers.

The Preventive Health Conference was first held in 2018 and again in 2019, both years exceeded expectations and places sold out. In 2018, the Preventive Health Conference focused on prevention and protection, consistent with the World Federation of Public Health Associations' (WFPHA)'s Global Charter for the Public's Health. In 2019, the Conference built on the learnings from 2018 and focus on the translation of research and evidence about systems into action, drawing on experiences in Australia and in similar contexts internationally.

Sponsorship of the Preventive Health Conference 2020 offers a strategic opportunity to demonstrate the support your organisation gives to the rapidly moving field of prevention and to associate your brand with thought leadership, sector networking and partnership development.

The PHAA team is committed to working with sponsors to match sponsorship and exhibition packages to the strategic objectives of your organisation to ensure you are satisfied with your involvement and return on investment.

We would be delighted to discuss these promotional opportunities or any further ideas you may have for promoting your products or services.

We look forward to hearing from you.

Kind regards,



Mr Terry Slevin
CEO, Public Health Association of Australia





ABOUT THE CONFERENCE

CONFERENCE BACKGROUND

The Preventive Health Conference is convened by the Public Health Association of Australia (PHAA) and will return in 2020 following the hugely successful first and second gatherings. This conference provides a platform to engage, challenge and exchange ideas, where pivotal issues for building prevention in Australia will be discussed and where delegates will learn from the experience, opinions and perspectives of sector leaders and their peers.

CONFERENCE OBJECTIVES

- Create an environment for knowledge sharing, collaboration and relationship building;
- Promote collaboration, knowledge sharing and facilitate engagement by delegates to work together to achieve better health outcomes for Australians;
- Engage professionals in public health prevention;
- Provide guidance and insight into capacity building and strengthening prevention; and
- Provide conference delegates with new and innovative ideas that can be applied to local settings and systems to help create and improve health systems for local communities.

DELEGATE PROFILE

The Conference will have high quality national experts presenting various aspects of this rapidly moving and exciting era of public health prevention. The conference will have a focus on cross sector, multilevel interventions to build a healthier Australia through prevention.

The Conference is expected to attract over 500 delegates from across Australia and the region. The target audience is stakeholders able to effect and/or influence change at the systems and/or practice level including:

- Researchers and Academics;
- General practice sector;
- Health care professionals engaged in prevention (doctors, nurses, allied health, dentists, pharmacists);
- Commonwealth and state policy staff including Ministers/ministerial staff, and health and social sector department representatives;
- Local government; and
- NGO/community and social sector provider and advocacy organisations.

VENUE

The Preventive Health Conference 2020 will be held at the Pan Pacific Perth, WA. Whether traveling for business or leisure, Pan Pacific Perth provides refreshing comfort in the heart of Perth's CBD. The best of Western Australia's retail, dining and entertainment are all within easy reach of the Hotel.

CONFERENCE PROMOTION

The Preventive Health Conference 2020 will be promoted widely to the public health sector. This will include direct email campaigns, member newsletters, extensive exposure on conference material, on the conference website, in the official program and other opportunities as per the sponsorship agreement.

OPPORTUNITIES

Sponsoring and/or exhibiting at the Preventive Health Conference 2020 offers your organisation the opportunity to be involved with an important Conference for highlighting challenges relating to prevention in Australia and the region. Sponsorship and/or exhibition of the conference provides an excellent opportunity to:

OPPORTUNITIES

- Demonstrate your organisation's support of prevention and the organisations which deliver it;
- Promote your organisation and products to delegates;
- Increase brand awareness with an engaged, relevant and influential audience; and
- Network and build new relationships with key industry figures.

The PHAA team is committed to working with sponsors to match sponsorship and exhibition packages to the strategic objectives of your organisation to ensure you are satisfied with your involvement and return on investment.

The selection of sponsorship and exhibition packages presented in this prospectus has been developed to ensure a successful outcome for sponsors, exhibitors and all participants of the conference.

In addition to the set packages outlined, sponsorship and exhibition packages can be customised to meet your organisation's specific objectives.

Early confirmation of your sponsorship and/or exhibition package of the Preventive Health Conference 2020 will ensure an even higher level of exposure. An extensive promotional campaign including email broadcasts and web exposure will be implemented with the opportunity exists for your company to be represented as a key sponsor of the conference well in advance of the event.

TO BOOK

For more information or to book a sponsorship and/or exhibition package, please contact:

Eliza Van Der Kley
Events Officer
A: PO Box 319 Curtin, ACT 2612
T: 02 6171 1309
E: evanderkley@phaa.net.au



Public Health Association
AUSTRALIA

NOTES

- Sponsorship and exhibition packages will be booked in accordance to [PHAA's Sponsorship Protocol](#);
- All costs are GST inclusive;
- All inserts / handouts are to be supplied by the sponsor or exhibitor;
- All time frames must be met in order to achieve package entitlements;
- All artwork / logos are to be supplied by the sponsor in high resolution formats; and
- All banners are to be provided by the sponsor or exhibitor.

AFTER SOMETHING DIFFERENT?

The selection of supporter, patron and exhibition packages presented in this prospectus has been developed to ensure a successful outcome for supporters, patrons and all participants of the conference.

In addition to the set packages outlined, packages can be customised to meet your organisation's specific objectives.

To discuss other opportunities contact the Eliza Van Der Kley, Events Officer PHAA on evanderkley@phaa.net.au or +61 2 6171 1309.

Public Health Prevention Conference 2019

Smashing the Silos



Q&A with Keynotes

#Prevention2019 | www.prevention2019.com



Photos courtesy of Photography: Dean Golja, Image United



SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

\$50,000 - \$60,000 (including GST)

Exclusive, only one available

As the Premier Sponsor your organisation will be at the forefront of this important conference and receive recognition of bringing this conference forward in 2020.

This is a unique and exclusive opportunity to shape your involvement in the Conference and be placed at the forefront of the delegates, receiving recognition for your support of public health and prevention.

ENTITLEMENTS

- Name acknowledgment as the Preventive Health Conference 2020 Premier Sponsor;
- Specific acknowledgment of your role as the Conference Premier Sponsor at the opening and closing plenary sessions;
- Logo recognition as the Conference Premier Sponsor in all conference promotional material including conference e-bulletins, on the conference website and the cover of the official program;
- Acknowledgment in PHAA's InTouch bi-monthly magazine pre and post conference (subject to time of booking);
- Opportunity to sponsor the opening plenary session and have your logo displayed in the conference program for that session and on the holding slides;
- 1 x banner displayed on stage during the sponsored plenary session (subject to approval);
- 1x promotional app banner displayed on the Conference app during the Conference (finished artwork to be supplied);
- 1x promotional email banner on one day of the Daily News emails sent to all delegates during the Conference (finished artwork to be supplied, subject to time of booking)
- 1 x full page colour advertisement in a prominent position in the official program (finished artwork to be supplied);
- Company logo, contact details and profile in the conference program;
- Company logo, contact details and profile on the conference website; and
- A consenting delegate list (excluding contact details).

OTHER BENEFITS

The below benefits are negotiable dependent on the price and engagement you are after for your sponsorship. Please note, if you are after particular inclusions, these can be considered as well.

- 10 - 15 x Full conference registrations including networking function;
- 1x premium trestle table display in a prominent position in the catering area (subject to availability);
- 2 - 4 x exhibition only registrations;
- Opportunity to purchase 5 - 10 x full conference registrations at the PHAA earlybird member rate.



FOUNDING SPONSOR

\$31,000 (including GST)

Only one, under offer

As a Founding Sponsor your organisation will have the high visibility and maximum exposure at this important conference, with recognition of bringing this important conference to fruition.

This is a unique opportunity to be placed at the forefront of the delegates and receive recognition for your support of public health and prevention.

ENTITLEMENTS

- Name acknowledgment as the Preventive Health Conference 2020 Founding Sponsor;
- 1x representative to be on the Conference Advisory Committee to help in developing the program and content (subject to approval);
- Specific acknowledgment of your role as the Conference Founding Sponsor at opening and closing plenary sessions;
- Logo recognition as the Conference as a Founding Sponsor in all conference promotional material including conference e-bulletins, on the conference website and the cover of the official program;
- Acknowledgment in PHAA's InTouch bi-monthly magazine pre and post conference (subject to time of booking);
- Opportunity to sponsor a plenary session, with first preference on which session, and have your logo displayed in the conference program for that session and on the holding slides;
- 1 x banner displayed on stage during the sponsored plenary session (subject to approval);
- 1x promotional app banner displayed on the Conference app during the Conference (finished artwork to be supplied)
- 1x promotional email banner on one day of the Daily News emails sent to all delegates during the Conference (finished artwork to be supplied, subject to time of booking)
- 1 x full page colour advertisement in a prominent position in the official program (finished artwork to be supplied);
- Company logo, contact details and profile in the conference program;
- Company logo, contact details and profile on the conference website;
- 10 x full conference registrations including networking function;
- A premium trestle table display in a prominent position in the catering area (subject to availability);
- 2 x exhibition only registrations;
- Opportunity to purchase 5x full conference registrations at the PHAA earlybird member rate; and
- A consenting delegate list (excluding contact details).

SPONSORSHIP OPPORTUNITIES

PRINCIPAL SPONSOR

\$26,000 (including GST)

Only two available.

As the Principal Sponsor your organisation will have the high visibility and exposure at the conference. This is a unique opportunity to be placed at the forefront of the delegates and receive recognition for your support of public health and prevention.

ENTITLEMENTS

- Name acknowledgment as a Preventive Health Conference 2020 Principal Sponsor;
- Specific acknowledgment of your role as a Conference Principal Sponsor at opening and closing plenary sessions;
- Logo recognition as the Conference as the Principal Sponsor in all conference promotional material including conference e-bulletins, on the conference website and the cover of the official program;
- Acknowledgment in PHAA's InTouch bi-monthly magazine pre and post conference (subject to time of booking);
- Opportunity to sponsor a plenary session and have your logo displayed in the conference program for that session and on the holding slides;
- 1 x banner displayed on stage during the sponsored plenary session (subject to approval);
- 1 x full page colour advertisement on the inside cover of official program (finished artwork to be supplied);
- Company logo, contact details and profile in the conference program;
- Company logo, contact details and profile on the conference website;
- 1x promotional app banner displayed on the Conference app during the Conference (finished artwork to be supplied);
- 1x promotional email banner on one day of the Daily News emails sent to all delegates during the Conference (finished artwork to be supplied, subject to time of booking);
- 8x full conference registrations including networking function;
- A premium trestle table display in a prominent position in the catering area (subject to availability);
- 2 x exhibition only registrations;
- Opportunity to purchase 3x full conference registrations at the PHAA earlybird member rate; and
- A consenting delegate list (excluding contact details).



ASSOCIATE SPONSOR

\$20,500 (including GST)

Only two available.

As an Associate Sponsor your organisation will have high visibility and exposure at the conference. This is a unique opportunity to be placed at the forefront of the delegates and receive recognition for your support of the public health prevention.

ENTITLEMENTS

- Name acknowledgment as a Preventive Health Conference 2020 Associate Sponsor;
- Specific acknowledgment of your role as an Conference Associate Sponsor at opening and closing plenary sessions;
- Logo recognition as the Conference an Associate Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Acknowledgment in PHAA's InTouch monthly magazine pre and post conference (subject to time of booking);
- Opportunity to sponsor 1 x concurrent session stream and have your logo displayed in the conference program for that session and on the holding slides (subject to availability);
- 1 x full page colour advertisement on the inside cover of official program (finished artwork to be supplied);
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- A premium trestle table display in a prominent position in the conference catering area (subject to availability);
- 6 x full conference registrations including networking function;
- 2 x exhibition only registrations;
- Opportunity to purchase 3x full conference registrations at the PHAA earlybird member rate; and
- A consenting delegate list (excluding contact details).



SPONSORSHIP OPPORTUNITIES

CONFERENCE FUNCTION SPONSOR

\$15,500 (including GST)

Only one available.

The conference function provides an opportunity for delegates to network and renew acquaintances in a relaxed and social environment. Sponsorship of the conference function will provide the opportunity for light entertainment, food and beverages for delegates to enjoy while they network.

The conference function will be held on Thursday 14 May 2020.

ENTITLEMENTS

- Name acknowledgment as the Conference Function Sponsor;
- Acknowledgment of your sponsorship at opening and closing plenary sessions;
- Logo recognition as the Conference Function Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Acknowledgment in PHAA's InTouch bi-monthly magazine pre and post conference (subject to time of booking);
- Logo displayed near the Conference Function in the Conference program;
- Logo displayed on the holding slides for the Conference Function;
- Opportunity to have a 5 minute welcome to delegates (subject to approval);
- 1 x banner displayed near the lectern at the Conference Function;
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- Company logo displayed on networking function tickets;
- A dressed trestle table in a prominent position in the conference catering area (subject to availability);
- 3 x Full conference registrations including networking function;
- 3 x additional Conference Function tickets;
- 1 x exhibitor only registration;
- Opportunity to purchase 2x full conference registrations at the PHAA earlybird member rate; and
- A consenting delegate list (excluding contact details).



REFRESHMENT BREAK SPONSOR

\$7,500 (including GST)

Only two available.

Delegates look forward to the refreshment breaks to network with other delegates. Sponsorship of a refreshment break provides an opportunity to reach out while delegates are relaxed and chatting in between sessions and assist in keeping registrations fees down for delegates across the Conference.

Refreshment breaks will be aligned with the Public Health Association of Australia's catering policy, which ensures healthy and sustainable food practices are upheld with public health practices.

ENTITLEMENTS

- Name acknowledgment as a Refreshment Break Sponsor on your nominated day;
- Acknowledgment of your sponsorship at opening and closing plenary sessions;
- Logo recognition as a Refreshment Break Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Acknowledgment in PHAA's InTouch bi-monthly magazine pre and post conference (subject to time of booking);
- Logo displayed near the refreshment breaks (excluding Conference Function) in the conference program on your sponsored day; choose from one of the conference days:
 - Wednesday 13 May; or
 - Thursday 14 May.
- 1 x banner displayed near the catering area at the refreshment breaks on your nominated day;
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- A dressed trestle table in a prominent position in the conference catering area (subject to availability);
- 2 x full conference registrations;
- 1 x exhibitor only registration; and
- A consenting delegate list (excluding contact details).

SPONSORSHIP OPPORTUNITIES

AFFILIATION SPONSOR

\$3,500 (including GST)

Limited number available.

An Affiliation Sponsor allows organisations to engage in the Preventive Health Conference 2020 and have the opportunity to have your brand in front of delegates at the Preventive Health Conference.

ENTITLEMENTS

- Name acknowledgment as an Affiliation Sponsor;
- Acknowledgment of your sponsorship at opening and closing plenary sessions;
- Logo recognition as an Affiliation Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Acknowledgment in PHAA's InTouch bi-monthly magazine pre and post conference (subject to time of booking);
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- 1 x half page colour advertisement in the conference program (finished artwork to be supplied);
- 2 x full conference registrations including networking function; and
- A consenting delegate list (excluding contact details).





Photos courtesy of Photography: Dean Golja, Image United



PROMOTIONAL OPPORTUNITIES

CONFERENCE PROGRAM ADVERTISEMENT

Subject to availability

The conference program is a quality printed document (also available electronically via conference website) provided to all delegates. It is constantly used and referred to throughout the conference and provides a superior opportunity to raise brand awareness. A limited number of full colour advertising slots are available.

PRICING

- Full page: \$660 (including GST)
- Half page: \$330 (including GST)

Artwork specs

- Full page size: Width = 240mm, Height = 210mm, 5mm bleed + crop marks
- Half page size: Width = 240mm, Height = 210mm, 5mm bleed + crop marks

Finished artwork needs to be supplied as high resolution press optimised PDF files.

Original artwork (converted to PDF) must be CMYK and photos, logos, etc. used in the original file must be at least 300 dpi at the final print size.

Please note: Program advertisements need to be supplied by Friday 17 April 2020 otherwise they will not be included.





EXHIBITION OPPORTUNITIES

Exhibiting provides your organisation with access to delegates representing the leaders in their fields who are in the mindset to learn and explore new options.

All refreshment breaks will be held amongst the trestle table displays provide high exposure to the delegates for all exhibitors.

As an exhibitor you will be:

- Highly visible at the Preventive Health Conference 2020;
- Surrounded by extensive networking opportunities;
- Building links with leaders in public health;
- Associated with quality, innovation and excellence through an event with a reputation for addressing cutting edge issues; and
- Provided with the opportunity to showcase your products and services.

The PHAA team will work closely with you to ensure that your organisation generates the best possible outcomes from the conference.

TRESTLE TABLE DISPLAY

\$2,900 (including GST)

Limited number available

A trestle table display offers a space to exhibit and demonstrate your products and services.

ENTITLEMENTS

- 2 days exposure to conference delegates, invited speakers and other exhibitors
- A dressed trestle table and 2 chairs;
- Access to a powerboard for electronic equipment;
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- 1 x full conference registration including networking function;
- 1x exhibitor only registration; and
- A consenting delegate list (excluding contact details).





TERMS & CONDITIONS

- PHAA reserves the right to amend the sponsorship and exhibition packages to benefit the sponsor, exhibitor, conference and delegates.
- Sponsors and Exhibitors will be selected based on their ability to meet conference requirements. PHAA reserves the right to review all display materials provided by a Sponsor or Exhibitor and/or with discretion, refuse any application.
- All Sponsors and Exhibitors must comply with the principles that their sponsorship must:
 - Comply with the [PHAA Sponsorship Protocol](#);
 - Withstand professional and public scrutiny;
 - Conform to professional and community standards of ethics and good taste; and
 - Not bring PHAA and/or the industry into disrepute.
- The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the PHAA and all prices in this prospectus are quoted inclusive of GST.
- PHAA reserves the right to vary to prices in accordance with any movements in the legislated rate of the GST.
- Provision of a logo is taken to be permission for the PHAA to use that intellectual property to advertise and promote the conference.
- Sponsorship or exhibition space will be allocated only on receipt of a signed Booking Form. A letter of confirmation and tax invoice will be provided to confirm the booking. The full amount is due and payable within 14 days of receiving the tax invoice.
- Exhibitors must hold public and liability insurance to a minimum of AUD\$10 million. Certificates of currency for the insurance may be requested.

CANCELLATION POLICY

All cancellations must be notified to Nicole Rutter, Events & Capacity Building Manager, PHAA in writing by email before the cancellation can be processed. Cancellations will not be deemed to be received until you have written confirmation from PHAA. If you have not received acknowledgment within two (2) business days, please contact Nicole Rutter on (02) 6171 1309. If the cancellation is not received in writing, the sponsorship or exhibition space will not be cancelled and the full amount will still be payable.

For cancellations received in writing by PHAA on or before 31 December 2019 a service fee of 50% of total fees will apply. No refunds will be made for cancellations after 31 December 2019.

After a sponsorship or exhibition has been confirmed, a reduction in exhibition space or sponsorship size will be considered a cancellation and will be governed by the above cancellation policy. Any exhibition space not claimed one hour before the exhibition commences may be reassigned without refund.

Exhibition space will be allotted in the order in which applications and payments are received.

PHAA reserves the right to rearrange the floor plan and/or relocated any exhibit without notice. PHAA will not discount or refund for any facilities not used or not required.

The delivery of sponsorship and exhibition entitlements will be provided subject to the Sponsor's/Exhibitor's application meeting production timelines.

No Sponsor or Exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship package or booked trade exhibition space except upon written consent of the PHAA Events & Capacity Building Manager.

Sponsor or Exhibitor staff attending as part of the sponsorship or exhibition package will be required to agree to the standard delegate terms and conditions.

Should, for any reason outside the control of PHAA, the venue or speakers change or the event be cancelled, PHAA will endeavour to reschedule. In this instance the sponsor/exhibitor will indemnify and hold PHAA harmless from and against any and all costs, damages and expenses. PHAA does not accept responsibility for, and the sponsor/exhibitor indemnifies PHAA against, any costs, charges or fines incurred by the sponsor/exhibitor in the process of attending the Public Health Prevention Conference 2020. This agreement is subject to the laws of the Australian Capital Territory and agreement to these terms and conditions indicates acceptance of this indemnity.

Neither party shall be liable in damages or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including, but not limited to Acts of God, Government restrictions (including the denial or cancellation of any export or other necessary license), wars, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

BOOKING FORM

Preventive Health Conference 2020

Organisation: _____
Contact Name: _____
Position: _____
Postal Address: _____
Phone: _____
Email: _____
Booth Preferences: _____

SPONSORSHIP PACKAGES		
Type	Cost	Select
Premier Sponsor	\$50 - \$60,000	<input type="checkbox"/>
Founding Sponsor	\$31,000	<input type="checkbox"/>
Principal Sponsor	\$26,000	<input type="checkbox"/>
Associate Sponsor	\$20,500	<input type="checkbox"/>
Conference Function Sponsor	\$17,500	<input type="checkbox"/>
Refreshment Break Sponsor	\$7,500	<input type="checkbox"/>
• Wednesday 12 June		<input type="checkbox"/>
• Thursday 13 June		<input type="checkbox"/>
Affiliation Sponsor	\$3,500	<input type="checkbox"/>

All prices are GST inclusive

TRESTLE TABLE DISPLAY PACKAGE		
Trestle Table Display	\$2,900	<input type="checkbox"/>

PROGRAM ADS		
Full page program ad	\$660	<input type="checkbox"/>
Half page program ad	\$330	<input type="checkbox"/>

All prices are GST inclusive

CONFIRMATION

Please note: Upon completion of this form a tax invoice and contract will be provided. Confirmation of sponsorship and exhibition spaces is conditional upon this form and contract being completed and all payment has been received. The PHAA reserve the right to reassign any sponsorship or exhibition package if the terms and conditions outlined in the sponsorship and exhibition brochure are not fulfilled.

Upon confirmation, this contract is binding on the signature below.

☐ I/We agree to comply with the terms and conditions and all provisions of the sponsors and exhibitors contractual obligations all of which I/we acknowledge, have read and understood.

Name of authorised person: _____
Position: _____
Signature: _____
Date: _____

To book a sponsorship package, please send the completed form to:
 Eliza Van Der Kley, Events Officer, PHAA, E: evanderkley@phaa.net.au, T: 02 6171 1309



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Preventive Health Conference 2020

