

# BreastScreen Australia Conference

Hilton on the Park, Melbourne  
28–30 October 2011

Celebrating  
**20**  
YEARS  
achievement  
& service



[www.bsaconference.com.au](http://www.bsaconference.com.au)

## Sponsorship & Exhibition Prospectus

### Invitation

It is with great pleasure to invite you to participate in the BreastScreen Australia Conference in Melbourne from 28–30 October 2011. This conference will celebrate twenty years of the BreastScreen Australia Program, showcasing learning's and innovative solutions to the challenge of breast cancer screening in Australia and examining opportunities for further developments.

**The conference program will explore topics spanning from breast imaging technology to changes in everyday clinical practice and cover major themes including:**

- breast density
- digital imaging
- sustainable workforce creation
- recruitment of hard to reach women.

We are delighted to welcome Professor Stephen Duffy as the keynote speaker for this conference. Professor Duffy is a highly respected expert on cancer screening and epidemiology who is widely published and a renowned public speaker. His team have made valuable contributions in assessing the issue of over-diagnosis through mammographic screening. We can look forward to enlightening discussions about the issue of over-diagnosis which will allow clinicians, researchers and consumers to respond to this hot topic.

As breast cancer screening in Australia enters its third decade, we look forward to examining our achievements and learning thus far and inviting innovative responses to the challenges of providing high quality services to Australian women across this vast and diverse country.

I invite you to become involved in this event by taking advantage of the sponsorship opportunities detailed in this prospectus and look forward to welcoming you to Melbourne in October 2011.

Regards

**Vicki Pridmore**  
Chair Conference Committee

### The Delegates—who will attend

The delegates who will attend the BreastScreen Australia Conference

- Administrators
- Breast Physicians
- Consumer Groups
- Counsellors
- GPs
- Health Promotion Workers
- Medical Officers
- Nurses
- Pathologists
- Public Health Physicians
- Public Health Workers
- Radiographers
- Radiologists
- Researchers
- Surgeons

### Marketing & Communications Strategy

The marketing plan to be implemented includes aspects of the following:

- **Email communication**—includes frequent email blasts that update on general information, latest news, key dates, program and speaker details, keeping the target market engaged in activities leading up to the conference.
- **Printed collateral**—printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions and 'call for papers'.
- **Website**—used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.
- **Promotional activities**—are planned for related events held leading up to the conference. This includes promotion at professional development events nationally and state conferences. This provides another access to the target market and the opportunity to keep the conference 'top of mind'.
- **Advertising and articles**—are planned to appear in related journals and publications to promote highlights of the program and key speakers.
- **Media coverage**—will be attracted closer to the conference through both specialist and general media channels—profiling key developments in the field.

## Sponsorship Opportunities

The following packages will ensure achieve maximum exposure to all delegates leading up to and at the Conference.

Entitlements	Platinum Sponsor SOLD	Gold Sponsor \$15,000	Silver Sponsor \$8,800	Bronze Sponsor \$6,600
<b>Venue signage</b> Prominent acknowledgement on conference signage at the Registration desk	✓	✓	✓	✓
<b>Recognition</b> Chair to give acknowledgement at opening and closing sessions	✓	✓	✓	
<b>Branding opportunities</b>				
Logo to appear on title slide in all rooms	✓	✓		
Logo to appear on conference program handbook cover	✓			
Logo to appear on the sponsorship page of both the conference registration book and conference program handbook (subject to printing date)	✓	✓	✓	✓
<b>Advertising</b>				
Opportunity to place full page advertisement into the conference program handbook	✓			
Opportunity to place half page advertisement into the conference program handbook		✓		
Opportunity to place quarter page advertisement into the conference program handbook			✓	
<b>Session Sponsorship</b>				
Acknowledged as Sponsor of selected session with logo to appear on website program and in program handbook	✓	✓		
Logo to appear on title slides in Sponsored session and Chair to give acknowledgement of Sponsor	✓	✓		
<b>Website &amp; Media Exposure</b>				
Logo and web link to appear on home page of conference website	✓			
Logo and web link to appear on sponsor's page of conference website	✓	✓	✓	✓
Logo to appear as Sponsor on all promotional email communication campaigns	✓	✓		
<b>Media Exposure:</b> press release of all events associated with the conference will include the phrase: 'Sponsored by 'Platinum sponsor'	✓			
<b>Social events and other entitlements</b>				
<b>Registration entitlement</b> Complimentary delegate ticket for all three days of the conference	5	2	1	1
Conference Dinner tickets	5	4	3	2
Additional tickets to the Welcome Reception	5	3	2	1
<b>Exhibition Booth</b> A standard exhibition booth (3m x 2m booth) for the duration of the conference	1	1	1	1
<b>Chairing/presentation</b> Opportunity to chair a keynote session (session selected in consultation with program committee)	✓			
<b>Satchel Insert</b> Opportunity to place a single A4 size page into satchels (items subject to approval by committee)	2	2	1	1
<b>Distribution of materials</b> One seat drop at a selected session of the conference (session selected in consultation with program committee)	✓	✓		
<b>Database access</b> to the database of all consenting delegates	✓	✓	✓	✓

## Looking for a unique opportunity?

This prospectus serves as a guideline for sponsorship opportunities. If you would like to sponsor the BreastScreen Australia Conference and have an idea which caters to your unique requirements as well as those of the conference, the Committee would be willing to consider alternative proposals.

For further details on the Sponsorship and Exhibition opportunities, please contact the Conference Office.

### Conference Office:

Think Business Events  
Suite 6, 19–23 Hoddle Street, Richmond VIC 3121  
Ph: 03 9417 1350  
Fax: 03 8610 2170  
Email: bsa@thinkbusinessevents.com.au

## Exhibition Opportunities

The exhibition will be held in adjoining area to the main session room. The plan has been designed with maximum flow of delegates, with booths positioned along access points to session rooms and around catering stations. This ensures that delegates are exposed to booths as they move between session rooms and also when they gather for catering breaks.

With excellent trade display facilities and a range of sponsorship packages, these provide valuable opportunities for organisations to promote, gain access and exposure to key target markets and decision makers nationally.

### Some important benefits of sponsorship and exhibiting are

- Increase in exposure to target markets
- Access to key decision makers
- Brand positioning and profiling
- Opportunity to increase sales

You will be amazed by the impact of a customised stand. This may be as simple as matching your fascia sign to your corporate colours or as grandiose as a complete custom stand. A stand designed specifically to meet your needs can deliver optimum results.

Exhibition Booths		\$3,300
<b>Branding opportunities</b>	Logo and listing in conference program handbook	
<b>Website</b>	Logo to appear on exhibition page of conference website	
<b>Exhibition space</b>	A standard exhibition space (3m x 2m booth) for the duration of the conference Includes two exhibition passes, with access to exhibition and catering areas and social events program No furniture is supplied	

### Trade Exhibition Package add ons:

- Satchel inserts—\$700.00 (saving of \$400.00)
- Half page advertisement—\$600.00 (saving of \$600.00)
- Quarter page advertisement—\$300.00 (saving of \$300.00)

### Preliminary Exhibition Hours

Friday 28 October – 7:00pm–9:00pm  
Saturday 29 October – 9:00am–5:00pm  
Sunday 30 October – 9:00am–5:00pm



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Conference**

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## The Venue

Located in elegant East Melbourne, the Hilton On The Park hotel is set in the heart of the city's sporting and entertainment district and overlooks the beautiful Fitzroy Gardens. Train and tram links are available from the hotel's doorstep and the city center is just a short walk from this central Melbourne hotel.

After a busy day conferencing relax and enjoy a glass of wine at Park Lounge or sample international cuisine in the Gallery restaurant at this Melbourne hotel.

The large open foyer, flooded with natural light, provides the perfect area for the trade exhibitions and delegate breakout space where the great range of catering will be served.

### Hilton on the Park

192 Wellington Parade, East Melbourne VIC 3002

For accommodation and meeting room enquiries, please contact the Conference Office.

## The Conference Organisers

With over 15 years experience in managing conferences in the health and medical association sector, the team at Think Business Events brings its wealth of expertise and knowledge to the role of professional conference organiser.

Think Business Events is also able to help with any events you wish to hold in Melbourne that complement the Conference Program. Having organised many events in Melbourne they are able to recommend venues, suppliers, themes and ideas that will ensure a unique and successful experience.

Think Business Events looks forward to working with you to maximise the benefits of your involvement in the BreastScreen Australia Conference.

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## Other Sponsorship Opportunities

Dinner Sponsor \$9,000	
<b>Venue signage</b>	Logo to appear on all printed material for the Conference Dinner Opportunity to display company signage within Conference Dinner (sponsor to provide own signage)
<b>Branding opportunities</b>	Logo in conference program handbook, and as 'sponsor' of the Dinner
<b>Website</b>	Logo to appear on functions page and sponsors page of conference website
<b>Welcome</b>	Opportunity to provide brief welcoming remarks at the Dinner
<b>Attendance</b>	Three additional dinner tickets
<b>Satchel insert</b>	Opportunity to place two single A4 size* pages into satchels *may be items—subject to approval by committee

Welcome Reception Sponsor \$5,500	
<b>Venue signage</b>	Logo to appear on all printed material for the Conference Welcome Reception Opportunity to display company signage within Conference Welcome Reception (sponsor to provide own signage)
<b>Branding opportunities</b>	Logo in conference program handbook, and as 'sponsor' of Welcome Reception
<b>Website</b>	Logo to appear on functions page and sponsors page of conference website
<b>Welcome</b>	Opportunity to provide brief welcoming remarks at Reception
<b>Satchel insert</b>	Opportunity to place two single A4 size* pages into satchels *may be items—subject to approval by committee

Name Badge Sponsor \$1,500	
<b>Branding opportunities</b>	The conference and sponsor company logo on each name tag (artwork and position of logo to be approved and determined by the Committee) Logo in conference program handbook as 'sponsor' of the Name Tag
<b>Website</b>	Logo to appear on sponsors page of conference website

Delegate Satchel Sponsor \$3,500	
Each delegate will receive a satchel and this sponsorship includes:	
<b>Branding opportunities</b>	The conference and sponsor company logo on each satchel (artwork and position of logo to be approved and determined by the Committee) Logo in conference program handbook as 'sponsor' of the Conference Satchel
<b>Website</b>	Logo to appear on sponsors page of conference website
<b>Satchel insert</b>	Opportunity to place two single A4 size* pages into satchels *may be items—subject to approval by committee

Writing Pads and Pens Sponsor \$2,500	
<b>Branding opportunities</b>	Logo in conference program handbook as 'sponsor' of the Writing Pad and Pens
<b>Website</b>	Logo to appear on sponsors page of conference website
<b>Satchel insert</b>	Inclusion of pens and writing pads in each delegate satchel

Keynote Speaker Sponsor \$5,500	
<b>Branding opportunities</b>	Logo in conference program handbook as 'sponsor' of the keynote speaker Logo on the title slide of the sponsored session
<b>Website</b>	Logo to appear on sponsors page of conference website
<b>Satchel insert</b>	Opportunity to place one single A4 size* page into satchels *may be items—subject to approval by committee

Session Sponsor \$2,200	
<b>Branding opportunities</b>	Logo in conference program handbook as 'sponsor' of a session Logo on the title slide of the sponsored session
<b>Website</b>	Logo to appear on sponsors page of conference website
<b>Satchel insert</b>	Opportunity to place one single A4 size* page into satchels *may be items—subject to approval by committee

## Promotional Opportunities

Advertising in Conference Program handbook \$1,200	
– half page advertisement	

Advertising in Conference Program handbook \$600	
– quarter page advertisement	

Satchel inserts \$1,100	
– Opportunity to place a single A4 size page into satchels (items subject to approval by committee)	

# Sponsorship and Exhibition Booking Form – BreastScreen Australia Conference

The Organising Committee invites you to apply as a valued sponsor/exhibitor at the BreastScreen Australia Conference. Written acknowledgement of sponsorship and/or exhibition bookings will be made upon receipt of a signed booking form. A tax invoice will then be issued for the deposit and written confirmation provided once this is received. All prices include GST.

Please complete this form, keep a copy for your records, and send to:

## Conference Office:

Think Business Events  
Suite 6, 19–23 Hoddle Street, Richmond VIC 3121  
Ph: 03 9417 1350 Fax: 03 8610 2170  
Email: bsa@thinkbusinessevents.com.au

## Please indicate your selection/s

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Platinum Sponsorship – SOLD  | <input type="checkbox"/> Welcome Reception Sponsor – \$5,500 | <input type="checkbox"/> Writing Pads and Pens – \$2,500    |
| <input type="checkbox"/> Gold Sponsorship – \$15,000  | <input type="checkbox"/> Keynote Speaker Sponsor – \$5,500   | <input type="checkbox"/> Half page advertisement – \$1,200  |
| <input type="checkbox"/> Silver Sponsorship – \$8,800 | <input type="checkbox"/> Satchel Insert – \$1,100            | <input type="checkbox"/> Quarter page advertisement – \$600 |
| <input type="checkbox"/> Bronze Sponsorship – \$6,600 | <input type="checkbox"/> Delegate Satchel Sponsor – \$3,500  | <input type="checkbox"/> Session Sponsor – \$2,000          |
| <input type="checkbox"/> Dinner Sponsor – \$9,000     | <input type="checkbox"/> Name Badge Sponsor – \$1,500        |   |

## Exhibition Items

- Exhibition Booth – \$3,300

Booth: 1st Preference \_\_\_\_\_ 2nd Preference \_\_\_\_\_ 3rd Preference \_\_\_\_\_

## Exhibitor Add Ons:

- Satchel Insert – \$700     ½ page advertisement – \$600     ¼ Page Advertisement – \$300

## Booking Details:

Contact Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Yes I have read and agree to the conditions of sale below. Authorised by: \_\_\_\_\_ Date: \_\_\_\_\_

### Sponsorship/Exhibition booking Terms & Conditions

The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference. All prices listed in the prospectus include GST.

1. A signed Booking Form is required to allocate sponsorship and exhibition booths / promotional display areas.
2. Upon receipt of the booking form, written advice will be provided to confirm the booking, along with a tax invoice for the required 50% deposit. Deposit is payable 30 days from the date of the tax invoice. Balance is due and payable by 31 August 2011. Applications received after 31st August 2011 must include full payment.
3. All amounts are payable in Australian dollars. Cheques and direct deposits must be made payable to "Think Business Events ATF BSA." Credit card payments will incur a 4% service fee.
4. Payment of all monies due and payable must be received (and cheques cleared) by the Conference Office prior to the start of the conference. Organisations will not be listed as a sponsor in any official conference material until full payment and a booking form have been received. Exhibitors will not be allowed to bump in or be listed as an Exhibitor in official conference materials until full payment and a booking form have been received.
5. **Cancellation Policy:** In the event of cancellation, a fee of 50% of total fees applies for cancellations prior to 30 June 2011. No refunds will be made for cancellations after this date. After sponsorship agreements have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation.
6. Sponsors or 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 the Conference Managers is provided.
7. **Privacy Statement** – In order to assist with your participation, your organisation and contact details may be shared with our suppliers and contractors, and be included in 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 Conference Managers – bsa@thinkbusinessevents.com.au.

### SPECIFIC TO EXHIBITORS:

8. Public Liability insurance to a minimum of AUD\$10 million must be taken out by each Exhibitor at their own expense. A copy of the company's public liability certificate must be submitted to the Conference Managers by no later than 30 September 2011.
9. The Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. Discounts or refunds for any facilities not used or required will not be provided.
10. If your organisation intends to build a custom stand, you must advise the full details and stand dimensions to the Conference Managers by no later than 2 September 2011. Construction of customised display areas or booths requires the approval of the Conference Managers and venue management. Any construction that occupies space outside the specified space as indicated on the floor plan, will incur a prorata fee.

**DISCLAIMER:** Acceptance of sponsorship and exhibition offers is at the discretion of the Organising Committee. Please note that the acceptance of your sponsorship /exhibition application is not to be considered an endorsement of products or services which may be displayed by the sponsors or exhibitors at the BreastScreen Australia Exhibition.