



Sponsorship Prospectus

DHAA Dental Hygienists Association of Australia Ltd.



DHAA National Symposium 2017

Adelaide Convention Centre

12-14 October 2017
symposiumadelaide.com.au

How to get involved

Your invitation to participate

THE DENTAL HYGIENISTS Association of Australia (DHAA) brings the 2017 National Symposium to Adelaide, South Australia from 12th to 14th October. The Symposium has been a success year after year and continues to bring Dental Hygienists, Oral Health Therapists, Dental Therapists and Dentists together so they can have firsthand access to current research, initiatives and future directions of dental hygiene. It is such an important part of the association's professional development program - an event not to be missed!

We invite you and your company to join us in Adelaide for our 2017 Symposium and networking events. The plenary program consists of a number of expert and experienced local as well as international speakers. Each will present their latest research, techniques, trends and knowledge significant to our profession, vital for the development of all dental professionals.

Oral health is a team approach and is best encouraged by enabling relationships with other allied health professionals. The main objective of the annual symposium is to expand current knowledge and educate in all aspects of dentistry, as well as to provide such networking opportunities. Improving our knowledge and contact base can motivate us as dental professionals to expand our horizons and to provide best practice dental care to our community, including those who have limited access to services. This symposium hopes to showcase the aspects of

dentistry that lead to better oral health outcomes and a healthy happy smile.

The DHAA 2017 National Symposium in Adelaide will have many dental and allied companies, showing their new products and research, and providing the latest information for delegates. There will also be several exciting social events and time to collaborate and network with other health professionals and dental companies.

“We are expecting Symposium SA 2017 to be the biggest yet with the likelihood of around 400 delegates attending.”

We encourage companies to secure sponsorship packages as soon as possible as there are limited numbers available. We are expecting Symposium SA 2017 to be the biggest yet with the likelihood of around 400 delegates attending. This is the perfect opportunity to discuss new products, research, case studies, hand out samples and create new and continued business. We would welcome any suggestions your company may have regarding sponsorship and we look forward to your attendance and participation.

Why participate?

Symposium SA 2017 will give you the perfect opportunity to:

- Promote your brand both personally and businesswise.
- Launch new products and create sales opportunities - a hands on experience is the best way to engage delegates in your products.
- Provide ample time for networking and creating new contacts for both delegates and company representatives
- Create an increased awareness of your brand as a leading supplier in the industry
- Show our delegates your commitment to the dental hygiene community

Past Symposia

- Darwin in 2011.
- 2012 was in Brisbane.
- Perth in 2013 with over 300 delegates.
- Canberra in 2014.
- Sydney stole the show in 2015 with 420 delegates.
- Last year beautiful Hobart attracted almost 350 delegates. Don't miss out in 2017!

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Sponsorship opportunities

We have created a variety of sponsorship packages to suit every budget

Principal Sponsor

SOLD OUT

Becoming a **Principal Sponsor** gives your organisation the opportunity to develop an ongoing relationship with the conference delegates and DHAA members. The package is designed to give organisations a strong presence before, during and after the Symposium with key branding opportunities.

Benefits:

- Acknowledgement as Principal Sponsor
- Sponsorship of a Symposium keynote speaker
- Double exhibition booth (6m x 3m) in a prominent position
- Three (3) complimentary full conference registrations including the Gala Dinner
- Two (2) pull-up banners placed throughout the conference. Banners to be provided by sponsor. Placement at conference organiser's discretion.
- Company name and logo prominent in all literature and signage relating to the conference (subject to printing deadlines)
- Full-page colour advertisement in the Symposium program

- Logo displayed on a looped PowerPoint slide shown in session rooms prior to and between the commencement of sessions during the Conference
- Company logo and hyperlink to the organisation's website on Symposium website and App
- One (1) maximum four (4) pages/A4 insert or promotional / sample product in the conference satchel
- Delegate list (does not include contact details) to be made available as a PDF document emailed 14 days prior to the event, as well as a PDF list emailed after the event (subject to the Privacy Act)
- Company logo (mono) printed on delegate satchels (subject to printing deadlines)

Gala Dinner Sponsor

\$7,000 inc GST

The **Gala Dinner** is always the highlight of Symposium. Sponsoring the dinner is a fantastic opportunity to promote your organisation in a fun and relaxed environment. The dinner sponsorship also includes a chance to address delegates. The Gala Dinner will be held on Friday 13 October 2017 at the National Wine Centre.

Benefits:

- Acknowledgement as 2017 Gala Dinner Sponsor
- Opportunity for a representative from the organisation to present a 5 minute Welcome speech
- Banners to be displayed on stage at the Gala Dinner (pull up banners to be provided by the organisation)
- Acknowledgement on Conference website and App with logo and hyperlink to organisation's website
- Logo displayed on a looped PowerPoint slide during the Dinner

- Half-page colour advert in Conference Program / Handbook (subject to printing deadlines)
- One (1) maximum four (4) pages/A4 insert or promotional/ sample product in the conference satchel
- Delegate list (does not include contact details) to be made available as a PDF document emailed 14 days prior to the event, as well as a PDF list emailed after the event (subject to the Privacy Act)
- Three tickets to the Symposium Gala Dinner

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Major Sponsor

\$12,000 inc GST

Major Sponsorship allows you to maximise the value of your participation at the Symposium by accruing a range of branding and advertising benefits, and connecting with a high profile presenter.

Benefits:

- Acknowledgement as Symposium Major Sponsor
- Sponsorship of speaker (topic and speaker to be mutually agreed upon by DHAA and sponsor) for one x 60-minute session during the Symposium
- Company name and logo prominent in all literature and signage relating to the conference (subject to printing deadlines)
- Acknowledgement on the Symposium Adelaide 2017 Conference website and App with logo and hyperlink to organisation's website
- One standard exhibition space (3m x 3m) in a prominent position (subject to confirmation)
- Two (2) complimentary full conference registrations including the Gala Dinner

- One (1) pull-up banners to be placed throughout the conference. Banners to be provided by sponsor. Placement to be arranged at conference organiser's discretion.
- Half-page colour advertisement in the Symposium handbook (subject to printing deadlines)
- One (1) maximum four (4) pages/A4 insert or promotional/sample product in the conference satchel
- Delegate list (does not include contact details) to be made available as a PDF document emailed 14 days prior to the event, as well as a PDF list emailed after the event (subject to the Privacy Act)

OPTIONAL EXTRA FOR MAJOR SPONSOR

Lanyard Sponsor One package available

\$3000 incl GST

This sponsorship opportunity offers prominent exposure of your organisation and logo. Every delegate receives a lanyard with their name badge when they attend the Symposium.

Benefits:

- Opportunity for sponsor to provide branded lanyards or have supplied at additional cost
- Acknowledgement as the Symposium Lanyard sponsor

- Company logo and hyperlink on Symposium website and App

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Welcome Reception Sponsor

SOLD OUT

This event is always a highlight for Symposium delegates. It is the first opportunity for delegates to connect socially at the start of the conference.

Benefits:

- Acknowledgement as the Symposium Adelaide 2017 Welcome Reception Sponsor
- Four tickets to the Symposium Welcome Reception
- Opportunity for a representative from the organisation to present a five minute welcome
- Two (2) banners to be displayed during Welcome Reception (pull up banners to be provided by the organisation)
- Acknowledgement on Conference website and App with logo and hyperlink to organisation's website
- Logo displayed on a looped PowerPoint slide shown in session rooms prior to and between the commencement of sessions during the Conference

- Quarter-page colour advert in Conference Program / Handbook (subject to printing deadlines)
- Opportunity for sponsor to provide a promotional items to be distributed throughout the catering area (promotional items supplied by sponsor by the required deadlines)
- Delegate list (does not include contact details) to be made available as a PDF document emailed 14 days prior to the event, as well as a PDF list emailed after the event (subject to the Privacy Act)

Pocket Program and Name Badge Sponsor

\$5,000 inc GST

Every delegate at Symposium receives their **Name Badge** on check-in. The **Pocket Program** provides delegates all Symposium details and will be referred to constantly. With your logo and details, this sponsorship package will provide super high visibility for your organisation.

Benefits:

- Prominent branding in the Pocket Program
- Acknowledgement as the Pocket Program and Name Badge Sponsor
- Company logo and hyperlink on Symposium website
- Delegate list (does not include contact details) to be made available as a PDF document emailed 14 days prior to the event, as well as a PDF list emailed after the event (subject to the Privacy Act)

- One (1) maximum four (4) pages/A4 insert or promotional/ sample product in the conference satchel
- Company name / logo printed on attendee name badges
- Two full conference registrations
- One exhibition booth 3x3m in a prominent position (subject to confirmation)

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App Sponsor

\$6,000 inc GST

The **Symposium App** brings instant information on all aspects of the event - from speakers' details to topics to which company's booth is where. Delegates will be encouraged to use the App throughout the three days of Symposium so your brand will be hugely prominent.

Benefits:

- Acknowledgement as the Symposium Adelaide 2017 App sponsor
- Prominent brand on the App
- Opportunity to have documents for delegates to download via the App (subject to App design)
- Display of organisation logo on a looped PowerPoint slide shown in session rooms prior to and between the commencement of sessions

- Acknowledgement on conference website with logo and hyperlink to organisation's website
- One (1) maximum four (4) pages/A4 insert or promotional / sample product in the conference satchel
- One exhibition booth 3m x 3m in a prominent position (subject to confirmation)
- Two tickets to Gala Dinner

Coffee Cart and Café Sponsor

SOLD OUT

Coffee carts and food servery areas are two of the most visited places at any exhibition. Coffee cart and café sponsorship will ensure high visibility for your company.

Benefits:

- Acknowledgement on official conference website/ App with logo and hyperlink to sponsor's website
- Opportunity for sponsor to provide a promotional items to be distributed in the coffee cart area (promotional items supplied by sponsor by the required deadlines)
- Delegate list (does not include contact details) to be made available as a PDF document emailed 14 days prior to the event, as well as a PDF list emailed after the event (subject to the Privacy Act)

- Opportunity to provide branded coffee sleeves (to be supplied by sponsor by required deadlines)
- Two (2) Gala Dinner tickets
- One (1) standard trade booth in the exhibition space
- Two (2) x complimentary Trade Registrations, including daytime catering (morning tea, lunch, afternoon tea and access to exhibition area)

Satchel Insert

\$750 inc GST

All delegates of Symposium will receive a satchel on registration. You can showcase your company, products and/or latest evidence-based research to every delegate in attendance.

Benefits:

- One satchel insert and/or sample products (please see specifications on last page)



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Trade Exhibition Booth

\$3,000 inc GST

DHAA Symposium is well known for its wide variety of trade exhibits. All delegates to Symposium have regular breaks to visit the exhibition area for morning and afternoon tea and lunch, as well as networking and mingling. Your brand will be highly visible and your access to delegates is guaranteed!

Benefits:

- One (1) standard 3m x 3m booth
- 2.48m, high smooth finish walls (white)
- Digital print fascia name board sign featuring black lettering on a white background
- 2 x 150 watt spotlights
- 1 x 4amp power point
- Additional furniture may also be ordered through Adelaide Expo Hire at Exhibitor's cost
- The inclusion of your logo on the conference website hyperlinked to organisation's website
- Organisation details listed in the conference program
- Two (2) x complimentary Trade Registrations, including daytime catering (morning tea, lunch, afternoon tea and access to exhibition area)
- Additional Trade Registrations can be purchased for \$500.00 per person



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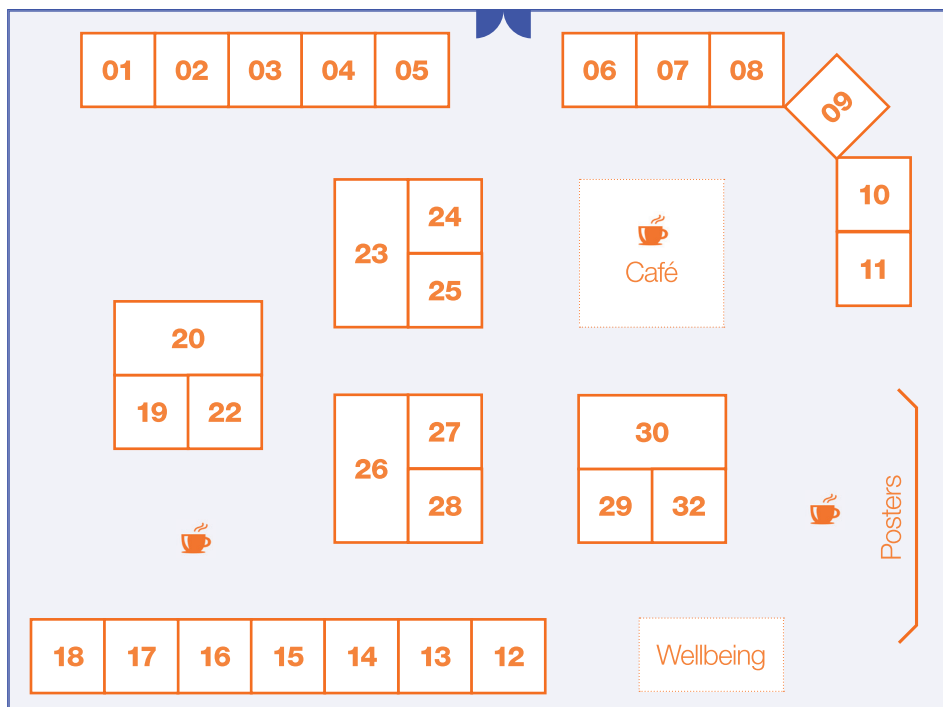
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The Trade Exhibition is the hub of the symposium

We would like to make sure that the Symposium gives you everything promised, so the following details are important. Please let us know if anything is unclear or you have any difficulties with any of the timings.



Company Logo and Website Address

Due at time of payment

Email your company logo as a high resolution .jpeg and .eps file and the website address you would like to be linked to your logo on the Symposium website as soon as possible.

Satchel Insert

Due for delivery by Friday 1 September 2017

Please email through a PDF or photo of what you wish to include in the conference satchels. We do ask that items are no larger than an A4 document.

You are welcome to provide either merchandise or a brochure. Pre-approval is required, please email

through the details of your item by Friday 1st July 2017. Once your insert item is approved you will be required to post your item to the following address, quantities will be confirmed in the coming months.

Please forward the above to Emma at All Occasions Group (details in panel right).

Pull-Up Banners

Please deliver to the registration desk

Arrange for a company representative to deliver your corporate signage (must be a pull up banner) to the registration desk no later than 9.00am on Thursday 12 October 2017.

Exhibition opening times

The Exhibition will be open from 1:00pm on Thursday 12 October 2017 to 4:15pm Saturday 14 October 2017.

Please note that the above times are subject to change.

Further Information

If you require further information regarding supporting or exhibition at the 2017 Symposium please contact the Conference Organisers via the details below.

Please note we are happy to consider ideas and amendments to any of the packages

Special Note

Please contact Emma at All Occasions Group to discuss supporting the 2017 Symposium.

We are happy to consider ideas and amendments to the packages that maintain the spirit of supporting the 2017 Symposium at the designated levels.

Contact Details

All Occasions Group

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