



9TH INTERNATIONAL CONFERENCE ON HEALTH AND HEPATITIS CARE IN SUBSTANCE USERS

13-15 OCTOBER 2021,
NOVOTEL MANLY,
AUSTRALIA
+ VIRTUAL

SPONSORSHIP
PROSPECTUS

WHO WE ARE

The International Network on Health and Hepatitis in Substance Users (INHSU) is a global network of people dedicated to improving the health of people who use drugs, with a specific focus on hepatitis C, infectious diseases, and harms that can occur from drug use.

We believe the most powerful impact is achieved when researchers, clinicians, advocates, and communities of people who use drugs come together to share knowledge, learn from each other, and put those insights into action.

Established in 2009, INHSU had one vision; to amplify the research and clinical advances in hepatitis C prevention, treatment and care for people who use drugs.

For the past decade, we have witnessed – and participated in – huge advances in the treatment options for hepatitis C, including a cure for more than 95 per cent of people who are treated.

While there is ongoing work to do in this area, these advancements have now seen us broaden our focus to include the wider health and wellbeing of people who use drugs.

Our work spans three key areas; knowledge exchange, education and policy and advocacy. Through all three, we are committed to the human rights of people who use drugs and their contribution is at the heart of everything we do.



DID YOU NOTICE OUR NAME CHANGE?

This year we changed our name to include the word health, becoming known as the International Network on *Health* and Hepatitis in Substance Users (INHSU).

While this may seem like a small change, its implications run much deeper. This new name (and supporting new website and brand) sees us broaden our focus from hepatitis C to include other infectious diseases, and the wider health and wellbeing of people who use drugs.

WANT TO KNOW MORE?

You can read our new 4-year strategic plan [here](#).

WHY 2021 IS THE MOST IMPORTANT INHSU CONFERENCE YET

As the global pandemic continues in many countries across the world, people who use drugs face more marginalisation and stigma than ever before. With many resources re-directed to COVID-19, there are also significant challenges in accessing testing and treatment for hepatitis C and other infectious diseases.

It is for this reason that we believe the 2021 INHSU Conference is one of the most important we will hold to date. Our global network feels it is vital to continue to facilitate knowledge exchange, now more than ever.

Australia has been fortunate to have fared well during the pandemic; many services pivoted quickly and adapted the way they operated due to COVID-19, and in many areas HCV and other services are now back up and running. There is enthusiasm in the Australian community to share these learnings whilst turning the spotlight back onto HCV and other infectious diseases.

With this in mind – after careful consideration and global consultation with key opinion leaders – we are delighted to announce that the 9th International Conference on Health and Hepatitis Care in Substance Users will take place in Australia, via a hybrid delivery model.

For those who can travel, we will be holding a face-to-face event. For those who are unable to travel, we will be hosting selected conference sessions virtually, via a state-of-the-art virtual platform. These will be available both live and on-demand, ensuring the same learning opportunities no matter where you are in the world.

2020 was a year of resilience in the face of adversity for many in our network. It has highlighted the strength of our global community and reaffirmed the need for knowledge sharing and collaborations. We look forward to hopefully working with you to build this community even further in 2021.



HOW IS 2021'S CONFERENCE DIFFERENT?



In line with our new strategic direction and name, we will be broadening the focus of the conference to include hepatitis C, other infectious diseases and the broader health of people who use drugs.



This year's event will be a hybrid model with an in-person event in Sydney, Australia and live and on-demand streaming to provide access to people across the globe.

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INHSU 2021 IS AN OPPORTUNITY FOR YOU TO:



Access and engage with INHSU's unique audience of researchers, practitioner, policymakers, advocates and more.



Create awareness and understanding online and in-person by showcasing your products, services, and brand via our brand new hybrid conference model.



Build and improve relationships with current and potential clients before, during and after the conference with a broad range of brand awareness activities.



Enhance your credibility and corporate social responsibility by providing ethical support to the sector at a time when it is needed more than ever.



Support and contribute to the exchange of knowledge, by providing educational opportunities to conference delegates.

WHAT YOUR SUPPORT MEANS

By supporting this event, you are directly supporting INHSU's objective to promote scientific knowledge, medical advancement and the delivery of effective healthcare for people who use drugs.

Your valuable contribution will:

- Help to develop a program that unites highly reputable international and domestic speakers.
- Support our philanthropic scholarship program which helps community members and low-to-middle income delegates attend.
- Assist with audio visual and live-streaming costs to allow us to reduce the fees charged to delegates.

OUR SUPPORTER PACKAGES

The aim of all of our supporter packages is to contribute to maximising the enhancement of medical knowledge for everyone in attendance. We aim to do this whilst still conforming to community standards acceptable to the guidelines that govern your operations. We believe these packages are fully compliant.

Supporters will be acknowledged in various publications, publicity material and during any events as noted in the various package entitlements outlined later in this document. This will be accompanied at all times by the following disclaimer:

"The organisations listed have kindly sponsored this Conference. Sponsorship is offered as an unconditional grant. The sponsor has no control over content, tone, emphasis, allocation of funds or selection of recipients. INHSU and ASHM do not endorse or promote any healthcare-related products."

PREVIOUS CONFERENCES AT A GLANCE



CONFERENCE OVERVIEW

| | | |
|---|---|--|
| THE CONFERENCE | 9th International Conference on Health and Hepatitis Care in Substance Users (INHSU 2021) | |
| DATES | 13-15 October 2021 | |
| PRELIMINARY CONFERENCE PROGRAM | Day 1: Epidemiology and Public Health Day 2: Treatment and Care Day 3: Access and Implementation | |
| EXPECTED NUMBER OF IN-PERSON DELEGATES | 300+ | |
| EXPECTED NUMBER OF VIRTUAL DELEGATES | 400+ | |
| CONFERENCE HISTORY | 8th 2019 – Montréal, Canada 7th 2018 – Cascais, Portugal 6th 2017 – Jersey City, USA 5th 2016 – Oslo, Norway | 4th 2015 – Sydney, Australia 3rd 2013 – Munich, Germany 2nd 2011 – Brussels, Belgium 1st 2009 – Zurich, Switzerland |
| KEY DEADLINES | Exhibition Bookings Confirmation: April 2021 Expression of Interest for all Packages: April 2021 | |
| CONFERENCE CONTACT | Amy Sargent P: +61 420 602 855 E: amy.sargent@ashm.org.au | |



PRELIMINARY CONFERENCE PROGRAM OVERVIEW

DAY 1

| | | |
|-------------------|------------------------------|-----------|
| 7.00am | Registration Open | |
| 8.30am – 9.00am | Opening Ceremony | |
| 9.00am – 10.45am | Session 1 | |
| 10.30am – 11.15am | Coffee Break and Poster Tour | |
| 11.15am – 12.15pm | Session 2 | |
| 12.15pm – 2.00pm | Lunch | |
| 12.45pm – 1.45pm | Industry Sponsored Symposium | |
| 2.00pm – 3.20pm | Session 3 | Session 4 |
| 3.20pm – 4.15pm | Coffee Break | |
| 4.15pm – 5.45pm | Session 5 | Session 6 |
| 5.45pm – 7.00pm | Welcome Reception | |

DAY 2

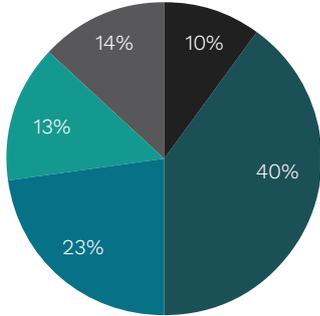
| | | |
|-------------------|------------------------------|------------|
| 7.30am | Registration Open | |
| 8.00am – 8.45am | Industry Sponsored Symposium | |
| 9.00am – 10.45am | Session 7 | |
| 10.30am – 11.15am | Coffee Break and Poster Tour | |
| 11.15am – 12.15pm | Session 8 | Session 9 |
| 12.15pm – 2.00pm | Lunch | |
| 12.45pm – 1.45pm | Industry Sponsored Symposium | |
| 2.00pm – 3.20pm | Session 10 | Session 11 |
| 3.00pm – 3.45pm | Coffee Break and Poster Tour | |
| 3.45pm – 5.15pm | Session 12 | Session 13 |
| 6.30pm – 11pm | Conference Dinner | |

DAY 3

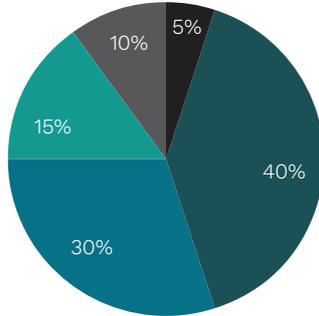
| | | |
|-------------------|--------------------|------------|
| 9.00am | Registration Open | |
| 9.30am – 11.00am | Session 14 | |
| 11.00am – 11.30am | Coffee Break | |
| 11.30am – 12.00pm | Session 15 | |
| 12.00pm – 1.45pm | Lunch | |
| 12.30pm – 1.30pm | INHSU GAM | |
| 1.45pm – 2.45pm | Session 16 | Session 17 |
| 2.45pm – 3.15pm | Coffee Break | |
| 3.15pm – 4.30pm | Session 18 | Session 19 |
| 4.30pm – 4.40pm | Break | |
| 4.40pm – 5.30pm | Conference Closing | |



PAST CONFERENCE DELEGATE BREAKDOWN



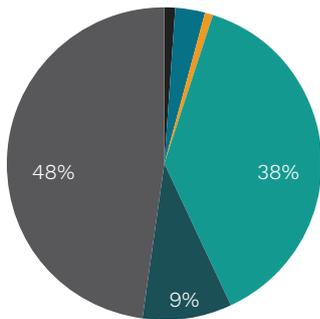
2019



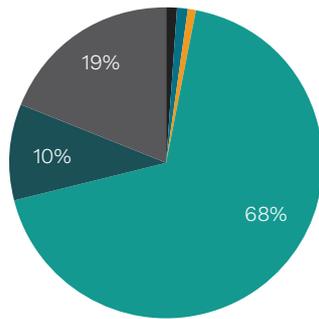
2018

AFFILIATIONS

- Research
- Health Care Practitioner
- Policy / Public Health
- Community
- Other



2019



2018

COUNTRY REPRESENTATION*

- Americas
- Western Pacific Region
- European Region
- Eastern Mediterranean Region
- African Region
- South-East Asia Region

*based on WHO regions





**MAJOR
SUPPORTER
PACKAGES**

MAJOR SUPPORTER PACKAGE AVAILABILITY

We are pleased to offer the following key supporter positions.

| | | | |
|--|--|--|---|
|  PLATINUM SUPPORTER €150,000 |  GOLD SUPPORTER €110,000 |  SILVER SUPPORTER €70,000 |  BRONZE SUPPORTER €35,000 |
|--|--|--|---|

Rates published here are inclusive of taxes.



MAJOR SUPPORTER PACKAGE INCLUSIONS

| | Platinum | Gold | Silver | Bronze |
|--|-------------------------|----------------|--------------|-------------------|
| “Promote greater brand awareness and brand image” – Pre-Conference | | | | |
| ○ Your logo printed in the conference registration brochure distributed to thousands of potential delegates | ✓ | ✓ | | |
| ○ Your logo on a rotating banner add on the main page of the virtual portal | ✓ | | | |
| ○ Pre-Programmed notification message | ✓ | ✓ | | |
| ○ Alert notification in the virtual portal to go to online delegates | ✓ | ✓ | | |
| ○ Email marketing of the Conference acknowledging your involvement | ✓ | ✓ | ✓ | ✓ |
| ○ Link to company website – a link from your logo will be set up from the Conference website to the website of your choice | ✓ | ✓ | ✓ | Company name only |
| On-site acknowledgment | | | | |
| ○ Logo on Conference banner located at registration area (size varies on level of support) | ✓ | ✓ | ✓ | |
| ○ Booth(s) or floor space in a prime position in the Exhibition Hall | ✓ X2 | ✓ X2 | ✓ X1 | |
| ○ Virtual exhibition booth in the virtual platform | ✓ | ✓ | ✓ | |
| ○ One advertisement in colour in the A5 Conference Handbook (artwork to be provided by sponsor) | ✓ Double page spread | ✓ Full page | | |
| ○ Your Logo/Name will be displayed on a PowerPoint slide at the commencement and conclusion of sessions at the conference | ✓ | ✓ | ✓ | ✓ |
| ○ Your Logo will be printed in the Conference Handbook acknowledging your support (size varies on level of support) | ✓ | ✓ | ✓ | ✓ |
| ○ Verbal acknowledgment of support made during the Conference in plenary sessions | ✓ | ✓ | ✓ | ✓ |
| ○ Opportunity to provide items for inclusion on the promotional table set up in a prominent position | ✓ Unlimited | ✓ 3 items | ✓ 2 items | ✓ 1 item |
| ○ Opportunity to host a lunchtime Educational Satellite at the face-to-face conference and to be broadcast to all virtual attendees (see page 8) | ✓ Included | | | |
| ○ Opportunity to host a morning Educational Satellite at the face-to-face conference and to be broadcast to all virtual attendees (see page 9) | | ✓ Included | | |
| Conference and social benefits | | | | |
| ○ Discounted registrations for Practitioners | ✓ X20 | ✓ X10 | ✓ X3 | |
| ○ Complimentary passes to the Conference | ✓ X10 | ✓ X5 | ✓ X3 | |
| ○ Opportunity to value add to your package at no additional cost (see enhancement packages). Choose the one that suits your brands KPIs best | 3 credits | 3 credits | 2 credits | 1 credit |
| Post-Conference marketing | | | | |
| ○ Formal acknowledgment of sponsorship in post Conference thank you email sent to all delegates (size varies on level of support) | ✓ | ✓ | ✓ | ✓ |
| ○ Thank you to sponsors on Conference website for a period of three months | ✓ | ✓ | ✓ | ✓ |

EDUCATIONAL SATELLITE SYMPOSIUM

INCLUDED FOR PLATINUM SUPPORTERS

Platinum Supporters have the opportunity to host an **Educational Satellite Symposium** within the Conference program at the face-to-face conference and to be broadcast to all virtual attendees. The session will allow you to fully engage your target audience with content developed by your organisation.

Additional features contained within the upgrade include:

- Notifications of the Symposium in the electronic marketing of the Conference program through **Email Alerts** and **Online Marketing**
- 1 x push notification from the conference app
- 1 x alert notification in the virtual portal for online delegates
- Listing of the Symposium in the **Conference Program** and associated events section of the Conference Handbook
- **Flyer** advertising the Satellite Symposium in Conference **satchel bags** (to be provided by sponsor) or handed out within a conference session
- **Room Signage and Setup**, along with the **Educational Content**, driven by the sponsor
- **Free Room Hire/Basic Audio-visual** equipment and assistance with logistics

Note: The content of the symposium will be entirely the responsibility of the sponsor and can in no way be seen to be endorsed by any of the committee.

Costs incurred over and above the room hire and basic audio-visual are at the sponsor's expense.

Please note catering is not included in this cost.

Guidelines:

- If you engage with an outside event company you must communicate this with ASHM Conference & Events Division to ensure a smooth running for all logistical requirements.
- There is limited time for additional set ups. Should additional AV be required we require our AV Technical Director to be used in order to ensure set ups are appropriate to the conference requirements and time frame available.
- In order to meet INHSU's policy to ensure there is appropriate gender representation at least one or more of the selected presenters must be female and one male.

It is recommended that the content of your symposium be developed prior to communications regarding the earlybird registration deadline approaching to increase the number of delegates pre-registering for your educational session.

Please note: Deadline for content is **May 2021**.

Time allocated for the symposium will be 60 minutes only during lunchtime.



MAJOR SUPPORTER BOOKING PROCESS

1.

Review the packages and indicate your selection on the booking form (located on the last page of this prospectus)



2.

Decide how you would like to value add to your package using your credits and selecting from the **Enhancement Packages** (indicate your selection on the booking form)



3.

Add additional **Enhancements** to really stand out from the crowd (add these to your booking form)

4.

Send your completed booking form and signed terms and conditions to amy.sargent@ashm.org.au





ENHANCEMENT PACKAGE OPPORTUNITIES

| EDUCATION & SCIENCE | Reach | Scientific | Drive Brand Awareness | Networking Opportunities | Exclusivity | Post Event Exposure |
|---|---------------------|------------|-----------------------|--------------------------|-------------|---------------------|
| ○ Morning Educational Symposium | In person & Virtual | ✓ | ✓ | ✓ | | ✓ |
| ○ Community Pre-Conference Satellite Meeting | In person & Virtual | ✓ | ✓ | ✓ | ✓ | |
| ○ INHSU Prisons Special Interest Group Pre-Conference Satellite Meeting | In person & Virtual | ✓ | ✓ | ✓ | ✓ | |
| ○ On Demand Content Supporter | Virtual | ✓ | ✓ | | ✓ | ✓ |
| ○ Highlights Report | In person & Virtual | ✓ | ✓ | | ✓ | ✓ |

| BRANDING & DELEGATE ENHANCEMENTS | Reach | Scientific | Drive Brand Awareness | Networking Opportunities | Exclusivity | Post Event Exposure |
|------------------------------------|---------------------|------------|-----------------------|--------------------------|-------------|---------------------|
| ○ Conference Smart Phone App | In person & Virtual | | ✓ | | ✓ | |
| ○ Internet Hub and Wi-Fi Supporter | In person | | ✓ | ✓ | ✓ | |
| ○ Conference Handbook Supporter | In person | | ✓ | | | |
| ○ On Booth Invited Speaker Access | In person | ✓ | ✓ | ✓ | | |
| ○ Charging Stations | In person | | ✓ | ✓ | | |
| ○ Satchel Supporter | In person | | ✓ | | ✓ | |
| ○ Delegate Gift | Virtual | | ✓ | | ✓ | |
| ○ Gamification Prize | Virtual | | ✓ | | | |

| ADVERTISING, COMMUNICATIONS & NETWORKING | Reach | Scientific | Drive Brand Awareness | Networking Opportunities | Exclusivity | Post Event Exposure |
|--|-----------|------------|-----------------------|--------------------------|-------------|---------------------|
| ○ Meeting Space Supporter | In person | | ✓ | | | |
| ○ Hospitality Supporter | In person | | ✓ | ✓ | ✓ | |
| ○ Networking Reception Supporter | In person | | ✓ | ✓ | ✓ | |
| ○ Early Career Networking Event | In person | | ✓ | ✓ | ✓ | |
| ○ Virtual Networking Event e.g. early career | Virtual | | ✓ | ✓ | | |
| ○ Advertisement in Handbook | In person | | ✓ | | | |
| ○ Banner Add in Virtual Platform | Virtual | | ✓ | | | |
| ○ Promotional Table | In person | | ✓ | | | |
| ○ Stationery Provider | In person | | ✓ | | | |
| ○ Pre-Programmed App Notification Message (X1 Message) | In person | | ✓ | | | |
| ○ Virtual Alerts | Virtual | | ✓ | | | |
| ○ Virtual Booth | Virtual | | ✓ | ✓ | | |



EDUCATIONAL OPPORTUNITIES

MORNING EDUCATIONAL SYMPOSIUM

€15,000 not available with credits (Included for Gold Supporters)

An opportunity to host an Educational Morning Symposium within the Conference program at the face-to-face conference and to be broadcast to all virtual attendees. The session will allow you to fully engage your target audience with content put together by your organisation.

Features include:

- Notifications of the Symposium in the electronic marketing of the Conference program through Email Alerts and Online Marketing
- 1 x push notification from the conference app
- 1 x alert notification in the virtual portal for online delegates
- Listing of the Symposium in the Conference Program and associated events section of the Conference Handbook
- Flyer advertising the Morning Symposium in Conference satchel bags (to be provided by sponsor) or handed out within a conference session
- Room Signage and Setup, along with the Educational Content, driven by the sponsor
- Free Room Hire/Basic Audio-visual equipment and assistance with logistics

Note: The content of the symposium will be entirely the responsibility of the sponsor and can in no way be seen to be endorsed by any of the committee.

Costs incurred over and above the room hire and basic audio-visual are at the sponsor's expense.

Please note catering is not included in this cost.

Guidelines:

- If you engage with an outside event company you must communicate this with ASHM Conference & Events Division to ensure a smooth running for all logistical requirements.
- There is limited time for additional set ups. Should additional AV be required we require our AV Technical Director to be used in order to ensure set ups are appropriate to the conference requirements and time frame available.
- In order to meet INHSU's policy to ensure there is appropriate gender representation at least one or more of the selected presenters must be female and one male.

It is recommended that the content of your symposium be developed prior to communications regarding the earlybird registration deadline approaching to increase the number of delegates pre-registering for your educational session.

Please note: Deadline for content is **May 2021**.

Time allocated for the morning symposium will be 45 minutes only.





EDUCATIONAL OPPORTUNITIES (CONTINUED)

COMMUNITY PRE-CONFERENCE SATELLITE MEETING

€10,000 not available with credits

The INHSU Community Day is an essential pillar of the INHSU Conference.

It is a full day interactive session organized by the community, for the community in collaboration with local and international harm reduction and community-based organizations.

Supporting this pre-conference meeting clearly positions your organisation's corporate social responsibility. This is an opportunity to demonstrate your commitment to supporting people who use drugs as valued stakeholders in hepatitis C elimination efforts.

Benefits:

- Company logo acknowledging support included on conference website
- Company logo acknowledging support displayed on screen during the event



INHSU PRISONS SPECIAL INTEREST GROUP PRE-CONFERENCE SATELLITE MEETING

€10,000 not available with credits

INHSU Prisons is a special interest group of INHSU members that brings together researchers, practitioners, policymakers, advocates, and affected communities to improve the health of people in custodial settings.

Following the successful inaugural Prisons workshop at the 2019 INHSU Conference (~100 attendees), this is an opportunity to support the delivery of an interactive workshop delving into the status of prison-based HCV testing and treatment services in key countries across the world, as well as showcasing practical examples of strategies being used to increase HCV screening, linkage to care and treatment for the prisoner population.



Benefits:

- Company logo acknowledging support included on conference website
- Company logo acknowledging support displayed on screen during the event





EDUCATIONAL OPPORTUNITIES (CONTINUED)

ON DEMAND CONTENT SUPPORTER

€10,000 not available with credits

Invest in content capture and dissemination. Support the educational legacy of the meeting to enable the content to reach the communities and organisations that were not able to attend sessions live.



Video presentations will be captured for a large number of sessions from the conference sessions enabling content from all locations to be distributed to a wider audience. The content will be made available within the virtual platform.

Benefits:

- Acknowledgement of supporter status on conference website with logo and hyperlink to company's website
- Company's logo on all pages with the links to the on demand content
- Company's logo on speaker consent forms advising speakers of your support

Note: Expressions of interest in this opportunity need to be received prior to **April 2021**.

HIGHLIGHTS REPORT

€7,500 or 3 credits

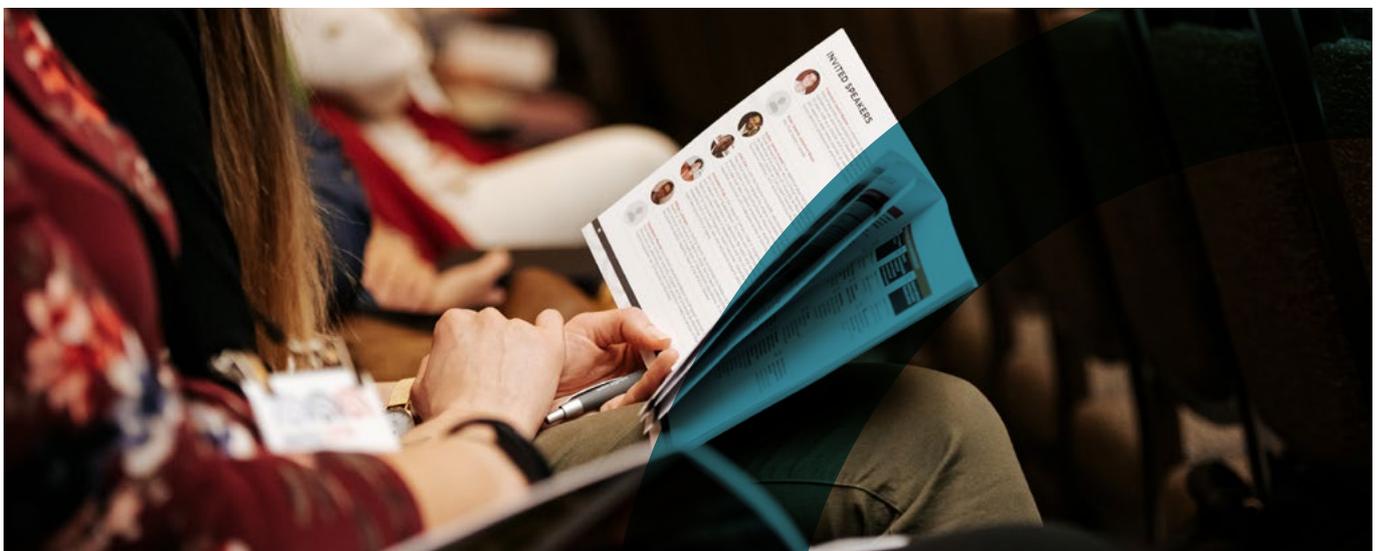
Copies of the INHSU Global Conference highlights report, acknowledging your support, will be offered to our database of over 6,000 healthcare professionals.



Benefits:

- Your company logo will be listed as the sponsor of the Conference Highlights Report with your company logo (not product logo) displayed prominently on the front cover
- Sponsor logo will be printed in the Conference Handbook acknowledging your support of the Conference Highlights Report

Expressions of interest in this opportunity need to be received prior to **April 2021**.





BRANDING & DELEGATE ENHANCEMENTS

CONFERENCE SMART PHONE APP

€10,000 not available with credits

The speakers, program and exhibitor details will all be accessible via the conference App.



The Conference Smart Phone App will be available at no purchase charge for every delegate, both in person and virtual, to download on all internet ready mobile phones including iPhone, Android, Blackberry and iPad. Research shows around 75% of all delegates will use the App which in turn improves the attendee experience.

Benefits:

- Company logo acknowledging support included on email launching App
- Acknowledgement on official conference website with logo and hyperlink to organisation's website
- Organisation's logo included in the Conference Handbook (subject to printing deadlines)
- App designed with company logo as the 'Official App Sponsor'

Note: Expressions of interest in this opportunity need to be received prior to **April 2021**.

INTERNET HUB AND WIFI SUPPORTER

€7,500 not available with credits

Increase your brand awareness at the only free universal access to internet and printing facilities at the Conference breaks. This area will be available for the educational benefits of delegates for them to print attendance certificates and view work emails.



Benefits:

- A minimum of 2 x computers or iPads, 1 x printer and Internet connection will be provided
- Company logo on screen saver on computers in Internet Hub area
- Company logo on signage promoting wifi access
- Website link from computers in Internet Hub area to your company website
- Acknowledgement in the general information section of the Conference Handbook including company logo and where the Internet Hub area is mentioned
- Banner (provided by the sponsor)
- Branded charging station

Note: Expressions of interest in this opportunity need to be received prior to **April 2021**.



BRANDING & DELEGATE ENHANCEMENTS (CONTINUED)

SACHEL SUPPORTER

€7,500 or 3 credits each

Distributed to every Conference delegate upon registration, satchels are used by delegates throughout the Conference to carry their notes and belongings and are often retained as a memento after the event. Sponsorship of the Conference satchels offers a prime promotional opportunity, as the sponsor will be a constant presence for the duration of the event and beyond.



Benefits:

- Company logo attached to the satchel on a removable tag/label (approx size of logo 60mm x 40mm) in one colour. Tag will be disposable as per some company guidelines
- Sponsor materials placed in the satchel - 1 item
- No competition for satchel inserts. Only organiser's material, Platinum sponsors and satchel sponsor will be allocated inserts. One DL or A4 size (or similar) lightweight item only.

Expressions of interest in this opportunity need to be received prior to **April 2021**.

CONFERENCE HANDBOOK SUPPORTER

€5,000 or 2 credits

Obtain a constant presence for the duration of the event with the must have 'information encyclopedia' given to delegates. The Conference Handbooks are used by delegates throughout the Conference. Sponsorship of the Conference Handbook offers excellent exposure, as the sponsor will be a constant presence for the duration of the event and beyond.



Benefits:

- Sponsor logo will be printed in the Conference Handbook along with a small blurb (150 words) about your company
- You will be given the opportunity to have a full page ad in the Conference Handbook (The advertisement will be placed within the Handbook at the discretion of the Conference organiser).

Expressions of interest in this opportunity need to be received prior to **April 2021**.

ON BOOTH INVITED SPEAKER ACCESS

€5,000 or 2 credits

Opportunity to hold a 20 minute delegate meet and greet with an invited speaker on your exhibition booth during one coffee break.

Benefits:

- 1 x pre-programmed app push notification
- Listing in program of event on your stand

Please note this is subject to invited speaker's approval

Note: Expressions of interest in this opportunity need to be received prior to **April 2021**.



BRANDING & DELEGATE ENHANCEMENTS (CONTINUED)

DELEGATE GIFT

€5,000 not available with credits

Help keep virtual attendees feel connected to the conference by supporting a gift that can be mailed out. Coffee is a great way to keep the virtual delegates feeling engaged and energized throughout the conference.

Benefits:

- Logo included as sponsor on branded gift or card

CHARGING STATIONS

€3,000 or 1 credit

Phone and tablet charging station placed in a dedicated high traffic area at the conference venue.

Benefits:

- Logo included as sponsor on station signage

GAMIFICATION PRIZE

€3,000 or 1 credit

Help keep virtual delegates engaged and add a little bit of fun by supporting a prize for the gamification.

Benefits:

- Logo included as sponsor of prize in online promotion of gamification both on the conference website and in email communication
- Verbal acknowledgement of support during the prize draw





ADVERTISING, COMMUNICATIONS & NETWORKING

MEETING SPACE SUPPORTER

€5000 or 2 credits each

Valuable onsite space available to meet with key sector colleagues.

Meeting Room provided for one day onsite during the Conference. The room will be set for 20 people, boardroom style and be available from 7am to 7pm. Notepads, pens and water are included. Audio visual and catering are not included.

Benefits:

- Your company logo will be shown outside of the meeting room
- Opportunity to provide a company banner outside the meeting room

Note: Expressions of interest in this opportunity need to be received prior to April 2021.

Package subject to room availability. One room is available each day of the Conference.

HOSPITALITY SUPPORTER

€5000 or 2 credits each

Opportunity to support the morning tea, lunch and afternoon tea catering breaks for one day during the Conference.



Benefits:

- Logo printed in Conference Handbook on an associated events page
- Company Logo shown on menus at buffet stations
- Signage (to be provided by sponsor)

Note: Company logo on napkins can be provided at the Supporters own expense.

NETWORKING RECEPTION SUPPORTER

€5000 or 2 credits each

In previous years, 90% of delegates attended this popular event where substantial food and beverages were served. The evening will be an excellent networking opportunity.



Benefits:

- Logo printed in Conference Handbook on an associated events page
- Signage (supplied by sponsor) displayed during the evening

Note: Company logo on napkins can be provided at the Supporters own expense.



ADVERTISING, COMMUNICATIONS & NETWORKING (CONTINUED)

EARLY CAREER NETWORKING EVENT

€5000 or 2 credits each

The event is to provide delegates early in their career the opportunity to network with experts in the field in an informal setting.

**Benefits:**

- Acknowledgment of your support in the conference handbook
- Acknowledgment of your support on the conference website promoting the event
- Opportunity to have flyers available at the event
- 1 x app push notification of the event

All print promotion will be supported with the following sentence: *Medical education is determined by our scientific program committee and made possible by support from (insert sponsor).*

VIRTUAL NETWORKING EVENT

€3000 or 1 credit each

The event is to provide virtual delegates the opportunity to network with their peers in the virtual global audience.

Benefits:

- Acknowledgment of your support on the conference website promoting the event
- Acknowledgement of your support in the email marketing of the event
- 1 x virtual alert promoting the event with the virtual platform
- Verbal acknowledgement of your support during the event

All marketing promotion will be supported with the following sentence: *Medical education is determined by our scientific program committee and made possible by support from (insert sponsor).*





ADVERTISING, COMMUNICATIONS & NETWORKING (CONTINUED)

VIRTUAL BOOTH

€3000 or 2 credits each

An opportunity to network and showcase products/services to the global online audience.

Benefits:

- Your logo and company profile included in the virtual portal
- Opportunity to include videos, brochures and collateral
- Ability to hold video calls with virtual attendees
- Opportunity to download meeting recordings

ADVERTISEMENT IN HANDBOOK

€3,000 or 1 credit each

Distributed to all delegates in the Conference satchels, the Conference Handbook is a valuable resource for the delegates to use during the Conference. The delegate will constantly refer to the Conference Handbook for general information and program information.

The advertisement will be placed within the Handbook at the discretion of the Conference organiser. The deadline for booking artwork is **April 2021**.

BANNER ADVERTISEMENT IN VIRTUAL PLATFORM

€3,000 or 1 credit each

Be front of mind for virtual attendees with your banner add in the virtual platform

Benefits:

- Banner add included in scrolling banner at top of virtual event platform timeline

PROMOTIONAL TABLE

€3,000 or 1 credit each

A table will be placed in a prominent position within the Conference venue for the display of promotional items. The table will be restocked with these items as necessary by Conference staff.

There will be limited satchel inserts; limited to only the satchel sponsors material, the organisers material including Conference Handbook and stationery items. Therefore, this is a valuable promotional opportunity.



ADVERTISING, COMMUNICATIONS & NETWORKING (CONTINUED)

STATIONERY PROVIDER

€3,000 or 1 credit each

Inserted into every Conference satchel, stationery items are constantly used by delegates throughout the Conference. This support offers excellent exposure, as the supporter will be a constant presence for the duration of the event and beyond. Each stationery supporter is entitled to insert two items into each satchel. Stationery items required include Note Pads, Pens, Post-it Notes, Highlighters and Flags. The Secretariat reserves the right to include a number of each item but may also refuse the sponsorship of a particular item if too many are pledged. We understand guidelines only allow pads and pens, however companies not governed by these guidelines can provide other items, with prior approval by the Conference Secretariat.

Benefits:

- Opportunity to supply to the Conference two stationery items with company logo (not product logo) for inclusion in satchels

PRE-PROGRAMMED APP NOTIFICATION MESSAGE (X1 MESSAGE)

€3,000 or 1 credit each

This is a great way to advertise your company or activity during the conference with a timed, pre-programmed app notification message. Messages can go out to all delegates or to a target group only.

VIRTUAL ALERT NOTIFICATION MESSAGE (X1 MESSAGE)

€3,000 or 1 credit each

This is a great way to advertise your company or activity during the conference with a timed, pre-programmed virtual alert notification message sent to the global virtual audience.



ENHANCEMENT PACKAGE BOOKING PROCESS



1.

Review the packages and indicate your selection on the booking form (*located on the last page of this prospectus*)

2.

Stand out from the crowd and by adding an exhibition booth to your package (*indicate your selection on the booking form*)

3.

Send your completed booking form and signed terms and conditions to amy.sargent@ashm.org.au



SPONSORSHIP TERMS & CONDITIONS

In order to confirm your participation, we **will require the completed Sponsorship/Exhibitor Application Form (on the last page) and full payment.** A Tax Invoice will be issued upon receipt of this application form. The sponsorship cannot be confirmed, and therefore no benefits will be given, until full payment is received. Payment must be received 14 days from issue of invoice. If the full payment is not received, the Conference Organiser has the right to review the commitment and withdraw the application.

Terms of participation include:

- The payment is offered as an unconditional grant. The sponsor has no control over program content, tone or emphasis of the conference, allocation of funds or selection of recipients
- There will be no opportunity for the sponsor to control the curriculum of educational initiatives of the conference
- The sponsor will have access to use the conference logo for promotional purposes only
- The organisers do not endorse or promote any health-care related products
- Sponsors cannot claim any relationship, endorsement or support from the conference organisers
- All attending delegates from the sponsoring organisation are to be registered by 27 June 2021
- If payment is not made prior to the conference dates, an additional 20% surcharge will be added to the overall sponsorship total.
- All logistical requirements are to be made through ASHM Conference & Events Division e.g. registrations, symposia requirements and onsite registration. If you engage with an outside event company there will be strict regulations to adhere to.
- The organisers reserve the right to change the program, revise the layout of the floor plan, to transfer an exhibiting company to an alternative site, or alter the shape or size of any booth. Any such change will be advised in writing by the organisers and an alternative provided. The contracted exhibition company will advise exhibitors of what equipment can be used with the stands. The venue itself stipulates that pins, nails, tape, Velcro and other items are not to be used on the walls, ceilings or other fittings.

Whilst every care will be taken by the venue and organising personnel, the organisers will not be responsible for any loss or damage to property, including brochure materials of any sponsoring company or any other person, by theft or fire or any other cause.

Cancellation Policy

In exceptional circumstances the Organisers will be prepared to consider cancellation of their contract with Sponsors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- If cancellation of sponsorship is necessary after confirmation, the following penalties will apply:
 - For cancellation notices received in writing before 28 March 2021 a cancellation fee of 50% of the original package price will apply
 - Cancellation notices received after 28 March 2021 receive no refund

Payment Details

In paying for sponsorship you are paying ASHM as an agent of INHSU.

Credit Card & EFT Payments

Details will be provided on the invoice or please contact the Conference Secretariat.

Signature _____

Print Name _____

Company _____

Date _____

TIMELINE

MARCH 2021

- Agreements signed and exchanged
- Full payment required
- Logo, website links and 50 word company profile supplied to the Conference Organiser
- Deadline for booking Platinum and Gold Supporter packages (for registration brochure listing)
- Marketing materials and Registration Brochure to print containing sponsor logos*

APRIL 2021

- Deadline for expression of interest for all packages

MAY 2021

- Follow up of marketing and progress monitoring
- Exhibition spaces allocated (Platinum sponsors given preference)
- Finalise satellite symposium for communication with potential delegates

JUNE 2021

- Early bird registration deadline communication containing sponsor acknowledgement*
- Exhibition Manual to be sent out to all exhibitors
- Proof of public liability insurance or a signed indemnity form to exhibit provided to Conference Secretariat (ASHM)
- Update of program and floor plan provided to supporters
- Handbook and App production containing sponsor logos*

SEPTEMBER 2021

- Final program, floor plan and itineraries supplied to supporters
- Current delegate lists supplied
- Conference registration deadline communication containing sponsor acknowledgement*
- Conference App (if applicable) launched

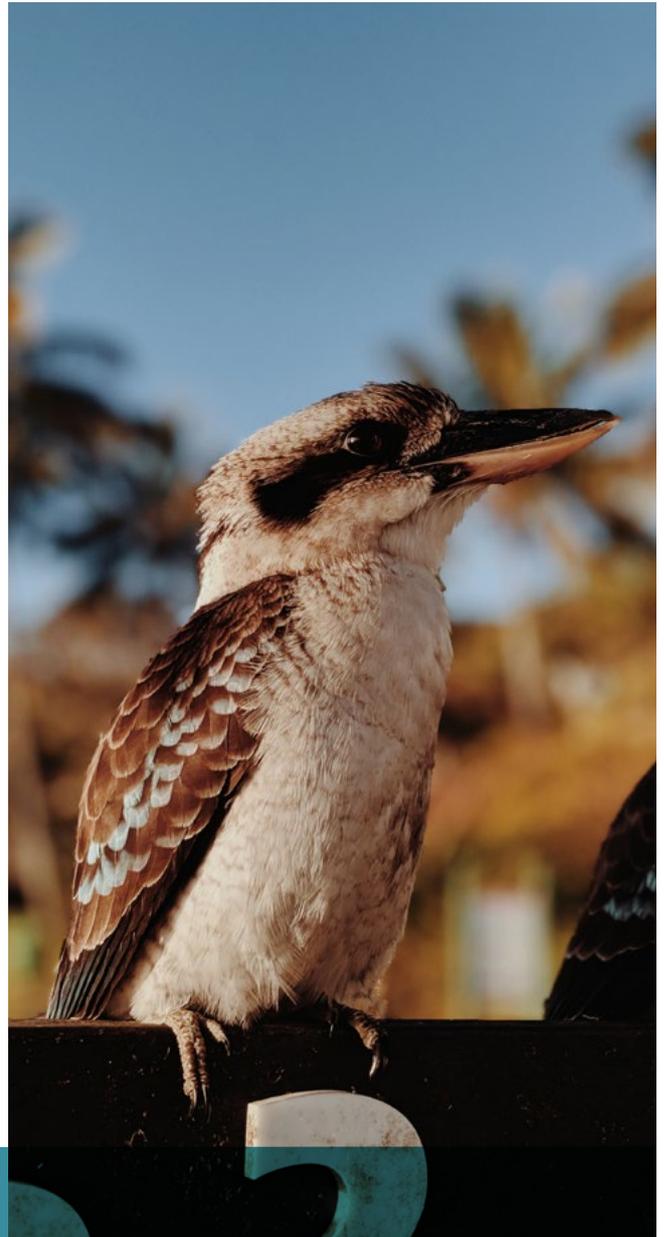
OCTOBER 2021

- Event begins

OCTOBER – NOVEMBER 2021

- Debrief and evaluation
- Thank you letter sent to delegates containing acknowledgement of supporters
- On demand content available online (if applicable)

*Where applicable





INHSU
2021
EXHIBITION
OPTIONS

EXHIBITION OPPORTUNITIES

Sponsors, Companies and Organisations are invited to exhibit at the meeting and thus have the opportunity to network and showcase their products/services to their target audience.

EXHIBITION DETAILS

Timings will be confirmed closer to the date for all confirmed exhibitors in an Exhibitors Manual.

EXHIBITION SPACE & COSTS

Sponsorship rates are applicable to any company taking up Platinum, Gold, Silver, Bronze, Red, Blue or Green Sponsorship packages. Payment must be received prior to booth allocation.

| Exhibitor | 3m x 2m Floor Space only | 3m x 2m Shell Scheme Booth |
|---------------------|-----------------------------|-------------------------------|
| Commercial Rate | €5,000 | €5,500 |
| Non-Commercial Rate | €2,000 | €2,500 |

Shell Scheme Booth cost includes:

- **Stand:** 3 x 2m with walls (size and colour dependent on contracted exhibition company's stock)
- **Fascia:** 1 x company name and company logo in black and white (maximum number of letters to be determined)
- **Lighting:** 2 x 150 watt track lights per booth
- **Power:** 1 x single power point (4 amp) per booth
- **Flooring:** The venue has carpet flooring
- **Furniture:** At the exhibitor's own expense.

Please note: Any additional requirements are at the exhibitor's expense

Both exhibition packages will include the following benefits:

- 1 x complimentary registration per 3m x 2m
- A company profile included in the exhibition section of the Conference Handbook distributed at the conference, Conference App and virtual conference platform



EXHIBITOR BOOKING PROCESS

1.

Review the booth options and indicate your selection on the booking form (located on the last page of this prospectus)



2.

Add value to your booth by selecting additional **Enhancement Packages** to really stand out from the crowd (add these to your booking form)



3.

Send your completed booking form and signed terms and conditions to amy.sargent@ashm.org.au



ALLOCATION

Priority of booth allocations is given to Major Supporters. All further spaces are allocated on a first come, first serve basis.



EXHIBITION TERMS & CONDITIONS

1. THE CONTRACT

- 1.1 In this contract, the Conference Secretariat is the ASHM Conference & Events Division ABN 48 264 545 457 are 'we', 'us' and 'our'. The person with an exhibition space is 'you' and 'your'.
- 1.2 These Terms and conditions apply from the date of signing. You acknowledge that we update the details of the exhibition from time to time.

2. OUR RIGHTS AND RESPONSIBILITIES

- 2.1 We will:
 - a) Organise and hold the exhibition
 - b) Promote the exhibition
 - c) Make reasonable efforts to offer you the space requested
- 2.2 We do not guarantee Exhibition visitor numbers or any level of commercial activity.
- 2.3 We may change the exhibition including but not limited to:
 - a) Changing your space or its location to suit floor plan and reducing your fee in proportion to any reduction in size
 - b) Changing how long it runs for
 - c) Changing visitor opening hours
 - d) Extending the venue in a separate area from the main venue
- 2.4 We ask you to:
 - a) Obey the relevant laws
 - b) Prevent any damage
- 2.5 We can:
 - a) Refuse to allow, or stop displays, product demonstrations or other uses of your space
 - b) Specify display area wall heights and coverings
 - c) Approve or disapprove the content and presentation of your materials
 - d) Decide times you can set up and dismantle displays
 - e) Decide how you, your employees, contractors or agents use exhibition entry cards
 - f) Set conditions for moving goods and displays before, during and after the exhibition
 - g) Set restrictions on taking photographs - we will advise you if this will be required
 - h) Specify how you can use audio visual equipment and media and how you can demonstrate machines
 - i) Make health and safety requirements

3. YOUR RIGHTS AND RESPONSIBILITIES

- 3.1 You must:
 - a) Use your space only to display and promote goods and/or services in keeping with the exhibition
 - b) Make the most of your space's promotional goods and/or services in keeping with the exhibition
 - c) Follow our directions as soon as possible and pay any associated costs
 - d) Follow relevant laws, meet OH&S and venue guidelines, and avoid damaging any person or property
 - e) Keep your space clean and tidy, and immediately remove all your materials when the exhibition ends. If you do not, we will charge you a fee to do so
 - f) Not do anything that may interfere with the smooth running of the exhibition, including, but not limited to, encouraging exhibition visitors to view goods and services in another location

4. PAYMENT

- 4.1 You must pay the full fee owing for your exhibition space prior to the exhibition beginning or the organisers reserve the right to cancel your space

5. OUR REMEDIES

- 5.1 If you breach the contract, we will provide you with notice of the breach and give you a reasonable time to remedy it. If you fail to remedy the breach within this time, we may:
 - a) Reallocate your space or refuse you access to it
 - b) Remedy your breach without advising you and require you to pay for the cost of our actions

- 5.2 Remove you from the exhibition and your space. If you cancel all or part of the contract (except if you cancel because of our breach) we will claim a cancellation fee from you dependent on the time of the cancellation. Cancellation charges had been advised in the sponsorship & exhibition prospectus

6. RISK AND INSURANCE COVER

- 6.1 You agree that the exhibition site can be hazardous. You will take due care to prevent injury and property damage. We are not responsible for any damage caused by your acts or omissions. You must use our incident report form to tell us in writing about any site incident and give us supporting evidence. After an incident, you must not remove anything from the site without our prior approval
- 6.2 You must give us proof of current public liability insurance by the date stated in the exhibition manual
- 6.3 You must not share your space without advising us in writing. By sharing your space the primary contact is responsible for payment and providing the proof of public liability insurance and is responsible for the actions of the other party unless a separate proof of public liability is provided

7. WARRANTIES AND LIABILITIES

- 7.1 As allowed by law, or except where the contract states, we:
 - a) Do not make any representations or warranties about you or your space
 - b) Are not liable for any person's injury or death, property damage, economic loss or any indirect damages to do with the exhibition
- 7.2 You indemnify us from and against any claims, damages, losses and costs we may incur because of:
 - a) Any breach of the contract that you make
 - b) Any of your displays or product demonstrations
 - c) Any of your acts or omissions to do with the exhibition, including any negligence and wrong doings
- 7.3 You agree not to sell or intend to sell goods at the exhibition that misrepresent or infringe intellectual property rights. You indemnify us from and against any and all claims, damages, losses and costs we may incur if you breach this agreement.

8. GIVING US MATERIAL

- a) You must give us all material by the deadline that we set. If we do not receive it by the deadline, we will consider that you have cancelled the advertising.
- b) If you want to cancel your advertising, you must tell us in writing. No reduction in exhibition space fees will apply.
- c) If you have provided materials but wish to cancel the publication after the deadline we will endeavour to stop its publication but we are not liable if the material cannot be removed and we will not stop production if this risks the timely printing of it.

9. LIABILITY

- 9.1 We are not liable for any expenditure, liability or loss because of:
 - a) Acts of god or terrorism
 - b) Natural disasters
 - c) Strikes or shortages
 - d) Failure of electrical power or other venue issues
 - e) Lower than advised exhibition visitor numbers
- 9.2 You give us consent to use your contact information for internal purposes

Signature _____

Print Name _____

Company _____

Date _____

BOOKING FORM

BUSINESS OR COMPANY NAME _____

COMPANY ADDRESS _____

CONTACT NAME _____ POSITION HELD _____

OFFICE NUMBER _____ MOBILE NUMBER _____

EMAIL _____

MAJOR SUPPORTER PACKAGES

| | | | |
|--|----------|--|---------|
|  PLATINUM | €150,000 |  SILVER | €70,000 |
|  GOLD | €110,000 |  BRONZE | €35,000 |

ENHANCEMENT PACKAGE OPPORTUNITIES

EDUCATION & SCIENCE

| | | | |
|---|---------|-------------------|------------------|
| MORNING EDUCATIONAL SYMPOSIUM | €15,000 | ON DEMAND CONTENT | €10,000 |
| COMMUNITY PRE-CONFERENCE SATELLITE MEETING | €10,000 | HIGHLIGHTS REPORT | €7,500 3 credits |
| INHSU PRISONS SPECIAL INTEREST GROUP PRE-CONFERENCE SATELLITE MEETING | €10,000 | | |

BRANDING & DELEGATE ENHANCEMENTS

| | | | |
|----------------------|------------------|---------------------------------|------------------|
| CONFERENCE APP | €10,000 | ON BOOTH INVITED SPEAKER ACCESS | €5,000 2 credits |
| INTERNET HUB & WI-FI | €7,500 | DELEGATE GIFT | €5,000 2 credits |
| SATCHEL BAGS | €7,500 3 credits | CHARGING STATION | €3,000 1 credit |
| CONFERENCE HANDBOOK | €5,000 2 credits | GAMIFICATION PRIZE | €3,000 1 credit |

ADVERTISING, COMMUNICATIONS & NETWORKING

| | | | |
|-------------------------------|------------------|---------------------------------|-----------------|
| MEETING SPACE | €5,000 2 credits | ADVERTISEMENT IN HANDBOOK | €3,000 1 credit |
| EARLY CAREER NETWORKING EVENT | €5,000 2 credits | BANNER AD IN VIRTUAL PLATFORM | €3,000 1 credit |
| HOSPITALITY | €5,000 2 credits | PROMOTIONAL TABLE | €3,000 1 credit |
| NETWORKING RECEPTION | €5,000 2 credits | STATIONERY PROVIDER | €3,000 1 credit |
| VIRTUAL NETWORKING EVENT | €3,000 1 credit | PRE-PROGRAMMED APP NOTIFICATION | €3,000 1 credit |
| VIRTUAL BOOTH | €3,000 1 credit | VIRTUAL ALERTS | €3,000 1 credit |

SUB TOTAL €

EXHIBITION SPACE

3M X 2M FLOOR SPACE ONLY

| | | | |
|----------------|--------|----------------|--------|
| COMMERCIAL | €5,000 | COMMERCIAL | €5,500 |
| NON-COMMERCIAL | €2,000 | NON-COMMERCIAL | €2,500 |

SUB TOTAL €

TOTAL INVESTMENT €

Sponsorship contract and tax invoice will be sent upon receipt of this form. Payment for the total amount payable must be made as per the payment terms outlined on the invoice.

I _____ agree to the terms and conditions set out on page 25 and/or page 30.

Signed _____ Date _____