



Breastfeeding: supplying the evidence

**Australian Breastfeeding Association's
2019 Annual Health
Professionals Seminar Series**

SPONSORSHIP
AND EXHIBITION
PROSPECTUS



Australian
Breastfeeding
Association

2019 Annual Health Professional Seminar Series



The Australian Breastfeeding Association (ABA) invites you to partner with us for our 2019 Annual Health Professional Seminar Series – ***Breastfeeding: supplying the evidence.***

As Australia's leading authority on breastfeeding and a Registered Training Organisation (RTO), the ABA provides a range of professional development opportunities to health professionals in the lactation and child health sector.

The 2019 Annual Health Professional Seminar Series will be ABA's flagship event for health professionals in 2019. Highly respected international speakers including Dr. Alison Stuebe (USA) and Dr. Natalie Shenker (UK) have been confirmed and will attract a large number of health sector delegates.

These seminars offer a unique opportunity for your organisation to directly engage with:

- > Lactation consultants
- > Maternal and child health nurses
- > Midwives
- > Paediatric nurses
- > NICU and special care nurses
- > Dietitians
- > Speech pathologists
- > Medical doctors
- > Breastfeeding counsellors
- > Breastfeeding community educators
- > Allied health professionals
- > And other health professionals in the sector.

Increase your profile by partnering with the ABA for the 2019 Annual Health Professional Seminar Series.

2019 Dates

Brisbane > Monday 11 March 2019
Sofitel Brisbane Central

Sydney > Tuesday 12 March 2019
Sofitel Sydney Wentworth

Melbourne > Friday 15 March 2019
Pullman Melbourne on the Park

Perth > Saturday 16 March 2019
Parmelia Hilton Perth

Online Seminars

> Sun 31 March to Fri 31 May 2019

Why sponsor the seminars?



Sponsorship benefits for your organisation

The 2019 seminar series provide significant product and corporate profiling opportunities in print, online, through our website as well as interacting on location.

The benefits for your company include:

- > Promotion of your product/s to a highly targeted audience of influencers
- > Ability to build brand recognition and awareness in your target market
- > Engagement with your target audience and the opportunity to connect with people who work closely with mothers.
- > Making new contacts
- > Recognition for corporate social responsibility
- > Increasing your profile by partnering with ABA.

The Australian Breastfeeding Association welcomes sponsorship from organisations that comply with the World Health Organization's *International Code of Marketing Breastmilk Substitutes* (the WHO code).

For more information about the WHO Code see www.breastfeeding.asn.au/who-code

1000+ DELEGATES
participated in the 2018 HP Seminar Series, with more expected for 2019.

DELEGATE PROFILE

28% Midwives

14% Breastfeeding counsellor/educators (volunteers)

9% Other **7%** Nurses

22% IBCLC Lactation consultants

20% Child and maternal health nurses

Partnership opportunities

Platinum Sponsor (1 only)

As Platinum Sponsor of the 2019 seminar series, you will have premium exposure and a unique opportunity to actively engage with health professionals working in maternal and infant health.

Platinum Sponsorship will place you as the official partner of the seminars, giving you the right to promote your support via your website and other marketing collateral.

Your logo will be featured alongside all ABA marketing and promotion of the 2019 seminar series. Special announcements via ABA communications (including social media pages) will be granted to the Platinum Sponsor.

In addition, our Platinum Sponsor will have prime exhibition space at all seminars, ensuring there is ample opportunity to engage with delegates throughout the day.

Investment \$11,000 ex GST.

Entitlements

- > Acknowledgement as Platinum Sponsor and logo inclusion across all 2019 seminar series promotional material including seminar programs and media communications (inc. social media)*
- > Sponsor of Program One: Live Seminars Webinar
- > Logo, profile and hyperlink on seminar organiser's website
- > Acknowledgement at opening and closing of each seminar
- > Premium exhibition space (2 tables) at each of the four seminars
- > 2 x complimentary registrations (per seminar)
- > 2 x items in delegate satchels nationally
- > Inclusion of 60-word profile and weblink in 3 x email blasts to our database*

*Subject to timing.

Gold Sponsor (2 only)

Gold Sponsors will receive ongoing acknowledgement for their support of the 2019 seminar series. Promotional exposure as a Gold Sponsor will ensure you have every opportunity to promote your organisation and actively engage with maternal and infant healthcare professionals.

As a Gold Sponsor you will receive promotional material across the registration site, including a link to your website, as well as in the seminar program. Social media opportunities will also be available.

Exhibition space in a prominent location at all seminars will also be available to Gold Sponsors. Opportunity to sponsor the coffee cart is also available at a reduced rate (please enquire).

Investment \$7000 ex GST

Entitlements

- > Acknowledgement as Gold Sponsor across all 2019 seminar series promotional material including seminar programs and media communications
- > Acknowledgement at opening and closing of each seminar
- > Logo, profile and hyperlink on seminar organiser's website
- > Prominent exhibition space (2 tables) at each of the four seminars
- > 2 x complimentary registrations (per seminar)
- > 2 x items in delegate satchels nationally
- > Inclusion of 60-word profile and weblink in 2 x email blasts to our database.*
plus
- > 2 x social media announcements
- > Opportunity to add on Coffee Cart Sponsorship at all venues for additional \$4000 ex GST**.

*Subject to timing **Pending availability

Partnership opportunities



Silver Sponsor

Becoming a Silver Sponsor of the 2019 seminar series gives you exposure before and at each of the events, as well as the opportunity to network with maternal and infant healthcare professionals.

As a Silver Sponsor you will receive ample promotional opportunities from the ABA, including exposure within the seminar program and on the registration site. You will receive an exhibition space at each seminar. Additional marketing opportunities are also available, including your organisation profile and logo in one email blast, which is sent to 13,000 healthcare professionals.

Investment \$5000 ex GST

Entitlements

- > Acknowledgement as Silver Sponsor across all 2019 seminar series promotional material, including seminar program
- > Logo, small profile and hyperlink on seminar organiser's website
- > Exhibition space (2 tables) at each of the four seminars
- > 1 x complimentary registration (per seminar)
- > 1 x item in delegate satchels nationally
- > Inclusion of 30-word profile and weblink in 1 x email blast to our database*.

*Subject to timing

Program Two: Online Webinar Sponsor

(2 only + 1 as part of the platinum sponsor)

The 2019 seminar series will be recorded and be available as a webinar to our delegates and other health professionals for a limited time between 31 March to 30 May 2019.

ABA will also include your logo and a hyperlink to your website on the registration page.

Your sponsorship will include one exhibition space at each of the seminars.

Investment \$4000 ex GST

Entitlements

- > Acknowledged as the online seminar sponsor for **Program Two: Online Webinar Sponsor** for the 2019 seminar series, including seminar program, promotional material and social media shoutouts.
- > Company name displayed on slides during conference
- > 1 x complimentary registration per seminar
- > Logo and hyperlink on seminar organiser's website
- > Exhibition space (1 table) at each of the four seminars

Partnership opportunities

Bronze Sponsor

As a Bronze Sponsor, you will have the opportunity to show your support for ABA and the 2019 seminar series.

Bronze Sponsorship grants you exhibition display at each of the four seminars, as well as inclusion in the seminar program.

ABA will also include your logo and a hyperlink to your website on the registration page.

Your sponsorship will include one exhibition space at each of the seminars.

Investment \$3500 ex GST

Entitlements

- > Acknowledgement as Bronze Sponsor across all 2019 seminar series promotional material including seminar program
- > Logo and hyperlink on seminar organiser's website
- > Exhibition space (1 table) at each of the four seminars
- > 1 x complimentary registration (per seminar)
- > 1 x item in delegate satchels nationally

Morning Tea Sponsor

(1 per seminar – 4 in total)

There is a morning tea break at each of the conference venues.

In addition to coffee, tea, drinks and snacks such as muffins and fruit etc, conference attendees often linger and have discussions during and after these breaks.

**Investment \$1000 ex GST
(per seminar)**

Entitlements

- > Acknowledged as Morning Tea Sponsor in all 2019 Seminar series promotional material, including seminar program and social media shoutouts
- > Company name displayed on slides during conference
- > 1 x company banner displayed during morning tea
- > 1x complimentary registration at sponsored venue/s.

Lunch Sponsor

(1 per seminar – 4 in total)

Make an impression as the official Lunch Sponsor at the 2019 seminar series. While taking place within the formal framework of the seminar, the official lunch provides an opportunity to emphasise your organisation's services or products in a more congenial setting.

**Investment \$2000 ex GST
(per seminar)**

Entitlements

- > Acknowledged as Lunch Sponsor across all 2019 seminar series promotional material, including seminar program and social media shoutouts
- > Company name on holding slide displayed during lunch break
- > Opportunity to have 2 x company banners displayed in lunch area during lunch
- > 1 x item included in conference satchel
- > 1 x complimentary registration at sponsored venue/s.

Partnership opportunities



Coffee Cart Sponsor

(1 per seminar – 4 in total)

As the exclusive Coffee Cart sponsor you will have the unique opportunity to sponsor barista coffee at the Seminar of your choice (pending availability).

Liaise with delegates as they order their coffee with a trade table display adjacent to the cart. You will also have the opportunity to provide branded T-shirts and/or caps for the baristas to wear, or coffee cups for delegates to take away with them.

The coffee cart will function during registration and break times. However, your trade display will remain in place for the duration of the day. You will be recognised in the seminar program and on the registration site as the Coffee Cart sponsor.

Investment \$1500 ex GST (per seminar)

Entitlements

- > Acknowledgement as a Coffee Cart Sponsor across all 2019 seminar series promotional material,
- > including seminar program and social media shoutouts
- > Logo, profile and hyperlink on seminar organiser's website
- > Exhibition space (1 table) at your chosen seminar, adjacent to the coffee cart
- > Exclusive branding opportunities via the coffee cart, including T-shirts for baristas
- > 1 x complimentary registration (per seminar)
- > 1 x item in delegate satchels nationally

Trade Exhibition

In addition to sponsorship, ABA has additional exhibition and promotional opportunities for the HP Seminar Series.

Benefit	Entitlement	Investment (ex GST)
Exhibition space (per venue)	1 x trestle table; logo and acknowledgment on seminar series website. Includes one complimentary registration per seminar.	\$1800 for all seminars; \$700 per seminar
Satchel insert	Single piece of promotional material, product sample or brochure inserted into satchels nationwide	\$1000 for all seminars; \$350 per seminar
Seminar notepads and pens	Supply of notebooks and/or pens with your company logo (company to provide)	\$1000 (all seminars)



More information

For further information or to request a booking form, please contact:

Nitty Brown, Advertising and Corporate Partnerships Manager

Australian Breastfeeding Association

nitty.brown@breastfeeding.asn.au | (03) 9690 4620

Learn more about ABA at:

breastfeeding.asn.au

Australian Breastfeeding Association



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Australian Breastfeeding Association's

2019 Annual Health Professionals Seminar Series

SPONSORSHIP AND EXHIBITION BOOKING FORM

Location (tick box)

All Seminars

or:

Brisbane (11 March) Sydney (12 March) Melbourne (15 March) Perth (16 March)

Sponsorship Package (ex GST)

Platinum Sponsor (\$11,000)

Gold Sponsor (\$7000)

Silver Sponsor (\$5000)

Online Seminar Sponsor (\$4000)

Bronze Sponsor (\$3500)

Morning Tea Sponsor (\$1000 per seminar)

Lunch Sponsor (\$2000 per seminar)

Coffee Cart Sponsor (\$1500 per seminar)

Trade Exhibition & Promotional Opportunities (ex GST)

Trade Table Display
(\$700 per seminar)
(\$1800 all seminars)

Satchel Insert
(\$350 per seminar)
(\$1000 all seminars)

Seminar Notepads & Pens
(\$1000 all seminars)

Your Details

Company Name:

Contact Name:

Postal Address:

Suburb: State: Postcode:

Phone: Email:

Signature:

Please email completed form to: nitty.brown@breastfeeding.asn.au
For more information please call 03 9690 4620

