

# WCHA 2009 ANNUAL CONFERENCE



WOMEN'S &  
CHILDREN'S  
HOSPITALS  

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AUSTRALASIA

*The Times they are a-Changin': Engaging in Health Care Reform*

*9 – 13 November 2009*

*Sebel & Citigate King George Square, Brisbane*

**Sponsorship and Exhibition Prospectus**



[www.wcha2009.com.au](http://www.wcha2009.com.au)

## Invitation

On behalf of Children's Hospitals Australasia (CHA) and Women's Hospitals Australasia (WHA), we take great pleasure in inviting you to consider the benefits of participating as a sponsor and or exhibitor at our 2009 Annual Conference.

The theme for the Conference is timely, topical and engaging: ***The Times they are a-Changin': Engaging in Health Care Reform.***

The Conference will be held during the week of 9<sup>th</sup>-13<sup>th</sup> November, 2009. The week long program will be structured to cater for the interests of our two organisations independently and there will also be an opportunity to share expertise in a joint Conference day. As usual, our Annual Conference is the main opportunity for colleagues to interact with individuals who are attending from both member hospitals and non-member organisations, thereby providing sponsors and exhibitors with the perfect framework in which to network with industry professionals at the one forum.

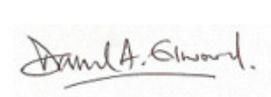
The week begins with a Clinical Forum for WHA members addressing the topic of ***Perineal Trauma and Incontinence.*** This will be held on Monday 9<sup>th</sup> November. The WHA Conference will commence on Tuesday 10<sup>th</sup> November and will be followed by a joint WHA/CHA Conference day on Wednesday 11<sup>th</sup> November. CHA Conference day will be held on Thursday 12<sup>th</sup> November and the CHA Clinical Forum for CHA members on the topic of ***Ambulatory and Community Care*** will be held on Friday 13<sup>th</sup> November.

We expect the Conference to attract delegates from Australia, New Zealand and the wider international community. They will come from a wide variety of disciplines - medical, nursing, midwifery, allied health, executives, service managers, planners, policy makers, educators, researchers and administrators - from hospitals, the community, government and non-government sectors.

We invite all companies or organisations with an interest in the health care of women, babies and children to be involved in this exciting Conference.

If you would like to participate in this Conference as a sponsor and or exhibitor, please contact Kirsty O'Brien, Conference Sales Executive Tel: 02 9265 0776 email: [kobrien@tourhosts.com.au](mailto:kobrien@tourhosts.com.au)

We look forward to welcoming you to Brisbane in November.



**Professor David Ellwood**  
WHA President



**Professor Graham Vimpani AM**  
CHA President



## Conference Background

### **Women's Hospitals Australasia - WHA**

Women's Hospitals Australasia (WHA) was established in 1994 as a not for profit Association to represent the interests of specialist women's hospitals and women's health services in general hospitals who provide care to women and babies. The mission of WHA is to support our members to achieve excellence in health care, through advocacy, networking, and the sharing of knowledge and evidence underpinning best practice. There are 32 member hospitals located throughout Australia, New Zealand, and the United Arab Emirates.

### **Children's Hospitals Australasia - CHA**

Children's Hospitals and Paediatric Units Australasia (CHA) was established in 1988 as the Australian Association of Paediatric Teaching Centres (AAPTC) but changed its name to CHA soon after to encourage membership from New Zealand Children's Hospitals as well as paediatric units in general hospitals. The mission of CHA is to support children's hospitals and health services to achieve excellence in clinical care, through advocacy, networking and the sharing of knowledge and evidence underpinning best practice. There are currently 18 member hospitals and paediatric units located around Australia and New Zealand.

## Organising Committees

### **Women's Hospitals Australasia**

#### **Associate Professor Graeme Boardley (Co-Chair)**

Director of Midwifery, Nursing and Patient Support Services  
King Edward Memorial Hospital for Women, Perth

#### **Mish Hill (Co-Chair)**

Women's Health Service Director  
Mater Health Services, Brisbane

#### **Dr Deryck Charters**

Senior Staff Specialist  
Gold Coast Hospital, Southport

#### **Dr Denys Court**

Clinical Leader/Women's Health  
Auckland City Hospital, Auckland

#### **Tanya Farrell**

Director, Maternity Services  
Royal Women's Hospital, Melbourne

#### **Dr Mike Laney**

Clinical Director Gynaecology  
Christchurch Women's Hospital, Christchurch

#### **Lorraine Larcombe**

Assistant Director of Nursing, Central Co-ordination  
Royal Hobart Hospital, Hobart

**Julie Lewis**

Nurse/Midwife Manager  
Women's and Children's Hospital, Adelaide

**Susan McBeath**

Co-Director Women's and Children's Health  
Launceston General Hospital, Launceston

**Dr Ben Sharp**

Obstetrics and Gynaecology Consultant  
Christchurch Women's Hospital, Christchurch

**Dr John Short**

Director of Obstetrics and Gynaecology  
Christchurch Women's Hospital, Christchurch

**Jane Waite**

Maternity Manager  
Christchurch Women's Hospital, Christchurch

**Children's Hospitals Australasia**

**Associate Professor Helen Woollett (Chair)**

District Director Nursing Services  
Royal Children's Hospital & Health Service District, Brisbane

**Rebecca Bundy**

Nurse Educator  
Royal Children's Hospital & Health Service District, Brisbane

**Elayne Ellis-Cohen**

Nurse Educator  
Royal Children's Hospital & Health Service District, Brisbane

**Clare Godfrey**

Deputy Director of Nursing  
Sydney Children's Hospital, Sydney

**Alison Jones**

Chair, Division of Allied Health  
The Children's Hospital at Westmead, Sydney

**Janine Sawford**

Nurse Unit Manager, Paediatrics  
Royal Hobart Hospital, Hobart

**Valerie Wilson**

Director, Nursing Research and Practice Development  
The Children's Hospital at Westmead, Sydney

**David Wood**

Medical Director for Paediatrics  
Mater Children's Hospital, Brisbane

## Scientific Program

### CHA Abstract Themes

- Innovation in Clinical Care
  - Working Across Sectors
  - Workforce
- Area Health Board Policy and Direction

### WHA Abstract Themes

- Innovation in Clinical Care
  - Working Across Sectors
  - Workforce
- Area Health Board Policy and Direction

## List of Confirmed Speakers

### **Paul Barach, B.Sc., MD, MPH, Maj. (ret.)**

Board-certified Anesthesiologist, with fellowship training in Cardiac Anesthesia, Critical Care medicine and human factors, at the Massachusetts General Hospital and Harvard Medical School where he trained and practiced. He was recently recruited as endowed Professor of Risk and Safety Science, and Director of the New South Wales Injury Research Management Center, and Head, School of Risk and Safety Sciences, University of New South Wales, Australia.

Paul has over 15 years experience in researching, teaching and applying human factors and has been integrally involved as a clinician, educator, researcher and policy maker in enhancing healthcare improvement and patient safety policy in the United States, Europe and, more recently, Australia.

### **Dr Janet Fanslow**

Senior Lecturer in Mental Health Promotion at the School of Population Health, University of Auckland. She has been engaged in violence prevention research since 1989. Janet is author of the NZ Ministry of Health Family Violence Intervention Guidelines: Child and Partner Abuse; and co-author on the related MOH guidelines on Elder Abuse and Neglect.

### **Dr Sharon Goldfeld**

Consultant community paediatrician, specialising in developmental and behavioural paediatrics, senior research fellow in child health services research at the Centre for Community Child Health at the Royal Children's Hospital and Senior Lecturer at the University of Melbourne. She is currently National Director of the Australian Early Development Index Program. She is also Principal Medical Advisor to the Victorian government Department of Education and Early Childhood Development.

### **Sue Kildea**

Professor of Midwifery holding a joint appointment between the Mater Health Services Brisbane and the Australian Catholic University. Sue is a midwife with experience across both tertiary and primary health care settings. Sue's interests are in safety, quality and professional collaboration in maternity care. Sue has a particular interest in increasing the capacity of the health workforce to maximise their effectiveness to make a difference to the lives of Aboriginal and Torres Strait Islander families.

### **Professor Judy Searle**

Principal Medical Adviser, Workforce, Education and Training  
BMBS, FRANZCOG, GDPH, MD, GCTE, PCM.

## Previous Conference

The Conference is held annually and was held in 2008 at the Manly Pacific Hotel with over 330 delegates in attendance.

## Delegate Profile

We expect over 350 delegates from Australia, New Zealand and the wider international community will register for the 2009 Conference. They will come from a wide variety of disciplines, including: medical, nursing, midwifery, allied health, executives, service managers, planners, policy makers, educators, researchers and administrators, from hospitals, the community, government and non-government sectors.

## The Venue

The Conference will be held at the Sebel & Citigate, King George Square, Brisbane and is ideally located in the heart of Brisbane's CBD. This beautifully appointed hotel forms the largest conference and convention hotel in the city and features two accommodation towers.

Guests have exclusive access to a fully equipped business centre, gymnasium and the rooftop heated swimming pool and sauna and an array of excellent dining options. A range of competitively priced accommodation options will be secured by the Conference Managers for the event. For further information on accommodation options and to reserve your accommodation for yourself, or your company please visit the Conference website at [www.wcha2009.com.au](http://www.wcha2009.com.au) or via the Conference Managers direct:

## Benefits to Sponsors and Exhibitors

The Conference will provide many long lasting benefits, including:

- Maximum exposure at a premier Conference devoted to the profession
- The opportunity to deliver a clear message that you have a genuine commitment to best practise
- High visibility on the official Conference website and Conference marketing materials

## Marketing and Public Relations

The Conference Managers are here to ensure you achieve the most from your investment. We encourage you to contact our Sponsorship and Exhibition Department to discuss the many additional ways we can further assist your marketing efforts and build your business through the WCHA 2009 Annual Conference.

The WCHA 2009 Annual Conference offers a unique opportunity to increase your company's exposure to a diverse cross-section of industry professionals.

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing strategies. Whatever your business, the WCHA 2009 Annual Conference has a Sponsorship package that will help you meet your brand and networking objectives.

## Conference Managers

**arinex pty limited** has been appointed as the official PCO (Professional Conference Organiser).

Our team is dedicated to working with you to deliver an inspiring event that maximizes the benefits of your sponsorship and exhibition presence at WCHA 2009 Conference. We thrive on creating enduring relationships and in working with you to shape your event into your desired goal.

For further details on the opportunities available please contact the Conference Managers who will be pleased to assist you.



WCHA 2009 Conference

**arinex pty limited**

GPO Box 128

SYDNEY NSW 2001 AUSTRALIA

Tel: +61 2 9265 0700

Fax: +61 2 9267 5443

Email: [wcha2009@arinex.com.au](mailto:wcha2009@arinex.com.au)

Website: [www.wcha2009.com](http://www.wcha2009.com)

## SPONSORSHIP AT A GLANCE

<b>PACKAGES</b>	<b>COST (incl GST)</b>
Gold Sponsor	A\$10,000
Program and Abstract Book Sponsor	A\$4,000
Name Badge Sponsor	A\$4,000
Keynote Session Sponsor	A\$4,000
Pre-Dinner Drinks Sponsor	A\$3,000
Lunch Sponsor	A\$2,000
Plenary Session Sponsors	A\$2,000
Refreshment Break Sponsors	A\$1,000
Writing Pads Sponsor	A\$1,000
Writing Pens Sponsor	A\$1,000
<b>Additional Opportunities</b>	
Satchel Insert	A\$500
Advertising - Program and Abstract	
- full page mono advertisement	A\$300
- half page mono advertisement	A\$170

## Gold Sponsor Maximum Two

A\$10,000.00 (incl. GST)

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We view our Gold Sponsors as our partners in the successful execution of the Conference and will work alongside you to provide opportunities to promote your organisation up to the prelude and during the Conference.

This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your company with exceptional commercial rewards.

As one of the Gold Sponsors of the Conference, your company will benefit from the highest level of exposure and representation with the following entitlements:

- Recognition as a Gold Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as a Gold Sponsor (with organisation logo) on the sponsors page of the official Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Gold Sponsor on the official sponsorship acknowledgement board onsite.
- Four (4) Conference delegate registrations inclusive of all social functions.
- One (1) complimentary 3m x 2m exhibition booth located in a prominent position within the Exhibition. Includes One (1) Exhibitor Registration.
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).
- Verbal acknowledgement as a Gold Sponsor during the Opening and Closing Ceremony.
- The sponsor may provide a freestanding banner which will be positioned at the Conference Registration Area for the duration of the Conference (maximum size 2m high x 1m wide).
- Full page mono advertising space in the Conference Program and Abstract Book (artwork to be supplied by the sponsor).
- Logo and 200 word company profile in the Program and Abstract Book.
- Full delegate list including address, telephone, email and fax details supplied at the late registration cut off date.\*\*

*\*Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*\*\* This list will be provided at the late registration cut-off date. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

### Gold Sponsor (continued)

In addition to the package outlined above, each Gold Sponsor may choose **one** of the following complimentary additional options to add to their package.

The additional option must be selected at the time of submitting the sponsorship booking form.

#### **Option 1: Conference Satchel**

Your company logo will feature alongside the Conference logo on the delegate satchel bag. The satchels contain the official Conference material distributed to all the delegates, speakers, exhibitors and VIP guests, providing direct and constant exposure throughout and after the Conference.

As the Sponsor of the Conference satchel your company will receive the following entitlements:

- Logo to appear on delegate satchel alongside the WCHA 2009 Annual Conference Logo.

#### **Option 2: Conference Dinner**

Impress all delegates, VIPs, speakers and exhibitors with your hospitality at the premier social function of the Conference. The Conference Dinner is an excellent opportunity to make a strong, initial impact and lasting impression on all delegates. The Conference Dinner, which is included in the delegate registration, will be held on Wednesday 4 November in the Presidential Ballroom and is an essential networking opportunity for all attendees.

As the Sponsor of the Conference Dinner your company will receive the following entitlements:

- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Dinner venue (maximum size 2m high x 1m wide).
- Opportunity for company representative to present a three (3) minute speech at the function (basic audio visual will be provided – additional audio visual is at the expense of the sponsor).
- Sponsor may provide Dinner guests with a company branded gift (sponsor to supply gifts).
- Four (4) invitations for company representatives to attend the Dinner.

## Program and Abstract Book Sponsor Maximum One

A\$4,000 (incl. GST)

The Conference Program and Abstract Book will include information covering the Scientific and Social Program. This publication will be a valuable reference tool used by delegates during and after the Conference.

The sponsoring company will receive the following entitlements and benefits:

- Recognition as the Program and Abstract Book Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as the Program and Abstract Book Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Program and Abstract Book Sponsor on the official sponsorship acknowledgement board onsite.
- Full page colour/mono advertising space in the inside back/outside back of the Conference Program and Abstract Book (artwork to be supplied by sponsor).
- Company name and logo printed on the cover of the Program and Abstract Book alongside the Conference logo.
- Half page advertising space in the Conference Program and Abstract Book (artwork to be supplied by sponsor).
- Logo and 50 word profile in the Program and Abstract Book.
- Full delegate list including address, telephone, email and fax details supplied at the late registration cut off date.\*\*

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*\*\* This list will be provided at the late registration cut-off date. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

## Name Badge Sponsor Maximum One

A\$4,000 (incl. GST)

To gain access to the Conference, all delegates are required to wear the official Conference name badge. This is an opportunity to have your company logo printed on all name badges alongside the Conference logo and gain great exposure throughout the Conference.

- Recognition as the Name Badge Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as the Name Badge Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Name Badge Sponsor on the official sponsorship acknowledgement board onsite.
- Logo printed on all Name Badges along side the Conference logo.
- Half page advertising space in the Conference Program and Abstract Book (artwork to be supplied by sponsor).
- Logo and 50 word profile in the Program and Abstract Book.
- Full delegate list including address, telephone, email and fax details supplied at the late registration cut off date.\*\*

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## Keynote Session Sponsor Maximum Three

A\$4,000 (incl. GST) each session

A major highlight of the Conference Program is the keynote session. Due to the popularity of the session your company should not miss the opportunity to gain premium and concentrated levels of exposure.

- Recognition as a Keynote Session Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as a Keynote Session Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Keynote Speaker Sponsor on the official sponsorship acknowledgement board onsite.
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the session room (maximum size 2m high x 1m wide).
- Your organisation logo will be displayed on the projection screen in the session room prior to and at the conclusion of the Keynote Speaker session.
- Verbal recognition by the Session Chair directly before and after the Keynote session.
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included)
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).
- Company corporate literature may be displayed in the session room (sponsor to supply).
- Half page advertising space in the Conference Program and Abstract Book (artwork to be supplied by sponsor).
- Logo and 50 word profile in the Program and Abstract Book.
- Full delegate list including address, telephone, email and fax details supplied at the late registration cut off date.\*\*

*\*Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*\*\* This list will be provided at the late registration cut-off date. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

## Pre-Dinner Drinks Maximum One

A\$3,000 (incl. GST)

The Pre-Dinner Drink will be the first social event of the Conference – where all participants will gather to network, relax and celebrate the commencement of the WCHA 2009 Annual Conference. Sponsorship of this event will provide a wonderful opportunity to welcome delegates.

Pre-Dinner Drinks will be held in the exhibition area, Presidential Ballroom foyer and will be attended by Conference delegates, speakers and VIP guests.

- Recognition as the Pre-Dinner Drinks (with organisation logo) on all printed Conference material.\*
- Recognition as the Pre-Dinner Drinks Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Pre-Dinner Drinks Sponsor on the official sponsorship acknowledgement board onsite.
- The sponsor may provide a freestanding banner which will be positioned in a prominent location of the Pre-Dinner Drinks area (maximum size 2m high x 1m wide).
- Logo and 50 word profile in the Program and Abstract Book.
- Two (2) invitations for sponsor's nominated guests to attend the Pre-Dinner Drinks only.
- Small table signs featuring the company name and logo displayed on the Pre-Dinner Drinks tables (Conference Managers to supply).

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## Plenary Session Sponsors Maximum Six

A\$2,000 (incl. GST) each session

As a Plenary Session Sponsor, your company will enjoy a strong alignment with the event through the support of a nominated session.

Sponsorship of one of the Sessions will provide your organisation with the perfect marketing opportunity, ensuring your company receives a high level of exposure.

- Recognition as a Plenary Session Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as a Plenary Session Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Plenary Session Sponsor on the official sponsorship acknowledgement board onsite.
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the session room (maximum size 2m high x 1m wide) for the duration of the session.
- Your organisation logo will be displayed on the projection screen in the session room prior to and at the conclusion of the sponsored session.
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included).
- Verbal recognition by the session Chair prior to and at the conclusion of the sponsored session.

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## Lunch Sponsor Maximum Three

A\$2,000 (incl. GST)

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Demonstrate your company's hospitality by sponsoring the daily luncheon break.

- Recognition as a Lunch Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as a Lunch Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Lunch Sponsor on the official sponsorship acknowledgement board onsite.
- Company corporate literature may be displayed on the refreshment stations during the sponsored lunch (sponsor to supply).
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the lunch area (maximum size 2m high x 1m wide).
- Small table signs featuring the company name and logo displayed on the sponsored refreshment tables (Conference Managers to supply).
- Verbal recognition by the Session Chair in the sessions directly before and after the sponsored luncheon break.
- Two (2) complimentary passes for nominated guests to attend the sponsored lunch break (these passes are for the lunch break only, attendance to other sessions is not included).

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## Refreshment Breaks

### Maximum Three

A\$1,000 (incl. GST) per day

Demonstrate your company's hospitality by sponsoring the daily morning and afternoon refreshment breaks. The breaks will be held in the exhibition area.

- Recognition as a Refreshment Break Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as a Refreshment Break Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Refreshment Break Sponsor on the official sponsorship acknowledgement board onsite.
- Company corporate literature may be displayed at the refreshment area (sponsor to supply).
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the refreshment area (maximum size 2m high x 1m wide).
- Small table signs featuring the company name and logo displayed on refreshment tables (Conference Managers to supply).
- Verbal recognition by the Conference Chair at the sessions directly before and after the sponsored refreshment break.
- Two (2) complimentary passes for nominated guests to attend the sponsored refreshment breaks (these passes are for the sponsored breaks only, attendance to sessions is not included).

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## Writing Pads Sponsor

**Maximum One**

A\$1,000 (incl. GST)

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This is an opportunity to provide each delegate with your branded writing pads in the Conference satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note the writing pads are to be supplied by the sponsor.

- Recognition as the Writing Pad Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as the Writing Pad Sponsor (with organisation logo) on the sponsor's page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Writing Pad Sponsor on the official sponsorship acknowledgement board onsite.
- Writing Pads, provided by the sponsor, will be included in all delegate satchels.

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## Writing Pens Sponsor

**Maximum One**

A\$1,000 (incl. GST)

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This is an opportunity to provide each delegate with your branded writing pens in the Conference satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note the pens are to be supplied by the sponsor.

- Recognition as the Writing Pen Sponsor (with organisation logo) on all printed Conference material.\*
- Recognition as the Writing Pen Sponsor (with organisation logo) on the sponsor's page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Writing Pen Sponsor on the official sponsorship acknowledgement board onsite.
- Pens, provided by the sponsor, will be included in all delegate satchels.

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## Advertising

The following cost-effective advertising opportunities are an effective medium to communicate your corporate message and products or services to the Conference delegates.

### Satchel Insert

A\$500 (incl. GST)

Your organisation may provide promotional material which will be included in all delegate satchels.

Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).

### Conference Program and Abstract Book

The Conference Program and Abstract Book will be a valuable reference tool used by delegates throughout the Conference. The publication will contain full details covering the scientific program, together with exhibition and session details as well as information covering the Conference social events.

**Deadline for booking:** 1 September 2009

**Deadline for artwork:** 1 October 2009

#### Publication Advertising Rates

**Size A4 mono** **Cost (incl GST)**

- Full Page mono A\$300.00
- Half Page mono A\$170.00

## Summary

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the Conference, please do not hesitate to contact the Conference Managers. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

The Conference is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor will provide your company with exceptional business rewards.

For further details on the opportunities available please contact the Conference Managers who will be pleased to assist you.

Sponsorship & Exhibition Sales Executive  
WCHA 2009 Annual Conference  
c/- **arinex pty limited**

Address: GPO Box 128  
SYDNEY NSW 2001 AUSTRALIA  
Tel: 61 2 9265 0700  
Fax: 61 2 9267 5443  
Email: [wcha2009@arinex.com.au](mailto:wcha2009@arinex.com.au)  
Website: [www.wcha2009.com.au](http://www.wcha2009.com.au)

## Exhibition

A small Exhibition will run in conjunction with the Conference Program from 10 to 12 November, 2009. The Exhibition has been designed to provide the best possible promotional opportunities to participating organisations, with refreshment breaks being served in the area, the exhibition will create an unparalleled opportunity to promote your products and services to delegates.

Space is limited therefore to secure your booking and avoid disappointment we encourage all interested parties to contact the Conference Managers as soon as possible.

## Why Participate?

The WCHA 2009 Annual Conference exhibition will provide an exceptional opportunity to promote your products and services in a face-to-face environment, thereby furthering your sales and marketing objectives. There's no better way than a trade exhibition to:

- build new and strengthen existing relationships
- acquire highly qualified leads
- increase brand awareness
- meet the decision makers
- demonstrate new devices and services
- gain instant market feedback
- obtain first-hand market knowledge of developments in your industry
- discuss development of key points raised at the Conference

## The Exhibition Venue

The Exhibition will be held in the Presidential Ballroom foyer of the Sebel & Citigate King George Square. The exhibition area is in close proximity to all sessions and meeting rooms and will house all Conference catering.

## Exhibition Stand Details

<b>Shell Scheme Stand Package per 3m wide x 2m deep block</b>	<b>A\$3,500.00 (incl GST)</b>
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**Each Shell Scheme stand package includes the following:**

- Shell Scheme stand 3m wide x 2m deep (6m<sup>2</sup>)
- White octanorm panels 2.4m high
- Company name in vinyl lettering on fascia board
- Two (2) x 150w spotlights
- One (1) x 4amp power point
- The venue is carpeted

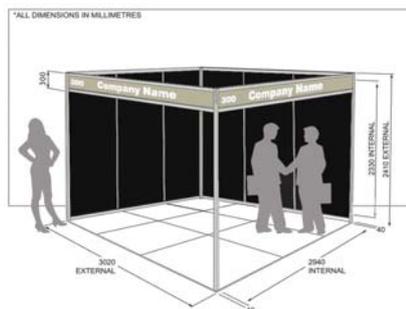


Diagram of standard 3m x 2m shell scheme

## Preliminary Exhibition Timetable

Monday 9 November	Exhibitor move-in and set-up	14:00 to 18:00
Tuesday 10 November	Exhibition open	08:30 to 17:00
Wednesday 11 November	Exhibition open	08:30 to 17:00
Thursday 12 November	Exhibition open	08:30 to 14:30
	Exhibition Close	14:30 after lunch break

*Note: this is a preliminary schedule and is subject to change.*

All exhibiting companies will receive:

- A comprehensive Exhibition Manual approximately three months before the Conference
- Company name listed on exhibition page of Conference website
- One Exhibitor Pass, which entitles the holder to:
  - Attendance at all sessions
  - Attendance at morning and afternoon refreshment breaks & lunch
  - Conference Satchel, including Delegate List\*\*
  - Conference Program and Abstract Book
  - Attendance to the Welcome Reception

*\*\* Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

### Additional Staff Passes

- Additional exhibition staff passes may be purchased from the Conference Managers. The cost is A\$275.00 per person. The fee is to cover catering costs including provision of a name badge, attendance to the Welcome Reception, access to lunch and the morning and afternoon tea and coffee breaks during the Conference.
- Additional exhibition staff wishing to attend Conference sessions, must register as a Conference Delegate and pay the appropriate registration fee.

### Exhibition Manual

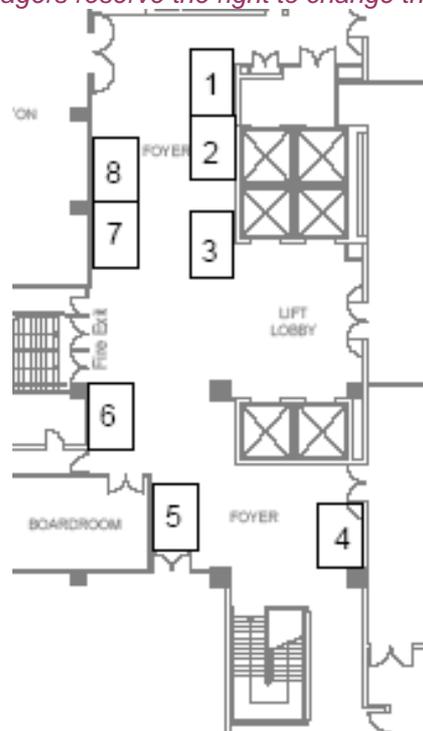
An Exhibition Manual will be available electronically approximately three months prior to the Exhibition. The manual will contain information relation to exhibition staff registrations, the move-in / move out schedule, supplier contact details and professional tips and advice on how to maximum your involvement and promotion in order to achieve the best return on your investment.

### Public and Product Liability Insurance

It is a requirement of the Conference Managers and Venue that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of a minimum of A\$10,000,000 or above for both public and product cover. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. Exhibitors are required to submit a copy of their public liability insurance certificate along with their booking form. To assist you in locating your certificate within you organisation – it can often be found with the accounts / finance departments and is also often referred to as 'Broadform'.

### Floor Plan

*The Conference Managers reserve the right to change the floor plan as required*



## SPONSORSHIP, ADVERTISING AND EXHIBITION BOOKING FORM

WCHA 2009 Annual Conference  
9 to 13 November, 2009

Sponsorship & Exhibition Sales Executive  
WCHA 2009 Annual Conference  
c/o **arinex pty limited**  
GPO Box 128  
SYDNEY NSW 2001 AUSTRALIA

Tel: +61 2 9265 0700  
Fax: +61 2 9267 5443  
Email: wcha2009@tatinex.com.au  
Web: www.wcha2009.com.au

**A. SPONSORSHIP PACKAGE(S) REQUESTED** **COST A\$**

1. ....

2. ....

**B. EXHIBITION BOOTH REQUESTED**

Please reserve the following booth type (please tick):

**Shell Scheme**

3m x 2m (6sqm) single booth  A\$3,500.00 (incl. GST)

**Booth Position (number)**(refer to floor plans)

**1st choice:**..... **2nd choice:**..... **3rd choice:**..... **COST A\$:** .....

Please indicate companies you do not wish to be placed near: .....

<b>AMOUNT PAYABLE A &amp; B</b>	A\$
Full amount payable 30 days from date of invoice	A\$

Organisation name (for marketing purposes): \_\_\_\_\_

Organisation name (for invoicing purposes): \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Post Code: \_\_\_\_\_

Country: \_\_\_\_\_

Sponsor / Exhibitor Contact: \_\_\_\_\_

Position: \_\_\_\_\_

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

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

**PAYMENT DETAILS (please tick)**

- We wish to pay via company cheque. Note all cheques must be made payable to: WCHA 2009 Annual Conference, and should be forwarded to the Conference Managers at the above address.
- We wish to pay via EFT. Bank details will be provided by the Conference Managers with your tax invoice.
- MasterCard     VISA     AMERICAN EXPRESS     DINERS

Credit Card Number \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry Date \_\_\_\_ / \_\_\_\_

Name on Card \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

**SEE OVER FOR TERMS AND CONDITIONS ►**



## Sponsorship & Exhibition Prospectus

### SPONSORSHIP BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Meeting Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required full amount. The full amount is payable 30 days from the date of the tax invoice.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **WCHA 2009 Annual Conference** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No company will be listed as a sponsor on the Conference website or in any official meeting material until full payment and a booking form have been received by the Conference Managers.
5. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of the total sponsorship fees applies for cancellations prior to 3 August 2009. The service fee will apply for all cancellations regardless of whether payment has been received by the Conference Managers. No refunds will be made for cancellations after this date. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. No Sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Conference Managers.
7. Sponsorship monies will facilitate towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.

Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**.  NO, I do not consent. I have read and agree to the conditions of sale above.

Authorised by: \_\_\_\_\_ Date: \_\_\_\_\_

### EXHIBITION BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at date of publication. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Exhibition booths will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking and stand allocation, together with a tax invoice for the required full amount. The full amount is payable 30 days from the date of the tax invoice.
3. All invoices will be issued in Australian dollars. **All monies are payable in Australian dollars.** Cheques should be made payable to the **WCHA 2009 Annual Conference** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No exhibitor will be allowed to neither begin move-in operations nor be listed as an exhibitor on the Conference website or in the on-site publications until full payment and a booking form have been received by the Conference Managers.
5. Public and Product Liability insurance to a minimum of A\$10 million must be taken out by each exhibitor at their own expense. A copy of the company's public and product liability certificate must be submitted to the Conference Managers at the time of submitting their booking form or by no later than 1 October 2009.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of A\$1,000.00 applies (per 6m<sup>2</sup> shell scheme stand booking) to cancellations on or before **3 August 2009**. No refunds will be made for cancellations after this date. The service fee will apply for all cancellations regardless of whether payment has been received by the Conference Managers. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any space not claimed and occupied before 0800am on Monday 9 November, 2009 will be reassigned without refund.
7. The Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The Conference Managers will not discount or refund for any facilities not used or required.
8. If it is intended to utilise a custom built stand, the Conference Managers must be advised and such advice must include full details and stand dimensions. This information must be received by no later than 1 October 2009. All display construction requires the approval of the Conference Managers and venue management. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.
9. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Conference Managers.

Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**.  NO, I do not consent. I have read and agree to the conditions of sale above.

Authorised by: \_\_\_\_\_ Date: \_\_\_\_\_



[wcha2009.com.au](http://wcha2009.com.au)

All information and ideas contained in this document are confidential to **arinex pty limited** ABN 28 000 386 676. Exploitation or use of any of the materials or ideas contained in this document, without the prior written consent of **arinex pty limited**, may result in legal action being taken against those parties in breach of the confidentiality in which this document has been prepared, written and submitted.