

**Aged Care Association
Australia**



25th Annual Congress

*“Aged Care: Celebrating Silver
25 Years of Caring”*



***SPONSORSHIP OPTIONS
& TRADE EXHIBITION INFORMATION***

19-22 NOVEMBER 2006

***PERTH CONVENTION CENTRE
PERTH, WESTERN AUSTRALIA***

www.promaco.com.au/conference/2006/aged



Aged Care Association Australia 25th Annual Congress

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Invitation

The organising committee of the 25th Annual Congress of the Aged Care Association Australia (ACAA), invites your participation as a sponsor of this important event. The Congress will be held in Perth, Western Australia at the Perth Convention and Exhibition Centre from 19-22 November 2006.

The theme for 2006 is: *"Aged Care: Celebrating Silver, 25 Years of Caring"*. Prominent national and international speakers and an exciting technical program will set the scene for a challenging Congress. Social events will compliment the technical program to ensure that delegates also enjoy their visit to Western Australia.

Publicity for the Congress will be widespread. Sponsorship of the Congress will provide your organisation with a unique opportunity to promote your products and services and showcase your organisation's continuing commitment to quality and best practice.

The sponsorship prospectus has been tailored to provide you with maximum exposure to a relevant and interested audience of existing and potential clients and is an excellent medium for your organisation to demonstrate its involvement in the area of aged care.

The various packages offer a variety of marketing objectives and are flexible. If there are other avenues of involvement you would like to discuss, please call Don Pearce at Promaco Conventions on 08 9332 2900.

All sponsors will be acknowledged throughout the event, with Platinum and Gold Sponsors receiving prominence prior to the Congress in printed and/or electronic material and announcements.

The ACAA 25th Annual Congress is an event that will be too good to miss. Located in the beautiful City of Perth at the state-of-the-art Perth Convention and Exhibition Centre, you can be assured of a successful and rewarding experience for all participants and a great marketing opportunity for your organisation.

We look forward to your participation.

Rod Young

CEO, Aged Care Association Australia

CONGRESS SECRETARIAT:

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Who Will Attend

The ACAA 25th Annual Congress will provide a unique opportunity for members of the aged care industry to extend their knowledge in their respective professional fields.

It has been proven repeatedly that despite the technical advances in communications, face to face contact and discussion is still the best method of learning new things.

More than 400 delegates are expected to attend, including key stakeholders in the aged care industry, Chief Executive Officers, Senior Managers, Industry Partners, Administrators, Directors of Nursing, Hostel Supervisors, Care Managers, Carers and Operational staff.

Topics for Discussion include:

- Aged care - an employer of choice!!!
- De-regulating aged care funding
- Community care - strengths and weaknesses
- Will information technology change the workplace?
- Is assistive technology the answer to sustained home care?
- Dementia - is there a solution?

"Aged Care: Celebrating Silver, 25 Years of Caring"



Sponsorship Options

Please Note:

- Acceptance of sponsorship applications will be subject to committee approval. The committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the Congress.
- All supplied promotional material (satchel inserts) must be approved by the organising committee.
- Acknowledgment in printed material is subject to sponsorship confirmation and the receipt of artwork prior to printing deadlines.
- 30% deposit is payable with the application and the balance of payment is due by **Friday 20 October 2006**.
- All attendees must register officially on the registration form.

Cancellation Policy

In the event of withdrawal of sponsorship, please be advised that unless that particular area of sponsorship is resold, the organisers reserve the right to retain the deposit payment. Cancellations must be advised in writing.

FOR MAXIMUM EXPOSURE:

To ensure maximum exposure from the sponsorship benefits listed below, a response is required by **Friday 31 March 2006**. A 30% deposit of the sponsorship amount is required for confirmation.

All sponsorship amounts include GST.

There may be more than one sponsor in each category subject to potential competitor/conflict.

SPONSORSHIP BENEFITS

PLATINUM SPONSOR

\$16,500

Premium Sponsor Package

GOLD SPONSOR

\$11,000

SILVER SPONSOR

\$5,500

BRONZE SPONSOR

\$2,200

The inclusion of "Proudly sponsored by (your logo)" on the front cover of the Registration Brochure	✓			
The inclusion of "Proudly sponsored by (your logo)" on the front cover of the Congress Program	✓			
The inclusion of "Proudly sponsored by (your logo)" on major Congress advertisements	✓	✓		
The opportunity to provide a speaker or chairperson in the Congress Program	✓	✓		
Choice of a prominent position (first-come, first-choice) for up to two Exhibition booths	✓ (at no cost)	✓ (50% discount)	✓ (10% discount)	
The inclusion of an advertisement (at size specified) in the Registration Brochure and Congress Program (finished artwork to be supplied by sponsor)	✓ (Full page)	✓ (Half page)	✓ (Quarter page)	
At the Congress, prominent display of your banner (banner/signage to be supplied by Sponsor)	✓	✓	✓	
The inclusion of your company logo on the Congress web page	✓	✓	✓	✓
Complimentary full registration(s) to the Congress (inclusive of the Welcome Reception and Dinner)	✓✓✓	✓✓	✓✓	✓
Invitation(s) to Welcome Reception (additional to above)	✓✓✓	✓✓	✓	✓✓
Invitation(s) to Congress Dinner (additional to above)	✓✓✓	✓✓	✓	✓
The inclusion of your company logo on the inside cover of the Registration Brochure and Congress Program	✓	✓	✓	✓
The inclusion of your company logo in the Congress Proceedings	✓	✓	✓	✓
During the Congress, regular acknowledgement of your Sponsorship in a powerpoint presentation	✓ (Platinum)	✓ (Gold)	✓ (Silver)	✓ (Bronze)
The inclusion of your company brochure or selected literature in the Congress satchels	✓	✓	✓	✓
Acknowledgement during the Opening Ceremony	✓	✓	✓	✓
Delegate List (subject to Privacy Act Rules)	✓	✓	✓	(Hard copy)

