

# Reimagining Ageing

Transforming systems for LGBTI older people



# 6th National LGBTI Ageing and Aged Care Conference

*A virtual event over three afternoons  
17th, 24th April & 1st May 2024*

**Sponsorship Prospectus**





## When

17th April 2024  
24th April 2024  
1st May 2024

## Overview

The National LGBTI Ageing and Aged Care Conference is the leading event in Australia for ageing and aged care providers to develop their knowledge, skills and practice to meet the needs of older LGBTI people. This conference bring together providers, practitioners, researchers, academics, policymakers, community members, community organisations, advocates, and others who are interested in improving the mental, physical and emotional wellbeing of LGBTI older people.

## Location

National Online

## Target Audience

The 6th National LGBTI Ageing and Aged Care Conference provides you with the opportunity to access and engage your target audience before, during and after the conference.

LGBTIQ+ Health Australia (LHA) has a large network of organisations and individuals that represent the diversity of the Australian ageing and aged care landscape.

## Contacts

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## Delegate Categories

Diverse individual and organisations currently and planning to provide services and supports for LGBTI older people, including providers, workers, students, educators, advocates, volunteers, researchers, administrators, medical practitioners including psychologists and psychiatrists, drug and alcohol workers, government service providers, policy makers, clinicians, home care workers, allied health workers, occupational therapists, nurses, mental health workers, disability workers and general practitioners.

## Opportunities

- **Access and Engage** with professionals working in LGBTI health, ageing and aged care, and community settings
- **Create Awareness and Understanding** for your brand and organisation with the LGBTI ageing and aged care sector and community
- **Build and Improve Relationships** with current and potential stakeholders and continue to build your reputation
- **Enhance Your Credibility and Corporate Social Responsibility** by contributing directly to education for healthcare professionals within the sector
- **Provide Support** to ageing and aged care service providers by giving them the opportunity to participate in this educational event
- **Boost Your Credentials** with some of the best presenters in the sector and community.

## Your support

Our program will be developed by experts within the field. Our aim is to provide supporter packages that contribute to the conference to maximise the enhancement of ageing and aged care knowledge while still conforming to community standards acceptable to the guidelines that govern your operations. We believe these packages are fully compliant with guidelines.

Support will be acknowledged in various publications, publicity material and during any events as per noted in the various package entitlements. 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. LGBTIQ+ Health Australia and ASHM do not endorse or promote any health, ageing or aged care-related products.”*



# Packages

Package	Price per Package (incl. GST)	Opportunities Available
<b>Premium Sponsorship</b>		
Platinum Sponsor	\$30,000	EXCLUSIVE
Gold Sponsor	\$20,000	2 x Available
Silver Sponsor	\$11,000	3 x Available
Bronze Sponsor	\$7,700	Unlimited
<b>Educational Opportunities</b>		
Session Collaborator/ Keynote Speaker Sponsor	\$4,000	Limited
<b>Brand Positioning Sponsorship</b>		
Poster Prize Sponsor	\$6,600	Exclusive
Conference App / Event Portal Sponsor	\$4,400	Exclusive
Social Function Sponsor	\$5,000	Exclusive
<b>Advertising Opportunities</b>		
EDM Banner Advertisement	\$2,500	Limited
Conference App Push Notification	\$1,500	Limited
Social Media Sponsor	\$1,500	Limited
<b>Exhibition Opportunities</b>		
Virtual Exhibition Booth	\$1,000	Limited



# Premium Sponsorship Platinum Sponsorship (Exclusive)

**A\$30,000**

*The Platinum Sponsor Package is an exclusive opportunity to partner with LHA and gain the maximum benefits from sponsorship of this conference. The Platinum Sponsor will have high brand-exposure in the lead-up to and throughout the conference, as well as opportunities to communicate with delegates before, during and after the event.*

## Overall benefits

- Eight (8) conference registrations
- Company logo being prominently displayed on the conference website home page and sponsor page, and conference app
- 250-word company profile with hyperlink to your website published on the conference website and app
- Being named the Platinum Sponsor in the Conference e-Newsletter – which is distributed monthly to more than xx subscribers
- Acknowledgement by the LGBTIQ+ Health Australia CEO during the opening and closing sessions of the conference
- Opportunity for your spokesperson to address conference delegates during the opening plenary session (for up to 10 minutes)
- Opportunity to chair a concurrent session during the conference (timing and topic to be negotiated)
- A virtual exhibition booth
- Promotion through Facebook posts—including acknowledgement of sponsorship and the location of your company booth at the conference
- Promotion through one LinkedIn post acknowledging sponsorship
- Acknowledgement as a sponsor on slide presentations (logo will appear onscreen before and after presentations in both plenary and concurrent sessions)
- Use of conference logo until end of December 2024
- Access to the conference delegate contact list plus receipt of an electronic copy of the list one week before the event.



# Gold Sponsorship

## (2 x Available)

**A\$20,000 (incl. GST)**

*A principal sponsor at the forefront of the Ageing and Aged Care conference*

- Six (6) conference registrations
- Logo on the footer/header of all conference website pages, acknowledging the Gold Website sponsor
- Logo acknowledgement on slides pre/post sessions as well as in session breaks.
- 1 x virtual exhibition booth, with the ability to connect directly with delegates
- Verbal acknowledgement as gold sponsor during the conference
- 1 x splash notification per day featuring the sponsor's message in the conference portal across conference days (for industry sponsors: message must be company not product related)
- 100-word company profile in the sponsors' section of the conference portal with click through link to website of your choosing
- PDF brochures, videos and links in the conference portal
- Acknowledgement as gold sponsor on the official sponsor conference marketing emails
- Logo placement on conference website, hyperlink to the gold sponsor's company website
- Use of conference logo until end of December 2024
- Receipt of an electronic copy of the conference delegate list one week before the event.



# Silver Sponsorship

## (2 Available)

**A\$11,000 (incl. GST)**

*A Key Sponsor with high profile presence at the conference*

- Four conference delegate registration
- Logo acknowledgement on opening slides in all sessions
- Verbal acknowledgement as silver sponsor during the conference
- 1 x splash notification featuring the sponsor's message in the conference portal across the conference days. (For industry sponsors: message must be company not product related).
- 100-word company profile in sponsors' section of the conference app
- Acknowledgement as silver sponsor on the official sponsor conference marketing emails
- Logo placement on conference website, hyperlink to the silver sponsor's company website
- 1 x virtual exhibition booth available to connect directly with delegates during conference
- Receipt of an electronic copy of the conference delegate list one week before the event.



# Bronze Sponsorship (Unlimited)

**A\$7,700 (incl. GST)**

*A conference supporter with significant presence at the conference*

- Verbal acknowledgement as bronze sponsor during the conference
- 100-word company profile in sponsors' section of the conference app
- Acknowledgement as bronze sponsor on the official sponsor conference marketing emails
- Logo placement on conference website, hyperlink to the bronze sponsor's company website
- Use of conference logo until end of december 2024
- 1 x virtual exhibition booth available to connect directly with delegates
- Receipt of an electronic copy of the conference delegate list one week before the event.





# Educational Opportunities

**A\$4,000**

\* Sector organisations will be approached for this sponsorship.  
If you are interested in collaborating on a session please contact [rachel.beckett@lgbtiqhealth.org.au](mailto:rachel.beckett@lgbtiqhealth.org.au) with your preferred session.

## Session Collaborator / Keynote Speaker Sponsor

*Sponsorship of a session and/or keynote speaker*

- Recognition in the conference program as a session/speaker sponsor.
- Acknowledgement of support on the conference website and conference portal
- Promotion of the session in e-newsletter to potential delegates
- 1 x complimentary registration to attend the conference
- Opportunity for company representative to introduce speaker/session - prerecorded message only.
- Organisation representative may have the opportunity to introduce/chair the session, subject to LHA approval.



# Brand Positioning Opportunities

## Poster Prize Supporter

**A\$6,600**

*Poster presentations are an integral part of the conference and by supporting the poster activity, your company's branding will be prominent during and after the event. The posters are on display electronically throughout the conference. Included in this package is the cost for poster prizes (\$200 x four).*

### Overall benefits

- Acknowledgement of support on the conference website and conference app
- Opportunity to display one splash image on the conference portal
- Logo acknowledgement, as the poster prize supporter on the powerpoint slide during the prize announcements in the closing plenary.

# Conference App/ Event Sponsor

**A\$4,400 (incl. GST)**

- 100-word company profile in sponsors' section of the conference app/portal
- 2 x splash notifications featuring the sponsor's message in the conference portal on conference days
- Sponsor's logo to be featured on all conference app promotional messages
- Logo placement on sponsor's page of the conference website with hyperlink to the sponsor organisation's home page
- Receipt of an electronic copy of the conference delegate list one week before the event.



## Social Function Sponsor (Exclusive)

**A\$5,000 (incl. GST)**

*Post conference on Day 2 or 3 an online Social get together will be organised.*

- Opportunity for sponsor representative to host social/networking function and engage virtually with delegates.
- Opportunity for logo display on conference website and portal in association with event
- Use of the conference logo until end of December 2024

## EDM Banner Advert (Limited Availability)

**A\$2,500 (incl. GST)**

- Sponsored banner included in 3 x e-newsletters to conference email database (sponsor to supply edm banner, subject to approval by the conference managers. For industry sponsors: message must be company not product related).
- Banner hyperlinked to sponsor's nominated website page (for industry sponsors: message must be company not product related)



## Social Media Sponsor

**A\$1,500**

Opportunity for sponsor to provide 4x social media tiles to be posted pre conference, and 1x social media tile to be used post-conference.

## Virtual Exhibition Booth

**A\$1,000**

Virtual exhibition booth to be available during conference. PDF flyers and promotional videos able to be accessed directly by delegates. Lead creation and “meeting” hub opportunities for direct delegate engagement.



# Sponsorship Terms & Conditions

*To confirm your participation, we will require the Sponsorship Application Form and full payment. The support cannot be confirmed, and therefore no benefits will be given, until full payment is received.*

*Payment must be received 14 days from the issue of invoice. If the full payment is not received the conference organiser has the right to review the commitment and withdraw the application form.*

## Terms of Participation

- The payment is offered as an unconditional grant. The sponsor has no control over 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 program.
- The sponsor will have access to use the conference logo for promotional purposes only.
- The conference and collaborators do not endorse or promote any health-care related products.
- Companies cannot claim any relationship, endorsement or support from the conference or collaborators.
- All attending delegates from the sponsoring organisation are to be registered by Friday 8 March 2024.
- If payment is not made prior to the conference dates, an additional 20% surcharge will be added to the overall sponsorship total.

## Cancellation Policy

In exceptional circumstances the organisers will be prepared to consider cancellation of the 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:

- Cancellation notices received in writing before 1 March 2024 - a cancellation fee of 50% of the original package price will apply.
- Cancellation notices received after 1 April 2024 will receive no refund.

### Payment details

- In paying for sponsorship you are paying ASHM.

### Credit Card and EFT Payment

- Details will be provided on the invoice.



# 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 sponsorship prior to the conference beginning or the organisers reserve the right to cancel your sponsorship.



## 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
- c) Remove you from the venue

5.2 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 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 sponsorship

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 sponsorship, including any negligence and wrong doings

7.3 You agree not to sell or intend to sell goods at the conference 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.

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. General Issues

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 purpose.



## **LGBTIQ+ Health Australia**

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