



# AgedCare2009 Conference

11<sup>th</sup> November, 2009

**“Optimising Knowledge Transfer Through Effective Management Systems”**

## Sponsorship/Trade Exhibition Opportunities

**A One Day Conference Addressing Workplace Excellence in Aged Care**

**Griffith South Bank Graduate Centre  
South Bank Parklands**

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**AOQ-QLD®** ISO 9001:2000 Certified ABN 53 322 327 143

**Australian Organisation for Quality (Queensland) Incorporated** (Organisation No IA16979)

PO Box 15205, CITY EAST, QUEENSLAND 4002

Telephone: +61 7 3816 2255; Facsimile: +61 7 3816 2288; Email: [info@aoq.org.au](mailto:info@aoq.org.au) Web Site: [www.aoq.org.au](http://www.aoq.org.au)

# AgedCare2009 Conference

## Benefits for Sponsors

**PLATINUM:** \$5,500.00 – ONE ONLY

### ***Naming rights***

- Naming rights for the AgedCare2009 Conference in a format to be determined with the sponsor, keeping in mind that the AOQ-QLD™ name must also appear as the “owner” of the project.

### ***Priority recognition***

- Sponsors will be introduced and recognised for their support at the Opening Introduction and at the Closing Address at the event,
- Opportunity to include a presenter at the event.
- Identification as Sponsor in all promotions of the event in Aged Care Division publications

### ***Sponsor positioning & logo identification***

- Inclusion in the AgedCare2009 Conference colour advertisement in ***Progressing Business*** (the official Journal of the AOQ-QLD™).
- One x full page advertisement in the AgedCare2009 Conference brochure.
- Primary Banner Placement opportunity at the AgedCare2009 Conference venue (sponsor to supply approved banner/sign).
- Recognition as Sponsor in all media releases.
- Recognition as Sponsor on directional signage at AgedCare2009 Conference venue.
- Logo to appear on event PDF/email designed communications (eg registration forms).
- Logo to appear in prominent position on event printed collateral.
- Logo via online promotion eg. Registration Forms.

### ***Webpage Sponsorship***

- *Your organisation's logo to appear on the Aged Care webpage to May 2010 – sole sponsor*

### ***AgedCare2009 Webpage Promotion***

- Your organisation's logo to appear on all event promotion pages
- Your organisation's name, hyperlinked organisation logo and short organisation profile to be included on the Sponsor Recognition page on all event promotion pages

### ***Promotional Opportunities***

- Approved display collateral at the entrance to the event venue at AgedCare2009 Conference event
- Use of the Aged Care sponsor logo on your marketing collateral



### ***Complimentary Registrations***

- Sponsors receive a corporate registration of three guests at the AgedCare2009 Conference.

### ***Other***

- A table top for display in a prominent position at the Trade Exhibition.
- 3 X Delegate Registrations\*.
- 1 X accommodation at an inner city hotel for IN Day before Conference, OUT Day of Conference.
- AOQ-QLD will add any names you provide to their Database for circulation of marketing information related to ***AgedCare2009 Conference***.
- A list of all delegates that attend the Conference.

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**GOLD:** \$4,400.00

**Priority recognition**

- Sponsors will be introduced and recognised for their support at the Opening Introduction and at the Closing Address at the event.
- Identification as Sponsor in all promotions of the event in Aged Care Division publications.

**Sponsor positioning & logo identification**

- Inclusion in the AgedCare2009 Conference colour advertisement in **Progressing Business** (the official Journal of the AOQ-QLD).
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- Logo to appear in prominent position on event printed collateral.
- Logo via online promotion eg. Registration Forms.

**Aged Care 2009 Webpage Promotion**

- Your organisation's logo to appear on all event promotion pages.
- Your organisation's name, hyperlinked organisation logo and short organisation profile to be included on the Sponsor Recognition page on all event promotion pages.

**Promotional Opportunities**

- Approved display collateral at the entrance to the event venue at AgedCare2009 Conference event.
- Use of the Aged Care sponsor logo on your marketing collateral.

**Complimentary Registrations**

- Sponsors receive a corporate registration of two guests at the AgedCare2009 Conference.

**Other**

- A table top for display in a prominent position at the Trade Exhibition
- 2 X Delegate Registrations\*.
- AOQ-QLD will add any names you provide to their Database for circulation of marketing information related to **AgedCare2009 Conference**.
- A list of all delegates that attend the conference.

**SILVER:** \$3,300.00

- As for Gold Sponsorship except for the following.
  - One-half page advertisement in the AgedCare2009 Conference brochure.
  - 1 only Delegate Registration\*.

**BRONZE:** \$2,200.00

- As for Gold Sponsorship except for the following.
  - One-third page advertisement in the AgedCare2009 Conference brochure.
  - A table top for display in a prominent position at the Trade Exhibition.
  - 1 x Delegate Registration\*.

**\$1,100.00 - Unlimited**

- As for Gold Sponsorship except for the following.
  - One-quarter page advertisement in the AgedCare2009 Conference brochure.
  - No table top display opportunity.
  - 1 X Delegate Registration.

\* Includes the 2 delegate registration normally attached to a table top display.

## Minor sponsorships available

Sponsorship – Based on 50-75 attendees	\$ Each Includes GST
Satchel inserts-1 off	250.00
Satchel naming rights-satchels to be chosen in agreement between sponsor and <b>Aged Care 2009 Committee</b> .	1,000.00
Name Tags naming rights.	500.00
Refreshment Breaks (2 available). Naming rights am and pm	250.00 each
Lunch naming rights	1,000.00
Speakers' Gifts naming rights. Either supply gifts acceptable to Committee or money for their purchase	Total 350.00
Proceedings (CD) Advertising:	400.00
Non tied sponsorships ie donation, minimum of	275.00

### Trade Exhibition at AgedCare2009 Conference

An affiliation with the "Australian Organisation for Quality-(Qld)-AOQ-QLD™ is a unique opportunity for your Organisation to advertise your product/service to an expected 50 -75 willing and excited Aged Care Quality Practitioners and middle and senior managers from all over Australia.

You won't find a better way to become a market leader and make yourself known than at The Trade Exhibition – AgedCare2009 in Brisbane on Thursday 11<sup>th</sup> November, 2009.

#### Investment Opportunities

Poster Boards or Table Top Display      1000mm wide x 2100mm high- Includes a registration or display attendant      @ \$875.00 each, members, \$1,090.00 non-members\*

Additional display attendants      @ \$345.00 each  
All Prices include GST

\* Please download, complete and forward membership Application Form - [www.aq.org.au/PDF/Membership-Application.pdf](http://www.aq.org.au/PDF/Membership-Application.pdf)

If you are a member of an AOQ-QLD™ just complete your contact details and tick the Aged Care Division box

Positions in the exhibit hall for AgedCare2009 Conference will be offered in the order that acceptance forms are received.

In all instances, we require 50% deposit on acceptance, and the final 50% on or before 31<sup>st</sup> October2009.

**SAVE! When you select a major sponsorship only one payment is necessary to pay for the sponsorship, trade exhibit, delegate registration and accommodation AND free publicity on all conference publications throughout Australasia and the Web Site [www.aq.org.au/agedcare2009.htm](http://www.aq.org.au/agedcare2009.htm) and during the Conference.**

## SPONSORSHIP/TRADE EXHIBITION ACCEPTANCE FORM

Dear Sponsorship Convenor,

Yes, I wish to take a  Sponsorship and/or  Trade Exhibition at the **AgedCare2009 Conference**, to be held in Brisbane on 11<sup>th</sup> November, 2009 as outlined in your Package.

**I have chosen the following Sponsorship (inclusive of GST):**

- Platinum @) \$5,500.00     Gold @) \$4,400.00     Silver @ \$3,300.00  
 Bronze @ \$2,200.00     Unlimited @ \$1,100.00     Satchel Insert @ \$250.00  
 Satchel Naming Rights @ \$1,000.00     Name Tag Naming Rights @ \$500.00  
 Refreshment Breaks Naming Rights for  AM and/or  PM @ \$250.00 each  
 Lunch naming rights for @ \$1,000.00     Speakers' Gifts naming rights @ \$350.00

**I require the following (inclusive of GST):**

- Table Top Display @ \$875.00 members (\$1,090.00 non-members)  
 Poster Board @ \$875.00 members (\$1,090.00 non-members)  
 Additional Registration/Display Attendant @b \$345.00

I enclose a cheque for \$ \_\_\_\_\_ (50% of cost) as a non-refundable deposit, or please charge my credit card: Remainder payable by 31<sup>st</sup> October 2009. A Tax Invoice will be provided.

Card name:  AMEX,  MasterCard,  Visa (please add 2.5% if paying by Credit Card).

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Company Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

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

\_\_\_\_\_ Post Code: \_\_\_\_\_

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

Contact: Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

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

**FINE**

I understand that sponsorships will be allocated in the order the Sponsorship Acceptance Forms and/or Cheques are received by the Conference Secretariat. Further, I understand my rights are as outlined in your letter. I will be given ample opportunity to publicise my Company's name and products during the Conference.

**PRINT**

The Committee and Members of the Australian Organisation for Quality (Queensland) Incorporated, *Progressing Business* and the sponsoring bodies accept no liability to any person for loss, injury or damage whether arising directly or indirectly, from any action or cause undertaken, organised, or sponsored by the Australian Organisation for Quality (Queensland) Incorporated. Force majeure applies.

Yours sincerely,

\_\_\_\_\_  
(Signed Public Officer)

\_\_\_\_\_  
Date

**Please forward the completed Sponsorship/Trade Exhibition Acceptance Form with your deposit to:**

Conference Secretariat  
AgedCare2009 Conference  
PO Box 15205  
CITY EAST 4002 Australia  
Tel: 07 3816 2255  
Fax: 07 3816 2288  
Email: [agedcare@aoq.org.au](mailto:agedcare@aoq.org.au)