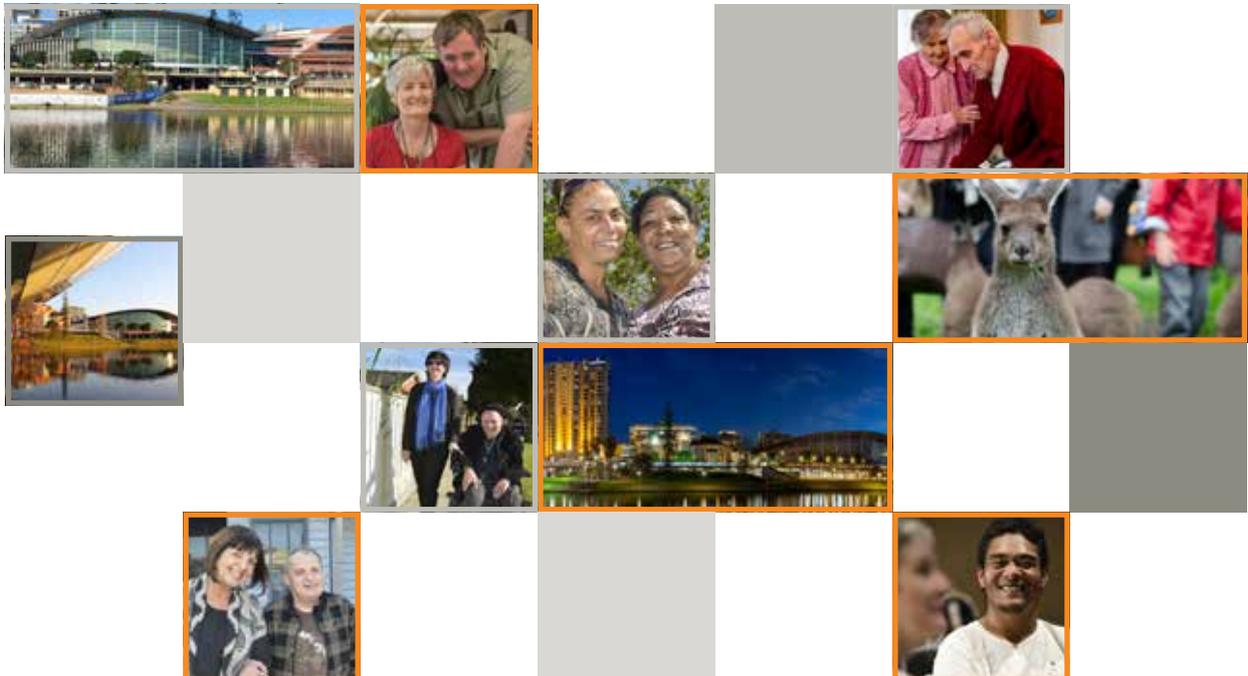


7th **International**
carersconference

ADELAIDE CONVENTION CENTRE, SOUTH AUSTRALIA

04-06 OCTOBER 2017

Sponsorship Prospectus



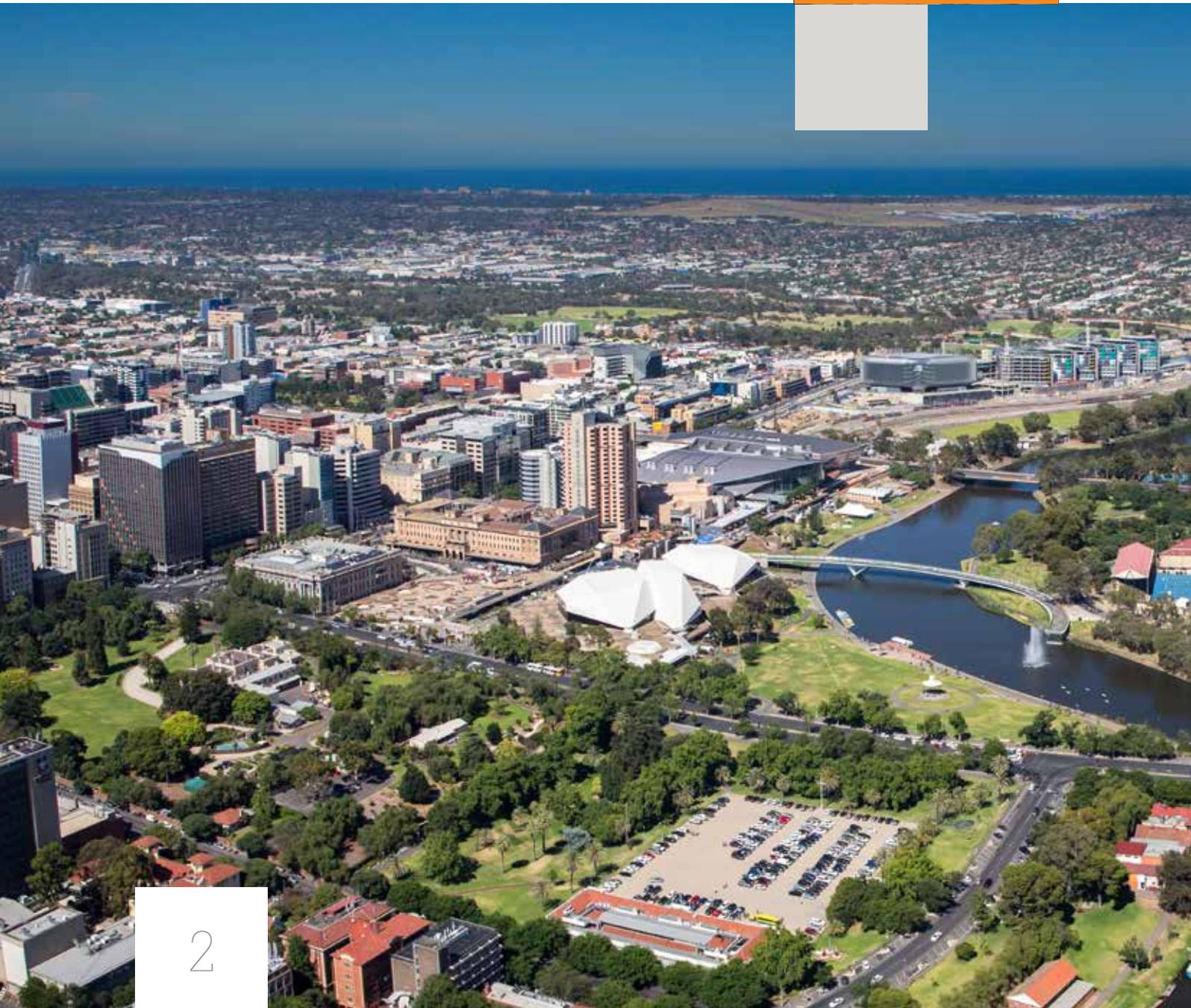
 **Carers
Australia**

CARING INTO THE FUTURE: THE NEW WORLD?

Acknowledgement of Traditional Owners



Carers Australia acknowledges the lands on which we will meet, Adelaide South Australia, are the traditional lands for the Kaurna people and we respect their spiritual relationship with their Country. We extend that respect to Aboriginal people across South Australia and Australia-wide.





Introduction

The 7th International Carers Conference aims to re-imagine caring into the future, providing a catalyst for innovation and collaboration, and sharing improvements in the way we support unpaid carers, care recipients, their families, networks and communities.

In addition to recognising and learning from past achievements, this conference will focus on the future, the challenges and opportunities ahead, and showcase innovation in policy and practice.

The 7th International Carers Conference will bring together key stakeholders across a broad range of community and business sectors: policy makers, community leaders, business leaders, researchers, grassroots advocates, practitioners, consumers and carers.

Delegates will come from across Australia, across the Asia Pacific region and across the globe, along with national and international high profile speakers; to engage in a meeting of minds.



Karen Cook
President Carers Australia

Welcome

Carers Australia is excited to host the 7th International Carers Conference in Australia in October 2017. It is indeed an honour to present this prestigious event and to work with the International Alliance of Carer Organizations in showcasing national and international innovation and best practice.

As President of Carers Australia, I take every opportunity to call for all carers to be recognised, respected and celebrated for their role in our communities, workplaces and economy. And I champion the need for health professionals to acknowledge carers as a critical part of the care team.

My ultimate vision is that carers are valued and acknowledged for the role they play — as a critical part of our country. I encourage you to consider the benefits of supporting the 7th International Carers Conference.



Ara Cresswell
Chief Executive Officer

Australia's 2.8 million unpaid family and friend carers are an integral part of the nation's health system. In 2015, carers in Australia provided almost 2 billion hours of unpaid care, and the annual cost of replacing this care with formal services amounts to \$60.3 billion. That is an enormous contribution.

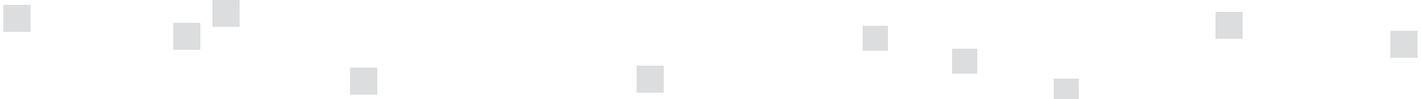
Key speakers, presenters and delegates at the 7th International Carers Conference will influence and lead the future direction of unpaid caring; so carers can better realise their potential at home and in the workplace, and the potential of those for whom they provide care and support.

Visions will be explored and ideas expanded. The escalating world

of technology-enabled products and services will be showcased, allowing our aged, disability and community care systems to tackle the changing nature of caring and re-imagine their future.

We welcome to Australia delegates from across the globe. In particular, our fellow members of the International Alliance of Carer Organizations — Canada, Finland, Ireland, New Zealand, Sweden, the United Kingdom, the USA, Japan, Taiwan, Israel, France and Carers Worldwide, representing India, Nepal and Bangladesh.

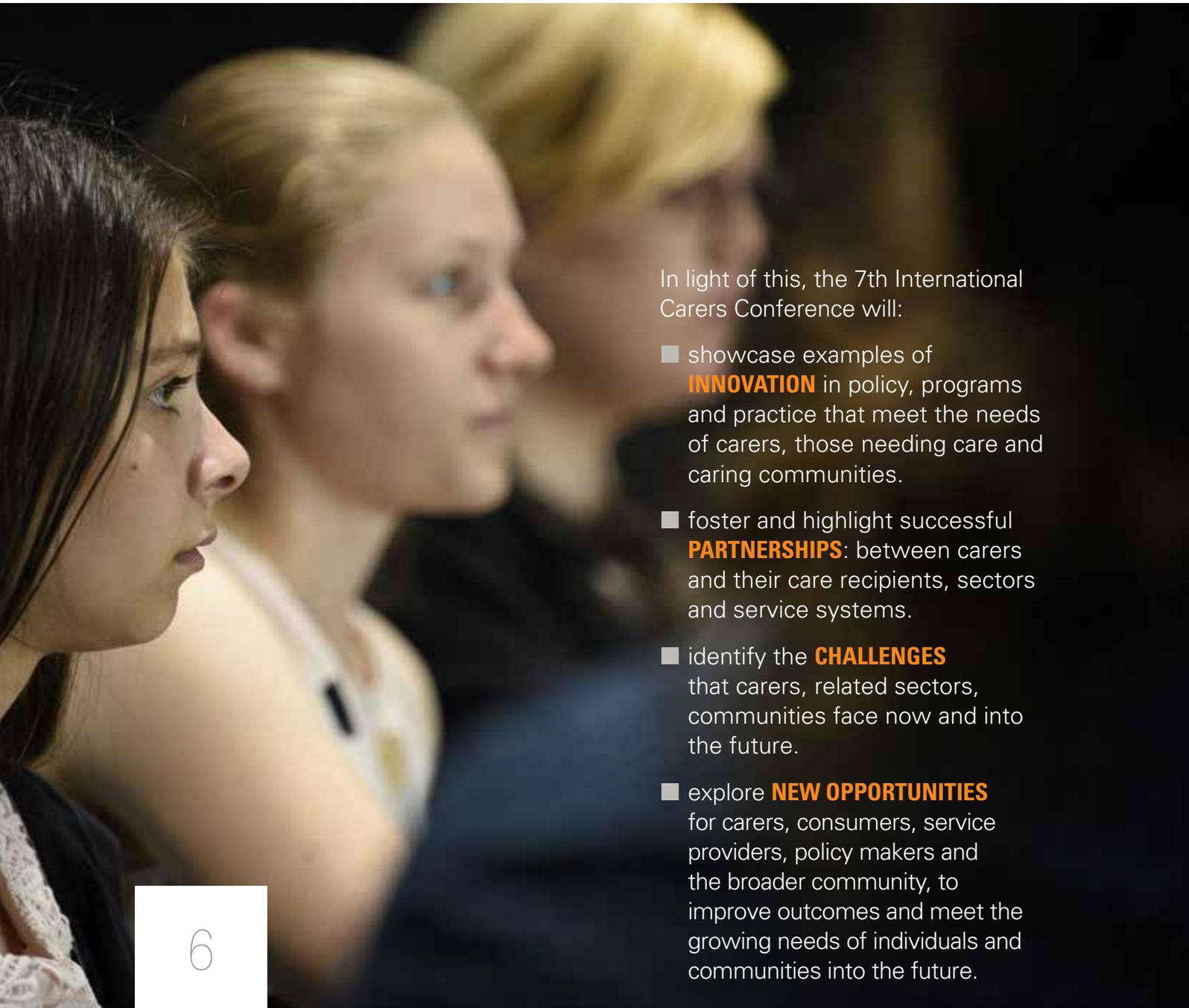
We assure you a stimulating program is being developed with challenging debates, thought-provoking presentations, interactive workshops and new exhibition zones to inspire, inform and drive forward sector collaboration.



Caring into the Future: The new world?

The International Carers Conference theme: **Caring into the Future: the new world?** will focus on innovation, partnerships, future challenges and new opportunities.

The demand for informal care in Australia and across the globe is increasing and the number of unpaid carers — relative to numbers of older people and people with disability and health disorders — is falling. New ways of supporting families and communities to care and support carers is vital to meeting this demand.



In light of this, the 7th International Carers Conference will:

- showcase examples of **INNOVATION** in policy, programs and practice that meet the needs of carers, those needing care and caring communities.
- foster and highlight successful **PARTNERSHIPS**: between carers and their care recipients, sectors and service systems.
- identify the **CHALLENGES** that carers, related sectors, communities face now and into the future.
- explore **NEW OPPORTUNITIES** for carers, consumers, service providers, policy makers and the broader community, to improve outcomes and meet the growing needs of individuals and communities into the future.



Why sponsor the International Carers Conference?

Caring into the Future: the new world? brings together key stakeholders from within five key community and welfare sectors — healthcare, disability, mental health and aged care — plus policy makers, community and business leaders, researchers, advocates, practitioners, carers, consumers, and others committed to improving the lives of unpaid carers, care recipients, their families, networks and communities.

As a conference sponsor, you will be able to promote your organisation, the way it does business and introduce your products to the hundreds of attending delegates.

This will increase your organisation's brand awareness and you will also have the opportunity to make important connections with carers, professionals, educators, academics, health practitioners, community leaders, researchers and consumers from Australia and abroad.

Most importantly, as the primary international event on aged, disability and community care systems, this is a key opportunity for leading corporates to demonstrate their commitment to corporate social responsibility.

Principal partners

Carers Australia is pleased to announce principal partnership with the Adelaide Convention Bureau, Adelaide Convention Centre and the Government of South Australia.



Sponsorship	\$ ^{+GST}	Number
Platinum	SOLD	1
Gold	SOLD	1
Silver	\$20,000	3
Bronze	\$10,000	5
Gala dinner	\$20,000	1
Welcome reception	\$10,000	1
Keynote speaker	\$6,000	
Delegates satchels	\$6,000	
Program handbook	\$5,000	
Pamper station	\$5,000	
Lanyards sponsor	\$4,000	
Themed session	\$4,000	
Lunch sponsor	\$3,000	3
Morning tea and afternoon tea sponsor	\$1,500	6

Sponsorship opportunities

There are a range of sponsorship options to suit all budgets. Choose from one of our exclusive platinum, gold or silver sponsorship packages, or from our diverse list of individual opportunities, including welcome reception, keynote speaker, gala dinner, concurrent sessions, social event, program and handbook, etc.



Platinum sponsor

SOLD

As the Platinum sponsor you will enjoy the highest level of exposure and be affiliated with all aspects of the Conference. This is a unique opportunity to demonstrate your organisation's support and commitment to carers and those they care for.



- Recognition at the opening and closing ceremonies.
- 15 minute speaking opportunity in Plenary Hall on Day 1 of event.
- Recognition as sponsor of a keynote speaker.
- Recognition as sponsor of a concurrent session.
- Two (2) exhibition booths of choice (subject to availability at time of booking).
- Five (5) sponsor registrations (including name badges, satchels, catering for all morning/afternoon teas and all lunches, access to Conference sessions and tickets to the Welcome Cocktail Function and Conference Gala Dinner.
- Corporate electronic banner to be displayed on stage of plenary (artwork to be supplied by Sponsor).
- Corporate sponsor banners displayed within venue (pull-up banner supplied by Sponsor).
- Full page colour advertisement in conference program handbook (artwork to be supplied).
- Banner advertisement on homepage of conference website.
- Acknowledgement and logo on the conference website with a link back to your organisation's website.
- Sponsor logo to be included in all electronic marketing alerts to target market.
- Recognition in the Carers Australia national newsletter during 2017.
- Two (2) promotional inserts in delegate satchels.
- Electronic copy of delegate listing (privacy excluded). Available four (4) weeks, two (2) weeks and one (1) week before the event.

Gold sponsor

SOLD

As a major sponsor, you will receive outstanding exposure and recognition in the lead-up to, during and after the conference. Your engagement will provide you with positive impacts through the following benefits:



- Recognition at the opening and closing ceremonies.

- Recognition as sponsor of a concurrent session.

- Two (2) exhibition booths of choice (subject to availability at time of booking).

- Four (4) sponsor registrations (including name badges, satchels, catering for all morning and afternoon teas and all lunches, access to Conference sessions and tickets to the Welcome Cocktail Function and Conference Gala Dinner).

- Corporate electronic banner to be displayed on stage of plenary (artwork to be supplied by Sponsor).

- Corporate sponsor banners displayed within venue (pull-up banner supplied by Sponsor).

- Half page colour advertisement in the conference program handbook (artwork to be supplied).

- Banner advertisement on homepage of conference website.

- Acknowledgement and logo on the conference website with a link back to your organisation's website.

- Sponsor logo to be included in all electronic marketing alerts to target market

- Recognition in the Carers Australia national newsletter during 2017.

- One (1) promotional insert in delegate satchels.

- Electronic copy of delegate listing (privacy excluded). Available four (4) weeks, two (2) weeks and one (1) week before the event.

Silver sponsor

\$ 20,000 + GST

- Recognition at the opening and closing ceremonies.
- One (1) exhibition booth of choice (subject to availability at time of booking).
- Three (3) sponsor registrations (including name badges, satchels, catering for all morning and afternoon teas and all lunches, access to conference sessions and tickets to the Welcome Cocktail Function).
- Corporate electronic banner to be displayed on stage of plenary (artwork to be supplied by Sponsor).
- Corporate sponsor banners displayed within venue (pull-up banner supplied by Sponsor).
- Quarter page colour advertisement in the conference program handbook (artwork to be supplied).
- Acknowledgement and logo on the conference website with a link back to your organisation's website.
- Sponsor logo to be included in all electronic marketing alerts to target market.
- Recognition in the Carers Australia national newsletter during 2017.
- One (1) promotional insert in delegate satchels.
- Electronic copy of delegate listing (privacy excluded). Available two (2) weeks and one (1) week before the event.



Bronze sponsor

\$ 10,000 + GST

- One (1) exhibition booth of choice (subject to availability at time of booking).
- Two (2) sponsor registrations (including name badges, satchels, catering for all morning and afternoon teas and all lunches, access to Conference sessions and tickets to the Welcome Cocktail Function).
- Corporate electronic banner to be displayed on stage of plenary (artwork to be supplied by Sponsor).
- Corporate sponsor banners displayed within venue (pull-up banner supplied by Sponsor).
- Eighth page colour advertisement in the conference program handbook (artwork to be supplied).
- Acknowledgement and logo on the conference website with a link back to your organisation's website.
- Sponsor logo to be included in all electronic marketing alerts to target market.
- Recognition in the Carers Australia national newsletter during 2017.
- One (1) promotional insert in delegate satchels.

Gala dinner

\$ 20,000 + GST

The International Carers Conference Dinner is the highlight social event on the program and will be held on Thursday 5 October. This is a great opportunity for your organisation to show its commitment to unpaid carers.

- Exclusive international conference dinner sponsorship.

- Address to dinner guests.

- Electronic display of logo during presentation (logo provided by sponsor).

- Logo displayed on dinner menus.

- Two (2) exhibition booths of choice (subject to availability).

- Two (2) sponsor registrations (including name badges, satchels, catering for all morning/afternoon teas and all lunches, access to conference sessions and tickets to the Welcome Cocktail Function).

- A complementary table at the Gala Dinner.

- Corporate sponsor banner displayed within venue (pull-up banner supplied by sponsor).

- Quarter page colour advertisement in the conference program handbook (artwork to be supplied).

- Acknowledgement and logo on the conference website with a link back to your organisation's website.

- Sponsor logo to be included in all electronic marketing alerts to target market.

- Recognition in the Carers Australia national newsletter during 2017.

- One (1) promotional insert in delegate satchels.

- Electronic copy of delegate listing (privacy excluded). Available two weeks and one week before the event.



Welcome reception

\$10,000 + GST

The International Carers Conference Welcome Reception will be held on Wednesday 4 October in the Trade Exhibition. This is an ideal opportunity to be one of the first organisations to be profiled at the event and network with delegates.



- Exclusive welcome reception sponsor.
- Address to guests.
- Acknowledgement as a sponsor on signage during the welcome reception (sponsor to provide pull-up banners for display purposes).
- One (1) exhibition booth of choice (subject to availability at time of booking).
- One (1) sponsor registration (including name badges, satchels, catering for all morning/afternoon teas and all lunches, access to Conference sessions and tickets to the Welcome Cocktail Function).
- Six (6) additional welcome reception tickets.
- Eighth page colour advertisement in the conference program handbook (artwork to be supplied).
- Acknowledgement and logo on the conference website with a link back to your organisation's website.
- Sponsor logo to be included in all electronic marketing alerts to target market.
- Recognition in the Carers Australia national newsletter during 2017.
- One (1) promotional insert in delegate satchels.

Individual sponsorship opportunities

Keynote speaker

\$6,000 + G S T

- One (1) promotional insert in delegate satchels.
- Acknowledgement as the keynote speaker sponsor on the conference website with a link back to your website.
- Acknowledgement in the conference program handbook.
- Recognition in the electronic Carers Australia national newsletter.

Delegates satchels

\$6,000 + G S T

Each delegate attending the event will receive a Conference satchel that will include the Conference Handbook and other material.

- Sponsor logo printed on each satchel.
- One (1) promotional insert in delegate satchels.
- Acknowledgement as the satchel sponsor on the conference website with a link back to your website.
- Acknowledgement in the conference program handbook.
- Recognition in the electronic Carers Australia national newsletter.

Program handbook

\$5,000 + G S T

The conference program is the key pre, during and post-reference tool for delegates, offering you a highly-valued promotion opportunity. It will also contain abstracts, speaker and presenter biographies, exhibitor listings, venue maps and pre and post conference tours and events.

Every delegate will receive a printed copy and it will also be available from the conference website.

- Sponsor logo displayed on back cover of conference program handbook.
- Acknowledgement as the program handbook sponsor on the conference website with a link back to your website.
- Acknowledgement in the conference program handbook.
- One (1) promotional insert in delegate satchels.
- Recognition in the electronic Carers Australia national newsletter.

Pamper station

\$5,000 + G S T

- Naming rights to the Pamper Station within the Exhibition area.
- Equipment to be provided onsite by the Pamper Station sponsor. Basic furniture and equipment will be provided.
- Display of free-standing banners.
- Promotion of appropriate promotional items (at the sponsor's own expense).
- Logo on Pamper Station information posters and advertisements.
- Acknowledgement on the conference website with a link to your website.
- Profile with logo in the conference program handbook.
- One (1) promotional insert in delegate satchels.
- Recognition in the electronic Carers Australia national newsletter.

Lanyards sponsor

\$4,000 + G S T

This type of sponsorship offers prominence of your organisation's name/logo and reaches all delegates.

- Organisation logo on all lanyards.
- One (1) promotional insert in delegate satchels.
- Acknowledgement as a sponsor on the conference website with a link back to your website.
- Acknowledgement in the conference program handbook.
- Recognition in the electronic Carers Australia national newsletter.

Themed session

\$4,000 + G S T

Sponsoring a themed session gives you opportunities to connect directly with those at the conference who share similar interests, and to show your support for particular issues.

As a themed session sponsor, you will be given badging and promotional rights to provide exclusive support for a set of [number] papers in a concurrent session as well as:

- One (1) promotional insert in delegate satchels.
- Acknowledgement as a sponsor on the conference website with a link back to your website.
- Acknowledgement in the conference program handbook.
- Recognition in the electronic Carers Australia national newsletter.

Individual sponsorship opportunities

Lunch sponsor

\$3,000 + GST

- Logo on lunch signage for your specified day.
- Logo in conference program (subject to printing deadlines).
- Logo on conference website.
- Display free-standing pull-up banner in exhibition area during your sponsored lunch.
- Opportunity to hand out flyers during your sponsored lunch.

Morning and afternoon teas sponsor

\$1,500 + GST PER

- Logo on morning or afternoon tea signage for your specified day.
- Logo on conference website.
- Display free-standing pull-up banner in exhibition area during your sponsored morning/afternoon tea.
- Opportunity to hand out flyers during your sponsored morning/afternoon tea.

Advertising opportunity

Conference handbook

The program handbook is distributed to every delegate upon check-in at the conference and is downloadable from the conference website.

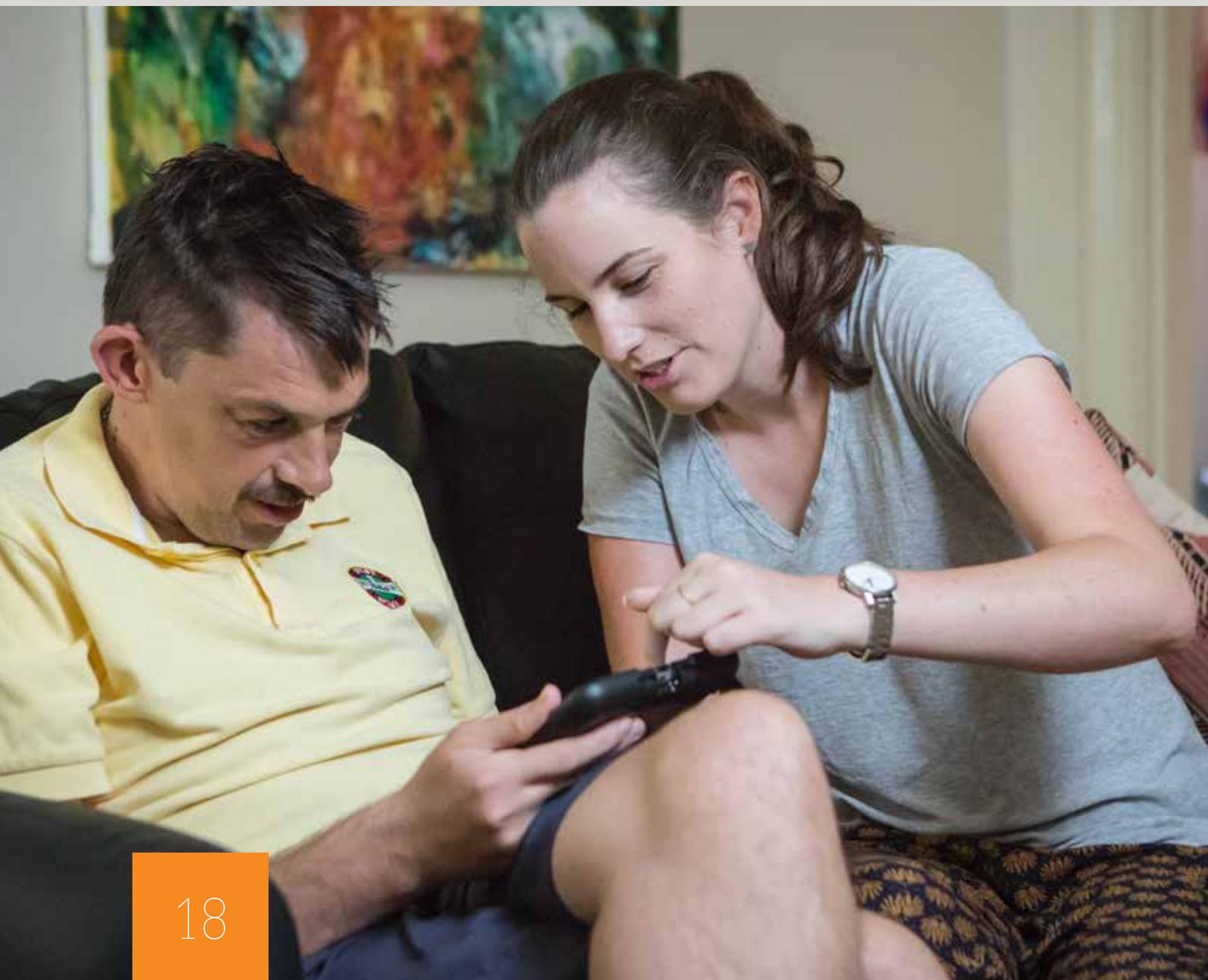
- **\$500 +GST** — Full-page (artwork to be supplied by advertiser)
- **\$250 +GST** — Half page (artwork to be supplied by advertiser)
- **\$150 +GST** — Quarter page (artwork to be supplied by advertiser)

Special sponsorship opportunity

Sponsor a carer

Give a carer in Australia or overseas the opportunity to attend this very important conference. Carers are at the heart of our work and should be involved in discussions around challenges and achievements ... they are the hands-on experts!

All donations against this sponsorship opportunity are welcome and will be deposited into a separate account for selected carers (in Australia and overseas) wishing to attend the conference. If you would like to discuss this opportunity further, email caa@carersaustralia.com.au



Location, location, location

Vibrant Adelaide is globally renowned for its innovation, world class facilities, ease, value, safe clean surrounds and superb climate.

The multi-billion dollar Riverbank Precinct includes an expanded Adelaide Convention Centre, redeveloped Adelaide Oval, Festival Centre, Casino and new world leading integrated health and bio-medical research hub, all interconnected by walkways and a river footbridge. Several new hotels, an expanded retail precinct and the Victoria Square redevelopment are just some of the other developments enhancing Adelaide's global reputation as the complete convention city.

Adelaide has one of the fastest airport to city transfers anywhere in the world (just 10 minutes), with regular direct international and domestic flights. Adelaide

ranks as the most affordable capital in Australia as well as being undoubtedly the most walkable—meaning that delegates will enjoy exceptional ease and value during their event.

South Australian industry is diverse, innovative and powerful, boasting global leaders across a number of key specialty sectors including; health and medicine, bioscience, minerals and energy, agriculture and agribusiness, water, defence, aerospace, education and advanced manufacturing.

It is no secret that the state of South Australia is a one-stop destination for world class wine, unbeatable gourmet produce and unique native wildlife. Spring (September to November) is awash with colour and the average daily temperatures range from 22°C to 11°C.



Sponsorship Application Form

ABN 94 125 108 705



Please return to:

Carers Australia
Carers Conference 2017

Unit 1, 16 Napier Close, Deakin
ACT 2600 AUSTRALIA

Email: caa@carersaustralia.com.au

Tel: +61 (0) 2 6122 9900

Fax: +61 (0) 2 6122 9999

I/we wish to become a sponsor in the following category:

Sponsorship options	\$+GST
Platinum sponsor	SOLD
Gold sponsor	SOLD
Silver sponsor	20,000
Bronze sponsor	10,000
Dinner sponsor	20,000
Welcome Reception	10,000
Keynote sponsor	6,000
Satchel sponsor	6,000
Handbook sponsor	5,000
Pamper station	5,000
Lanyard sponsor	4,000
Themed session sponsor	4,000
Lunch sponsor	3,000
Refreshment break sponsor	1,500
Advertising opportunity	500
Advertising opportunity	250
Advertising opportunity	150
Sponsor a carer	donation

Sponsorships will be allocated strictly in accordance with the date of receipt of application and payment.

Additional information
Provide information about preferred lunch/refreshment break or tailored package in this section.



Sponsor contact	
Name of company	
Address	
	City/State Postcode
Contact person	
Position in company	
Email	
Phone	
Signature	Date

Payment options	
Debit my	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Amex
Credit Card No	
Name on card	
Amount \$	
Expiry date	
Signature	