

7th **International**
carersconference

ADELAIDE CONVENTION CENTRE, SOUTH AUSTRALIA

04-06 OCTOBER 2017

Sponsorship and Exhibition Prospectus



 Carers
Australia

CARING INTO THE FUTURE: THE NEW WORLD?

Welcome

Caring into the future: the new world?

We welcome your involvement in the 7th International Carers Conference at the Adelaide Convention Centre in October.

The conference will identify and examine the issues and challenges faced by carers across Australia and globally, and will showcase innovative services and partnerships as well as the latest research from across the world. We will explore new opportunities to meet the growing needs of carers, care recipients, and the service systems and networks that support them.

The 7th International Carers Conference will bring together policy makers, community and business leaders, researchers, advocates, practitioners, carers and consumers. Our stimulating program will include challenging debates, thought-provoking presentations, interactive workshops and a cutting-edge exhibition zone.

We are expecting up to 800 delegates from across Australia, the Asia Pacific region and around the globe. Visions will be explored and ideas expanded.

The expanding world of technology-enabled products and services will be showcased, assisting carers and our aged, disability and community care systems to tackle the changing nature of caring into the future.

I encourage all organisations to consider the sponsorship opportunities in this prospectus or to interact with your target market via an exhibition booth, details of which are also in this prospectus. Look to the future and place your organisation in the centre of the new world of caring, at the 7th International Carers Conference.

Dr Peter Langkamp
President



Ara Cresswell
CEO



The 7th 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 or exhibit at the 7th 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.

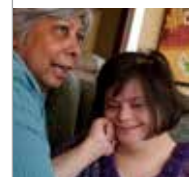
Sponsorship opportunities

Keynote sponsor
Delegates satchel sponsor
Conference app sponsor
Program handbook sponsor
Pamper station sponsor
Lanyard sponsor
Themed session sponsor
Lunch sponsor
Fast WiFi sponsor
Barista coffee trolley sponsor
Refreshment break sponsor
Satchel insert sponsor
Advertising full page
Advertising half page
Advertising quarter page
Advertising eighth page
Sponsor a Carer

Sponsorship opportunities

There are a range of sponsorship options available to suit all budgets.

<p>Keynote speaker \$6,000 ^{+GST}</p>	<ul style="list-style-type: none"> ■ Logo displayed on stage screen of plenary. ■ 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.
<p>Delegates satchel \$6,000 ^{+GST}</p> <p>Each delegate attending the event will receive a Conference satchel that will include the Conference Handbook and other material.</p>	<ul style="list-style-type: none"> ■ 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.
<p>Conference app sponsor (limited to one sponsor) \$6,000 ^{+GST}</p>	<ul style="list-style-type: none"> ■ Logo displayed on banner ads throughout the app. ■ Logo with link to your website placed on the conference webpage. ■ Logo displayed on stage screen of each conference session with the text: Get connected to the conference app #IntCarersConference2017 ■ Acknowledgement in the conference program handbook
<p>Program handbook \$5,000 ^{+GST}</p> <p>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.</p> <p>Every delegate will receive a printed copy and it will also be available from the conference website.</p>	<ul style="list-style-type: none"> ■ 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 +GST

- Naming rights to the pamper station within the exhibition area.
- Equipment to be provided onsite by the pamper station sponsor.
- Display of free-standing banners.
- Display of appropriate promotional items (at the sponsor's own expense).
- Logo on pamper station information posters. Advertisement will be at the sponsors own expense.
- 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.

Lanyard sponsor

\$4,000 +GST

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 +GST

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.

- 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.



<p>Lunch sponsor \$3,000 ^{+GST}</p>	<ul style="list-style-type: none"> ■ Logo on lunch signage for your specified day. <hr/> ■ Logo in conference program (subject to printing deadlines). <hr/> ■ Logo on conference website. <hr/> ■ Display free-standing pull-up banner in exhibition area during your sponsored lunch. <hr/> ■ Opportunity to hand out flyers during your sponsored lunch.
<p>Fast WiFi sponsor \$3,000 ^{+GST}</p>	<ul style="list-style-type: none"> ■ Logo displayed on stage screen of each conference session with the text: Free WiFi brought to you by (your organisation's name). <hr/> ■ Acknowledgement in the conference program handbook. <hr/> ■ Logo with link to your website placed on the conference webpage.
<p>Barista coffee trolley sponsor \$2,000 per day ^{+GST}</p>	<ul style="list-style-type: none"> ■ Logo and branding on the coffee cart. <hr/> ■ Logo in conference program (subject to printing deadlines). <hr/> ■ Display free standing pull-up banner behind the barista trolley in exhibition area. <hr/> ■ Logo on conference website. <hr/> ■ Promotion in the conference e-newsletter.
<p>Refreshment break sponsor Morning and afternoon teas \$1,500 ^{+GST}</p>	<ul style="list-style-type: none"> ■ Logo on morning or afternoon tea signage for your specified day. <hr/> ■ Logo on conference website. <hr/> ■ Display free-standing pull-up banner in exhibition area during your sponsored morning/afternoon tea. <hr/> ■ Opportunity to hand out flyers during your sponsored morning/afternoon tea.
<p>Satchel insert sponsor Government and corporate \$1000 ^{+GST} Not-for-Profit/educational institutions \$600 ^{+GST}</p>	<ul style="list-style-type: none"> ■ The satchel is distributed to every delegate upon check-in at the conference
<p>Program handbook advertising \$500 ^{+GST} — Full-page \$250 ^{+GST} — Half page \$150 ^{+GST} — Quarter page \$100 ^{+GST} — Eighth page</p>	<ul style="list-style-type: none"> ■ The program handbook is distributed to every delegate upon check-in at the conference and is downloadable from the conference website. <hr/> ■ Artwork to be supplied by advertiser.



7th International carersconference

ADELAIDE CONVENTION CENTRE, SOUTH AUSTRALIA

04-06 OCTOBER 2017

Special sponsorship opportunity

Sponsor a Carer

Unpaid carers are at the heart of our work and we want them to be involved in discussions around challenges and achievements ... as they are the hands-on experts.

Give a carer in Australia or overseas the opportunity to attend this very important conference by donating to the Sponsor a Carer program.

All donations—big or small—to this sponsorship are welcome. We want to provide a contribution of up to \$AUD750 to as many carers as possible to assist them to attend the conference.

This contribution will go towards their registration, travel, accommodation or replacement care for the person they care for.

Carers will be asked to fill in an application form, which will be reviewed by members of the conference steering committee. The number of carers selected via the Sponsor a Carer program will be reliant on the number of donations received.

To discuss this opportunity further, email conference@carersaustralia.com.au



*All organisations that donate will receive a receipt

Exhibition

The exhibition will form a major part of the 7th International Carers Conference, which will run from 4 to 6 October 2017.

The exhibition will be held at the front of the Adelaide Convention Centre, with floor to ceiling windows offering natural light. All catering for the conference will be served throughout the exhibition space, offering ample opportunity to promote your products and services.



Timetable

Date	Time	
Tuesday 3 October 2017	12pm – 5pm	Exhibitor bump in
Wednesday 4 October 2017	8am – 6pm	Exhibition open
Thursday 5 October 2017	8am – 6pm	Exhibition open
Friday 6 October 2017	8am – 6pm	Exhibition open
	6pm – 10pm	Exhibitor bump out

Note: Exhibition will be open to the public from 2–5pm on Wednesday & Thursday

Exhibition showcase

Through the exhibition you will:

- meet your target market face-to-face
- expand your business through national and international delegate connections
- enjoy the Welcome Reception
- promote your involvement in the 7th International Carers Conference through your own marketing materials
- tailor your space to demonstrate your products and services in a meaningful and memorable way
- view new technologies and innovations across your industry
- make contacts in your industry.

Who will you meet?

The 7th International Carers Conference will bring together:

- state and federal government representatives
- researchers
- technology developers
- policy makers
- community leaders
- business leaders
- grassroots advocates
- practitioners and service providers
- consumers and carers.

Additional attendees

Two complimentary exhibitor passes are provided to each confirmed exhibiting organisation. If additional personnel are required to staff your stand, they must purchase an additional exhibitor pass. The additional charge is \$300 per person.

Additional exhibitor passes and social function tickets will be available for purchase through the registration form which will be provided within the exhibitor manual.

Exhibitor profile

Each exhibiting organisation will receive:

■ a complimentary exhibitor listing on the conference website www.carersaustralia.com.au/international-conference, the printed conference program and company listing on the mobile app, including:

- logo placement
- contact details
- company overview.

■ two (2) complimentary exhibitor passes which entitles each holder to:

- full exhibition access
- morning tea, lunch and afternoon tea (4–6 October 2017)
- entry to welcome reception
- conference materials.

■ a comprehensive exhibitor manual.

Exhibitor manual

A comprehensive exhibitor manual will be provided to each confirmed exhibiting organisation approximately three months prior to the 7th International Carers Conference 2017. The exhibitor manual will include details on bump in / bump out times, furniture and audio visual hire, freight forwarding, exhibition opening times, additional ticket purchases, sponsorship bag inserts, accommodation options and contact information.



Exhibition stand

Standard 3 x 2 metre shell-scheme exhibition stands are being offered at the conference which include:

- seamless front runner walls and fascia
- velcro compatible
- 1 x fascia name board to display company name
- 1 x set dual 60 watt spotlights (directional)
- 1 x 240 volt / 1000 watt / 4 amp power outlet
- venue flooring (carpet)
- 1 x 1.8m trestle tables
- 2 x black chairs
- 1 x white table cloth

Open floor space is also available for building custom exhibition stands. Open floor stands do not come equipped with walls, floor coverings or electricity. The set-up and cost of these items for open floor exhibitors is additional.

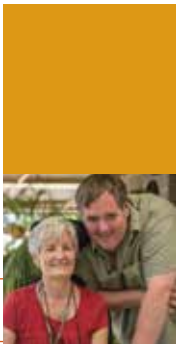
Exhibition tables

There is a 1.5 metre space on each side of the tables to allow space for plenty of movement and access for exhibitors and visitors.

- 1 x 1.8m trestle tables
- 2 x black chairs
- 1 x white table cloth
- 1 x pin board
- power to each table

Vehicle space

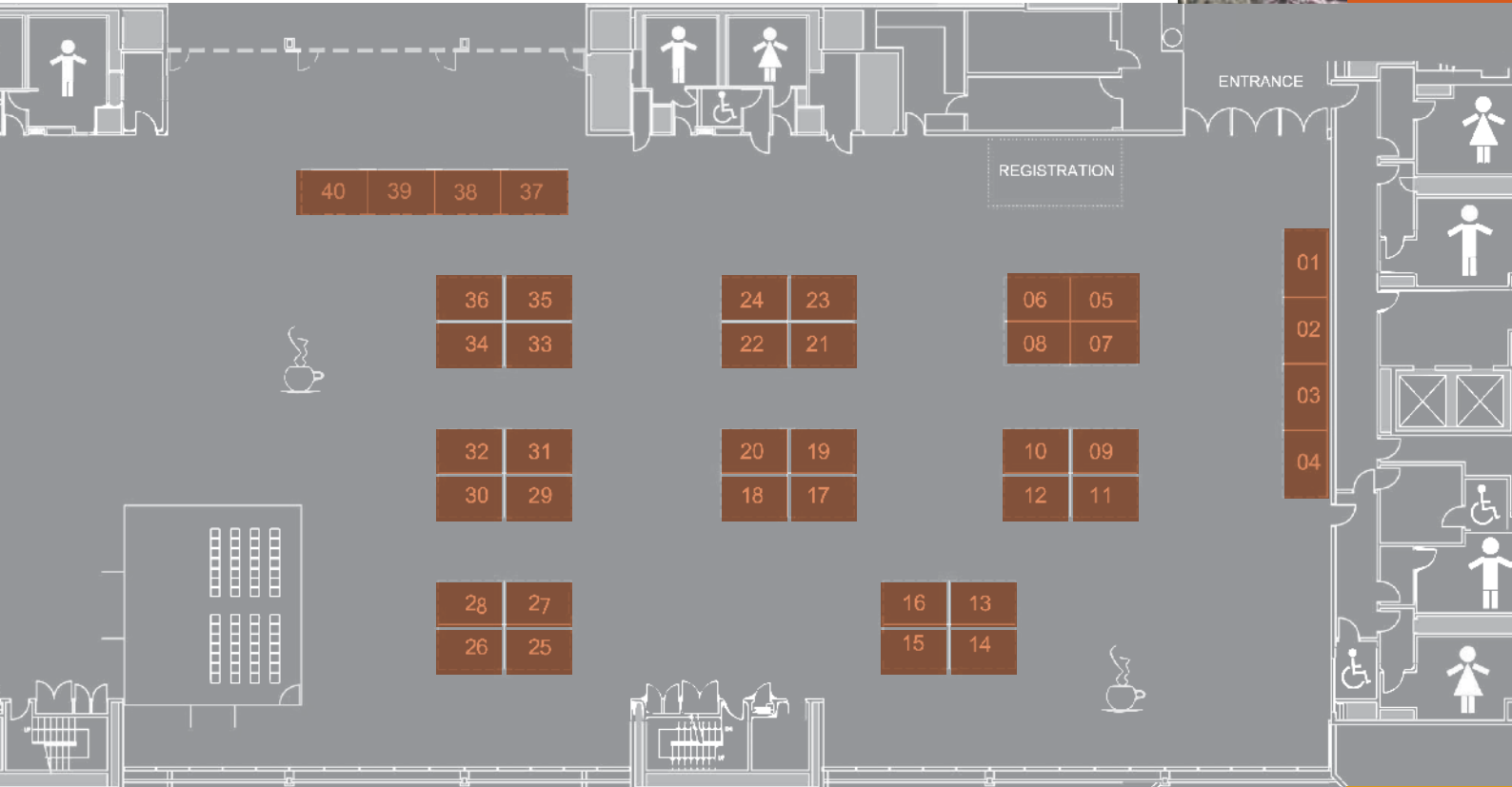
Floor space for a vehicle is also available. Open floor space doesn't come equipped with walls, floors, coverings or electricity.



Floor Plan

A draft floor plan is included below.

Note: The 7th International Carers Conference event team reserves the right to amend the floor plan and relocate any stands if required.



Cost

EXHIBITION STAND

\$3500 (incl GST)	Government/corporate/educational institutions
\$2200 (incl GST)	Not for profit

TABLE

\$900 (incl GST)	Government/corporate/educational institution and not for profit
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VEHICLE SPACE

\$2200 (incl GST)	Government/corporate/educational institution and not for profit
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Note: Multiple stand blocks will be positioned at the discretion of the 7th International Carers Conference event team.

Please indicate your request for a multiple stand and your preferred stand position via email carersaustralia@con-sol.com

Exhibition bookings, enquiries and payment

Bookings

Exhibition stands will be allocated on a strictly first come, first served basis. Stand numbers are limited and full payment of exhibition stands is required at the time of booking.

To book your exhibition stand, table or vehicle space, visit the bookings page:

<https://consol.eventsair.com/carers-australia/carersaus17>

For exhibition stand, table or vehicle space enquiries email:

carersaustralia@con-sol.com

Payment

Payment for the exhibition stand will be by tax invoice. Once booked, a tax invoice will be emailed directly to you for payment by credit card or electronic transfer.

Note: Exhibition bookings will not be considered complete until full payment of the exhibition stand fee is received and confirmed in writing by the 7th International Carers Conference event team.



Booking acknowledgement

Upon receipt of the exhibition booking and full payment, exhibitors will be issued with a confirmation letter and tax invoice from the 7th International Carers Conference event team. Notification of stand allocation will also be provided.

Do I still have to register if I have booked a booth?

All company personnel attending the conference or exhibition are required to register their attendance. Conference registrations are now open. To register visit carersaustralia.com.au/international-conference/registrations/

Sponsorship enquiries and application form

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

Sponsor contact	
Name of company	
Address	
Contact person	
Position in company	
Email	
Phone	
Signature	Date

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

✓ Sponsorship options	\$+GST
Keynote sponsor	6,000
Delegates satchel sponsor	6,000
Conference app sponsor	6,000
Program handbook sponsor	5,000
Pamper station sponsor	5,000
Lanyards sponsor	4,000
Themed session sponsor	4,000
Lunch sponsor	3,000
Fast WiFi conference sponsor	3,000
Barista coffee trolley sponsor	2,000
Refreshment break sponsor	1,500
Satchel insert government and corporate	1,000
Satchel insert NFP/educational institution	600
Advertising full page	500
Advertising half page	250
Advertising quarter page	150
Advertising eighth page	100
Sponsor a carer	donation

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



Email: conference@carersaustralia.com.au
Tel: +61 (0) 2 6122 9900
Fax: +61 (0) 2 6122 9999

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#IntCarersConference



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04-06 OCTOBER 2017

Sponsors

PRINCIPAL



PLATINUM



Australian Government
Department of Social Services

GOLD



SILVER



GALA DINNER



The Pharmacy
Guild of Australia

BRONZE



Government of South Australia
SA Health

Show carers how much they count!



**Carers
Australia**

**NATIONAL
CARERS
WEEK
2017
15-21 OCTOBER**

The value of unpaid care has been estimated at more than \$1 billion per week,
with carers providing 36 million hours of unpaid care.

National Carers Week is an opportunity for all Australians to recognise and
celebrate the value of unpaid carers and their contribution to our nation.

Visit the website and say 'Thank You' to unpaid carers!
Let carers know they count this National Carers Week!

WWW.CARERSWEEK.COM.AU



facebook.com/carersaus



@CarersAustralia

#CarersCount

#Carers2017