



Public Health Association
AUSTRALIA



SPONSORSHIP & EXHIBITION PROSPECTUS

Virtual Australian Public Health Conference 2020

**Public Health Action: Response to bushfires,
climate and coronavirus**

**Monday 19 - Friday 30 October 2020
Virtual Conference**

**#AustPH2020
www.austph2020.com**



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Australian Public Health Conference 2020

Public Health action: Response to bushfires, climate and coronavirus

Dear Potential Sponsor or Exhibitor,

The Public Health Association of Australia (PHAA) and the Conference Advisory Committee invites you to consider sponsoring or exhibiting at the virtual Australian Public Health Conference 2020 being held from Monday 19 to Friday 30 October 2020.

The Australian Public Health Conference (formally the PHAA Annual Conference) is a national conference held by the Public Health Association of Australia (PHAA) which presents a national and multi-disciplinary perspective on public health issues. PHAA members and non-members can contribute to discussions on the broad range of public health issues and exchange ideas, knowledge and information on the latest developments in public health.

Through development of public health policies, advocacy, research and training, PHAA seeks better health outcomes for Australians. The Conference acts as a pathway for public health professionals to connect and share new and innovative ideas that can be applied to local settings and systems to help create and improve health systems for local communities.

The 2020 Conference theme will be: **'Public Health action: Response to bushfires, climate and coronavirus'**. The theme responds to a series of realities which, in different ways, are 'crises' impacting on public wellbeing. The public health sector has much to contribute to developing responses to these crises which are measured, effective and socially equitable, and are based on evidence and scientific thinking. Each of our conference's three headline crises represents serious public and community challenges. They bring risks of lost wellbeing, illness, and even death. They damage our environment, disrupt our economy and diminish social equity creating a significant impact on physical and mental health. "2020" now feels like a tipping point into a new world. One of the dominant societal reactions is anxiety, felt individually and collectively, and this anxiety itself emerges as a public health issue.

What will be the public health response to these events? How do we influence government and private decisions for the better wellbeing of our community? How do we marshal scientific evidence to build persuasive cases? How do we communicate public health messages quickly and effectively? These and other issues will be the subject of this year's Australian Public Health Conference, at which a range of national and international experts will share wisdom with Australia's public health community.

The high priority given to the advancement of Aboriginal and Torres Strait Islander health will be a cross cutting theme over the entire conference. Proposals to ensure strong input on this theme will be actively encouraged.

Sponsorship of the Australian Public Health Conference 2020 offers a strategic opportunity to demonstrate the support your organisation gives to the rapidly moving field of public health and to associate your brand with thought leadership, sector networking and partnership development.

The PHAA team is committed to working with sponsors to match sponsorship and exhibition packages to the strategic objectives of your organisation to ensure you are satisfied with your involvement and return on investment.

We would be delighted to discuss these promotional opportunities or any further ideas you may have for promoting your products or services.

We look forward to hearing from you.

Kind regards,



Adjunct Professor Terry Slevin
CEO, Public Health Association of Australia



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CONFERENCE BACKGROUND

The Australian Public Health Conference (formally the PHAA Annual Conference) is a national conference held by the Public Health Association of Australia (PHAA) which presents a national and multi-disciplinary perspective on public health issues. PHAA members and non-members can contribute to discussions on the broad range of public health issues and exchange ideas, knowledge and information on the latest developments in public health.

Through development of public health policies, advocacy, research and training, PHAA seeks better health outcomes for Australians and the Conference acts as a pathway for public health professionals to connect and share new and innovative ideas that can be applied to local settings and systems to help create and improve health systems for local communities.

In 2020, the Australian Public Health Conference will be held as an online virtual Conference from Monday 19 to Friday 30 October 2020. Live and pre-recorded presentations will be made available to registrants over a period of two weeks. There will be a combination of keynote, long oral and rapid fire presentations. We will be encouraging interaction through Q&A sessions, workshops, e-posters, as well as a virtual exhibition hall.

CONFERENCE OBJECTIVES

The Conference objectives are to:

- Create an environment for knowledge sharing, collaboration and relationship building;
- Promote public health;
- To create an understanding of the past, present and future public health issues;
- Create an inclusive environment with opportunities to discuss issues of diversity, disability and accessibility, and provide an equal opportunity to be part of the program and public health discussion
- Deliver latest research, program implementations and workforce developments;
- Showcase new developments in advocacy in public health through keynote speakers;
- Showcase leadership in public health from established and emerging leaders; and
- Highlight the activities of the PHAA, including state and territory branches and special interest groups, and encourage delegates to work together to achieve better health outcomes for Australian's.

DELEGATE PROFILE

The virtual Conference will attract participants from across Australia and the region. The conference will aim to facilitate conversations on improving effectiveness and efficiencies of public health through knowledge sharing and relationship building. The program must consider the needs and interests of the public health audience to ensure attraction and participation to the virtual conference.

The target audience for the conference is people who work for educational institutions, health agencies, associations, organisations, clinical health centres and employed as health administration and promotion officers, educators, planners, researchers, scientists, nurses and including a wide range of allied health professionals working locally, regionally, nationally and globally. Students are also encouraged to attend and submit to present their work at the conference.

LOCATION

Due to restrictions imposed by the COVID-19 pandemic, the Australian Public Health Conference 2020 will be held as an online virtual Conference.

ABOUT THE CONFERENCE

CONFERENCE PROMOTION

The virtual Australian Public Health Conference 2020 will be promoted widely to the public health sector. This will include direct email campaigns, member newsletters, extensive exposure on conference material, on the conference website, in the official program, digital information kiosk, and other opportunities as per the sponsorship agreement.

OPPORTUNITIES

Sponsoring and/or exhibiting at the virtual Australian Public Health Conference 2020 offers your organisation the opportunity to be involved with an important Conference highlighting challenges relating to public health in Australia and the region. Sponsorship and/or exhibition of the conference provides an excellent opportunity to:

- Demonstrate your organisation's support of the public health sector and organisations which deliver it;
- Promote your organisation and products to delegates;
- Increase brand awareness with an engaged, relevant and influential audience; and
- Network and build new relationships with key industry figures.

The selection of sponsorship and exhibition packages presented in this prospectus have been developed to ensure a successful outcome for sponsors, exhibitors and all participants of the virtual conference.

In addition to the set packages outlined, sponsorship and exhibition packages can be customised to meet your organisation's specific objectives, within the capabilities of the online Conference platform.

Early confirmation of your sponsorship and/or exhibition package of the virtual Australian Public Health Conference 2020 will ensure an even higher level of exposure. An extensive promotional campaign including email broadcasts and web exposure will be implemented providing the opportunity for your company to be represented as a key sponsor of the conference well in advance of the event.

TO BOOK

For more information or to book a sponsorship and/or exhibition package, please contact:

Jamie Evans
Events Officer
A: PO Box 319 Curtin, ACT 2612
T: 02 6171 1310
E: JEvans@phaa.net.au



NOTES

- Sponsorship and exhibition packages will be booked in accordance to [PHAA's Sponsorship Protocol](#);
- All costs are GST inclusive;
- All digital flyers are to be supplied by the sponsor or exhibitor;
- All timeframes must be met in order to achieve package entitlements;
- All artwork / logos are to be supplied by the sponsor in high resolution formats; and
- Virtual registrations are unable to be shared.



PRINCIPAL SPONSOR

Under Offer

Exclusive, only one available

As the Principal Sponsor your organisation will have high visibility and maximum exposure at the virtual conference. This is a unique opportunity to be placed at the forefront of the delegates and receive recognition for your support of the public sector.

ENTITLEMENTS

- Name acknowledgement as the virtual Australian Public Health Conference 2020 Principal Sponsor;
- Specific acknowledgement of your role as the Conference Principal Sponsor in the welcoming video;
- Logo recognition as the Conference Principal Sponsor in all conference promotional material including conference e-bulletins, on the conference website and the cover of the official program;
- Opportunity to have a 3 minute video explaining why you are engaged in the Conference, available in the virtual Conference (content subject to approval);
- Opportunity to sponsor the opening plenary session and have your logo displayed in the conference program for that session and on the holding slides;
- 1 x full page colour advertisement on the inside cover of official program (finished artwork to be supplied);
- Profile in the 'Introducing the Sponsors' email;
- Profile in the 'Introducing the Exhibitors' email;
- 1x Banner in e-bulletin to registered delegates (finished artwork to be supplied);
- Organisation logo, contact details and profile on the Conference website;
- 18 x Virtual Conference registrations;
- 3 x Digital promotional flyers included on the virtual information kiosk (subject to approval);
- One on one meetings between exhibitors and delegates;
- Exhibition profile, including contact details and chat function (chat functionality to be confirmed);
- Opportunity to have a 2 minute video in the Exhibitor portal, promoting your organisation (content subject to approval); and
- A consenting delegate list (excluding contact details).

SPONSORSHIP OPPORTUNITIES

ASSOCIATE SPONSOR

\$9,000 (including GST)

Three available

As an Associate Sponsor your organisation will have high visibility and exposure at the virtual conference. This is a unique opportunity to be placed at the forefront of the delegates and receive recognition for your support of the public health sector.

ENTITLEMENTS

- Name acknowledgement as a virtual Australian Public Health Conference 2020 Associate Sponsor;
- Specific acknowledgement of your role as a Conference Associate Sponsor in the welcoming video;
- Logo recognition as a Conference Associate Sponsor in all conference promotional material including conference e-bulletins, on the conference website and the cover of the official program;
- Opportunity to have a 3 minute video explaining why you are engaged in the Conference, available in the virtual Conference (content subject to approval);
- Opportunity to sponsor a plenary session and have your logo displayed in the conference program for that session and on the online portal;
- 1 x full page colour advertisement in the official program (finished artwork to be supplied);
- Profile in the 'Introducing the Sponsors' email;
- Profile in the 'Introducing the Exhibitors' email;
- 1x banner in e-bulletin to registered delegates (finished artwork to be supplied);
- Organisation logo, contact details and profile on the Conference website;
- 13 x Virtual Conference registrations;
- 2 x Digital promotional flyers included on the virtual information kiosk (subject to approval);
- One on one meetings between exhibitors and delegates;
- Exhibition profile, including contact details and chat function (chat functionality to be confirmed);
- Opportunity to have a 2 minute video in the Exhibitor portal, promoting your organisation (content subject to approval); and
- A consenting delegate list (excluding contact details).



SPECIAL INTEREST STREAM SPONSOR

\$7,500 (including GST)

Limited number available

A Special Interest Stream Sponsor allows organisations to engage in the great work presented at the virtual Australian Public Health Conference 2020. Your brand will be in front of delegates viewing the concurrent sessions at the virtual Australian Public Health Conference in association with a particular topic.

ENTITLEMENTS

- Name acknowledgement as a virtual Australian Public Health Conference 2020 Special Interest Stream Sponsor;
- Specific acknowledgement of your role as a Conference Special Interest Stream Sponsor in the welcoming video;
- Logo recognition as a Conference Special Interest Stream Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Opportunity to sponsor a concurrent session and have your logo displayed in the conference program for that session and on the online portal;
- 1 x half page colour advertisement in the official program (finished artwork to be supplied);
- Profile in the 'Introducing the Sponsors' email;
- Organisation logo, contact details and profile on the Conference website;
- 6 x Virtual Conference registrations;
- 1 x Digital promotional flyer included on the virtual information kiosk (subject to approval); and
- A consenting delegate list (excluding contact details).



SPONSORSHIP OPPORTUNITIES

AFFILIATION SPONSOR

\$5,500 (including GST)

Limited number available.

An Affiliation Sponsor allows organisations to engage in the virtual Australian Public Health Conference 2020 and have the opportunity to have your brand in front of delegates at the virtual Australian Public Health Conference.

ENTITLEMENTS

- Name acknowledgement as a virtual Australian Public Health Conference 2020 Affiliation Sponsor;
- Specific acknowledgement of your role as a Conference Affiliation Sponsor in the welcoming video;
- Logo recognition as a Conference Affiliation Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Opportunity to sponsor a concurrent session and have your logo displayed in the conference program for that session and on the online portal;
- Profile in the 'Introducing the Sponsors' email;
- Profile in the 'Introducing the Exhibitors' email;
- Organisation logo, contact details and profile on the Conference website;
- 4 x Virtual Conference registrations;
- 1 x Digital promotional flyer included on the virtual information kiosk (subject to approval);
- One on one meetings between exhibitors and delegates;
- Exhibition profile, including contact details and chat function (chat functionality to be confirmed);
- Opportunity to have a 2 minute video in the Exhibitor portal, promoting your organisation (content subject to approval); and
- A consenting delegate list (excluding contact details).



E-POSTER PRESENTATION PATRON

\$2,500 (including GST)

Only one available.

Sponsorship of the e-poster presentations allows your organisation to show support of the great work presented at the virtual Australian Public Health Conference 2020.

ENTITLEMENTS

- Name acknowledgment as the virtual Australian Public Health Conference 2020 e-Poster Presentation Patron;
- Specific acknowledgment of your role as the Conference e-Poster Presentation Patron in the welcoming video;
- Logo recognition as the Conference e-Poster Presentation Patron in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Opportunity to have your logo associated with the e-poster presentations, including in the Conference program for the e-poster sessions and on the online portal;
- Profile in the 'Introducing the Sponsors' email;
- Organisation logo, contact details and profile on the Conference website;
- 2 x Virtual Conference registrations;
- 1 x Digital promotional flyer included on the virtual information kiosk (subject to approval); and
- A consenting delegate list (excluding contact details).



SPONSORSHIP OPPORTUNITIES

PROMOTIONAL PATRON

\$1,500 (including GST)

Only one available.

Becoming a promotional patron allows your organisation to show support of the great work presented at the virtual Australian Public Health Conference 2020 by promoting to your networks, and in return your organisation will receive promotion and engagement opportunities at the virtual Australian Public Health Conference.

REQUIREMENTS

- Listing of the virtual Australian Public Health Conference 2020 on your organisation website; and
- 2x promotional posts on your organisations twitter account, promoting the virtual Australian Public Health Conference.

ENTITLEMENTS

- Name acknowledgement as a virtual Australian Public Health Conference 2020 Promotional Patron;
- Specific acknowledgement of your role as a Conference Promotional Patron in the welcoming video;
- Logo recognition as a Conference Promotional Patron in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Profile in the 'Introducing the Sponsors' email;
- Organisation logo, contact details and profile on the Conference website;
- 2x Virtual Conference registrations;
- 1 x Promotional flyer included on the virtual information kiosk (subject to approval); and
- A consenting delegate list (excluding contact details).



SPONSORSHIP OPPORTUNITIES

ABSTRACT PRESENTATION AWARD SPONSOR

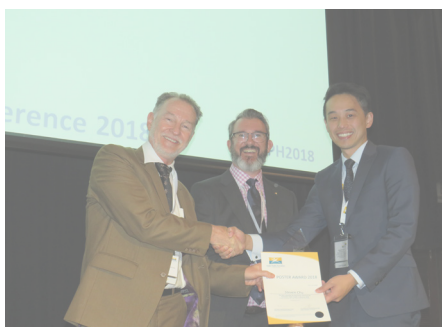
- **Public Health Research Award Sponsor - \$1,500 (including GST)**
- **Advocacy & Leadership Award Sponsor - \$1,500 (including GST)**
- **Capacity Building Award Sponsor - \$1,000 (including GST)**
- **Early Career/Young Professional Award Sponsor - \$850 (including GST)**
- **First Time Presenter Award Sponsor - \$650 (including GST)**
- **Best E-Poster Award Sponsor - \$650 (including GST)**

Only one available for each award.

The abstract presentation awards have been created to highlight the great work presented at the virtual Australian Public Health Conference and recognise the contribution presenters have to the program and public health sector. By Sponsoring an award you are showing your support for the public health sector as well as enabling presenters to be recognised for their contribution and work in advancing public health issues for better health outcomes for all Australians.

ENTITLEMENTS

- Name acknowledgment as an Awards Sponsor;
- Specific acknowledgment of your sponsorship in the welcoming video;
- Logo recognition as an Awards Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Logo recognition and acknowledgment for sponsored award, including on the award trophy and certificate;
- Profile in the 'Introducing the Sponsors' email; and
- Company logo, contact details and profile on the conference website.



PROMOTIONAL OPPORTUNITIES

CONFERENCE PROGRAM ADVERTISEMENT

Subject to availability

The conference program is a detailed electronic document made available to all conference delegates. It contains full details relating to the conference, presenters, presentations, supporters and includes advertisements. It is constantly used and referred to throughout the conference and provides a superior opportunity to raise brand awareness. A limited number of full colour advertising slots are available.

PRICING

- Full page: \$660
- Half page: \$330

Artwork specs

- Full page size: Width = 230mm, Height = 210mm, 5mm bleed + crop marks
- Half page size: Width = 230mm, Height = 210mm, 5mm bleed + crop marks

Finished artwork needs to be supplied as high resolution press optimised PDF files.

Original artwork (converted to PDF) must be CMYK and photos, logos, etc. used in the original file must be at least 300 dpi at the final print size.

Please note: Program advertisements need to be supplied by Friday 18 September 2020 otherwise they will not be included.





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Photo by freestocks.org from Pexels



Photo by Startup Stock Photos from Pexels

EXHIBITION OPPORTUNITIES

VIRTUAL EXHIBITOR

\$900 (including GST)

Limited opportunities available

Exhibiting provides your organisation with access to delegates representing the leaders in their fields who are in the mindset to learn and explore new options.

As an exhibitor you will be:

- Highly visible at the virtual Australian Public Health Conference 2020;
- Provided with opportunities for virtual interaction and one on one chat with delegates;
- Building links with leaders in public health;
- Associated with quality, innovation and excellence through an event with a reputation for addressing cutting edge issues; and
- Provided with the opportunity to showcase your products and services.

ENTITLEMENTS

- Name acknowledgement as an Australian Public Health Conference 2020 Virtual Exhibitor;
- Specific acknowledgement of your role as a Virtual Exhibitor in the welcoming video;
- Logo recognition as a Conference Virtual Exhibitor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Profile in the 'Introducing the Exhibitors' email;
- 2 x Virtual Conference registrations;
- 1 x Digital promotional flyer included on the virtual information kiosk (subject to approval);
- One on one meetings between exhibitors and delegates;
- Exhibition profile, including contact details and chat function (chat functionality to be confirmed); and
- Opportunity to have a 2 minute video in the Exhibitor portal, promoting your organisation (content subject to approval).



TERMS AND CONDITIONS

- PHAA reserves the right to amend the sponsorship and exhibition packages to benefit the sponsor, exhibitor, conference and delegates.
- Sponsors and Exhibitors will be selected based on their ability to meet conference requirements. PHAA reserves the right to review all display materials provided by a Sponsor or Exhibitor and/or with discretion, refuse any application.
- All Sponsors and Exhibitors must comply with the principles that their sponsorship must:
 - Comply with the [PHAA Sponsorship Protocol](#);
 - Withstand professional and public scrutiny;
 - Conform to professional and community standards of ethics and good taste; and
 - Not bring PHAA and/or the industry into disrepute.
- The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the PHAA and all prices in this prospectus are quoted inclusive of GST.
- PHAA reserves the right to vary the prices in accordance with any movements in the legislated rate of the GST.
- Provision of a logo is taken to be permission for the PHAA to use that intellectual property to advertise and promote the conference.
- Sponsorship or exhibition space will be allocated only on receipt of a signed Booking Form. A letter of confirmation and tax invoice will be provided to confirm the booking. The full amount is due and payable within 14 days of receiving the tax invoice.
- Exhibitors must hold public and liability insurance to a minimum of AUD\$10 million. Certificates of currency for the insurance may be requested.

Cancellation Policy

All cancellations must be notified to Jamie Evans, Events Officer, PHAA in writing by email before the cancellation can be processed. Cancellations will not be deemed to be received until you have written confirmation from PHAA. If you have not received acknowledgement within two (2) business days, please contact Jamie Evans on (02) 6171 1310. If the cancellation is not received in writing, the sponsorship or exhibition space will not be cancelled and the full amount will still be payable.

For cancellations received in writing by PHAA on or before 19 July 2020, a service fee of 50% of total fees will apply. No refunds will be made for cancellations after 19 July 2020.

After a sponsorship or exhibition has been confirmed, a reduction in sponsorship size or withdrawing from an exhibition package will be considered a cancellation and will be governed by the above cancellation policy.

Exhibition space will be allotted in the order in which applications and payments are received.

PHAA will not discount or refund for any entitlements or facilities not used or not required.

The delivery of sponsorship and exhibition entitlements will be provided subject to the Sponsor's/Exhibitor's application meeting production timelines.

No Sponsor or Exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship or exhibition package except upon written consent of the PHAA Events Officer.

Sponsor or Exhibitor staff participating as part of the sponsorship or exhibition package will be required to agree to the standard delegate terms and conditions.

Should, for any reason outside the control of PHAA, speakers change or the event be cancelled, PHAA will endeavour to reschedule. In this instance the sponsor/exhibitor will indemnify and hold PHAA harmless from and against any and all costs, damages and expenses. PHAA does not accept responsibility for, and the sponsor/exhibitor indemnifies PHAA against, any costs, or charges incurred by the sponsor/exhibitor in the process of participating in the virtual Australian Public Health Conference 2020. This agreement is subject to the laws of the Australian Capital Territory and agreement to these terms and conditions indicates acceptance of this indemnity.

PHAA will not be held liable, nor will a refund be optional if delegates, sponsors, speakers or exhibitors are unable to access, connect or have difficulty with internet connection, sound or visuals when participating in the virtual Australian Public Health Conference 2020. PHAA will endeavor to provide information on how to access the virtual Australian Public Health Conference 2020, however delegates further acknowledge that PHAA is not responsible for their IT connection or any issues caused by settings on devices used to access the virtual Australian Public Health Conference 2020, and delegates will endeavor to solve these issues with advice from their organisations IT or support/suppliers of the devices they are using, and further acknowledge that PHAA is not required to provide IT support services in association with the virtual conference.

Neither party shall be liable in damages or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including, but not limited to Acts of God, Government restrictions (including the denial or cancellation of any export or other necessary license), wars, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

BOOKING FORM

Australian Public Health Conference 2020

Organisation: _____
Contact Name: _____
Position: _____
Postal Address: _____
Phone: _____
Email: _____
Booth Preferences: _____

SPONSORSHIP PACKAGES		
Type	Cost	Select
Principal Sponsor	Under Offer	<input type="checkbox"/>
Associate Sponsor	\$9,000	<input type="checkbox"/>
Special Interest Stream Sponsor	\$7,500	<input type="checkbox"/>
Affiliation Sponsor	\$5,500	<input type="checkbox"/>
E-Poster Presentation Patron	\$2,500	<input type="checkbox"/>
Promotional Patron	\$1,500	<input type="checkbox"/>
Abstract Award Sponsor		
• Public Health Research Award	\$1500	<input type="checkbox"/>
• Advocacy & Leadership	\$1500	<input type="checkbox"/>
• Capacity Building Award	\$1000	<input type="checkbox"/>
• Early Career/Young Professional Award	\$850	<input type="checkbox"/>
• First Time Presenter Award	\$650	<input type="checkbox"/>
• Best E-Poster Award	\$650	<input type="checkbox"/>

EXHIBITION PACKAGES		
Virtual Exhibitor	\$900	<input type="checkbox"/>

PROGRAM ADS		
Full page program ad	\$660	<input type="checkbox"/>
Half page program ad	\$330	<input type="checkbox"/>

All prices are GST inclusive and in AUD

To book a sponsorship package, please send the completed form to:
 Jamie Evans, Events Officer, PHAA, E: JEvans@phaa.net.au, T: 02 6171 1310

CONFIRMATION

Please note: Upon completion of this form a tax invoice and contract will be provided. Confirmation of sponsorship and exhibition spaces is conditional upon this form and contract being completed and all payment has been received. The PHAA reserve the right to reassign any sponsorship or exhibition package if the terms and conditions outlined in the sponsorship and exhibition brochure are not fulfilled.

Upon confirmation, this contract is binding on the signature below.

☐ I/We agree to comply with the terms and conditions and all provisions of the sponsors and exhibitors contractual obligations all of which I/we acknowledge, have read and understood.

Name of authorised person: _____
Position: _____
Signature: _____
Date: _____



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