

Breastfeeding: A thirst for knowledge

2022 Annual Health Professional Seminar Series

ababreastfeedingseminars.asn.au

Sponsorship and exhibition prospectus



Australian
Breastfeeding
Association



The Australian Breastfeeding Association invites you to partner with us for our 2022 Annual Health Professional Seminar Series – *Breastfeeding: A thirst for knowledge.*

Health professionals trust the Australian Breastfeeding Association, Australia's leading authority on breastfeeding and a Registered Training Organisation (RTO), to provide them with the latest evidence-based research and developments on breastfeeding.

The 2022 Annual Health Professional Seminar Series is the Australian Breastfeeding Association's flagship event of the year. Featuring an array of highly respected speakers, the series will attract hundreds of health professional delegates across Australia.

Delegates can choose to attend a live one-day seminar in Sydney, Brisbane, Melbourne or Perth or register exclusively for the online program. The online program is included free of charge with registration for all live seminar attendees. Delegates can view the online program from 31 March to 31 May 2022. It consists of presentations recorded at the live seminars as well as five additional pre-recorded presentations.

Delegates attend this seminar for their professional development, networking and to gather information on useful, ethically sound products and services to share with colleagues and recommend to the families they support. Sponsorship of the Annual Health Professional Seminar Series provides the perfect opportunity to promote your brand to a diverse group of health professional influencers, as well as illuminating your organisation's commitment to evidence-based practice.

Key dates

SYDNEY Monday 7 March 2022
Hilton Sydney, 488 George Street

BRISBANE Tuesday 8 March 2022
Sofitel Brisbane Central, 249 Turbot Street

MELBOURNE Friday 11 March 2022
Pullman Melbourne on the Park,
192 Wellington Parade

PERTH Saturday 12 March 2022
Parmelia Hilton Perth, 14 Mill Street

ONLINE PROGRAM
31 March to 31 May 2022





WEBSITE AND eNEWSLETTER AUDIENCE

- 7.9 million visits to the Australian Breastfeeding Association website over the past two years, with a new, refreshed website launching late 2021
- 10k eNewsletter subscribers

SOCIAL MEDIA AUDIENCE

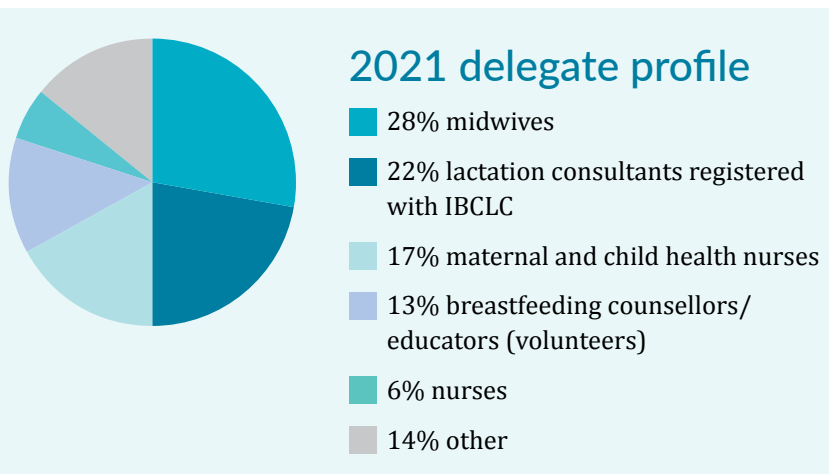
- Facebook **118K** @ozbreastfeeding
- Instagram **32K** @ozbreastfeeding
- Twitter **6K+** @OzBreastfeeding
- LinkedIn **1K+** @ozbreastfeeding

The Australian Breastfeeding Association welcomes all WHO Code compliant companies and exhibitors to sponsor this event. For more information about the WHO Code, please visit breastfeeding.asn.au/who-code

The seminar audience

The seminars are attended by a diverse range of health professionals including:

- Lactation consultants
- Maternal and child health nurses
- Midwives
- Paediatric nurses
- NICU and special care nurses
- Dietitians
- Speech pathologists
- Medical doctors
- Breastfeeding counsellors/educators
- Naturopaths
- Doulas
- Allied health professionals, and
- Other health professionals in the sector.



Why partner with us?

By partnering with the Australian Breastfeeding Association and sponsoring the 2022 Annual Health Professional Seminar Series, you will have the opportunity to:

- Reach a targeted audience of over 10,000 health professionals and breastfeeding experts via our trusted and evidence-led printed and digital communications
- Address up to 1000 health professional delegates at the seminars
- Connect with maternal and infant health thought-leaders, breastfeeding counsellors and the broader health sector
- Increase your brand awareness among a highly targeted audience of health influencers
- Strengthen your brand by aligning with Australia's most trusted name in infant feeding
- Build relationships, collaborations and networks within the sector

Sponsorship

The Annual Health Professional Seminar Series provides a great opportunity to reach a diverse group of health professional influencers. In 2022, the Australian Breastfeeding Association is offering a range of sponsorship levels to suit any budget and promotional strategy. Whether your preference is making a big stand in a completely customised way, or you'd like to showcase your brand in a more relaxed atmosphere, we'll have the perfect option for you.



PLATINUM* INVESTMENT \$15,000†	ENHANCED GOLD INVESTMENT \$11,000†	GOLD INVESTMENT \$7000†	SILVER INVESTMENT \$5000†	ONLINE PROGRAM INVESTMENT \$4000†	BRONZE INVESTMENT \$3500†
Acknowledgement across all 2022 seminar series promotional material:					
✓	—	—	—	—	—
Opportunity to provide a 5-minute address to the delegates at each of the four venues:					
✓	—	—	—	—	—
Email sent out to all delegates:					
✓	✓	—	—	—	—
Acknowledgement as a sponsor:					
At opening and closing of each seminar as well as on the online program registration page	At opening and closing of each seminar	At opening and closing of each seminar	—	—	—
Company logo displayed on seminar programs:					
✓	✓	✓	✓	✓	✓
Company logo displayed on sponsor loop during seminar at each of the four venues:					
✓	✓	✓	✓	✓	✓
Logo and hyperlink to your website on seminar website:					
✓	✓	✓	✓	✓ as well as on online program registration page	✓
Acknowledgement at opening and closing of each seminar:					
✓	✓	—	—	—	—
Exhibition space at each of the four seminars:					
Premium space (2 tables)	Premium space (2 tables)	Prominent space (1 table)	1 table	—	1 table
Items in delegate satchels at each of the four seminars:					
3	3	2	2	1	1
Company banner advertisement in Australian Breastfeeding Association personal member eNewsletters – database of over 5000 personal members (subject to timing):					
3 eNewsletters	2 eNewsletters	1 eNewsletter	1 eNewsletter	—	—
Company banner advertisement in Australian Breastfeeding Association professional member eNewsletters – database of over 5000 healthcare professionals (subject to timing):					
3 eNewsletters	2 eNewsletters	1 eNewsletter	1 eNewsletter	—	—
Social media announcements (subject to timing):					
4	3	2	2	2	2

*There may be agreements in place with some organisations, which do not allow the same level of sponsorship to be offered to competing organisations. † ex GST

Platinum*

Investment \$15,000 ex GST

As a Platinum Sponsor of the 2022 Annual Health Professional Seminar Series, you will have premium access to our diverse group of health professionals in attendance at both the live and online programs. At each live seminar, you will have the opportunity to do a five minute, direct address to delegates. A Platinum Sponsorship will give you the right to promote your support via your website and other marketing collateral. Your logo will be featured alongside all marketing and promotion of the 2022 seminar series. Special announcements via Australian Breastfeeding Association communications (including social media pages) will be granted to our Platinum Sponsors. This includes an email sent out to all delegates on your behalf at a time that suits you (prior to, during or after the seminar series**). You design the email with attachments, graphics and/or links, and we send it out to the delegate database. In addition, our Platinum Sponsors will have prime exhibition space at all seminars, ensuring there is ample opportunity to engage with delegates throughout the day.

Enhanced Gold

Investment \$11,000 ex GST

As an Enhanced Gold Sponsor of the 2022 seminar series, you will have exposure and a unique opportunity to actively engage with health professionals working in maternal and infant health. Enhanced Gold Sponsorship will allow you to promote your support via your website and other marketing collateral. Your logo will be featured alongside all marketing and promotion of the 2022 seminar series. Special announcements via Australian Breastfeeding Association communications (including social media pages) will be granted to Enhanced Gold Sponsors. This includes an email sent out to all delegates on your behalf at a time that suits you (prior to, during or after the seminar series**). You design the email with attachments, graphics and/or links, and we send it out to the delegate database. In addition, our Enhanced Gold Sponsors will have prime exhibition space at all seminars, ensuring there is ample opportunity to engage with delegates throughout the day.

Gold

Investment \$7000 ex GST

Gold Sponsors will receive ongoing acknowledgement for their support of the 2022 seminar series. Promotional exposure as a Gold Sponsor will ensure you have every opportunity to promote your organisation and actively engage with maternal and infant healthcare professionals. As a Gold Sponsor you will receive promotional material across the registration site, including a link to your website, as well as in the seminar program. Social media opportunities will also be available. Exhibition space in a prominent location at all seminars will also be available to Gold Sponsors.

Silver

Investment \$5000 ex GST

Becoming a Silver Sponsor of the 2022 seminar series gives you exposure before and at each of the events, as well as the opportunity to network with maternal and infant healthcare professionals. As a Silver Sponsor you will receive ample promotional opportunities from the Australian Breastfeeding Association, including exposure within the seminar program and on the registration site. You will receive an exhibition space at each seminar. Additional marketing opportunities are also available, including your organisation advertising banner in an the Australian Breastfeeding Association eNewsletter, which is sent to over 5000 healthcare professionals.

Online Program

Investment \$4000 ex GST

Along with the live seminars, the 2022 seminar series will include an online program. This program is available as a webinar series to health professionals for a limited time between 31 March to 31 May 2022. As a sponsor of this program, your logo and a hyperlink to your website will be included on the online program registration page.

Bronze

Investment \$3500 ex GST

As a Bronze Sponsor, you will have the opportunity to show your support for the Australian Breastfeeding Association and the 2022 seminar series. Bronze Sponsorship grants you an exhibition display at each of the four seminars, as well as inclusion in the seminar program. The Australian Breastfeeding Association will also include your logo and a hyperlink to your website on the seminar website. Your sponsorship will include one exhibition space at each of the seminars.

*There may be agreements in place, with some organisations, which do not allow the same level of sponsorship to be offered to competing organisations.

**Subject to timing and Australian Breastfeeding Association approval

Food and drink sponsorship options

Our food and drink sponsorship options are an ideal way to connect with seminar delegates in a more congenial setting. Delegates linger and network as they are getting food and drinks, so it is the perfect opportunity to showcase your brand in a more relaxed setting and at great value.



COFFEE CART INVESTMENT \$2000 [†] PER SEMINAR OR \$7000 [†] FOR ALL FOUR SEMINARS	LUNCH INVESTMENT \$1500 [†] PER SEMINAR OR \$5000 [†] FOR ALL FOUR SEMINARS	MORNING TEA INVESTMENT \$1000 [†] PER SEMINAR OR \$3500 [†] FOR ALL FOUR SEMINARS
Acknowledgement as a sponsor at each venue you have a food and drink sponsorship:		
... of the coffee cart	... of lunch	... of morning tea
Company logo displayed on sponsor loop during seminar at each venue where you have a food and drink sponsorship:		
✓	✓	✓
Logo and hyperlink to your website on seminar website:		
✓	✓	✓
Exhibition space at each of the four seminars:		
1 table adjacent to the coffee cart	—	—
Exclusive branding opportunities via the coffee cart, including T-shirts/caps for baristas and/or branded coffee cups (sponsor to provide)	2 x company banners displayed during lunch (to be provided by sponsor) at sponsored venue/s	2 x company banners displayed during morning tea (to be provided by sponsor) at sponsored venue/s
Complimentary registrations at each seminar where you have a food and drink sponsorship:		
1	1	1
Items in delegate satchels at each seminar where you have a food and drink sponsorship:		
1	1	1
Social media announcements (subject to timing) – one per venue (up to four announcements)		
1 per venue	1 per venue	1 per venue

COFFEE CART

1 PER SEMINAR – 4 IN TOTAL

As the exclusive Coffee Cart sponsor you will have the unique opportunity to sponsor barista coffee at the live seminar/s of your choice.

Liaise with delegates as they order their coffee with a trade table display adjacent to the cart. You will have the opportunity to provide branded T-shirts and/or caps for the baristas to wear, or coffee cups for delegates to take away with them. The coffee cart will function during registration and break times.

Your trade display will remain in place for the duration of the day. You will be recognised in the seminar program and on the seminar website as the coffee cart sponsor.

Investment \$2000 ex GST per seminar
OR \$7000 ex GST for all four seminars

LUNCH

1 PER SEMINAR – 4 IN TOTAL

Make an impression as the official lunch sponsor at the 2022 seminar series.

While taking place within the formal framework of the seminar, the official lunch provides an opportunity to emphasise your organisation's services or products in a more congenial setting.

Investment \$1500 ex GST per seminar
OR \$5000 ex GST for all four seminars

MORNING TEA

1 PER SEMINAR – 4 IN TOTAL

There is a morning tea break at each of the conference venues, during which delegates can mingle whilst they enjoy refreshments. This provides the perfect opportunity to capture their attention.

Investment \$1000 ex GST (per seminar) OR
\$3500 ex GST (all four seminars)



[†] ex GST



Additional sponsorship opportunities

SACHEL INSERTS

Single piece of promotional material, product sample or brochure inserted into satchels nationwide (size restrictions apply)

\$1000[†] FOR FOUR SEMINARS

\$900[†] FOR THREE SEMINARS[‡]

\$600[†] FOR TWO SEMINARS[‡]

\$350[†] FOR ONE SEMINARS[‡]

SEMINAR NOTEPADS AND PENS

Supply of notebooks and/or pens with your company logo (company to provide) to all seminar delegates

\$1000[†] FOR FOUR SEMINARS

EMAIL TO ALL DELEGATES

Email sent to all delegates on your behalf at a time that suits you (prior to, during or after the seminar series). You design the email with attachments, graphics and/or links*, and we send it out to the delegate database.

\$1500[†] FOR ALL DELEGATES

Trade exhibition options

EXHIBITION SPACE

- 1 x trestle table, 1 chair, 1 tablecloth
- Logo and hyperlink on seminar series website
- 1 complimentary registration per seminar

\$2000[†] FOR ALL FOUR VENUES

\$1800[†] FOR THREE VENUES[‡]

\$1300[†] FOR TWO VENUES[‡]

\$700[†] FOR ONE VENUE[‡]

Customised sponsorship

Take advantage of this flexible arrangement and tailor your promotional engagement to suit your organisation's exact needs. This sponsorship level is ideal for sponsors who want to stand out from the crowd and make a real impact. The Australian Breastfeeding Association will work with you to offer a promotional package that speaks the language of your target market.**

Call Rachel Washington on 0412 996 711 or email rachel@meccaconcepts.com.au to discuss this opportunity further.

[†] ex GST ^{*}Subject to Australian Breastfeeding Association approval [‡] Choice of venue/s
 **Please note some restrictions may apply and there is a minimum spend required.



Sponsorship and exhibition booking form

PARTNERSHIPS

Platinum Sponsor \$15,000 EX GST

Enhanced Gold Sponsor \$11,000 EX GST

Gold Sponsor \$7000 EX GST

Silver Sponsor \$5000 EX GST

Online Program Sponsor \$4000 EX GST

Bronze Sponsor \$3500 EX GST

FOOD AND DRINK SPONSORSHIPS

Coffee cart sponsor \$2000 EACH / \$7000 FOR ALL FOUR SEMINARS EX GST

Sydney 7 March 2022

Brisbane 8 March 2022

Melbourne 11 March 2022

Perth 12 March 2022

Lunch sponsor \$1500 EACH / \$5000 FOR ALL FOUR SEMINARS EX GST

Sydney 7 March 2022

Brisbane 8 March 2022

Melbourne 11 March 2022

Perth 12 March 2022

Morning tea sponsor \$1000 EACH / \$3500 FOR ALL FOUR SEMINARS EX GST

Sydney 7 March 2022

Brisbane 8 March 2022

Melbourne 11 March 2022

Perth 12 March 2022

SATCHEL INSERTS

ONE VENUE: \$350 EX GST TWO VENUES: \$600 EX GST

THREE VENUES: \$900 EX GST ALL FOUR VENUES: \$1000 EX GST

Sydney 7 March 2022

Brisbane 8 March 2022

Melbourne 11 March 2022

Perth 12 March 2022

SEMINAR NOTEPADS AND PENS

ALL FOUR VENUES: \$1000 EX GST

EMAIL TO ALL DELEGATES

\$1500 EX GST

TRADE EXHIBITION

ONE VENUE: \$700 EX GST TWO VENUES: \$1300 EX GST

THREE VENUES: \$1800 EX GST ALL FOUR VENUES: \$2000 EX GST

Sydney 7 March 2022

Brisbane 8 March 2022

Melbourne 11 March 2022

Perth 12 March 2022

CUSTOMISED SPONSORSHIP PRICE ON APPLICATION

Breastfeeding:
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YOUR DETAILS

Company name:

Contact name:

Postal address:

Suburb or town:

State or Territory:

Postcode:

Mobile:

Email:

TO SUBMIT

Please download this PDF file and fill it in according to your sponsorship preferences.

Please save the file and email it to:

rachel@meccaconcepts.com.au

MORE INFORMATION

For further information please contact:

Rachel Washington

MECCA Concepts

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Telephone: 0412 996 711

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