

**Australian Breastfeeding Association
Presents**



Sponsorship and Exhibition Prospectus

In August 2007 the Australian Breastfeeding Association will be holding a truly special event. This conference will bring together the Australian Breastfeeding Association's counsellors, community educators and other volunteer staff from around the nation, as well as Health Professionals and others from Australia and internationally who are passionate about breastfeeding.

The Australian Breastfeeding Association has an excellent reputation for providing high quality, targeted education for our Breastfeeding Counsellors, community educators and Health Professionals, including Lactation Consultants, dietitians, Maternal and child health nurses, midwives, doctors, physiotherapists.

The 2007 "Hot Milk" conference will have a family focus, including partners and children in our extensive program.

<p>Gold Sponsorship \$15,000</p> <p>SOLD to Fisher & Paykel Medela</p>	<ul style="list-style-type: none"> • Sponsorship of a keynote speaker • Verbal acknowledgement of sponsorship in opening and closing sessions • Two Double Exhibition Booths in a prominent position • Large advertisement linking to your website on Conference Proceedings CD • Satchel Insert (may include product and flyer) • Prominent Advertising (including name and logo) linking to your website on Official “Hot Milk” Website • Acknowledgement of sponsorship on Official Registration Form • 4 complimentary full registrations – this includes morning and afternoon tea’s and lunch daily • 4 complimentary tickets to the Welcome Reception • 4 complimentary tickets to the Conference Dinner
<p>Silver Sponsorship \$10,000</p>	<ul style="list-style-type: none"> ▪ One Double Exhibition booth in prominent position ▪ Verbal Acknowledgement of sponsorship in opening and closing sessions ▪ Satchel insert (may include product and flyer) ▪ Two complimentary full registrations – this includes morning and afternoon tea’s and lunch daily ▪ Two complimentary ticket to the Conference Dinner ▪ Sponsor’s logo included on PowerPoint slides to be shown during Conference sessions ▪ Acknowledgment of sponsor in the Program Handbook ▪ Sponsor’s logo included on the Official “Hot Milk” website
<p>Bronze Sponsorship \$7,500</p>	<ul style="list-style-type: none"> ▪ Exhibition booth in prominent position ▪ Satchel insert (may include product and flyer) ▪ One complimentary full registration – this includes morning and afternoon tea’s and lunch daily ▪ One complimentary ticket to the Conference Dinner ▪ Sponsor’s logo included on PowerPoint slides to be shown during Conference sessions ▪ Acknowledgment of sponsor in the Program Handbook ▪ Sponsor’s logo included on the official “Hot Milk” website
<p>Childrens’ Program \$6,000</p>	<ul style="list-style-type: none"> ▪ The Exclusive opportunity to be the major sponsor for the Children’s festival for the 2007 “Hot Milk” Conference ▪ Your company’s name and logo on the children’s welcome packs ▪ Your company’s name and logo on the Official “Hot Milk” website, with links to your company’s website ▪ Two tickets to the Conference Dinner ▪ Two tickets to the welcome reception ▪ Your Company verbally acknowledged and on PowerPoint slides at the “Hot Milk” Conference

Sponsorship of Conference Satchels \$5,000	<ul style="list-style-type: none"> ▪ Your company's name and logo printed on a quality satchel ▪ Satchel Insert (may include product and flyer)
Conference Dinner \$5,500	<ul style="list-style-type: none"> ▪ Signage at Conference Dinner (sponsor to provide) ▪ 4 complimentary tickets to the Conference Dinner ▪ Opportunity to give a Welcome Presentation (max 5 minutes) to delegates at the Conference Dinner ▪ Satchel Insert (may include product and flyer)
Welcome Reception \$2, 500	<ul style="list-style-type: none"> ▪ Opportunity to give a 3 minute presentation at Welcome Reception ▪ Signage at Welcome Reception (sponsor to supply) ▪ 4 complimentary tickets to the Welcome Reception ▪ Satchel Insert (may include product and flyer)
Trade Exhibits \$2, 200	<ul style="list-style-type: none"> ▪ Standard booth unit measuring 3m x 2m in a velcro compatible fabric ▪ Company name on fascia board ▪ Two spot lights per stand ▪ One power point per stand ▪ Company profile listing in the Program Handbook ▪ Complimentary morning/afternoon teas and lunches for two representative ▪ Two complimentary tickets to the Welcome Reception
Satchel Inserts \$500	<ul style="list-style-type: none"> ▪ Up to 2 items (may include brochure and/or product) in delegates satchel, or children's welcome pack.
Notepads and Pens \$500 each	<ul style="list-style-type: none"> ▪ Inclusion of notepad and/or pen with your company's name and logo in delegates satchels. (Your company must supply pens and notepads)
Advertising in Conference program	<ul style="list-style-type: none"> ▪ Back cover \$2,000 ▪ Inside front cover \$1,200 ▪ Full page \$800 ▪ ½ page \$500 ▪ ¼ page \$350 ▪ Please note: Finished artwork to be supplied by your company

- All Prices include GST
- **A note to Sponsors:** The Australian Breastfeeding Association accepts sponsorship only from WHO code compliant companies. Any questions about our sponsorship policy may be directed to our Executive Officer, Sue McIvor on (03)9885 0855
- An exhibitor pack including details of your trade display, set up and close down details will be sent to you in June 2007.



DISPLAY SPACE/SPONSORSHIP BOOKING FORM

ABN 64 005 081 523

Contact Name _____

Position: _____

Organisation: _____

Postal Address: _____

State: _____

Postcode: _____

Phone: _____

Fax: _____

Email: _____

Mobile: _____

Information

- Gold Sponsorship \$15,000
- Silver Sponsorship \$10,000
- Bronze Sponsorship \$7,500
- Childrens' Program \$6000
- Conference Satchels \$5,500
- Conference Dinner \$5,500
- Welcome Reception \$2,500

- Trade Display Booth \$2,200
- Satchel Inserts \$500
- Conference notepads \$500
- Conference Pens \$500

Advertising in Program Handbook

- Full Page (back cover) \$2000 210mm x 297 mm
PLUS 5mm bleed at
base and outside edges
- Full Page (Inside front cover) \$1,200 210mm x 297 mm
(as above)
- Full Page \$800 210mm x 297 mm
(as above)
- Half Page \$500 175mm x 124.5mm
- Quarter Page \$300 84.5mm x 124mm

PAYMENT DETAILS

I enclose cheque payable to “Australian Breastfeeding Association”

I am faxing my booking form. Please invoice me.

I wish to pay by credit card and hereby authorise you to charge the amount of \$ _____ to my credit card.

Type of credit card: Visa MasterCard AMEX Bankcard Diners

Name on card: _____

Card number: _____ Expiry date: _____

Signature: _____

Please send completed form with payment to:
Australian Breastfeeding Association
PO Box 4000
Glen Iris 3145