



Sponsorship Prospectus



Hobart 10–12 November 2010

OSSANZ
Conference 2010

The Changing Shape of Bariatrics

23rd Scientific Meeting of the Obesity Surgery Society of Australia and New Zealand

Welcome

We are pleased to invite you to participate in the 23rd Scientific Meeting of the Obesity Surgery Society of Australia and New Zealand will be held in Hobart, Tasmania, 10 – 12 November 2010.

The Conference theme 'The Changing Shape of Bariatrics' will explore current trends, issues and technologies in obesity surgery and allied health and is expected to attract delegates from around Australia, New Zealand and the Asia Pacific region. The Conference provides the opportunity for bariatric surgeons and allied health professionals to learn and contribute to the knowledge and understanding of the changing nature of bariatric surgery.

The scientific program will include keynote presentations by national and international leaders, oral papers, video presentations, posters and educational breakfast and lunch sessions. Following the success of APC-IFSO OSSANZ Conference in Cairns where close to 220 delegates attended, we are committed to maintaining and increasing annual attendance. Our program for 2010 will feature three days of scientific sessions, beginning on Wednesday morning with a half day on Thursday to allow delegates free time to explore the location. This will also leave Thursday afternoon and evening free for sponsors and exhibitors to choose to continue to network with delegates in a more informal environment.

The Conference social program will include the Welcome Reception on Wednesday evening, and the Conference Gala Dinner on Friday evening. These will be the only official Conference social events, and will not be sponsored. In line with current guidelines, we are offering Prime Sponsors the opportunity to sponsor educational sessions to be held within the Conference program. This will allow sponsors to create more relevant networking environments for delegates.

The OSSANZ Conference 2010 committee is pleased to host this event in the picturesque city of Hobart and look forward to welcoming you to the OSSANZ Conference in 2010.

Kind regards,
Lilian Kow – OSSANZ President

New Features for 2010

❖ Extended Program Times

The 2010 program will span over three days, starting at 10am for a full day on Wednesday, followed by a half day on Thursday and full day on Friday. Sessions on Thursday will begin at 9am (possibly preceded by a breakfast session) and finish at 12.30pm. This will encourage delegates to attend all the program sessions, with a half day off in-between to recharge. (See program outline below)

❖ Greater access to delegates

The three-day program will provide exhibitors with greater access and exposure to delegates, whilst the half-day 'free time' will provide valuable opportunities for informal networking activities. Prime sponsors will have the opportunity to host a breakfast session (Thursday or Friday) or a lunch (Thursday).

❖ More opportunities for informal networking

Thursday afternoon and evening are free for delegates to spend as they wish, perhaps to explore the attractions and enjoy the highlights of Hobart. Sponsors and exhibitors are welcome to organise events for delegates, but there will be no 'official' sponsored social events. (Please note that all events organized around the conference from Tuesday 9 November to Saturday 13 November must be notified and registered with the Conference office).

❖ Initiatives to increase delegate attendance

In order to maintain and grow the delegates numbers this year, the registration fees for delegates have been frozen at 2009 levels. There will be no increase to registration fees (except for slight increase to non-member fees) as we believe this will encourage more bariatric surgeons and allied health to attend.

Although the majority of sessions will be targeted towards both surgical and allied health interests, there will be one standalone session specifically for allied health that will encourage greater attendance from this sector.

❖ Flexible social program

The two official Conference social events - the Welcome Reception and the OSSANZ Gala Dinner will not be sponsored this year, but as in previous years, entry is included as part of the exhibition or sponsorship entitlements. The Welcome Reception will take place on Wednesday evening at the end of the first day of sessions. The OSSANZ Gala Dinner will take place on Friday evening as the finale to the Conference program.

This leaves delegates free on Tuesday evening (if arriving early) and Thursday evening for their own activities.

The Program - Topics of Interest

The program for 2010 will be held over three days with full days on Wednesday and Friday and a half day on Thursday. Thursday afternoon will be free for delegates to explore some of attractions that Hobart has to offer, or provide sponsors opportunity to organise their own activities for delegates.

An outline of the intended program is shown below:

Wednesday 10 November

10am – 4pm Conference Sessions
4pm – 6pm OSSANZ Annual General Meeting
6pm – 8pm Welcome Reception

Thursday 11 November

7.30am Sponsored breakfast session (TBC)
9am – 12.30pm Conference Sessions
12.30pm Sponsored delegate lunch (TBC)
2pm onwards Free time

Friday 12 November

7.30am Sponsored breakfast session (TBC)
9am – 5.30pm Conference Sessions
7pm - late OSSANZ Gala Dinner

The Call for Papers process also encourages submission of research and case studies from a wide range of perspectives.

Well known Keynote presenters who are respected leaders in their field will be sourced both nationally and internationally.

Marketing and Communications Strategy

The marketing plan includes aspects of the following:

- Email communication – includes frequent email blasts that update on general information, latest news, key dates, program and speaker details, keeping the target market engaged in activity leading up to the conference.
- Printed collateral –printed materials will be used to endorse the email campaign, highlighting key activities such as program updates, registration promotions and ‘call for papers’.
- Website – used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.
- Promotional activities – advertisements in relevant publications, distribution of promotional material at related events will provide another access to the target market and the opportunity to keep the conference ‘top of mind’.
- Travel and holiday focus - emphasising the holiday and sightseeing aspect of Hobart and the region will be a focus for attracting delegates, together with program highlights.

The Venue

Located right on the waterfront in central Hobart, Hotel Grand Chancellor provides majestic views over the Derwent River, Mt Wellington and the City.

Hotel Grand Chancellor features Tasmania's largest, purpose-built event and convention facility, the Federation Concert Hall and Convention Centre. This venue offers everything from seminar rooms to exhibition space. With state-of-the-art audiovisual facilities and flexible catering the Hotel offers all the amenities you would expect of a modern, world-class venue.

The great location provides easy access to the central business district, the Tasmanian Museum and Art Gallery, Salamanca Square, the Hunter Street Wharf and harbour side restaurants and markets.

Grand Chancellor Hobart Hotel

1 Davey Street
Hobart TAS 7000

For accommodation and meeting room enquiries, please contact the Conference Office:

Think Business Events

Ph: +61 2 8251 0045

Email: ossanz@thinkbusinessevents.com.au

The Conference Organisers

With over 15 years experience in managing conferences in the health and medical association sector, the team at Think Business Events brings its wealth of expertise and knowledge to the role of professional conference organising for OSSANZ Conference 2010.

Think Business Events is also able to help with any events you wish to hold in Hobart that complement the Conference Program. Having organised many events in Hobart they are able to recommend venues, suppliers, themes and ideas that will ensure a unique and successful experience.

Think Business Events looks forward to working with you to maximise the benefits of your involvement in the OSSANZ Conference 2010.

Conference Office:

Think Business Events

Level 1, 299 Elizabeth Street

Sydney NSW 2000

Ph: +61 2 8251 0045

Fax: +61 2 8251 0097

Email: ossanz@thinkbusinessevents.com.au

For more information on the OSSANZ Conference 2010 go to www.ossanzconference.com.au

Prime Sponsorship Package

Investment: \$40,000 (+ GST) (Maximum of THREE Prime Sponsors)

Branding opportunities

- ❖ Prominent acknowledgement on signage at Registration desk and entrance to plenary room
- ❖ Logo on title slide in session rooms
- ❖ Acknowledgment as prime sponsor in conference program handbook
- ❖ Opportunity to place one half page advertisement into the conference program handbook
- ❖ Logo with link to website to appear on home page and sponsors page of conference website
- ❖ Logo on Conference email campaigns sent out to potential delegates
- ❖ Chair to give acknowledgement at opening of plenary sessions

Hosted educational opportunities

- ❖ Opportunity to hold a hosted educational event at one of the following times:

- Thursday 7.30am Breakfast session
- Thursday 12.30pm Lunchtime session
- Friday 7.30am Breakfast session

This will be promoted along with the conference program, on the website and in the conference program handbook. Delegates will be able to pre-register for the events when registering for the conference.

* Content to be approved by OSSANZ. All costs of function including catering, audiovisual and other requirements to be borne by sponsor. Organisation to be undertaken by Conference Office.

Major Award / Keynote Speaker Sponsorship

- ❖ Opportunity to provide a keynote speaker* for the Conference. Includes acknowledgement of sponsorship during selected keynote session by chair person, on title slides and single signage on stage (provided by sponsor and approved by committee).

Sponsorship to be acknowledged in promotional emails which refer to the speaker sent to delegates, in printed promotional collateral, in conference program handbook and on website.

* Sponsor is able to choose from 2 keynote speakers on the program. All relevant speaker costs to be paid by Conference.

OR

- ❖ Opportunity to sponsor Major Award for the Conference (Scientific Award)
Sponsorship to be acknowledged in printed promotional collateral, in conference program handbook and on website.

Logo and acknowledgement in all communication regarding the Award.

Announcement of sponsorship of Award during Presentation

Name and logo on PowerPoint slide showing during Presentation acknowledging sponsorship

OR opportunity to present Award

Logo on certificate or plaque presented to each Award

* Award to include travel grant for attendance at international scientific conference, paid for by OSSANZ Conference. Final value to be confirmed.

Exhibition space and registration entitlements

- ❖ Two standard exhibition spaces for the duration of the conference.
- ❖ Includes three exhibition passes, with access to exhibition and catering areas and official social program
- ❖ Two complimentary delegate registrations for conference (including official social functions)
- ❖ Two additional tickets on one of the VIP tables at the OSSANZ Gala Dinner

Distribution of materials

- ❖ Opportunity to place two single A4 size* pages into satchels.
* may be items – subject to approval by committee
- ❖ One seat drop at selected plenary session of the conference
- ❖ Access to the database of all consenting delegates

Silver Sponsorship Package

Investment: \$20,000 (+ GST) (Maximum of THREE Silver Sponsors)

Branding opportunities

- ❖ Acknowledgement on signage at Registration desk and entrance to plenary room
- ❖ Logo on title slide in session rooms
- ❖ Opportunity to place one quarter page advertisement into the conference program handbook
- ❖ Logo with link to website to appear on home page and sponsors page of conference website
- ❖ Small Logo on Conference email campaigns sent out to potential delegates

Award Sponsorship

Opportunity to sponsor one of the Awards for the Conference.

- ❖ Announcement of sponsorship of Award during Presentation
- ❖ Name and logo on PowerPoint slide showing during Presentation acknowledging sponsorship OR opportunity to present Award
- ❖ Acknowledgment of sponsorship on certificate or plaque presented to each Award
- ❖ Sponsorship to be acknowledged in printed promotional collateral, in conference program handbook and on website.

Exhibition space and registration entitlements

- ❖ One standard exhibition space for the duration of the conference.
- ❖ Includes two exhibition passes, with access to exhibition and catering areas and official social program
- ❖ One complimentary delegate registrations for conference (including official social functions)
- ❖ One additional ticket on one of the VIP tables at the OSSANZ Gala Dinner

Distribution of materials

- ❖ Opportunity to place two single A4 size* pages into satchels.
* may be items – subject to approval by committee
- ❖ Access to the database of all consenting delegates

Exhibition Opportunities

Exhibition Booths - \$7,000 (+ GST)

Branding opportunities

- ❖ Logo and listing in conference program handbook
- ❖ Logo to appear on home page and sponsors page of conference website

Distribution of materials

- ❖ Opportunity to place two single A4 size* pages into satchels.
* may be items – subject to approval by committee
- ❖ Access to the database of all consenting delegates

Exhibition space and registration entitlements

- ❖ One standard exhibition spaces for the duration of the conference.
- ❖ Includes two exhibition passes, with access to exhibition and catering areas and official social program (Welcome Reception and OSSANZ Gala Dinner)

Other Opportunities

Advertising in Conference Program handbook - half page	\$3500 (+GST)
Advertising in Conference Program handbook - quarter page	\$2000 (+GST)
Satchel inserts - one A4 page	\$1500 (+GST)
Conference pads & pens - supply of pads and / or pens with sponsor logo	\$1500 (+GST)
Hosted Educational Sessions	\$POA
Please contact Conference Office for details and availability	

Looking for a unique opportunity?

This prospectus serves as a guideline for sponsorship opportunities. If you would like to sponsor the OSSANZ Conference 2010 and have a proposal which caters to your unique requirements as well as those of the conference, the Committee would be willing to consider alternative proposals..

For further details on the Sponsorship and Exhibition opportunities, please contact the Conference Office.

Conditions:

Please note that events or sessions that conflict with OSSANZ Conference 2010 sessions or official social events are not permitted without prior approval from the OSSANZ Conference Committee. All functions and events that coincide with the OSSANZ Conference 2010 must seek prior approval through the OSSANZ Conference Office.

Conference Office:

Think Business Events
Level 1, 299 Elizabeth Street, Sydney NSW 2000
Ph: +61 2 8251 0045 Fax: +61 2 8251 0097
Email: ossanz@thinkbusinessevents.com.au

Sponsorship and Exhibition Booking Form

Written acknowledgement of sponsorship and/or exhibition bookings will be made on receipt of a signed booking form. A tax invoice will then be issued for the deposit and written confirmation provided once this is received.

Please complete this form, keep a copy for your records, and send to:

Conference Office:

Think Business Events

Level 1, 299 Elizabeth Street

Sydney NSW 2000

Ph: +61 2 8251 0045

Fax: +61 2 8251 0097

Email: ossanz@thinkbusinessevents.com.au

Sponsorship /Exhibition Items:

Item Description	Cost (ex GST)	GST	Cost \$AUD (inc GST)	Please indicate your selection/s
Prime Sponsorship	\$40,000	\$4000	\$44,000	
Silver Sponsorship	\$20,000	\$2000	\$22,000	
Exhibition Booth (please include 3 booth numbers in order of preference)	\$7,000	\$700	\$7,700	
Advertising in Conference Program handbook – half page	\$3,500	\$350	\$3,850	
Advertising in Conference Program handbook – quarter page	\$2,000	\$200	\$2,200	
Satchel Inserts	\$1,500	\$150	\$1,650	
Conference Pads & Pens	\$1,500	\$150	\$1,650	
			TOTAL (inc GST)	

Note: Booths 4 – 15 are 3m x 3m, the remaining booths are 3m x 2m

Booking Details:

Organisation name	
Address	
City	
State/Postcode	
Country	
Contact Person	
Title/Position	
Telephone	
Fax	
Email	
Website	
Signature	
Date	

Payment and Booking Conditions:

1. Booking forms must be signed and completed and sent to the Conference Office.
2. Upon receipt of signed booking form, the Conference Office will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.
3. The deposit will be 50% of the full amount, and payment is due 30 days from date of invoice.
4. The balance of the full amount will be due Friday 8 October 2010.
5. Payment may be made by cheque or direct transfer into bank account. Cheques should be made out to 'OSSANZ' and forwarded to the address below. Credit card payments will not be accepted.
6. All payments must include 10% Goods and Services Tax component.
7. Acceptance of sponsorship and exhibition offers is at the discretion of the organising committee.
8. Cancellations received within 3 months of the Conference will incur a 50% cancellation charge.

Conference Office:

Think Business Events

Level 1, 299 Elizabeth Street

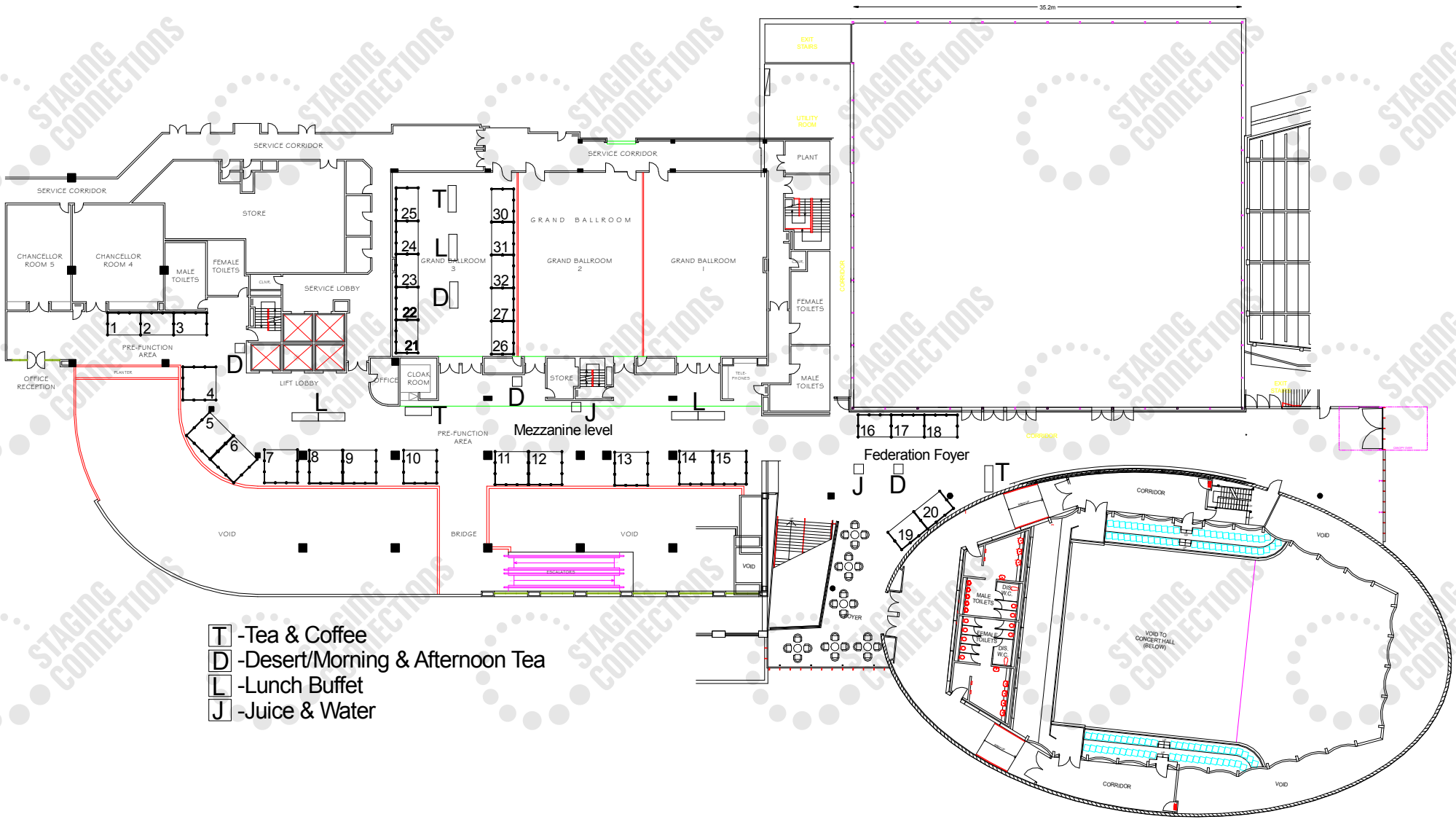
Sydney NSW 2000

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For further information, please contact the Conference Office, or visit
www.ossanzconference.com.au



- T - Tea & Coffee
- D - Desert/Morning & Afternoon Tea
- L - Lunch Buffet
- J - Juice & Water