



BA2009 **AusBiotech**

BIOINFORMATICS AUSTRALIA 2009

National Conference: 29–30 October, 2009. Melbourne Convention and Exhibition Centre
www.ausbiotech2009.com.au/bioinformaticsaustralia2009

29 and 30 October 2009
Melbourne Convention & Exhibition Centre,
Victoria, Australia

Partnership Opportunities



AusBiotech

BIOINFORMATICS AUSTRALIA

AUSTRALIA'S BIOTECHNOLOGY ORGANISATION

BIOINFORMATICS Australia was established to steer and advise Bioinformatics in Australia and to provide leadership in Bioinformatics research, education and commercialisation.

It was formed through an alliance between the fledgling Australian Association of Bioinformatics (AAB) and ABSIG, the Bioinformatics Special Interest Group of AusBiotech - Australia's Biotechnology Organisation, and was formally launched at the AusBiotech national meeting in November 2004.

The aim of Bioinformatics Australia shall be the advancement of the science, profession, and industry of bioinformatics by the maintenance of standards in the practice, research, teaching, and commercial application of bioinformatics. As the peak national group representing and supporting Australian bioinformatics in the global bioinformatics community, Bioinformatics Australia will provide a framework to foster and facilitate a national coordination of bioinformatics education, training, research, service provision, and technology diffusion. Bioinformatics Australia will achieve its aims and objectives through the auspices and operational processes of AusBiotech Ltd, Australia's peak biotechnology industry organisation.

The specific objectives of Bioinformatics Australia are to:

- Promote and further develop a national bioinformatics strategy
- Satisfy user demands for bioinformatics services
- Promote, support, and facilitate the research programs of Bioinformatics Australia members
- Provide expert advice to the AusBiotech Board relating to bioinformatics issues at both National and International levels
- Support education, training and outreach

Bioinformatics Australia won a bid for funding to establish the Australian Bioinformatics Network, provided by the federal Department of Industry, Tourism and Resources, which will enable Bioinformatics Australia to mature into its intended role as a national representative body supporting and coordinating bioinformatics throughout Australia, and will become responsible for implementing the findings of the National Bioinformatics Strategy. An Executive Officer has been appointed to take on these challenges.

Bioinformatics Australia 2009 (BA 2009) will feature:

A Conference program extending over two days featuring plenary, panel and concurrent sessions and BA2009 delegates will have the ability to participate in the **AusBiotech 2009 BioIndustry Exhibition** - where participants have the opportunity to promote their businesses and products in a professionally presented and marketed exhibition display area. This area is also the venue for all network functions and event catering, such as morning/afternoon teas and lunches and attend the AusBiotech 2009 conference dinner and AusBiotech 2009 **Satellite Events** - where companies will have the opportunity to cooperatively partner with AusBiotech and provide delegates and the industry with one-on-one and specifically focused seminars and workshops.

For program updates and all Conference information please go to:
www.ausbiotech2009.com.au/bioinformaticsaustralia2009

Partnership packages can be tailor made to suit your company's product objectives and marketing plans.

For further information and assistance please contact
AusBiotech National Events Manager, George Parkyn on +61 3 98281435
Or email: gparkyn@ausbiotech.org

Or Tim Littlejohn, tglittle@au1.ibm.com Mobile: +61 423 026 419
Or Matt Bellgard, m.bellgard@murdoch.edu.au

BA2009 Partnership Opportunities and Benefits

All Prices are inclusive of 10% GST.

Package 1 - Event Partner (Multiple opportunities available) \$5,500

Event partnership provides an impressive benefits package and brand recognition through shared naming rights to the conference, social network opportunities and program.

- Shared overall conference naming rights with other major partners. Name to appear as 'Event Partner' on all printed conference material, such as but not limited to, the BA2009 conference website, event branding, delegate program and other marketing material. Logo and link to appear on the home and partners' page of the BA2009 conference website.
- Naming rights to one concurrent session:
 - Opportunity to provide a speaker and a chair in consultation with the Program Committee, within partnered session. (**Must** be finalised by end of August 2009.)
 - Logo at the start and end of presentation slides in partnered session room.
 - Opportunity to provide a free-standing banner for the partnered session room.
(Please note: Where the partner chooses to provide session speaker and chair, any additional costs associated with that speaker and chair are to be met by the partner.)
- Four (4) complimentary, full conference registrations including the conference dinner
- A delegate list supplied shortly after the conference (subject to privacy law provisions).
- A4-sized company promotional material to be inserted in the delegate satchel (inserts to be supplied by partner).
- Logo and full-page advertisement in the delegate handbook (artwork provided by partner).

Package 2 - Delegate satchel partner \$2,750

Partner's logo to appear on the conference satchel distributed to all conference participants. A popular and high profile option, it will ensure wide exposure to the biotechnology industry.

- Logo to appear on delegate satchel alongside the event logo.
- Two (2) full conference registrations.
- A4-sized company promotional material to be inserted in the delegate satchel (inserts to be supplied by partner).
- Logo and link to appear on the BA2009 conference website.
- Logo to appear on all printed conference material.

Package 3 - Session Partner (Multiple opportunities available) \$2,750

A popular level of partnership, giving your organisation the ability to directly target your ideal market. Includes the opportunity to feature a speaker or chairperson on the Conference Program.

- Naming rights to one concurrent session.
- Opportunity to provide a speaker and a chair in consultation with the Program Committee, within partnered session. (**Must** be finalised by end of August 2009.)
- Logo at the start and end of presentation slides in partnered session room.
- Opportunity to provide a free-standing banner for the partnered session room.
(Please note: Where the partner chooses to provide session speaker and chair, any additional costs associated with that speaker and chair are to be met by the partner.)
- Logo and link to appear on the BA2009 conference website.
- Two (2) complimentary full conference registrations (Chair and Speaker).
- Logo to appear on all printed conference material.

Package 4 - Lanyard & Name Badge Partner \$2,200

High front of mind exposure through branding of the Conference lanyard and name badge. Each conference participant will wear a name badge and lanyard throughout with your company's name and logo on it, ensuring high visibility.

- Naming rights to the conference delegate name badge and lanyard.
- One (1) full conference registration.
- Logo and link to appear on conference website.

Package 5 - Conference Water Bottle Partner

\$2,200

This is a great opportunity for companies with a unique brand to support the industry and the event.

- Branding of two strategically positioned water stations within the BioIndustry Exhibition.
- Logo and link to appear on the conference website.
- Supplying delegates with bottled water with your logo, throughout the conference ensures you are remembered for your refreshing hospitality.
- One (1) full conference registration.
- Logo on all conference marketing material.

Package 6. - Delegate Handbook Partner

\$ 2,200

With over 200 copies printed and distributed during the event, this advertising and marketing tool is one of the most widely used at the event. The Delegate Handbook is the 'bible' of the conference and is distributed to all delegates. It will contain the full program breakdown and will be a frequently used and a handy reference source.

- Shared naming rights to delegate handbook with the event partner.
- Logo and link to appear on BA2009 conference website.
- Logo to appear on front cover of delegate handbook.
- Full page colour advertisement in the delegate handbook (artwork provided by partner).

Package 7 - Poster Sponsor

\$2,200

All Posters will be displayed within the AusBiotech 2009 BioIndustry Exhibition near the Bioinformatics Australia booth.

- Exclusive naming rights to the Poster Display area.
- One (1) full conference registration.
- Logo and link to appear on conference website.

Package 7.- Stationery Partner (Total package)

\$ 1,100

Inclusion of writing pad, pen and highlighter in the conference satchel distributed to all delegates which provides long lasting promotional opportunities. (Note: this does not include the cost of the pads, pens or highlighters.)

- Supply and inclusion of pen or notepad in delegate satchel (supplied and funded by partner).
- Logo and link on the BA2009 conference website.
- One (1) full conference registration.

Package 8 - Satchel Insert Partner

(Multiple opportunities available)

\$ 440

Items to be inserted into satchels include: A4 double sided brochures or the like; promotional items such as stress balls, letter opens, etc. Companies must provide all collateral participating in this partnership must provide all collateral.

- Logo and link to appear on the AusBiotech 2009 conference website.
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.

Delegate Program Advertising:

This form of event support and media advertising is very cost effective for companies with an industry message and who want to further develop their branding awareness. More than 2,000 copies of the delegate handbook are distributed during the conference to all delegates. The edition is a high quality production that is used for post event reference. A choice of mono or full colour advertising is available.

Advertising rates:

<i>Mono full page</i>	\$ 330
<i>Colour full page</i>	\$ 660
<i>Colour inside front cover</i>	\$1,100
<i>Colour inside back cover</i>	\$1,100
<i>Colour Back Cover</i>	\$1,320

**To confirm your participation please complete the following form and return to:
George Parkyn, AusBiotech National Events Manager,
Fax: +61 3 9824 5188 or email: gparkyn@ausbiotech.org**

BA2009 Partnership Confirmation, Tax Invoice & Receipt

Your completion of this confirmation will guarantee your participation in this important annual event.
Upon receipt of this confirmation an agreement will be forwarded for signing

I, _____ of: _____
(Contact name) (Company)

Address: _____

Suburb: _____ State: _____ P/C: _____

Position: _____

Phone: _____ Fax: _____ Mobile: _____

Email: _____

I/We wish to participate on the following partnership level: _____

Package Value: (including GST) _____ GST: _____ Total: _____

Signed by _____ Date _____

Payment Details (please circle method applicable) – Tax Invoice – ABN 87 006 509 726

- Please charge my credit card for the amount of: \$ _____
Please note a surcharge fee of 3% will apply to all credit card transactions
- MasterCard Visa AMEX

Card Number: _____ Expiry: ____ / ____ Security ID: _____

Name on card: _____

- Cheque is to be made payable to AusBiotech Ltd.** Please return your completed registration form with the cheque to: **AusBiotech Ltd, Level 1, 322 Glenferrie Rd, Malvern VIC 3144**
- Direct Deposit/EFT.** To pay by direct deposit/EFT please use your name and State as a reference. Please return your completed registration form to AusBiotech Ltd, noting your method of payment
F: 03 9824 5188 or Email: Attention Karen Lo, Accounts Receivable klo@ausbiotech.org
- Bank Details: AusBiotech Ltd Receivables Account; BSB: 083-347 Account: 53-511-1778**

Fax to: + 61 3 9824 5188

E: gparkyn@ausbiotech.org

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