



27 – 30 October 2009
Melbourne Convention and Exhibition Centre,
Victoria, Australia

Partnership Benefits

The following benefits are for AusBiotech 2009 Partnership Opportunities

Package 1 - SOLD

Package 2

Major Partner - \$110,000 (incl. 10% GST)

The Major Partnership package has been formulated to provide the partner with an impressive level of brand identification, ensuring front-of-mind exposure to the conference delegates and exhibitors.

- Shared overall conference naming rights with the host state partner and the other major partners. Name to appear as 'Major Partner' on all printed conference material, such as but not limited to, the AusBiotech 2009 conference website, event branding, delegate handbook, registration brochure and pocket program.
- Logo and link to appear on the home and partners' page of the AusBiotech 2009 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 July 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.)
 - Shared naming rights and acknowledgement to the welcome, international and conference-closing receptions with host-state partner and reception partners.
- Ten complimentary, full conference registrations. Includes entrance to all sessions, the welcome, international and conference-closing receptions.
- Naming rights to one day's lunch located in the BioIndustry Exhibition.
 - Opportunity to provide merchandise (e.g. balloons, coasters, and/or napkins) for the partnered lunch.
 - Verbal acknowledgment and right of reply at the partnered lunch.
- Shared naming rights with the host-state partner, conference-dinner partner and other major partners to the conference dinner.
 - One table (10 tickets) at the conference dinner.
- Four exhibition booths, 3m x 3m (2.4m high) shell structure booths.
- A 400-word feature article in the conference edition of the *Australasian Biotechnology* journal, and mention as a partner leading up to the conference.
- 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 200-word company profile in delegate handbook.
- Logo and full-page advertisement in the delegate handbook (artwork provided by partner).
- Complimentary super meeting room at the conference venue (subject to availability, room only, extra catering and audiovisual requirements to be paid for by partner).
- May use the endorsement: 'Major partner of AusBiotech 2009'.

Package 3

Silver Partner - \$36,300 (incl. 10% GST)

The Silver Partner package has been designed to provide your organisation with exposure throughout the conference and in a dedicated session. This exposure will continue through the exhibition hall enabling your company to directly target the visiting delegates and company individuals.

- Shared Silver Partner naming rights with company logo to appear on all printed conference material, such as but not limited to, the AusBiotech 2009 conference website, registration brochure, delegate handbook and pocket 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 July 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 complimentary full-conference registrations, includes entrance to all sessions, the welcome, international and conference-closing receptions, all lunches, morning and afternoon teas.*
- Two exhibition booths, 3m x 3m (2.4m high) shell structure booth **or** a corporate super meeting room.
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.
- Logo and 150-word company profile in the delegate handbook.
- Logo and link to appear on the home and partners' page of the AusBiotech 2009 conference website.
- May use the endorsement: 'Silver partner of AusBiotech 2009'*.

Package 4

Business Matching Program Partner – \$36,300 (incl. 10% GST)

This exclusive package offers the partner branding and exposure in conjunction with the business matching program area. This is a major part of the AusBiotech 2009 conference structure and program.

The business matching program partner will receive:

- Exclusive naming rights to the business matching program area, including logo recognition on all signage and on all printed conference material, such as but not limited to, AusBiotech 2009 conference website, registration brochure, delegate handbook and pocket program.
- Four complimentary full conference registrations. This includes entrance to all sessions, the welcome, international and conference-closing receptions, all lunches, morning and afternoon teas.*
- Two exhibition booths, 3m x 3m (2.4m high) shell structure booth.
- One complimentary super meeting room at the conference venue (subject to availability, room only. Extra catering and audiovisual requirements to be paid for by partner.)
- Mentioned as a partner in the *Australasian Biotechnology* Journal leading up to the conference.
- Logo and 150-word company profile in delegate handbook.
- Logo and link to appear on the home and partners' page of the AusBiotech 2009 conference website.
- May use the endorsement: 'Business match program partner of AusBiotech 2009'.

Package 5

Conference Dinner and Supper Club Partner - \$24,200 (incl. 10% GST)

SOLD

Package 6

Satchel Partner - \$22,000 (incl.10% GST)

SOLD

Package 7 -

Student Awards and Volunteer Program Partner - \$22,000

SOLD

Package 8

Internet Lounge Partner - \$18,700 (incl. 10% GST)

The internet lounge will be located within the exhibition hall and will be a popular area for all conference delegates, ensuring great scope for brand awareness for the partner.

- Naming rights to the internet lounge area:
 - Opportunity to provide theming and free-standing banners and other promotional flyers within the internet lounge (supplied and funded by partner);
 - Opportunity to provide screen savers for the computers in the internet lounge.
- Two complimentary full conference registrations, including entrance to all sessions, the welcome, international and conference-closing receptions, all lunches, morning and afternoon teas.
- One complimentary super meeting room at the conference venue (subject to availability, room only. Extra catering and audiovisual requirements to be paid for by partner).
- Mentioned as a partner in the *Australasian Biotechnology* Journal leading up to the conference.
- Logo and link to appear on the AusBiotech 2009 conference website.
- Logo in registration brochure.
- Logo and 100-word company profile in delegate handbook.
- May use the endorsement: 'Internet lounge partner of AusBiotech 2009'.

Package 9

Welcome Reception Partner - \$17,600 (incl. 10% GST)

SOLD

Package 10

International Reception Partner - \$17,600 (incl. 10% GST)

SOLD

Package 11

Conference Closing Reception Partner - \$13,200 (incl. 10% GST)

The final social function of the week, the closing reception, will take place within the BioIndustry Exhibition, allowing participants a final opportunity to network with delegates, in a relaxed social environment.

- Shared naming rights to the welcome reception with the host state and major partners:
 - Opportunity to provide entertainment;
 - First opportunity to provide merchandise (e.g. balloons, coasters and/or napkins) at the function;
 - Verbal acknowledgment and right to reply at welcome reception.
- Two complimentary full-conference registrations. This includes entrance to all sessions, the welcome, international, conference-closing receptions, all lunches, morning and afternoon teas.
- Link with logo on the AusBiotech 2009 conference website.
- Logo in registration brochure.
- Logo and 100-word company profile in delegate handbook.
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.

Package 12

Coffee Cart Partner – \$14,300 (incl. 10% GST)

SOLD

Package 13

Session Partner - \$13,200 (incl. 10% GST)

This package is an ideal way to directly link your company's products and services with the most relevant sessions. Sessions will cover a wide range of topics. For an updated program please refer to the AusBiotech 2009 conference website: www.ausbiotech2009.com.au

- 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 June 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.)
- Link to appear on the AusBiotech 2009 conference website.
- One complimentary day registration. (Day registration can be used by the speaker of that session). Heavily discounted rate for speaker to upgrade to full-conference registration.
- An 80-word company profile in delegate handbook.
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.
- May use the endorsement: 'Session partner of AusBiotech 2009'.

Package 14

Carbon-Free Event Partner - \$13,200 (incl. 10% GST)

Remove this event's global warming 'footprint'; Carbon Planet offers a CO2 Free™ package designed for socially responsible organisations, which are concerned with financial and environmental sustainability of their operations. The package embodies the 'measure, reduce, then offset' strategy. Becoming CO2 Free™ is not only a measure of corporate responsibility, it is also an opportunity to build on your existing environmental policy through a valuable partnership and build your brand equity as a leader in environmental management. This year we're reducing our global footprint by purchasing carbon credits from Carbon Planet Pty Ltd - an Australian company that conducts carbon emissions audits and retails carbon credits to individuals and organisations that wish to eliminate their carbon dioxide emissions to reduce global warming.

- Recognition and acknowledgement as the CO2 Free™ event partner.
- The use of the CO2 Free™ logo on the AusBiotech 2009 conference website.
- One full-conference registration, including entrance to all sessions, the welcome, international and conference closing receptions, all lunches, morning and afternoon teas.
- Logo in registration brochure.
- Logo and 80-word profile in delegate handbook.
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.
- May use the endorsement: 'Carbon-free event partner of AusBiotech 2009'.

Package 15

Industry Awards Partner - \$14,300 (incl. 10% GST)

SOLD

Package 16

Name Badge and Lanyard Partner - \$11,000 (incl. 10% GST)

SOLD

Package 17

Millis Oration Partner - \$9,900 (incl.10% GST)

SOLD

Package 18

Delegate Satchel Insert USB Flash Drive Partner - \$8,800 (incl.10% GST)

This year the conference is going paperless and will be downloading the delegate insert promotional information onto a genuine Samsung, 2GB flash drive/USB sticks. Yours could be the company to brand this initiative. Your company logo will be on the USB stick and your marketing material will be saved to the flash drive. Every time the flash drive is used, your message will be on the user's screen, incorporating long lasting marketing with branding in the modern world.

- Mentioned as the 'delegate insert flash drive partner' on printed material including the registration brochure, pocket program and delegate handbook.
- A4-sized company promotional material to be inserted in the delegate satchel (inserts to be supplied by partner).
- One complimentary full-conference registration, including entrance to all sessions, the welcome reception, international reception, conference-closing receptions, all lunches, morning and afternoon teas.
- Logo and link to appear on the AusBiotech 2009 conference website.
- Logo in registration brochure.
- Logo and 80-word company profile in the delegate handbook.
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.
- May use the endorsement: 'Media partner of AusBiotech 2009'.

Package 19

Media Partner - \$8,800 (incl.10% GST)

The Media Partner will gain upfront information and access to the conference and speakers as well as significant exposure and profiling of the publication amongst members and conference delegates.

- Mentioned as the media partner on printed material including the registration brochure, pocket program and delegate handbook.
- Complimentary publications on the industry stand in the BioIndustry Exhibition (publications to be provided by partner).
- Access to speakers and program prior to the commencement of the conference (subject to availability of speakers).
- Two complimentary full-conference registrations, including entrance to all sessions, the welcome reception, international reception, conference-closing receptions, all lunches, morning and afternoon teas.*
- Logo and link to appear on conference website.
- Logo in registration brochure.
- Logo and 50-word company profile in the delegate handbook.
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.
- May use the endorsement 'Media Partner of AusBiotech 2009'.

Package 20

Conference Water Bottle Partner – \$7,700 (incl. 10% GST)

SOLD

Package 21

Pocket Program Partner - \$5,500 (incl.10% GST)

SOLD

Package 22

Corporate Super Meeting Rooms - \$6,600 (incl.10% GST)

This package offers an excellent option for companies to organise their meetings during AusBiotech 2009. The rooms are 4 x 6 metres and include two furniture packages:

Option 1: 1 x meeting table and 8 chairs;

Option 2: 3 x cafe round tables and 3 chairs at each setting.

Both options include the following:

- Entry sign with company logo (900 x 900mm) digital print or corflute S/S;
- Plasma on stand (42 inch) with DVD / laptop computer;
- Bar fridge;
- Lockable counter cupboard;
- Lighting for entry and inside meeting room;
- Power points for plasma screen, bar fridge plus extras for laptops.

Corporate super meeting room catering package available at a cost of \$440.00 per day (Based on 10 persons per day with four catering refreshments Sunday 26 to Wednesday 29 October: 8.00am; 10.30am; 1.00pm and 3.30pm).

Catering package includes tea, coffee, cookies, bowl fresh whole fruit, mints and bottled water.

Other catering items are available on request are soft drinks/sodas beer and wine.

Package 23

Delegate Handbook Partner - \$5,500 (incl.10% GST)

SOLD

Package 24

Conference Daily Newsletter Partner - \$5,500 (incl.10% GST)

The newsletter was introduced in Brisbane in 2007, covering the previous day's highlights, topics and points of interest, within the conference program. With an excellent company brand and product prominence, this is an innovative marketing approach.

- One complimentary full-conference registration.
- Exclusive branding and naming of the conference daily newsletter of which 1,000 copies will be colour laser printed each of the three days of the conference and distributed to delegates. An electronic copy of the newsletter will be sent daily to our member database of over 2,600 on each of the three days of the conference.
- Logo and link to appear on the AusBiotech 2009 conference website.
- Logo in registration brochure.
- Logo and 25-word profile in delegate handbook.
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.

Package 25

Stationery Partner - \$4,400 (incl.10% GST)

(For highlighters, pens or note pads.)

Ensure your company receives front-of-mind exposure through partnership of the official stationery. Writing pads and pens will be distributed to each delegate in the conference satchel and are normally used throughout, and long after, the conference by attendees.

- Inclusion of pen or notepad in delegate satchel (supplied and funded by partner).
- Link to appear on the AusBiotech 2009 conference website.
- Full-page advertisement in the delegate handbook (artwork provided by partner).
- A 25-word company profile in the delegate handbook (black and white).
- Mentioned as a partner in the *Australasian Biotechnology* journal leading up to the conference.
- May use the endorsement: 'Stationary partner of AusBiotech 2009.'

Package 26

Morning/Afternoon Tea Partner - \$3,300 (incl.10% GST)

(Six available)

This package is highly cost effective as it offers an excellent opportunity to reach all delegates at the one time. It is especially useful when launching a new product or service.

- One only of either a morning tea or afternoon tea on Monday, Tuesday or Wednesday of the conference.
- Logo and link to appear on AusBiotech 2009 conference website.
- A 25-word company profile in the delegate handbook (black and white.)
- Mentioned as a partner in the *Australasian Biotechnology Journal* leading up to the conference.
- May use the endorsement: 'Morning/afternoon tea partner of AusBiotech 2009'.

Package 27

Satchel Insert Partner - \$1,980 (incl.10% GST)

Last year the conference is going paperless and all paper satchel inserts will be replaced and provided to delegates on a USB stick. The only items to be inserted into satchels will be those items of a promotional kind, for example, stress balls, water bottles, etc. Companies will be asked to provide documents in electronic format. All documents will be copied on to USB and protected from deletion on the USB.

- 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.

Package 28

Industry Publications - \$880 (incl.10% GST)

A specific area within the trade exhibition will be dedicated to leading publishers with specialist magazines/journals catering to the biotechnology industry. Cost is per publication.

- One publication no bigger than A4 in size – quantities based on 1,500 copies.
- One 1.2m-wide magazine rack for your publications, situated in the exhibition hall.
- Listed with name and logo in the industry publications area of the AusBiotech 2009 conference website.
- Listed under the industry publications in the delegate handbook.

Delegate Handbook Advertising:

This form of event support and media advertising is very cost effective for companies with an industry message, 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:

Mono half page	\$ 660
Mono full page or colour half page	\$1,100
Colour full page	\$1,980
Colour inside front cover	\$2,200
Colour inside back cover	\$2,200
Colour back cover	\$3,300

Satellite Event Partner

\$27,500 (negotiable)

Benefits include or can be tailored

Satellite events were introduced into the AusBiotech official program in 2007 in Brisbane and run again in 2008 in Melbourne, with global companies taking up the opportunity to present and speak with targeted audiences for up to four hours uninterrupted.

Four-hour satellite event package benefits include:

- Inclusion in the official program as satellite events (from the time of a confirmed and signed agreement.
- Three-hour presentation package, standard audiovisual and meeting room set-up package.
- Marketing of your satellite event on the AusBiotech 2009 conference and event website, printed material and preceding email blasts.
- Event management package (provided by AusBiotech) including: the processing of registrations; printing of name badges; venue liaison; technical management; production on event confirmation; running sheets and on-site management of the event.
- Signage and recognition as the conference event partner.
- An article in *Australasia Biotechnology* journal prior to the conference.
- Arrival refreshments for delegates and a one hour themed networking reception at the conclusion of the event.
- Catering for up to 50 delegates. (In the event the attendance is over the agreed number of delegates, then a per person price will apply.)

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

For further information and assistance please contact our National Events Manager, George Parkyn on +61 3 9828 1435 or email: gparkyn@ausbiotech.org