



Joint Australasian  
Sexual Health +  
HIV&AIDS Conferences  
**6-9 September**

## Sponsorship Prospectus



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## An opportunity for you to:



### **Access and Engage**

healthcare professionals working in HIV and related diseases both face-to-face and over a 10-month period.



### **Create Awareness and Understanding**

for your brand and organisation with an opportunity to showcase your latest product developments and updates in new technologies that differentiate you from your competitors.



### **Build and Improve Relationships**

with current and potential clients throughout the Conferences program and continue to build your reputation as a leader in the field.



### **Enhance Your Credibility and Corporate Social Responsibility**

and provide Ethical Support to the sector where it is required most through activities aligned with our philanthropic scholarship program.



### **Support and Contribute**

to the Medical Educational Opportunities for the sector.

# ASHM Overview

## Our Purpose

ASHM is a peak organisation of health professionals in Australia, New Zealand and the Asia and Pacific Region who work in HIV, viral hepatitis and sexually transmissible infections. ASHM draws on its experience and expertise — through education and training; policy and advocacy; direct action and leadership – to support the health workforce and to contribute to the sector, domestically and internationally

## Who We Are

ASHM is a professional, not-for-profit, member-based organisation. It supports its members, sector partners and collaborators to generate knowledge and action in clinical management and research, education, policy and advocacy in Australasia and internationally. It is committed to quality improvement, and its products and services are sought after by governments, members, health care workers and affected people. ASHM's dedicated membership, high-calibre staff and commitment to partnership assure its effectiveness in achieving its mission.

## How We Work

ASHM works collaboratively and in partnership to prevent HIV, viral hepatitis and STIs, and to preserve and protect the health of those living with these infections. It aims to function as a cohesive and inclusive group of professionals, advancing its vision in a skilled, informed, compassionate and appropriate way.

## Our Values

ASHM is committed to the principles of the Ottawa Charter for Health Promotion and Jakarta Declaration on Leading Health Promotion into the 21st Century, as well as the highest standards of ethical conduct as practised by the medical, scientific and health care professions.

### **ASHM is committed to continual quality improvement and working in ways that:**

- support collaboration, partnership and cooperation
- reflect best practice in management and service delivery
- are informed by the latest scientific, clinical, health and policy research
- maintain transparency, industrial fairness and democratic decision-making
- strengthen ties with infected and affected populations
- respect cultural differences and diversity
- respect privacy and confidentiality, and
- redress social inequities

ASHM is a signatory to the Code of Conduct for Australian aid and development agencies, which is administered by the Australian Council for International Development (ACFID).

# Conferences Overview

## Previous Conferences at a Glance

Year	 Days	 Delegates	 Sessions	 Submitted Abstracts
Joint HIV&AIDS and Sexual Health 2020: VIRTUAL	5	830	50	245
HIV&AIDS 2019	3	548	30 <small>(including joint sessions)</small>	375 <small>(total of joint abstracts)</small>
Sexual Health 2019	3	521	25 <small>(including joint sessions)</small>	375 <small>(total of joint abstracts)</small>
HIV&AIDS 2018	3	585	45	204
Sexual Health 2018	3	441	30	300
HIV&AIDS 2017	3	566	33	250
Sexual Health 2017	3	479	33	205
HIV&AIDS 2016	3	641	33	240
Sexual Health 2016	3	554	25	256

## 2021 Conferences

<b>The Conferences</b>	Joint Australasian Sexual Health and HIV&AIDS Conferences
<b>Dates</b>	Monday 6 – Thursday 9 September 2021
<b>Location</b>	Virtual
<b>Delegate Categories</b>	Physicians, General Practitioners, Nurses, Social Workers, Community Workers, Educators, Pharmaceutical Company Representatives, Basic Scientists, Immunologists, Infectious Disease Specialists, Researchers, National/State & Territory Government Agency Personnel, Non-Government Organisations Personnel, Regional/Area Health Authority Personnel, People Living with HIV&AIDS, Healthcare Professionals, Viral Hepatitis Specialists, Student Researchers, Junior Graduates.
<b>Expected Delegates</b>	400+ delegates
<b>Booking Deadline</b>	Sponsorship deadline: 22 May Exhibition deadline: 30 July
<b>Conferences Contact</b>	Samantha Williamson T: +61 2 8204 0770 M: +61 478 020 177 E: Samantha.Williamson@ashm.org.au

# Target Audience

The Conferences provide you with the opportunity to access and engage your target audience over a 10-month period **before**, **during** and **after** the event.



## Marketing

Materials carrying your recognition (logo) as a key sponsor distributed to thousands of potential delegates and affiliated organisations across Australasia

400+



## Delegates

during the conferences

### Age

30-65

### Nationality

80%

Australian & New Zealanders



20%

Overseas

### Job Sector



Medical



Healthcare



Community  
Organisations



Research

### Education



Tertiary Qualified and Above

The details of the available packages are outlined on the following pages. Please note, feedback is welcome on how we can tailor a package to suit your objectives to ensure you receive the most cost effective and value for money option.

**Please note that we advise you to secure your participation early in order to gain longer-term exposure.**

# Conference Objectives

**The objectives of the Joint Australasian Sexual Health and HIV&AIDS Conferences are to:**

1. Provide a forum for the workforce to keep up-to-date with research, clinical management, prevention, best practice and policy, including professional development and activities for relevant accreditation.
2. Develop a program that appeals to the multidisciplinary audience working in or interested in the sexual and reproductive health and blood borne virus health sector and reflects the changing environment for the care and management of HIV, Hepatitis and STI.
3. Facilitate dialogue between researchers, community, government, and clinicians across different geographic locations inside Australasia and from the region.
4. Encourage the participation of
  - new and early career clinicians, researchers, allied health, and community members
  - international leaders in the sector through grants and scholarships
  - additional attendees through a scholarship program
  - researchers and scientists working in the development of new STI and BBV therapies, investigations, and other technical applications.
5. Disseminate knowledge and applied learning during and after the conference for wider audience education.
6. Recognise and build sector leadership through awards and invited presentations.

## Major Supporter Packages

HIV	A\$77,000 Platinum Supporter	HIV&AIDS – 3 Only
SH	A\$66,000 Platinum Supporter	Sexual Health – 3 Only
HIV	A\$49,500 Gold Supporter	HIV&AIDS – 3 Only
SH	A\$49,500 Gold Supporter	Sexual Health – 3 Only
HIV	A\$38,500 Silver Supporter	HIV&AIDS – 3 Only
SH	A\$38,500 Silver Supporter	Sexual Health – 3 Only

# Major Supporter Packages

We are pleased to offer the following key supporter positions, please note prices are GST inclusive:

	Platinum	Gold	Silver
<b>“Promote greater brand awareness and brand image” – Pre-Conferences</b>			
Your company logo (not product) printed in the conference mailout brochure distributed to registered delegates	✓		
Acknowledgement of your support in conference e-newsletters – Company logo (not product) only	✓	✓	✓
Link to company website – a link from your company logo (not product) will be set up from the conference website to the website of your choice	✓	✓	✓
Your company included in pre-conference email acknowledging sponsors and exhibitors. Encouraging Delegates to attend exhibitions	✓		
<b>“Interaction with healthcare professionals” – During Conferences</b>			
Opportunity to host an Educational Satellite Symposium within the conference program	✓		
Educational opportunity: access to host a keynote roundtable (subject to availability)	1		
Rotating banner included in Virtual Platform	✓		
Virtual Exhibition	✓	✓	
Your company logo/name (not product) will be included in the virtual conference holding slide at the commencement and conclusion of sessions	✓	✓	
Verbal acknowledgement of support made during the conference	✓	✓	
Virtual alerts sent via conference Portal	3	1	
<b>“Enhance existing relationships and create new alliances” – Conferences and social benefits</b>			
Complimentary registrations	4	2	
Opportunity to purchase additional staff or practitioner registrations at discounted rate	20	15	10
Opportunity to purchase additional sponsorship options to your package at a discounted rate	25%	10%	5%
<b>“Continue to build your reputation as a leading provider in the sector” – Post conference marketing</b>			
Formal acknowledgement of sponsorship in post conference thank you email sent to all delegates (size varies on level of support)	✓	✓	✓
Thank you to sponsors on conference website for a period of three months	✓	✓	✓

# Individual / Enhancement Opportunity

	Scientific	Drive Brand Awareness	Networking Opportunities	Exclusivity	Post Event Exposure
<b>Education &amp; Science</b>					
Educational Satellite Symposium	✓	✓	✓		✓
On Demand Content Supporter	✓	✓			✓
Daily News Supporter	✓	✓			✓
On Demand Poster Supporter / Poster Session / Tour and Prize Supporter	✓	✓		✓	
Scholarship Supporter: Ethical Support	✓	✓			✓
<b>Branding &amp; Delegate Enhancements</b>					
Delegate Gift		✓			
Gamification Prize		✓			
<b>Advertising, Communications &amp; Networking</b>					
Virtual Networking Event e.g. early career		✓	✓		
Banner Ad in Virtual Platform		✓			
Virtual Alerts (x1 alert)		✓			
Virtual Booth		✓			

# Education & Science – Educational Opportunities



## Educational Satellite Symposium – A\$15,000 Commercial /A\$5,500 Affiliated Organisation

Opportunity to host an Educational Satellite Symposium within the conference program. The session will allow you to fully engage your target audience with content put together by your organisation.

### Additional features contained within the package include:

- Notification of the Symposium in the electronic marketing of the conference program through Email Alerts and Online Marketing
- 1 x virtual alert from the conference portal
- Listing of the Symposium in the Conference Program and associated events section of the Conference website
- Company recognition included in the session name in the conference portal
- Educational content to be driven by the sponsor
- If session is live, the conference secretariat will manage the speaker platform rehearsals.

### Guidelines

- Time slots for the symposium: a breakfast or evening symposium for 90 minutes
- All logistical requirements are to be organised through ASHM Conference & Events Division. No external event companies are to be engaged.
- Should additional AV be required we require our AV Technical Director to be used in order to ensure set ups are appropriate to the conference requirements and time frame available.
- Satellites must ensure there is appropriate gender representation. Representation of genders must be present and where possible balanced.
- The content of the symposium will be entirely the responsibility of the sponsor and can in no way be seen to be endorsed by the committee (the committee do have content approval rights). The committee do highly recommend you include community representatives in your session to ensure affected communities have a voice and are part of the solution.
- The sponsor is to consult with the secretariat on the content already planned in the program and communicate as soon as topics are suggested to ensure little duplication with the main conference program.
- Approval is to be requested by the sponsor from the conference organiser to take the satellite session to an offsite venue.
- All costs and logistics associated with an offsite satellite session will be organised and be at the expense of the sponsor.
- Registrations for all satellite sessions will be open to all delegates and managed via the online conference registration system.
- No sponsor side meetings, dinners or events are to be organised during the conference (conference block out dates 6-10 September 2021).

Deadline for the content is Friday 21 May 2021 and will be sent for approval by the conference committee.

## Education & Science – Educational Opportunities (Continued)

### On Demand Content Supporter (A\$9,900)

Support the conference content. Your support will go towards the development and resourcing of the on demand program. On demand content adds flexibility to the program and allows for additional presentations to be included, as well as to reach those who could not attend all sessions live.

#### Benefits:

- Acknowledgement of support on the conference website with logo
- Support acknowledged with all promotion of the on demand content
- Company logo on the speaker consent forms advising speakers of your support

Note: All sessions captured will be provided on the conference website

### Daily News Supporter (A\$5,500)

The Daily News (e-newsletter) will go out each morning during the conference to all registered delegates, highlighting new findings and reflections from key conference sessions, social media posts, as well as any last-minute changes to the conference program. The Daily News keeps delegates engaged and connected throughout the conference.

#### Benefits:

- Your company will be recognised as supporting the conferences Daily News. Your company logo (not product logo) will be included in each edition

### Poster Session and Prize Supporter (A\$6,600)

Poster presentations are an integral part of the conference and by supporting the poster activity, your company's branding will be prominent during and after the event. The posters are on display throughout the conference and are located in the On-Demand Gallery. Included in this package is the cost for poster prizes.

#### As the supporter of this educational activity, your company will receive the following benefits:

- Acknowledgement of support on the conference website
- Acknowledgement of support in the post conference wrap up newsletter
- Logo acknowledgement, as the Poster Session and Prize Supporter, during the Poster Prize Presentation
- Acknowledgment of support via virtual alert

All promotion will be supported with the following sentence: Medical education is determined by our national scientific program committee and made possible by support from (insert sponsor).

### Conference Scholarship Supporter: Ethical Support (A\$2,500)

The Conference Scholarship Program assists individuals to attend the Conference. Scholarships will be granted to individuals facing financial hardship. The assessment and eligibility criteria are available on request from the Conference Secretariat and will be available on the Conference website. This amount will support 5 virtual conference registrations.

- The opportunity for sponsors and recipients to connect for future media and promotional purposes
- Acknowledgement of support on the conference website on the scholarship page
- Acknowledgement of support in the notification email sent to delegates

Note: Support is via an unconditional grant. The supporter has no control over content, tone, emphasis, allocation of funds or selection of recipients.

# Branding and Delegate Experience Enhancement



## Delegate Engagement Mail Out Gift (A\$7,700\*)

Help keep virtual attendees feel connected to the conference by supporting a gift that can be mailed out. Gifts are a great way to keep the virtual delegates feeling engaged and energized throughout the conference.

- Logo included as sponsor on branded gift or card
- Some example of gifts are lollies, meal or drinks vouchers, coffee beans, snacks etc.

\*Price could increase pending item.

# Advertising, Communication & Networking



## Virtual Networking Event (A\$5,500)

Be seen as supporting collaboration and encourage delegates to meet online. Events could include supporting the early career networking event, first timers event or other at the decision of the National Program Committee. Contact the conference manager for more information.

## Alerts in Virtual Platform (x3 Alerts) (A\$2,200)

This is a great way to advertise your company or activity during the virtual conference with pop up alerts in the virtual conference platform. Alerts will go out to all delegates.

## Banner Ad in Virtual Platform (A\$1,500)

Rotating banner in prominent location in virtual platform. Logo can be linked to professional website of supporter's choice. Limited positions available – available until sold out.

# Exhibition Overview

The exhibition is an integral part of the conference. Sponsors, Companies and Organisations are invited to exhibit at the Virtual Conferences and thus have the opportunity to network and showcase their products/services to their target audience.

<b>Format</b>	Virtual Exhibition Hall
<b>Exhibition Details</b>	Timings and details will be confirmed and provided in the Exhibition Manual
<b>Exhibition Opening Days</b>	Monday 6 September Tuesday 7 September Wednesday 8 September Thursday 9 September

## Virtual Exhibition Booth (A\$2,750)

Exhibit virtually for the duration of Joint Australasian HIV&AIDS and Sexual Health Conferences (6 – 9 September 2021).

Platform has functionality for: Company logo, profile, one-on-one meetings with delegates to connect virtually, downloadable promotional material and video.

# Sponsorship Terms & Conditions

In order to confirm your participation, we will require the Supporter/Exhibitor Application Form and full payment. The support cannot be confirmed, and therefore no benefits will be given, until full payment is received. Payment must be received 14 days from the issue of invoice. If the full payment is not received the conference organiser has the right to review the commitment and withdraw the application form.

## Terms of Participation Include:

- The payment is offered as an unconditional grant. The supporter has no control over content, tone or emphasis of the conference, allocation of funds or selection of recipients
- There will be no opportunity for the company to control the curriculum of educational initiatives of the conference program
- The company will have access to use the conference logo for promotional purposes only
- The conference and collaborators do not endorse or promote any health-care related products
- Companies cannot claim any relationship, endorsement or support from the conference or collaborators
- All attending delegates from the sponsoring organisation are to be registered by 30 June 2021
- If payment is not made prior to the conference dates, an additional 20% surcharge will be added to the overall sponsorship total
- All logistical requirements are to be made through ASHM Conference & Events Division e.g. registrations, invited speaker requirements

## Cancellation Policy:

In exceptional circumstances the Organisers will be prepared to consider cancellation of the contract with Sponsors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing.
- If cancellation of sponsorship is necessary after confirmation, the following penalties will apply:
  - For Cancellation notices received in writing before **14 May 2021** – a cancellation fee of 50% of the original package price will apply
  - Cancellation notices received after **14 May 2021** receive no refund

## Payment Details

In paying for sponsorship you are paying ASHM.

### Credit Card and EFT payment

Details will be provided on the invoice or please contact the Conference Secretariat at [conference.finance@ashm.org.au](mailto:conference.finance@ashm.org.au).

# Exhibition Terms & Conditions

## 1. THE CONTRACT

- 1.1. In this contract, the Conference Secretariat, ASHM Conference & Events Division ABN 48 264 545 457, are acting as an agent for the Joint Australasian HIV&AIDS and Australasian Sexual Health Conference, 6 – 9 September 2021, are 'we': 'us' and 'our'. The person with an exhibition space is 'you' and 'your'.
- 1.2. These Terms and conditions apply from the date of signing. You acknowledge that we update the details of the exhibition from time to time.

## 2. OUR RIGHTS AND RESPONSIBILITIES

- 2.1. We will:
  - a. Organise and hold the virtual exhibition
  - b. Promote the virtual exhibition
- 2.2. We do not guarantee Exhibition visitor numbers or any level of commercial activity.
- 2.3. We may change the exhibition including but not limited to:
  - a. Changing how long it runs for
  - b. Changing visitor opening hours
- 2.4. We ask you to:
  - a. Obey the relevant laws
- 2.5. We can:
  - a. Refuse to allow, or stop online content displays, product demonstrations or other uses of your space
  - b. Approve or disapprove the content and presentation of your materials

## 3. YOUR RIGHTS AND RESPONSIBILITIES

- 3.1. You must:
  - a. Use your virtual space only to display and promote goods and/or services in keeping with the virtual exhibition
  - b. Make the most of your virtual space's promotional goods and/or services in keeping with the virtual exhibition
  - c. Not do anything that may interfere with the smooth running of the virtual exhibition, including, but not limited to, encouraging exhibition visitors to view goods and services in another location

## 4. PAYMENT

- 4.1. You must pay the full fee owing for your virtual exhibition space prior to the exhibition beginning or the organisers reserve the right to cancel your space

## 5. OUR REMEDIES

- 5.1. If you breach the contract, we will provide you with notice of the breach and give you a reasonable time to remedy it. If you fail to remedy the breach within this time, we may:
  - a. Reallocate your space or refuse you access to it
  - b. Remedy your breach without advising you and require you to pay for the cost of our actions
  - c. Remove you from the exhibition and your space

- 5.2. If you cancel all or part of the contract (except if you cancel because of our breach) we will claim a cancellation fee from you dependent on the time of the cancellation. Cancellation charges had been advised in the sponsorship & exhibition prospectus

## 6. WARRANTIES AND LIABILITIES

- 6.1. As allowed by law, or except where the contract states, we:
  - a. Do not make any representations or warranties about you or your virtual space
- 6.2. You indemnify us from and against any claims, damages, losses and costs we may incur because of:
  - a. Any breach of the contract that you make
  - b. Any of your virtual displays or product demonstrations
  - c. Any of your acts or omissions to do with the virtual exhibition, including any negligence and wrong doings
- 6.3. You agree not to sell or intend to sell goods at the virtual exhibition that misrepresent or infringe intellectual property rights. You indemnify us from and against any and all claims, damages, losses and costs we may incur if you breach this agreement.

## 7. GIVING US MATERIAL

- 7.1. You must give us all material by the deadline that we set. If we do not receive it by the deadline, we will not be able to load this into the virtual exhibition platform.
- 7.2. If you want to cancel your content, you must tell us in writing. No reduction in exhibition space fees will apply.
- 7.3. If you have provided materials but wish to cancel after the deadline we will endeavour to remove the material from the virtual exhibition platform but we are not liable if the material cannot be removed.

## 8. GENERAL ISSUES

- 8.1. We are not liable for any expenditure, liability or loss because of:
  - a. Acts of god or terrorism
  - b. Natural disasters
  - c. Strikes or shortages
  - d. Failure of electrical power or other technical issues
  - e. Lower than advised exhibition visitor numbers
- 8.2. You give us consent to use your contact information for internal purposes

# Application Form

Email completed form to:  
**conference@ashm.org.au**

Business or Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position Held: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone No: \_\_\_\_\_ Mobile No: \_\_\_\_\_

Email: \_\_\_\_\_

**We are interested in the following (please tick)**

Joint Sexual Health and HIV&AIDS			
Virtual Exhibition	A \$2,750	<input type="checkbox"/>	
Major Supporter Packages			
Platinum – HIV&AIDS	A \$77,000	<input type="checkbox"/>	<input type="checkbox"/>
Platinum – Sexual Health	A \$66,000	<input type="checkbox"/>	<input type="checkbox"/>
Gold	A \$49,500	<input type="checkbox"/>	<input type="checkbox"/>
Silver	A \$38,500	<input type="checkbox"/>	<input type="checkbox"/>
Supporter Packages			
Educational and Science			
Educational Satellite Symposium - commercial	A \$15,000	<input type="checkbox"/>	<input type="checkbox"/>
Educational Satellite Symposium – Affiliated Organisation	A \$5,500	<input type="checkbox"/>	<input type="checkbox"/>
On Demand Content Supporter	A \$9,900	<input type="checkbox"/>	<input type="checkbox"/>

		Sexual Health	HIV&AIDS
Supporter Packages (continued)			
Educational and Science (continued)			
Daily News Supporter	A \$5,500	<input type="checkbox"/>	<input type="checkbox"/>
Poster Session and Prize Supporter	A \$6,600	<input type="checkbox"/>	<input type="checkbox"/>
Conference Scholarship Supporter: Ethical Supporter	A \$2,200	<input type="checkbox"/>	<input type="checkbox"/>
Branding and Delegate Experience Enhancement			
Delegate Engagement Mail Out Gift	A \$7,700	<input type="checkbox"/>	<input type="checkbox"/>
Advertising, Communication & Networking			
Virtual Networking Event	A \$5,500	<input type="checkbox"/>	<input type="checkbox"/>
Pop-Up Alerts in Virtual Platform (x3 Alerts)	A \$2,200	<input type="checkbox"/>	<input type="checkbox"/>
Banner Ad in Virtual Platform	A \$1,500	<input type="checkbox"/>	<input type="checkbox"/>

I, \_\_\_\_\_ agree to the terms and conditions stated on pages 16 & 17.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsorship contract and tax invoice will be sent upon receipt of this form. Please provide a copy of your logo (as high resolution >300dpi eps and jpeg file in colour and black and white) for use in recognising sponsorship.