



ANZLAA 2024 CONFERENCE

27 - 29 August 2024
Adelaide Convention Centre

SPONSORSHIP PROSPECTUS



Invitation to Sponsor

On behalf of the Australian and New Zealand Laboratory Animal Association (ANZLAA), we would like to invite you to participate in the ANZLAA 2024 Conference. The conference will be held from Tuesday 27 August to Thursday 29 August 2024 in Adelaide at the Adelaide Convention Centre.

The Organising Committee are putting together an exciting and informative conference reflecting on the Association's aims to connect, train and support all those working in the Laboratory Animal Industry.

This three-day conference will bring together like minded individuals from across the industry.

As a Sponsor of the ANZLAA 2024 Conference, you will maximise your brand awareness and opportunities to experience maximum exposure to key delegates from across the sector. These include and are not limited to.

- Facility Directors
- Animal Facility Managers
- Animal Technicians
- Veterinarians
- Animal Welfare Officers
- Scientists
- Training Providers
- Animal Health Laboratory staff
- Building Project Managers
- Engineers
- Researchers
- Support Personnel
- Welfare Professionals
- Safety & Compliance

In addition to this, the all-important Gala Dinner is back and will be held on Wednesday 28 August 2024, to which you are warmly invited and encouraged to network with delegates.

We look forward to welcoming you to the Adelaide Convention Centre for the ANZLAA 2024 Conference and to learn more about the products and services you have to offer. This conference promises to be a valuable, celebratory, and national conference and will provide a unique opportunity to promote your business.

Kind regards,
Kiri Collins
ANZLAA President



You are invited to partner with us!

Average no. attendees

325



Average no. exhibitors

30



No. of social functions

2



No. Conference days

3



Top 10 job titles in attendance

Directors of Facilities

Animal Facility Managers

Animal Technicians

Veterinarians

Animal Welfare Officers

Scientists & Researchers

Training Providers

Animal Health Laboratory staff

Building Project Managers

Engineers

Reasons to partner with us?

As the peak body representing animal care practitioners within the research sector, ANZLAA, through its Annual Conference, offers several important exhibition and sponsorship benefits, including:

- A unique opportunity to engage with prominent decision-makers from the animal research sector within Australia and New Zealand.
- A significant opportunity to showcase your company's products and services to a truly diverse cross-section of participants in the animal research field.
- An occasion to demonstrate your contribution to the care and welfare of laboratory animals.
- The opportunity to foster existing networks and develop new contacts within a targeted audience.

The sponsorship packages proposed are designed to provide choice, flexibility, and options for all trade participants, and budgets.

As our aim is to meet your specific marketing requirements, we are happy to discuss any alternative proposals that may not be specifically covered in the sponsorship packages outlined herein.

Sponsorship Overview

All prices are quoted in AUD and inclusive of GST

**ADD ON a Meeting Room
to your package to meet
with delegates**

	Conference \$19,500 (Exclusive)	Experience \$19,500 (Exclusive)	Gala Dinner \$19,500 (Exclusive)	Hosted Workshop Sponsor \$10,000	Welcome Reception \$7,000 (Exclusive)	AREA Program \$7,000 (Exclusive)	App Sponsor \$6,000 (Exclusive)	Coffee Cart \$6,000	Thought Leadership \$5,000 (Exclusive)	Keynote Speaker \$4,000	Scholarships \$2,000- \$5,000	Double Booth \$10,000	Single Booth \$5,500
Exhibition booth	Double	Single	Single									Double	Single
Address to delegates	10 mins	5 mins	5 mins at dinner	45 min workshop	5 min at reception	10 min in AREA program				1 min intro			
Logo on lanyard & name badge		3											
Social Function Sponsorship			3		3								
Poster Sponsorship									3				
Promo video	1 min	1 min	1 min										
Sponsor passes (includes sessions & social functions)	4	4	4	2	2	2	1		2	2		2	1
Trade only passes	2	2	2									1	1
Banner at event	2 in plenary	2 at registration	2 at dinner		2 at reception			1 at cart	2 at posters				
Branding on pre-event and onsite materials	3	3	3	3	3	3	3	3	3	3	3		
Listing on website	3	3	3	3	3	3	3	3	3	3	3		
Sponsor holding slide	3	3	3			3							
Verbal recognition	3	3	3			3		3		3	3		
Listing & logo in app	3	3	3	3	3	3	3	3	3	3	3	3	3
App banner	3	3	3				3		3				
Push notification	2	2	2				3		1				
Social media posts	2	2	2			1			1	1			
Survey question	1	1	1										
Welcome note	3						3						

Premium Sponsor Packages

All prices are quoted in AUD and inclusive of GST

Conference Sponsor (Exclusive) \$19,500

Conference sponsorship is exclusive and will benefit from the highest level of representation across the conference. It includes a speaking engagement in the Conference Program and brand inclusions in all promotions for the Conference.

Package includes:

- Double exhibition booth in a location of your choosing
- 10-minutes speaking engagement in the Conference
- 1-minute video to be played during the Conference at the discretion of ANZLAA (Video to be produced/ provided by sponsor)
- Four (4) full Sponsor passes with access to the Conference sessions and social functions
- Two (2) trade only passes with access to the social functions
- Opportunity to provide two free standing banners in the Conference Sessions
- Exclusive recognition as Conference Sponsor on pre-event materials including brochures, flyers, website, and email campaigns
- Digital logo on the conference website with linking to your organisation's website
- Logo on holding slides
- Verbal acknowledgement as the Conference Sponsor in the opening plenary session
- Event app branding including:
 - ~ Sponsor listing in the event app - 100 word company profile listed with click-through to your website
 - ~ Event App banner rolling advertisement on all pages with click-through to your website
 - ~ Two (2) event app push notification
- Up to two (2) social media posts in the lead up to the event, with a link to your organisation's website
- Opportunity to include one marketing/research question within the post conference survey to attendees
- Opportunity to provide a welcome note in the attendee pre-arrival letter

Optional inclusions (subject to additional costs)

- Chair or MC a session in the program (subject to committee approval)
- Sponsor the Welcome to Country performance
- Fund a technically appropriate keynote speaker within the program (subject to committee approval)
- Provide branded stationary to attendees on each table (notebooks, pens etc.)
- Bespoke add-ons available on request



Experience Sponsor (Exclusive) \$19,500

Experience sponsorship is exclusive and offers your brand the opportunity to create the first impression for attendees. Achieve maximum brand visibility with this package as it includes co-branded registration kiosks, name tags and lanyards and brand inclusions in all promotions across the conference. This package offers excellent value for organisations wishing to have a strong visual presence at the conference.

Package includes:

- Single exhibition booth in a location of your choosing
- 5-minutes speaking engagement in the Conference
- Co-branded conference registration kiosks where attendees register and print sustainable name tags
- Co-branded conference name tags
- Branded lanyards
- 1-minute video to be played during the conference at the discretion of ANZLAA (Video to be produced/provided by sponsor)
- Four (4) full Sponsor passes with access to the conference sessions and social functions
- Two (2) trade only passes with access to the social functions
- Opportunity to provide two free standing banners at the Registration Desk
- Exclusive recognition as Experience Sponsor on pre-event materials including brochures, flyers, website and email campaigns

- Digital logo on the conference website with linking to your organisation's website
- Logo on holding slides
- Verbal acknowledgement as the Experience Sponsor in the opening plenary session
- Event app branding including:
 - ~ Sponsor listing in the event app - 100 word company profile listed with click-through to your website
 - ~ Event App banner rolling advertisement on all pages with click-through to your website
 - ~ Two (2) event app push notification
- Up to two (2) social media posts in the lead up to the event, with a link to your organisation's website
- Opportunity to include one marketing/research question within the post conference survey to attendees

Optional inclusions (subject to additional costs)

- Opportunity for your staff to welcome attendees to the conference and create a lasting first impression
- Opportunity to provide branded t-shirts/clothing for the registration team to wear
- Opportunity to provide branded promotional items to attendees (satchel bags, water bottle etc.)
- Bespoke addons available on request



Conference Dinner Sponsor (Exclusive) \$19,500

Conference Dinner sponsorship is exclusive and will benefit from the highest level of representation across the conference dinner. It includes recognition as the conference dinner sponsor and brand inclusions in all promotions across the conference.

Package includes:

- 5-minutes welcome from your organisation's representative at the opening of the dinner
- Single exhibition booth in a location of your choosing
- Input into the dinner theming & entertainment to align with your brand (subject to committee approval)
- Printed logo on the dinner menu
- Digital logo on the holding slides at the dinner
- 1-minute video to be played during the conference at the discretion of ANZLAA (Video to be produced/ provided by sponsor)
- One (1) table at the dinner for 10 people to exclusively invite your own attendees
- Four (4) full Sponsor passes with access to the conference sessions and social functions
- Two (2) trade only passes with access to the social functions
- Opportunity to provide two free standing banners at the Dinner
- Exclusive recognition as Conference Dinner Sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Digital logo on the conference website with linking to your organisation's website
- Verbal acknowledgement as the Conference Dinner Sponsor in the opening plenary session
- Event app branding including:
 - ~ Sponsor listing in the event app - 100 word company profile listed with click-through to your website
 - ~ Event App banner rolling advertisement on all pages with click-through to your website
 - ~ Two (2) event app push notification
- Up to two (2) social media posts in the lead up to the event, with a link to your organisation's website
- Opportunity to include one marketing/research question within the post conference survey to attendees



Optional inclusions (subject to additional costs)

- Opportunity to provide a dinner MC or speaker to entertain attendees (subject to committee approval)
- Opportunity for your own staff to welcome attendees to the dinner and create a lasting first impression
- Upgrade the food & beverage selection with the chef creating a signature dish
- Offer a signature cocktail on arrival to all guests
- Bespoke add-ons available on request

Sponsorship Packages

All prices are quoted in AUD and inclusive of GST

Hosted Workshop Sponsor \$10,000

Package includes:

- Sponsor to present 45 minute workshop before the commencement of the day one or day two of the conference
- Workshop program to be presented by Sponsor with synopsis to be approved by ANZLAA Organising Committee
- Workshop synopsis and link to register for workshop to be positioned alongside ANZLAA 2023 Conference registration link on conference website
- Private room and sit-down breakfast to be provided for up to 40 workshop attendees. Breakfast for any additional attendees (over 40) to be paid separately by the Sponsor.
- Email to be sent to all conference attendees 3 – 4 weeks from the conference date on behalf of Sponsor inviting delegates to register for the workshop. Email content to be provided by Sponsor and approved by Local Organising Committee
- Recognition as workshop sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Two (2) full Sponsor passes with access to the conference sessions and social functions
- Digital logo on the conference website with linking to your organisation's website
- Event app branding including:
 - ~ Sponsor listing in the event app - 50 word company profile listed with click-through to your website

AREA Program Sponsor (Exclusive) \$7,000

The Animal Research Education and Awareness (AREA) program invites High School Science, Technology, Engineering, Arts, and Mathematics (STEAM) students to attend the ANZLAA Conference and learn about animals in research.

The AREA program not only provides students with authentic information about the care and use of animals in research, but also gives students the opportunity to interact with dozens of passionate laboratory animal science professionals. This interaction drives home the fact that ANZLAA members are compassionate professionals who provide the best possible care to the animals that are enabling us to advance human and animal health.

Participating in the AREA program is a great way to advance students' understanding, respect, and support for the critical role of laboratory animal science and the people who work in this field, and it's a fun way to make an impact on the lives of young people interested in science and medicine.

- 10-minutes speaking engagement in the AREA program
- Two (2) full Sponsor passes with access to the conference sessions and social functions
- Exclusive recognition as the AREA Sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Digital logo on the conference website with linking to your organisation's website
- Logo on holding slides in the AREA Program
- Verbal acknowledgement as the AREA Program Sponsor in the sessions
- Event app branding including:
 - ~ Sponsor listing in the event app - 50 word company profile listed with click-through to your website
- Up to one (1) social media posts in the lead up to the event, with a link to your organisation's website
- Opportunity for your staff to welcome attendees to the AREA program and create a lasting first impression
- Opportunity to provide branded t-shirts/clothing for the AREA program volunteers to wear
- Opportunity to provide branded promotional items to students (notebooks, pens, satchel bags, water bottle etc.)



Welcome Reception Sponsor (Exclusive) \$7,000

Package includes:

- 5-minutes welcome from your organisation's representative at the Welcome Reception
- Two (2) full Sponsor passes with access to the conference sessions and social functions
- Five (5) tickets to the welcome reception to invite your own guests
- Exclusive recognition as Welcome Reception Sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Digital logo on the conference website with linking to your organisation's website
- Event app branding including:
 - ~ Sponsor listing in the event app - 50 word company profile listed with click-through to your website
- Opportunity to provide two free standing banners at the Welcome Reception

Optional inclusions (subject to additional costs)

- Opportunity for your own staff to welcome attendees and create a lasting first impression
- Upgrade the food & beverage selection with the chef creating a signature canape
- Offer a signature cocktail on arrival to all guests
- Bespoke add-ons available on request

Thought Leadership Sponsor (Exclusive) \$5,000

Be recognised as a leader in innovation and future thinking with the thought leadership sponsorship. With the opportunity to sponsor the poster presentations, this package aligns your organisation with smart thinking.

Package includes:

- Opportunity to provide two free standing banners at the Poster presentations
- Opportunity to put forward a person to join the review panel for the Posters during the submission process
- Two (2) full Sponsor passes with access to the conference sessions and social functions
- Exclusive recognition as thought leadership sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Digital logo on the conference website with linking to your organisation's website

Keynote Sponsor (4 available) \$4,000

Package includes:

- Opportunity to introduce the keynote speaker in a 1-minute introduction OR show a promotional video at the sponsored keynote session (Video to be produced/ provided by sponsor. Length 30 seconds)
- Collaborate with the Organising Committee on the choice of keynote speaker/s
- Join collaboration calls with confirmed keynote sponsors by way of introduction and have input into the session plan
- Two (2) full Sponsor passes with access to the conference sessions and social functions
- Verbal acknowledgement in the opening plenary session
- Recognition as a Sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Digital logo on the conference website with linking to your organisation's website
- Event app branding including:
 - ~ Sponsor listing in the event app - 50 word company profile listed with click-through to your website

- Verbal acknowledgement in the opening plenary session
- Event app branding including:
 - ~ Sponsor listing in the event app - 50 word company profile listed with click-through to your website
 - ~ Event App banner rolling advertisement on all pages with click-through to your website
 - ~ One (1) event app push notification
- Up to one (1) social media posts in the lead up to the event, with a link to your organisation's website

Optional inclusions (subject to additional costs)

- Opportunity to provide branded t-shirts/clothing to the Poster presenters
- Bespoke addons available on request

Conference App Sponsor \$6,000

Package includes:

- Co-branded conference app with your logo featured prominently throughout
- Sponsor listing in the event app - 50 word company profile listed with click-through to your website
- Event App banner rolling advertisement on all pages with click-through to your website
- Two (2) event app push notification
- One (1) full Sponsor passes with access to the conference sessions and social functions
- Additional features such as your social media handles to be featured as a standalone button within the app
- Provide a welcome note in the 'about' section of the app
- Recognition as a Sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Digital logo on the conference website with linking to your organisation's website

Optional inclusions (subject to additional costs)

- Opportunity to provide gamification option in the app to interact with attendees and provide prize to the winner
- Create a 'how to use' video clip to be sent to attendees prior to arrival
- Create a video clip to be shared in the pre-arrival marketing to attendees, announcing you as the conference app sponsor
- Bespoke addons available on request

Coffee Cart Sponsor \$6,000

Package includes:

- Opportunity to provide one free standing banner in the designated coffee cart area (at sponsor's own cost)
- Opportunity to provide a flyer in the designated coffee cart area (at sponsor's own cost)
- Option to provide branded aprons for baristas or coffee cups (as sponsor's own cost)
- Recognition as a Sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Digital logo on the conference website with linking to your organisation's website
- Event app branding including:
 - ~ Sponsor listing in the event app - 50 word company profile listed with click-through to your website
- Verbal acknowledgement in the opening plenary session



Scholarship Sponsors

An effective method of demonstrating your company's commitment to this industry is to sponsor the attendance at the conference. These scholarships are specifically designed to encourage ANZLAA members (especially early career members) to make a presentation. There are three scholarships offered, and these provide funds associated with the presenter's conference participation as follows:

	Conference Registration	Accommodation	Travel costs, incl. Economy Return Airfares	VALUE
Host City Scholarship (Adelaide)	3			From \$1,100
Host Country Scholarship (Australia)	3	3	3	From \$2,800
Trans Tasman Scholarship (New Zealand)	3	3	3	From \$3,500

- Recognition as a Sponsor on pre-event materials including brochures, flyers, website and email campaigns
- Digital logo on the conference website with linking to your organisation's website
- Verbal acknowledgement by the session chair prior to the sponsored speaker's presentation
- Opportunity for the sponsor to meet with the scholarship recipient in order to foster a mentoring partnership
- Event app branding including:
 - ~ Sponsor listing in the event app - 50 word company profile listed with click-through to your website

Exhibition Booth Hire

Secure a position in the exhibition with an exhibition booth. The exhibition is a vibrant and integral part of the conference and is the location of all catering during conference breaks.

Double Exhibition Booth \$10,000

- 6m x 3m (12sqm) Octanorm booth including walls, fascia signage, power and lighting, 2 trestle tables and 4 chairs
- Two (2) full Sponsor passes with access to the Conference sessions and social functions
- One (1) trade only pass with access to the social functions
- Event app branding including:
 - ~ Exhibitor listing in the event app - 50 word company profile listed with click-through to your website



Single Exhibition Booth \$5,500

- 3m x 3m (9sqm) Octanorm booth including walls, fascia signage, power and lighting, trestle table and 2 chairs
- One (1) full Sponsor passes with access to the Conference sessions and social functions
- One (1) trade only pass with access to the social functions
- Event app branding including:
 - ~ Exhibitor listing in the event app - 50 word company profile listed with click-through to your website



Terms and Conditions

DEFINITIONS

In these Terms and Conditions:

Sponsor, means the sponsoring company

Organiser, means the Australian and New Zealand Laboratory Animal Association or The Association Specialists (Professional Conference Organisers for the conference)

1. Full payment is due within 30 days of the invoice being issued. If payment has not been received 30 days prior to the event, the company will not be permitted to participate in the exhibition.
2. Sponsorship will only be allocated on receipt of the signed sponsorship booking form. A letter of confirmation will be provided to confirm the booth together with a tax invoice for the total amount of the sponsorship, which must be paid prior to the conference.
3. Cancellation Policy: In the event of a cancellation by the sponsor/exhibitor due to unforeseen reasons or circumstances beyond reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crises, the sponsor/exhibitor must submit a cancellation request in writing, to the ANZLAA Conference Manager.

Due to the considerable administration associated with this event:

- > A cancellation fee equivalent to 10% sponsorship fee will be incurred should confirmed agreements be cancelled.
- > Cancellations after 12 weeks before the event will be subject to a 50% cancellation fee.
- > Cancellations 6 weeks before the event will be subject to a 100% cancellation fee.

4. In the event of cancellation or postponement of the conference due to circumstances beyond ANZLAAs reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crises, ANZLAA cannot be held responsible for any cost, damage, or expense which may be incurred by sponsors/exhibitors or any refund as a consequence of the event being postponed or cancelled.
5. In the event of the conference being converted to a fully virtual Conference by ANZLAA, due to circumstances beyond ANZLAAs reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crisis, the maximum liability of ANZLAAs limited to a partial refund of the exhibition or sponsorship fee with no additional liability for travel costs, hotel costs, or any other costs or expenses whatsoever. A virtual sponsorship and/or exhibition booth package with a similar level of support will be offered to you at a reduced rate. In the event that you do not want to proceed with a virtual event, a refund of 90% will be offered. 10% of your sponsor/exhibition package cost will contribute towards administration costs and brand promotions already placed. Any sponsorship that is not deemed possible to deliver virtually will receive a full refund (ie a coffee cart sponsor)
6. Privacy Statement: To assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in the participant lists and for the information distribution in respect to other related events organised by ANZLAA. If you object to your details being

shared, please inform the conference organiser.

7. Discounts for any entitlements not used or required will not be provided.
8. Official contractors will be appointed by the conference organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.
9. The organiser agrees to provide the sponsor with the agreed inclusions as outlined in the original sponsorship prospectus and exhibition manual. Any additional requirements will be at the sponsor's expense.
10. The sponsor agrees to abide by all rules and regulations adopted by the organisers in the best interests of the Exhibition and agree that the organisers shall have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the exhibition.
11. The sponsor will be liable for and will indemnify and hold the organisers harmless from any loss or damages whatsoever directly or indirectly occurring to or suffered by any person or company, including without limiting the generality of the foregoing, the sponsor, other sponsors and members of the public attending the exhibition, either on the said space or elsewhere if said loss or damage arose from or was in any way directly or indirectly connected with the sponsors occupancy of the said space
12. The organiser reserves the right to accept or reject sponsors without giving reasons.
13. The organisers reserves the right to alter or change the space assigned to the sponsor and the exhibition floorplan.
14. Sponsors/exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/booked space unless prior consent in writing from the conference organiser is provided.
15. The organiser reserves the right, at its sole discretion, to change the date or dates upon which the Exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, management shall not be liable in damages or otherwise for failure to carry out the terms of the agreement in whole or in any part where caused directly or indirectly by or in consequence of fire, flood, storm, war, rebellion, insurrection, riot, strike or any cause whatever beyond the control of management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the sponsor should be in any way rendered unusable, this contract shall not be binding.
16. The details in this document are correct at the time of publication. The organisers do not accept responsibility for any changes that may occur.
17. The sponsor is responsible for the placement and cost of insurance related to his/her participation in the exhibition
18. The organiser requests that each sponsor who is provided with a hyperlink from the ANZLAA conference webpage authorise a reciprocal link from your organisation's website to the ANZLAA website be provided.