DHAA SYMPOSIUM

MELBOURNE 2021

13 - 15 MAY

Laneways to better oral health

SPONSORSHIP & EXHIBITION PROSPECTUS

DHAA NATIONAL SYMPOSIUM 2021
13 – 15 MAY 2021
MELBOURNE

DHAA Dental Hygienists Association of Australia Ltd.

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DHAA SYMPOSIUM
MELBOURNE 2021
13-15 MAY
Laneways to better oral health

CONTACT US

For all Sponsorship and Exhibition queries, or for any other symposium matters, please contact the symposium organisers.

Sheila Woodhart
Sponsorship and Exhibition Manager
All Occasions Group
12 Stirling Street
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P: (08) 8125 2216
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All Occasions Group

WELCOME

THE DENTAL HYGIENISTS Association of Australia (DHAA) brings the 2021 National Symposium to Melbourne, Victoria from 13th to 15th May.

The Symposium has been a success year after year and continues to bring Oral Health Practitioners together so they can have firsthand access to current initiatives, research and future directions for oral health goals. It is an important part of the DHAA's strategic plan and professional development program - an event not to be missed!

We invite you and your company to join us in Melbourne for our Symposium 2021 and networking events. The plenary program, workshops and breakout sessions will include expert and experienced local and international speakers, presenting their latest research, techniques, trends and knowledge significant to our profession and vital for the development of all oral health professionals. Successful Oral health outcomes are a team approach and best enabled by supporting relationships with allied health professionals.

The main objective of the Symposium 2021 - '***Laneways to better Oral Health***' - is to expand current knowledge for all the varied and diverse roles practiced by oral health professionals, as well as provide networking and referral pathway opportunities. Improving our knowledge and contact base can motivate us as oral health professionals to expand our horizons and to provide best practice health care to our community, including those who have limited access to services.

Symposium 2021 aims to present to all disciplines followed by our members, to support them in leading patients to better oral health outcomes - healthy smiles and healthy lives.

The DHAA 2021 National Symposium Industry exhibition in Melbourne will have many dental and allied companies showing their new materials, products, equipment and research, providing the latest demonstrations and information for all attending delegates. There will be several social events with time to collaborate and network with health professionals and industry representatives.

We encourage companies to secure sponsorship packages as soon as possible as there is limited availability. We are expecting DHAA Melbourne Symposium 2021 to be the biggest yet, with over 500 delegates expected to attend. This is the perfect opportunity to discuss new products, and materials, present the latest research and case studies, hand out samples and create new ***laneways to better business opportunities***.

We welcome any suggestions your company may have regarding sponsorship and we look forward to your attendance and participation.

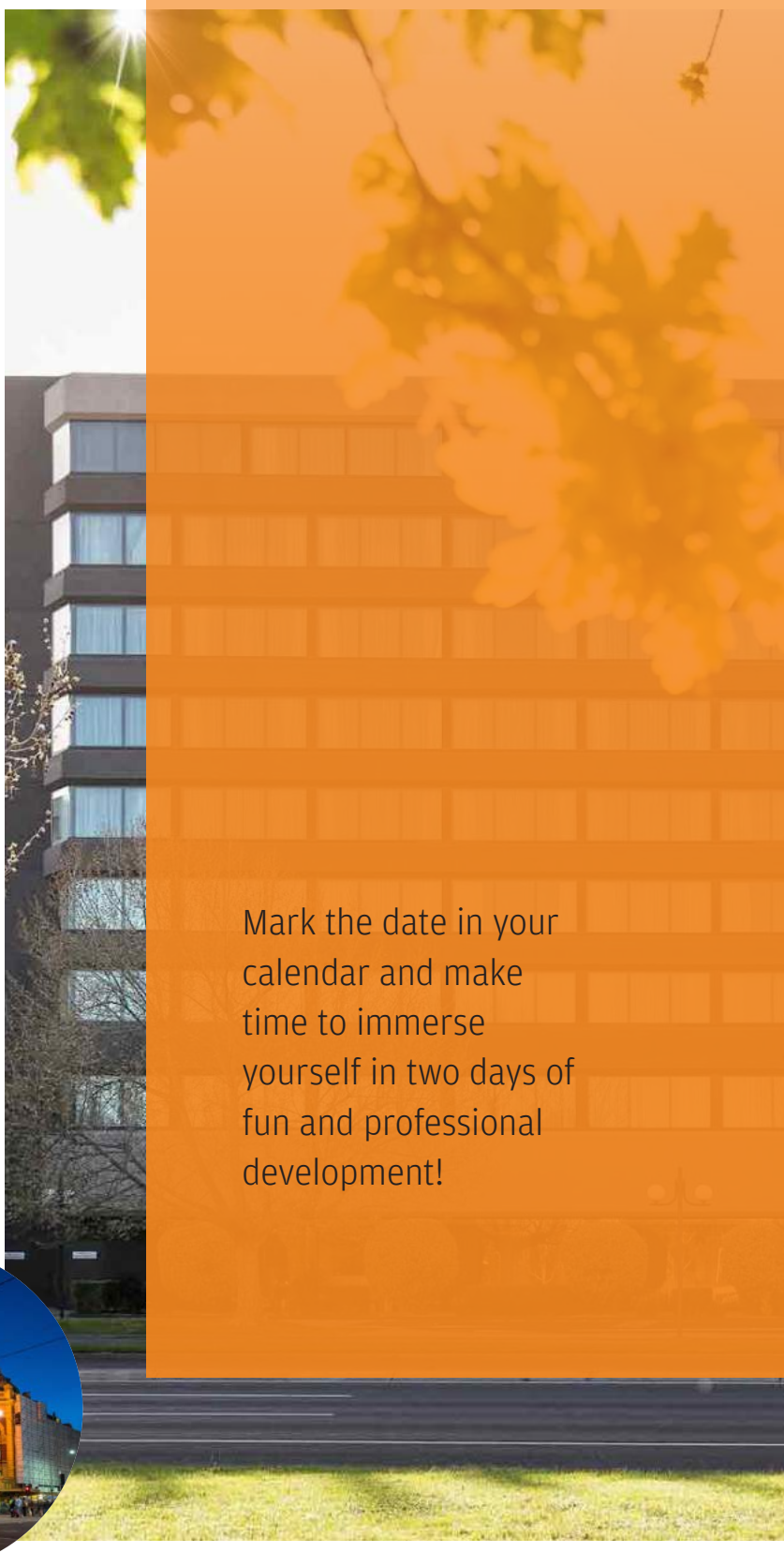
DHAA Dental Hygienists Association of Australia Ltd.

ABOUT THE SYMPOSIUM

This annual event is a unique opportunity for oral health professionals to network, catch up with old friends, and establish new contacts.

Come and be inspired by presentations from well-respected, national and international speakers, discover the latest innovations at the two-day trade exhibition, and catch up on the latest research projects in an array of poster presentations, before partying at the infamous Gala Dinner.

Mark the date in your calendar and make time to immerse yourself in two days of fun and professional development!



Mark the date in your calendar and make time to immerse yourself in two days of fun and professional development!

SYMPOSIUM VENUE

Pullman Melbourne Albert Park Hotel

Hotels combining lifestyle and design, for business and leisure

Overlooking picturesque Albert Park Lake, & prominently located near St Kilda, Chapel Street precincts, the Melbourne CBD & Port Melbourne, Pullman Melbourne Albert Park is one of the city's best-located hotels for business or leisure in one of Australia's most dynamic & cosmopolitan cities. Merging chic style, contemporary comfort & tech-savvy connectivity, our 169 Pullman Rooms are designed to offer Melbourne corporate & holiday travellers a plush yet comfortable space to relax, rejuvenate and recharge

Just a short tram ride from Melbourne CBD & St Kilda, Pullman Melbourne Albert Park provides the perfect picturesque base from which to explore.

Take advantage of Melbourne accommodation that's popular amongst both business and leisure travellers. Guests staying at the elegant Melbourne Hotel are within easy reach of the Royal Botanic Gardens & the Shrine of Remembrance. Pullman Melbourne Albert Park offers Melbourne's best venue hire for team meetings, work functions and weddings right in the CBD.

Within easy reach of many of Melbourne's top attractions, Pullman Melbourne Albert Park offers access to the Royal Botanic Gardens and the MSAC sporting precinct, and is just a short tram ride from St Kilda and Luna Park, Federation Square and Southbank.

WHY SPONSOR AND EXHIBIT

Maximum exposure at a premier industry symposium

Access to a broad network of industry partners from the public and private sectors

Time to **network** with industry colleagues and key decision makers

Opportunity to **present your latest innovations** and new products or services to a pertinent audience

The opportunity to **demonstrate** your company's commitment to the industry

Showcase your expertise and capabilities, and educate the industry

An opportunity to build and reinforce **strategic relationships**

Increased **marketing opportunities** including visibility on the conference website and associated marketing materials

Stay connected to trends and issues

The chance to **affiliate your brand** with a unique and dynamic symposium package

Commitment levels vary and can be tailored to suit your marketing strategies.

OUR COMMITMENT TO YOU

Commitment to our sponsors will begin from the time you confirm.

Ongoing **point of contact** with our Symposium organiser, All Occasions Group, with **support** from dedicated members of the committee

Clear and timely information in regards to your sponsorship and exhibition package and the logistics of putting the benefits into action

Prompt response to your queries

Maximising the exposure of your sponsorship by ensuring that **your logos appear promptly** on the Symposium website and brochures as per your package

SYMPOSIUM PROGRAM OVERVIEW

THURSDAY 13 MAY

2:00pm	Exhibitor Move in
6:00pm	Exhibition Opens
6:00pm	Welcome Reception in the Exhibition Area

FRIDAY 14 MAY

7:30am - 8:30am	Exhibition Open - Arrival Tea & Coffee in the Exhibition Area
8:30am - 10:00am	Conference Opening and program
10:00am - 10:30am	Morning Tea in the Exhibition Area
10:30am - 12:30pm	Conference Program
12:30pm - 1:30pm	Lunch in the Exhibition Area
1:30pm - 3:30pm	Conference program
3:30pm - 4:00pm	Afternoon Tea in the Exhibition Area
7:00pm - 12:00 midnight	Symposium Dinner

SATURDAY 15 MAY

8:00am - 8:30am	Exhibition Open - Arrival Tea & Coffee in the Exhibition Area
8:30am - 10:30am	Conference program
10:30am - 11:00am	Morning Tea in the Exhibition Area
11:00am - 1:00pm	Conference Program
1:00pm - 2:00pm	Lunch in the Exhibition Area
2:00pm - 3:30pm	Conference program
3:30pm - 4:00pm	Afternoon Tea in the Exhibition Area
4:00pm - 6:00pm	Exhibitor Move Out

SYMPOSIUM SPONSORSHIP PACKAGES

MAJOR SYMPOSIUM SPONSORSHIP PACKAGES

GOLD SPONSOR

$25,000

(LIMIT 1)

As the Gold Symposium Sponsor you will receive the following entitlements and includes exclusive sponsorship of the symposium dinner.

Exhibition

- 4 x shell scheme exhibition booths (6x6m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

Registration and Social Functions

- 4 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

Function Sponsorship

- Exclusive Sponsorship of the Symposium Dinner
- 5 minute opportunity for a company representative to speak during the opening of the dinner
- 10 x Complimentary dinner tickets
- Exclusive branding, at sponsors expense of all aspects of the dinner including menu, table decorations, theming and signage
- Logo placed on all conference holding slides

Marketing and Promotion

- Opportunity to conduct a brand activation on one day of the conference within the exhibition hall. Timing and nature of activation to be approved by the symposium organising committee
- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo displayed on the symposium registration site
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- Logo displayed on symposium holding slides at the symposium
- 1 x satchel insert, item to be approved by the symposium organisers
- Acknowledgement as the Gold Symposium Sponsor during the symposium

SILVER SPONSOR

$20,000

(LIMIT TO 2)

As the Silver Symposium Sponsor you will receive the following entitlements:

Exhibition

- 2 x shell scheme exhibition booths (3x6m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

Registration and Social Functions

- 3 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)
- 3 x Complimentary dinner tickets

Function Sponsorship

- Exclusive sponsorship of the allocated function
- 5 minute opportunity for a company representative to speak during the event
- 5 x Complimentary tickets to the event
- Opportunity to supply banners for display during the event

Marketing and Promotion

- Your corporate signage prominently displayed on the main stage in the plenary room. Free standing banner to be supplied by sponsor
- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo displayed on the symposium registration site
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- Logo displayed on symposium holding slides at the symposium
- 1 x satchel insert, item to be approved by the symposium organisers
- Acknowledgement as the Silver Symposium Sponsor during the symposium

MAJOR SYMPOSIUM SPONSORSHIP PACKAGES

BRONZE SPONSOR

$15,000

(MULTIPLE)

As a Bronze Symposium Sponsor you will receive the following entitlements:

Exhibition

- 1 x shell scheme exhibition booths (3x3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

Registration and Social Functions

- 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

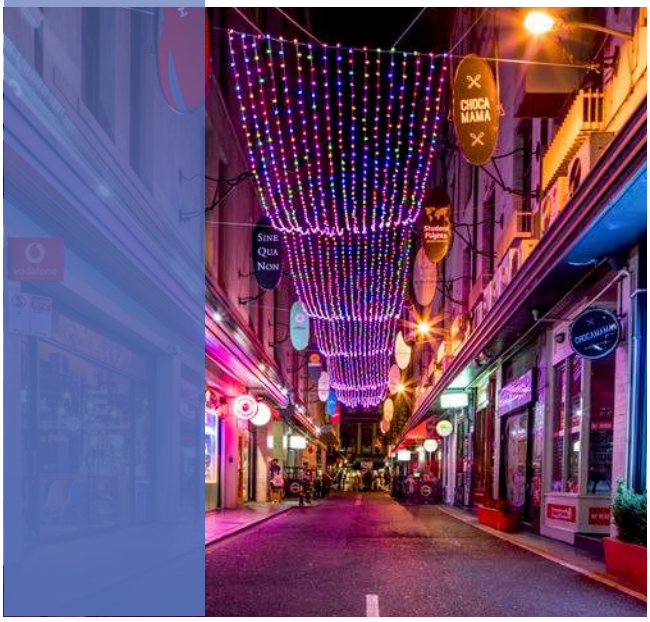
Marketing and Promotion

- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo displayed on the symposium registration site
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- Logo displayed on symposium holding slides at the symposium
- 1 x satchel insert, item to be approved by the symposium organisers
- Acknowledgement as a Bronze Symposium Sponsor during the symposium

SYMPOSIUM SUPPORT SPONSORSHIP PACKAGES

DELEGATE SATCHEL SPONSOR

$12,500



As the sponsor of the symposium satchel you will receive the following entitlements:

Exhibition

- 1 x shell scheme exhibition booths (3x3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided

Registration and Social Functions

- 2 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

Marketing and Promotion

- Logo displayed on the satchel
- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- 1 x satchel insert, item to be approved by the symposium organisers
- Acknowledgement as the Delegate Satchel Sponsor during the symposium

SYMPOSIUM SUPPORT SPONSORSHIP PACKAGES

SYMPOSIUM APP SPONSOR
$8,000

The Symposium app will be in the hands of all delegates. The app will be available on all iPhones, android and mobile devices. The symposium app provides delegates with access to the program, exhibitor listings and contacts and much more.

The Symposium App Sponsor will receive the following entitlements:

Marketing and Promotion

- Sole branding of the mobile event app
- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo displayed on the symposium registration site
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- 1 x satchel insert, item to be approved by the symposium organisers
- Acknowledgement as the Symposium App Sponsor during the symposium

LANYARD SPONSOR
$3,000

The Lanyard Sponsor will receive the following entitlements:

Marketing and Promotion

- Logo printed on all lanyards alongside Symposium logo
- Logo printed on name badges
- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- Acknowledgement as the Lanyard Sponsor during the symposium

PHOTO BOOTH SPONSOR
$6,000

This is a unique opportunity to reinforce your brand to all delegates during the symposium dinner and provide a small keepsake as a memento of the event.

Marketing and Promotion

- Photo booth will be located in a prominent position during the dinner.
- Opportunity for the Photo Booth Sponsor to provide props (chalkboard, message signs etc), at the Sponsor's expense
- Opportunity to provide 2 pullup banners to be displayed next to the photo booth
- Logo to be featured on all printed photos
- Logo displayed on the symposium website and hyperlinked to your company website
- Logo within symposium app

SATCHEL INSERT SPONSOR
$1,000

Satchel Insert Sponsors of the Symposium will receive the following.

- 1 x satchel insert, item to be approved by the symposium organisers

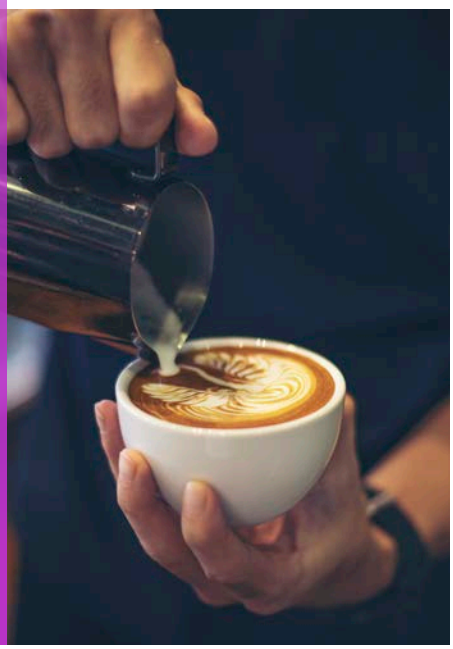
WATER BOTTLE SPONSOR
$5,000

You will have the option to supply a drink bottle branded with your company logo to be distributed to each delegate upon registration

Marketing and Promotion

- Opportunity to supply a branded drink bottle
- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- Acknowledgement as the Water Bottle Sponsor during the symposium

EXHIBITION SPONSORSHIP PACKAGES



EXHIBITION LOUNGE SPONSOR

$10,000

The Exhibition Lounge will be one of the focal points of the Exhibition. The Lounge will be a great place for delegates to network, relax and provide a unique space to do business. The package will include furniture, the sponsor will have the opportunity to brand and add signage to complete the area at their own expense.

Exhibition Booth

- 1 x shell scheme exhibition booth (3x3m2). Should you have a custom stand the equivalent floor space will be provided

Registration and Social Functions

- 1 x Exhibition registration (includes morning and afternoon refreshment breaks, lunches, access to exhibition and welcome reception)

Exhibition Lounge

- Exclusive sponsorship and naming rights to the lounge with the opportunity to brand the area and place collateral (Branding and collateral at the Sponsor's expense)

Promotion and Marketing

- Your corporate signage prominently displayed at the Exhibition Lounge. Free standing banner to be supplied by sponsor
- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- Logo displayed on symposium holding slides at the symposium
- 1 x satchel insert, item to be approved by the symposium organisers
- Acknowledgement as the Exhibition Lounge Sponsor during the symposium

BARISTA SPONSOR

$7,000

Due to Symposium mission disposable cups will not be used with the Barista. We encourage a novel way to promote your organisation eg. each delegate getting a coffee to receive a sticker to wear.

As a sponsor of the Barista Coffee Cart you will receive the following entitlements:

Registration and Social Functions

- 1 x delegate registrations (includes all sessions, morning and afternoon tea breaks, lunches, access to exhibition and welcome reception)

Marketing and Promotion

- Your corporate signage prominently displayed at the Barista Coffee Cart. Free standing banner to be supplied by sponsor
- Logo displayed on the symposium website with company profile and hyperlinked to your company website
- Logo on any symposium signage displayed at the venue
- Logo on any symposium marketing materials
- Logo and company profile featured in the symposium app
- Logo and company profile featured in any symposium printed or electronic program materials
- Opportunity to supply merchandise to be worn by the barista
- Acknowledgement as the Barista Sponsor during the symposium

SYMPOSIUM EXHIBITOR PACKAGES

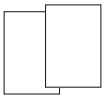
SYMPOSIUM EXHIBITOR PACKAGES

EXHIBITOR
$3,500

As an exhibitor of the Symposium you will receive the following.

Exhibition Booth

- 1 x shell scheme exhibition booth (3x3m²). Should you have a custom stand the equivalent floor space will be provided

				
3m x 3m booth	Octaboard white wall paneling 2.5m	Fascia sign	Two 150 watt spotlights	One standard power feed (Max 5 amps loading)

Registration and Social Functions

- 1 x Exhibition registration (includes morning and afternoon refreshment breaks, lunches, access to exhibition and welcome reception)

Marketing and Promotion

- Listed on the symposium website
- Listed in any symposium printed or electronic program materials

ADDITIONAL EXHIBITION REGISTRATION
$500

If you have additional staff that you would like to attend to manage your exhibition booth this will include all day catering and welcome reception. You will also be able to purchase a dinner ticket separately if they wish to attend the symposium dinner.

SPONSOR AND EXHIBITION APPLICATION FORM

All prices are listed in AUD and include GST

CONTACT PERSON*

*All correspondence will be directed to this person.

First Name | Surname

Organisation

Position

Address

Suburb | State | Country | Postcode

Phone number | Fax number | Mobile number

E-mail address

SPONSORSHIP PACKAGES (please tick preference)

MAJOR SYMPOSIUM SPONSORSHIP PACKAGES

☐ Gold Sponsor	$25,000
☐ Silver Sponsor	$20,000
☐ Bronze Sponsor	$15,000

SYMPOSIUM SUPPORT SPONSORSHIP PACKAGES

☐ Delegate Satchel Sponsor	$12,500
☐ Symposium App Sponsor	$8,000
☐ Lanyard Sponsor	$3,000
☐ Photo Booth Sponsor	$6,000
☐ Water Bottle Sponsor	$5,000
☐ Satchel Insert Sponsor	$1,000

EXHIBITION SPONSORSHIP PACKAGES

☐ Exhibition Lounge Sponsor	$10,000
☐ Barista Sponsor	$7,000

EXHIBITION PACKAGES

☐ Exhibitor	$3,500
☐ Additional Exhibition Registration	$500

I/ WE AGREE TO THE TERMS AND CONDITIONS SET OUT IN THIS SPONSORSHIP AND EXHIBITION PROSPECTUS

Signature | Date

PLEASE RETURN THIS FORM TO:

All Occasions Group
A: 12 Stirling Street, Thebarton, SA 5031
E: sheila.woodhart@aomevents.com
P: 08 8125 2200
D: 08 8125 2216

All Occasions Group

SPONSORSHIP AND EXHIBITION CONTRACT TERMS AND CONDITIONS

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor') **Dental Hygienists Association of Australia Limited** (ABN: 93 364 414 836) and All Occasions Group Pty Ltd (ABN 44 109 863 514) ('the Symposium Organisers') in relation to the sponsorship and/or use of exhibition space at the **Dental Hygienists Association of Australia National Symposium** at the **Pullman Albert Park** ('the Venue') in Melbourne, Victoria from 13 – 15 May 2021 ('the Symposium'). By signing the application form you are indicating your acceptance of these terms and conditions.

Acceptance and Allocation

The Symposium Organisers, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and Exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the Symposium Organiser, whose decision will be final.

Application and Payment

To confirm your acceptance of a Sponsorship or Exhibition package please complete the Booking Form at the back of this brochure and return to sheila.woodhart@aomevents.com and specify the package required. A confirmation letter will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 21 days. If payment is not received by this date, the package will be released for re-sale. As spaces are strictly limited, returning a Booking Form does not guarantee a place as a Sponsor/Exhibitor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received 3 months or further prior to the Symposium start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the Symposium start date will be subject to a 100% cancellation fee.

Legal Responsibility

The Symposium Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/Sponsor during or in connection with the Symposium that results directly or indirectly in any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify the Symposium Organisers in respect of any claim and demands in respect thereof.

The Exhibitor/Sponsor acknowledges that the Symposium Organisers are not responsible for any loss or damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract. In the event that the Symposium or Exhibition is cancelled or delayed through no fault of the Symposium Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

Exhibitor Manual

An Exhibitor Manual outlining all technical aspects of exhibiting will be circulated no later than 3 months before the Symposium. It will include the following

- Technical details about the venue, final exhibition details and information.
- Contractor details services available to exhibitors and order forms.

Exhibitor Display Rules

- The Symposium Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.
- The allocated exhibition booth must be staffed at all times during the exhibition and removal of any exhibition display must not commence until after the exhibition closes.
- All advertising material, such as banners, must be displayed within the designated booth area.
- Excessive noise that inconveniences other exhibitors or the Symposium must be avoided.
- Exhibitors must not obstruct aisles and walkways.
- While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

Custom Stand

All custom stand designs must be approved by the Symposium Organisers and the Venue to allow for unrestricted views. Custom booths which aren't open plan (for example a structure with one or more walls) may need to be located against the perimeter of the Exhibition.

Detailed Requirements and Due Dates:

- The Symposium Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates.
- Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material.
- In the event that materials, information or artwork required by the Symposium Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed, the Organisers are not responsible for any losses sustained as a result.

Sponsorships

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Symposium Organisers.

You must not do anything where you will, in any way, be represented that you are a partner of the Symposium Organisers.

Registrations

Sponsors/Exhibitors are not permitted to attend Symposium Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Exhibition package. Should Sponsors/Exhibitors wish to attend the Symposium as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

Sponsorship and Exhibition Packages

Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Symposium Organisers. Sponsorship and Exhibition entitlements will not commence until the Booking Form and payment is received by the Symposium Organisers.

Venue

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.