



# Invitation to Sponsors and Exhibitors

## Turning the Tide for Birth and Breastfeeding

**Turning the Tide** for Birth and Breastfeeding



**16th and 17th February, 2018**

The Lighthouse Theatre

185 Timor Street, Warrnambool VIC 3280

**Enquiries:**

Please contact Barb Glare  
[zacdan@datafast.net.au](mailto:zacdan@datafast.net.au)

Ph: 0488 757 334

# Turning the Tide for Birth and Breastfeeding

**The Warrnambool Breastfeeding Centre invites you to sponsor, exhibit, or advertise at our 2018 conference.**

This conference has attracted a stellar line-up of National and International speakers.

**Visit website for more details:**

[www.warrnamboolbreastfeedingcentre.com.au](http://www.warrnamboolbreastfeedingcentre.com.au)

Sponsoring this conference will give you exposure to more than 200 lactation consultants, midwives, child health nurses, dietitians, doctors and other health professionals.

Money raised from this conference will go to support the continued operation of the Warrnambool Breastfeeding Centre.

## **What is the Warrnambool Breastfeeding Centre?**

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The Warrnambool Breastfeeding Centre is a hub of information and support for parents in Warrnambool and the surrounding areas. It is a place parents can come to relax and connect with other parents in an informal setting. Importantly, parents can access the breastfeeding information and support they need, when they need it, through professional lactation support, breastfeeding counsellors and practical support such as breast pump hire and information on lactation aids.

The Warrnambool Breastfeeding Centre was opened in May 2014 using funds raised at “Turning the Tide” Conference 2013.

# Turning the Tide for Birth and Breastfeeding

## Sponsorship Opportunities

### Gold Sponsor (1 available) \$6,600 inc GST

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- Logo on the front cover of conference brochure
- Logo on program cover
- Priority Exhibit space (inc 2 dressed trestle tables)
- 2 Conference registrations including morning/afternoon teas, lunch and syllabus
- Acknowledgement as major sponsor on e-mail flyers (at least 4 going to our mailing list of 11,000 health professionals)
- Brochure and/or promotional item in registration package
- Verbal recognition during the Welcome and Closing addresses on both days
- Full page advertisement in program
- 2 free tickets to conference dinner

### Silver Sponsor (3 available) \$4400 inc GST

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- Exhibit space (inc 2 dressed trestle tables)
- 2 Conference registrations including morning/afternoon teas, lunch and syllabus
- Acknowledgement on e-mail flyers (at least 4 going to our mailing list of 11,000 health professionals)
- Half-page advertisement in conference program
- Brochure and/or promotional item in registration package
- Verbal recognition during the Welcome and Closing addresses on both days
- 2 free tickets to conference dinner

### Bronze Sponsor (5 available) \$2200 inc GST

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- Exhibit space (inc 1 dressed trestle )
- 1 Conference registration including morning/afternoon teas, lunch and syllabus
- Acknowledgement on e-mail flyers (at least 4 going to our mailing list of 11,000 health professionals)
- 1/4 advertisement in conference program
- Brochure and/or promotional item in registration package
- Verbal recognition during the Welcome and Closing addresses on both days

# Turning the Tide for Birth and Breastfeeding

## **Commercial Exhibit** (> \$6000 net annual income) \$660 inc GST

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- 1 draped table
- Placement of brochure and/or promotional item in registration package
- 1 conference registration (including morning/afternoon tea and lunch)

## **Cottage Industry** (<\$6000 net annual income) /not for profit \$330 inc GST

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- 1 draped table
- 1 conference registration (morning/afternoon tea and lunch included)

## **Satchel Inserts** \$220 inc GST

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Flyers brochures, product samples included in delegate's satchels.

## **Print Advertising in Conference Brochure**

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A5 – Full page – \$440 inc GST

1/2 page – \$220 inc GST

Business card size – \$140 inc GST

## **Online Conference Sponsor** (3 available) \$1100 inc GST

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As an online sponsor you will reach more than 300 online delegates, plus 200 who will attend in Warrnambool

As an Online Sponsor Your company will:

- Be showcased in all promotional material for the conference and the online conference
- Your logo, profile and hyperlink will be featured on our website
- Credits during live conference and recorded conference
- Verbal acknowledgement of sponsorship at the live conference
- 1 product sample and/or brochure in delegate satchels at live conference

## **Welcome Reception Sponsor** (Thursday February 15th, The Warrnambool Breastfeeding Centre) \$1000 inc GST

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- Your logo on all applicable welcome reception promotional materials
- Your logo and company profile in program and on conference website
- Promotional banners in the venue
- Distribution of sample product or brochure to guests
- Five minute presentation to guests during the event
- Your company message incorporated into live social media posts on The Warrnambool Breastfeeding Centre's Facebook page
- Four complimentary tickets for your staff

# Turning the Tide for Birth and Breastfeeding

## Dinner Sponsor \$1500 inc GST

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Be the exclusive sponsor of our conference dinner.

- Get your company's name exclusively in front of our guests for the duration of the dinner
- Your logo on all applicable dinner promotional materials
- Your logo and company profile in program and on conference website
- Promotional banners at dinner venue and your branding incorporated into table decorations
- Table drop with sample product or brochure
- Five minute presentation to guests during the dinner
- Your company message incorporated into live social media posts on The Warrnambool Breastfeeding Centre's Facebook page
- Four complimentary dinner tickets for your staff

## Sponsor and Trade Display Policy

The Warrnambool Breastfeeding Centre invites sponsorship from ethical companies who abide by the World Health Organisation's code of marketing.

Advertisements will not be accepted from any company that produces human milk substitutes, or any product that does not support successful breastfeeding.

If an index of advertisers is included in a program insertion or handout, advertisers will be listed in order of category of sponsor (eg. major sponsor first).

This sponsor and exhibitor policy must be signed and dated by each sponsor and exhibitor and returned with the sponsorship/trade display Registration Form.

Agreed by: (*print name*) \_\_\_\_\_

Signature: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_

# Booking Form

## Please mail completed booking form with payment to:

ALMA c/o Barb Glare  
41 Heath Marsh Road  
Panmure, Vic 3265

Or email to [zacdan@datafast.net.au](mailto:zacdan@datafast.net.au)

Cheques made payable to ALMA (ABN 83 820 560 346).

*Tax invoices provided on request.*

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Company or Group Name: \_\_\_\_\_

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

Postal Address: \_\_\_\_\_

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Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

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

## Sponsorship type *(please tick)*

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- Gold Sponsor – \$6600 inc GST
- Silver Sponsor – \$4400 inc GST
- Bronze Sponsor – \$2200 inc GST
- Commercial Exhibit – \$660 inc GST
- Cottage Industry – \$330 inc GST
- Satchel Inserts – \$220 inc GST
- Online Conference Sponsor – \$1100 inc GST
- Welcome Reception Sponsor – \$1000 inc GST
- Dinner Sponsor – \$1500 inc GST

## Print Advertising *(please tick)*

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- A5 – Full page – \$440 inc GST
- 1/2 page – \$220 inc GST
- Business card size – \$140 inc GST

## Credit Card Payment

Visa  Mastercard

\_\_\_\_\_ / \_\_\_\_\_  
Credit Card Number

\_\_\_\_\_ / \_\_\_\_\_  
Expiry Date

Card Holder's Name: \_\_\_\_\_

**TOTAL Amount \$:** \_\_\_\_\_

Signature: \_\_\_\_\_