

SFT-11 AUSTRALIA

Successes and Failures in Telehealth

2nd Annual Meeting of the Australasian Telehealth Society

1-2 DECEMBER 2011 | ROYAL ON THE PARK, BRISBANE



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

MAJOR SPONSOR	<u>SOLD OUT</u>	AUD \$20,000 (INC GST)
GOLD SPONSOR		AUD \$10,000 (INC GST)
SILVER SPONSOR		AUD \$5,000 (INC GST)
BRONZE SPONSOR		AUD \$3,300 (INC GST)
CONFERENCE DINNER SPONSOR	<u>SOLD OUT</u>	AUD \$4,400 (INC GST)
EXHIBITOR	<u>SOLD OUT</u>	AUD \$1,650 (INC GST)
SACHEL INSERT		AUD \$660 (INC GST)

www.sftconference.com



ABOUT THE EVENT

Overview

Successes and Failures in Telehealth, 2nd Annual Meeting of the Australasian Telehealth Society will be held at Royal on the Park, Brisbane, Australia on 1-2 December 2011.

The Conference provides a unique forum which explores both successes and failures in telehealth. Its uniqueness as the only academic telehealth conference in the southern hemisphere attracts prominent national and international speakers and delegates.

It provides an excellent program for others to learn from experts in the field. The scientific program will be informative and interactive and will be accompanied by a trade show featuring the latest products and technology available in telehealth and e-health.

Aim

To provide the opportunity for delegates to present the latest research and discuss the pros and cons of telemedicine, telehealth and e-health to foster the education in and promotion of better health care and services worldwide.

Conference Topics

Presentations will be selected which reflect the general theme of successes and failures in telehealth.

Session topics covered at local and global level during previous SFT conferences include:

- » Use of the Internet
- » Evaluation
- » Experimental
- » Online health
- » Developing countries
- » Home/Community
- » New Applications
- » Cost-effectiveness
- » Paediatrics
- » Aged care
- » Education

Target Audience

Over 150 delegates from Australia and overseas are expected to attend SFT-11, attracting professionals and relevant personnel, for example:

- » Academics
- » Doctors
- » Nurses
- » Allied health professionals
- » Administrators
- » Government representatives
- » Policy advisers
- » Audio-visual technicians
- » Managers
- » Educators
- » Media personnel

SPONSOR BENEFITS

Sponsorship provides an upper-edge on competitors who are not involved in the conference to “sell” your organisation’s advantages over its competitors in a climate of enthusiasm.

- » Attendance will provide an excellent opportunity to demonstrate your telehealth and e-health initiatives to a receptive audience, facilitating networking and allowing participants to update their knowledge and understanding of your products and services.
- » The conference will be a unique opportunity to market your products to a wide range of potential customers through close interaction with a key target market.
- » The conference can provide the opportunity for your organisation to showcase the latest products, services or programs to key decision makers.
- » Your organisation will be openly and prominently demonstrating its continued commitment to and active support for telemedicine, telehealth and e-health and the influence of technological innovations.
- » Attendance will provide opportunities to involve representatives from your organisation both in the conference program and through attendance at the event.
- » Sponsorship entitlements are designed to have impact before, during and after the event.



MAJOR SPONSOR

SOLD OUT

AUD\$20,000 (inc GST)

Each of our **Major Sponsors** is a premier sponsor of the conference and will be prominently exposed to a highly relevant and interested audience during the lead up period and at the event. Your contribution to this unique and highly successful event will entitle you to the following opportunities:

Premier Listing of Major Sponsor Logo on

- » All conference promotional literature and media releases.
- » Acknowledgement in conference promotional emails.
- » Website home page and sponsor page, including links.
- » Sponsor logo to appear on the conference brochure and in the conference proceedings.

Opportunity to speak to Delegates

- » Opportunity to give a 20 minute presentation within the conference program.
- » Opportunity to present an award at the conclusion of the conference.

Opportunity to sponsor a Keynote Speaker

- » Opportunity to introduce the sponsored keynote speaker and their presentation.
- » 5 minute speaking opportunity at the beginning of the keynote speaker's presentation.
- » Prominent signage at the keynote presentation.

Corporate Message

- » Corporate logo and blurb included on the conference website.

Journal of Telemedicine and Telecare

- » Company name to appear in the special edition of the *Journal of Telemedicine and Telecare*.

Trade Display

- » Opportunity to display in the trade area for the event.
- » 2 x standard booths with lights, fascia and power will be provided.

Corporate Signage

- » Prominent signage at key positions at the venue for the duration of the conference.
- » Display of Major Sponsor logo on sponsor scroll between sessions.

Acknowledgement of Major Sponsor

- » Acknowledgement by MC during the opening & closing address.
- » The Major Sponsor to be clearly identified as a sponsor on their name badge.

Promotional Material

- » Opportunity to provide promotional material to be included in the conference satchel (unlimited).

Access & Attendance List

- » Attendance numbers and delegate list (name, position, organisation) to be made available prior to the conference, and final delegate list post conference.

Conference Endorsement

- » Use of the below conference endorsement phrase until December 2011:

Major Sponsor

**Successes and Failures in Telehealth,
2nd Annual Meeting of the Australasian
Telehealth Society**

Sponsor Entitlements

- » Two conference registrations, where registration includes attendance at the plenary sessions, breakout sessions, and conference dinner.
- » 50% discount on any additional full conference registrations (up to 5).
- » One year's Corporate Partner Membership of ATHS.

Sponsorship Conditions

- » Acceptance of sponsorship by completion of Sponsor Agreement form.
- » Payment of sponsorship monies required by 30 September 2011 (special arrangements can be made).
- » Notice of cancellation must be submitted in writing prior to 30 September 2011 (50% cancellation fee will apply).
- » Cancellations received after 30 September 2011 will not be refunded.

**Enquiries to: Catherine Connors on +61 7 3876 4988
or catherine@icebergevents.com.au**



GOLD SPONSOR

AUD\$10,000 (inc GST)

Each of our **Gold Sponsors** is a premier sponsor of the conference and you will be prominently exposed to a highly relevant and interested audience during the lead up period and at the event. Your contribution to this unique and highly successful event will entitle you to the following opportunities:

Premier Listing of Gold Sponsor Logo on

- » All conference promotional literature and media releases.
- » Acknowledgement in conference promotional emails.
- » Website home page and sponsor page, including links.
- » Sponsor logo to appear on the conference brochure and in the conference proceedings.

Opportunity to speak to Delegates

- » Opportunity to give a 15 minute presentation within the conference program.
- » Opportunity to present an award at the conclusion of the conference.

Opportunity to sponsor a Breakout Session

- » Opportunity to chair the sponsored breakout session.
- » 5 minute speaking opportunity at the beginning of the sponsored breakout session.
- » Prominent signage at the sponsored breakout session.

Corporate Message

- » Corporate logo and blurb included on the conference website.

Journal of Telemedicine and Telecare

- » Company name to appear in the special edition of the *Journal of Telemedicine and Telecare*.

Trade Display

- » Opportunity to display in the trade area for the event.
- » Standard booth with lights, fascia and power will be provided.

Corporate Signage

- » Prominent signage at key positions at the venue for the duration of the conference.
- » Display of Gold Sponsor logo on sponsor scroll between sessions.

Acknowledgement of Gold Sponsor

- » Acknowledgement by MC during the opening & closing address.
- » All Gold Sponsors to be clearly identified as a sponsor on their name badge.

Promotional Material

- » Opportunity to provide promotional material to be included in the conference satchel (up to 2 items).

Access & Attendance List

- » Attendance numbers and delegate list (name, position, organisation) to be made available prior to the conference, and final delegate list post conference.

Conference Endorsement

- » Use of the below conference endorsement phrase until December 2011:

Gold Sponsor

**Successes and Failures in Telehealth,
2nd Annual Meeting of the Australasian
Telehealth Society**

Sponsor Entitlements

- » One conference registration, where registration includes attendance at plenary sessions, breakout sessions, and conference dinner.
- » 50% discount on any additional full conference registrations (up to 5).
- » One year's Corporate Partner Membership of ATHS.

Sponsorship Conditions

- » Acceptance of sponsorship by completion of Sponsor Agreement form.
- » Payment of sponsorship monies required by 30 September 2011 (special arrangements can be made).
- » Notice of cancellation must be submitted in writing prior to 30 September 2011 (50% cancellation fee will apply).
- » Cancellations received after 30 September 2011 will not be refunded.

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SILVER SPONSOR

AUD\$5,000 (inc GST)

Each of our **Silver Sponsors** is a premier sponsor of the conference and you will be prominently exposed to a highly relevant and interested audience during the lead up period and at the event. Your contribution to this unique and highly successful event will entitle you to the following opportunities:

Premier Listing of Silver Sponsor Logo on

- » All conference promotional literature and media releases.
- » Acknowledgement in conference promotional emails.
- » Website home page and sponsor page, including links.
- » Sponsor logo to appear on the conference brochure and in the conference proceedings.

Opportunity to speak to Delegates

- » Opportunity to give a 10 minute presentation within the conference program.

Corporate Message

- » Corporate logo and blurb included on the conference website.

Journal of Telemedicine and Telecare

- » Company name to appear in the special edition of the *Journal of Telemedicine and Telecare*.

Trade Display

- » Opportunity to display in the trade area for the event.
- » Standard booth with lights, fascia and power will be provided.

Corporate Signage

- » Prominent signage at key positions at the venue for the duration of the conference.
- » Display of Silver Sponsor logo on sponsor scroll between sessions.

Acknowledgement of Silver Sponsor

- » Acknowledgement by MC during the opening & closing address.
- » All Silver Sponsors to be clearly identified as a sponsor on their name badge.

Promotional Material

- » Opportunity to provide promotional material to be included in the conference satchel (1 item).

Access & Attendance List

- » Attendance Numbers and delegate list (name, position, organisation) to be made available prior to the conference, and final delegate list post conference.

Conference Endorsement

- » Use of the below conference endorsement phrase until December 2011:

Silver Sponsor

**Successes and Failures in Telehealth,
2nd Annual Meeting of the Australasian
Telehealth Society**

Sponsor Entitlements

- » One conference registration, where registration includes attendance at the plenary sessions, breakout sessions, and conference dinner.
- » 50% discount on any additional full conference registrations (up to 2).

Sponsorship Conditions

- » Acceptance of sponsorship by completion of Sponsor Agreement form.
- » Payment of sponsorship monies required by 30 September 2011 (special arrangements can be made).
- » Notice of cancellation must be submitted in writing prior to 30 September 2011 (50% cancellation fee will apply).
- » Cancellations received after 30 September 2011 will not be refunded.

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BRONZE SPONSOR

AUD\$3,300 (inc GST)

Each of our **Bronze Sponsors** is a premier sponsor of the conference and you will be prominently exposed to a highly relevant and interested audience during the lead up period and at the event. Your contribution to this unique and highly successful event will entitle you to the following opportunities:

Premier Listing of Bronze Sponsor Logo on

- » All conference promotional literature and media releases.
- » Acknowledgement in conference promotional emails.
- » Website home page and sponsor page, including links.
- » Sponsor logo to appear on the conference brochure and in the conference proceedings.

Corporate Message

- » Corporate logo and blurb included on the conference website.

Journal of Telemedicine and Telecare

- » Company name to appear in the special edition of the *Journal of Telemedicine and Telecare*.

Trade Display

- » Opportunity to display in the trade area for the event.
- » Standard booth with lights, fascia and power will be provided.

Corporate Signage

- » Display of Bronze Sponsor logo on sponsor scroll between sessions.

Acknowledgement of Bronze Sponsor

- » Acknowledgement by MC during the opening & closing address.
- » All Bronze Sponsors to be clearly identified as a sponsor on their name badge.

Promotional Material

- » Opportunity to provide promotional material to be included in the conference satchel (1 item).

Access & Attendance List

- » Attendance numbers and delegate list (name, position, organisation) to be made available prior to the conference, and final delegate list post conference

Conference Endorsement

- » Use of the below conference endorsement phrase until December 2011:

Bronze Sponsor

**Successes and Failures in Telehealth,
2nd Annual Meeting of the Australasian
Telehealth Society**

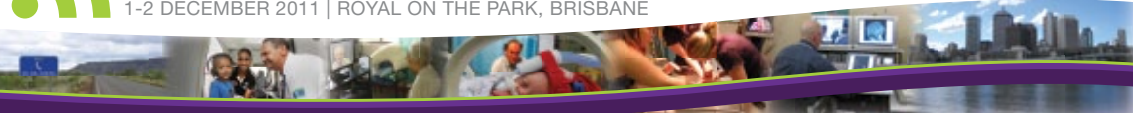
Sponsor Entitlements

- » One conference registrations, where registration includes attendance at the plenary sessions, breakout sessions, and conference dinner.
- » 50% discount on any additional full conference registrations (up to 2).

Sponsorship Conditions

- » Acceptance of sponsorship by completion of Sponsor Agreement form.
- » Payment of sponsorship monies required by 30 September 2011 (special arrangements can be made).
- » Notice of cancellation must be submitted in writing prior to 30 September 2011 (50% cancellation fee will apply).
- » Cancellations received after 30 September 2011 will not be refunded.

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CONFERENCE DINNER SPONSOR

AUD\$4,400 (inc GST)

SOLD OUT

Recognition as the Conference Dinner Sponsor

- » Opportunity to provide one free-standing banner to appear exclusively at the Conference Dinner venue
- » Opportunity to speak to Delegates
- » Opportunity to present a 5 minute welcome presentation at the Conference Dinner

Premier Listing of Conference Dinner Sponsor Logo on

- » All conference promotional literature and media releases.
- » Acknowledgement in conference promotional emails.
- » Website home page and sponsor page, including links.
- » Sponsor logo to appear on the conference brochure and in the conference proceedings.

Corporate Message

- » Corporate logo and blurb included on the conference website.

Journal of Telemedicine and Telecare

- » Company name to appear in the special edition of the *Journal of Telemedicine and Telecare*.

Acknowledgement of Conference Dinner Sponsor

- » Acknowledgement by MC during the opening & closing address.
- » Conference Dinner Sponsor to be clearly identified as a sponsor on their name badge.

Promotional Material

- » Opportunity to provide promotional material to be included in the conference satchel (1 item).

Conference Endorsement

- » Use of the below conference endorsement phrase until December 2011:

**Conference Dinner Sponsor
Successes and Failures in Telehealth,
2nd Annual Meeting of the Australasian
Telehealth Society**

Sponsor Entitlements

- » One additional ticket to the Conference Dinner
- » One conference registrations, where registration includes attendance at the plenary sessions, breakout sessions, and conference dinner.
- » 50% discount on any additional full conference registrations (up to 2).

Sponsorship Conditions

- » Acceptance of sponsorship by completion of Sponsor Agreement form.
- » Payment of sponsorship monies required by 30 September 2011 (special arrangements can be made).
- » Notice of cancellation must be submitted in writing prior to 30 September 2011 (50% cancellation fee will apply).
- » Cancellations received after 30 September 2011 will not be refunded.

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EXHIBITOR

AUD\$1,650 (inc GST)

Trade Display

- » Opportunity to display in the trade area for the event.
- » Standard booth with lights, fascia and power will be provided.

Corporate Message

- » Corporate logo and blurb included on the conference website.

Corporate Signage

- » Display of Exhibitor logo on sponsor scroll between sessions.

Acknowledgement of Exhibitors

- » All Exhibitors to be clearly identified as a sponsor on their name badge.

Promotional Material

- » Opportunity to provide promotional material to be included in the conference satchel (1 item).

Access & Attendance List

- » Attendance numbers and delegate list (name, position, organisation) to be made available prior to the conference, and final delegate list post conference.

Sponsor Entitlements

- » One conference registration, where registration includes attendance at the plenary sessions, breakout sessions, and conference dinner.
- » 50% discount on any additional full conference registrations (up to 2).

Sponsorship Conditions

- » Acceptance of sponsorship by completion of Sponsor Agreement form.
- » Payment of sponsorship monies required by 30 September 2011 (special arrangements can be made).
- » Notice of cancellation must be submitted in writing prior to 30 September 2011 (50% cancellation fee will apply).
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SOLD OUT

SATCHEL INSERT

AUD\$660 (inclusive of GST)

Companies are invited to include an insert in the delegate satchels, such as an A4 flyer or brochure.

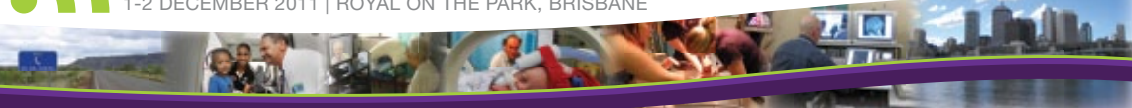
Provision of a lightweight brochure (up to 4 pages and A4 in size) or corporate gift in delegate satchels. All inserts must be approved to ensure available space.

Please note that all sponsorship levels are entitled to satchel inserts.

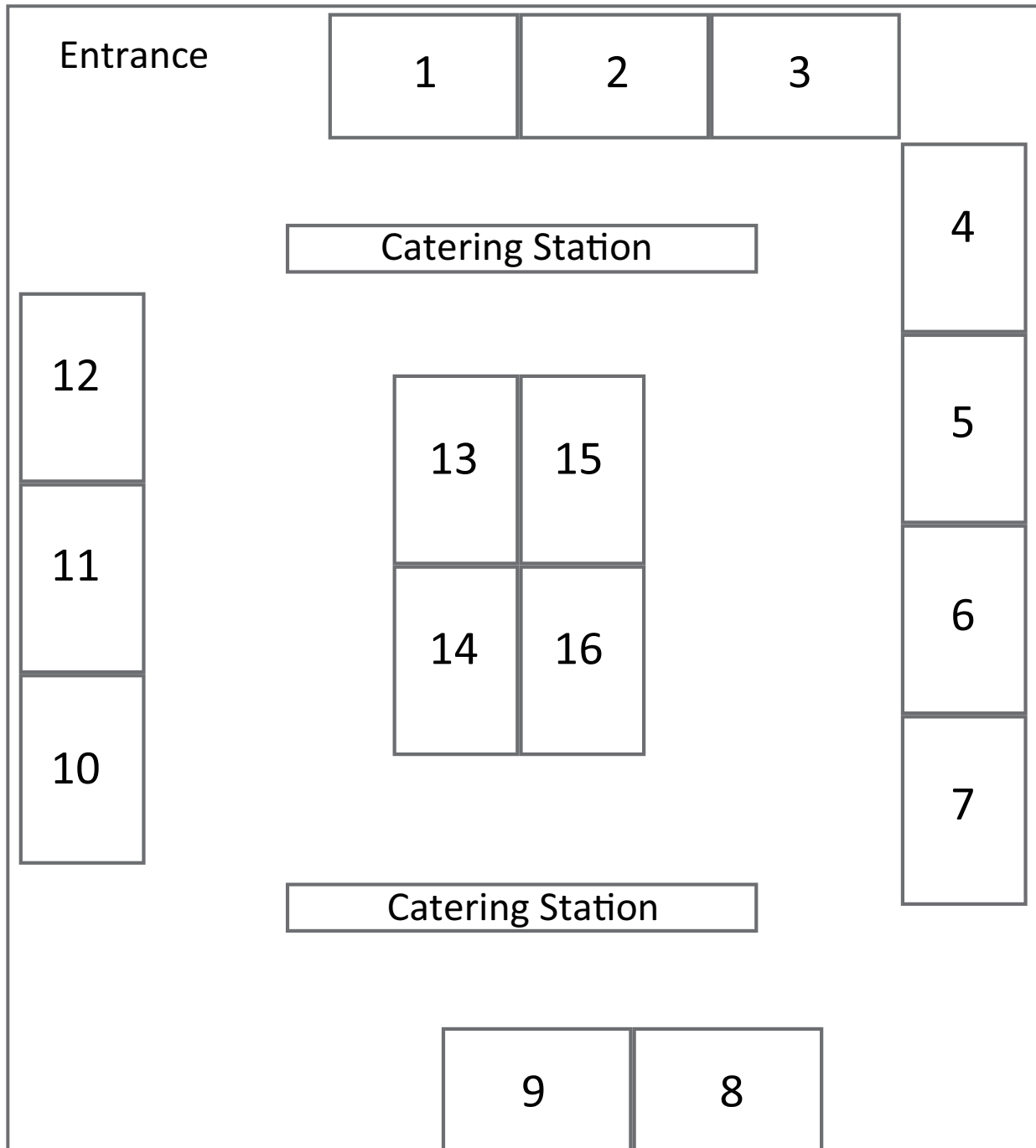
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TRADE AREA FLOOR PLAN



Catalina-De Havilland Rooms
Royal on the Park Hotel

Booth size:
3 x 2m

This is an indication only and it may be subject to change.



ACCOMMODATION FORM

KEY CONTACT PERSON DETAILS:

Name: _____

Company: _____

Phone: _____ Mobile: _____

ACCOMMODATION REQUIREMENTS FOR:

1. Name:	Postion:
Email:	Mobile:
Check-in Date:	Check-out Date:
	Special Requirements:
2. Name:	Postion:
Email:	Mobile:
Check-in Date:	Check-out Date:
	Special Requirements:
3. Name:	Postion:
Email:	Mobile:
Check-in Date:	Check-out Date:
	Special Requirements:

One night's accommodation rate is required to secure your accommodation booking. This deposit will be forwarded to the hotel, and the remainder owing will be payable by you upon checkout. The room rate does not include breakfast.

Accommodation at Royal on the Park, cnr Alice & Albert Streets, Brisbane (ex GST)	
<input type="checkbox"/> Deluxe Park View Room	One night's deposit \$216p/n x Qty [] =
Total Payable	AUD \$

PAYMENT DETAILS A receipt will be emailed to you once payment is received. **ICEBERG EVENTS ABN 84 084 581 153**

Direct Deposit: Account Name: Iceberg Events BSB No: 484 799 Account Number: 201007319; Swift Code: METWAU4B
 Please use 'SFT' and your surname as the reference. Please email payment confirmation to admin@icebergevents.com.au.

Cheque (made payable to 'Iceberg Events') **Email me Tax Invoice with payment options**

Credit Card Mastercard Visa Amex Diners Club Security Code (3-4 digit)

Card No. Expiry Date /

Name on Card _____ Signature _____

TO BOOK YOUR ACCOMMODATION, PLEASE COMPLETE THIS FORM AND RETURN TO:
Post: SFT-11, c/- Iceberg Events, PO Box 3080, South Brisbane Qld 4101
 or **Fax:** +61 7 3367 0032 or **Scan & E-mail to:** catherine@icebergevents.com.au

Terms and Conditions: All cancellations must be made in writing to Iceberg Events. A refund may be granted depending on the hotel policy less \$55 administration fee.

Enquiries to: Catherine Connors on +61 7 3876 4988 or catherine@icebergevents.com.au