



Centre for Rheumatic Diseases
2007 Conference

The Way Forward:
Chronic Disease Self-Management in Australia



Friday 27 July 2007
Melbourne, Victoria

***SPONSORSHIP
PROSPECTUS***

WELCOME

On behalf of the Conference organising committee of The University of Melbourne conference – *The way forward for chronic disease self management in Australia* - to be held in Melbourne 26 to 27 July 2007, I invite your organisation to participate in this valuable national forum.

Australia is embarking on one of its most significant healthcare reforms that is likely to have a direct impact on the millions of Australians with a long term chronic illness. The Council of Australian Governments (COAG), through the Australian Better Health Initiative (ABHI) have allocated \$500 million to the prevention and management of chronic diseases, much of which will be operationalised through State and Territory Health Departments. One of 5 key elements within the package is a focus on chronic disease self-management . The University of Melbourne, in collaboration with Government agencies, is hosting a national forum to exchange information and initiatives relating to the operationalisation of chronic disease self-management programs across the healthcare sector.

Conference delegates will be provided with invaluable exposure to both international and national perspectives in the field. Keynote speakers include:

- Professor Anne Rogers (Visiting Professor - Melbourne University). Professor Rogers led the evaluation of the UK Expert Patients Programme - a centrepiece of primary healthcare reform in the UK, and will present results and implications of implementing chronic disease self-management initiatives across the healthcare continuum.
- National authorities and leading government policy makers from across Australia presenting key initiatives, research and experiences within their state.

We are inviting organisations to consider the benefits and opportunities associated with becoming involved as a sponsor of this innovative forum. Sponsorship opportunities are detailed on the following pages and are designed to give sponsors exposure across the whole range of pre event marketing as well as maximum access to delegates and decision makers during the Meeting.

Align your organisation with this rapidly advancing field of chronic disease management.

Dr Richard Osborne
Conference Chair
Centre for Rheumatic Disease, The University of Melbourne

THE HOST ORGANISATION

The Centre for Rheumatic Diseases is a joint venture between The University of Melbourne, Arthritis Foundation of Victoria and the Royal Melbourne Hospital.

The Centre is home to the Chronic Disease Education Research Group led by Dr Richard Osborne. Over the last 5 years this team has initiated and lead some of the most substantial self-management primary research, evaluation and knowledge translation activities in Australia.

Competitive and commissioned research and evaluation grants from across sectors include National Health and Medical Research Council, Commonwealth Department of Health and Ageing, Department Veteran Affairs, Victorian Department of Health and Ageing, Private Health Insurance agencies and non-government organisations.

For several years Dr Osborne has been an advisor to State and Commonwealth agencies as well as non-government organisations in the area of chronic disease self management. He is also engaged in or leads collaborative partnerships with agencies in the USA, Germany, Sweden, Denmark and England. He has given numerous key note presentations and workshops in North America, Europe and the United Kingdom.

In 2004 Dr Osborne's unit conceived a National Quality and Monitoring System and through the Commonwealth Department of Health and Ageing, this system has been implemented across the country, across sectors, disease groups and types of self-management programs.

In 2005 the team completed an influential and widely distributed national and international policy review. In 2007 this culminated in a widely publicised 'knowledge translation' rapid online publication in the Medical Journal of Australia titled *Chronic Disease Self-Management Education Programs: challenges ahead*.

http://www.mja.com.au/public/issues/186_02_150107/jor10642_fm.html

WHY SPONSOR THIS CONFERENCE?

The Centre for Rheumatic Diseases Conference will bring together health professionals, government policy makers (both at Federal and State levels), consumers, and a range of private and public organisations providing self-management interventions across the health and community settings. Your organisation can gain valuable access and exposure to these delegates for discussion and professional networking. Much of the work presented will have significant and potentially profound implications for your Organisation's programs and/or product development.

Some important benefits of sponsorship are:

- Increased visibility to support the health industry, research and improvement in self management of chronic diseases
- Differentiate from your competitors with innovative event sponsorship and support of change for the better
- Valuable access to prominent health and government decision makers
- Visibility as a major player in this rapidly advancing field

Delegate Demographics

600 delegates are expected to attend this event from a vast range of the industry including:

- State and federal government health policy makers
- Program developers and managers
- General Practitioners and medical specialists
- Physiotherapists
- Occupational Therapists
- Nurses
- Community Health Educators
- Non-government organisations
- Consumers
- Researchers

Marketing plan

Word on the Conference has already spread across the healthcare sector facilitated by the open dialogue in the Medical Journal of Australia. Further direct marketing will occur via a conference website used as the main information distribution channel which will provide regular Conference updates. In addition a conference registration brochure and email blasts promoting the conference will be distributed to a marketing database of over 1000 individuals and organisations. Advertisements will be placed in key professional association journals and newsletters. Media Exposure will be generated through press releases

SPONSORSHIP OFFICE

For further information or to book a sponsorship opportunity please contact the Conference Secretariat:

Jodie North
Melbourne Conference Management
Union House
The University of Melbourne
Parkville, VIC 3010

Tel: 03 8344 6389

Fax: 03 8344 0013

Email: Jodie.north@union.unimelb.edu.au

Website: www.mcmconferences.com

Please find following various sponsorship opportunities available for your consideration.
Please note all prices are quoted in Australian dollars and includes Goods and Service Tax (GST)

MAJOR SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	GOLD Sponsor \$20,000 (inc GST) 1 ONLY	SILVER Sponsor \$15,000 (inc GST) 3 ONLY	BRONZE Sponsor \$10,000 (inc GST) 3 ONLY
Complimentary full registration (inclusive of all the registration benefits)	5	3	2
The inclusion of company name & logo on the cover of the registration brochure, final program and on any associated publicity/materials	✓		
Acknowledgement in the registration brochure and the final program including logo	✓	✓	✓
Logo on Conference website with link to organisation website	✓	✓	✓
The inclusion in the Conference satchels of a one-page A4 insert about your company and/or other acceptable promotional materials	2	1	1
Advertisement in Final Program (ad to be supplied by sponsor)	Full page	Half page	
Organisation logo on the Conference Signage	✓	✓	✓
Acknowledgement during the Opening and Closing sessions of the Conference as a major sponsor	✓	✓	✓
Company logo on title slides during Plenary sessions	✓	✓	✓
Trade display booth at the Exhibition Space	2	1	
Tickets to the Conference Reception	5	3	2

OTHER SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION SPONSOR – \$5,000.00

Social events are a prime opportunity for delegates to network and meet VIPs and Sponsors. An official welcome reception will be held on Thursday 26 July. Sponsorship of this item includes:

- Opportunity for placement of company banner at Cocktail Reception (*sponsor supplied*)
- Sponsor logo on the Welcome Reception Tickets
- 5 x Cocktail Reception tickets
- Opportunity for placement of company brochures at Cocktail reception
- Recognition in the Conference Final Program
- Sponsor logo on conference website with link to organisation website

CONFERENCE SACHEL SPONSOR - \$5,000.00

Conference satchels will be distributed to each delegate at the Conference. Sponsorship of this item includes:

- The Conference and Sponsoring logo on each Conference Satchel (*artwork to be approved by committee*)
- Logo on conference website with link to organisation website
- Acknowledgement in the final program
- Inclusion of 1xA4 double sided brochure or promotional sample into the Delegate Satchel

EXHIBITION TRADE BOOTH - \$3,000.00

A limited number of trade exhibition booths will be made available during the Welcome Reception on the evening of Thursday 26 July 2007 and throughout the main conference sessions on Friday 27 July 2007.

An exhibition trade booth booking includes:

- One trade exhibition booth - 3m x 2m x 2.4m height booth equipped with 2 x 120 watt lights, 1 x powerpoint and fascia sign with company name
- One complimentary registration to attend the Conference sessions on Friday 27 July 2007
- Access to trade area for two representatives to man the trade exhibition
- Lunch and morning and afternoon tea for the two booth representatives
- Acknowledgement in the Final Program
- Logo on conference website with link to organisation website

WORKSHOP SPONSOR - \$2,500.00 (Up to 8 workshops available)

Various industry workshops will be conducted on Thursday 26 July. Sponsorship of this item includes:

- Recognition in the Conference Final Program and on program schedule
- Logo on conference website with link to organisation website
- Opportunity for placement of company banner at sponsored workshop (*sponsor supplied*)
- Acknowledgement by Workshop facilitator of sponsorship at commencement and closing of session
- One complimentary ticket to workshop

Details on the conference workshops available for review from Conference Office

NAME TAGS & LANYARDS - \$3,000.00

Each delegate will be required to wear official Conference lanyard and nametag for the duration of the Conference. Sponsorship of this item includes:

- Sponsorship logo on the conference lanyard
- Logo on conference website with link to organisation website
- Acknowledgement in the final program

SACHEL INSERT - \$2,000.00

This is a popular sponsorship item which provides effective exposure to all Conference delegates. Sponsorship of this item includes:

- Inclusion of 1xA4 double sided brochure or promotional sample into the delegate satchel

CONFERENCE PADS OR PENS - In Kind

Conference pads and pens will be provided to each delegate via the Conference Satchel.

- Sponsor to provide pad and or pen for inclusion into satchel

(Design of pad or pen to be approved by committee)

FINAL PROGRAM ADVERTISEMENT

Advertisement space in Conference final program:

- Full page - \$800.00
- Half page - \$550.00

(Advertisement supplied by sponsor)

The Centre for Rheumatic Disease Conference 2007
The Way Forward for Chronic Disease Self Management in Australia

SPONSORSHIP AND EXHIBITION BOOKING FORM

TAX INVOICE for GST Purposes

MU Student Union Ltd ABN: 89 107 286 706

All prices quoted are in Australian dollars and include 10% GST

**Please complete form and return to Conference Office via
Post: CRD Conference C/- Melbourne Conference Management,
Union House, The University of Melbourne, Parkville, Vic 3010
Tel: 03 8344 6389 Fax: 03 8344 0013 Email: crd2007@union.unimelb.edu.au**

Contact Details

Contact Name:

Organisation:

Tel: Fax:

Email:

Sponsorship Booking

Please indicate the sponsorship package you wish to book:

- | | |
|---|--|
| <input type="checkbox"/> Gold Sponsor - \$20,000 | <input type="checkbox"/> Silver Sponsor - \$15,000 |
| <input type="checkbox"/> Bronze Sponsor - \$10,000 | <input type="checkbox"/> Welcome Reception - \$5,000 |
| <input type="checkbox"/> Conference Workshops - \$2,500 | <input type="checkbox"/> Delegate Satchel - \$5,000 |
| <input type="checkbox"/> Name Tags and Lanyards - \$3,000 | <input type="checkbox"/> Satchel Inserts - \$2,000 |
| <input type="checkbox"/> Pads and Pens – In Kind | <input type="checkbox"/> Trade Exhibition - \$3,000 |
| <input type="checkbox"/> Full Page Advertisement - \$800 | <input type="checkbox"/> Half Page Advertisement - \$550 |

Sponsorship Payment:

1. 50% of sponsorship to be forwarded with sponsorship booking form
2. Balance of payment due Monday 28th May 2007
3. Cancellations must be made in writing. Cancellations received after Monday 28th May 2007 forfeit 100% payment

Payment Methods

Cheque enclosed. Cheques must be in Australian Dollars and made payable to MU Student Union – CRD

Payment by credit card: MasterCard Visa Bankcard

Card number:

Card holder's name [please print]

Signature: Expiry Date:

Sponsorship Booking Conditions

1. The Organising Committee reserves the right to reject an application at any time.
2. Applications will be processed in strict order of receipt.
3. Applications will only be processed upon receipt of 50% deposit
4. Prior to going to print Full Payment is required for inclusion in the Final Program.
5. Exhibition Booths will only be built if full payment has been received prior to the commencement of the Conference
6. All artwork is to be approved by the Organising Committee prior to printing
7. Cancellations must be received in writing by the Conference office and any cancellations received after Monday 28th May 2007 will forfeit 100% payment