

Sponsorship Opportunities



Sleep on it
healthy function of sleep

October 2-4 **2008**
Adelaide Convention Centre



20th Annual Scientific Meeting of the Australasian Sleep Association



20th Annual Scientific Meeting of the Australasian Sleep Technologists Association

www.sleep.org.au

21st Annual Scientific Meeting of the Australasian Sleep Association
and
21st Annual Scientific Meeting of the Australasian Sleep Technologists Association

Introduction

2-4 October 2008 will see ASA & ASTA again combine their Annual Scientific Meetings. The growth of sleep medicine in Australasia over the last 21 years is enormous, evidenced by the breadth and quality of research currently taking place. Much of this research will be presented and debated at this year's meeting. The meeting will again run over 3 days allowing plenty of time for registrants to absorb the scientific presentations and to inter-mingle with the industry trade displays.

Following on the success of last years worldsleep07 meeting the 2008 Meeting promises an outstanding programme of science, medicine and education. At the last ASA/ASTA ASM In Perth in 2006 over 500 people attended and it is hoped that the wine, culture and natural beauty that Adelaide and surrounding regions offer, will again encourage high attendance this year.

The Meeting offers a fantastic opportunity for technologists, doctors, researchers and other interested parties to meet together, and a Trade Display, run in conjunction with the Meeting, allows industry to showcase their products to relevant sleep professionals, and also show support for the research work being done in the many and varied areas of sleep disorders.

The Organising Committee extends to your Company or Organisation an opportunity to become involved in this Meeting by becoming a sponsor or taking up an industry display. The benefits are great; delegates are exposed to your products and services in a learning environment, away from their hectic day to day work places.

Feedback was sought from industry sponsors following the 2006 scientific meeting. In response to this feedback, there have been changes to the cost of sponsoring some of the sessions in an attempt to enhance the value of sponsoring the meeting and the Trade Display profile and facilities have been improved.

The venue in 2008 will provide even greater business opportunities for your company or organisation. The Trade Exhibition will be housed in the same extensive Exhibition area as both the research posters and the catering, which will increase your exposure to the delegates.

Further Information

If you wish to discuss any of the following opportunities, or have suggestions of other ways in which you would like to support the meeting please contact:

Stephanie Blower
Executive Secretary & Conference Manager

Australasian Sleep Association

GPO Box 295

SYDNEY 2001

Phone: 02 9920 1968

Fax: 02 9920 5415

Email: conference@sleep.org.au



Venue

Adelaide Convention Centre,
Adelaide, South Australia

Dates

2-4 October 2008

This year the Conference will again run from Thursday to Saturday, with a full day's programme on the Saturday. The Exhibition will run for the entire three days, closing at the end of afternoon tea on the Saturday afternoon, allowing longer quality exposure to the conference registrants. In order to encourage delegates to stay for the duration of the meeting, the Conference Dinner will be held on the Saturday evening. The Conference Dinner and Welcome Function provide a wonderful opportunity for industry and the professional members of the associations to interact in less formal and social surroundings.

Scientific Programme

The theme of this year's meeting is Sleep on it – healthy function of sleep. There will be four plenary sessions. Each plenary session will be held without any competing sessions and will cover *Health Function of Sleep – Neuro-cognitive function*, *Neuro-cognitive function in sleep disorders*, *Sleep and Cardiovascular Health* and *Sleep and Metabolic / Immunological Health*. Other sessions will include presentations of original research in oral and poster format (the poster session also accompanied by brief oral presentations), presentations of the Special Interest Groups of the ASA and a debate.

Industry is invited to sponsor the individual sessions, both to highlight the close relationship between industry and scientific research and increase the profile of the sponsor with selected topics, including the role of sleep in neurocognitive function and memory processing, the effects of sleep disorders on these functions, the role of sleep on cardiovascular health and the cardiovascular consequences of sleep disorders, the role of sleep in metabolic health and the metabolic consequences of sleep disorders.

The scientific programme promises to deliver the cutting edge science and cover the diversity of sleep science, including sleep disordered breathing, sleep behavioural and circadian disorders, insomnia and sleep medicine technology.

Sleep

Guest Speakers

We are most fortunate to have great depth in our invited speakers for this year's scientific meeting.

A/Prof Robert Stickgold, PhD

Robert Stickgold is Associate Professor of Psychiatry at Harvard Medical School and Department of Psychiatry, Beth Israel Deaconess Medical Centre, Boston, USA.

His current research seeks to describe the nature of cognition during sleep, and to explain the role of sleep in memory and emotional processing. His studies of sleep and memory have provided definitive evidence demonstrating the importance of sleep in learning and memory consolidation.



Professor Ip Sau Man, Mary

MD (HK), FRCP (Lond, Edin & Glas), FCCP, FHKCP, FHKAM (Medicine)

Mary Ip is one of the world's leading researchers in obstructive sleep apnoea with particular focus on cardiovascular and metabolic associations. Prof. Mary Ip is currently Chair Professor of Medicine, and Associate Dean in Education at the LKS Faculty of Medicine, The University of Hong Kong.



Sponsorship Levels

- Platinum Sponsor - spend more than \$30,000
- Gold Sponsor - spend more than \$25,000
- Silver Sponsor - spend more than \$20,000
- Bronze Sponsor - spend more than \$15,000

These costs include the cost of exhibition space

Companies taking these levels of sponsorship will have

- Delegate lists e-mailed to them prior to the Conference (except those delegates who choose to not have their names included for privacy reasons)
- Be acknowledged as such at the opening and closing sessions, as well as the Conference Dinner, and any other time when sponsors are thanked.

Bookings

In view of the keen competition for many of the sponsorship opportunities the Organising Committee have confirmed that **all bookings for sponsorships will be taken on the basis of the first company to send their completed application form with the required deposit will be accepted.**

Exhibition spaces, are not included with any sponsorship item, and should be booked separately on the Booking Form.

1 Conference Dinner **\$13,000 + GST**

The Conference Dinner will be the main social event of the conference allowing your company to have a strong presence in a relaxed and informal atmosphere. The dinner will be held on the Saturday evening, 4 October 2008.

Benefits:

- Recognition on programme and tickets for the Conference Dinner
- Exclusive signage at the dinner
- TWO full conference registrations (including daily catering and Conference Dinner)
- 2 Extra Dinner Tickets to give to clients or staff
- One full page black and white advertisement in the Registration Brochure
- Acknowledgment in all conference publications
- Acknowledgment and thanks at conference dinner plus opening and closing ceremonies

2 Satchel Sponsorship **\$7,500 + GST**

The satchels package will provide your company with wide exposure by being distributed to participants of the meeting.

This is a unique opportunity for a company to supply and design (with assistance and approval from the organising committee) a superb quality conference 'satchel' for all delegates.

Benefits:

- Your Company logo printed on the satchel
- ONE full conference registration (including conference dinner)
- Option to include an insert in the satchel

3 Cocktail Party **\$7,500 + GST**

A welcome cocktail party will be held for delegates. This will allow you to promote your company in a relaxed atmosphere, while delegates have an opportunity to network and catch up on the past year.

Benefits:

- Exclusive signage during the Cocktail Party
- Acknowledgment by Chairperson at sessions prior to and after cocktail party
- ONE full conference Registration (including Dinner)
- 2 Extra invites to the Cocktail Party for clients or staff
- Option to include an insert in the satchel
- Acknowledgment in all conference publications

4 Industry Symposia **\$5,000 + GST**

For the first time industry is being offered one of four opportunities to have an industry based symposia included within the Conference Programme. Bookings for these symposia will also be taken by the Secretariat at the time of registration. These include 2 breakfast sessions, on Friday and Saturday mornings, prior to the start of the normal programme, and two evening sessions, on Thursday and Friday, after the AGMs of the two Associations.

The organising committee reserves the right to ensure the programme is of an appropriate scientific standard. The sponsoring company would be responsible for all expenses for these sessions, including speaker costs and any catering. Further details for this option are available from the Conference Secretariat.

5 Sponsorship of OPENING SYMPOSIUM \$4,000 + GST **incorporating the Helen Bearpark Memorial Lecture**

The Conference Opening is historically the best attended session of the Conference. Sponsorship of the opening allows a sponsor to have their name acknowledged at the very start of the Conference before delegates are bombarded with new information. The Opening Symposium will also incorporate the Helen Bearpark Memorial Lecture.

Benefits include:

- Exclusive signage at the opening session
 - Acknowledgment on A/V screen prior to and after opening ceremony
 - Acknowledgment in all conference publications
 - Acknowledgment and thanks at conference opening and closing ceremonies
- NB Sponsors DO NOT have any input into the speakers or topics chosen for discussion.**

6 Session Sponsorship

Plenary Symposium	\$3,000 + GST
Special Interest Group Symposium	\$2,000 + GST
Oral Poster Presentation Session Symposium	\$1,000 + GST

Session sponsorship has been tailored to promote your company during various sessions of the conference. A programme outline is attached so where possible your company could sponsor the most relevant subject. The programme is not finalised, so it is not possible to guarantee all sessions will be held, however if your chosen session does not eventuate you would be offered an alternative session. Companies should nominate 3 preferred sessions on the booking form.

This sponsorship allows your company to demonstrate support and continuing commitment to education and awareness of sleep-related health problems.

Benefits include:

- Acknowledgment as a sponsor of the session in the programme
 - Exclusive signage during a session
 - Acknowledgment by Chairperson prior to and after session
 - Acknowledgment on A/V screen prior to and after session
 - Acknowledgment in all conference publications.
- NB Sponsors DO NOT have any input into the speakers or topics chosen for discussion.**

7 Pads and Pens \$2,000 + GST

Promote your company's image by putting company pens and pads into the satchels. (All materials to be provided by the sponsoring company.)

8 Lanyards \$2,000 + GST

Have delegates wearing your name on a lanyard holding their name badges. (All materials to be provided by the sponsoring company.)

9 Internet Zone \$2,000 + GST **plus costs involved in setting up (Exhibition space, stand build and computer hire)**

One opportunity exists to sponsor an internet zone in the exhibition area. This would enable your company to sign the area and have your home page on the computers

The company taking up this offer would be responsible for negotiating with the exhibition company the stand build, number of computers etc. All costs involved in the setting up of the internet zone would be the responsibility of the sponsoring company.

10 Catering Sponsorship

\$1,500 + GST

We are offering three daily sponsorship packages for conference catering. This will entitle sponsors to:

- Acknowledgment in the Conference Program
- Opportunity to use company logo on napkins on that particular day. (napkins to be provided by the sponsoring company)
- Opportunity to put material on seats at the start of the day

11 Satchel Inserts

\$1,500 + GST

Promote your company's product or service by providing material to be included in the satchel for the Meeting. (Maximum material size: A4, 6 pages)

12 Advertising in *Sleep and Biological Rhythm Abstract Journal*

1 page colour \$3,000 + GST

1 page B&W \$2,000 + GST

1/2 page B&W \$1,500 + GST

A limited number of advertisements will be accepted for inclusion in the Abstract edition of Sleep & Biological Rhythms (SBR), which will be published for the conference. It is intended that this edition will be circulated to all the subscribers of SBR, as well as conference attendees, so this advertisement will have exposure to over 3000 people relevant to sleep medicine.

13 Advertising in Programme Book

1 page colour \$1,500 + GST

1/2 page colour \$1,000 + GST

1 page B&W \$1,000 + GST

1/2 page B&W \$750 + GST

A limited number of advertisements will be accepted for inclusion in the Programme Book which is the essential tool of the Conference Delegate.

EXHIBITION

\$5,500 + GST

A limit of 25 booths is planned in the display area and, whilst regrettably we may not be able to accommodate all intending exhibitors, the aim is to have adequate space for catering and delegates in the exhibition area. Poster presentation displays will also be held in this area, ensuring delegates even more exposure to the exhibition.

An exhibition package will include:

- Two conference delegates (not including dinner)
- Acknowledgment in conference handbook
- Conference delegate list (except those who chose not to be included)
- One copy of delegate material per stand.

Each stand will have:

- Floor space of 3m x 3m
- One fascia sign
- Two spotlights
- Velcro compatible walls
- 4 amp power

A discount will apply for Companies taking more than one exhibition area:

2 areas \$10,000 + GST

3 areas \$14,000 + GST

Extra Stand Delegates

A special rate for additional staff to man the stands is being offered at

AU\$400 + GST for the full 3 days or **AU\$200 + GST for 1 day**

This includes daily catering but does not include the Conference Dinner. A registration form for additional staff will be sent out with other material closer to the Conference.

CANCELLATION POLICY

Any cancellation must be advised in writing.
An administration fee of 25% of the contracted price is retained should the cancellation be up to two months prior to the event and 100% of the contracted price should cancellation be less than two months.

Payments are to be made by: | 1 Cheque payable to Australasian Sleep Association | 2 By Visa or Mastercard or | 3 Electronic Funds Transfer to Australasian Sleep Association
Bank: National Australia Bank BSB No: 082 133 Account Number: 69374 9005. If paying by EFT please advise by e-mail once payment has been made.

PAYMENT CONDITIONS FOR SPONSORS & EXHIBITORS

A deposit of 50% of the total exhibition/sponsorship fee must accompany your booking. All outstanding balances must be received by 1 September 2008. Should payment not be received by the due date, the organising committee may be forced to release the assigned space.

Programme at a glance

Thursday

- 8.30 Opening Session
Plenary 1: Healthy function of sleep - neurocognitive function

- 10.30 Morning Tea

- 11.00 New Investigator Session

- 12.00 Lunch

- 2.00 Concurrent Poster Sessions
Paediatric - Clinical
Insomnia and Parasomnia
Respiratory Airways Physiology
SDB - Clinical Epidemiology

- 3.00 Attended Poster Discussion

- 3.30 Afternoon Tea

- 4.00 Concurrent SIG Sessions
Respiratory
Oro-facial
Paediatric
Sleep Behavioural and Insomnia

- 5.30 ASA AGM

- 6.30 Evening Session
- possible industry symposium

Friday

- 7.00 Breakfast Session - Industry Symposium

- 8.30 Plenary 2: Neurocognitive function in sleep disorders

- 10.30 Morning Tea

- 11.00 Concurrent Oral Discussions
Sleep Breathing
Sleep behavioural and circadian disorders
Paediatric

- 12.00 Lunch

- 1.00 (SIG Business Meetings)

- 2.00 Concurrent Poster Sessions
Paediatric - Measurement
NIV/Respiratory Failure
Sleep Neurophysiology
SDB Measurements

- 3.00 Attended Poster Discussion

- 3.30 Afternoon Tea

- 4.00 Debate

- 5.30 ASA AGM

- 6.30 Evening Session
- possible industry symposium

Saturday

- 7.00 Breakfast Session - Industry Symposium

- 8.30 Plenary 3: Sleep and cardiovascular health

- 10.30 Morning Tea

- 11.00 ASTA Symposium

- 12.00 Lunch

- 1.00 (SIG Business Meetings)

- 2.00 Concurrent Poster Sessions
Paediatric - Treatment
SDB Treatment
Sleep Neurophysiology
SDB Treatment CPAP

- 3.00 Attended Poster Discussion

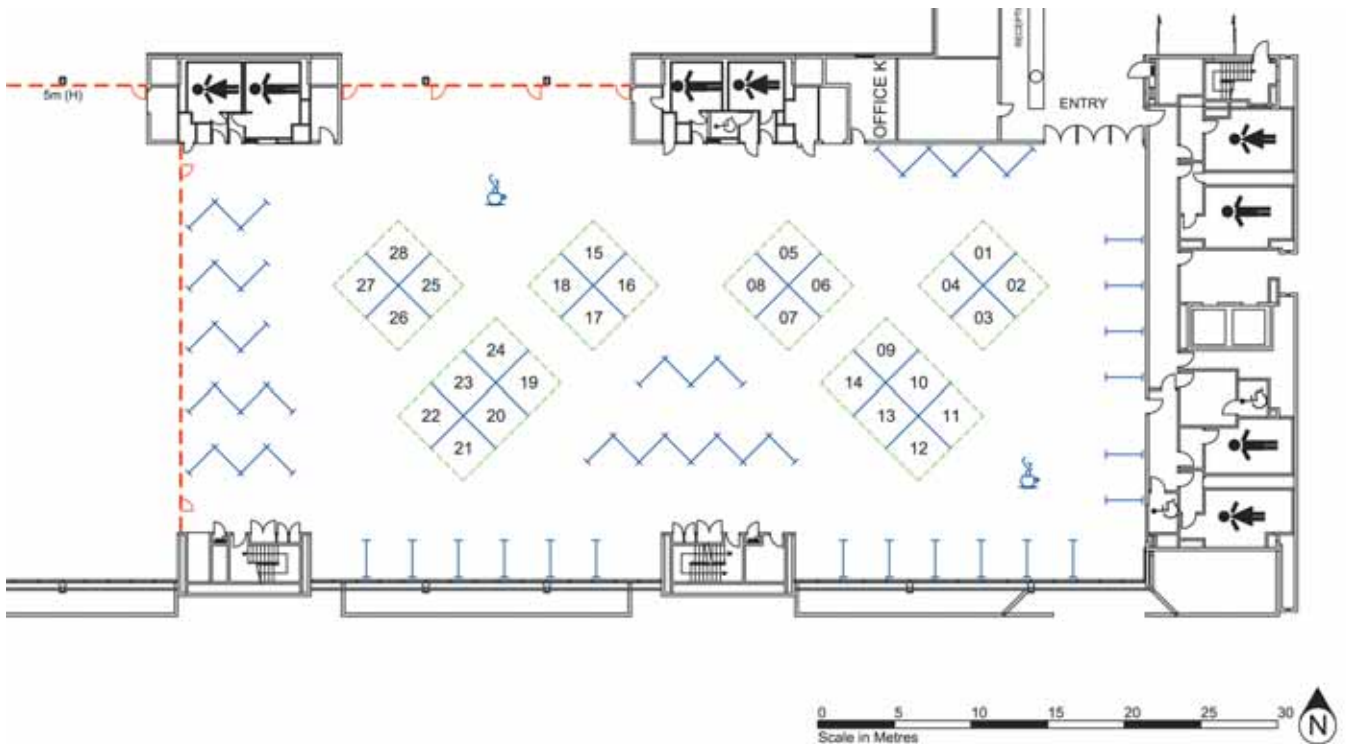
- 3.30 Afternoon Tea

- 4.00 Plenary 4: Sleep and endocrine health

- 5.30 Closing Comments

- 7.00 Conference Dinner and Close

Trade Floorplan



Sponsorship Booking form

COMPANY
NAME:

CONTACT
NAME:

ADDRESS:

TELEPHONE:

FAX:

STATE:

MOBILE:

POSTCODE:

COUNTRY:

E-MAIL:

Our Company is interested in the following Sponsorship Opportunity :

- | | | | | | | | |
|----|------------------------|------------------|--------------------------|-------------------|--|--------------|--------------------------|
| 1 | Conference Dinner | *\$13,000.00 | <input type="checkbox"/> | 11 | Satchel Inserts | *\$1,500.00 | <input type="checkbox"/> |
| 2 | Satchel Sponsorship | *\$7,500.00 | <input type="checkbox"/> | 12 | Advertising | | |
| 3 | Cocktail Party | *\$7,500.00 | <input type="checkbox"/> | | Sleep & Biological Rhythms, Abstract Journal | | |
| 4 | Industry Symposia | *\$5,000.00 | <input type="checkbox"/> | | One Page Colour | *\$3,000.00 | <input type="checkbox"/> |
| 5 | Sponsorship of Opening | *\$4,000.00 | <input type="checkbox"/> | | One Page Black & White | *\$2,000.00 | <input type="checkbox"/> |
| 6 | Session Sponsorship | | | | Half Page Black & White | *\$1,500.00 | <input type="checkbox"/> |
| | Plenary Symposia | *\$3,000.00 each | | 13 | Programme Book | | |
| | First Choice _____ | | <input type="checkbox"/> | | One Page Colour | *\$1,500.00 | <input type="checkbox"/> |
| | Second Choice _____ | | <input type="checkbox"/> | | Half Page Colour | *\$1,000.00 | <input type="checkbox"/> |
| | Third Choice _____ | | <input type="checkbox"/> | | One Page Black & White | *\$1,000.00 | <input type="checkbox"/> |
| | Special Interest | | | | Half Page Black & White | *\$750.00 | <input type="checkbox"/> |
| | Group Symposia | *\$2,000.00 each | | Exhibition | | | |
| | First Choice _____ | | <input type="checkbox"/> | | One Exhibition Space | *\$5,500.00 | <input type="checkbox"/> |
| | Second Choice _____ | | <input type="checkbox"/> | | Two Exhibition Spaces | *\$10,000.00 | <input type="checkbox"/> |
| | Third Choice _____ | | <input type="checkbox"/> | | Three Exhibition Spaces | *\$14,000.00 | <input type="checkbox"/> |
| | Oral Poster Symposia | *\$1,000.00 each | | | Preferred stand number: | | |
| | First Choice _____ | | <input type="checkbox"/> | | (see floor plan on back page of brochure) | | |
| | Second Choice _____ | | <input type="checkbox"/> | | First Choice _____ | | |
| | Third Choice _____ | | <input type="checkbox"/> | | Second Choice _____ | | |
| 7 | Internet Zone | *\$2,000.00 | <input type="checkbox"/> | | Third Choice _____ | | |
| 8 | Pads and Pens | *\$2,000.00 | <input type="checkbox"/> | | | | |
| 9 | Lanyards | *\$2,000.00 | <input type="checkbox"/> | | | | |
| 10 | Catering Sponsorship | *\$1,500.00 each | <input type="checkbox"/> | | | | |
| | Preferred day: _____ | | | | | | |

TOTAL OWING \$

* All prices exclude GST

BOOKINGS WILL NOT BE ACCEPTED
UNTIL 50% DEPOSIT IS RECEIVED BY:

- 1 Cheque
- 2 Credit Card Details or
- 3 Proof of EFT Transfer

PLEASE COMPLETE
AND RETURN WITH
50% DEPOSIT to:

ASA Secretariat
GPO Box 295
SYDNEY 2001
Phone: 02 9920 1968
Fax: 02 9920 5415
Email:
sleepaus@ozemail.com.au

FINANCIAL DETAILS I wish to pay by:

Cheque Electronic Funds Transfer Credit Card ▼

Please debit my Visa Mastercard for total \$ _____
(American Express & Diners Club are NOT accepted)

Card N°

Cardholder's Name: _____ Expiry Date:

Signature: _____

