



ADA NSW
CONVENTION
2024



SPONSORSHIP
PROSPECTUS

11-12 OCTOBER



WOLLONGONG



AN INVITATION TO SPONSOR OR EXHIBIT

The Australian Dental Association (NSW Branch) are pleased to offer you unique opportunities to join in supporting the dental professional community in NSW and the ACT.

The South Coast Division is proud to host to the ADA NSW Convention in 2024, which will be held across Friday 11th & Saturday 12th October, at the Novotel Wollongong Northbeach.

The Local Organising Committee are keen to build on the success of previous conventions, and reignite a sense of community with our member dentists and the wider dental profession.

The committee is dedicated to producing a Convention that engages with delegates and exhibitors alike, as well as providing unprecedented access for delegates to an expansive trade display with opportunities to meet and engage with industry in an intimate setting.

The theme for the 2024 Convention, *Progress and Innovation*, will be demonstrated across the convention in the scientific program and in the social events which are intended to highlight the return of the 'Roaring Twenties'.

There will be a focus on general dental practice with a framework that highlights a clinical program designed 'by dentists, for dentists.'

Opportunities for sponsorship will include trade displays, presentations, social functions, and more.

Should you wish to confirm your participation or want further information, please contact Allison Herbert, ADA NSW Event Manager,

Email: allison.herbert@adacpd.com.au
Phone: 02 8436 9992

Additional information can be found on the ADA NSW website at: www.adansw.com.au/convention

Dr Joseph Giuttari

Dr Joseph Giuttari
Chairman,
ADA NSW South Coast Division,
ADA NSW Convention 2024





WHY SPONSOR?

We acknowledge that sponsorship is a partnership which requires mutual benefits to each party. We look forward to working with you to ensure a return on your investment and the opportunity to create relationships within the profession which will be beneficial for years to come.

As a sponsor, the committee will:

- **Showcase your product or service to a large number of dentists and auxiliary dental staff before, during and after the Convention.**
- **Provide opportunities to develop relationships with Dental Influencers and professionals at all stages of their dental journey.**
- **Ensure a positive connection between your brand and the dental industry association.**
- **Publicly acknowledge your support of our industry.**

ABOUT ADA NSW

The NSW Branch of the Australian Dental Association (ADA NSW) is the professional association of dentists in New South Wales and the Australian Capital Territory. We provide services for members to enable them to deliver the best possible standard of care to the community.

As the peak dental body in NSW and the ACT, we work with the State and Territory governments to ensure all members of the community are able to access the dental services they need. ADA NSW has more than 4,500 members across all work sectors, which accounts for approximately 70 per cent of registered dentists in the state and territory we represent.

ABOUT THE CONVENTION

The Convention 2024 theme is *Progress and Innovation*.

The Scientific Program is aimed at practical information delivered by respected and entertaining presenters which a practitioner can take back to the surgery, implement immediately, and use on a daily basis.

The Social Program provides experiences which are unique to the South Coast region. Events are focused on engagement and interaction between delegates with opportunities to reconnect with old friends and meet new ones.

The trade display is planned to maximise the time exhibitors and delegates have to interact during the onsite breaks and lunches.

An extensive Digital and Print Marketing Schedule has been developed to ensure that the strengths of the Convention are promoted to Dentists and Hygienists throughout the State to optimise attendance.

ABOUT WOLLONGONG

The vibrant heart of the Illawarra region, Wollongong is NSW's third largest city. It has coalesced out of a variety of smaller villages, each with its own distinct character and charm.

Wollongong has a unique environment, with beautiful beaches just a short distance from impressive mountain ranges and is home to a world-class university, innovative start-up scene, and offers all the benefits of city living, but with the warmth of a smaller town.

Built on industry and once known as the "steel city", Wollongong is now a thriving 21st Century destination – it is a hub for adventure, arts, technology and laid-back living. It's here that you get to enjoy the best of both worlds – all the excitement and convenience of a bustling capital city, but without the stress.

More Information

For more information on Wollongong and the surrounding areas, please visit www.visitwollongong.com.au

SPONSORSHIP OPPORTUNITIES SUMMARY

LEVEL	COST	OPPORTUNITIES AVAILABLE
Platinum Sponsor	\$40,000 (+GST)	1
Gold Sponsor	\$25,000 (+GST)	(SOLD)
Silver Sponsor	\$18,000 (+GST)	6
Convention Gala Dinner Sponsor	\$15,000 (+GST)	(SOLD)
Welcome Reception Sponsor	\$8,000 (+GST)	(SOLD)
Espresso Bar Sponsor	\$7,000 (+GST)	(SOLD)
Keynote or Panel or Workshop Sponsor	\$10,000 (+GST)	6
Exhibition Space	\$7,000 (+GST)	Max 30
Lanyard Sponsor	\$3,500 (+GST)	(SOLD)
Recent Grad Social Sponsor	\$3,000 (+GST)	1
Satchel Insert Sponsor	\$800 (+GST)	Max 10
Hands-On Lunch Time Session	\$3,000 (+ GST)	1 Remaining

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSORSHIPS

- **Platinum** (1 opportunity available)
\$40,000 (+GST)
- **Gold** (1 opportunity available)
\$25,000 (+GST)
- **Silver** (4 opportunities available)
\$18,000 (+GST)

CONVENTION HOSPITALITY SPONSORSHIPS

- **Convention Gala Dinner**
(1 opportunity available)
\$15,000 (+GST)
- **Welcome Reception**
(1 opportunity available)
\$8,000 (+GST)
- **Recent Graduate Social Event**
(1 opportunity available)
\$3,000 (+GST)
- **Espresso Bar** (1 opportunity available)
\$7,000 (+GST)

CONVENTION EDUCATION AND TECHNOLOGY SPONSORS

- **Keynote Speaker**
- **Panel**
- **Workshop**
(6 opportunities)
\$10,000 (+GST)

CONVENTION MATERIALS SPONSORS

- **Lanyards** (1 opportunity available)
\$3,500 (+GST)
- **Satchel Inserts** (10 opportunities available)
\$800 (+GST)

EXHIBITION OPPORTUNITIES

- **Exhibition Table 2m x 2m**
\$7,000 (+GST)

All prices quoted in Australian Dollars

A. PLATINUM SPONSOR

\$40,000 + GST

Maximum 1 opportunity

The Platinum sponsorship package provides your organisation with the highest profile during the Convention, demonstrating your commitment and support of the event. This package also comes with a wide range of benefits through the prelude and during the event including premium location in the exhibition area.

BENEFITS

- Your Company logo and acknowledgement as Platinum Sponsor in all Convention promotional material including electronic communications and print material
- Acknowledgement as the principal sponsor at the official opening and closing of the Convention
- Company logo on session slides in main plenary room
- Pull-up banner on stage permitted during Convention welcome and opening (sponsor to provide)
- Satchel insert of up to four (4) pages, A4 size (provided by sponsor) plus option to provide product or promotional item (at discretion of Convention Organiser to minimise duplication of promotional items)
- Naming rights to the main auditorium
- Company logo on Convention website with hyperlink to your company website
- Registration brochure – Logo on front cover
- Program Handbook – Logo on front cover
- Program Handbook – Full page company advertisement on back cover (sponsor to supply artwork)
- Program Handbook – 200 word promotional paragraph and contact details inside
- Convention website – 400 words promotional text and logo hyperlinked to sponsor's website until Convention concludes
- Opportunity to address the delegates for a 5 minute presentation at the conclusion of one of the keynotes
- Company logo on the dinner menu
- A copy of delegate list (name, organisation, State only) in accordance with Privacy Legislation 2001)
- Three (3) 2m x 2m Exhibition Tables in a premium location for the duration of the Convention (custom booth allowed)
- Six (6) complimentary Convention registrations, including attendance at all social functions



SPONSORSHIP OPPORTUNITIES

B. GOLD SPONSOR

\$25,000 (+ GST)

Maximum 1 opportunity – SOLD

Gold sponsorship is an excellent way to promote your company. Our package will ensure your presence is maximised.

BENEFITS

- Your Company logo and Company acknowledgement as the gold sponsor at the official opening and closing of the Convention
- Company logo on session slides in main plenary room
- Pull-up banner on stage permitted during Convention welcome and opening (sponsor to provide)

- Satchel insert of up to three (3) pages, A4 size (provided by sponsor) plus option to provide product or promotional item (at discretion of Convention Organiser to minimise duplication of promotional items)
- Company logo on Convention website with hyperlink to your company website
- Registration brochure – Logo on front cover
- Program Handbook – Logo on front cover
- Program Handbook – Half page company advertisement on inside back cover (sponsor to supply artwork)
- Program Handbook – 100 word promotional paragraph and contact details inside
- Convention website – 300 words promotional text and logo hyperlinked to sponsor's website until Convention concludes
- Two (2) 2m x 2m Exhibition Tables for the duration of the Convention
- Four (4) complimentary Convention registrations, including attendance at all social functions

C. SILVER SPONSOR \$18,000 (+ GST)

Maximum 6 opportunities

Silver sponsors enjoy prominent exposure in the lead up to and throughout the Convention. This package includes exhibitor registrations, valuable exhibition space as well as significant branding opportunities.

BENEFITS

- Company logo on Convention website with hyperlink to your company website
- Naming rights of a Convention session
- Satchel insert of up to two (2) pages A4 size advertising
- Program Handbook – full colour logo included on sponsors page inside
- Program Handbook – half page company advertisement (sponsor to supply artwork)
- Program Handbook – 80 word promotional paragraph and contact details inside
- Convention website – 100 words promotional text and logo hyperlinked to sponsors website until Convention begins
- One (1) 2m x 2m Exhibition Table for the duration of the Convention.
- Three (3) complimentary Convention registrations, including attendance at all social functions

D. CONVENTION GALA DINNER SPONSOR \$15,000 (+ GST)

Maximum 1 opportunity – SOLD

The gala dinner is a member of the ADA NSW community. This package includes exhibitor registrations, valuable exhibition space as well as significant branding opportunities.

BENEFITS

- Company acknowledgement as the Convention dinner sponsor at the Gala Dinner
- Company name added to ADA NSW Convention signage at Convention Dinner
- Prominent display of company signage or visual display during the Convention Dinner
- Organisation logo on the dinner menus
- Company logo on Convention website with hyperlink to your company website
- Satchel insert of up to one (1) page A4 size advertising
- Program Handbook – full colour logo included on sponsors page
- 2m x 2m Exhibition Table for the duration of the Convention
- Delegate list (name, organisation, State only) in accordance with Privacy Legislation 2001)
- Three (3) complimentary Convention registrations, including attendance at all social functions

E. WELCOME RECEPTION SPONSOR \$8,000 (+ GST)

Maximum 1 opportunity – SOLD

The Welcome Reception is the first official evening function where delegates will spend time catching up with colleagues, interacting with sponsors and exhibitors and making new acquaintances.

BENEFITS

- Company acknowledgement as the Convention Welcome Reception sponsor at the Welcome Reception
- Company name added to ADA NSW Convention signage at Convention Dinner
- Prominent display of company signage or visual display during the welcome reception
- Company logo on Convention website with hyperlink to your company website
- Satchel insert of up to one (1) page A4 size advertising
- Program Handbook – full colour logo included on sponsors page
- 2m x 2m Exhibition Table for the duration of the Convention
- Delegate list (name, organisation, State only) in accordance with Privacy Legislation 2001)
- Two (2) complimentary Convention registrations, including attendance at all social functions



SPONSORSHIP OPPORTUNITIES

F. ESPRESSO BAR SPONSOR \$7,000 (+ GST)

Maximum 1 opportunity

SOLD
will take regularly for the delegates to visit the exhibition area to engage with you. Your company will have the opportunity to connect with all of the delegates as they visit for their coffee fix!

BENEFITS

- The opportunity to sponsor coffee for delegates and exhibitors for the duration of the Convention (Friday, 11 October from 9.00 am - 5.00 pm and Saturday, 12 October from 9.00 am - 5.00 pm)
- Sponsorship includes the bar, barista and coffee daily
- Maximum exposure in exhibition trade area with opportunity for networking between delegates and exhibitors
- Naming rights – it will be called “Your Company Name Café”
- Recognition as the espresso sponsor in Convention printed material
- Company logo on Convention website with hyperlink to your company website
- Prominent display of company signage (pull up banners provided by sponsor) at the espresso bar
- Satchel insert of one (1) page A4 size advertising
- Delegate list (name, organisation, State only) in accordance with Privacy Legislation 2001)
- Two (2) complimentary Convention registration, including attendance at all social functions

G. KEYNOTE or PANEL or WORKSHOP SPONSOR \$10,000 (+ GST)

Maximum 6 opportunities

Opportunity to be recognised as sponsor of one of the following: keynote speakers (Friday or Saturday), a panel, or workshop at the Convention. The majority of delegates will be present for these addresses.

BENEFITS

- Verbal and written recognition as the keynote sponsor by the chairperson prior to and at the conclusion of the session
- Opportunity to display a free standing banner in the sponsored session room
- Company logo on Convention website with hyperlink to your company website
- Satchel insert of up to one (1) page A4 size advertising
- Program Handbook – full colour logo included on sponsors page
- One (1) 2m x 2m Exhibition Table for the duration of the Convention
- Two (2) complimentary Convention registrations, including attendance at all social functions

H. RECENT GRADUATE SOCIAL EVENT SPONSOR \$3,000 (+ GST)

Maximum 1 opportunity

As Recent Graduate Social Event sponsor you will place your organisation front and centre with the youngest members of the profession as they unwind with colleagues and make new connections.

BENEFITS

- Company acknowledgement as the Recent Graduate Social Event Sponsor prior to and during the event
- Prominent display of company signage or visual display during the recent graduate social event
- Company logo on Convention website with hyperlink to your company website
- Satchel insert of up to one (1) page A4 size advertising
- Program Handbook – full colour logo included on sponsors page
- Delegate list (name, organisation, State only) in accordance with Privacy Legislation 2001)
- One (1) complimentary Convention registration, including attendance at all social functions

I. EXHIBITION SPACE \$7,000 (+ GST)

The Convention will provide exhibitors the opportunity to market products and services directly to key decision makers within their target markets. The Exhibition will be held in the Novotel Wollongong Northbeach foyer, outside the main plenary room. All morning and afternoon tea breaks will be served in this area, ensuring maximum exposure to exhibitors for all participants.

EXHIBITION INFO

Thursday 10 October 2024
Set up from 2:00pm - 6:00pm

Friday 11 October 2024
9:00am - 5:00pm

Saturday 12 October 2024
9:00am - 5:00pm

BENEFITS

- The opportunity to hold an exhibition display. The trade display includes a table space (2m x 2m) and access to power
- One Convention satchel per space
- Right to provide giveaways and handouts
- Organisation listed in the Convention program handbook
- Organisation listed on Convention website as trade exhibitor
- Two (2) complimentary Convention registrations, including attendance at all social functions

J. LANYARD SPONSOR \$3,500 (+ GST)

Maximum 1 opportunity

SOLD
A great way to promote your organisation as a sponsor of the Convention. Delegates will receive a lanyard with your organisation logo on the back.

BENEFITS

- Lanyard is provided to delegates and will have your company logo alongside the ADA logo
- Organisation listed in the Convention program handbook as lanyard sponsor
- Organisation logo on lanyard (1 colour print) and colour of lanyards decided by committee
- Organisation listed on Convention website as lanyard sponsor

K. SACHEL INSERT SPONSOR \$800 (+ GST)

Or \$400 (if purchased with another sponsorship or exhibition package)

All delegates will receive a satchel upon registration at the Convention. Satchel inserts can be either a brochure, promotional product or product sample. Maximum 1 insert per company.

Please note that all product inserts must be approved by the Organising Committee and a single sample of the insert must be sent to the Organisers for approval upon booking.

L. HANDS-ON LUNCH TIME SESSION \$3,000 (+ GST)

1 remaining

An opportunity to showcase and provide a hands-on demonstration of equipment/tools/services during the lunch hour.



SPONSORSHIP TERMS

The following are explanations of the various elements contained within our sponsorship packages.

COMPLIMENTARY FULL CONVENTION REGISTRATION

'Full Convention Registration' includes lunches, morning and afternoon teas, conference program and material, name badge, conference satchel and social functions.

CONVENTION PROMOTIONAL MATERIAL

A full-colour electronic version of the Convention brochure will be produced and will include colour logos from sponsors.

If sponsorship is not confirmed and payment received in full there is no guarantee that logos will be included. It is the responsibility of the sponsor to ensure logos are sent to the Convention Managers well in advance of the design deadline to ensure they are included (eps format is the preferred format or jpeg).

CONVENTION PROGRAM

All sponsorship packages include sponsor recognition in the Convention program. The program will include a detailed agenda, information about presenters, sponsors and trade exhibitors and function details.

COMPANY SIGNAGE

The type of company signage to be displayed is dependent on the space and physical constraints at the venue. Every effort will be made to accommodate sponsors' requests.

SACHEL INSERT

One (1) page, A4 size advertising.

EXHIBITION SPACE

Exhibition space includes a table and power source. Exhibition space is dependent on availability at the time of booking. The trade display includes tables and access to power, and is approximately 2m x 2m. All trade exhibitors agree to abide by the 'Terms and Conditions' for exhibitors which will be forwarded with confirmation and will have a minimum of \$20M in Public Liability insurance.

CANCELLATION POLICY

Once a booking form has been received for Sponsorship or Trade Exhibition, any cancellation must be advised in writing. Confirmed sponsorship/trade displays that are cancelled more than 60 days from the conference will incur a 50% cancellation fee of the total sponsorship amount. Sponsorship/trade displays cancelled within 60 days of the Convention will not be eligible for refunds and all committed funds due.

TERMS AND CONDITIONS

The Convention host and organiser will take all diligent care to fulfil the listed commitments. The Sponsors are responsible for providing all promotional material and to make full payment no later than Thursday, 11 April 2024.

TO CONFIRM SPONSORSHIP

Please complete the 'Sponsorship Confirmation Agreement' and email to: allison.herbert@adacpd.com.au

A Tax Invoice will then be prepared and forwarded for your processing.

FURTHER INFORMATION

ADA NSW Centre for Professional Development

Allison Herbert, ADA NSW Event Manager

PO Box 132, St Leonards, NSW 1590

T: (02) 8436 9992

T: 1800 737 346

E: allison.herbert@adacpd.com.au

SPONSORSHIP AND TRADE CONFIRMATION AGREEMENT

Company Name: _____

Contact Person (admin): _____

Position: _____

Address: _____

Suburb/Town: _____

State: _____

Postcode: _____

Phone: _____

Email: _____

Name of representative attending: _____

Email address of representative: _____

For Trade Exhibitors: Is power required? Yes No _____

Other request(s): _____

Please tick your choice of sponsorship below:

Sponsor Category	Cost (ex GST)
Platinum Sponsor	\$40,000
Gold Sponsor	\$25,000
Silver Sponsor	\$18,000
Convention Gala Dinner Sponsor	\$15,000
Recent Graduate Social Event	\$3,000
Keynote Speaker Sponsor	\$10,000
Espresso Bar Sponsor	\$7,000

Sponsor Category	Cost (ex GST)
Exhibition Space	\$7,000
Lanyard Sponsor	\$3,500
Welcome Reception Sponsor	\$8,000
Satchel Insert Sponsor \$400 (if purchased as part of a package)	\$800
Hands-On Lunch Time Session	\$3,000

All prices quoted in Australian Dollars.

Signature: _____

Date: / / _____

Please return the completed form via email to:

Allison Herbert

Email: allison.herbert@adacpd.com.au | **Phone:** 02 8436 9992





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