



OSSANZ

Conference 2007

14–16 November, Western Australia
Quay West Resort, Bunker Bay, Margaret River

Sponsorship &
Exhibition Prospectus

www.ossanzconference.com.au

21st Annual Scientific Meeting of the Obesity Surgery Society of Australia and New Zealand

Welcome

It gives me great pleasure to welcome you to the 21st Annual Scientific Meeting of the Obesity Surgery Society of Australia & New Zealand.

Catering for surgeons and allied health professionals, the OSSANZ Conference 2007 will offer a stimulating and enjoyable program which will both educate and encourage debate and discussion on topics which surround the pre-eminent disease of our generation- Morbid Obesity.

This year, we are planning to attract both national and international key note presenters, so as to provide a variety of perspectives on the challenges and issues confronting the problem of obesity worldwide.

In addition, emphasis will be placed on attracting our colleagues from Asian regions, for whom both the proximity and beauty of the Margaret River region will be particularly appealing as an opportunity to engage with their Australian counterparts.

We have structured the scientific sessions into 2 days, encouraging the delegates to make the conference to be family affair by adding pre or post conference tour of the region as well as spend a few days in the city that is the world's best kept secret-Perth.

Held at Quay West Bunker Bay Resort in the heart of the south west of W.A, this conference allow you to experience Bunker Bay and the Margaret River region - all part of the magnificent south west corner of Western Australia. You will be captivated and charmed by the beaches, natural beauty of the West Coast, and the surrounding national parks. Plus you will sample some of the world's best wines and dine in gastronomic splendour at our restaurants.

With a superb venue and the promise of an engaging and thought provoking program, we look forward to welcoming you to Bunker Bay in November 2007.

Max Baumwol
Convenor



Sponsorship and Trade Exhibition

The OSSANZ Conference 2007 provides valuable access to bariatric surgeons and allied health professionals interested in the developments, research and new technologies for one of the most important health problem in our communities; Morbid Obesity.

With excellent trade display facilities and a range of sponsorship packages, these provide valuable opportunities for organisations to promote, gain access and exposure to key target markets and decision makers, both nationally and internationally.

Some important benefits of sponsorship and exhibition are:

- Increase in exposure to target markets
- Access to key decision makers
- Brand positioning and profiling
- Access to both national and international (Asian) delegates
- Opportunity to increase sales

The Delegates – who will attend

This conference will appeal to surgeons and allied health professionals in the area of obesity surgery. Around 130 delegates are expected; from around Australia and Asia-Pacific. With the conference venue having international appeal and close proximity to Asian regions, there will be a focus on marketing to surgeons in the Asia region. In addition, speakers will be sourced from these areas to add further appeal to surgeons.

The Program - topics of interest

Headed by Dr Max Baumwol and Dr Leon Cohen, the program will cover a range of issues in obesity and its treatment, presented through a variety of session types so as to stimulate discussion and promote interactive engagement with the topics.

In addition, key note presenters will be sourced both nationally and internationally so as to provide a multidimensional approach to the issues and challenges of obesity surgery; and hence provide more reasons for delegates to attend this important event.

So as to create a dynamic and engaging program for the conference, we will be offering a range of sessions, including key note presentations, panel discussions, 'hypotheticals', live telecasts, oral and poster presentations, debate forums and video presentations. We believe that this will facilitate greater knowledge exchange and sharing, and allow more opportunities to engage in and discuss key developments in the treatment of morbid obesity.

For more information on the OSSANZ Conference 2007 go to www.ossanzconference.com.au

Marketing and Communications strategy

The marketing plan to be implemented includes aspects of the following:

- ❑ Email communication – includes frequent email blasts that update on general information, latest news, key dates, program and speaker details, keeping the target market engaged in activity leading up to the conference.
- ❑ Printed collateral –printed materials will be used to endorse the email campaign, highlighting key activities such as registration promotions and ‘call for papers’.
- ❑ Website – used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.
- ❑ Promotional activities – are planned for related events held leading up to the conference. This provides another access to the target market and the opportunity to keep the conference ‘top of mind’.
- ❑ Advertising and articles – are planned to appear in related journals and publications to promote highlights of the program and key speakers.
- ❑ Media coverage – will be attracted closer to the conference through both specialist and general media channels – profiling key developments in the field.
- ❑ Travel and holiday focus - emphasising the holiday and adventure aspect of Bunker Bay and the Margaret River region will be a key focus of attracting international delegates, teamed with program highlights.

The Venue

Quay West Resort Bunker Bay is a five star resort located in the superb Margaret River wine region of Western Australia, nestled alongside the crystal clear waters of Bunker Bay and protected by Cape Naturaliste promontory. This stunning resort features 150 villas in contemporary Australian architectural style, with boardwalks through landscaped grounds.

The Organising Committee

The Committee is led and chaired by Max Baumwol and supported by Leon Cohen, Harry Frydenberg, Rob Fris and John Dixon.

The Conference Organisers

With ten years collective experience in managing conferences in the health and medical association sector, the team at Think Business Events brings its wealth of expertise and knowledge to the role of professional conference organising for OSSANZ Conference 2007.

Think Business Events looks forward to working with you to maximise the benefits of your involvement in the OSSANZ Conference 2007.

Conference Office:

Think Business Events
Level 1, 299 Elizabeth Street
Sydney NSW 2000
Ph: +61 2 8251 0045
Fax: +61 2 8251 0097
Email: ossanz@thinkbusinessevents.com.au

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Sponsorship Opportunities

Prime Sponsor - \$16,000 (+ GST)

(Maximum of THREE Prime Sponsors)

Venue signage	Prominent acknowledgement on signage at Registration desk and entrance to plenary room.
Recognition	Chair to give acknowledgement at opening of plenary sessions
Branding opportunities	Logo on title slide in plenary room, on conference program handbook and official invitations.
Conference Prizes	Opportunity to present selected presenter awards and conference prizes.
Advertising	Opportunity to place one half page advertisement into the conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Registration entitlement	Two complimentary delegate registrations for conference (including conference dinner tickets).
Social events entitlements	Two additional tickets on one of the VIP tables at the Conference Dinner.
Hosted social function	Opportunity to hold a hosted social function on either Wednesday evening (after or in conjunction with Welcome Reception) or Thursday evening. * On first come first served basis. Opportunity only available for Prime Sponsors. All costs of function to be borne by sponsor.
Exhibition space	Two standard exhibition spaces (6m x 3m booth) for the duration of the conference. Includes three exhibition passes, with access to exhibition and catering areas.
Chairing/presentation	Opportunity to chair a key note session or make presentation at a session selected by program committee.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items – subject to approval by committee
Distribution of materials	One seat drop at selected plenary session of the conference
Database access	Access to the database of all consenting delegates

Exhibition Opportunities

Exhibition Booths - \$6,000 (+ GST)

Branding opportunities	Logo and listing in conference program handbook.
Website	Logo to appear on home page and sponsors page of conference website.
Exhibition space	A standard exhibition space (3m x 3m booth) for the duration of the conference. Includes two exhibition passes, with access to exhibition and catering areas.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items – subject to approval by committee
Database access	Access to the database of all consenting delegates



Other Opportunities

Welcome Reception – price on application
Priority given to prime sponsors for this opportunity

Venue signage	Logo to appear on all signage for the Welcome Reception.
Branding opportunities	Logo in conference program handbook, and as 'sponsor' of Welcome Reception.
Website	Logo to appear on home page and sponsors page of conference website.
Complimentary invitations	Five tickets to the Welcome Reception
Chairing/presentation	Opportunity to provide brief welcoming remarks at Reception.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items – subject to approval by committee
Database access	Access to the database of all consenting delegates

International key note speaker sponsorship – price on application
Priority given to prime sponsors for this opportunity

Venue signage	Signage at entrance to plenary room. Logo on title slides of appropriate sessions.
Recognition	Chair to give acknowledgement at opening of plenary session/ stream sessions
Chairing/presentation	Opportunity to give brief introductory remarks at selected session.
Branding opportunities	Logo in conference program handbook, and recognised as sponsor of speaker.
Website	Logo to appear on home page and sponsors page of conference website.
Satchel Insert	Opportunity to place two single A4 size* pages into satchels. * may be items – subject to approval by committee
Database access	Access to the database of all consenting delegates.

Advertising in Conference Program handbook - half page	\$2500 (+GST)
Advertising in Conference Program handbook - quarter page	\$1500 (+GST)
Satchel inserts - one A4 page	\$1500 (+GST)
Conference pads & pens - supply of pads and / or pens with sponsor logo	\$1500 (+GST)

Looking for a unique opportunity?

This prospectus serves as a guideline for sponsorship opportunities. If you would like to sponsor the OSSANZ Conference 2007 and have a proposal which caters to your unique requirements as well as those of the conference, the OSSANZ committee would be willing to consider alternative proposals. Please contact the conference office for more information and details.

For further details on the Sponsorship and Exhibition opportunities, please contact the conference office.

Conference Office:

Think Business Events
Level 1, 299 Elizabeth Street
Sydney NSW 2000
Ph: +61 2 8251 0045
Fax: +61 2 8251 0097
Email: ossanz@thinkbusinessevents.com.au

Sponsorship and Exhibition Booking Form

Written acknowledgement of sponsorship and/or exhibition bookings will be made on receipt of a signed booking form. A tax invoice will then be issued for the deposit and written confirmation provided once this is received.

Please complete this form, keep a copy for your records, and send to:

Conference Office:

Think Business Events
Level 1, 299 Elizabeth Street
Sydney NSW 2000
Ph: +61 2 8251 0045
Fax: +61 2 8251 0097
Email: enquiries@ossanzconference.com.au

Sponsorship /Exhibition Items:

Item Description	Cost (ex GST)	GST	Cost \$AUD (inc GST)	Please indicate yr selection/s
Prime Sponsorship	\$16,000	\$1600	\$17,600	
Exhibition booth	\$6,000	\$600	\$6,600	
Welcome Reception	POA		POA	
International keynote speaker	POA		POA	
Advertising in Conference Program handbook – half page	\$2,500	\$250	\$2,750	
Advertising in Conference Program handbook – quarter page	\$1,500	\$150	\$1,650	
Satchel Inserts	\$1,500	\$150	\$1,650	
Conference pads & pens	\$1,500	\$150	\$1,650	
			TOTAL (inc GST)	

Booking Details:

Organisation name	
Address	
City	
State/Postcode	
Country	
Contact Person	
Title/Position	
Telephone	
Fax	
Email	
Website	
Signature	
Date	

Payment and Booking Conditions:

1. Booking forms must be signed and completed and sent to the Conference Office.
2. Upon receipt of signed booking form, the conference office will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice for the deposit.
3. The deposit will be 50% of the full amount, and payment is due 30 days from date of invoice.
4. The balance of the full amount will be due Friday 17 August, 2007.
5. Payment may be made by cheque or direct transfer into bank account. Cheques should be made out to 'OSSANZ' and forwarded to the address below. Credit card payments will not be accepted.
6. All payments must include 10% Goods and Services Tax component.
7. Acceptance of sponsorship and exhibition offers is at the discretion of the organising committee.

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For further information, please contact the conference office, or visit
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