

SPONSORSHIP PROSPECTUS

**INTERNATIONAL FEDERATION ON AGEING
10TH GLOBAL CONFERENCE
MELBOURNE, AUSTRALIA: 3-6 MAY 2010**



**CLIMATE FOR CHANGE:
AGEING INTO THE FUTURE**

WWW.IFA2010.ORG



DIAMOND SPONSOR:

The J.O. and J.R. Wicking Trust managed by ANZ Trustees



GOVERNMENT SPONSOR:



INVITATION FROM CONFERENCE CHAIR

We are delighted to invite your organisation to participate as a valued sponsor at the International Federation on Ageing 10th Global Conference on Ageing to be hosted by the Council on the Ageing, Victoria (COTA, Vic). The conference will take place at the Melbourne Convention Centre in Australia from the 3rd to 6th May 2010.

The 10th Global Conference on Ageing will provide a reliable platform for a global information exchange and point of connection for all, working to generate positive social change for older people.

The five themes that form the program framework - Climate Change; Social Inclusion; Human Rights; Resourcing Change and Healthy Ageing - are expected to stimulate new conversations as well as explore in more depth more traditional subject areas. Each theme will be informed by international and regional frameworks including United Nations (UN) Principles for Older People, the UN Madrid International Plan of Action on Ageing and the Active Ageing Framework of the World Health Organization.

Various levels of sponsorship involvement are outlined in this document which we are certain will assist you to achieve your marketing objectives. However if there are other ways in which you would like to participate, the Sponsorship Sales Executive would be happy to consider your suggestions and discuss these with you.

We look forward to welcoming you to IFA Conference 2010.

Janet Wood
President
Council on the Ageing Victoria

Irene Hoskins
President
International Federation on Ageing

THE CONFERENCE

The International Federation on Ageing is a non-government organisation with a membership base of NGOs, the corporate sector, academia, government and individuals. IFA is one of only four international NGOs working to improve the rights of all people as they age.

Encompassing the theme 'Climate for Change: Ageing into the Future', IFA is proud to announce that the Council on the Ageing Victoria (COTA, Victoria) will serve as the host organisation for the IFA 10th Global Conference. IFA 2010 is an international event committed to providing an arena for informed discussion on the major ageing issues, such as health and the participation and security of older people around the world.



PROGRAM

The 10th Global Conference on Ageing will provide a valuable platform for a global information exchange and point of connection for all, working to generate positive social change for older people. The five themes that form the program framework - Climate Change; Social Inclusion; Human Rights; Resourcing Change; and Healthy Ageing - are expected to stimulate new conversations as well as explore in more depth traditional subject areas.

Plenary panels, invited symposia, workshops, poster presentations and site visits will complement the interactive nature of the Conference. Visit the website www.ifa2010.org for regular updates.

THE VENUE

Melbourne, the capital of Victoria, known as Australia's Garden State, is situated on the picturesque tree-lined banks of the Yarra River. It is a thriving cosmopolitan city with a unique balance of graceful old and new architecture surrounded by parks and gardens. Melbourne has a wealth of culture, is Australia's leader in theatre, sport and fashion, and has some of the finest restaurants in the country.

Melbourne boasts great events, a passion for food and wine and a fabulous arts scene. Known as a style-setter, Melbourne is home to a non-stop program of festivals, renowned dining, major art exhibitions and musical extravaganzas. The Conference will be held at the Melbourne Convention and Exhibition Centre (MCEC) which is located in the central business district of Melbourne. The modern MCEC complex is a landmark in the area, perched on the south bank of the Yarra River, and surrounded on all sides by trams, trains, buses, taxi ranks and ample car parking. A short stroll along the iconic Southbank Promenade places you in the heart of Melbourne city, Australia's culture, cuisine and events capital. Visitors can enjoy a perfect café latte by day or an award-winning local wine or microbrew by night.

A range of competitively priced accommodation options will be secured by the Conference Managers for the The IFA 10th Global Conference on Ageing. For further information on accommodation options and to reserve your accommodation for yourself, or your company please visit the Conference website at www.ifa2010.org or via the Conference Managers directly:

The IFA 10th Global Conference on Ageing Managers

Phone: + 61 2 9265 0700

Fax: + 61 2 9267 5443

Email: ifa2010@arinex.com.au



BENEFITS TO SPONSORS

IFA 2010 presents an unprecedented and unrivalled marketing opportunity that is certain to provide benefits to your organisation commencing well before and continuing beyond the Conference itself. Sponsorship at IFA 2010 will provide exceptional exposure to a key market that no other Conference can offer.



The IFA 10th Global Conference on Ageing will provide many long lasting benefits, including:

- Maximum exposure at a premier Conference devoted to Ageing
- The opportunity to deliver a clear message that you have a genuine commitment to the Ageing industry
- High visibility on the official Conference website and Conference marketing materials
- An unparalleled platform to network and do business with approximately 2500 key decision makers.
- The arena to capture and secure new prospects whilst enhancing your corporate profile with existing clients.
- The opportunity to increase your brand recognition locally, nationally and globally to a lucrative market.
- Your target market comes to you!

MARKETING & PUBLIC RELATIONS

A detailed and comprehensive strategy has been put in place combining internet marketing, public relations and promotional activities.

The Conference will be continually promoted through the website, at related international and national meetings and in selected industry publications and trade journals, to ensure a successful and well marketed event in 2010.

The Conference Managers are here to ensure you get the most out of your investment. We encourage you to contact our Sponsorship Department to discuss the many additional ways we can further assist your marketing efforts and build your business through the IFA 10th Global Conference on Ageing.

The IFA 10th Global Conference on Ageing offers a unique opportunity to increase your company's exposure to a diverse cross-section of industry professionals.

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing strategies. Whatever your business, the IFA 10th Global Conference on Ageing has a Sponsorship package that will help you meet your brand and networking objectives.

CONFERENCE MANAGERS

arinex pty limited has been appointed as the official PCO (Professional Conference Organiser). We are proud of our relationship with The International Federation on Ageing (IFA).

Our team is dedicated to working with you to deliver an inspiring event that maximizes the benefits of your sponsorship and exhibition presence at the IFA 2010 Conference. We thrive on creating enduring relationships and in working with you to shape your event into your desired goal.

For further details on the opportunities available please contact the Conference Managers who will be pleased to assist you.

Sponsorship Account Manager
The IFA 10th Global Conference on Ageing

c/- **arinex pty limited**

Address: GPO Box 128 SYDNEY NSW 2001 AUSTRALIA

Tel: + 61 2 9265 0700

Fax: + 61 2 9267 5443

Email: ifa2010@arinex.com.au

Website: www.ifa2010.org



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SPONSORSHIP AT A GLANCE

<u>Sponsorship Package</u>	<u>Cost AU\$ (incl. GST)</u>
Titanium	POA
Diamond	\$150,000
Platinum	\$100,000
Gold	\$75,000
Keynote Speaker/ Plenary Session	\$40,000
Symposium	\$25,000
Internet Centre	\$15,000
Conference Satchel	\$15,000
Name Badges	\$10,000
Gala Dinner	\$9,000
IFA President's Award	\$7,000
Message Board	\$7,000
Lunch	\$7,000
Concurrent Session	\$7,000
Morning Tea Break	\$5,000
Conference Sanctuary	\$5,000
Writing Pads	\$3,000
Writing Pens	\$3,000
Satchel Inserts	\$1,500
Advertising in Program Book	From \$1,000
<u>Trade Display Opportunities:</u>	
Display Tables	\$1,500 each

DIAMOND SPONSOR

A\$150,000 (INCLUDING GST)

We view our Diamond Sponsors as our partners in the successful execution of the Conference and will work alongside you to provide opportunities to promote your organisation through the prelude and during the Conference.

This is a unique marketing opportunity and we are confident your participation in this prestigious event at this level will provide your company with exceptional commercial rewards.

As one of the Diamond Sponsors of this Conference, your company will benefit from the highest level of exposure and representation with the following entitlements:

- Recognition as a Diamond Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as a Diamond Sponsor (with organisation logo) on the sponsors page of the official Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Diamond Sponsor on the official sponsorship acknowledgement board onsite.
- Conference delegate list including name, organisation and email details supplied after the Conference.**
- Full page advertising space in the Conference Program Book (artwork to be supplied by the sponsor).
- Four (4) Conference delegate registrations inclusive of the Welcome Reception.
- Four (4) complimentary tickets to attend the Conference Dinner.
- Verbal acknowledgement as a Diamond Sponsor during the Opening session.
- The sponsor may provide a freestanding banner, which will be positioned in the Plenary Room for the duration of the Conference (maximum size 2m high x 1m wide).
- Logo and 200 word profile in the Conference Program Book.
- Complimentary IFA membership for 2 years.
- Half page advertisement in the IFA journal for a period of 12 months post event.
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).
- Use of the Conference Logo until end of May 2010.

DIAMOND SPONSORSHIP PACKAGE ENTITLEMENTS CONTINUED ON NEXT PAGE

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** This list will be provided after the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

Diamond Sponsors will also enjoy the high profile benefits of a choice of **ONE** additional entitlement to this package outlined below. The additional option must be selected at the time of submitting the sponsorship booking form.

OPTION ONE: SENIOR OFFICIALS MEETING SPONSOR

ONE NON GOVERNMENT AVAILABLE

The Senior Officials Meeting is designed to bring together senior government officials from developed and developing countries, the meeting is anticipated to be an informative forum, examining current trends in Ageing-in-place policy and practice. It will also be a unique opportunity for dialogue and interaction among senior government officials.

The purpose of the Senior Officials Meeting is to provide a forum for senior government officials and ministers to examine current trends in policy and practice as they relate to Ageing-in-Place in the face of increasing population ageing.

- Opportunity for a company representative to give a 5 minute speech at the Senior Officials Meeting. (basic audio visual will be provided – additional audio visual is at the expense of the sponsor). *Content and Speaker must be approved by the Organising Committee.*
- The sponsor may provide a freestanding banner, which will be positioned in the Room for the duration of the Senior Officials Meeting (maximum size 2m high x 1m wide).
- One (1) complimentary pass for company representative to attend the Senior Officials Meeting (this is for the Senior Officials Meeting only, attendance to sessions is not included)
- Your organisation logo will feature on the audio visual screen in the Meeting room prior to and at the conclusion of the Senior Officials Meeting.

OPTION TWO: CONFERENCE SYMPOSIUM SPONSOR

By supporting a Symposium, you will have the opportunity to showcase your company's involvement through the following:

- Exclusive naming rights to the sponsored symposium
- Company logo to feature on the symposium's projection screen in the session room prior to and at the conclusion of the sponsored symposium
- Opportunity to provide one (1) pull up freestanding banner for display in the room for the duration of the sponsored symposium (sponsor to supply signage, maximum size 2m high x 1m wide)
- Opportunity to provide sponsor-supplied promotional items to each symposium guest (Sponsor to supply items, subject to Organising Committee approval)
- Two complimentary passes to attend the sponsored symposium (these passes are for the sponsored symposium only, attendance to other sessions is not included)

PLATINUM SPONSOR

A\$100,000 (INCLUDING GST)

As one of the Platinum Sponsors, your organisation will enjoy an excellent level of exposure and branding opportunities. We view our Platinum Sponsors as playing a significant role in the successful execution of the Conference and will constantly work alongside you to promote your Organisation.

As a Platinum Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as a Platinum Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as a Platinum Sponsor (with organisation logo) on the sponsors page of the official Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Platinum Sponsor on the official sponsorship acknowledgement board onsite.
- Conference delegate list including name, organisation and email details supplied after the Conference.**
- Full page advertising space in the Conference Program Book (artwork to be supplied by the sponsor).
- Two (2) Conference delegate registrations inclusive of the Welcome Reception.
- Two (2) complimentary tickets to attend the Conference Dinner.
- Verbal acknowledgement as a Platinum Sponsor during the Opening session.
- Logo and 150 word profile in the Conference Program Book.
- Complimentary IFA membership for 2 years.
- Quarter page advertisement in the IFA journal for a period of 12 months post event.
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).
- Use of the Conference Logo until end of May 2010.

In addition to the package outlined above, each Platinum Sponsor may choose one of the following complimentary additional options to add to their package. The additional option must be selected at the time of submitting the sponsorship booking form.

PLATINUM PACKAGE ENTITLEMENTS CONTINUED ON NEXT PAGE

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** This list will be provided after the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

OPTION ONE: WELCOME RECEPTION

One organisation is offered the opportunity to gain extensive exposure through sponsorship of the Welcome Reception.

- The sponsor may provide a freestanding banner, which will be positioned in a prominent location at the Welcome Reception (maximum size 2m high x 1m wide).
- Organisation logo will be printed on the Welcome Reception tickets.
- Four (4) invitations for company representatives to attend the Welcome Reception only.

OPTION TWO: KEYNOTE SPEAKER/ PLENARY SESSION SPONSOR

- Your organisation logo will feature on the audio visual screen in the session room prior to and at the conclusion of the sponsored session.
- Opportunity to chair the sponsored session. *Chair must be approved by the Organising Committee.*
- The sponsor may provide a freestanding banner, which will be positioned in a prominent location during the sponsored session (maximum size 2m high x 1m wide).
- Four (4) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included).



GOLD SPONSOR THREE AVAILABLE

A\$75,000 (INCLUDING GST)

As a Gold Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to and during the Conference.

As a Gold Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as a Gold Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as a Gold Sponsor (with organisation logo) on the sponsors page of the official Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Gold Sponsor on the official sponsorship acknowledgement board onsite.
- Conference delegate list including name, organisation and email details supplied after the Conference.**
- Half page advertising space (mono) in the Conference Program Book (artwork to be supplied by the sponsor).
- One (1) Conference delegate registration inclusive of the Welcome Reception.
- One (1) complimentary ticket to attend the Conference Dinner.
- Verbal acknowledgement as a Gold Sponsor during the Opening session.
- Logo and 100 word profile in the Conference Program Book.
- Complimentary IFA membership for 1 year.
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).
- Use of the Conference Logo until end of May 2010.

In addition to the package outlined above, each Gold Sponsor may choose one of the following complimentary additional options to add to their package. The additional option must be selected at the time of submitting the sponsorship booking form.

OPTION ONE: CD ROM

- Logo printed on the front cover of the CD ROM packaging alongside the Conference logo.
- Logo printed on the front of the CD ROM alongside the Conference logo.

GOLD PACKAGE ENTITLEMENTS CONTINUED ON NEXT PAGE

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OPTION TWO: CONFERENCE PROGRAM BOOK

- Full page advertising space in the Conference Program Book (artwork to be supplied by sponsor).
- Company logo printed on the cover of the Conference Program Book alongside the Conference logo.

OPTION THREE: WEBSITE SPONSOR

- Company banner advertisement and hyperlink to company website, will be placed on every page of the Conference website (this is the only advertising appearing on the website).

KEYNOTE SPEAKER/ PLENARY SESSION SPONSOR A\$40,000 (INCLUDING GST)

A major highlight of the Conference Program is sessions presented by renowned international and national speakers. Due to the popularity of these sessions, your company should not miss the opportunity to gain premium and concentrated levels of exposure.

As the Sponsor of the Keynote speaker or Plenary Session your company will receive the following entitlements:

- Recognition as a Keynote Speaker/ Plenary Session Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as a Keynote Speaker/ Plenary Session Sponsor (with organisation logo) on the sponsors page of the official Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Keynote Speaker/ Plenary Session Sponsor on the official sponsorship acknowledgement board onsite.
- One (1) Conference delegate registration inclusive of the Welcome Reception.
- Logo and 50 word profile in the Conference Program Book.
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).
- Your organisation logo will feature on the audio visual screen in the session room prior to and at the conclusion of the sponsored session.
- The sponsor may provide a freestanding banner, which will be positioned in a prominent location during the sponsored session (maximum size 2m high x 1m wide).
- Four (4) complimentary passes for nominated guests to attend the sponsored session (these passes are for the sponsored session only, attendance to other sessions is not included).

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

SYMPOSIUM SPONSOR A\$25,000.00 (INCLUDING GST)

By hosting a Symposium, you will have the opportunity to showcase your company's involvement through the following entitlements:

- Recognition as a Symposium Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as a Symposium Sponsor (with organisation logo) on the sponsors page of the official Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Symposium Sponsor on the official sponsorship acknowledgement board onsite.
- Opportunity to contribute to symposium if appropriate (in negotiation with program committee)
- Opportunity to select an existing themed symposium as predetermined by the Program committee
- Exclusive naming rights to the sponsored symposium
- Company logo to feature on the symposium's projection screen in the session room prior to and at the conclusion of the sponsored symposium
- Opportunity to provide one (1) pull up freestanding banner for display in the room for the duration of the sponsored symposium (sponsor to supply signage, maximum size 2m high x 1m wide)
- Opportunity to provide sponsor-supplied promotional items to each symposium guest (Sponsor to supply items, subject to Organising Committee approval)
- Half page advertising space (mono) in the Conference Program Book (artwork to be supplied by the sponsor).
- Two complimentary passes to attend the sponsored symposium (these passes are for the sponsored symposium only, attendance to other sessions is not included)
- Logo and 50 word profile in the Conference Program Book.
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*



INTERNET CENTRE SPONSOR A\$15,000 (INCLUDING GST) ONE AVAILABLE

Delegates will be able to keep in touch with their office via email in a well-equipped multi-stationed Internet Centre. The Internet Centre will be available for the exclusive use of Conference delegates.

As the Sponsor of the Internet Centre your company will receive the following entitlements:

- Recognition as the Internet Centre Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as the Internet Centre Sponsor (with organisation logo) on the sponsors page of the official Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Internet Centre Sponsor on the official sponsorship acknowledgement board onsite.
- The sponsor may provide a freestanding banner, which will be positioned in a prominent location in the internet centre (maximum size 2m high x 1m wide).
- Company corporate literature may be displayed in the Internet Centre (sponsor to supply).
- Opportunity to place branded computer accessories such as mouse pads within the Internet Centre (materials to be provided by sponsor).
- Opportunity to have your company logo as the screen saver on the Internet Centre monitors.
- Your organisation website will be the home page on all Internet Centre monitors.

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CONFERENCE SACHEL SPONSOR ONE AVAILABLE

A\$15,000
(INCLUDING GST)

All delegates attending the Conference will receive a satchel. Your company logo will feature alongside the Conference logo on the delegate satchel bag. The satchels contain the official Conference material distributed to all the delegates, speakers, exhibitors and VIP guests, providing direct and constant exposure throughout and after the Conference.

As the Sponsor of the Conference satchel your company will receive the following entitlements:

- Recognition as the Conference Satchel Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as the Conference Satchel Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Conference Satchel Sponsor on the official sponsorship acknowledgement board onsite.
- Logo printed on the Conference satchel along side the Conference logo
- Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegates' satchels (sponsor to supply material).

NAME BADGES SPONSOR ONE AVAILABLE

A\$10,000 (INCLUDING GST)

To gain access to the Conference, all delegates are required to wear the official Conference name badge. This is an opportunity to have your company logo printed on all name badges alongside the Conference logo and gain great exposure throughout the Conference.

As the Sponsor of the Name Badges your company will receive the following entitlements:

- Recognition as the Name Badge Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as the Name Badge Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Name Badge Sponsor on the official sponsorship acknowledgement board onsite.
- Logo printed on all Name Badges along side the Conference logo.

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

IFA 2010 GALA DINNER SPONSOR ONE AVAILABLE

A\$9,000
(INCLUDING GST)

Impress all delegates, VIPs, speakers, exhibitors, accompanying persons with your hospitality at the premier social function of the Conference. The Conference Dinner is an excellent opportunity to make a strong, initial impact and lasting impression on all delegates. The Conference Dinner will be held on **Wednesday 5 May 2010** and is an essential networking opportunity for all attendees.

(PLEASE NOTE THIS IS AN OPTIONAL EVENT FOR DELEGATES).

As the Sponsor of the Gala Dinner your company will receive the following entitlements:

- Recognition as the Conference Dinner Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as the Conference Dinner Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Conference Dinner Sponsor on the official sponsorship acknowledgement board onsite.
- The sponsor may provide a freestanding banner, which will be positioned at the entrance to the Conference Dinner venue (maximum size 2m high x 1m wide).
- Company logo will be printed on all dinner programs/menu and tickets
- Sponsor may provide the Conference dinner guests with a company branded gift (sponsor to supply gifts).
- Two (2) complimentary tickets for the sponsor's nominated guests to attend the Conference Dinner

IFA PRESIDENTS AWARDS SPONSOR ONE AVAILABLE

A\$7,000
(INCLUDING GST)

At every global conference of the International Federation on Ageing, a person or an agency is presented with the IFA President's Award in recognition of outstanding services to the Federation and to the field of Ageing. The awardee is selected by the President in consultation with the Vice Presidents and Board of Directors.

As the Sponsor of the IFA Presidents Awards your company will receive the following entitlements:

- Recognition as the IFA Presidents Awards Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as the IFA Presidents Awards Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Sponsor logo to be printed on the Award
- Acknowledgment as the IFA Presidents Awards Sponsor on the official sponsorship acknowledgement board onsite.

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

MESSAGE BOARD SPONSOR ONE AVAILABLE

A\$7,000 (INCLUDING GST)

The message board will be located at the Registration Desk and will be a central reference point for all Conference Delegates.

As the Sponsor of the Message Board your company will receive the following entitlements:

- Recognition as the Message Board Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as the Message Board Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Message Board Sponsor on the official sponsorship acknowledgement board onsite.
- Logo displayed on Message Board.

LUNCH SPONSOR TWO AVAILABLE

A\$7,000(INCLUDING GST)

Demonstrate your company's hospitality by sponsoring the daily luncheon break.

As a Lunch Sponsor you will receive the following entitlements:

- Recognition as a Lunch Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as a Lunch Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Lunch Sponsor on the official sponsorship acknowledgement board onsite.
- Company corporate literature may be displayed on the refreshment stations during the sponsored lunch (sponsor to supply).
- The sponsor may provide a freestanding banner, which will be positioned in a prominent location in the lunch area during the sponsored break (maximum size 2m high x 1m wide).
- Small table signs featuring the company logo displayed on the sponsored refreshment tables (Conference Managers to supply).
- Two (2) complimentary passes for nominated guests to attend the sponsored lunch break (these passes are for the lunch break only, attendance to other sessions is not included).

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

CONCURRENT SESSION SPONSOR

A\$7,000

(INCLUDING GST)

As a Concurrent Session Sponsor, your company will enjoy a strong alignment with the event through the support of a nominated session.

Delegates will be able to select from a very comprehensive series of program sessions. As a Sponsor of one of the concurrent sessions, your company will receive the following entitlements:

- Recognition as a Concurrent Session Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as a Concurrent Session Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Concurrent Session Sponsor on the official sponsorship acknowledgement board onsite.
- The sponsor may provide a freestanding banner which will be positioned in a prominent location in the session room (maximum size 2m high x 1m wide)
- Your organisation logo will be displayed on the session room projection screen prior to and after the sponsored session
- Two (2) complimentary passes for nominated guests to attend the sponsored session (these passes are for the refreshment break only, attendance to other sessions is not included).

MORNING TEA BREAK SPONSOR

A\$5,000

THREE AVAILABLE

(INCLUDING GST)

Demonstrate your company's hospitality by sponsoring a morning tea break.

As a Morning Tea Break Sponsor your company will receive the following entitlements:

- Recognition as a Morning Tea Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as a Morning Tea Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as a Morning Tea Sponsor on the official sponsorship acknowledgement board onsite.
- Company corporate literature may be displayed on the refreshment stations during the sponsored Morning Tea Break (sponsor to supply).
- The sponsor may provide a freestanding banner, which will be positioned in a prominent location in the Morning Tea area during the sponsored break (maximum size 2m high x 1m wide).
- Small table signs featuring the company logo displayed on the sponsored refreshment tables (Conference Managers to supply).
- Two (2) complimentary passes for nominated guests to attend the sponsored Morning Tea break (these passes are for the sponsored break only, attendance to other sessions is not included).

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CONFERENCE SANCTUARY

THREE AVAILABLE

A\$5,000 PER DAY
(INCLUDING GST)

An area will be allocated within the venue to provide Delegates with a space in which to relax and reinvigorate during session breaks. Delegates often seek a refuge from the hustle and bustle of a busy schedule and the Conference Sanctuary provides the perfect setting.

As the IFA 2010 Conference Sanctuary Sponsor, you will receive the following entitlements:

- Recognition as the Conference Sanctuary Sponsor (with organisation logo) on all printed Conference material*
- Recognition as the Conference Sanctuary Sponsor (with organisation logo) on the Sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgement as the Conference Sanctuary Sponsor on the official sponsorship acknowledgement board onsite
- A 6m x 3m space will be allocated within the Conference venue, including a two seater lounge and coffee table, a rear wall 6m long and access to power**
- Access for two (2) members of the sponsors staff to be present in the Sanctuary to network with delegates. Attendance to Conference sessions is not included
- The Sponsor may provide a freestanding banner which will be positioned in a prominent location in the Conference Sanctuary (maximum size 2m high x 1m wide)
- Company corporate literature may be displayed at the Conference Sanctuary (sponsor to supply)

**The Sponsor is welcome to customise the Conference Sanctuary (at an additional cost). Suggested options for The Sanctuary may include:

- Option 1. Head and Neck Massage
- Option 2. Art Escape (the concept is for the Sponsor to source artworks or provide a character artist and or an area where Delegates can explore, unwind and draw or paint)
- Option 3. Sound of Music – headphones and music options
- Option 4. Herbal tea or juice bar

The above options may be further discussed and the Conference Managers would be happy to provided relevant costs(a management fee will apply)

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

WRITING PAD SPONSOR A\$3,000 (INCLUDING GST) **ONE AVAILABLE**

This is an opportunity to provide each delegate with your branded writing pads in the Conference Satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note the writing pads are to be supplied by the sponsor.

The sponsoring company will receive the following entitlements and benefits:

- Recognition as the Writing Pad Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as the Writing Pad Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Writing Pad Sponsor on the official sponsorship acknowledgement board onsite.
- Writing Pads, provided by the sponsor, will be included in all delegate satchels.

WRITING PENS SPONSOR A\$3,000 (INCLUDING GST) **ONE AVAILABLE**

This is an opportunity to provide each delegate with your branded writing pens in the Conference Satchel, providing your organisation with exposure that exceeds the duration of the Conference.

Please note the writing pens are to be supplied by the sponsor.

The sponsoring company will receive the following entitlements and benefits:

- Recognition as the Writing Pens Sponsor (with organisation logo) on all printed Conference material.*
- Recognition as the Writing Pen Sponsor (with organisation logo) on the sponsors' page of the Conference website, including a hyperlink to your organisation's home page.
- Acknowledgment as the Writing Pen Sponsor on the official sponsorship acknowledgement board onsite.
- Writing Pens, provided by the sponsor, will be included in all delegate satchels.

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

ADVERTISING OPPORTUNITIES

These cost-effective advertising opportunities will communicate your corporate message and products/services to the Conference delegates.

SATCHEL INSERT

A\$1,500 (INCLUDING GST)

Company brochure (maximum four x A4 pages per brochure) to be inserted in all delegate satchels (sponsor to supply material).

CONFERENCE PROGRAM BOOK ADVERTISING

The Conference Program Book will be a valuable reference tool used by delegates throughout the Conference. The publication will contain full details covering the scientific program, together with session details as well as information covering the Conference social events.

Deadline for booking: 12 March 2010

Deadline for artwork: 2 April 2010

PUBLICATION ADVERTISING RATES

Size	Cost
• Full Page (mono)	A\$1,800 (including GST)
• Half Page (mono)	A\$1,000 (including GST)



TRADE DISPLAY

The objective of this package is to provide organisations with an opportunity to promote their products and services during the Conference, enabling company representatives to network with the delegates in attendance.

The Trade Display will be located on Level 2 of the Centre, adjacent to the Conference rooms.

A floor plan is available from the Conference Managers upon request.

COST A\$1,500 (INCLUDING GST)

PACKAGE INCLUSIONS:

- Display space 2m wide x 1m deep. Includes one trestle table, two chairs a white octanorm rear panel 2m wide x 2.4m high and one (1) x 4 amp power point
- Signage suggestions: each company may provide a freestanding banner 2m high x 1m wide for display in the display space area
- Recognition as a Trade participant (with company name and logo) in the Program Book together with a 25 word 'company profile'. Profile and logo must be provided at the time of submitting a booking form. Logos must be submitted as an eps 'high resolution' file*
- One (1) Trade Display pass / name badge per display table, allowing the participant access to morning tea, lunch and afternoon tea breaks
- One (1) delegate list per Trade Display will be provided onsite at the Conference* *

Additional furniture hire, including on stand catering, may be arranged through the Conference Managers, at an additional charge.

**Exposure in the Conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.*

*** This list will be provided at the Conference. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the Australian Privacy Act.*

Attendance to Conference sessions is not included. Staff wishing to attend sessions must register as a full delegate.

Public and Product Liability Insurance

It is a requirement of the IFA 2010 Conference Managers and the Melbourne Convention & Exhibition Centre that all Trade Display participants (Exhibitors) have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an Exhibition stand area or space. IFA 2010 Trade Display participants (Exhibitors) **must** provide a copy of their public liability insurance certificate at the time of submitting their Booking Form. To assist you in locating your certificate within your organisation – it can often be found with the accounts / finance departments and is also often referred to as 'Broadform'.

Social: tickets to the Welcome Reception and Dinner may be purchased from the Conference Managers.

Trade Display Set-up: each Trade Display participant will receive a set of Guidelines which will contain venue access times for set-up, instructions for the delivery of display items to the venue and an order form to apply for your Trade Display pass / name badge.

Bookings: space is limited, therefore to confirm your participation in the Trade Display Area, complete the attached **Sponsorship / Display / Advertising Booking Form** and return to the Conference Managers as soon as possible. A confirmation letter and tax invoice will be provided to confirm your booking.

Booking Terms and Conditions are outlined on the rear of the Booking Form.

SUMMARY

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the Conference, please do not hesitate to contact the Conference Managers. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

The Conference is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor in this global forum will provide your company with exceptional business rewards.

For further details on the opportunities available please contact the Conference Managers who will be pleased to assist you.

Sponsorship Account Manager
International Federation on Ageing 10th Global Conference on Ageing
c/- **arinex** pty limited

Address: GPO Box 128
SYDNEY NSW 2001
AUSTRALIA

Tel: + 61 2 9265 0700
Fax: + 61 2 9267 5443

Email: ifa2010@arinex.com.au
Website: www.ifa2010.org

HOSPITALITY

For assistance in planning your social function, please contact the Conference Managers who will be able to assist you in all areas of event management.

It would be appreciated if companies organising separate social functions for participating delegates ensure that their events are not held at the same time as the scheduled Conference social functions. Please also advise the Conference Managers of any private functions scheduled so that they may assist delegates with any enquiries or redirect enquiries appropriately.

SPONSORSHIP / DISPLAY / ADVERTISING BOOKING FORM

To reserve your selected Sponsorship / Display / Advertising package please return this completed form with your deposit to:

Sponsorship Account Manager
IFA Conference 2010
c/o **arinex** pty limited
GPO Box 128
SYDNEY NSW 2001, Australia

Tel: +61 2 9265 0700
Fax: +61 2 9267 5443
Email: ifa2010@arinex.com.au
Web: www.ifa2010.org

A. SPONSORSHIP PACKAGE(S) REQUESTED

COST A\$ (Including GST)

1.
2.

B. TRADE DISPLAY REQUEST Please reserve the following:

Display Area 2m wide x 1m deep \$1,500 (incl. GST)

AMOUNT PAYABLE A & B	\$
50% deposit payable 30 days from date of invoice (Balance due: 5 February 2010 (incl. GST))	\$

Organisation name (for marketing purposes): _____

Organisation name (for invoicing purposes): _____

Address: _____

City: _____ State: _____ Post Code: _____

Country: _____

Booking Authorised by: _____ Signature: _____ Date: _____

Sponsor / Display Contact: _____

Position: _____

Tel: _____ Fax: _____

Email: _____ Website: _____

PAYMENT DETAILS (please tick)

We wish to pay via company cheque. Note all cheques must be made payable to: *IFA 10th Global Conference on Ageing*, and should be forwarded to the Conference Managers at the above address.

We wish to pay via EFT. Bank details will be provided by the Conference Managers with your tax invoice.

MasterCard VISA AMERICAN EXPRESS DINERS

Credit Card Number _____ / _____ / _____ / _____ Expiry Date ____ / ____

Credit Card Number _____ / _____ / _____ / _____ Expiry Date ____ / ____

Name on Card _____ Cardholder Signature _____

SEE OVER FOR TERMS AND CONDITIONS ►

SPONSORSHIP BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **Friday 5 February 2010**. Applications received after Friday 5 February 2010 must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the *IFA 10th Global Conference on Ageing* and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Conference Managers prior to the event. No company will be listed as a sponsor in any official Conference material until full payment and a booking form have been received by the Conference Managers.
5. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of the total fees applies for cancellations prior to **Friday 6 November 2009**. No refunds will be made for cancellations after this date. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. No Sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Conference Managers.
7. Sponsorship monies will facilitate towards the successful planning and promotion of the Conference in addition to subsidising the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
8. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**.
[] NO, I do not consent.

Yes I have read and agree to the conditions of sale above.

Authorised by: _____ Date: _____

EXHIBITION BOOKING TERMS & CONDITIONS

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the IFA 2010 Conference Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The IFA 2010 Conference Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Exhibition booths / promotional display areas will be allocated only on receipt of signed Booking Forms. Written advice will be provided to confirm the booking, together with a tax invoice for the required full 50% deposit. Deposit is payable 30 days from the date of the tax invoice. Balance is due and payable by **Friday 5 February 2010**. Applications received after Friday 5 February 2010, must include full payment.
3. **All monies are payable in Australian dollars.** Cheques should be made payable to the **IFA 2010 Conference** and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the IFA 2010 Conference Managers prior to the event. No Exhibitor will be allowed to begin move-in operations or be listed as an Exhibitor in the on-site publications until full payment and a booking form have been received by the IFA 2010 Conference Managers.
5. Public Liability insurance to a minimum of A\$10 million must be taken out by each Exhibitor at their own expense. A copy of the company's public liability certificate must be submitted to the IFA 2010 Conference Managers at the time of submitting their booking form or by no later than **1 April 2010**.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of AUD\$750.00 applies per each display space booking to cancellations made after the invoice has been issued. No refunds will be made for cancellations after this date. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space can result in relocation of exhibit space at the discretion of the Conference Managers. Any space not claimed and occupied before 9.00am on Monday 3 May 2010 will be reassigned without refund.
7. The IFA 2010 Conference Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The IFA 2010 Conference Managers will not discount or refund for any facilities not used or required.
8. No Exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the IFA 2010 Conference Managers.
9. Privacy Statement – YES I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by **arinex pty limited**. [] NO, I do not consent.

Yes I have read and agree to the conditions of sale above.

Authorised by: _____ Date: _____