

# homoeopathy:

evidence

&

efficacy



The 6th Australian  
Homoeopathic Medicine  
Conference 2008

Hosted by:  
The Australian Homoeopathic  
Association (NSW branch)



homoeopathy  
evidence & efficacy

*AHMC Conference 2008  
Sponsorship & Exhibition Package*

12-14th September 2008

Swiss - Grand Hotel Bondi Beach, Sydney

For conference updates see [www.homeopathynsw.org](http://www.homeopathynsw.org)

## **Welcome**

On behalf of the NSW branch of the Australian Homoeopathic Association (AHA), we would like to offer you the opportunity to sponsor and/or exhibit your products at the sixth national Australian Homoeopathic Medicine Conference (AHMC) to be held in Sydney on the 13<sup>th</sup> and 14<sup>th</sup> September 2008.

With up to 350 delegates participating over two days, the conference will provide our sponsors and exhibitors with excellent business development opportunities.

The theme for the Sydney conference is 'Homoeopathy: Evidence & Efficacy' and our keynote speaker is the well known and highly respected English homoeopath and rheumatologist, Dr Peter Fisher.

Dr Fisher is Clinical Director and Director of Research at the Royal London Homoeopathic Hospital and has been Physician to HM The Queen since 2001. He is also Chair of the World Health Organisation's working group on homoeopathy.

Over the last 12 years this biennial conference has been successful in attracting a wide audience. The 2008 conference will attract a wide range of delegates, predominately homoeopathic practitioners and students, as well as other health practitioners who recommend or incorporate homoeopathy into their practice. A well organized media campaign will ensure excellent public interest.

The benefits of sponsorship and participation in the AHMC conference are numerous. Most importantly, it provides you with an opportunity to make contact with hundreds of healthcare professionals. This is an opportunity to both promote and educate the healthcare community on the benefits of your products and to expose them to your range of homoeopathic products or services.

Our committee is dedicated to ensuring there are numerous networking opportunities available for sponsors and exhibitors to maximise the value of their investment. Our first call for papers will be sent out during July 2007 and sponsors will be listed on all outgoing correspondence thereafter. We urge you to advise us of your level of interest early and will contact you shortly to discuss the different sponsorship opportunities.

AHMC Organising Committee

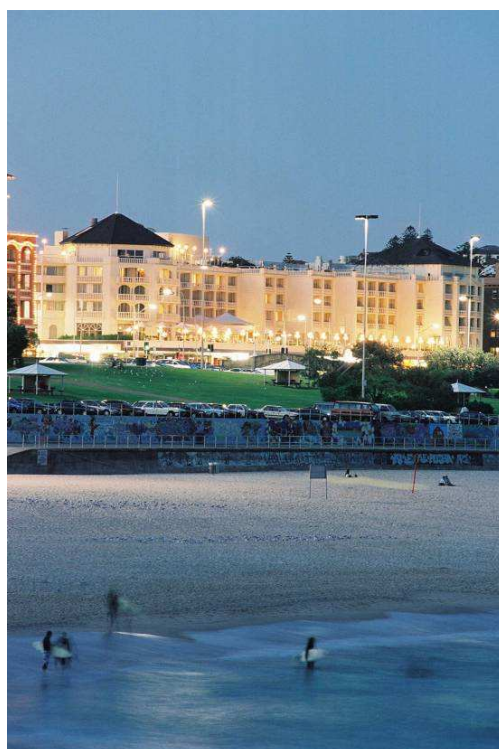
## Marketing

A marketing plan is in place to maximize awareness of the conference to both delegates and members of the public. All printed materials will list sponsors and will include:

- Promotional activities leading up to the conference.
- Advertising and editorials.
- Media coverage capitalizing on publicity around Dr Fisher.
- Email reminders and updates
- Printed promotional flyers

## The Venue

Overlooking Australia's most famous stretch of sand and surf, the magnificent Swiss-Grand hotel at Bondi Beach is located just 15 minutes from the heart of Sydney. With its excellent conference facilities and dining opportunities, the Swiss-Grand is a prestigious and appealing location for both local and country delegates.



**Swiss-Grand Hotel Bondi Beach**

## Exhibition Opportunities

BENEFITS	DETAILS	GOLD \$7000	SILVER \$4000	BRONZE \$2000
Keynote Speaker Sponsorship	Naming rights on podium, plus Chair to give acknowledgement at opening of plenary session.	✓		
Sponsorship of Conference dinner	Opportunity to display promotional signage, plus MC to give acknowledgement during evening. Logo to appear on printed materials, invitations etc.		✓	
Venue signage	Prominent acknowledgement on signage at Registration desk.	✓	✓	✓
	Prominent acknowledgement on signage at entrance to plenary room.	✓		
Marketing and Media	Name and logo to appear on all AHMC 2008 materials from time of confirmation, including brochures, programs and other marketing materials. Acknowledgement in media releases.	✓	✓	✓
Branding opportunities	Logo on title slide in plenary room.	✓	✓	✓
Website	Logo to appear on home page and sponsors page of conference website.	✓	✓	✓
Advertising	Opportunity to place advertisement into the conference program handbook.	Full page – inside front or back cover	Full page	Half page
Prime Display Booth	Exhibition spaces (2m x 2m booth) for the duration of the conference. Includes one exhibition pass, with access to exhibition and catering areas. (Value: \$750 per booth)	2 booths (each 2mx2m)	1 booth (2mx2m)	1 booth (2mx2m)
Registration entitlement	Complimentary delegate registrations for conference. (Value \$440 per person)	Two	Two	One
Social events entitlements	Tickets to the Opening Cocktail Party.	Two	One	One
	Tickets to Conference Dinner as sponsors		Two	
Satchel Insert	Opportunity to place single A4 size* pages into satchels.  * may be items – subject to approval by committee	Two	One	One
Distribution of materials	One seat drop at selected plenary session of the conference	✓		

**Please note that all products which are displayed, promoted or offered as samples must be pre-screened and approved by our committee.**

## Exhibition Opportunities

**Exhibition Booths** - \$750 single booth (inc GST)  
- \$1500 double booth (inc GST)

A standard exhibition space (2m x 2m booth) for the duration of the conference will be prominently located within catering areas, with access to delegates during morning, afternoon teas and lunch on both days. Includes one exhibition pass, with access to exhibition and catering areas. (Additional catering passes may be purchased). Prizes and other promotional methods will be utilised to encourage all delegates to network with booth holders.

**Display tables** - \$200 (inc GST)

A limited number of display tables for professional members of the AHA attending the conference. These small tables will be located in the walkway with good delegate visibility. Display tables are only available for purchase by members who have registered and paid to attend the Conference.

## Other Opportunities

**A range of other options for sponsorship is available at the AHMC Conference. Some examples of sponsorship options that may be considered are:**

***Sponsoring the Public Talk (\$2,500).***

Dr Fisher will be one of the speakers at a public talk on the Friday before the conference and we anticipate good media interest. This option offers the opportunity to maximize signage visibility, display products and provide samples to interested members of the public.

***Sponsoring the Cocktail Party on the Opening Night (\$1,000).***

There is an opportunity to sponsor the opening night cocktail party where it will be possible to offer samples and/or product information in a relaxed and festive environment.

***Satchel Insert (\$300).***

Opportunity to include a single A4 size page/item (item to be approved by AHMC committee) in the delegate satchel, plus a mention on the AHMC sponsor page on the AHA(NSW) website.

***Looking for a unique opportunity?***

This prospectus serves as a guideline for sponsorship opportunities. If you would like to sponsor the AHMC 2008 and have a proposal which caters to your unique requirements as well as those of the conference, the AHMC 2008 committee would be willing to consider alternative proposals. Please contact the conference office for more information and details.

***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@thinkbusinessevents.com.au](mailto:enquiries@thinkbusinessevents.com.au)

Or visit the AHMC conference website [www.homeopathynsw.org](http://www.homeopathynsw.org).

***Sponsorship / Exhibition Items:***

Item Description	Cost \$AUD (inc GST)	Please indicate your selection/s
GOLD Sponsorship	\$7000	
SILVER Sponsorship	\$4000	
BRONZE Sponsorship	\$2000	
Exhibition Booth - Double	\$1500	
Exhibition Booth - Single	\$750	
Display Table	\$200	
Public Talk sponsorship	\$2500	
Opening Night Cocktail Party	\$1000	
Satchel Insert	\$300	

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 both forms on this page and return to the Conference Office.

***Sponsorship and Exhibition booking form:***

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 the 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 for Sponsors will be 50% of the full amount, and payment is due 30 days from date of invoice.
4. For Sponsors, 25% of the full amount will be due on the 14<sup>th</sup> March 2008.
5. For Sponsors, the balance of the full amount (25%) will be due on the 8<sup>th</sup> August 2008.
6. The deposit for Exhibitors will be 50% of the full amount, and payment is due 30 days from date of invoice.
7. For Exhibitors, the balance of the full amount (50%) will be due on the 8<sup>th</sup> August 2008.
8. Payment may be made by cheque or direct transfer into bank account. Cheques should be made out to 'AHA Inc Conference account' and forwarded to the address below. Credit card payments will not be accepted.
9. All payments include a 10% Goods and Services Tax component.
10. Acceptance of sponsorship and exhibition offers is at the discretion of the organising committee.

#### ***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@thinkbusinessevents.com.au](mailto:enquiries@thinkbusinessevents.com.au)

For further information, please contact the conference office, or visit the AHMC conference website at [www.homeopathynsw.org](http://www.homeopathynsw.org).