

# New clinical tools for early life care –

Mood, breastfeeds, sleep and crying

Invitation to Sponsors  
and Exhibitors



## Possums Education

The Possums Conference 2017



Australian Breastfeeding Association in  
partnership with Breastfeeding Conferences



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## Sponsorship Opportunities

**Possums Education invites you to sponsor, exhibit, or advertise at The Possums Conference 2017.**

This conference has attracted a stellar line-up of national and international speakers including:

**Professor Helen Ball**

**Dr Christina Smillie**

**Dr Howard Chilton**

**Associate Professor Pamela Douglas** ...and more

## Benefits for your Organisation

Sponsoring this conference will give you exposure to more than 200 lactation consultants, midwives, child health nurses, dietitians, doctors and other health professionals.

## About Possums Education

Dr Pamela Douglas (GP, researcher) and Dr Koa Whittingham (clinical and developmental psychologist, researcher) founded Possums Education, which aims to bring health professionals the latest evidence in accessible ways. Our work in the fields of mothers and babies and parent mental health is already changing parents' lives and the practice of health professionals in Australia and internationally, through our peer-reviewed publications, conferences and workshops, and books.

## Sponsorship Opportunities

**Major Sponsor** – (1 available) \$5000 plus GST

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- Logo on the front cover of brochure
- Logo on program cover
- Priority Exhibit space (inc 2 dressed trestle tables)
- 2 symposium registrations including morning/afternoon tea and lunch
- Acknowledgement as major sponsor on e-mail flyers (at least 4 going to our mailing list of 9000 health professionals)
- Brochure and/ or promotional item in registration package
- Verbal recognition during the Welcome and Closing addresses on both days
- Full page advertisement in symposium program

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## **Sponsor** – (3 available) \$2500 plus GST

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- Exhibit space (inc 2 dressed trestle tables)
- 2 symposium registrations including morning/afternoon tea and lunch
- Acknowledgement on e-mail flyers (at least 4 going to our mailing list of 9000 health professionals)
- Half-page advertisement in symposium program
- Brochure and/or promotional item in registration package
- Verbal recognition during the Welcome and Closing addresses on both days

## **Commercial Exhibit** – (> \$6000 net annual income) \$950 plus GST

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*Thursday Feb 2nd and Friday Feb 3rd*

- 1 draped table
- Placement of brochure and/or promotional item in registration package
- 1 symposium registration (including morning/afternoon tea and lunch)

## **Cottage Industry** – (<\$6000 net annual income) /not for profit \$300 inc GST

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*Thursday Feb 2nd and Friday Feb 3rd*

- 1 draped table
- 1 symposium registration (morning/afternoon tea and lunch included)

## **Satchel Inserts** – \$200 plus GST

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- Flyers brochures, product samples included in delegate's satchels.

## **Print Advertising in Conference Brochure**

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- A5 – Full page – \$500 plus GST
- 1/2 page – \$200 plus GST
- Business card size – \$120 plus GST

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## Sponsor and Trade Display Policy

Possums Education invites sponsorship from ethical companies who abide by the World Health Organisation's code of marketing.

Advertisements will not be accepted from any company that produces human milk substitutes, or any product that does not support successful breastfeeding.

If an index of advertisers is included in a program insertion or handout, advertisers will be listed in order of category of sponsor (eg. major sponsor first).

This sponsor and exhibitor policy must be signed and dated by each sponsor and exhibitor and returned with the sponsorship/trade display Registration Form.

Agreed by: *(print name)* \_\_\_\_\_

Signature: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_

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## Sponsor and Trade Display Policy

Please mail completed booking form with payment to:

ALMA c/o Barb Glare  
41 Heath Marsh Road  
Panmure, Vic 3265

Or email: [info@breastfeedingconferences.com.au](mailto:info@breastfeedingconferences.com.au)

Cheques made payable to ALMA (ABN 83 820 560 346).

*Tax invoices provided on request.*

Company or Group Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship type (please tick)

- Major Sponsor – \$5000 plus GST
- Sponsor – \$2500 plus GST
- Commercial Exhibit – \$950 plus GST
- Cottage Industry – \$300 plus GST
- Satchel Inserts – \$220 plus GST

### Print Advertising (please tick)

- A5 – Full page – \$500 plus GST
- 1/2 page – \$200 plus GST
- Business card size – \$120 plus GST

### Credit Card Payment

- Visa    Mastercard

\_\_\_\_\_  
Credit Card Number

\_\_\_\_/\_\_\_\_  
Expiry Date

Card Holder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

TOTAL Amount \$: \_\_\_\_\_