

**LGBTIQ+ HEALTH
& WELLBEING CONFERENCE
+ LGBTI AGEING AND AGED
CARE CONFERENCE**

VIRTUAL 2021

FRI 16 | FRI 23 | FRI 30 APRIL 2021

**SPONSOR AND SUPPORTER
OPPORTUNITIES**





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LGBTIQ+ Health Australia

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Overview

Health in Difference & The 5th National Annual LGBTI Ageing and Aged Care Conferences

Overview: LGBTIQ+ Health Australia has identified 2021 as an opportunity for the health and wellbeing sectors to come together and share learnings and experiences. The two premier conferences, **Health in Difference & National Biennial LGBTI Ageing and Aged Care Conferences** will be held in conjunction over 3 consecutive Fridays in April.

A virtual event will be the safest and most flexible option for delegates in light of COVID-19 and will open up the conferences to a larger audience whilst still providing the same high quality opportunities for learning, sharing and engagement.

Health in Difference is Australia's premier conference on the health and wellbeing of lesbian, gay, bisexual, trans, intersex, queer and sexuality, gender, and bodily diverse people and communities throughout Australia.

The National LGBTI Ageing and Aged Care conference is the leading event in Australia for aged, health and human service providers to develop their knowledge, skills and practice to meet the needs of older LGBTI v People. These conferences bring together health practitioners, researchers, academics, policymakers, community members, community organisations large and small, , advocates, and others who are interested in improving the mental, physical and emotional wellbeing of LGBTIQ+ people.

Dates: Friday 16, 23 and 30 April 2021

Location: National Online



250+ Expected Delegates



Organising Body: LGBTIQ+ Health Australia, (formerly The National LGBTI Health Alliance), is the national peak health organisation in Australia for organisations and individuals that provide health-related programs, services and research focused on lesbian, gay, bisexual, transgender, and intersex people and other sexuality and gender diverse (LGBTIQ+) people and communities.

Our Members work together to improve the health and wellbeing of LGBTIQ+ people. We speak with a national voice; we build the capacity of our members to work with and for LGBTIQ+ people. We respect the personal responsibility and resilience of individuals to make decisions about their health. The Alliance is concerned about practical health issues affecting LGBTIQ+ people in Australia. Our current priority areas are ageing and aged care, disability, mental health and suicide prevention, and better health for intersex, trans, and gender diverse people.

Themes

- **Health in Difference:** *"LGBTIQ+ Health & Wellbeing"*
- **Ageing Conference:** *"Amplifying Our Voices"*

Target Audience

The Health in Difference & The 5th National Annual LGBTI Ageing and Aged Care Conferences provides you with the opportunity to **Access and Engage** your target audience before, during and after the conference.

LGBTIQ+ Health Australia has a large network of organisations and individuals that represent the diversity of the Australian health landscape and are not limited to the LGBTIQ+ framework.

DELEGATE CATEGORIES:

LGBTIQ+ health workers, students, educators, advocates, volunteers, researchers, administrators, medical practitioners including psychologists and psychiatrists, drug and alcohol workers, government service providers, policy makers, clinicians, home care workers, allied health workers, occupational therapists, nurses, mental health workers, disability workers and general practitioners.



**250+ Expected
Delegates**

Overview of Benefits

An opportunity for you to:



- **Access and Engage** with healthcare professionals working in LGBTIQ health, ageing and community settings



- **Create Awareness and Understanding** for your brand and organisation with the LGBTIQ+ health sector and community



- **Build and Improve Relationships** with current and potential stakeholders and continue to build your reputation



- **Enhance Your Credibility and Corporate Social Responsibility** by contributing directly to education for healthcare professionals within the sector



- **Provide Support** to healthcare providers by giving them the opportunity to participate in this educational event



- **Boost your Credentials** with some of the best presenters in the sector and community

Your support of this meeting would benefit an organisation whose purpose is to promote knowledge, values, health advancement and delivery of effective healthcare. Your valuable contribution will be used to develop a high level program with reputable speakers with contribution to audio visual and overall costs and to reduce the fees required to be charged to delegates.

Our program will be developed by experts within the field. We wish to assure you that our aim is to provide supporter packages that contribute to the Conference to maximise the enhancement of medical and academic knowledge while still conforming to community standards acceptable to the guidelines that govern your operations. We believe these packages are fully compliant with guidelines.

Support will be acknowledged in various publications, publicity material and during any events as per noted in the various package entitlements. This will be accompanied at all times by the following disclaimer:

“The organisations listed have kindly sponsored this Conference. Sponsorship is offered as an unconditional grant. The sponsor has no control over content, tone, emphasis, allocation of funds or selection of recipients. The LGBTIQ+ Health Australia and ASHM do not endorse or promote any healthcare-related products.”

Platinum

(One available)

Investment: AUD\$20,000 incl. GST

PRE-CONFERENCE MARKETING

- Your logo/name in the electronic registration flyer distributed to potential delegates
- Email marketing of the event acknowledging your involvement to thousands of contacts
- Logo included on the event website
- Link to company website – a link from your logo will be set up from the event portal to the website of your choice
- Support of 5 x scholarships. Criteria to be determined by Alliance. Your company to be acknowledged with promotion of scholarships
- Associate membership as a corporate organisation of the LGBTIQ+ Health Australia
- Opportunity to demonstrate your commitment to LGBTIQ+ community wellbeing

NETWORKING AND PROMOTE

- Opportunity to support a networking event within the conference program. Program allocation will be the responsibility of the Core Advisory Groups.
- Your logo/Name will be displayed on a PowerPoint slide at the commencement and conclusion of every session at the conference
- Verbal acknowledgement of support made during the event
- Verbal acknowledgement of your support made during the conference in plenary sessions
- Logo in Conference Portal on Banner
- Notification sent via conference portal x 3

PROGRAM BENEFIT

- Opportunity to support keynote roundtable during a break in conference program*
- Opportunity to include organisational content in a satellite session as a part of the on demand content library**
- *subject to keynote speaker approval
- **material subject to committee approval

CONFERENCE AND SOCIAL BENEFITS

- Complimentary registration for 8 x organisation representatives
- Opportunity to purchase additional staff at discounted rate x 15
- 1 x booth in the virtual exhibition area
- Opportunity to purchase additional sponsorship options to your package at a discounted rate 25%
- Opportunity to develop relationships with conference delegates to work collaboratively with LGBTIQ+ health organisations

POST-CONFERENCE MARKETING

- Thank you to supporters on website post event
- Delegate list provided (name, organisation and country only, privacy compliant)

Silver Package (Two available)

Investment: AUD\$14,000 incl. GST

PRE-CONFERENCE MARKETING

- Email marketing of the event acknowledging your involvement to thousands of contacts
- Logo included on the event website
- Your logo/name in the electronic registration flyer distributed to potential delegates
- Associate membership as a corporate organisation of the LGBTIQ+ Health Australia
- Opportunity to demonstrate your commitment to LGBTIQ+ community wellbeing

NETWORKING AND PROMOTION

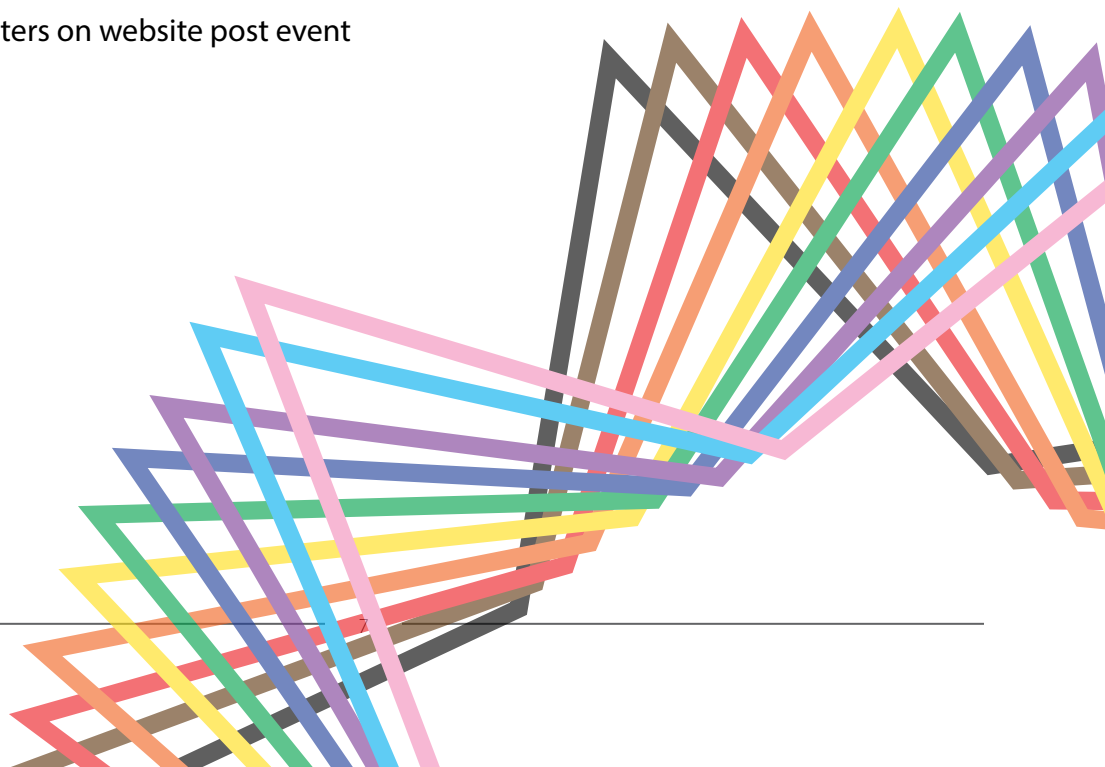
- Your logo/Name will be displayed on a PowerPoint slide at the commencement and conclusion of every session at the conference
- 1 x booth in the virtual exhibition area
- Notification sent via conference portal x 1

CONFERENCE AND SOCIAL BENEFITS

- Complimentary registration for 2 x company representatives
- Opportunity to purchase additional staff at discounted rate x 10
- Opportunity to purchase additional sponsorship options to your package at a discounted rate 10%
- Opportunity to develop relationships with conference delegates to work collaboratively with LGBTIQ+ health organisations

POST-CONFERENCE MARKETING

- Thank you to supporters on website post event



Individual & Enhancement Opportunities

EDUCATION	Exposure	Drive Brand Awareness	Networking Opportunities	Exclusivity	Post Event Exposure
On Demand Content Supporter	Virtual	✓			✓
Highlights Report	Virtual	✓		✓	✓
People's Choice Poster Prize Supporter	Virtual	✓		✓	
Conference Scholarship Supporter: Ethical Support	Virtual	✓			✓
BRANDING & DELEGATE ENHANCEMENTS	Exposure	Drive Brand Awareness	Networking Opportunities	Exclusivity	Post Event Exposure
Delegate Gift	Virtual	✓		✓	
Gamification	Virtual	✓			
ADVERTISING, COMMUNICATIONS & NETWORKING	Reach	Drive Brand Awareness	Networking Opportunities	Exclusivity	Post Event Exposure
Virtual Networking Event e.g. early career	Virtual	✓	✓		
Banner Add in Virtual Platform	Virtual	✓			
Virtual Alerts (x1 alert)	Virtual	✓			
Virtual Booth	Virtual	✓	✓		

Education

ON DEMAND CONTENT SUPPORTER (AUD\$7000)

- Support the conference content. Your support will go towards the development and resourcing of the on demand program. On demand content adds flexibility to the program and allows for additional presentations to be included, as well as to reach those who could not attend all sessions live.

BENEFITS:

- Acknowledgement of support on the conference website with logo and hyperlink to organisations website
- Organisations logo on all promotion with a link to the on demand content
- Organisations logo on the speaker consent forms advising speakers of your support

Note: All sessions captured will be provided on the conference event portal.

DAILY NEWS – (AUD\$7000)

- Be the supporter the immediate dissemination of knowledge from the conferences. A series of three weekly summaries, sent to all delegates, outlining the highlights and best moments of the conference. The three daily summaries are a fantastic way of keeping delegates engaged and be a part of a virtual conference.

PEOPLE'S CHOICE POSTER PRIZE SUPPORTER (AUD\$4500)

- Poster presentations are an integral part of the conference and by supporting the People's Choice Poster Prize, your company's branding will be prominent during and after the event as the supporter. The posters are on display throughout the conference and are located in the poster gallery.

BENEFITS:

- Acknowledgement of support on the conference website
- Acknowledgement of support in the conference event portal
- Logo acknowledgement, as the Prize Supporter, during the Poster Prize Presentation
- Alert notification of poster tour/s
- Acknowledgement of support on the conference website

All promotion will be supported with the following sentence: Education is determined by our Core Advisory Groups and made possible by support from (insert sponsor).

CONFERENCE SCHOLARSHIP SUPPORTER: ETHICAL SUPPORT (AUD\$1100)

The Conference Scholarship Program assists individuals to attend the Conference. 5 x scholarships will be granted to individuals at the discretion of the committee. The assessment and eligibility criteria are available on request from the Conference Secretariat and will be available on the Conference website. By supporting scholarships, you will be helping those facing financial barriers to participation and your support could go to those with disabilities, members of the affected community and Aboriginal and Torre Strait Islander Peoples.

- Acknowledgement of support on the conference website on the scholarship page
- Acknowledgement of support in the notification email sent to delegates

Note: Support is via an unconditional grant. The supporter has no control over content, tone, emphasis, allocation of funds or selection of recipients.

Branding and Delegate Experience Enhancement

SUPPORT A NETWORKING EVENT WITHIN CONFERENCE PROGRAM- (AUD\$2000)

Be seen as supporting collaboration and encourage delegates to meet online. Events could include supporting the early career networking event, first timers event or other at the decision of the Conference Advisory Group. Contact the conference manager for more information.

DELEGATE MAILOUT (AUD\$1000)

Help keep virtual attendees feel connected to the conference by supporting a gift that can be mailed out. Funding to go towards providing a bag coffee, tea or food vouchers for example.

Final mailout cost may be higher pending item selected and number of recipients.

BENEFITS:

- Logo included as sponsor on branded gift or card

GAMIFICATION (AUD\$5500)

Help keep virtual delegates engaged and add a little bit of fun by the gamification.

BENEFITS:

- Logo included as sponsor of prize in online promotion of gamification both on the conference website and in email communication
- Verbal acknowledgement of support during the prize draw

Advertising, Communications & Networking

VIRTUAL NETWORKING EVENT (AUD\$2500)

Be seen as supporting collaboration and encourage delegates to meet online. Events could include supporting the early career networking event, first timers event or other at the decision of the Conference Advisory Group. Contact the conference manager for more information.

POP UP ALERTS IN VIRTUAL CONFERENCE PLATFORM (X3 ALERTS) (AUD\$1200)

This is a great way to advertise your company or activity during the virtual conference with a pop up alerts in the virtual conference platform. Alerts will go out to all delegates.

BANNER AD IN VIRTUAL PLATFORM (AUD\$2200)

Rotating banner in prominent location in virtual platform. Logo can be linked to professional website of supporter's choice. Limited positions available – available until sold out.

VIRTUAL BOOTH (AUD\$2000)

- Exhibit virtually for the duration of both conferences, three weeks in total.
- Platform has functionality for: Company logo, profile, one-on-one meetings with delegates to connect virtually, downloadable promotional material and video. The booth is 'live' on the 16, 23 and 30 April 2021 during exhibition hours.

VIRTUAL BOOTH – AFFILIATE ORG (AUD\$1000)

- Exhibit with a special rate for affiliated organisations. Exhibit virtually for the duration of both conference, three weeks in total.
- Platform has functionality for: Company logo, profile, one-on-one meetings with delegates to connect virtually, downloadable promotional material and video. The booth is 'live' on the 16, 23 and 30 April 2021 during exhibition hours.

Sponsorship Terms and Conditions

In order to confirm your participation, we will require the Supporter/Exhibitor Application Form and full payment. The support cannot be confirmed, and therefore no benefits will be given, until full payment is received. Payment must be received 14 days from the issue of invoice. If the full payment is not received the conference organiser has the right to review the commitment and withdraw the application form.

TERMS OF PARTICIPATION INCLUDE:

- The payment is offered as an unconditional grant. The supporter has no control over content, tone or emphasis of the conference, allocation of funds or selection of recipients
- There will be no opportunity for the company to control the curriculum of educational initiatives of the conference program
- The company will have access to use the conference logo for promotional purposes only
- The conference and collaborators do not endorse or promote any health-care related products
- Companies cannot claim any relationship, endorsement or support from the conference or collaborators
- All attending delegates from the sponsoring organisation are to be registered by 28 March 2021
- If payment is not made prior to the conference dates, an additional 20% surcharge will be added to the overall sponsorship total
- All logistical requirements are to be made through ASHM Conference & Events Division e.g. registrations

CANCELLATION POLICY

In exceptional circumstances the Organisers will be prepared to consider cancellation of the contract with Sponsors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing.
- If cancellation of sponsorship is necessary after confirmation, the following penalties will apply:
 - For Cancellation notices received in writing before 29 January 2021 - a cancellation fee of 50% of the original package price will apply
 - Cancellation notices received after 29 January 2021 receive no refund

PAYMENT DETAILS

In paying for sponsorship you are paying ASHM.

Credit Card and EFT payment

Details will be provided on the invoice or please contact the Conference Secretariat at conference.finance@ashm.org.au

Virtual Exhibition Terms & Conditions

1. THE CONTRACT

- 1.1 In this contract, the Conference Secretariat, ASHM Conference & Events Division ABN 48 264 545 457, are acting as an agent on behalf of LGBTIQ+ Health Australia, are 'we': 'us' and 'our'. The person with an exhibition space is 'you' and 'your'.
- 1.2 These Terms and conditions apply from the date of signing. You acknowledge that we update the details of the exhibition from time to time.

2. OUR RIGHTS AND RESPONSIBILITIES

- 2.1 We will:
- Organise and hold the virtual exhibition
 - Promote the virtual exhibition
- 2.2 We do not guarantee Exhibition visitor numbers or any level of commercial activity.
- 2.3 We may change the exhibition including but not limited to:
- Changing how long it runs for
 - Changing visitor opening hours
- 2.4 We ask you to:
- Obey the relevant laws
- 2.5 We can:
- Refuse to allow, or stop online content displays, product demonstrations or other uses of your space
 - Approve or disapprove the content and presentation of your materials

3. YOUR RIGHTS AND RESPONSIBILITIES

- 3.1 You must:
- Use your virtual space only to display and promote goods and/or services in keeping with the virtual exhibition
 - Make the most of your virtual space's promotional goods and/or services in keeping with the virtual exhibition

- Not do anything that may interfere with the smooth running of the virtual exhibition, including, but not limited to, encouraging exhibition visitors to view goods and services in another location

4. PAYMENT

- 4.1 You must pay the full fee owing for your virtual exhibition space prior to the exhibition beginning or the organisers reserve the right to cancel your space

5. OUR REMEDIES

- 5.1 If you breach the contract, we will provide you with notice of the breach and give you a reasonable time to remedy it. If you fail to remedy the breach within this time, we may:
- Reallocate your space or refuse you access to it
 - Remedy your breach without advising you and require you to pay for the cost of our actions
 - Remove you from the exhibition and your space
- 5.2 If you cancel all or part of the contract (except if you cancel because of our breach) we will claim a cancellation fee from you dependent on the time of the cancellation. Cancellation charges had been advised in the sponsorship & exhibition prospectus

6. WARRANTIES AND LIABILITIES

- 7.1 As allowed by law, or except where the contract states, we:
- Do not make any representations or warranties about you or your virtual space
- 7.2 You indemnify us from and against any claims, damages, losses and costs we may incur because of:
- Any breach of the contract that you make
 - Any of your virtual displays or product demonstrations
 - Any of your acts or omissions to do with the virtual exhibition, including any negligence and wrong doings

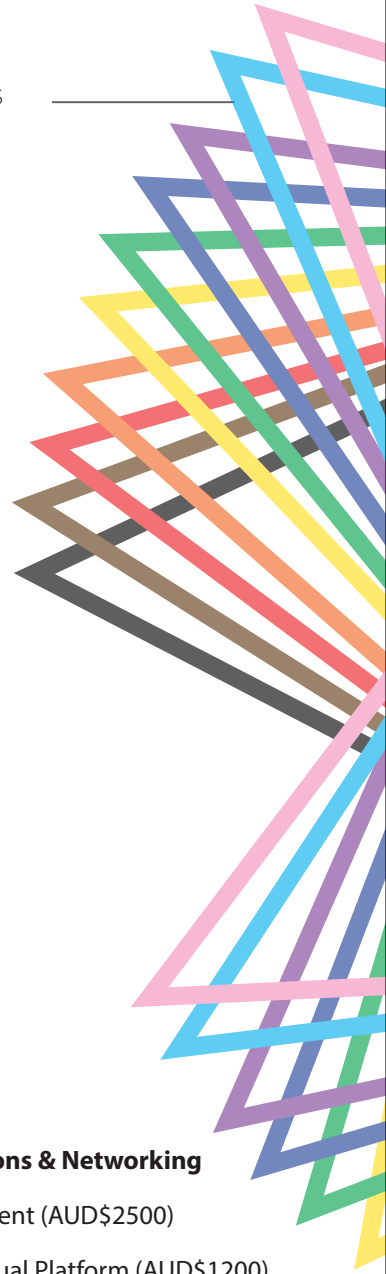
- 7.3 You agree not to sell or intend to sell goods at the virtual exhibition that misrepresent or infringe intellectual property rights. You indemnify us from and against any and all claims, damages, losses and costs we may incur if you breach this agreement.

7. GIVING US MATERIAL

- You must give us all material by the deadline that we set. If we do not receive it by the deadline, we will not be able to load this into the virtual exhibition platform.
- If you want to cancel your content, you must tell us in writing. No reduction in exhibition space fees will apply.
- If you have provided materials but wish to cancel after the deadline we will endeavour to remove the material from the virtual exhibition platform but we are not liable if the material cannot be removed.

8. GENERAL ISSUES

- 9.1 We are not liable for any expenditure, liability or loss because of:
- Acts of god or terrorism
 - Natural disasters
 - Strikes or shortages
 - Failure of electrical power or other technical issues
 - Lower than advised exhibition visitor numbers
- 9.2 You give us consent to use your contact information for internal purpose



Email completed form to: Samantha.williamson@ashm.org.au

Business or Company Name:

Contact Name:

Position Held:

Company Address:

Phone No:

Mobile No:

Email:

We are interested in the following (please select):

SUPPORTER PACKAGES

Platinum (AUD\$20,000 incl. GST)

Silver (AUD\$14,000 incl. GST)

INDIVIDUAL & ENHANCEMENT OPPORTUNITIES

Education

On Demand Content Supporter (AUD\$7000)

Daily News – (AUD\$7000)

People’s Choice Poster Prize Supporter (AUD\$4500)

Conference Scholarship Supporter: Ethical Support (AUD\$1100)

Branding and Delegate Experience Enhancement

Support a Networking Event within Conference Program (AUD\$2000)

Delegate Mailout (AUD\$1000) Final mailout cost may be higher pending item selected and number of recipients.

Gamification (AUD\$5500)

Advertising, Communications & Networking

Virtual Networking Event (AUD\$2500)

3 Pop-up alerts in Virtual Platform (AUD\$1200)

Banner Ad in Virtual Platform (AUD\$2200)

Virtual Booth (AUD\$2200)

Virtual Booth – Affiliate Org (AUD\$1000)

Sponsorship contract and tax invoice will be sent upon receipt of this form. Please provide a copy of your logo (as a high resolution >300dpi eps and jpeg file in colour and black and white) for use in recognising sponsorship.

I, _____ agree to the terms and conditions stated on pages 11 & 12

Signed: _____ Date: _____



LGBTIQ+
HEALTH AUSTRALIA