



LET'S
MAKE
Change
Lipoedema Australia

CONFERENCE

Melbourne 21-23 June 2024

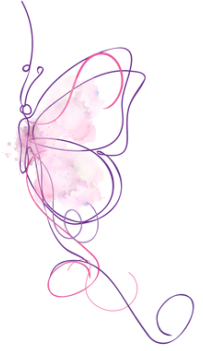
Sponsorship & Exhibition Guide

Melbourne 21-23 June 2024 :: Pullman Albert Park :: VIC Australia

lipoedema.org.au/conference



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Invitation



Lipoedema Australia extends a warm invitation to your organisation to participate in our fifth conference in Melbourne, at the Pullman Albert Park on 21-23 June 2024.

About Us

Lipoedema Australia is the national representative body for lipoedema. We support, advocate for, and provide information and education for those living with lipoedema in Australia. The time is right for awareness, advocacy and acceptance of lipoedema, which is reflected in our conference theme of 'Let's Make Change'.

The biennial conference aims to empower people with lipoedema, and to provide education and information from inspiring speakers from various medical, allied health and other supporting sectors, from within Australia and overseas. Targeted sessions will provide

opportunities for Australian medical and allied health professionals to gain best practice diagnosis, management and treatment techniques to use with patients.

Your participation will ensure that your brand and products will be intrinsically linked with a major event and professional organisation who promote an holistic approach to lipoedema diagnosis, management, treatment, research, and education in Australia.

To raise awareness, promote acceptance of, and advocate for those living with lipoedema

A note from our Chair - Jen Bartlett

I am very excited to extend to you an invitation to partner with Lipoedema Australia at our fifth biennial conference. Once again, we will have a diverse program of high quality presenters, both international and national, who will present plenary and interactive sessions across a broad range of topics. Your sponsorship offers unparalleled exposure for your brand among an audience of professionals and those with lived experience of lipoedema.

The exhibition area, held in the spacious, light-filled Grand Ballroom lobby, will hold numerous networking opportunities scheduled throughout the program, including our Friday evening Opening Celebration, and daily morning tea, lunch and afternoon tea breaks.

For those who are unable to travel to Melbourne, a virtual attendance option will be available, and our team have some exciting integrations to ensure sponsors and exhibitors are able to meaningfully connect with our online audience, with both pre-recorded promotional content, and real-time Q&A.

We are delighted to offer a range of sponsorship opportunities, along with custom opportunities, to best represent your brand. I am more than happy to discuss your sponsorship needs.

I look forward to seeing you in June 2024.



Jen

Key Dates



August 2023

Sponsorship and Exhibition Guide Released

October 2023

Delegate Registration Opens

31 March 2024

Advertisement Space Booking Deadline

30 April 2024

Final Sponsorship and Exhibition Payments Due

17 May 2024

Advertisement Proofs Due for Conference Handbook

21 June 2024

Exhibition Bump In
Opening Celebration

21-23 June 2024

Lipoedema Australia Conference

23 June 2024

Exhibition Bump Out

Who will attend?

The delegates attending the Conference are invested in improving their knowledge of lipoedema. Delegates include health professionals with an interest in lipoedema, as well as individuals with lived experience. Health professionals attending will include:

- Physiotherapists
- Occupational Therapists
- Doctors
- Massage Therapists
- Nurses
- Researchers
- Plastic and Reconstructive Surgeons

Expected Numbers

We expect an attendance of 200+ in-person delegates and 200+ online registrations.

Partnership Opportunities



The 2024 Lipoedema Australia Conference proudly presents partnership opportunities that encompass sponsorship, advertising, and exhibiting, offering you a diverse range of avenues to collaborate and showcase your brand's potential. If you would like us to tailor a specific opportunity to match your marketing objectives, please email: laconference@lipoedema.org.au. For all sponsorship, exhibition and advertising bookings, go to www.lipoedema.org.au/sponsorexhibitor-sign-up.

Sponsorship



DIAMOND
\$12,000



GOLD
\$8,000



SILVER
\$5,000



BRONZE
\$3,000

Additional Sponsorships

Opening Celebration
Sponsor
\$2500

Coffee Cart
Sponsor
\$4500

Gala Dinner
Sponsor
\$5000

Advertising



CONFERENCE
HANDBOOK



WELCOME
PACK



CUSTOM
OPPORTUNITIES

Exhibitors



3m x 3m Booths



Neighbourhood Tables



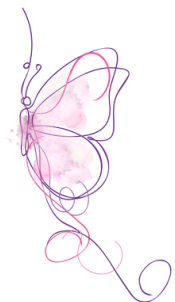
Sponsorships



Opportunities Available	Diamond x 2	Gold x 4	Silver x 4	Bronze NO BOOTH
Exhibition Booth (including walls, signage and lighting)	18sqm	9sqm*	9sqm	-
Conference Registrations	4	2	2	1
Gala Dinner tickets	2	-	-	-
Verbal acknowledgement at opening and closing plenary sessions, Gala Dinner and Opening Celebration	✓			
Morning movement session opportunities	✓			
Logo on Lanyard OR Welcome Pack	✓			
Audience address opportunity	✓			
Banner display	✓			
Company profile in Conference Handbook	200 words	100 words	-	-
Advertising space in Conference Handbook	Full Page	Half Page	Qtr Page	Bus Card
Item in Welcome Pack (printed material or product)	✓	✓	✓	✓
Logo listed on Conference web page with hyperlink	✓	✓	✓	✓
Logo on onsite signage and in Conference Handbook	✓	✓	✓	✓
Logo on holding slides during sessions and breaks	✓	✓	✓	✓
Virtual Booth for online attendees	✓	✓	✓	✓
First option to secure same level of sponsorship for the next Lipoedema Australia Conference	✓	✓	✓	

Diamond Sponsorship

\$12,000 x2 Opportunities



- Exhibition Booth 18sqm (6m x 3m) in prime location:
 - 6m wide x 2.4m high back wall.
 - 3m deep.
 - 1 x company signage (up to 30 black characters, in capitals, on white PVC panel).
 - 2 x energy efficient spotlights.
 - 1 x 4 amp general-purpose outlet (GPO).
- Four complimentary conference registrations including daily morning tea, lunch and afternoon tea; access to the exhibition and conference sessions and Opening Celebration.
- Two tickets to Conference Gala Dinner on Saturday 22 June 2024.
- Opportunity to host Morning Movement Session (Yoga/Water Aerobics) (7am - 8am) on Saturday **OR** Sunday morning prior to the start of opening plenary sessions. Additional costs associated paid by sponsor. Date selection will be chosen by the first confirmed Diamond Sponsor.
- Lanyard branding (logo or company name on lanyard - size and placement of logo at discretion of the conference committee) **OR** Welcome Pack (satchel) branding (Lipoedema Australia branding on reverse side of satchel).
- One item to be included in the Welcome Pack distributed to all delegates. Item to be supplied by the sponsor and approved by the conference committee.
- Opportunity to address the audience for 5 minutes during one of: Opening plenary session/Opening Celebration.
- Verbal acknowledgement of sponsorship at the opening and closing plenary, Gala Dinner and Opening Celebration.
- Logo and company listed on the following:
 - Lipoedema Australia Conference webpage with hyperlink to your website.
 - Onsite signage including Step & Repeat Banner.
 - Sponsors acknowledgement/holding power-point slides rotated in the plenary and concurrent session rooms throughout the conference.
 - Conference Handbook – logo on first page, listing at top of sponsors/exhibitor page.
 - Logo in conference marketing emails (Logo size on all material to be larger than that of other sponsorship levels).
- Full page (inner front or inner back cover) advertisement in Conference Handbook. Artwork to be supplied by sponsor in line with conference artwork specifications and deadlines.
- Company profile in conference handbook, conference webpage, and one email newsletter (200 words).
- Banner display beside plenary stage for conference.
- One social media post on the Lipoedema Australia closed Facebook group, one post on the Lipoedema Australia Facebook page, and one post on the Lipoedema Australia Instagram page, in the lead up to the event (content to be agreed by the conference committee and posted by the group admin). One month prior to and three months prior to the conference date.
- First option to secure the same level of sponsorship for the next Lipoedema Australia Conference.

Gold Sponsorship

\$8,000 x4 Opportunities

- Exhibition Booth 9sqm (3m x 3m) (limited opportunities to upgrade to 18sqm - fees apply):
 - 3m wide x 2.4m high back wall.
 - 3m deep.
 - 1 x company signage (up to 30 black characters, in capitals, on white PVC panel).
 - 1 x energy efficient spotlight.
 - 1 x 4 amp general-purpose outlet (GPO).
- Two complimentary Conference registrations including daily morning tea, lunch and afternoon tea; access to the exhibition and conference sessions and Opening Celebration.
- One item to be included in the Welcome Pack distributed to all delegates. The item to be supplied by the sponsor and approved by the conference committee.
- Company profile in conference handbook, conference webpage, and one email newsletter (100 words).
- Logo and company listed on the following:
 - Lipoedema Australia Conference webpage with hyperlink to your website
 - Onsite signage including Step & Repeat Banner.
 - Sponsors acknowledgement/holding power-point slides rotated in the plenary and concurrent session rooms throughout the conference.
 - Conference Handbook listing.
- Half page advertisement in Conference Handbook. Artwork to be supplied by sponsor in line with conference artwork specifications and deadlines.
- First option to secure the same level of sponsorship for the next Lipoedema Australia Conference.



Silver Sponsorship

\$5,000 x4 Opportunities

- Exhibition Booth 9sqm (3m x 3m):
 - 3m wide x 2.4m high back wall.
 - 3m deep.
 - 1 x company signage (up to 30 black characters, in capitals, on white PVC panel).
 - 1 x energy efficient spotlights.
 - 1 x 4 amp general-purpose outlet (GPO).
- Two complimentary conference registrations including daily morning tea, lunch and afternoon tea; access to the exhibition and conference sessions and Opening Celebration.
- One item to be included in the Welcome Pack distributed to all delegates. The item to be supplied by the sponsor and approved by the conference committee.
- Logo and company listed on the following:
 - Lipoedema Australia Conference webpage with hyperlink to your website.
 - Onsite signage including Step & Repeat Banner.
 - Sponsors acknowledgement/holding power-point slides rotated in the plenary and concurrent session rooms throughout the conference.
 - Conference Handbook listing.
- Quarter page advertisement in Conference Handbook. Artwork to be supplied by sponsor in line with conference artwork specifications and deadlines.

Bronze Sponsorship

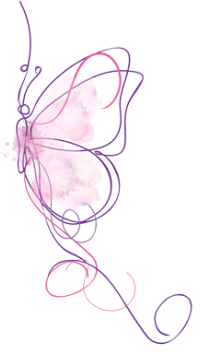
\$3,000

- One complimentary conference registration including daily morning tea, lunch and afternoon tea; access to the exhibition and conference sessions and Opening Celebration.
- One item to be included in the Welcome Pack distributed to all delegates. The item to be supplied by the sponsor and approved by the conference committee.
- Logo and company listed on the following:
 - Lipoedema Australia Conference webpage with hyperlink to your website.
 - Onsite signage including Step & Repeat Banner.
 - Sponsors acknowledgement/holding power-point slides rotated in the plenary and concurrent session rooms throughout the conference.
 - Conference Handbook listing.
- Business card size advertisement in Conference Handbook. Artwork to be supplied by sponsor in line with conference artwork specifications and deadlines.

For sponsorship bookings, go to
www.lipoedema.org.au/sponsorexhibitor-sign-up

Additional Sponsorship Opportunities

Along with our premier sponsorship packages, we have other opportunities for your organisation to be represented at the 2024 Lipoedema Australia Conference. For all sponsorship bookings, click [here](#).



Gala Dinner Sponsorship - \$5,000

- Two tickets to Gala Dinner on Saturday 22 June 2024.
- Opportunity for Dinner Audience Address.
- One complimentary registration including daily morning tea, lunch and afternoon tea; access to the exhibition and conference sessions and Opening Celebration.
- One item to be included in the Welcome Pack distributed to all delegates. The item to be supplied by the sponsor and approved by the conference committee.
- Logo and company listed on the following:
 - Lipoedema Australia Conference webpage with hyperlink to your website.
 - Onsite signage including Step & Repeat Banner.
 - Sponsors acknowledgement/holding power-point slides rotated in the plenary and concurrent session rooms throughout the conference.
 - Conference Handbook listing.
- Quarter page size advertisement in Conference Handbook. Artwork to be supplied by sponsor in line with conference artwork specifications and deadlines.

If you would like us to tailor a specific opportunity to match your marketing objectives, please email: laconference@lipoedema.org.au

Coffee Cart Sponsorship - \$4,500



- Sole branding of coffee cart.
- Opportunity to supply branded coffee cups.
- Free-standing banner next to coffee cart.
- One complimentary registration including daily morning tea, lunch and afternoon tea; access to the exhibition and conference sessions and Opening Celebration.
- One item to be included in the Welcome Pack distributed to all delegates. The item to be supplied by the sponsor and approved by the conference committee.
- Logo and company listed on the following:
 - Lipoedema Australia Conference webpage with hyperlink to your website.
 - Onsite signage including Step & Repeat Banner.
 - Sponsors acknowledgement/holding power-point slides rotated in the plenary and concurrent session rooms throughout the conference.
 - Conference Handbook listing.
- Quarter page size advertisement in Conference Handbook. Artwork to be supplied by sponsor in line with conference artwork specifications and deadlines.

Opening Celebration Sponsorship - \$2,500

- Free-standing banner at Opening Celebration.
- Opportunity to welcome audience for 5 minutes.
- Catering station located near your booth at the Opening Celebration in the exhibition area (if applicable).
- One complimentary registration including daily morning tea, lunch and afternoon tea; access to the exhibition and conference sessions and Opening Celebration.
- One item to be included in the Welcome Pack distributed to all delegates. The item to be supplied by the sponsor and approved by the conference committee.
- Logo and company listed on the following:
 - Lipoedema Australia Conference webpage with hyperlink to your website.
 - Onsite signage including Step & Repeat Banner.
 - Sponsors acknowledgement/holding power-point slides rotated in the plenary and concurrent session rooms throughout the conference.
 - Conference Handbook listing.
- Business card size advertisement in Conference Handbook. Artwork to be supplied by sponsor in line with conference artwork specifications and deadlines.

Exhibition Opportunities



The Lipoedema Australia Conference is providing varied exhibition opportunities for your organisation to increase brand visibility, access a targeted audience, and build relationships with industry professionals. Bookings for your exhibition space can be made [here](#).

Exhibition Booth 9sqm - \$4,000

- Exhibition Booth 9sqm (3m x 3m):
 - 3m wide x 2.4m high back wall.
 - 3m deep.
 - 1 x company signage on open sides (up to 30 black characters, in capitals, on white PVC panel).
 - 1 x energy efficient spotlights.
 - 1 x 4 amp general-purpose outlet (GPO).
- Two complimentary Conference registrations including daily morning tea, lunch and afternoon tea; access to the conference sessions and Opening Celebration.

All exhibitors will be allocated:

- One item to be included in the Welcome Pack distributed to all delegates. The item to be supplied by the sponsor and approved by the conference committee.
- Logo and company listed on the following:
 - Lipoedema Australia Conference webpage.
 - Conference Handbook listing.

Exhibition space will be assigned on a first come, first-served basis. Sponsors will have prominent placement based on the sponsorship level, and all other booths will be assigned upon receipt of registration form and payment. The final exhibit floor plan is subject to change at the Planning Committee's discretion.

Exhibition opening hours: (Subject to confirmation)

Friday 21 June 2024 5.00pm - 8.00pm

Saturday 22 June 2024 8.00am - 4.00pm

Sunday 23 June 2024 8.00am - 4.30pm

Neighbourhood Table \$950 (limited opportunities)

- Bar table and 2 stools.
- One complimentary Conference registration including daily morning tea, lunch and afternoon tea; access to the conference sessions and Opening Celebration.



To book an Exhibition Space, click [here](#)

Advertising Opportunities



Conference Handbook A4 - Printed in Colour

Advertising space in the Conference Handbook is available to those without an existing sponsorship or exhibition package. One advertisement per organisation is permitted.

Prices:

- Full page - \$950
- Half page - \$500
- Quarter page - \$300
- Business Card size - \$200

Existing sponsors and exhibitors will have the opportunity to upgrade their existing entitlements to the next size larger than their current allocation. A maximum of one full page advertisement per sponsor/exhibitor is permitted.

If you would like us to tailor a specific opportunity to match your marketing objectives, please email:

laconference@lipoedema.org.au



Welcome Pack Insert \$500

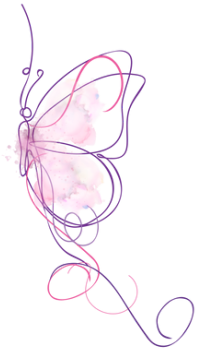
An opportunity to supply a product or printed promotional item into the Welcome Pack (satchel). Items are limited to a maximum of two double-sided A4 pages.

Weight limit may apply for online attendees. Contact us for details:
laconference@lipoedema.org.au

For all advertising bookings, go to
www.lipoedema.org.au/sponsorexhibitor-sign-up

Booking

Terms & Conditions



1. Acceptance and Payment:

- a. Sponsorship applications will be considered at the discretion of Lipoedema Australia. Upon acceptance, a legally binding contract will be formed between Lipoedema Australia and the sponsor/exhibitor, based on the terms stated in the 'Booking Form' and these terms and conditions.
- b. To confirm the sponsorship, a 50% deposit of the total payment is required at the time of booking. The remaining 50% must be paid no later than 30 April 2024.
- c. Failure to pay the remaining 50% by the specified date may result in the cancellation of the sponsorship or booth reservation, and any monies paid up to that point shall be forfeited.
- d. All costs mentioned in this agreement are exclusive of Goods and Services Tax (GST). Lipoedema Australia is not a GST-registered entity, and therefore, GST will not be charged on any sponsorship fees or booth costs. The sponsor/exhibitor acknowledges and agrees that all payments made to Lipoedema Australia are exclusive of any GST.

2. Insurance:

Lipoedema Australia and the venue owner/manager, along with their respective employees or agents, are not liable for any damage to or loss of equipment, materials, or belongings brought in by sponsors or exhibitors. It is the sponsor/exhibitor's responsibility to obtain appropriate insurance coverage. Lipoedema Australia may request a copy of your certificate of currency.

3. Exhibition Hours:

Lipoedema Australia reserves the right to determine the days and hours during which attendees may access booths, as well as exhibitors' access hours for setup and dismantling. Exhibitors must comply with the designated times and refrain from dismantling or removing booth exhibits before the published closing time of the Conference.

4. Booths:

- a. Exhibitors must not assign, sublet, or share their allocated booth space without prior written consent from Lipoedema Australia.
- b. Lipoedema Australia reserves the right to redesign the location, dimensions, or floor plan of the exhibitor's booth or any other booth without any claim for a reduction in payment.

...Booths cont.

- c. Exhibitors must not intrude beyond their allocated booth space into an adjoining exhibitor's space.
- d. Exhibitors are liable for any damage caused to the exhibition area and must reimburse Lipoedema Australia for any restoration costs.

5. Unavoidable Occurrences:

In the event of the Conference opening, closing, or duration being cancelled or amended due to unavoidable occurrences such as fire, flood, pandemics, civil disorders, or other similar events, the sponsor/exhibitor shall not be entitled to any refund or claim for compensation, loss, or damage.

6. General:

- a. Participation in the Conference does not imply endorsement by Lipoedema Australia.
- b. Exhibitors are solely responsible for their promotional material's compliance with relevant laws and indemnify Lipoedema Australia against any claims arising from such material.
- c. Exhibitors must ensure their equipment complies with relevant standards and indemnify Lipoedema Australia against any claims related to the use of such equipment.
- d. Exhibitors must follow all instructions from Lipoedema Australia and the venue owner/manager while at the Conference, including acceptable noise levels.

7. Cancellations:

Notice of cancellation or requests for space reductions must be made in writing to Lipoedema Australia and received by the deadlines noted below to initiate a refund:

- 15 January, 2024 – 100% refund.
- 15 May, 2024 – 50% refund.
- After 15 May, 2024 – no refund.

All refunds are subject to a 20% administrative fee.

By signing the 'Booking Confirmation Form' the sponsor/exhibitor acknowledges their understanding and agreement to abide by the above terms and conditions for sponsoring the 2024 Lipoedema Australia Conference.

To book Sponsorship, Exhibition Space or Advertising, click [here](#).

