



AUSTRALASIAN DIABETES CONGRESS 2027



Adelaide Convention
and Exhibition Centre
18 - 20 August 2027

SPONSORSHIP PROSPECTUS

For more information visit:
diabetescongress.com.au

INTRODUCTION

The Australian Diabetes Society and the Australian Diabetes Educators Association are proud to hold the Australasian Diabetes Congress (ADC) 2027 in August.

The ADC is the highlight of the event calendar for both organisations and is where the latest research, clinical advances and educational developments are presented and discussed. We have an outstanding line-up of international key opinion leaders who will inform and challenge us to provide the best possible care for people with diabetes. A number of keynote international speakers have been invited and delegates will be attending from all over Australia, contributing to the discussion and networking opportunities for both delegates and trade partners. For our long-standing trade partners, we would like to thank you for your support at previous congresses – it is your on-going loyalty and support that has seen the ADC go from strength to strength. The last Congress in Adelaide was a fantastic event with increased attendance from delegates and industry alike providing a wonderful engagement platform. For our new congress supporters, we would like to welcome you and we hope you find the ADC as outstanding and worthwhile as we do with respect to showcasing the latest advances and treatments in diabetes as well as providing opportunities for interaction, discussion and networking with health care professionals spanning the spectrum of diabetes care.

Sof Andrikopoulos Group CEO
Australian Diabetes Society

Melanie Morris CEO
Australian Diabetes Educators Association



OPPORTUNITIES FOR SPONSORSHIP AND TRADE

Why You Should Attend?

The Australasian Diabetes Congress is the major diabetes-focused meeting in the southern hemisphere attracting significant numbers of delegates across a range of specialties.

Sponsors will gain the opportunity to access these delegates for the duration of the Congress. More importantly they will gain large and widespread awareness through logo recognition from the ADC website, engagement opportunities at the Congress and through active social media campaigns leading up to the Congress, driving prospective customers to your websites.

With a database that reaches over 5,000 target customers in the industry, your organisation can potentially reach this interested, relevant and motivated audience.

Key benefits:

- Strengthen your existence in the industry and position your organisation as a key industry figure
- Develop new partnerships and networks with key decision makers/ influencers
- Open doors for your organisation to connect and develop strategic relationships in a neutral and relaxed environment
- Brand Exposure – Promote your company's message, products and services through the Congress marketing campaign
- Showcase your products or services face to face
- 2-way communication with delegates and gain instant feedback
- First hand live demonstrations to delegates
- Access to targeted audience

Who Attends?

The Congress expects to attract over 1,200 delegates in various area in the diabetes sector, such as;

- Clinicians
- Researchers
- Credentialed Diabetes Educators
- Endocrinologists
- GPs
- Nurses
- Dietitians
- Pharmacists and other interested and relevant healthcare professionals

Total delegate attendance

2026 in-person = 3540 (Combined Meeting)
2025 in-person = 1674
2024 in-person = 1369
2023 in-person = 1316
2022 in-person = 1230

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor

\$90,000 + GST

Entitlements

Exhibition

- 12m x 6m (72 sqm) exhibition space
- First priority site selection in sponsored reserve exhibition space

Hosted session

- One hosted breakfast symposium on one morning of the Congress. Maximum of 3 breakfasts per day.
 - Day 1 Breakfast Symposium, Wednesday 18 August
 - Day 2 Breakfast Symposium, Thursday 19 August
 - Day 3 Breakfast Symposium, Friday 20 August

The sponsored breakfast symposium will be promoted along with the Congress program, on the website and will form part of the registration process (subject to timing constraints). Session information must be submitted prior to registration opening to be included in the form. An allocated room for the breakfast symposium and standard audiovisual support (lectern, mics, projector screen, PA) is included.

Please note: All breakfast sessions will be theatre style set up. Room size may vary dependent on your numbers. Catering cost is not included and will be at the expense of the sponsor.

Branding and acknowledgment

- Acknowledgement to one plenary session at the Congress. (Program Organising Committee will attempt to match the plenary speaker to the platinum sponsors as appropriately as possible). Sponsor will be recognised as 'Session Supporter' from the session the plenary speaker is presenting.
- Acknowledgement to one symposium session from the program prepared by the Program Organising Committee
- Verbal acknowledgment by chair at opening session
- Most prominent logo acknowledgement as Platinum Sponsor throughout the Congress in all marketing materials in the lead up and the during Congress
- Most prominent logo positions on Congress entrance signage and onsite signage
- Logo acknowledgement on Congress web page with link to your home page
- Logo included on the sponsor banner on the Congress homepage
- Logo included on the sponsors banner in the Congress app (sponsor to supply)

Advertisement and listing

- Two adverts in the Congress app
- 200-word company listing in in Congress app
- Two (2) push notifications in the Congress app (sponsor to supply text no more than 2 sentences)

Registrations

- Twenty Five (25) x sponsor/ exhibitor registrations including dinner ticket*

** You must select the complimentary dinner tickets during the registration process and is subject to availability.*

Gold Plus Sponsor

\$78,000 + GST

The Gold Plus sponsors have additional benefits and have higher recognition over your standard Gold sponsor.

Entitlements – as per Gold Sponsors with the additional:

Exhibition

- 12m x 6m (72 sqm) exhibition space
- Priority exhibition selection after the Platinum sponsor allocations

Hosted session

- 65% discount offered on one (1) x breakfast symposium sponsorship. Please note - Platinum sponsors will be given priority on preferred breakfast session date.
- The sponsored breakfast symposium will be promoted along with the Congress program, on the website and will form part of the registration process (subject to timing constraints). Session information must be submitted prior to registration opening to be included in the form. An allocated room for the breakfast symposium and standard audiovisual support (lectern, mics, projector screen, PA) is included. Please note: All breakfast sessions will be theatre style set up. Room size may vary dependent on your numbers. Catering cost is not included and will be at the expense of the sponsor.

Branding and acknowledgment

- Acknowledgement to one plenary session at the Congress. (Program Organising Committee will attempt to match the plenary speaker to the Gold Plus sponsors as appropriately as possible). Sponsor will be recognised as 'Session Supporter'.
- Logo positions are tiered above Gold sponsor level
- Logo included on the sponsor banner on the Congress homepage

Registrations

- Five additional (5) x sponsor/ exhibitor registrations including dinner ticket*

** You must select the complimentary dinner tickets during the registration process and is subject to availability.*



Entitlements

Exhibition

- 9m x 6m (54 sqm) exhibition space
- Priority site selection in a reserved exhibition space after Platinum and Gold Plus sponsors

Hosted session

- 50% discount offered to the Education Hub sponsorship (only available to Gold and not Gold Plus).

One 30-minute educational program during one selected lunch break. Located in the exhibition hall, the education hubs are dedicated presentation areas that include seating for up to 20–30 delegates and subject to COVID19 restrictions. This opportunity includes seating and basic AV.

Branding and acknowledgment

- Verbal acknowledgment by chair at opening session
- Logo acknowledgement as Gold/Plus Sponsor throughout the Congress in all marketing materials in the lead up and the during Congress
- Logo included on Congress entrance signage and onsite signage
- Logo acknowledgement on Congress web page with link to your home page
- Logo included on the sponsor banner on the Congress homepage
- Acknowledgement to one symposium session from the program prepared by the Program Organising Committee
- Logo included on the sponsors banner in the Congress app (sponsor to supply)

Advertisement and listing

- Single advert in the Congress app
- 150 – word company listing in in Congress app
- One (1) push notifications in the Congress app (sponsor to supply text no more than 2 sentences)

Registrations

- Eighteen (18) x sponsor/ exhibitor registrations including dinner ticket*

** You must select the complimentary dinner tickets during the registration process and is subject to availability.*



Entitlements

Exhibition

- 6m x 6m (36 sqm) exhibition space

Branding and acknowledgment

- Logo acknowledgement as Silver Sponsor throughout the Congress in all marketing materials in the lead up and the during Congress
- Logo included on Congress entrance signage and onsite signage
- Logo acknowledgement on Congress web page with link to your home page

Advertisement and listing

- 100 – word company listing in in Congress app

Registrations

- Ten (10) x sponsor/ exhibitor registrations does not include dinner ticket. Dinner tickets can be purchased at the discounted delegate rate

Other entitlements

- Priority bump in access for stand building



Entitlements

Exhibition

- 6m x 3m (18 sqm) exhibition space or shell scheme
- Priority booth selection over exhibitors

Branding and acknowledgment

- Logo acknowledgement as Bronze Sponsor throughout the Congress in all marketing materials in the lead up and during Congress
- Logo acknowledgement on Congress web page with link to your home page

Advertisement and listing

- 100 – word company listing in in Congress app

Registrations

- Five (5) x sponsor/ exhibitor registrations. Does not include dinner ticket. Dinner tickets can be purchased at the discounted delegate rate



Platinum Sponsors interested in purchasing an additional breakfast symposium in addition to the sponsored breakfast session included in their package are encouraged to submit a proposal asap.

- Day 1 Breakfast Symposium, Wednesday 18 August
- Day 2 Breakfast Symposium, Thursday 19 August
- Day 3 Breakfast Symposium, Friday 20 August

For the symposium to be considered, the proposal must include the following:

- Proposed/preferred date and time of the activity
- Proposed name/title of the activity
- Proposed speakers and their topics if applicable
- Estimated delegate numbers that you intend to capture

Once the first draft is submitted, the Committee may open discussion with the applicant to ensure a positive outcome. Their assessment will primarily be based on whether the planned breakfast will or will not conflict with the main Congress content.

The Committee reserves the right to appoint a chairperson to the session in consultation with the proposer.

Proposals must be submitted to The Conference Company for approval with the ADC Committee asap.

Time slots and acceptance of proposal are determined by the Committee and will be finalised around April.

Subject to timing constraints, accepted proposals will be included in the online registration process. When conflicting requests are received, priority will be given to applications from sponsors. There is a maximum of four breakfast positions available each day of the Congress.

Entitlements:

- Room hire and standard audiovisual support (lectern, mics, projector, screen, PA) is included
- Included session passes for all presenters involved in the session (no access to other sessions)
- Promoted along with the Congress program, on the website and will form part of the registration process (subject to timing constraints).

Please note: All breakfast session will be theatre style set up. Room size may vary dependent on your numbers and subject to COVID19 restrictions. Catering cost is not included and will be at the expense of the sponsor.



OTHER SPONSORSHIP OPPORTUNITIES

Congress App*

\$10,000 + GST

The Congress App is the replacement of the full hard copy delegate handbook. Delegates have adapted to the Congress App and frequently use it to find accurate and up-to-date information.

The Congress app fosters innovation and excellence and provides attendees up to the minute information on the program and exhibition.

Entitlements:

- Logo and link to your website from the Congress website.
 - Acknowledgement as sponsor in promotional material
 - 100-word company listing in Congress app
 - One (1) push notification
- One (1) static banner logo in the Congress app (sponsor to supply)
 - Logo featured on the launch page in conjunction with the Congress logo in the Congress app
- * priority is given to Gold Sponsors and only available if not selected*

Recharge Station*

\$8,000 + GST

There is an opportunity to sponsor the recharge station, situated in the exhibition hall. This popular feature will allow delegates to recharge their devices (smart phones, tablets etc.) whilst in the hall.

Entitlements:

- Logo and link to your website from the Congress website
 - Acknowledgement as sponsor in promotional material
- Opportunity to brand the recharge station
 - 100-word company listing in Congress App
- * priority is given to Gold Sponsors and only available if not selected*





Congress Dinner

\$12,000 + GST

There is an opportunity to have exclusive sponsorship of the ADC27 Congress Dinner on the Thursday 19 August 2025, Adelaide Convention Centre. Each year the Congress dinner attracts in excess of 800 delegates, the focus of the night is to have an entertaining evening as well as an extra opportunity for socialising and networking. This popular event will give you exclusive naming rights as well as wide exposure prior to the event.

Entitlements:

- Logo and link to your website from the congress website
- Acknowledgement as sponsor in promotional material
- Verbal acknowledgment from the MC at the congress dinner
- One (1) PowerPoint advertisement to be included on the dinner slides looped during the night (Sponsor to supply)
- One 15 sec video to played at the start of the official opening
- Opportunity to provide promotional items/ gifts for delegates on the table (sponsors to provide)
- Opportunity for two (2) banners on the stage (sponsors to provide)
- Company logo included on the dinner menu
- 50-word company listing in Congress App

Education Hub

\$10,000 + GST

45 minute educational program including Q/A during one selected Lunch break. Located in the exhibition hall, the education hubs are dedicated presentation areas that include seating for up to 50 delegates. This opportunity includes seating and basic AV. There will be 2 hubs running concurrently on Day 1 and Day 2 only. Total of only 4 Education Hubs available.

Entitlements:

- Logo and link to your website from the congress website
- Acknowledgement as sponsor in promotional material
- Included session passes for all presenters involved in the session (no access to other sessions)
- One push notification to advertise the education sessions
- 50-word company listing in Congress App



Session Sponsor (ADS/ADEA Stream)

\$3,500 + GST

Entitlements:

- Logo acknowledgment on the sponsored session holding slide
- Verbal acknowledgement from Chair of sponsored session
- 1 x 15sec video played at the start of the session
- Logo acknowledgement as session sponsor on the Congress website
- 50-word company listing in Congress App

Session Sponsor (Plenary/Joint Stream)

\$6,000 + GST

Entitlements:

- Logo acknowledgment on the sponsored session holding slide
- Verbal acknowledgement from Chair of sponsored session
- Logo acknowledgement as session sponsor on the Congress website
- 50-word company listing in Congress App

Notepad Sponsor – 1 Available

\$5,200 + GST

Notepad sponsor – branded A4 notebooks available for delegates at the registration desk. Sponsor to provide the notebooks in consultation with the ADC.



EXHIBITION

3m x 3m full shell scheme booth \$6,500 + GST

Please discuss options with Congress organisers if you require more exhibition space.

Exhibitor entitlement:

All 3m x 3m exhibition full shell scheme booths will include:

- Octanorm booth panels
- Fascia signage
- One (1) 4amp standard power
- Two (2) spotlights
- Two (2) sponsor/Exhibitor registration per 3x3m exhibition booth – Includes catering for the duration of the Congress, Welcome Reception and access to Congress sessions subject to space availability. Does not include dinner tickets. Dinner tickets can be purchased at the discounted delegate rate.
- 50-word company listing in Congress app
- Logo included as an exhibitor on the Congress website
- Delegate database of all consenting delegates (name, organisation, position only)

PRELIMINARY EXHIBITION TIMETABLE

16 August 2027 Custom Builds Only

17 August 2027 Custom Build and Exhibitors

18 August 2027 Exhibition Open

19 August 2027 Exhibition Open

20 August 2027 Exhibition Open and Pack Out

Note: this is a preliminary schedule. Final timings will be published in the Exhibition Manual.

EXHIBITION MANUAL

An Exhibition Manual will be distributed to all exhibitors three months prior to the Exhibition. The manual will contain details on the online registration process for Exhibition Staff Passes, the pack-in/pack-out schedule and supplier contact details.



EXHIBITOR STAFF PASSES

Exhibitor Staff Passes are included in each sponsorship package. These passes do not include attendance at any of the scientific sessions. Sponsors will receive access to an online portal in order to register staff.

Additional passes may be purchased from the Congress Managers, at A\$400 +GST per person and include:

- Attendance at the Presidents Welcome Reception
- All refreshment breaks

Exhibition staff wishing to attend sessions or any of the social events must register as a Meeting Delegate and pay the appropriate registration fee.



EXHIBITION FLOOR PLAN



PUBLIC AND PRODUCT LIABILITY INSURANCE

Australian regulations require all exhibitors to 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.

Sponsors/exhibitors are required to submit their Public Liability Insurance Certificate to the Congress.

Managers at the time of submitting their sponsorship booking form.

WE INVITE YOUR SUPPORT

Thank you for taking the time to acquaint yourself with the possibilities the Congress has to offer.

For those who have made your choices, please complete and return to us the Sponsorship Booking form.

If you require any further information, or wish to discuss additional opportunities, please contact the Congress Managers.

We hope that you are as enthusiastic about the opportunities that are available in the Adelaide as we are and look forward to welcoming you to Adelaide in August 2027.

ADC27 Congress Managers

The Conference Company

Suite 4.04, Level 4, Grafton Bond Building,
201 Kent Street, Sydney, NSW 2000, Australia

Australian Enquiries: 1800 193 405

New Zealand enquiries: +64 9 360 1240

Email: adc@theconferencecompany.com

Website: www.diabetescongress.com.au



APPLICATION FOR SPONSORSHIP & EXHIBITION AT ADC27 CONGRESS



To book your selected package please forward this completed form together with your deposit to:

ADC27 Congress Managers

The Conference Company

Suite 4.04, Level 4, Grafton Bond Building, 201 Kent Street, Sydney NSW 2000

Phone: +64 9 360 1240

Email: adc@theconferencecompany.com or nf@theconferencecompany.com

Website: www.diabetescongress.com.au

Booking details

Sponsorship requested

1. _____ A\$

2. _____ A\$

3. _____ A\$

4. _____ A\$

Total amount payable _____ A\$

50% deposit _____ A\$

(Payable 20 days from date of invoice (Incl.GST).

Balance due by 21 February 2027)

Exhibition

Please indicate your stand preference:

1st choice: _____

2nd choice: _____

3rd choice: _____

Please tick relevant box

☐ Space only (we intend installing a custom stand)

☐ Shell scheme

☐ Public Liability Certificate enclosed

Company details

Organisation name: *(for marketing purposes)*

Organisation name: *(for invoicing purposes)*

Address: _____

City: _____

State: _____

Post code: _____

Country: _____

Booking authorised by: _____

Position/Title: _____

Signature: _____

Date: _____

Sponsor/Exhibitor contact: _____

Position/Title: _____

Tel: _____

Fax: _____

Email: _____

Website: _____

BOOKING TERMS AND CONDITIONS

The term 'Congress Organiser' refers to The Conference Company and includes associations, corporate and government bodies who have engaged The Conference Company as their representative.

The term 'exhibitor' includes any person, firm, company or corporation and its employees and agents identified in the booking form or other written request for exhibition space. Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Congress. All prices listed in the sponsorship prospectus are in Australian dollars and is GST Exclusive.

1. A signed booking form/online booking form is required to allocate sponsorship and exhibition booth/s.
2. Exhibition space will be allocated on a 'first come, first served' basis and also other factors such as size, preferences and sponsorship level. Allocations will be as close as possible to the desired location. Payment does not need to accompany the online booking form.
3. Upon receipt of completed online booking form, the Congress Organiser will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice – received.
4. The deposit will be 50% of the full amount and is due 14 days from date of invoice – received or unless arrangements have been made with the Congress Organisers. After this time, the space will be available for sale to another company.
5. The balance of the full amount will be due at a date specified on invoice by the Congress Organiser and must be paid prior to the Congress start date. NO exhibitor shall occupy allocated exhibition space until all monies owing are paid in full.
6. All amounts are payable in Australian dollars via direct deposits as the preferred method or credit card – (Less than 12,000 AUD)
7. All payments must include 10% Goods and Services Tax component.
8. Acceptance of sponsorship and exhibition offers is at the discretion of the Congress Organising Committee.
9. The Congress Organiser agrees to promote the exhibition to maximise participation.
10. Sponsors/Exhibitors are not permitted to assign, sublet or apportion the whole or any part of their package/ booked space unless prior consent in writing from Congress Organiser is provided.
11. Privacy Statement: In order to assist with your participation, your organisation and contact details may be shared with suppliers and contractors, and be included in the participant lists and for the information distribution in respect to other related events organised by The Conference Company. If you object to your details being shared, please inform the Congress Organiser
12. All exhibitors must produce a valid Insurance Certificate of Currency for the period of the exhibition and this must be submitted to the Congress Organiser
13. The Congress Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Congress Organiser.
14. The Congress Organiser reserves the right to change the exhibition floor layout if necessary.
15. The Congress Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
16. The Congress Organiser agrees to provide the exhibitor with an exhibitor manual prior to the exhibition for the purpose of communicating required actions on the part of the exhibitor.
17. The Congress Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/ or their agents entry to the exhibition if they do not hold a congress name badge.
18. The Congress Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
19. The Congress Organiser will arrange security onsite during the period of the exhibition but will accept no liability for loss or damage.
20. The Congress Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Congress Organiser will not be accountable for the level of commercial activity generated.
21. The exhibitor must comply with all the directions/ requests issued by the organiser including those outlined in the exhibitor manual.
22. The exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
23. The exhibitor agrees to adhere to all ADC venue rules and regulations as specified by the venue
24. The exhibitor acknowledges that the Congress Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the exhibitor acknowledges that the Congress Organiser will not be able to provide assistance in tracking lost deliveries.
25. The exhibitor agrees that the Congress Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified.
26. Official contractors will be appointed by the Congress Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics and IT equipment. This is for insurance and security reasons.
27. Discounts for any entitlements not used or required will not be provided.
28. The exhibitor will submit plans and visuals of custom designed exhibits to the Congress Organiser by no later than 60 business days from the Congress start date (if applicable). Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building.
29. Cancellation Policy: In the event of a cancellation by the sponsor/ exhibitor due to unforeseen reasons or circumstances beyond reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crises, the sponsor/exhibitor must submit the request in writing to the Congress Organiser. A refund of 50% deposit will only be refunded minus administration fee 10% of your sponsorship/exhibition for all cancellations made prior **Friday 18 June 2027 (2 months from event date)**. No refunds will be made for cancellations after that date or change of mind due to the conference converting to virtual. After bookings have been confirmed and accepted, a reduction of the sponsorship package is considered a cancellation.
30. No industry events, educational or social, are permitted to take place in competition with the ADC social functions, scientific program or hosted educational symposia. Official ADC program and functions include the Welcome Reception, Congress dinner, all congress sessions and catering breaks. Attempting to host an event without any approval will result in the termination of exhibition or sponsorship agreements. All functions and events that coincide with the ADC must seek approval through the Congress Organiser who will then confirm whether the event is permitted by the Congress Organising Committee.
31. In the event of cancellation or postponement of the Congress due to circumstances beyond ADC or The Conference Company reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crises, ADC or The Conference Company cannot be held responsible for any cost, damage, or expense which may be incurred by sponsors/exhibitors or any refund as a consequence of the event being postponed or cancelled.
32. In the event of the Congress being converted to a full virtual Congress by ADC or The Conference Company, due to circumstances beyond ADC or The Conference Company reasonable control including but not limited to, acts of terrorism, war, acts of God, natural disaster or global health crises, the maximum liability of ADC or The Conference Company is limited to a partial refund of the exhibition or sponsorship fee with no additional liability for travel costs, hotel costs, or any other costs or expenses whatsoever. All sponsorship and exhibition booths will be automatically converted to a virtual sponsorship package based on your level of support. Partial refund means – only 50% of your total sponsorship or exhibition can be refunded. If more than 1 booth is purchased, 50% will be refunded on 1 booth and full refund for any additional booths.