



Sleep Down Under 2021

10 October – 13 October
Brisbane Convention and Exhibition Centre
Brisbane, Australia



PROUDLY
PRESENTED IN
ASSOCIATION WITH



Australia and New Zealand
**SLEEP SCIENCE
ASSOCIATION**

WELCOME TO SLEEP DOWNUNDER 2021!



We're very excited to invite you to join us for a new-look Sleep DownUnder after last year's hiatus. Of course, there are still many uncertainties that make organising a conference challenging. But we think we've come up with an approach that will deliver the experiences Sleep DownUnder is famous for, while also expanding our horizons to homes, offices and workplaces across Australia and New Zealand.

Our hybrid meeting at the Brisbane Convention and Exhibition Centre will welcome attendees in person to a COVID-safe physical environment. With a slightly simplified scientific program, virtual delegates will be able to access the complete scientific program, including all sponsored symposia and breakfasts (if desired by the sponsoring company). All delegates will also be able to enjoy recorded sessions on demand after the conference.

Those delegates lucky enough to attend Brisbane in person will also have the usual choice of social events, including a welcome reception and gala dinner.

Our virtual conferencing platform includes a virtual exhibition that will allow exhibitors to contact and meet with individual delegates online, as well as extending your in-person profile to a large online audience. There are also some offerings for exhibitors interested only in the virtual platform.

We have contingencies in place in the event of major disruptions, including the option of running a completely virtual meeting if no one is able to travel to Brisbane. If the meeting isn't able to go ahead as planned, we will refund the appropriate proportion of sponsor and exhibitor fees as well as registration fees.

Thank you for supporting our work in previous years, and as always, let us know if you have any particular requests.

ASA members are extremely keen to get back to conferencing, and we're anticipating a combined in-person and virtual audience of a similar size to previous Sleep DownUnder meetings. I know I'm really looking forward to meeting our sponsors, exhibitors and members in real life for the first time!

Sleep DownUnder will be an excellent opportunity for you to share your news, increase your profile, and build your business. I look forward to welcoming you on board!

Marcia Balzer
Chief Executive Officer

ABOUT THE VENUE AND CITY

Meeting Venue

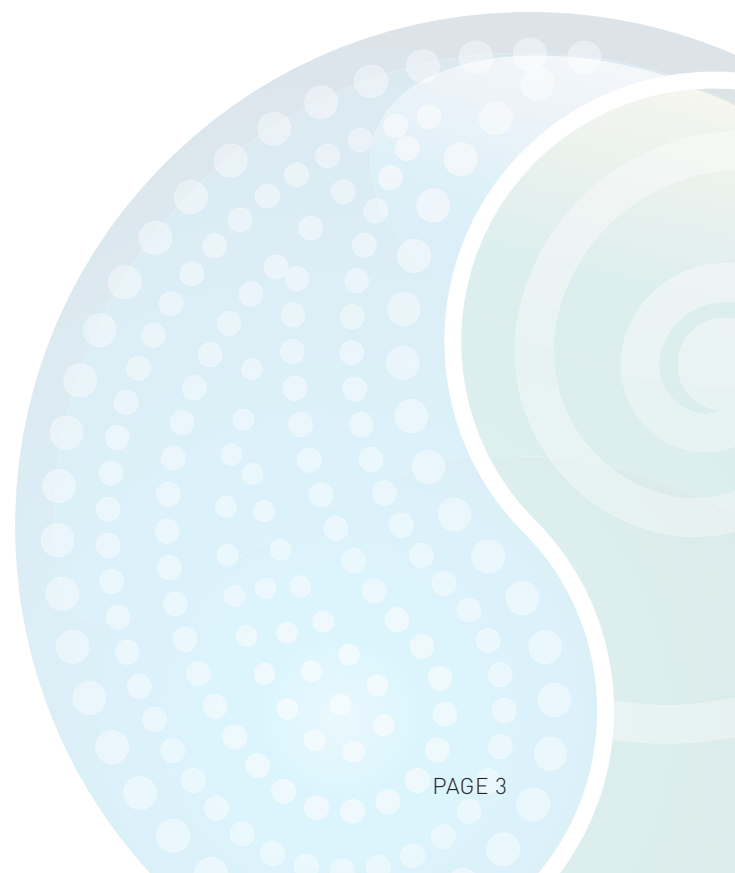
Brisbane Convention and Exhibition Centre
Cnr Merivale and Glenelg Street, South Bank, Brisbane

The venue for Sleep DownUnder 2021 is the Brisbane Convention and Exhibition Centre (BCEC), which is located in the heart of the South Bank district, easy distance from hotels and public transport. The three-level venue offers a range of 33 multifunctional event spaces and meeting options from private boardrooms to the 4,000 seat Great Hall Auditorium.

Visiting Brisbane

Brisbane is a green city with an enviable subtropical climate and diverse population. Referred to as the 'Sunshine State', it is one of the fastest-growing cities in Australia and is known for its vibrant urban precincts, outdoor lifestyle and friendly locals, as well as the gateway to some of Australia's most iconic tourism experiences.

Whether you want to catch an art exhibition, cool off in a rainforest waterhole or sample some great Queensland food and wine, you'll find most of the Australian 'must do' experiences in and around Brisbane!



SPONSOR OVERVIEW

	Platinum AU\$20,000 + GST (AU\$22,000 incl GST)	Gold AU\$17,000 + GST (AU\$18,700 incl GST)	Silver AU\$12,000 + GST (AU\$13,200 incl GST)	Bronze AU\$9,000 + GST (AU\$9,900 incl GST)
Complimentary delegate registrations (in-person and/or virtual) (including daily catering, the Welcome Function and access to sessions, but not the Gala Dinner)	6	4	2	
Complimentary exhibitor staff passes (including daily catering and the Welcome Function, but not the Gala Dinner or access to sessions). Passes are in addition to the complimentary delegate registrations described above.	6	4	2	2
Exhibition Stand/Space	9mx3m (3 stands)	6mx3m (2 stands)	3mx3m (1 stand)	3mx3m (1 stand)
Virtual Exhibition Stand/Space	✓	✓	✓	✓
Complimentary Sponsorship of ONE of the following options on first come first served basis: • Gala Dinner Sponsor • Welcome Function Sponsor • Industry Day/Evening Symposium (Limited to 5 companies only) • Opening Plenary Sponsor	✓			
Complimentary Sponsorship of ONE of the following options on first come first served basis: • Industry Breakfast Symposium (Limited to 3 companies only) • Plenary Session Sponsor • Short Course Sponsor • Lanyards		✓		
Complimentary Sponsorship of ONE of the following options on first come first served basis: • Concurrent Symposium Sponsor • Oral Poster Presentation Sponsor • Breakfast Course Sponsor (courses run by the Committee)			✓	
Company logo on the meeting website, all associated promotional material (hard copy and virtual) and social media	✓	✓	✓	✓
Push notifications on the Meeting App during the meeting	2 x 50 word push notifications	1 x 50 word push notifications		
Company logo and a company profile within the sponsor section of the virtual conference platform	✓ 300 word profile	✓ 200 word profile	✓ 150 word profile	✓ 100 word profile
Company profile with the sponsor section of the Meeting App	✓ 300 word profile	✓ 200 word profile	✓ 150 word profile	✓ 100 word profile
Sponsor logo onscreen during the breaks in between live sessions	✓	✓		
Company logo included in rotating sponsor logos on virtual platform (up to 5 total in-situ)	✓	✓		
Verbal acknowledgement during the Opening and Closing Sessions	✓	✓		
Opportunity to interact with delegates through the call and chat functionality of the virtual conference platform	✓	✓	✓	✓
Copy of delegate list (name, organisation, state, country, email) Names are limited to those who have agreed to name disclosure.	✓ 4 weeks prior, 1 week prior and 1 week after	✓ 2 weeks prior, 1 week prior and 1 week after	✓ 1 week prior and 1 week after	✓ 1 week prior and 1 week after

ADDITIONAL SPONSOR OPPORTUNITIES AT A GLANCE

Sponsor Opportunity	Number Available	Cost (AU\$ plus GST)
Gala Dinner	Exclusive	\$4,500
Welcome Reception	Exclusive	\$3,500
Opening Session	Exclusive	\$5,000
Industry Symposium		
Breakfast	3	\$3,000
Day/Evening	5	\$4,500
Session Support		
Plenary	5	\$2,500
Concurrent	20	\$2,000
Breakfast Sessions	4	\$2,000
Early Career Research Sponsor	Exclusive	\$8,000
Short Course Sponsor	4	\$4,000
Pads and Pens	Exclusive	\$2,000
Lanyards	Exclusive	\$2,500
Technology Sponsor	Exclusive	\$8,000
Wellness Break Sponsor	4	\$2,000

Virtual Only Option

Exhibition Space within conference platform only		\$1,750
Virtual Networking Session	2	\$2,500

Exhibition Costs (AU\$ plus GST)

These costs include both in-person spaces and a space within the virtual conference platform

One Exhibition Space	\$4,500
Two Exhibition Spaces	\$7,000
Table Top Display*	\$1,250

Additional Registrations and Passes

In-person Delegate Registration	\$1,273
In-person Exhibition passes	\$500
In-person two day Exhibition pass	\$400
In-person one day Exhibition pass	\$200
Virtual only Delegate Registration	\$775
Virtual only Exhibition Registration	\$300
Virtual only Exhibition two day pass	\$245
Virtual only Exhibition day pass	\$120

* For Universities and Not-for-profits only

SPONSOR OPPORTUNITIES

GALA DINNER

AU\$4,500 plus GST

The gala dinner will be held on Tuesday evening, 12 October 2021, as a live only event. As the main social event of the meeting, the dinner allows for a strong presence in a relaxed and informal atmosphere. Because the cost of the dinner is included with full registration fees, most delegates attend the dinner. BCEC will provide a sensational venue and delegates will be invited to glam up for the occasion. The presentation of awards is a highlight of each year's gala dinner.

Benefits include:

- Naming rights for the event
- Company logo on A/V screen and banner displays at the Gala Dinner (signage to be provided by the supporting company)
- Company logo to be printed on event tickets and menu cards (if available)
- Four complimentary dinner tickets to give to clients or staff
- Acknowledgment in all meeting publications (hard copy and/or virtual)
- Acknowledgment and thanks at Gala Dinner
- 50 words company profile within the sponsor section of the virtual conference platform and within the Meeting App
- Virtual exhibition space on conference platform
- Opportunity to include one (1) promotional item on tables for each guest (to be supplied at sponsor cost)

WELCOME RECEPTION

AU\$3,500 plus GST

The Welcome Reception will be held for delegates on Sunday evening, 10 October 2021, as a live only event. Support of this event will allow you to promote your company in a relaxed atmosphere, while delegates have an opportunity to network and catch up on the past year.

Benefits include:

- Company logo on banner display at the Welcome Reception (signage to be provided by the supporting company)
- Acknowledgment and thanks at Welcome Reception
- Acknowledgment in all meeting publications (hard copy and/or virtual)
- 50 words company profile within the sponsor section of the virtual conference platform and within the Meeting App
- Virtual exhibition space on conference platform

INDUSTRY SYMPOSIUM

Breakfast: **AU\$3,000** plus GST Day/Evening: **AU\$4,500** plus GST

Industry sponsored symposia will be included in the meeting program. Bookings for these symposia will be taken at the time of delegate registration.

Eight opportunities exist – five day/evening sessions and three breakfast sessions. The organising committee reserves the right to ensure the program is of appropriate scientific standard. The supporting company would be responsible for all expenses for these sessions, including speaker costs and any catering. Sponsorship of any of these include both in person attendance and virtual streaming.

Benefits include:

- This is an excellent opportunity to highlight products or services to attendees in a scientifically appropriate format
- The session will be identified as “your company” industry symposium/breakfast in the meeting program, including logo acknowledgment (hard copy and/or virtual)
- Company signage on display in the meeting room (signage to be provided by the supporting company)
- Acknowledgment in any additional meeting publications (hard copy and/or virtual)
- Logo Acknowledgment on A/V screen at the start of the session
- 50 words company profile within the sponsor section of the virtual conference platform and within the Meeting App

SESSION SUPPORT

PLENARY SESSION
AU\$2,500 plus GST

CONCURRENT SYMPOSIUM
AU\$2,000 plus GST

Session support has been tailored to promote your company during various sessions of the meeting.

The program is not finalised and topics for oral presentations will depend on the abstracts submitted. If the program changes and your chosen session does not eventuate, you will be offered an alternative session. Companies should nominate three preferred sessions on the booking form.

This opportunity allows your company to demonstrate support and continuing commitment to education and awareness of sleep-related health problems. Sponsorship of any of these include both in person attendance and virtual streaming.

Benefits include:

- Company signage on display during the session (signage to be provided by the supporting company)
- Logo Acknowledgment on A/V screen prior to and after the session
- Logo Acknowledgment in all meeting publications (hard copy and/or virtual)
- Acknowledgment in any additional meeting publications (hard copy and/or virtual)
- Acknowledgment by Chairperson prior to and after the session
- 50 words company profile within the sponsor section of the virtual conference platform and within the Meeting App

NB Supporters DO NOT have any input into the speakers or topics chosen for discussion.

BREAKFAST SESSIONS

AU\$2,000 plus GST

Breakfast sessions are planned where delegates will hear an invited speaker in a more intimate environment. Supporting any of the four sessions will allow your company to align itself with the areas of interest of the speaker. Sponsorship of any of these include both in person attendance and virtual streaming.

The program is not finalised and topics for breakfast sessions will depend on the abstracts submitted.

Benefits include:

- Company signage on display during the session (signage to be provided by the supporting company)
- Logo Acknowledgment on A/V screen prior to and after the session
- Logo Acknowledgment in all meeting publications (hard copy and/or virtual)
- Acknowledgment in any additional meeting publications (hard copy and/or virtual)
- Acknowledgment by Chairperson prior to and after the session
- 50 words company profile within the sponsor section of the virtual conference platform and within the Meeting App

EARLY CAREER RESEARCH SPONSOR

AU\$8000 plus GST

In support of early career researchers, the ASA launched a new council – NEST (Network of Early Career Sleep researchers in Training). This new sponsorship package includes a session specifically for early career researchers, to encourage them to remain active in the field of sleep, and promote interaction with other meeting attendees and peers. Sponsorship includes both in person attendance and virtual streaming for the early career research session only. All other components are in person. This package includes:

- Early Career Research Session
- NEST lounge and meeting space within the exhibition
- NEST dinner, to be held offsite on the evening of 10 October

The NEST lounge is a section where early career researchers and trainees can gather together and your opportunity to showcase your products or services through engagement. Activities organised for this space will need to be approved by the Conference Committee.

The cost to attend the NEST dinner is not included in the Sleep DownUnder registration.

Benefits include:

- Company signage on display during the session, within your designated activation space and at the NEST dinner (signage to be provided by the supporting company)
- Logo Acknowledgment in all meeting publications (hard copy and/or virtual)
- Acknowledgment in any additional meeting publications (hard copy and/or virtual)
- Acknowledgment by Chairperson prior to and after the session and at the NEST dinner
- Company brochure included in handout material (Maximum material size: A4, 6 pages) (brochure to be provided by the supporting company)
- 50 words company profile within the sponsor section of the virtual conference platform and within the Meeting App
- Virtual exhibition space on conference platform

SHORT COURSE SUPPORTER

\$4,000 plus GST

Two short courses will be held prior to Sleep DownUnder 2020 and supporting opportunities exist to support these. These one-day courses are designed to provide an in-depth understanding of the topic and also provide a forum for interactive discussion. Short courses will run on Sunday, 10 October 2021 at the Brisbane Convention and Exhibition Centre as live-only events.

Benefits include:

- Logo Acknowledgment in all meeting publications
- Delegate lists e-mailed 1 week prior to the course (who have agreed to have their names published)
- Table top display during the course
- Company signage on display during the session (signage to be provided by the supporting company)
- Promotional flyer included in course material (flyer to be provided by the supporting company)
- 50 words company profile within the sponsor section of the virtual conference platform and within the Meeting App

TECHNOLOGY SPONSOR

AU\$ 8,000 plus GST

Promote your company and products within the virtual conference platform and drive both foot traffic and digital traffic to your exhibition stand. The platform extends the value of your support beyond the dates of the event, and allows attendees to learn about you and easily connect and engage in conversation with you before, during and after the. The virtual platform will list all exhibitors and supporters with the following information:

- Company name
- Company logo
- Contact information
- Website
- Links to social media channels: Twitter, Facebook, LinkedIn
- Company description

Benefits include:

- Logo Acknowledgment in all meeting publications (hard copy and/or virtual)
- Achieve maximum exposure within the virtual conference platform
- Your logo Your logo within the sponsor section of the conference platform and conference website
- 3mx3m Exhibition Space (1 stand)
- Virtual exhibition space on conference platform
- 100 words company profile within the sponsor section of the virtual conference platform and within the Meeting App

PADS AND PENS

AU\$ 2,000 plus GST

Achieve high value exposure by providing company pens and pads. (All materials to be provided by the supporting company).

Benefits include:

Constant promotion of your company as delegates write notes during the meeting

LANYARDS

AU\$ 2,500 plus GST

Have delegates wearing your name on a lanyard holding their name badges. (Lanyards to be provided by the supporting company).

Benefits include:

Delegates will be your walking promotion

WELLNESS BREAK SPONSOR

AU\$ 2,000 plus GST

Promote your company and products while also encouraging delegates to take a wellness break during the conference. The sky is the limit with the type of activity chosen, but could include yoga, hula-hooping, mini Zumba class, pamper station or 5-minute massage! Delegates will leave your stand relaxed and recharged. This opportunity is limited to 4. All activities are to be across all days of the meeting and are to be completely organised by the sponsor. Activities will need to be approved by the Conference Committee.

Benefits include:

- Dedicated space within the Exhibition area to conduct your activity and promote your company
- Logo Acknowledgment in all meeting publications (hard copy and/or virtual)

If you'd also like to offer your activity as a virtual wellness break, you can bundle an in-person and virtual package for \$3,000 plus GST

WANT TO ONLY GO VIRTUAL?

We have you covered if you'd like to sponsor a virtual only option.

VIRTUAL ONLY EXHIBITION SPACE ON CONFERENCE PLATFORM

\$1,750 plus GST

Not sure if you'd like to attend the meeting as an in person exhibition? Why not join our online conference platform as a virtual exhibitor.

VIRTUAL ONLY NETWORKING SESSION SPONSOR

\$2,500 plus GST

During the in person part of Sleep DownUnder, delegates are able to attend the Gala Dinner and Welcome Reception. Promote your company and products in a virtual networking session, to be held at the same time as the Gala Dinner (Tuesday, October 12) and Welcome Reception (Sunday, October 10). Either of these networking sessions are to be completely organised by the sponsor but will need to be approved by the Conference Committee.

Benefits include:

- Acknowledgment and thanks at Welcome Reception
- Acknowledgment in all meeting publications (hard copy and/or virtual)
- 50 words company profile within the sponsor section of the virtual conference platform
- Virtual exhibition space on conference platform

EXHIBITION

The exhibition area at the BCEC will allow delegates to move freely around the exhibition, during lunch and tea breaks. All catering will be served in the exhibition area and the posters are co-located here.

An exhibition package will include:

- Two exhibition passes (including daily catering and the Welcome Function, but not the Gala Dinner)
- Acknowledgment in meeting publications (hard copy and/or virtual)
- Delegate lists emailed 1 week prior to the meeting (who have agreed to have their names published)

Each stand will have:

- 3m x 3m floor space
- 2.4m high, slimline aluminium wall frame with removable white panels that allow for graphics
- A company sign will be installed over each other side
- 2 x 150 watt spotlights per 3m x 3m
- 1 x 4 amp power point per 3m x 3m

1 space: **AU\$4,500** plus GST

2 spaces: **AU\$7,000** plus GST

EXHIBITION FLOORPLAN



TERMS AND CONDITIONS

BOOKING AND PAYMENT

All prices are quoted in Australian dollars and exclude GST (Goods and Services Tax). GST is required to be applied to all packages (if you are a resident in Australia) at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 10%).

Sponsorship packages and exhibition space will be allocated only on receipt of the booking form or a signed hard copy booking form (i.e. a first come, first served basis).

Confirmation will be sent together with a tax invoice for the required 50% deposit. The deposit is payable within 20 days of date of tax invoice. If the deposit is not received within this timeframe then you relinquish your right to the requested sponsor package and exhibition space.

The balance will be invoiced on 1 May 2021, to be paid by 21 May 2021. Applications made after 21 May 2021 must include full payment.

All payments should be made in Australian dollars by credit card (fees applicable) or bank transfer.

All payments due must be received by the Meeting Managers prior to the Meeting. No sponsor will be allowed to set up their exhibition stand at the Meeting until full payment has been received.

Sponsors may not assign or sublet any part of their exhibition space.

The Organising Committee may need to make changes to the floor plan, however, changes will not be undertaken without prior discussion with the companies affected.

Sponsors consent to their contact details being shared with Meeting suppliers and contractors.

CANCELLATION POLICY

If notification of cancellation of sponsorship is received in writing:

- Prior to 28 February 2021, your deposit will be refunded in full, less 20% administration fee
- Between 28 February 2021 and 30 April 2021, you are liable for 50% of the package selected
- From 1 May 2020, you are liable for 100% of the package selected

The Organising Committee reserves the right to cancel the Meeting not later than 31 July 2020 in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.

MEDICINES AUSTRALIA CODE OF CONDUCT

Sponsors must comply with the guidelines in the 'Educational and Promotional Material Directed at healthcare professionals' outlined in the most recent edition of Medicines Australia Code of Conduct available on the industry association's website at:

[www.medicinesaustralia.com.au/code-of-conduct-and-with-the Medical Technology Industry Code of Practice](http://www.medicinesaustralia.com.au/code-of-conduct-and-with-the-Medical-Technology-Industry-Code-of-Practice): <https://www.mtaa.org.au/resources/medical-technology-industry-code-of-practice-edition-9>

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 Meeting Managers at the time of submitting their sponsorship booking form.

LIST OF PARTICIPANTS

Email addresses of attendees who have agreed to disclosure are provided to all sponsors and exhibitors.

Kindly ensure that when contacting delegates involuntary disclosure of information of attendees does not occur and the communication complies with anti spamming protocols. Non-compliance will result in provision of the List of Participants without contact email addresses for future Meetings.

SUPPORTER BOOKING FORM

We, _____ (company name), apply for sponsorship in accordance with the terms and conditions set out in the prospectus.

Signed: _____		Date: _____
Company Name: _____		Contact Name: _____
Address: _____		Telephone: _____
_____		Fax: _____
State: _____		Mobile: _____
Postcode: _____	Country: _____	Email: _____

Our Company is interested in the following support opportunities:

*All costs are exclusive of GST.

Gala Dinner	AU	\$4,500	<input type="checkbox"/>
Welcome Reception	AU	\$3,500	<input type="checkbox"/>
Opening Session	AU	\$5,000	<input type="checkbox"/>
Industry Symposium			
Breakfast	AU	\$3,000	<input type="checkbox"/>
Day/Evening	AU	\$4,500	<input type="checkbox"/>
Session Support			
Plenary	AU	\$2,500	<input type="checkbox"/>
Concurrent	AU	\$2,000	<input type="checkbox"/>
Preferred Sessions:			
1st Choice:	_____		
2nd Choice:	_____		
3rd Choice:	_____		
Breakfast Sessions	AU	\$2,000	<input type="checkbox"/>
Early Career Research Sponsor	AU	\$8,000	<input type="checkbox"/>
Short Course Sponsor	AU	\$4,000	<input type="checkbox"/>
Pads and Pens	AU	\$2,000	<input type="checkbox"/>
Lanyards	AU	\$2,500	<input type="checkbox"/>
Technology Sponsor	AU	\$8,000	<input type="checkbox"/>
Wellness Break Sponsor	AU	\$2,000	<input type="checkbox"/>

Virtual Only Option

Exhibition Space within conference platform only	AU	\$1,750	<input type="checkbox"/>
Virtual Networking Session	AU	\$2,500	<input type="checkbox"/>

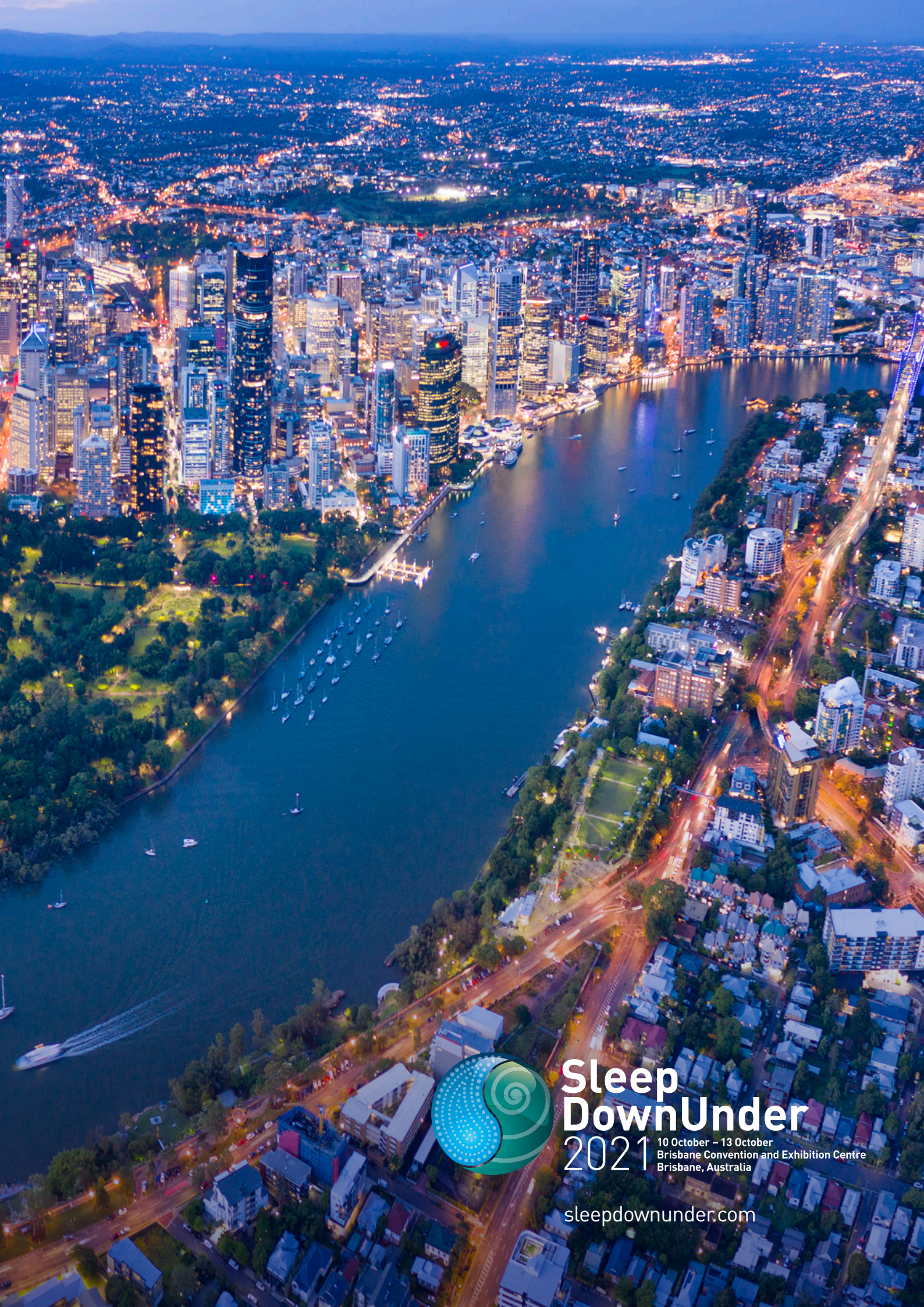
Exhibition Costs (AU\$ plus GST)

These costs include both in-person spaces and a space within the virtual conference platform

One Exhibition Space	AU	\$4,500	<input type="checkbox"/>
Two Exhibition Spaces	AU	\$7,000	<input type="checkbox"/>
Table Top Display*	AU	\$1,250	<input type="checkbox"/>
Extra Exhibition passes	AU	\$500	<input type="checkbox"/>
Two day Exhibition pass	AU	\$400	<input type="checkbox"/>
One day Exhibition pass	AU	\$200	<input type="checkbox"/>
Additional Delegate Registration	AU	\$1,273	<input type="checkbox"/>
Preferred choice of stands:			
1st Choice:	_____		
2nd Choice:	_____		
3rd Choice:	_____		

* For Universities and Not-for-profits only

Please email the completed form to sleep@theconferencecompany.com



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