



# Sleep DownUnder 2023

8-11 November 2023  
Adelaide Convention Centre  
Adelaide, Australia



PROUDLY  
PRESENTED IN  
ASSOCIATION WITH



Australia and New Zealand  
**SLEEP SCIENCE  
ASSOCIATION**

# BACK TO REAL LIFE FOR SLEEP DOWNUNDER 2023



It was wonderful to meet many of you in person for the first time at Sleep DownUnder 2022. There was a palpable sense of joy among delegates who were finally able to meet together in Brisbane. Thank you for being there to support us and tell us all your news!

This year in Adelaide sees the long-awaited return of the Sleep DownUnder in-person only conference. There will be no virtual streaming of sessions and no virtual registrations options. Instead, selected sessions will be recorded and made available as curated learning packages via the ASA Learning Centre to share key content with members who weren't able to attend in person. This is a brand new sponsorship opportunity for companies keen to support greater accessibility of education for clinicians and researchers in the sleep field.

The refurbished and upgraded Adelaide Convention Centre promises a great conference experience for delegates, sponsors and exhibitors alike. The program is back to five concurrent streams, offering greater variety and choice for delegates, plus several opportunities for breakfast, lunch or evening symposium sessions for sponsors. And the gala dinner is back to the traditional and ever-popular Saturday night time slot!

Sleep DownUnder really is the key meeting for sleep health and sleep medicine professionals in Australia and New Zealand. I look forward to seeing you in Adelaide.

Marcia Balzer  
Chief Executive Officer  
Australasian Sleep Association



# ABOUT THE VENUE AND CITY

## Meeting Venue

Adelaide Convention Centre  
North Terrace, Adelaide

The Adelaide Convention Centre (ACC) is one of the world's most modern, flexible and technologically advanced venues. In addition to its modern facilities, the Centre is known for its creative menus, expert service and innovative technologies. The ACC is positioned at the heart of Adelaide's Riverbank Precinct, just 15 minutes' drive from the Adelaide International Airport. In the midst of a multi-billion-dollar rejuvenation, the Riverbank Precinct is where the city's cultural, sporting, education, medical, conference and entertainment zones merge.

## Visiting Adelaide

Adelaide is an incredible destination for anyone looking to explore South Australia. The city is known for its vibrant culture, stunning beaches, and rolling hills that offer breathtaking views. From its iconic coastline to its lively city centre, Adelaide has something for everyone. Taste the world-famous wine regions only minutes from the city, indulge in award-winning restaurants, or spend the night exploring Adelaide attractions.



# SPONSOR OVERVIEW

	<b>Platinum</b> AU\$30,000 + GST (AU\$33,000 incl GST)	<b>Gold</b> AU\$25,000 + GST (AU\$27,500 incl GST)	<b>Silver</b> AU\$18,000 + GST (AU\$19,800 incl GST)	<b>Bronze</b> AU\$12,000 + GST (AU\$13,200 incl GST)
Complimentary delegate registrations (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	6mx6m (4 stands)	9mx3m (3 stands)	6mx3m (2 stands)	6mx3m (2 stands)
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 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 conference website	✓ 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	✓	✓		
Verbal acknowledgement during the Opening and Closing Sessions	✓	✓		
Opportunity to interact with delegates through the chat functionality of the conference App	✓	✓	✓	✓
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

<b>Sponsor Opportunity</b>	<b>Number Available</b>	<b>Cost (AU\$ plus GST)</b>
Gala Dinner	Exclusive	\$6,000
Welcome Reception	Exclusive	\$5,000
Opening Session	Exclusive	\$6,500
Industry Symposium		
Breakfast	3	\$3,500
Day/Evening	5	\$6,500
Session Support		
Plenary	5	\$3,500
Concurrent	20	\$2,500
Oral Poster Presentation		\$1,200
Breakfast Sessions	4	\$2,500
Early Career Research Sponsor	Exclusive	\$9,000
Short Course Sponsor	4	\$4,500
Pads and Pens	Exclusive	\$2,000
Lanyards	Exclusive	\$3,500
Technology Sponsor	Exclusive	\$8,000
Wellness Break Sponsor	4	\$2,000

## **Exhibition Costs (AU\$ plus GST)**

One Exhibition Space	\$6,500
Two Exhibition Spaces	\$12,000
Three Exhibition Spaces	\$17,000
Four Exhibition Spaces	\$22,000
Table Top Display*	\$2,000

## **Additional Registrations and Exhibition Passes**

Delegate Registrations includes access to sessions, but not the Gala Dinner

Exhibition Passes do not include access to sessions and the Gala Dinner

Delegate Registration	\$1,273
Exhibition passes	\$500
Two day Exhibition pass	\$400
One day Exhibition pass	\$200

\* For Universities and Not-for-profits only

# SPONSOR OPPORTUNITIES

## GALA DINNER

**AU\$6,000** plus GST

The gala dinner will be held on Saturday evening, 11 November 2023. 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. ACC 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 Conference App
- Opportunity to include one (1) promotional item on tables for each guest (to be supplied at sponsor cost)

## WELCOME RECEPTION

**AU\$5,000** plus GST

The Welcome Reception will be held for delegates on Wednesday evening, 8 November 2023. 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 Conference App

## INDUSTRY SYMPOSIUM

Breakfast: **AU\$3,500** plus GST Day/Evening: **AU\$6,500** 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.

### 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 Conference App

## SESSION SUPPORT

OPENING SESSION

**AU\$6,500** plus GST

PLENARY SESSION

**AU\$3,500** plus GST

CONCURRENT SYMPOSIUM

**AU\$2,500** plus GST

ORAL POSTER PRESENTATION

**AU\$1,200** 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 Conference App

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



## BREAKFAST SESSIONS

### AU\$2,500plus 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.

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 Conference App

## EARLY CAREER RESEARCH SPONSOR

### AU\$9000 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. 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 (date TBC)

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
- 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 Conference App



## SHORT COURSE SUPPORTER

**AU\$4,500** plus GST

Three short courses will be held prior to Sleep DownUnder 2023 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 Wednesday 8 November 2023 at the Adelaide Convention Centre as in-person 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 Conference App

## APP SPONSOR

**AU\$8,000** plus GST

Promote your company and products to 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.

- 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 within the sponsor section of the conference website
- 3mx3m Exhibition Space (1 stand)
- 100 words company profile within the sponsor section of the Conference 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\$3,500** 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)





# EXHIBITION

The exhibition area at the ACC 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
- Delegate lists emailed 1 week prior to the meeting (who have agreed to have their names published)

## **Each stand will have:**

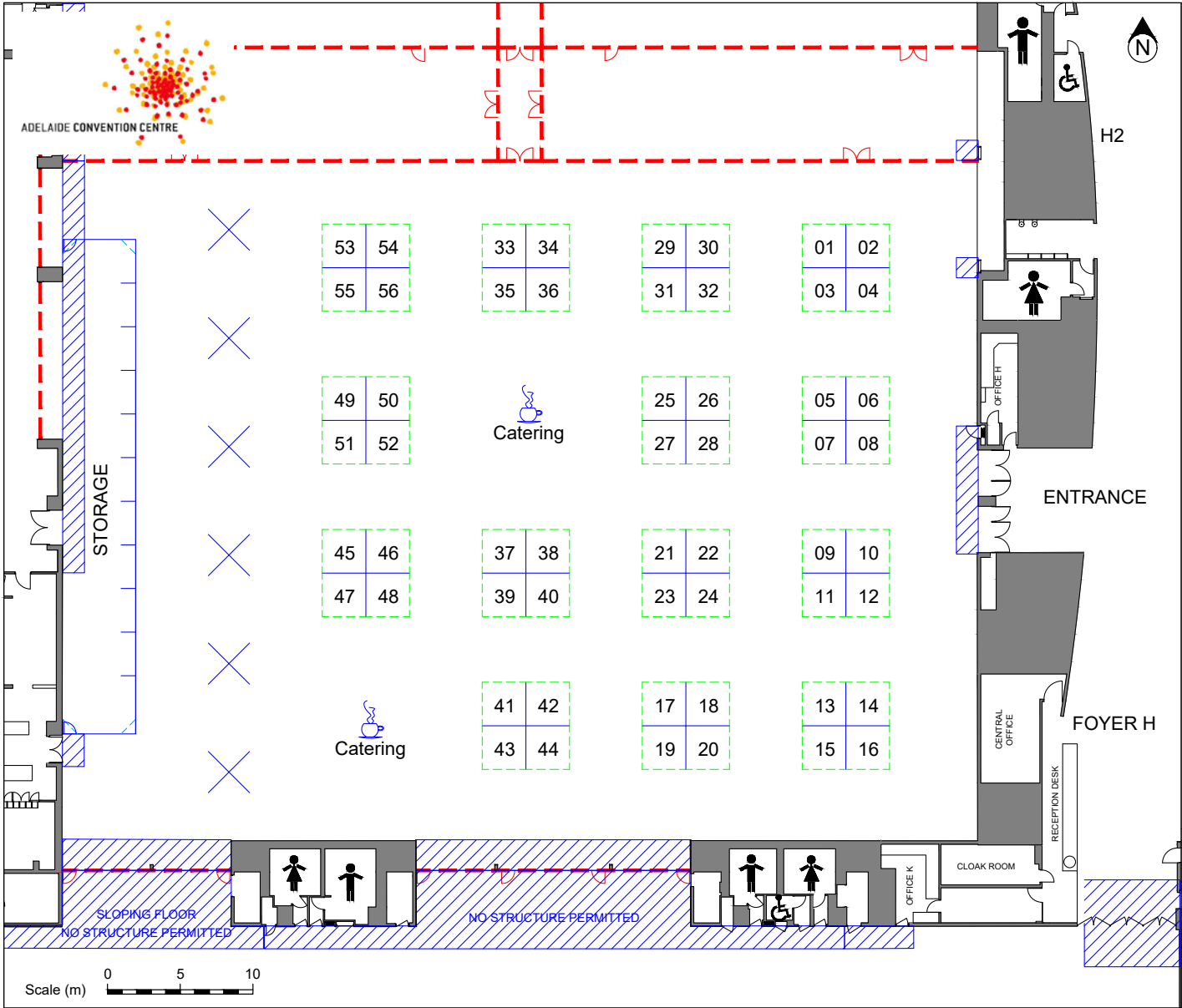
- 3m x 3m floor space
- 2.4m high, slimline aluminium wall frame with removable white panels that allow for graphics
- A company sign will be installed over each other side
- 2 x 150 watt spotlights per 3m x 3m
- 1 x 4 amp power point per 3m x 3m

1 space: **AU\$6,500** plus GST

2 spaces: **AU\$12,000** 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 June 2023, to be paid by 21 June 2023. Applications made after 21 June 2023 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

In the event of cancellation received by you in writing after 28 March 2023 and prior to 30 May 2023, you are liable for 50% of the sponsorship package selected.

In the event of cancellation received by you in writing after 30 May, you are liable for 100% of the sponsorship package selected.

After sponsorship has been confirmed and accepted, a reduction in sponsorship by you is considered a cancellation.

In the event that the in-person meeting is cancelled and Sleep DownUnder proceeds as a virtual-only meeting, you are able to either:

- Cancel your participation according to the terms below, or
- Take up a virtual sponsorship package with the fee differential either refunded or credited towards participation in the 2024 meeting.

The Organising Committee reserves the right to cancel the entire meeting or in-person element in case of circumstances beyond its control

- If the cancellation is prior to 29 September 2023, all monies paid to date will be refunded in full. The liability of the Organisers will be limited to that amount.
- If the cancellation is after 29 September 2023, a 20% service fee will be deducted from sponsorship package selected with the balance refunded.

If the Organising Committee cancels the entire meeting or in-person element we will not be liable for any expenses incurred by you in preparation of material for the meeting or the supply of goods and services.

## 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](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](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.

## TRANSFER TO VIRTUAL FORMAT

In the event of a transition to a full virtual meeting format due to Covid-19 related government or state restrictions you will be provided with the opportunity to transfer to a virtual sponsorship package of an equivalent level, with any difference in price refunded. Alternatively, you can choose to transfer to the 2024 Sleep DownUnder Meeting or obtain a full refund.



# 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.

Platinum  Gold  Silver  Bronze

Gala Dinner	AU	<b>\$6,000</b>	<input type="checkbox"/>
Welcome Reception	AU	<b>\$5,000</b>	<input type="checkbox"/>
Opening Session	AU	<b>\$6,500</b>	<input type="checkbox"/>
Industry Symposium			
Breakfast	AU	<b>\$3,500</b>	<input type="checkbox"/>
Day/Evening	AU	<b>\$6,500</b>	<input type="checkbox"/>
Session Support			
Plenary	AU	<b>\$3,500</b>	<input type="checkbox"/>
Concurrent	AU	<b>\$2,500</b>	<input type="checkbox"/>
Oral Poster Presentation	AU	<b>\$1,200</b>	<input type="checkbox"/>
Preferred Sessions:			
1st Choice: _____			
2nd Choice: _____			
3rd Choice: _____			
Breakfast Sessions	AU	<b>\$2,500</b>	<input type="checkbox"/>
Early Career Research Sponsor	AU	<b>\$8,000</b>	<input type="checkbox"/>
Short Course Sponsor	AU	<b>\$4,500</b>	<input type="checkbox"/>
Pads and Pens	AU	<b>\$2,000</b>	<input type="checkbox"/>
Lanyards	AU	<b>\$3,500</b>	<input type="checkbox"/>
Technology Sponsor	AU	<b>\$8,000</b>	<input type="checkbox"/>
Wellness Break Sponsor	AU	<b>\$2,000</b>	<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	<b>\$6,500</b>	<input type="checkbox"/>
Two Exhibition Spaces	AU	<b>\$12,000</b>	<input type="checkbox"/>
Three Exhibition Spaces	AU	<b>\$17,000</b>	<input type="checkbox"/>
Four Exhibition Spaces	AU	<b>\$22,000</b>	<input type="checkbox"/>
Table Top Display*	AU	<b>\$2,000</b>	<input type="checkbox"/>

Delegate Registration	<b>AU \$1,273</b>	<input type="checkbox"/>
Exhibition Pass	<b>AU \$500</b>	<input type="checkbox"/>
Two Day Exhibition Pass	<b>AU \$400</b>	<input type="checkbox"/>
One Day Exhibition Pass	<b>AU \$200</b>	<input type="checkbox"/>

Preferred choice of stands:

1st Choice: \_\_\_\_\_

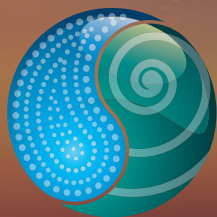
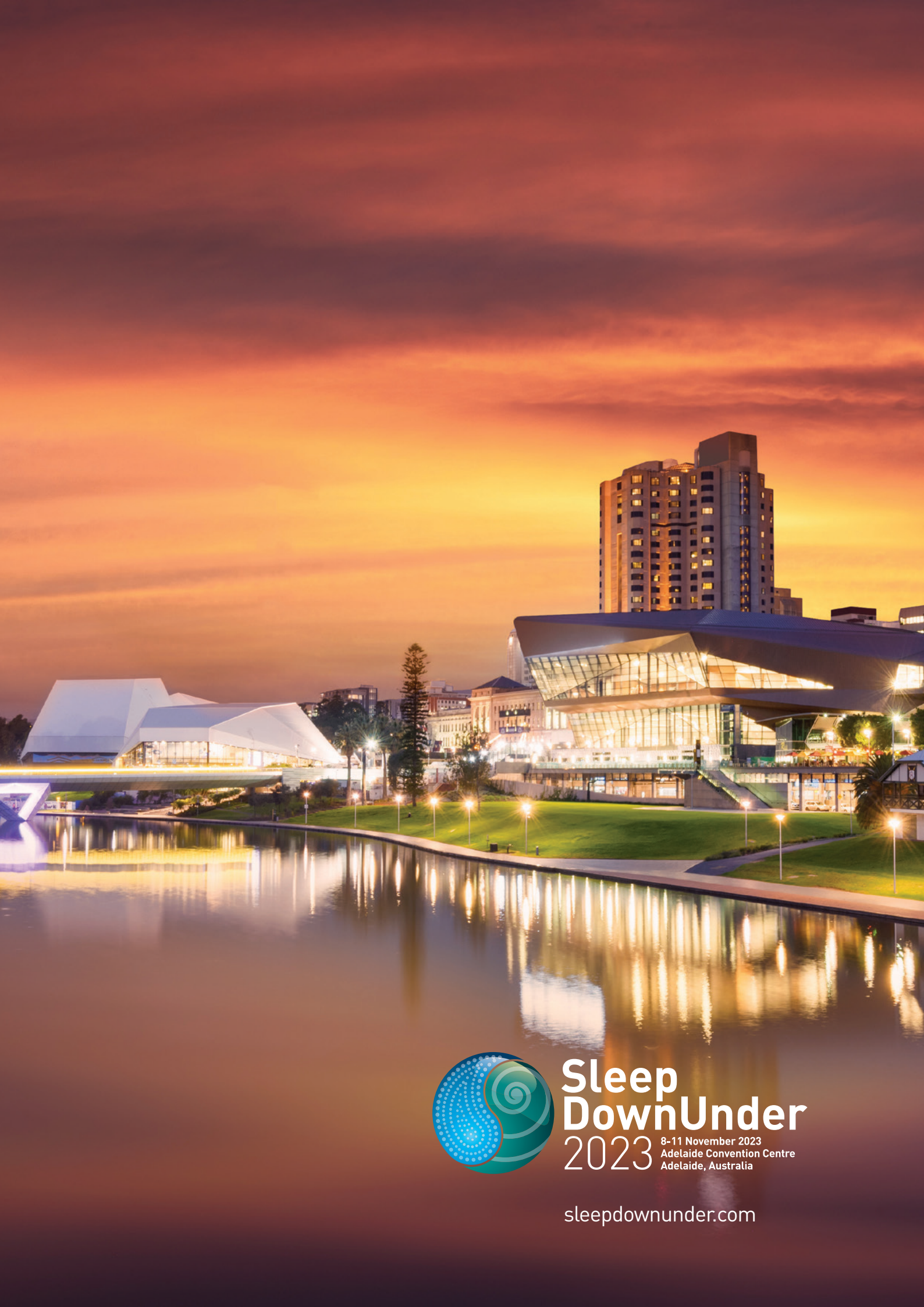
2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_

\* For Universities and Not-for-profits only

Please email the completed form to [sleep@theconferencecompany.com](mailto:sleep@theconferencecompany.com)





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