



Partnership Packages

Jenny Delaforce, National Event Manager

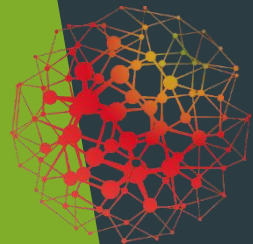
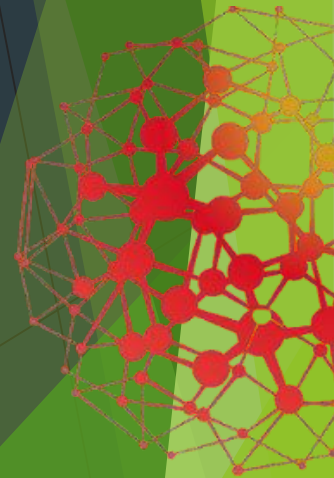
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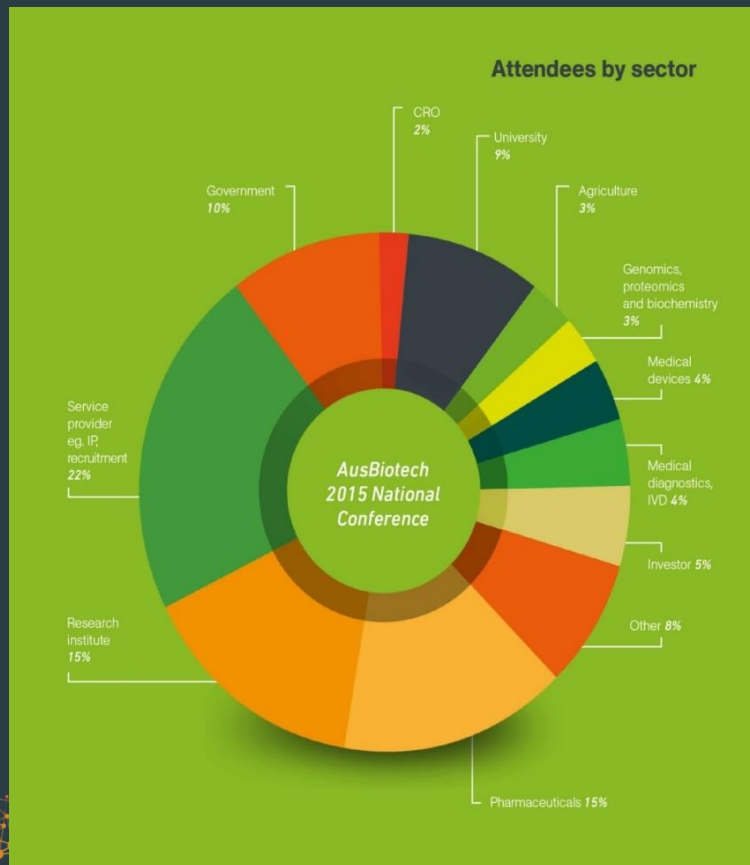
About AusBiotech 2017

The annual AusBiotech national conference attracts delegates from around the world and has long been valued as the best way to bring together like minded people in biotechnology to share information and support the growth and prosperity of the industry.

AusBiotech 2017 will be held in Adelaide from 25 – 27 October 2017 proudly partnered with host state partner, TechInSA. Building on the success of the International BioFest 2016 which attracted close to 2000 delegates, AusBiotech 2017 will feature a comprehensive three-day program, extensive bioindustry exhibition, business matching program, plus a range of satellite events and networking functions.

AusBiotech 2017 is expected to attract a strong contingent from throughout the Asia-Pacific region, the USA and Europe, creating opportunities to network and build business relationships on a global scale.





Connect with the life sciences ecosystem at AusBiotech 2017

Delegates include CEOs and senior executives from biotechnology companies, prominent researchers and leading academics from universities and research institutes from around the globe, entrepreneurs and investors, start-up companies from the life sciences sector and service providers to the industry.

Partnership at AusBiotech 2017 provides you with valuable branding with reach across the industry in the lead up to the event and to connect with delegates during the conference. With the AusPartnering business matching system you can ensure maximum value by pre-scheduling targeted one on one meetings with delegates.

Tailored packages are available to suit your needs and budget.

Major Partner

Welcome Reception

One Opportunity - Price on Application

Held on Wednesday 25 October, the opening day of AusBiotech 2017, the welcome reception will start off the conference by giving delegates the chance to reconnect with colleagues and make new contacts. Put your brand front of mind, take the opportunity to address the delegates and help kick off AusBiotech 2017 in style.

Inclusions

- ▶ Exclusive partnership of the Welcome Reception with shared acknowledgement with the Host State Partner
- ▶ Four (4) Registrations
- ▶ Opportunity to provide a gift to each attendee (i.e. show bag or promotional item) – items to be provided by partner
- ▶ Opportunity to provide a free-standing banner
- ▶ Verbal acknowledgment at the Welcome Reception
- ▶ Right of reply, total of 3 minutes
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

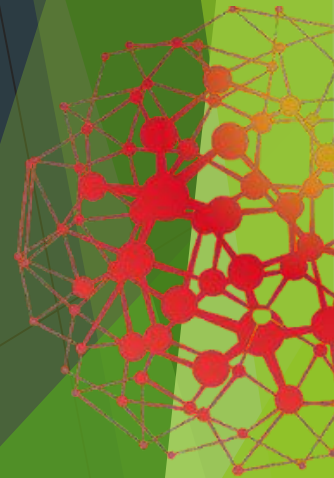
Conference Dinner

One Opportunity – Price on Application

The AusBiotech 2017 Conference Dinner, held on Thursday 26 October is the social highlight of the event. Participation as the Dinner Partner is the perfect opportunity to align your brand with this high profile and memorable part of AusBiotech 2017.

Inclusions

- ▶ Exclusive partnership of dinner with shared acknowledgement with the Host State Partner
- ▶ A VIP table of 10 at the conference dinner
- ▶ Four (4) Registrations
- ▶ Opportunity to provide a gift for each place-setting on all dinner tables (Item to be provided by Partner)
- ▶ Opportunity to provide a free-standing banner
- ▶ Verbal acknowledgment at the dinner
- ▶ Right of reply, total of 3 minutes
- ▶ Logo printed on menu and tickets and included on the audio-visual display during the function
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Major Partner

Closing Reception

One Opportunity - Price on Application

Close AusBiotech 2017 with a bang and have the final say at the Closing Reception on Friday 27 October. This well attended wrap up function ensures your brand leaves a lasting impression.

Inclusions

- ▶ Exclusive partnership of the Closing Reception with shared acknowledgement with the Host State Partner
- ▶ Four (4) Registrations
- ▶ Opportunity to provide a gift to each attendee (i.e. show bag or promotional item) – items to be provided by partner
- ▶ Opportunity to provide a free-standing banner
- ▶ Verbal acknowledgment at the Closing Reception
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

Wine Tour

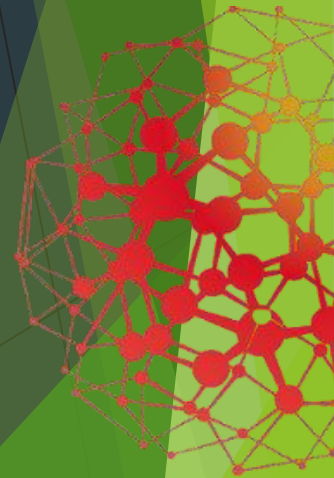
One Opportunity – Price on Application

Take advantage of South Australia's outstanding wine region and host the delegates for a tour of one or more wineries. Included as part of the registration process this will be a highlight of AusBiotech 2017.

Inclusions

This tailored package can be designed as a half or full day event on either the day before or the day after AusBiotech 2017. The inclusions will be designed to suit your needs and requirements but will include significant branding and the opportunity to address the wine tour participants. General inclusions below will be included:

- ▶ An agreed number of registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Platinum Partner

Lanyards

SOLD

One Opportunity

Members \$15,000 | NonMembers \$17,500

One of the most prominent packages available with your logo featured on the lanyards worn by all delegates throughout AusBiotech 2017.

Inclusions

- ▶ Logo printed on the lanyards used for all name badges throughout the event (one colour print)
- ▶ Three (3) Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Student Program

SOLD

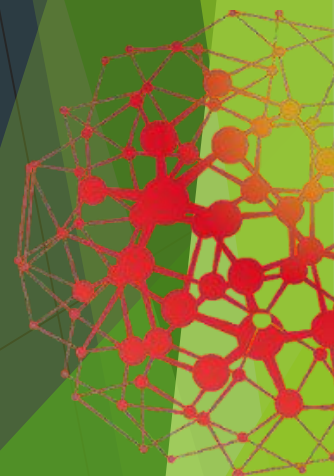
One Opportunity

Members \$15,000 | NonMembers \$17,500

AusBiotech's student program is one of the most highly regarded packages available. Highly visible at the event in their brightly coloured branded t-shirts, the students help delegates with all aspects of the conference. Your support will give around thirty students a valuable opportunity to expand their knowledge, make new connections and gain valuable experience, while promoting your brand throughout the event.

Inclusions

- ▶ Your logo displayed alongside AusBiotech's (one-colour print) on all student volunteer t-shirts (colour printing is available but will incur an additional charge)
- ▶ Opportunity to provide a 20 minute briefing to the students as part of their induction training (topic to be agreed in consultation with the Student Volunteer Program Manager)
- ▶ Three (3) Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Platinum Partner

Pocket Program

One Opportunity

Members \$15,000 | NonMembers \$17,500

The quick-reference fold out pocket program will be included in each delegates badge holder and is on display at the registration desk and other key locations throughout the venue. This is the go-to printed reference for delegates and a full page ad on the back cover ensures your brand and message are front of mind.

Inclusions

- ▶ Full page advertisement on the back cover of the pocket program (A6)
- ▶ Logo and recognition of support included on internal pages (where possible) as part of the footer
- ▶ Three (3) Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

AusPartnering Program

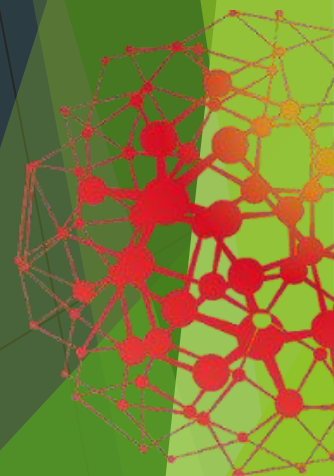
One Opportunity

Members \$15,000 | NonMembers \$17,500

The AusPartnering application is the central access point for the Business Matching program used by delegates before, during and after the event to arrange one-on-one meetings with other delegates. Accessible on smartphones and web based platforms, the application is widely accessible and easy to use.

Inclusions

- ▶ Branding on the AusPartnering application, in communications relating to the AusPartnering system and the AusPartnering Information Desk onsite at the event
- ▶ Branding on non-exclusive use private business matching rooms built specifically for delegates to use during the event
- ▶ Three (3) Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Gold Partner

Coffee Cart

One Opportunity

Members \$11,000 | NonMembers \$13,500

Coffee is an integral part of every conference delegate's experience. Your brand will be prominently displayed on a printed panel on each of the coffee carts and you can also include you branding on printed cups used throughout the conference or on custom printed sleeves which double as a business card.

Inclusions

- ▶ Logo included as part of the design of the coffee carts located in prominent positions in the industry exhibition area
- ▶ Logo printed on branded disposable coffee cups OR sleeves (upgrade to reusable cups for an additional charge)
- ▶ Two (2) Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

Water Bottles

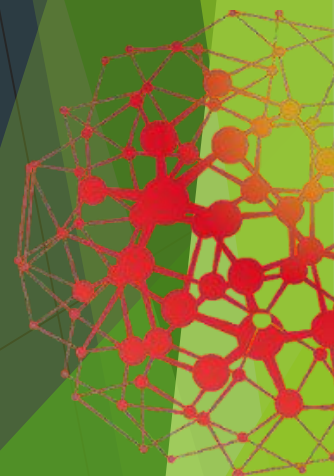
One Opportunity

Members \$11,000 | NonMembers \$13,500

Keep the delegates hydrated throughout the conference while keeping you brand front of mind with this fantastic branding opportunity. Water bottles will be displayed prominently and continuously throughout the venue, providing you with valuable brand exposure.

Inclusions

- ▶ Logo printed on branded water bottles displayed in prominent areas throughout the conference venue
- ▶ Two (2) Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Gold Partner

Fresh Juice Station

One Opportunity

Members \$11,000 | NonMembers \$13,500

Provide delegates with a fresh option at one of two branded juice bars prominently positioned in the exhibition hall. Your brand will be prominently displayed on a printed panel on each of the juice bars and the disposable cups.

Inclusions

- ▶ Logo included as part of the design of the juice stations located in prominent positions in the industry exhibition area
- ▶ Logo printed on branded disposable cups
- ▶ Two (2) Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

Delegate Satchels

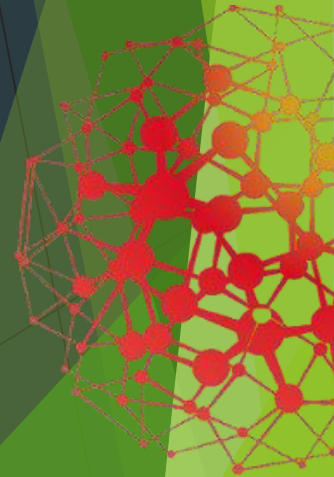
One Opportunity

Members \$11,000 | NonMembers \$13,500

Include your branding front and centre on the satchels given to all delegates on registration. This package provides maximum visibility at the event and beyond.

Inclusions

- ▶ Logo printed on the conference satchel alongside AusBiotech's and the Host Partners' (selection of bag is at the discretion of AusBiotech)
- ▶ Opportunity to upgrade the choice of bag used (additional charges will apply)
- ▶ Opportunity to provide collateral for inclusion in the delegate satchel (material to be provided by the Partner subject to size and weight restrictions)
- ▶ Two (2) Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Gold Partner

Networking Lounge

One Opportunity

Members \$11,000 | NonMembers \$13,500

Prominently positioned in the industry exhibition hall, the Networking Lounge gives delegates a central meeting point in the industry exhibition hall. Furnished with lounge seating and meeting tables, it's the perfect place for an impromptu meeting or to catch up with colleagues in a relaxing environment.

Inclusions

- ▶ Logo and corporate branding included as part of the design of the lounge, including printed panels, stickers applied to table tops, etc. (the design of the lounge is at the discretion of AusBiotech)
- ▶ Opportunity to have collateral on display within the lounge
- ▶ Opportunity to upgrade the design of the lounge at an additional cost
- ▶ Two (2) registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

Emerging Research Partner

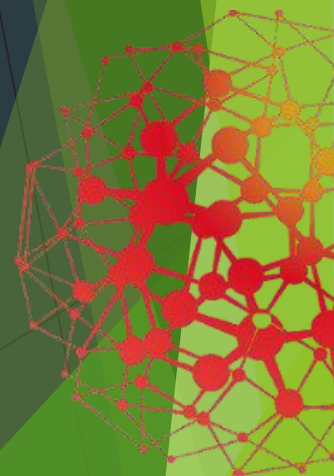
One Opportunity

Members \$11,000 | NonMembers \$13,500

Support emerging, cutting edge research across a variety of areas and align your brand with innovation with this valuable branding opportunity. Poster abstracts will be displayed in a prominent position and include signage with your company branding.

Inclusions

- ▶ Logo and recognition included in all communications relating to submission of abstracts for AusBiotech 2017
- ▶ Logo included as part of the design of the poster display at the event
- ▶ Opportunity to provide a prize for the best poster at the event (categories and judging process to be confirmed in consultation with AusBiotech)
- ▶ Two (2) Silver Registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Silver Partner

Charging Lounge

Multiple Opportunities

Members \$7,500 | NonMembers \$10,000

The Charging Lounge gives delegates a central meeting point in the industry exhibition hall. Furnished with desk space and power points, it's the perfect place to take a moment to charge up mobile devices, confirm meetings and catch up on emails.

Inclusions

- ▶ Logo and corporate branding included as part of the design of the lounge, including printed panels, stickers applied to table tops, etc. (the design of the lounge is at the discretion of AusBiotech)
- ▶ Opportunity to have collateral on display within the lounge
- ▶ Opportunity to upgrade the design of the lounge at an additional cost
- ▶ One (1) registration
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

Relaxation Station

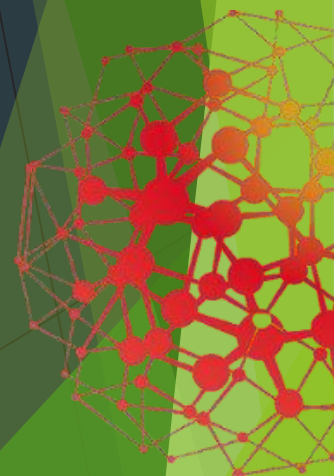
One Opportunity

Members \$7,500 | NonMembers \$10,000

Delegates can take advantage of 5-minute head and neck massage from qualified massage therapists to relieve those aches and pains and revive themselves to make sure they're at their best.

Inclusions

- ▶ Logo and corporate branding included as part of the design of the relaxation station (the design of the lounge is at the discretion of AusBiotech)
- ▶ Opportunity to have collateral on display within the relaxation station
- ▶ Opportunity to upgrade the design of the relaxation station at an additional cost
- ▶ One (1) registration
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Silver Partner

Pads or Pens

Multiple Opportunities

Members \$7,000 | NonMembers \$9,500

Provide the delegates with branded pads OR pens, made available in the session rooms and in prominent positions throughout the venue.

Inclusions

- ▶ Logo and corporate branding included as part of the design of the printed notepads (the design of the notepads is at the discretion of AusBiotech) OR Logo included on branded pens alongside AusBiotech branding (choice of pens is at the discretion of AusBiotech but can be upgraded at an additional cost)
- ▶ One (1) registration
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

Catering

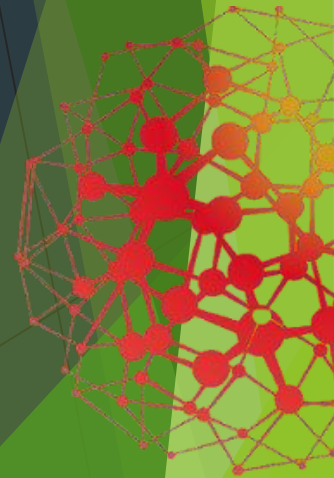
Multiple Opportunities

Members \$7,000 | NonMembers \$9,500

Maximise your branding by becoming the catering partner for an entire day. This package includes two tea breaks and lunch allows you to increase your presence with branded napkins for use on all catering stations.

Inclusions

- ▶ Company branding on each catering station on the nominated day (excluding coffee carts and juice station)
- ▶ Opportunity to provide one freestanding banner next to each catering station on the nominated day
- ▶ Logo printed on napkins used for all catering stations on the nominated day
- ▶ Opportunity to upgrade catering to include a branded item (eg. cupcakes) at an additional charge
- ▶ One (1) registration
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Session Partner

Plenary Session

Multiple Opportunities

Members \$10,000 | NonMembers \$12,500

Inclusions

- ▶ Opportunity to provide one speaker, panel member or chair for the nominated session in consultation with the program committee
(Please note: Where the Partner chooses to provide a session speaker, panel member or chair, one registration will be provided for that participant but any additional costs associated with the participant are the responsibility of the Partner)
- ▶ One (1) additional registration
- ▶ Logo included on the holding slide during the nominated session
- ▶ Opportunity to provide one (1) freestanding banner for display during the nominated session
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities

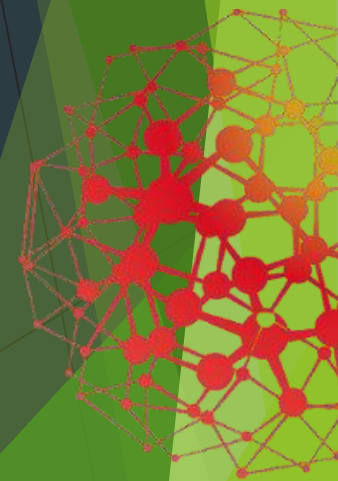
Concurrent Session

Multiple Opportunities

Members \$6,600 | NonMembers \$9,100

Inclusions

- ▶ Opportunity to provide one speaker, panel member or chair for the nominated session in consultation with the program committee
(Please note: Where the Partner chooses to provide a session speaker, panel member or chair, one registration will be provided for that participant but any additional costs associated with the participant are the responsibility of the Partner)
- ▶ One (1) additional registration
- ▶ Logo included on the holding slide during the nominated session
- ▶ Opportunity to provide one (1) freestanding banner for display during the nominated session
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Event Partner

Networking Functions & Satellite Events

Multiple Opportunities – Price on Application

Do you want to host your own networking function or hold a satellite event to present your expertise, services or products to AusBiotech 2017 delegates? We can design an event to suit your specific requirements and include it in the program and registration process.

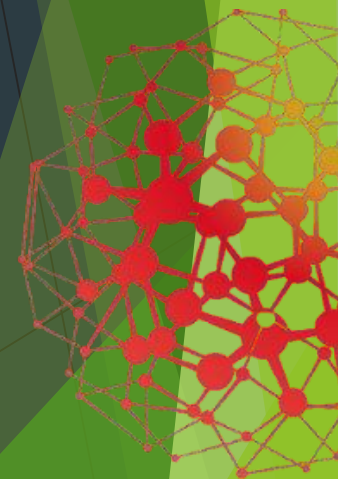
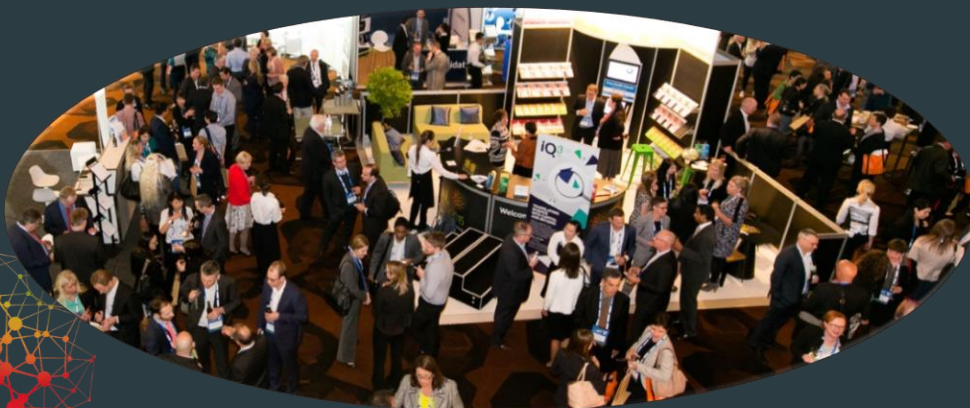
Options include:

- ▶ Business Breakfast or Lunch
- ▶ VIP Networking Functions
- ▶ External Site Tours

Inclusions

With a tailored package, the inclusions will be designed to suit your needs and depend on the level of support and your requirements. General inclusions below will be included with all packages.

- ▶ An agreed number of registrations
- ▶ Acknowledgement in electronic and printed materials leading up to and during AusBiotech 2017
- ▶ Acknowledgement within pre and post marketing activities



Additional Opportunities

Satchel Insert

Multiple Opportunities

Members \$1,100 | NonMembers \$2,100

Include your marketing collateral in the bag provided to all delegates. Size and weight restrictions apply.

Add an insert to any package or exhibition booth at a discounted rate (discount varies depending on confirmed packages)

Advertising

Multiple Opportunities

Members \$2,500 | NonMembers \$3,900

Get the word out with a full page ad in the Conference Pocket Program (A6) distributed to all delegates on registration and displayed in prominent areas throughout the conference.

Add an Exhibition Booth

Maximise your presence by adding a booth to your partnership package at a discounted rate

Exhibition Hub

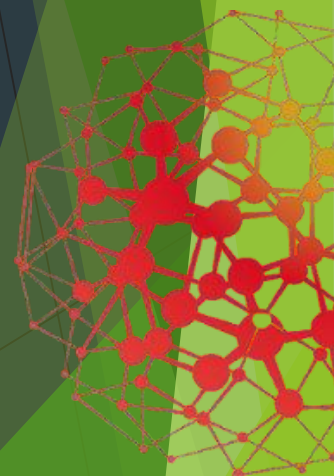
Members \$2,200 | NonMembers \$3,600

Single Booth

Members \$5,000 | NonMembers \$6,400

Double Booth

Members \$9,500 | NonMembers \$10,900



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