

# human reproduction

14th WORLD CONGRESS ON HUMAN REPRODUCTION

Melbourne Convention & Exhibition Centre, Melbourne Australia

30 November – 3 December 2011

[www.humanreproduction2011.com](http://www.humanreproduction2011.com)



**sponsorship & exhibition prospectus**

Hosted by:



# welcome



The International Academy for Human Reproduction together with the Fertility Society of Australia (FSA) welcomes the **14th World Congress on Human Reproduction** to Melbourne, Australia from 30 November to 3 December 2011.

Following on from the success of the 13th World Congress in Venice in 2009, the Congress will discuss advancements in human reproduction and consider the technical and ethical aspects of human reproductive and women's health.

It will provide the opportunity for professionals, practitioners and specialists alike from across the globe to gather for meaningful discussion, exchange ideas and opinions and learning's throughout plenary sessions, invited lectures, symposia and panel sessions.

The high calibre quality scientific program will be complemented by a unique social program offering the opportunity to explore the cosmopolitan appeal of Melbourne – fine wine and dining, arts and world-class venues – not to mention the warm welcome from the locals.

Integral to the Congress, is an extensive exhibition for participants to learn and view the latest products and services in the market and we invite you to join this important forum. Demand is high so we encourage you to view this prospectus in line with your marketing strategies and secure your involvement as a valued sponsor and/or exhibitor.

The FSA has a well earned reputation for delivering quality national and international meetings. Whilst it will take the place of the 2011 National Conference, the 14th World Congress on Human Reproduction will undoubtedly deliver an outstanding experience and a unique opportunity for members, participants, sponsors and exhibitors alike.

Consider the opportunities enclosed and talk to us further as to how you can maximise your presence at this truly international forum.

**Dr Lyndon Hale**  
Congress Convenor



## hosts

**The International Academy of Human Reproduction** has membership representation in over 24 countries throughout Europe, North America and the Asia/Pacific Region. The Society has conducted the Congress since 1974 in the following countries:

1st	1974	Rio de Janeiro, Brazil	8th	1993	Bali, Indonesia
2nd	1979	Tel Aviv, Israel	9th	1996	Philadelphia, USA
3rd	1981	Berlin, Germany	10th	1999	Salvador, Brazil
4th	1983	Bombay, India	11th	2002	Montreal, Canada
5th	1985	Athens, Greece	12th	2005	Venice, Italy
6th	1987	Tokyo, Japan	13th	2009	Venice, Italy
7th	1990	Helsinki, Finland			



**The International Academy  
of Human Reproduction**

bourne



## hosts

**The Fertility Society of Australia (FSA)** is the peak body representing scientists, doctors, researchers, nurses, consumers and counsellors in reproductive medicine in Australia and New Zealand.

Australia has an outstanding record in helping couples experiencing infertility. Thousands of women in Australia and around the world have conceived and given birth using pioneering in vitro fertilisation techniques developed and perfected in this country.

Each year the FSA holds a Scientific Meeting attracting experts in reproductive health from around the world to present research and discuss new technologies and treatments. It has a rich history in hosting quality national and international conferences held within Australia. In 2011 the Congress will take the place of the national conference and the FSA is committed in delivering another valuable experience for all involved.



The Fertility Society of Australia

me

## congress venue



human  
reproduction

The **Melbourne Convention & Exhibition Centre** is conveniently located on the banks of the Yarra River in the heart of the city with a wide range and style of accommodation on its doorstep. The Centre is easily accessible from every direction by foot, car or public transport and is surrounded by cafes, bars, shopping and fine restaurants, with the Yarra River lapping at its edges.

To build the City's rich conferencing history, in July 2009 Melbourne opened its new Convention Centre like no other – Australia's premier convention centre. It is fully integrated with the existing exhibition centre creating the most versatile and advanced convention and exhibition centre in the Southern Hemisphere.

Setting new world benchmarks as the first convention centre to be awarded a *6 Star Green Star* environmental rating by the Green Building Council of Australia, the centre is also raising standards to new heights in innovation, technology, imaginative catering and service options.

melbourne

# making babies: is it just chemistry?



## program at a glance

### WEDNESDAY 30 NOVEMBER 2011

1300 - 1900	Registration Open
PM	Exhibition Set Up
1600	The Fertility Society of Australia Annual General Meeting
1730 - 1900	Welcome Reception

### THURSDAY 1 DECEMBER 2011

0845 - 0915	Opening Ceremony
0915 - 1000	Plenary Session 1
1000 - 1030	Morning Tea & Exhibition Viewing
1030 - 1200	Symposia x 4
1200 - 1300	Lunch & Exhibition Viewing
1300 - 1430	Invited Lectures x 4
1430 - 1500	Afternoon Tea & Exhibition Viewing
1500 - 1630	Symposia x 4
1630 - 1640	Room Change
1645 - 1730	Plenary Session 2
1730	Presentations Conclude

### FRIDAY 2 DECEMBER 2011

0730 - 0915	Optional Breakfast Sessions
0915 - 1000	Plenary Session 3
1000 - 1030	Morning Tea & Exhibition Viewing
1030 - 1200	Symposia x 4
1200 - 1300	Lunch & Exhibition Viewing
1300 - 1430	Invited Lectures x 4
1430 - 1500	Afternoon Tea & Exhibition Viewing
1500 - 1630	Symposia x 4
1630 - 1640	Room Change
1640 - 1730	Plenary Session 4
1730	Presentations Conclude
1930 - 2300	Congress Dinner

### SATURDAY 3 DECEMBER 2011

0730 - 0900	Optional Breakfast Sessions
0915 - 1000	Plenary Session 5
1000 - 1030	Morning Tea & Exhibition Viewing
1030 - 1200	Invited Lectures x 4
1200 - 1300	Lunch & Exhibition Viewing
1300 - 1430	Invited Lectures x 4
1430 - 1500	Afternoon Tea
1500 - 1545	Plenary Session 6
1545 - 1630	Plenary Session 7
1630 - 1645	Congress Closing

PROGRAM IS SUBJECT TO SLIGHT CHANGES  
PLEASE REFER TO THE WEBSITE FOR THE MOST CURRENT INFORMATION



## scientific program

2011 was officially declared the International Year of Chemistry (IYC 2011) by the United Nations in December 2008. This year the international scientific community commemorates the many achievements of chemistry, and its contributions to humankind.

The World Congress of Human Reproduction now invites you to join in the celebrations:

### **Making Babies: is it just Chemistry?**

An outstanding faculty of international and national speakers has been invited and we also look forward to receiving many abstracts that will form a valued part of the discussions.

The Scientific Program will combine plenary sessions, invited lectures, symposia and panel discussions ensuring a lively and engaging debate.

## international plenary speakers

We are pleased to announce the following world-leading specialists will be presenting plenary lectures and further presentations throughout the Congress.

**Dr David Adamson** Fertility Specialists of Northern California, USA

**Professor Siladitya Bhattacharya** University of Aberdeen, UK

**Doctor Hugh Taylor** Yale University, USA

**Professor Yoshi Morimoto** CEO & Chairman IVF Japan, Japan

**Professor Stefan Schlatt** University Munster, Germany

Visit the Congress website to view the faculty of invited international and national speakers.

# why align your company with the congress?



With over 1000 delegates expected to attend the Congress, aligning your organisation provides you with the opportunity to consolidate relationships and expose your brands to key markets both nationally and internationally.

## **Sponsorship and exhibition provides:**

- The opportunity to participate in a successful international event visiting the Southern Hemisphere for the first time
- Significant brand exposure to over 1,000 specialists in this field including: Clinicians (including ART Specialists, Gynaecologists, Andrologists, Urologists, General Practitioners), Nurses, Scientists, Embryologists and ART Counsellors
- An excellent opportunity to promote your company, to support your brand and services and to maintain a high profile among specialists
- Increased awareness and exposure of your organisation to not only a strong national audience but also a truly global audience
- The perfect platform to demonstrate new equipment, promote new products or techniques and generate new business
- Direct exposure to a captivated, relevant and influential audience in an environment away from the competition of every day distractions.
- Meet the decision makers
- The opportunity to deliver a clear message that your organisation has a genuine commitment to the industry
- Networking opportunities in a variety of formats greatly enhancing your long term relationship

## **Congress Marketing**

The Congress will be marketed extensively throughout a variety of networks in Europe, North America, Asia/Pacific region and nationally. This includes strategic electronic broadcasts, direct marketing, participation in associated conferences and advertising throughout associated journals and websites.

## **Congress Website**

A dedicated Congress website will provide the latest Congress information including the program, invited speakers, online registration and abstract submissions, accommodation booking options as well as a list of confirmed sponsors and exhibitors providing logo and website link acknowledgements.

Visit [www.humanreproduction2011.com](http://www.humanreproduction2011.com)

## **Your Marketing and Public Relations**

The Congress Managers are here to ensure you maximise your investment. We encourage you to contact our Sponsorship and Exhibition department to discuss the many additional ways we can further assist your marketing efforts and build your business through the Congress.

## **Congress Managers**

WALDRONSMITH Management are the Congress Managers and are looking forward to working with you to maximise the opportunities the 2011 Congress offers to your organisation.

## **WALDRONSMITH Management**

61 Danks Street West  
Port Melbourne VIC 3207 Australia  
T 61 3 9645 6311  
F 61 3 9645 6322  
E [whr2011@wsm.com.au](mailto:whr2011@wsm.com.au)

# sponsorship opportunities at a glance

An extensive array of sponsorship opportunities are available for your consideration. The Organising Committee understands each organisation has individual needs and we are committed to working with you to tailor packages to ensure you receive maximum exposure and return on your involvement.



## CONGRESS PARTNERS

Premium Partner (upgrade = exclusivity)	1	\$25,000
Principal Partner	2	\$70,000
Major Partner	3	\$25,000

## CONGRESS PROGRAM

Education Partner	1	\$14,300
Fertility Leader Award	1	\$10,000
Scientific Program Supporter	4	\$10,000
Scientific Program Session Sponsorship	6	\$5,000
Sponsored Breakfast Symposia Thursday 1 Dec 2011 (plus all catering costs)	1	\$3,300
Sponsored Breakfast Symposia Friday 2 Dec 2011 (plus all catering costs)	1	\$3,300
Sponsored Breakfast Symposia Saturday 3 Dec 2011 (plus all catering costs)		\$3,300

## CONGRESS HOSPITALITY

Congress Dinner Friday 02 Dec 2011	1	\$20,000
Internet Café with Espresso Machine/ Barista/OR WIFI Sponsor	1	\$20,000
Espresso Bar on exhibition floor	2	\$10,000
Happy Hour in Exhibition Thursday 1 Dec 2011	1	\$10,000
Bottled Water/Thirst Quencher	1	\$10,000
Daily Catering (MT, LUNCH, AT ) Thursday 1 Dec 2011	1	\$5,000
Daily Catering (MT, LUNCH, AT ) Friday 2 Dec 2011	1	\$5,000
Daily Catering (MT, LUNCH, AT ) Saturday 3 Dec 2011	1	\$5,000

## CONGRESS MATERIAL

Congress Satchels	1	\$10,000
Congress Name Badges & Lanyards	1	\$10,000
Electronic Poster Zone	1	\$8,800

## CONGRESS COMMUNICATION

Media Room	1	\$8,800
Speaker Support Lounge	1	\$5,000
Electronic Program Boards	1	\$8,800
Writing Pads & Pens + Stock	1	\$6,000
Housekeeping Notices	1	\$5,000
Satchel Insert – Sponsor/Exhibitor	5	\$2,500
Satchel Insert – Non Sponsor/Exhibitor	5	\$4,000
Seat Drops – Sponsors/Exhibitor only	6	\$2,500

## ADVERTISING OPPORTUNITIES

Congress Handbook A4 full colour /internal page	\$2,000
Congress Handbook Half page full colour/internal page	\$1,500

All opportunities are subject to availability, subject to design and print schedules and to the final approval of the Organising Committee. Prices noted are in Australian dollars and include 10% GST.

# principal partner @ \$70,000

## 2 opportunities available

### entitlements

Congress endorsement as a Principal Partner

Verbal acknowledgement of the partnership by Congress Convenor during opening and closing plenary sessions

Naming rights to one Congress plenary session or symposium (subject to Organising Committee approval)

Company logo and acknowledgement as Principal Partner on sponsor web page with hyperlink to your website

Company logo and acknowledgement in the Registration Brochure (e-copy)

Company logo and acknowledgement in the Congress Handbook

Company logo and acknowledgement in the Pocket Program

A4 full colour advertisement in the Congress Handbook

Company profile text x 300 words featured on the Congress website, in the Registration Brochure (e-copy) and in the Congress Handbook

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Company logo on the sponsorship acknowledgement board at the venue

Four (4) complimentary exhibition booths (3m x 3m each) in a premium position

Twelve (12) full Congress registrations all including one (1) ticket to the Welcome Reception and one (1) ticket to the Congress dinner

Option to place eight (8) pieces of free standing signage provided by your Company for strategic placement throughout the venue for the duration of the Congress (sponsor to provide free standing signage approximately 2m high x 1m high)

One complimentary (1) satchel insert (A4 slim brochure and excludes note pads & pens)

One reserved table in a premium position at the Congress Dinner (guests allocated to this table must be holding a ticket either from the above allocation or as a delegate)

Delegate listing in excel file format four weeks prior and a final listing post Congress – including name, organisation and email address (subject to Privacy Act)

### option

Choose one of the following packages to complement your Principal Partner package:

Name Badges

Satchel

You also have the first option to conduct an exclusive Breakfast Symposium on Thursday 1 December or Friday 2 December 2011.

bonus

## premium partner upgrade

**For the added investment of \$25,000 be acknowledged as the Premium Congress Sponsor**

### 1 upgrade bonus available

In addition to the Principal Partner package entitlements, this upgrade will offer you the following:

Congress endorsement as the Congress Premium Partner in conjunction with Congress hosts

Naming rights to the Welcome Reception  
Opportunity for company representative to address the audience at the Welcome Reception for 3 minutes

Company logo and acknowledgement as Premium Partner on the home page and all pages of the website hyperlinked to your website

Company logo and acknowledgement as Premium Partner on the front cover of the Registration Brochure (e-copy)

Company logo and acknowledgement as Premium Partner on the front cover of the Congress Handbook

Company logo and acknowledgement as Premium Partner on the front cover of the Pocket Program

Option for abovementioned A4 full colour advertisement to be allocated the inside front cover or external back cover of the Congress Handbook

Company logo on all Congress session template slides screened throughout the Congress/all session rooms, all days and via the main sponsorship power point reel

Two additional complimentary exhibition booths with the option to purchase two additional booths at 50% of the original cost

In addition to the offering within the Principal Partner package, a delegate listing in excel file format eight weeks prior and two weeks prior to the Congress – including name, organisation and email address (subject to Privacy Act)

## major partner @ \$25,000

### 3 opportunities available

#### entitlements

Congress endorsement as a Major Partner

Verbal acknowledgement of the partnership by Congress Convenor during opening plenary session

Naming rights to one symposia session (subject to committee approval)

Company logo and acknowledgement as a Major Partner on the sponsor web page with hyperlink to your website

Company profile text x 150 words featured on the Congress website, in the Registration Brochure (e-copy) and in the Congress Handbook

Company logo and acknowledgement in the Registration Brochure (e-copy)

Company logo and acknowledgement in the Congress Handbook

Company logo and acknowledgement in the Pocket Program

Half page full colour advertisement in the Congress Handbook

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Company logo on the sponsorship acknowledgement board at the venue

Two (2) complimentary exhibition booths in a premium position (subject to availability)

Four (4) full Congress registrations all including one (1) ticket to the Welcome Reception and one (1) ticket to the Congress Dinner

One reserved table in a premium position at the Congress Dinner (guests allocated to this table must be holding a ticket either from the above allocation or as a delegate)

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

Delegate listing in excel file format post Congress – including name, organisation and email address (subject to Privacy Act)

# congress program packages

## education partner

**\$14,300**

### 1 opportunity available

The Education Partner is responsible for the funding of the five education awards that will be announced and presented at the Congress Dinner:

- Best Scientific Paper
- Best Poster
- Best Paper by a Nurse
- Best Paper by a Counsellor
- Best Clinical Paper

### entitlements

Verbal acknowledgement of the partnership at the awards presentation

Company logo and acknowledgement via power point slide at the awards presentation

Opportunity for company representative to address delegates x 3 minutes prior to the awards being presented

Company logo and acknowledgement as Education Partner on web page with hyperlink to your website

Company logo and acknowledgement in the Registration Brochure (e-copy)

Company logo and acknowledgement in the Congress Handbook

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Company logo on the sponsorship acknowledgement board at the venue

## scientific program supporter

**\$10,000**

### 4 opportunities available

This is your opportunity to demonstrate your commitment and support for the Scientific Program by offering financial support to enable quality scientific presentations and educational content. The Scientific Committee has selected an outstanding calibre of speakers for you to support.

### entitlements

Congress endorsement as a Scientific Program Supporter

Verbal acknowledgement of the partnership by the Congress Convenor during the opening plenary session

Company logo and acknowledgement as Scientific Program Supporter on the sponsor web page with hyperlink to your website

Company logo and acknowledgement in the Registration Brochure

Company logo and acknowledgement in the Congress Handbook

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Company logo on the sponsorship acknowledgement board at the venue

One (1) full Congress registration including one (1) ticket to the Welcome Reception and one (1) ticket to the Congress Dinner

## scientific program session support

**\$5,000**

### 6 opportunities available

Naming rights to one or more sessions from the Scientific Program is available (subject to committee approval). Here is another opportunity to demonstrate your commitment and support to the Scientific Program. Become immersed in the program with the further opportunity to provide a session chair for the session.

### entitlements

Naming rights to each selected session

Verbal acknowledgement of the partnership by the Session Chair during your selected session

Opportunity to provide a Chairman for each selected session  
Opportunity to supply two meet & greet people as delegates enter the session

Opportunity to do a seat drop for your nominated session

Company logo and acknowledgement as Scientific Program Session Supporter on sponsor web page with hyperlink to your website

Company logo and acknowledgement in the Registration Brochure

Company logo and acknowledgement in the Congress Handbook

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Company logo on the sponsorship acknowledgement board at the venue

One (1) full Congress registration including one (1) ticket to the Welcome Reception and one (1) ticket to the Congress Dinner

## sponsored breakfast session symposia

**\$3,300 each**

### 3 opportunities available

Breakfast sessions are available from 0700-830 each morning on the following days:

- Thursday 1 December 2011
- Friday 2 December 2011
- Saturday 3 December 2011

This session allows the sponsor full editorial control and access to participating delegates. All breakfast sessions will be promoted on the website pre-Congress, via the Congress program and daily via the house keeping notes. Congress will provide the venue and standard session room audiovisual equipment, complete with an audiovisual technician for the duration of the breakfast session, plus one full registration for the breakfast speaker

### entitlements

Exclusive naming rights and branding of the breakfast

Online booking facility for breakfast session upon registration

One e-blast invitation promoting breakfast to Congress database/registered delegates

Opportunity to create your own session with targeted messaging to delegates attending

Opportunity to brand your session with your free standing banners x 4 per session (sponsor to provide free standing signage approximately 2m high x 1m high)

Opportunity to provide registered meet and greet staff with full sales team integrated into the room

Opportunities for networking, database collection, distribution of company literature, targeted messaging to delegates attending, incentive program roll out and engagement – at sponsor's discretion

Delegate listing of your delegates attending two weeks prior to the session and again onsite

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at the venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

One (1) full Congress registration including one (1) ticket to the Welcome Reception and one (1) ticket to the Congress Dinner

#### **sponsor to provide**

200 word synopsis including speakers' details and content for Organising Committee approval and promotion on the Congress website

Any additional audiovisual equipment costs are to be borne by the sponsor

Speakers' costs borne by sponsor

Cost of breakfast catering borne by the sponsor



## **further information**

If you have any enquiries regarding exhibition or potential sponsorship opportunities please contact:

Helen McGowan  
Sponsorship & Exhibition Manager  
WALDRONSMITH Management  
61 Danks Street West  
Port Melbourne VIC 3207  
T 61 3 9645 6311  
F 61 3 9645 6322  
E whr2011@wsm.com.au

# congress hospitality packages

## congress dinner \$20,000

### 1 opportunity available

The Congress Dinner is open to all delegates and is bound to be a memorable evening.

### entitlements

Opportunity to provide a 3 minute address to the delegates at the commencement of the evening

Reserved table (table of 10) in a premium position

Opportunity to place a gift/show bag or branded chocolate for each delegate on dinner tables (to be provided by sponsor)

Opportunity to display your free standing banners on stage during the dinner (Sponsor to provide free standing signage approximately 2m high x 1m high – maximum of 2 banners)

Acknowledgment with logo on printed dinner menus

Two (2) full Congress registrations all including one (1) ticket to the Welcome Reception and one (1) ticket to the Congress Dinner

Eight (8) additional tickets for guests to attend the Congress Dinner

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

## internet & wi-fi café with espresso & barista

### \$20,000

### 1 opportunity available

Your exclusive opportunity to naming rights and branding of the World Congress Internet Wi-Fi Café and Espresso Bar.

A uniquely branded internet café with up to 6 terminals will be available to all delegates, speakers and exhibitors at the Congress. Situated in a prominent location on the exhibition floor plan, the internet café will be a well appointed and fast facility. A barista and an espresso machine will also be provided daily as part of the internet café – delegates will be able to grab a coffee, check emails and generally stay in touch whilst out of the office and away from home.

### entitlements

Prominent positioning for your branding over the duration of the Congress on the exhibition floor plan

Opportunity to display your pull up banners x 2 at Internet Café (sponsor to provide free standing signage approximately 2m high x 1m high)

Sponsor's company logo displayed as screen saver on each terminal together with your website as the default

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Opportunity to supply mouse pads, note pads and pens for delegate use (at sponsor's cost)

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

One (1) full Congress registration including one (1) ticket to the Welcome Reception and one (1) to the Congress Dinner

## espresso bar on exhibition floor

### \$10,000

### 2 opportunities available

Your company coffee Mecca!

Espresso bars will be situated prominently on the exhibition floor plan and can be located on or nearby to your exhibition stand/if you are also exhibiting. The Congress will supply an espresso bar, barista and all consumables for the duration of the Congress. Establish your brand, reinforce your brand, and become synonymous with coffee Mecca!

### entitlements

Prominent positioning for your branding over the duration of the Congress on the exhibition floor plan

Company logo and acknowledgment on Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Opportunity to display a pull up banner x 1 at the rear of your espresso bar (sponsor to provide free standing signage approximately 2m high x 1m high)

Opportunity also to provide branded coffee cups, napkins and tee-shirts/caps for the barista to wear on-site over the duration of the Congress (at sponsor's cost)

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

## happy hour \$10,000

### 1 opportunity available

As Thursday's scientific program draws to a close, the delegates will gather in the exhibition area for a relaxing drink before they enjoy a free evening. Your company will be recognised for as hosts for this evening.

### entitlements

Company logo and acknowledgment on Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Company logo on the screens throughout the exhibition area exclusively for the duration of the Happy Hour

Opportunity for a company representative to address the delegation for 3 minutes throughout Happy Hour

Opportunity to display a pull up banner x 6 throughout the exhibition area during the Happy Hour period

Opportunity also to provide branded napkins, coasters and tee-shirts/caps for the service staff to wear (at sponsor's cost)

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

## thirst quencher/ bottled water \$10,000

### 1 opportunity available

Your chance to offer Congress delegates cool, spring water daily – each bottle branded with your company logo. Melbourne will be warm in early December and each bottle of water will be welcomed. Congress to supply bottled water for distribution to the delegates.

### entitlements

Exclusive offer of branded, bottled water to delegates daily

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

## daily catering thursday, friday or saturday

## \$5,000 each

### 1 opportunity available

Become a daily catering sponsor for one or all of the days and enjoy knowing your company will be associated with the satisfying food and refreshments being served within the exhibition area – prime networking opportunity.

### entitlements

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Opportunity to display x 1 pull up banner at each of the six catering stations at the venue (Sponsor to provide free standing signage approximately 2m high x 1m high)

Opportunity to provide branded napkins for each catering station/all catering breaks (at sponsors cost)

### bonus

Purchase three days of catering you receive two (2) full Congress registrations each including one (1) ticket to the Welcome Reception and one (1) ticket to the Congress Dinner.



# congress materials packages

## congress satchels \$10,000

### 1 opportunity available

Your logo will feature together with the Congress logo on the satchel, which contains the official Congress materials distributed to all delegates upon arrival. The delegate satchels will provide direct and constant exposure throughout and long after the Congress.

### entitlements

Company logo featured on all delegate satchels

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

## congress name badges & lanyards \$10,000

### 1 opportunity available

To gain access to the Congress all delegates are required to wear the official Congress Name Badge. This is an opportunity to have your company logo printed on all name badges and lanyards alongside the Congress logo and to gain great exposure throughout the Congress.

Alternatively you may provide your own company branded lanyards to be used as the Congress lanyard – subject to committee approval. If so the package price reduces to \$6,000.

### entitlements

Company logo featured on Congress Name Badges and Lanyards in conjunction with Congress logo

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

## electronic poster zone sponsor \$8,800

### 1 opportunity available

E-Posters (or electronic posters) are the modern take on the traditional set-up of physical posters attached to boards. Presented via large plasma screens as well as self service computer kiosks – the E-Poster Zone will give attendees the flexibility to view posters during and after the meeting sessions; and not just at the allocated poster session times. This package involves sponsorship of an online electronic poster zone, which includes extensive branding opportunities.

### entitlements

Naming rights to the electronic poster zone

Company logo featured on zone booth construction

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Opportunity to supply promotional material for placement at the zone (at sponsor's cost)

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

## electronic program boards \$8,800

### 1 opportunity available

Become the oracle!

E-program boards (or electronic program boards) provide an easy program guide for delegates at key venue locations. Online and current program information will be instantly updated for all delegates.

### entitlements

Four e-program boards located in strategic locations at the venue

Exclusive logo branding on all e-program boards

Company logo and acknowledgment on Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

## speaker support lounge

**\$5,000**

### 1 opportunity available

An inner sanctum – look after the speakers!

Create an inviting lounge area, a calm space for all Congress speakers; ensuring the finer points of their presentations are finessed to perfection. With over 50 speakers conducting presentations this is a unique opportunity to brand this lounge area into which all speakers must gather.

Congress will provide the lounge area (room only) and speaker preparation room AV facilities complete with technical support staff to facilitate speaker check in.

### entitlements

Engagement with each of the speakers presenting at the Congress

Company logo and acknowledgment on Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Opportunity to display a pull up banner x 1 at the entrance to the lounge and x 1 inside the lounge (sponsor to provide free standing signage approximately 2m high x 1m high)

Opportunity to supply promotional material for placement within the lounge

Opportunity to provide a hostess to welcome speakers to the lounge (at sponsors cost)

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

## media room

**\$8,800**

### 1 opportunity available

Sure to create media attention – be aligned with world, ground breaking updates/press releases!

Media interest both national and international at this Congress is always considerable with radio and television keen for interviews and comment. Congress will provide the media room, all facilities and the media manager.

### entitlements

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

Opportunity to display a pull up banner x 1 at the entrance to Media Room and x 1 inside the room (sponsor to provide free standing signage approximately 2m high x 1m high)

One complimentary (1) satchel insert (A4 flyer and excludes note pads & pens)

Opportunity to supply promotional material for placement within the media room

## writing pads & pens

**\$6,000**

**x 1000 units + stock**

### 1 opportunity available

A marketing opportunity is available to provide delegates with company branded writing pads and pens in the delegate satchels. You will be required to provide the necessary stock.

### entitlements

Company branded pads and pens placed in each delegate satchel

Company branded note pads and pens used on registration desk

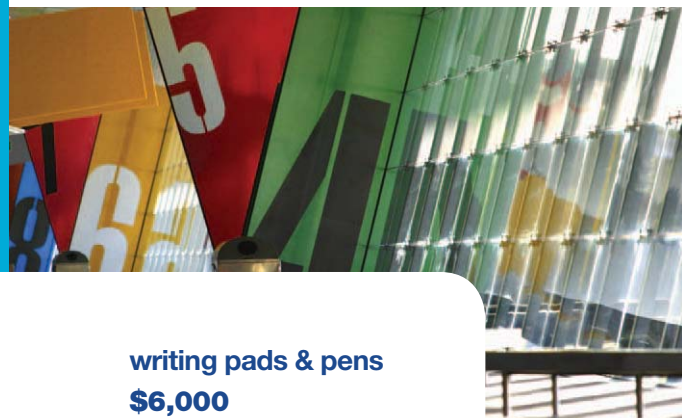
Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy only)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel



## congress materials packages continued

### housekeeping notices

**\$5,000**

#### 1 opportunity available

Herald the News!

Housekeeping notices herald the most current Congress news and are awaited eagerly each day by Congress delegates. Read by the Congress Chairman in all rooms every day and highlighted on the projection screen – become associated with the latest Congress news.

#### entitlements

Company acknowledgment by session chairman at the conclusion of the housekeeping notes and via exclusive power point slide shown whilst notes are being read

Company logo and acknowledgment on the Congress website with hyperlink to your website

Company logo and acknowledgment in the Registration Brochure (e-copy)

Company logo and acknowledgment in the Congress Handbook

Company logo on the sponsorship acknowledgement board at venue

Company logo screened throughout the Congress including session rooms and exhibition area via the main sponsorship power point reel

### satchel inserts

**\$2,500**

**for exhibitors and sponsors (5 opportunities)**

**\$4,000**

**for non exhibitors and non sponsors (5 opportunities)**

#### limited opportunities available

Information describing your initiatives, products and services can be placed directly in the hands of your key audience. Insert corporate literature or merchandise in the delegate satchel and be guaranteed it reaches every delegate. Limited opportunities are available and will be issued on a first come first served basis. Print material is limited to a maximum of four (4) A4 pages/collated.

### seat drops

**\$2,500**

#### 6 opportunities available

This sponsorship provides your organisation an opportunity to display promotional material or a giveaway on each delegate's seat prior to the commencement of a pre-selected session (sessions/materials subject to committee approval). Limited opportunities are available and will be issued on a first come, first serve basis and is only available to confirmed sponsors or exhibitors. Seat drop is a guaranteed way to get every delegate's attention.

## advertising

Opportunity to advertise in the Congress Handbook (distribution in excess of 1000 copies)

**Full page colour – internal page \$2,000 per publication**

**Half page colour – internal page \$1,500 per publication**



## exhibition opportunities

Acknowledging the importance of the exhibition, the Congress program has been structured to provide maximum exposure to exhibitors. Lunch, morning and afternoon teas will be served in the exhibition and the exhibition will be referred to throughout the Congress by the Session Chairs. Exhibitors are also encouraged to attend the social events so they can mix with delegates in a relaxed and informal environment.

The Congress Exhibition is integral to the event and will be located in Rooms 201 and 202 on Level 2 of the Melbourne Convention & Exhibition Centre. Session chairs will invite delegates to visit the exhibition throughout catering breaks. The Congress provides exhibitors with the opportunity to market their products and services direct to key decision makers from their target markets – both nationally and globally.

# exhibition opportunities

## inclusions

Exhibitors are entitled to the following benefits and features:  
3.0m x 3.0m booth space,  
2.5m high

Shell scheme booth: Black, velcro compatible back and side walls, company fascia signage (maximum 26 characters), two 120w spotlights and one 4 amp general purpose outlet

Company name, website address and booth location will be listed in the Congress Handbook

Two satchels per booth containing all Congress materials

Exhibitor registration for two organisation representatives. This includes access to the scientific program, morning and afternoon tea, lunch (Thursday to Saturday), Welcome Reception and Congress Dinner.

Subsequent booths purchased include one exhibitor registration only

## conditions

Please note additional company representatives (in excess of two per booth) will be required to register and pay an additional exhibitor fee of \$390 per person. The exhibitor fee includes: access to the scientific program, morning and afternoon tea, lunch (Thursday to Saturday), Welcome Reception. Additional tickets can be purchased for the Congress Dinner.

Please note all organisation representatives are required to be registered for the Congress. Each exhibitor must keep their display within the dimensions of the exhibition booth. Should your display or exhibit require space or a layout other than that indicated above we would welcome discussion to facilitate your needs.

Should you wish to provide your own booth design or pre-fabricated booth module in your allocated area you must submit your design plans to WALDRONSMITH Management before 30 September 2011.

## installation

Exhibits are to be set up on Wednesday 30 November (late afternoon/early evening) for opening at 8am on Thursday 1 December 2011.

## dismantling

The exhibits can be dismantled following lunch on Saturday 3 December from 2pm to 4pm. Under no circumstances will exhibitors be permitted to dismantle exhibits before the advertised bump out time on Saturday 3 December 2011.

## exhibition hours

Thursday 1 December 2011  
8am to 5.30pm

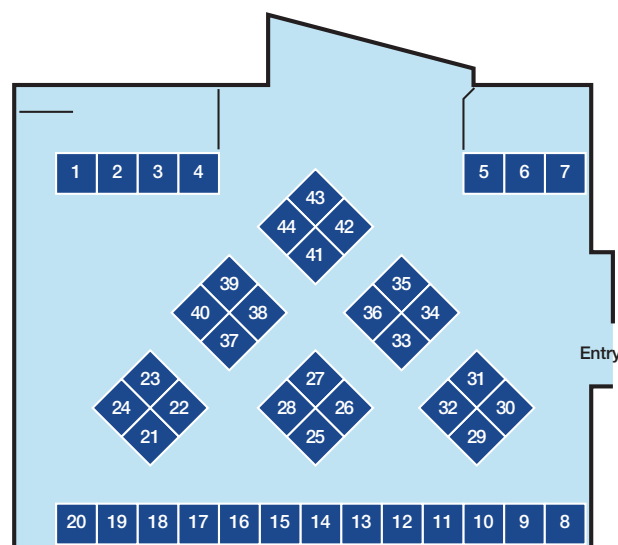
Friday 2 December 2011  
8am to 5.30pm

Saturday 3 December 2011  
9am to 2pm

## sponsorship & exhibition booking & confirmation of participation

To confirm your participation, please complete and return the Application to Sponsor or Exhibit. When the form is received you will be sent an acknowledgement and a tax invoice.

To confirm your exhibition space/sponsorship, we require a completed application form together with a 50% deposit. Your booking will only be processed and secured upon receipt of this deposit. The balance of payment is required by Friday 8 July 2011.



PLEASE NOTE: BOOTH ALLOCATIONS WILL BE ALLOCATED FIRST TO SPONSORS, THEN EXHIBITORS, IN ORDER OF APPLICATIONS. YOUR ENTITLEMENTS WILL BECOME EFFECTIVE ONCE PAYMENT IS RECEIVED.

## further information

If you have any enquiries regarding exhibition or potential sponsorship opportunities please contact:

Helen McGowan  
Sponsorship & Exhibition Manager  
WALDRONSMITH Management  
61 Danks Street West  
Port Melbourne VIC 3207 Australia  
T 61 3 9645 6311  
F 61 3 9645 6322  
E whr2011@wsm.com.au

[humanreproduction2011.com](http://humanreproduction2011.com)