




**2020**

**SPONSORSHIP PACKAGES**

**AD****HTA**

*AUSTRALIAN DENTAL and ORAL HEALTH THERAPISTS' ASSOC Inc.*

	Title: Policy & Guidelines 2: Sponsorship Guidelines	
	Date Reviewed: October 2019	Version PG2.19.0
	Approved by: Executive Council	Next Review: October 2020

## ABOUT ADOHTA

ADOHTA is a progressive national representative body in Australia for Dental and Oral Health Therapists providing leadership, collaboration and advocacy to enhance the profession and the oral health outcomes for the community.

ADOHTA promotes the internal development of the Dental and Oral Health Therapy profession by maintaining its goal to “achieve growth and development in Dental and Oral Health Therapy across Australia and the pursuit of excellence”.

We invite you to read the following sponsorship opportunities and then contact us to customise your involvement to reach your target market and meet your marketing objectives.

## WHO WILL ATTEND?

These events are organised for all Dental and Oral Health Therapists and Hygienists who work in both private and public practice, oral health educators and students.

## WHY SPONSOR?

Participating as a sponsor or exhibitor at an ADOHTA event can put your company face to face with your target market and demonstrate your level of support and commitment to the dental industry. Align your brand with ADOHTA and their members and strengthen your company’s ties within the industry.

The conference can provide your organisation with:


- Exposure to an event devoted to oral health
- The opportunity to demonstrate your company’s commitment to the industry
- An opportunity to build and reinforce strategic relationships
- Time to network with industry colleagues and key decision makers
- A cost effective way to reinforce your organisation’s brand and build brand awareness
- Time to present latest innovations and new products or services to a pertinent audience
- Showcase your expertise and capabilities and educate the delegates

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing strategies. To discuss your options and ways to personalise your sponsorship package please contact our administration team and/or event manager.

ADOHTA Administration Support

E: [admin@adohta.net.au](mailto:admin@adohta.net.au)

M: 0498 664 943

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## ADOHTA SPONSORSHIP PACKAGES 2014


Event Type	Coverage	Duration	Approx Participants	Sponsorship Packages
Executive Event	National	1-2 days	20-25	\$500 - \$1000
Seminar/ Workshop	Local/State	< 1 day	0-100	\$300 - \$1000
Conference/ Symposium Tier 1	State	< 1 day	100-200	\$300 - \$2500
Conference/ Symposium Tier 2	National	< 2 day	200+	\$500 - \$7500
International Conference Tier 3	International	< 2 day	300+	\$500 - \$15000

\*all packages are exc. GST

## ADOHTA Sponsorship Benefits Matrix


*These Matrixes' are examples only and may vary from event to event.*


 <b>SPONSORSHIP BENEFITS MATRIX Executive Event</b>	Certificate of Sponsorship	Acknowledgement at opening and closing sessions	Opportunity to address the National Executive	Acknowledgement and logo on all printed material	Logo on Screen at specific sessions	Editorial feature on Sponsor' s Product or Services	Logo' s on Refreshment Tables	Logo on website <a href="http://www.adohta.net.au">www.adohta.net.au</a>
Principal - Gold	✓	✓	✓	✓	✓	1/2 Page	✓	✓
Principal - Silver	✓	✓		✓	✓	1/4 Page	✓	✓

 <b>SPONSORSHIP BENEFITS MATRIX Seminar/Workshop</b>	Certificate of Sponsorship	Acknowledgement at opening and closing sessions	Acknowledgement at specific sessions	Acknowledgement and logo on all printed material	Logo on Screen at specific sessions	Complimentary Trade Booth	Advertisement in Conference program	Editorial feature on Sponsor's Product or Services	Thanks at raffle drawing	Complimentary Registrations	Logo on website www.adohta.net.au
<b>Principal – Gold</b>	✓	✓		✓		✓	1/2 Page	1/2 Page		2	✓
<b>Principal - Silver</b>	✓	✓		✓		✓	1/2 page	1/4 page		2	✓
<b>Principal - Bronze</b>	✓	✓		✓		✓	1/4 Page	1/4 Page		1	
<b>Keynote Speaker</b>	✓		✓	✓	✓		1/4 Page			1	
<b>Business</b>	✓	✓				✓					
<b>Door Prizes</b> Prize valued at \$100 (min)									✓		

Additional sponsorship opportunities may or may not be available at these events for:-


- Trade Tables/Booth
- Social Functions
- Printed Programs

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 <b>AUSTRALIAN DENTAL and ORAL HEALTH THERAPISTS' ASSOC Inc.</b>  <b>SPONSORSHIP BENEFITS MATRIX Conference Tier 1</b>	Certificate of Sponsorship	Acknowledgement at opening and closing sessions	Acknowledgement at specific sessions	Acknowledgement and logo on all printed material	Logo on Screen at specific sessions	Complimentary Trade Booth	Advertisement in Conference program	Editorial feature on Sponsor's Product or Services	Logo's on Refreshment Tables	Thanks at raffle drawing	Inserts into Conference Satchel	Complimentary Registrations	5min presentation at dinner	Complimentary Social Tickets	Logo on website www.adohta.net.au
Principal – Gold	✓	✓		✓		✓	1/2 Page	1/2 Page			1	2	✓	2	✓
Principal - Silver	✓	✓		✓		✓	1/2 page	1/4 page			1	2		2	✓
Principal - Bronze	✓	✓		✓		✓	1/4 Page	1/4 Page			1	1		2	
Keynote Speaker	✓		✓	✓	✓		1/4 Page				1	1		1	
Business x 6	✓	✓									1				
Door Prizes Prize valued at \$100 (min)										✓					
Conference Satchel	✓			✓			1/4 Page				1	1		1	
Social Function	✓		✓	✓	✓		1/2 Page	1/2 Page	✓		1	1	✓	4	
Lanyards/ Name Badges	✓			✓							1	1			
Refreshment Breaks	✓		✓						✓		1	1			



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 <b>SPONSORSHIP BENEFITS MATRIX</b> <b>Conference Tier 2/3</b>	Certificate of Sponsorship	Acknowledgement at opening and closing sessions	Acknowledgement at specific sessions	Acknowledgement and logo on all printed material	Logo on Screen at specific sessions	Complimentary Trade Booth	Advertisement in Conference program	Editorial feature on Sponsor's Product or Services	Logo's on Menus/Dinner Colour Theme	Thanks at post dinner raffle	Inserts into Conference Satchel	Complimentary Registrations	5min presentation at dinner	Complimentary Dinner Tickets	Logo on website <a href="http://www.dentalconference.com.au">www.dentalconference.com.au</a>
Principal - Platinum	✓	✓		✓		✓	Back Page	1/2 Page			1	2	✓	4	✓
Principal - Gold	✓	✓		✓		✓	1/2 Page	1/2 Page			1	2		2	✓
Principal - Silver	✓	✓		✓		✓	1/2 page	1/4 page			1	2		2	✓
Principal - Bronze	✓	✓		✓		✓	1/4 Page	1/4 Page			1	2		2	✓
Keynote Speaker	✓		✓	✓	✓		1/4 Page				1	1		1	✓
Keynote Speaker Day 2	✓		✓	✓	✓		1/4 Page				1	1		1	✓
Conference Satchel	✓			✓			1/4 Page				1	1		1	✓
Gala Dinner	✓		✓	✓	✓		1/2 Page	1/2 Page	✓		1	1	✓	4	✓
Lanyards/ Name Badges	✓			✓							1	1			✓
Refreshment Breaks	✓		✓								1	1			✓
Business x 6	✓	✓									1				
Door Prizes valued at \$100 min										✓					

## TERMS AND CONDITIONS OF SPONSORSHIP:

1. Sponsorships will only be confirmed on receipt of a signed application form and deposit: A tax invoice will be issued for a sponsorship commitment with confirmation being given on the payment of a deposit (50% of total sponsorship cost). Final payment is due 30 days prior to the event. All applications received within 60 days of the event must be accompanied by full payment.
2. Sponsorship packages are not considered confirmed until a 50% deposit of total costs is received.
3. Final Payment of 50% is due 90 days prior to an event. Should final payment not be received 75 days prior to an event, the package will be released for re-sale and the deposit not returned.
4. Sponsorship will be allocated at the discretion of the organising committee and selected based on their ability to meet conference requirements. The organising committee reserves the right to review all display materials provided by a sponsor and/or with discretion, refuse any application.
5. The conference organising committee reserves the right to amend the sponsorship packages to benefit the sponsor, conference and delegates.
6. All sponsors must comply with the principles that their sponsorship must;
  - a. Withstand professional and public scrutiny
  - b. Confirm to professional and community standards of ethics and good taste,
  - c. Not bring ADOHTA and/or the industry into disrepute
7. The delivery of sponsorship entitlements will be provided subject to the Sponsor's application and supply of materials meeting production timelines.
8. Specifications regarding artwork for logos and advertisements, delivery details for signage and satchel inserts will be sent to sponsors by the conference organisers.


## BECOME A SPONSOR TODAY!

These packages are to be used as a guideline for events scheduled in 2014 where sponsorship is still to be finalised. To express your interest in sponsoring events please complete the form on the next page and forward to;

ADOHTA  
Administration Support  
P O Box 405  
Nundah Qld 4012  
Email: [admin@adohta.net.au](mailto:admin@adohta.net.au)  
Mobile: 0498 664 943

To discuss sponsorship opportunities or for more information about ADOHTA events please contact administration support.

Thank you for considering sponsorship of an ADOHTA event. An organisation representative will be in contact with you to finalise details.

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## SPONSORSHIP EXPRESSION OF INTEREST FORM

I would like to express my interest in a sponsorship package indicated below

**Organisation** \_\_\_\_\_ **ABN:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_ **State:** \_\_\_\_\_ **Postcode:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Event/Events Interested:** \_\_\_\_\_

### Sponsorship Level/Levels:

*(Please tick)*

❖ **Executive Event**

- Gold
- Silver

❖ **Seminar/Workshop**

- Gold
- Silver
- Bronze
- Other

❖ **Conference Symposium Tier 1**

- Would like to be contacted by event organiser

❖ **Conference Symposium Tier 2**

- Would like to be contacted by event organiser

❖ **International Conference Tier 3**

- Would like to be contacted by event organiser

I have read and understand the Terms and Conditions on the previous page  *(please tick)*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Return signed form to Email: admin@adohta.net.au or PO Box 405 Nundah, QLD 4012.