



**SLEEP HEALTH
& WELLBEING
EXPO**
SLEEP NUTRITION MINDSET EXERCISE

Sponsorship & Exhibition Prospectus

Brisbane Convention & Exhibition Centre
Brisbane October 9th 2021

About the Sleep Health & Wellbeing Expo

In order to maintain a well-balanced, healthy lifestyle it's important to give the same level of care and attention to 4 elements, known as "Pillars of Health";

- Sleep
- Mindset
- Exercise
- Nutrition

These four pillars are our foundation to good health. If one or more of these pillars are not in place it will have a negative impact on the others. This is particularly the case with sleep. Having a good night's sleep is important for brain function, muscle repair, and metabolism. So, even if you exercise daily and maintain a balanced diet, if your sleep is poor you may struggle to achieve your desired results. Likewise, if your mindset, diet and exercise is compromised this can have a negative impact on the quality of your sleep. This can set off a vicious cycle that can be hard to get out of.

The Sleep Health & Wellbeing Expo is brought to you by **Sleep Disorders Australia (SDA)** It is a **free** to the public, industry-leading event providing an unparalleled opportunity for people to discover and connect with community services, businesses, and organisations within the sleep health, and allied health care industries. Our event will not just be an expo, it will also feature a diverse and comprehensive speaker program developed by qualified sleep and allied health care professionals.

Sleep is often overlooked as being important to our health. However, research shows that without adequate sleep our health, resilience and performance is greatly impacted. Our goal is to shine a light on the importance of good sleep health and to show how a holistic approach, incorporating all 4 pillars of health is essential to overall wellbeing.

Join us at Australia's first Sleep Health & Wellbeing Expo and help us reach our goal!

The Delegates – Who Will Attend

This event will not just be for members of the public affected by sleep disorders and comorbid conditions that impact their overall wellbeing and others with sleep problems and poor overall health. It will be a great opportunity for health professionals from all 4 pillars of health to connect with others in the sleep and allied health care industries to learn from each other and to find new ways to help their patients and clients.

Why You Should Be Involved

The Sleep Health & Wellbeing Expo will provide a platform for interaction with sleep and allied health care professionals, researchers, and consumers. This will enable you to keep them informed of the latest product and service advancements and industry trends. Together with national and possible international based speaker information sessions, excellent venue and facilities, the expo will provide a valuable and unique environment for networking with delegates and decision makers. You will have access to all of the attendees throughout the course of the expo with great opportunities to network.

Information Sessions – What will be covered?

These are an example of some of the areas that will be covered;

- Four Pillars of Health – finding the right balance and how to maintain it
- Eat Well, Sleep Well: How diet affects your sleep and why a well-balanced diet is essential for good sleep health
- A good night's sleep for a healthy mind
- Exercise Physiology – how can clinical exercise interventions help improve sleep?
- Children's and adolescent sleep health
- Diabetes and sleep apnea
- Insomnia – What is Cognitive Behavioural Therapy (CBTi)?
- Aged sleep health
- Sleep apnea treatments

We will have two session rooms running all day attracting people interested in all areas of health and wellbeing. The event will offer ample time for product placement, interactive discussions, and informative presentations.

Sponsorship, Exhibition & General Enquiries:

Mr Ty Fleming
Conference Link
PO Box 42
FERNY HILLS DC QLD 4055
Phone: +61 7 3851 4298
Fax: +61 7 3851 1427
Email: tdf@conferencelink.com.au

SPONSORSHIP OPPORTUNITIES

Partnership Sponsor

\$13,500 (incl. GST) ea

- Named meeting room
Signage in one (1) of the information session meeting rooms (company to provide)
- Distribution of company / product in “named” meeting room
- 6 x Sleep Health and Wellbeing Expo passes
- Choice of booth position prior to Major and Key Sponsors and exhibitors
(if purchased prior to Friday 9th of October 2020)
- One 3m x 2m exhibition booth
- Option to purchase a second booth (only sponsors will be permitted to have double booths)
- Complimentary “Air-space” in exhibition (excluding rigging cost)
- Company logo with a link back to your website on the Expo website
- Company logo on Expo media
- Sponsorship acknowledgement post on Expo and SDA social media
- Logo and listing in the Expo handbook as a Sponsorship Partner (deadlines apply)
- 200-word company or product profile in the Expo handbook (deadlines apply)
- Full colour page advert in SDA’s information book¹ (deadlines and conditions apply)
- Advertisement space on the supplier’s page on SDA’s website² (conditions apply)
- Use of sponsorship status in own marketing
e.g.: Sleep Health and Wellbeing Expo Partnership Sponsor 2021
- 2 x A4 satchel inserts
- Attendee list 2 weeks prior to expo (pdf version – name and institution, subject to privacy)
- Attendee list 1 week prior to expo (pdf version – name and institution, subject to privacy)
- Attendee list 1 week post expo (pdf version – name and institution, subject to privacy)
- Acknowledgment – Information session rooms (power-point)

*Logo to be forwarded upon booking

¹ SDA’s information booklet is a highly sought-after resource that is distributed free to sleep clinics, hospitals, pharmacies, community centres, doctor’s surgeries and allied health services all over Australia. It is also available to the public via the numerous public events that SDA is involved in eg; industry related expos, conferences, shopping centres and other similar public displays. The booklet is also available to view and download on SDA website and social media. A minimum of 50,000 books are printed each year.

Benefits are valid for 12 months from date profile is uploaded by SDA

² Advertisement runs for 12 months from the date advert is uploaded to the supplier page on the SDA website.

SPONSORSHIP OPPORTUNITIES

Major Sponsor

\$9,800 (incl. GST)

- Choice of booth position prior to Key Sponsors and exhibitors (if purchased prior to Friday 9th of October 2020)
- One 3m x 2m exhibition booth
- Option to purchase a second booth (only sponsors will be permitted to have double booths)
- Complimentary “Air-space” in exhibition (excluding rigging cost)
- Opportunity to place a free standing pull up banner in the registration area (company to provide)
- 4 x Sleep Health and Wellbeing Expo passes
- Company logo with a link back to your website on the Expo website
- Company logo on Expo media.
- Sponsorship acknowledgement post on Expo and SDA social media
- Logo and listing in the Expo handbook as a Major sponsor (deadlines apply)
- 150-word company or product profile in the Expo handbook (deadlines apply)
- Full colour half page advert in SDA’s information book¹ (deadlines and conditions apply)
- Advertisement space on the supplier’s page on SDA’s website²
- Use of sponsorship status in own marketing
e.g.: Sleep Health and Wellbeing Expo Major Sponsor 2021¹
- 1 x A4 satchel insert
- Attendee list 2 weeks prior to expo (pdf version – name and institution, subject to privacy)
- Attendee list 1 week prior to expo (pdf version – name and institution, subject to privacy)
- Attendee list 1 week post expo (pdf version – name and institution, subject to privacy)
- Acknowledgment – information session rooms (power-point)

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SPONSORSHIP OPPORTUNITIES

Key Sponsor

\$7,500 (incl. GST)

- Choice of booth location ahead of exhibitors (if purchased prior to Friday 9th of October 2020)
- One 3m x 2m exhibition booths
- Option to purchase a second booth (only sponsors will be permitted to have double booths)
- 2 x Sleep Health and Wellbeing Expo passes
- Complimentary “Air-space” in exhibition (excluding rigging cost)
- Company logo with a link back to your website on the Expo website
- Company logo on Expo media
- Sponsorship acknowledgement post on Expo and SDA social media
- Logo and listing in the Expo handbook as a Key sponsor (deadlines apply)
- 100-word company or product profile in the Expo handbook (deadlines apply)
- Full colour Quarter page advert in SDA’s information book¹ (deadlines and conditions apply)
- Advertisement space on the supplier’s page on SDA’s website²
- Use of sponsorship status in own marketing
e.g.: Sleep Health and Wellbeing Expo Key sponsor 2021¹
- Attendee list 1 week prior to expo (pdf version – name and institution, subject to privacy)
- Attendee list 1 week post expo (pdf version – name and institution, subject to privacy)
- Acknowledgment – Information session rooms (power-point)
*Logo to be forwarded upon booking

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FOLLOWING SPONSORSHIP DOES NOT INCLUDE EXHIBITION BOOTH

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Information Session Presentation Opportunity \$1,000ea (Incl. GST)

Venue: P3 – P5 Plaza Level BCEC

Date: October 9th 2021

Limited opportunities available.

Opportunity to present an information session for **40 mins** (content subject to approval)

Sponsorship inclusions

- Listing with your logo or personal photo in the Expo handbook
- 100-word profile in the Expo handbook (deadlines apply)
- Listing and acknowledgement on the Expo website with a link back to your website
- Listing and acknowledgement on SDA's website with a link back to your website
- Acknowledgement post on Expo and SDA social media
- Recognition in SDA's member newsletter
- Recognition on intersessional slide

Satchel Sponsor (one only) \$3200 (incl. GST)

- Exclusive name / logo* on satchel (plus conference logo)
- Recognition in the Expo handbook
- Recognition on Expo and SDA social media
- Recognition on Expo website with a link back to your website
- 2 x A4 satchel insert

A selection of satchels will be suggested by committee
*Logo to be forwarded upon booking, and subject to ordering deadlines

Lanyard Sponsor (one only) \$1200 (incl. GST)

- Company to supply suitable lanyards with company logo
(must be double ended lanyards, not single/swivel clips)
- No other company is to hand out company lanyards
- Recognition in the Expo handbook
- Recognition on Expo and SDA social media
- Recognition on Expo website with a link back to your website

Phone Recharge Stations (one only)

\$450ea (incl. GST)

- Opportunity to sponsor phone recharge stations with your logo on the station
- Charging station will be located within the expo area or on your stand
- Recognition in the Expo handbook
- Recognition on Expo and SDA social media
- Recognition on Expo website with a link back to your website

Coffee Station (one only)

\$1200ea (incl. GST)

- Opportunity to sponsor Coffee station with your logo on the station
- Coffee station will be located within the expo area or on your stand
- Recognition in the Expo handbook
- Recognition on Expo and SDA social media
- Recognition on Expo website with a link back to your website

ADVERTISING OPPORTUNITIES

Satchel Inserts

Have one piece of company or product information (A4 Flyer) included in the satchels

- Exhibitor \$300 (incl. GST)
- Non-Exhibitor \$450 (incl. GST)

Chair Drop

Have one piece of company or product information (A4 Flyer) or merchandise set out on the chairs prior to an information session

- Exhibitor \$500 (incl GST)
- Non-Exhibitor \$650 (incl GST)

Air Space

\$900 (incl. GST)

- Use of air space is confined to the dimensions of exhibition space footprint, as approved by the Organising Committee and the Brisbane Convention and Exhibition Centre (BCEC) (manufacture and rigging costs at exhibitor and sponsor's expense)
- Air space denotes any area above 2.5m; this includes any signage that is positioned on or above the 2.5m height of your booth.
- Air space is complimentary to Sponsorship Partners, Major and Key sponsors but manufacture and rigging costs at sponsors and exhibitor's expense.

EXHIBITOR INFORMATION

Exhibition Space

\$1,500ea (incl. GST)

- One - 3m x 2m x 2.5m high booth space in the industry exhibition trade display area (shell included)
- No custom booths permitted
- 2 stand attendee registrations
- One Satchel per exhibition booth
- Listing in expo handbook
- Attendee list 1 week post expo (pdf version – name and institution, subject to privacy)

Additional Stand Attendees

Additional company representatives will be at a cost of \$150.00 (incl. GST) per day (NO ½ DAY SHUFFLES)

Booth / Space Allocation

A floor plan is included in this prospectus (see page 13)

All booths are numbered and you are required to submit your first four preferences for booth/space locations.

Booth allocation will commence from the Monday the 12th of October 2020

Exhibitor Manual

Further information regarding furniture, hire goods, electricity and storage will be provided in the exhibition manual provided to each confirmed exhibitor.

Additional booths are available at the same fee and have the same amenities as above price. Only sponsors may have 2 booths.

Any outside contractors must register under the company listing at a cost of \$98.00 incl GST per person per day (ie: baristas, massage therapists, etc).

GENERAL INFORMATION

Things you need to know

The following terms and conditions apply to your application to sponsor and/or exhibit at the 2021 Sleep Health & Wellbeing Expo 2021. Sleep Disorders Australia (SDA) will review all requests to exhibit at the Sleep Health and Wellbeing Expo and if successful a confirmation will be sent by Conference Link. Returning a completed signed and dated application confirms your acceptance of these terms and conditions. We do not accept responsibility for any errors, omissions or changes. Details may change without notice.

Financial Facts

100% of your total sponsor/exhibition fee must accompany your booking. Booth selections will not be allocated until payment is received. Payments are to be made in Australian dollars by cheque, credit card or direct deposit. All prices quoted in the prospectus include GST. Cheque payments are to be made payable to: SDA and mailed to: Conference Link, PO Box 42, Ferny Hills QLD 4055.

If you need to cancel

Your cancellation must be advised in writing and will be processed in accordance with the below.

Days from Arrival Date	Date	Cancellation Policy
>61 days from arrival		75% of Sponsorship and / or Exhibition costs refunded
60 – 31 days from arrival		50% of Sponsorship and / or Exhibition costs refunded
30 – 15 days from arrival		25% of Sponsorship and / or Exhibition cost refunded
<14 days from arrival		No refunds given

If cancellation occurs, refunds will be actioned after the conference. If booth or product is resold a refund will be given less a \$200 administration charge.

You and your staff—onsite

Your application to sponsor or exhibit does not constitute an attendee registration. You will need to do that separately on the relevant form in the exhibitor's guidelines provided after confirmation of booking. All exhibition staff must be registered using the relevant form i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

Print Entitlements

Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format. No print or web recognition will be given unless payment terms have been met.

Sponsor & Exhibitor Notes

You may not assign, share, sub-let or grant licences for the whole or part of the booth without our prior approval. We reserve the right to ask you to remove any display items we deem as unacceptable. You must conduct business only from within the confines of your booth. You may not tout or place any material or furniture outside your booth/space. You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric. Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with us. Any supplier you use on site must conform to the venue's OH&S policies, insurance and other regulations.

Completing a Booking Request Form does not guarantee an exhibition booth. All request to exhibit will be reviewed prior to a confirmation or rejection notification by Conference Link.

Sponsored Information Sessions

Meeting sponsorship includes: -

- Basic AV (projector, screen, speakers, microphone lectern and laptop)
- Listed sponsorship inclusions

Conference Link can direct you to relevant contacts and will connect you with the BCEC contacts.

Privacy Statement

Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and the administration of this event and future events of this type. If you do not consent, please advise us. In addition, your name, organisation and country/state of origin may be published on the attendee list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.

Exhibition Floor Plan

A floor plan is provided. Should changes to the floor plan be necessary due to demand, confirmed exhibitors will be notified of any relevant adjustments to the layout. SDA and Conference Link reserve the right to make changes to the floorplan layout.

Condition of Payment

Sponsorship/exhibitor entitlements will only be delivered upon receipt of a booking request form, full payment and approval by SDA and Conference Link.

Condition of Advertising

For acknowledgement of sponsorship in the Registration Brochure or Expo Handbook, sponsors need to have paid in full for their sponsorship and send their logo with their booking to the secretariat. (Vecta EPS and a high-resolution JPEG file). If we do not receive your logo it is considered that you do not wish to have it included in any publications.

Insurance

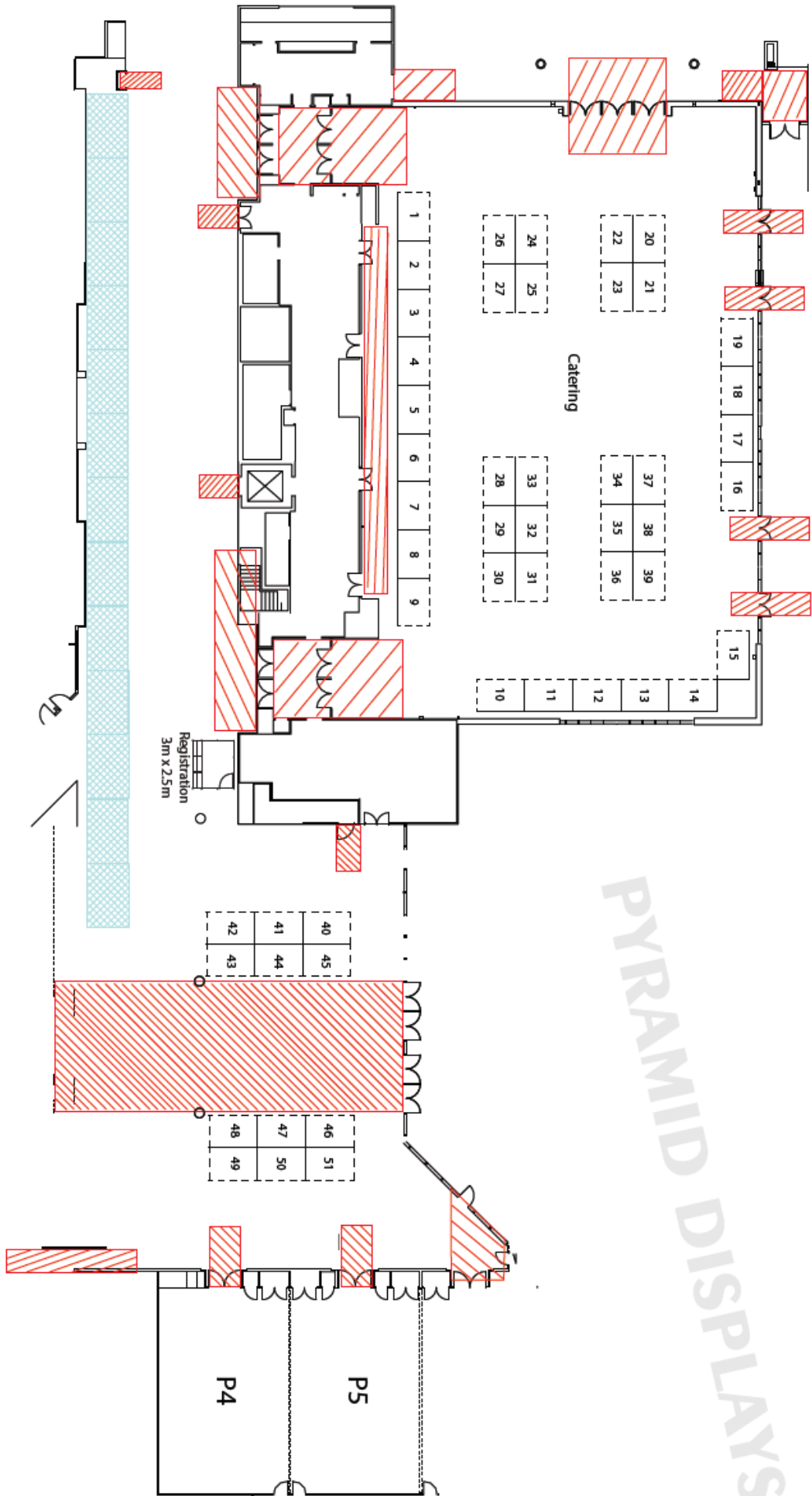
Sponsors and exhibitors are strongly advised to arrange general, health and travel insurance for their staff and goods. You are solely responsible for any physical loss or damage to your own property. You must hold a current broad form liability insurance policy for a minimum of AUD10,000,000. Please forward the name of your insurer, your policy number and its renewal date to us at least four weeks prior. Entry to the venue will be denied if you have not provided this information.

Disclaimer

The information contained in this Prospectus is correct at the time of going to print. The SDA and organisers reserve the right to change without notice any part of the program, the set-up or presenters. Updates prior to the expo will be communicated to the nominated contact person, but it is the responsibility of exhibitors to check with the event organiser regarding arrangements at the time of the expo.



FLOOR PLAN



PYRAMID DISPLAYS

BOOKING REQUEST FORM

**Please complete this booking form and the payment form on the next page.
Forms should be returned to Ty Fleming at Conference Link: tdf@conferencelink.com.au
SDA ABN: 98075427459**

Company Name:

Address:

.....Post Code:

Email:

Partnership Sponsor	\$13,500	\$.....	Air Space	\$ 900	\$.....
Major Sponsors	\$ 9,800	\$.....	Phone Charge Bar	\$ 450	\$.....
Key Sponsors	\$ 7,500	\$.....	Exhibitor Advertising		
Exhibition Booths x	\$ 1,500	\$.....	- One A4 Flyer	\$ 300	\$.....
Information Session			- Chair drop	\$ 500	\$.....
Presenter Opportunity	\$ 1,000	\$.....	Non-exhibiting Vendor Advertising		
Conference Satchels	\$ 3,200	\$.....	- One A4 flyer	\$ 450	\$.....
Lanyard Sponsor	\$ 1,200	\$.....	- Chair Drop	\$ 650	\$.....
Coffee Station	\$ 1,200	\$.....			

Total Payable \$ _____

Once booking request has been accepted and processed you will be sent an Exhibition Kit which will contain registration booking forms (for your individual staff, including additional staff). It will also give you information regarding bump-in and bump-out, exhibition contractor, ceiling heights etc.

PAYMENT FORM

Please complete this payment form and the Booking Form on the previous page.

Send both with your payment to:

Conference Link, PO Box 42, FERNY HILLS DC 4055

Or Fax: 07 3851 1427 or scan and email to: tdf@conferencelink.com.au

PAYMENT OF THE TOTAL FEE IS REQUIRED WITH ALL APPLICATIONS.

Purchase orders are not considered payment.

Method of Payment: Cheque Direct Deposit Credit Card

Cheques: can be mailed to: Conference Link, PO Box 42, FERNY HILLS DC 4055

Direct Debit:

Name: Sleep Disorders Australia

Bank:

BSB:

Account Number:

VISA MASTERCARD

NAME ON Credit Card: _____

Credit Card Number: _____

Expiry Date: _____ CVV: _____

Signature: _____

Please note:

When making any electronic payments, please insert [insert name of company and SDA expo] in the details.

Sponsorship and Exhibition Management

Please direct all enquiries & correspondence to:

Ty Fleming

Conference Link

PO Box 42, Ferny Hills DC QLD 4055

Phone: 07 3851 4298

Fax: 07 3851 1427

Email: tdf@conferencelink.com.au