Dear Valued Sponsor and Exhibitor,

Sleep DownUnder, the 29th Annual Scientific Meeting of the Australasian Sleep Association (ASA) and Australasian Sleep Technologists Association (ASTA) will be held at the SkyCity Convention Centre in Auckland, 25–28 October 2017.

As the peak scientific body in Australia & New Zealand representing clinicians, scientists and researchers in the broad area of Sleep, we pride ourselves in presenting the latest research, clinical updates and science to those who work in the field of sleep medicine and sleep health.

Planning for Sleep DownUnder 2017 is underway and a dynamic scientific programme is being developed. More information will be available shortly. In the meantime, we are excited to confirm the programme will feature international invited guest speakers:

- Prof Geraldo Lorenzi-Filho, School of Medicine, University of Sao Paulo, Brazil
- Prof Birgit Högl, Department of Neurology, Innsbruck Medical University

We look forward to welcoming you as a valued supporter and exhibitor at Sleep DownUnder 2017, Auckland.

Sarah Biggs
Chair, Conference Committee
WHY BE A SUPPORTER?

This event is the largest gathering of professionals from the broad field of sleep in Australasia and is the perfect opportunity to interact with your target market, promote your products and maintain a high profile among professionals.

Reasons to attend:

- Reach over 750 delegates across four days
- Develop key corporate relationships and expose your staff to local and international markets
- Maximum networking opportunities with delegates throughout the meeting with lunch and tea breaks held in the exhibition hall
- Excellent social events including the welcome reception and gala dinner which enables delegates and exhibitors to mingle in a more relaxed atmosphere
- The Annual Scientific Meeting has shown a consistent growth as every year more delegates and exhibitors recognise Sleep DownUnder as a key scientific event
- A comprehensive promotional campaign will be undertaken in the lead up to Sleep DownUnder 2017 to ensure your company can be represented as a key supporter for the meeting. Your early commitment will give you an advantage

Organising Committee

Anna Mullins / Charli Sargent / Chloe Parsley / David Cunnington / James Slater / Jessica Paterson / Julia Crawford / Mischka Yates / Paul Kelly / Rob Shea / Sarah Biggs / Scott Coussens / Shyamala Pradeepan / Stephanie Blower
DELEGATE PROFILE

The Annual Meetings have shown a constant growth and improvement over the years. Sleep DownUnder 2016 attracted over 700 delegates (as at time of publication).

Previous congress delegate numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Adelaide</td>
<td>over 700</td>
</tr>
<tr>
<td>2015</td>
<td>Melbourne</td>
<td>775</td>
</tr>
<tr>
<td>2014</td>
<td>Perth</td>
<td>650</td>
</tr>
<tr>
<td>2013</td>
<td>Brisbane</td>
<td>700</td>
</tr>
</tbody>
</table>

It is anticipated that Sleep DownUnder 2017 will attract a similar amount of enthusiasm and interest from:

- Physicians
- Nurses
- Dentists
- Allied Health Professionals
- Psychologists
- Psychiatrists
- Chronobiologists
- Technologists
- Researchers and Academics
- Scientists
- Students

25 October – 28 October 2017
SkyCity Auckland Convention Centre
Auckland, New Zealand
TRADE EXHIBITION

The Trade Exhibition allows industry to showcase their products to relevant sleep professionals and show support for the research being done in the varied areas of sleep medicine and sleep health.

The exhibition will open at morning tea on Thursday 26 October 2017, and close at 4pm on Saturday 28 October 2017.

The Conference will culminate with the Gala Dinner on Saturday 28 October 2016.

SCIENTIFIC PROGRAMME

A comprehensive scientific programme is being organised with three plenary sessions and a keynote presentation planned:

- Sam Robinson Memorial Plenary
- ASTA Plenary
- Helen Bearpark Memorial Plenary
- Keynote address

SHORT COURSES

In addition to the conference programme four short courses will be held at the SkyCity Convention Centre on Wednesday 25 October.

Supporting these courses offers another opportunity to raise the profile of your company. Support of these courses is included in the eligibility for Platinum, Gold or Silver ‘Supporter Package’.
ABOUT THE VENUE & CITY

Conference Venue

SKYCITY Auckland Convention Centre is a world-class venue forming part of SKYCITY Auckland. From conventions to catering, accommodation to event management, a functional exhibition space, and more leisure options than you can get through in a night – it’s all available on-site.

The SkyCity Convention Centre is conveniently located between Queen Street (the central city’s premier retail strip) and The Viaduct, home to some of the city’s most popular dining and night spots.

About Auckland

Otherwise known as the City of Sails, Auckland is a beautiful city built around a stunning waterfront and unspoiled harbour. Breath-taking geography and temperate climate have enabled a lifestyle regularly ranked in the world’s top 10.

As a destination it’s jam-packed with things to see and do. Within half an hour’s drive you can find yourself in almost any outdoor setting – sailing to an island, trekking through forests, picnicking on a volcano, sampling wines at a local vineyard or wandering a wild, isolated surf beach.

Discover why Auckland is one of the best places in the world to live and visit.
SUPPORTER PACKAGES

PLATINUM supporter | spend more than NZ$30,000 plus GST*

ADDITIONAL BENEFITS

- 3 Complimentary registrations with access to daily catering and the welcome function only
- Attendance to a private networking session with the Board Members and other key personnel prior to the Welcome Reception
- Flyer in conference satchel (maximum A4 four page)
- 250 word profile on conference website, conference handbook and mobile app
- Company logo on the conference website, handbook and mobile app
- Sponsor logo profile onscreen during the breaks in between session
- 2 ads or push notifications on the mobile app during the conference
- Level of support acknowledged on entry display

GOLD supporter | spend more than NZ$25,000 plus GST*

ADDITIONAL BENEFITS

- 2 Complimentary registrations with access to daily catering and the welcome function only
- Attendance to a private networking session with the Board Members and other key personnel prior to the Welcome Reception
- Flyer in conference satchel (maximum A4 one page)
- 200 word profile on conference website, conference handbook and mobile app
- Company logo on the conference website, handbook and mobile app
- Sponsor logo profile onscreen during the breaks in between session
- 1 ad or push notification on the mobile app during the conference
SILVER supporter | spend more than NZ$18,000 plus GST*

ADDITIONAL BENEFITS
• 1 Complimentary registration with access to daily catering and the welcome function only
• Flyer in conference satchel (maximum A4 one page)
• 150 word profile on conference website, conference handbook and mobile app
• Company logo on the conference website, handbook and mobile app

BRONZE supporter | spend more than NZ$12,000 plus GST*

ADDITIONAL BENEFITS
• 100 word profile on conference website, conference handbook and mobile app
• Company logo on the conference website, handbook and mobile app

Supporter Entitlements
All companies reaching these levels will be entitled to:
• Delegate lists e-mailed to them prior to the Conference (for those delegates who agree to have their names published)
• Acknowledgement in all meeting publications including:
  » Registration Brochure – if confirmed prior to print deadline
  » Programme at a glance – if confirmed prior to print deadline
  » Verbal acknowledgement in Opening and Closing sessions, as well as the Welcome Drinks and Conference Dinner

For more information and queries, please contact:
Nihal Fernandez, Sponsorship and Exhibition Manager on behalf of the Sleep DownUnder 2017 Organising Committee
Telephone: New Zealand +64 9 360 1240
           Free calling from Australia 1800 193 405
Email: nf@tcc.co.nz

*Totals include the cost of exhibition space. In acknowledgement of the previous support from industry, Sleep DownUnder has again kept exhibition space pricing the same as previous years.
<table>
<thead>
<tr>
<th>Support Opportunity</th>
<th>Number Available</th>
<th>Cost (NZ$ plus GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Dinner</td>
<td>Exclusive</td>
<td>$6,000</td>
</tr>
<tr>
<td>Satchel Premium (supporter designs and supplies quality satchel)</td>
<td>Exclusive</td>
<td>$3,000</td>
</tr>
<tr>
<td>Welcome Drinks</td>
<td>Exclusive</td>
<td>$5,000</td>
</tr>
<tr>
<td>Industry Breakfast Symposia</td>
<td>2</td>
<td>$3,500</td>
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<tr>
<td>Industry Evening Symposia</td>
<td>2</td>
<td>$6,500</td>
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<td>Opening Session</td>
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<tr>
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<tr>
<td>Oral Poster Presentation</td>
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<td>$1,200</td>
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<tr>
<td>Breakfast Sessions</td>
<td>5</td>
<td>$2,500</td>
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<tr>
<td>Pads and Pens</td>
<td>Exclusive</td>
<td>$2,000</td>
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<tr>
<td>Lanyards</td>
<td>Exclusive</td>
<td>$3,500</td>
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<tr>
<td>Smartphone App</td>
<td>Exclusive</td>
<td>$5,000</td>
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<tr>
<td>Smartphone App – (Banner Adverts)</td>
<td>5</td>
<td>$1,500</td>
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<tr>
<td>Wi-Fi</td>
<td>Exclusive</td>
<td>$3,000</td>
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<tr>
<td>Support for Trainee/Early Career Research Programme</td>
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<td>$1,000</td>
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<tr>
<td>Short Course Supporter</td>
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<tr>
<td>Support of Abstracts</td>
<td></td>
<td>(details on request)</td>
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<tr>
<td>Exhibition Cost (NZ$ plus GST)</td>
<td></td>
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<td>$22,000</td>
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<tr>
<td>Table Top Display*</td>
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<td>$2,000</td>
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<tr>
<td>Extra Exhibition Delegate – 1 day</td>
<td></td>
<td>$200</td>
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<tr>
<td>Extra Exhibition Delegate – 3 days</td>
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<td>$400</td>
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*Conditions apply
SUPPORTER OPPORTUNITIES

CONFERENCE DINNER
Exclusive: NZ$ 6,000 plus GST
The Conference Dinner will be held on Saturday evening, 28 October 2017. As the main social event of the conference, the dinner allows for a strong presence in a relaxed and informal atmosphere, and as the last event of the meeting it leaves the supporters in the minds of the delegates as they return to work. Because the cost of the dinner is included in conference registration, most delegates attend the dinner. The SkyCity Convention Centre will provide a sensational venue and delegates will be invited to glam up for the occasion.

Exclusive Benefits:
• Exclusive signage at the dinner
• Four complimentary dinner tickets to give to clients or staff
• Acknowledgment in all conference publications
• Acknowledgment and thanks at conference dinner plus opening and closing sessions

Shared Benefits:
• Recognition on program and tickets for the Conference Dinner
• One complimentary dinner ticket to give to clients or staff
• Acknowledgement and thanks at the conference dinner

SATCHEL
Premium: NZ$ 3,000 plus GST
The satchels package will provide your company with wide exposure, being distributed to all conference delegates. This is a unique opportunity for a company to supply and design (with assistance and approval from the organising committee) a superb quality conference ‘satchel’ for all delegates.

Benefits Include:
• Your Company logo printed on the satchel
• Option to include an insert in the satchel
• Delegates will be your walking promotion

WELCOME DRINKS
NZ$ 5,000 plus GST
Welcome drinks will be held for delegates on Wednesday evening, 25 October 2017. Support of this event will allow you to promote your company in a relaxed atmosphere, while delegates have an opportunity to network and catch up on the past year.

Benefits Include:
• Exclusive signage during the Welcome Drinks
• Acknowledgment by Chairperson at Opening Session
• Option to include an insert in the satchel
• Acknowledgment in all conference publications
INDUSTRY SYMPOSIA

Breakfast: NZ$ 3,500 plus GST  
Evening: NZ$ 6,500 plus GST

Industry is again being offered opportunities to host industry based symposia that will be included in the conference programme. Bookings for these symposia will be taken by the secretariat at the time of delegate registration. Four opportunities exist – two evening sessions and two breakfast sessions. The organising committee reserves the right to ensure the programme is of appropriate scientific standard. The supporting company would be responsible for all expenses for these sessions, including speaker costs and any catering.

Benefits Include:

- This is an excellent opportunity to highlight products or services to attendees in a scientifically appropriate format.
- The session will be identified as “your company” industry symposium/breakfast in the conference programme”.
- Exclusive signage in the meeting room.

OPENING SESSION

NZ$ 6,500 plus GST

The conference opening is historically the best attended session of the conference. This year it will feature two international speakers Prof Birgit Högl and Prof Geraldo Lorenzi Filho.

Support of the opening session allows an organisation to have their name acknowledged at the very start of the conference before delegates are bombarded with new information.

Benefits Include:

- Exclusive signage at the opening session
- Acknowledgment on A/V screen prior to and after opening session
- Acknowledgment in all conference publications
- Acknowledgment and thanks at conference opening and closing sessions

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

SESSION SUPPORT

PLENARY SESSION  CONCURRENT SYMPOSIAS  ORAL POSTER PRESENTATION

NZ$ 3,500 plus GST  NZ$ 2,500 plus GST  NZ$ 1,200 plus GST

Session support has been tailored to promote your company during various sessions of the conference. A programme outline is included in this brochure so your company may support the most relevant area. The programme is not finalised and topics for oral presentations will depend on the abstracts submitted. If the programme changes and your chosen session does not eventuate, you will be offered an alternative session. Companies should nominate three preferred sessions on the booking form.

This opportunity allows your company to demonstrate support and continuing commitment to education and awareness of sleep-related health problems.

Benefits Include:

- Acknowledgment as a supporter of the session in the programme
- Exclusive signage during a session
- Acknowledgment by Chairperson prior to and after session
- Acknowledgment on A/V screen prior to and after session

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

BREAKFAST SESSIONS (Sponsors will have no input into content)

NZ$ 2,500 plus GST

Breakfast sessions are planned where delegates will hear an invited speaker in a more intimate environment. Support of one of these sessions will allow your company to align itself with the areas of interest of the speaker.

Benefits Include:

- Acknowledgement as a supporter of the session in the programme
- Exclusive signage during the session
- Acknowledgment by Chairperson prior to and after session
PADS & PENS
NZ$ 2,000 plus GST
Promote your company’s image by putting company pens and pads into the satchels. (All materials to be provided by the supporting company)

Benefits Include:
• Constant promotion of your company as delegates write notes during the meeting

LANYARDS
NZ$ 3,500 plus GST
Have delegates wearing your name on a lanyard holding their name badges. (Lanyards to be provided by the supporting company)

Benefits Include:
• Delegates will be your walking promotion

SMARTPHONE APP
Exclusive support NZ$ 5,000 plus GST
Promote your company and products on the event mobile guide and drive footfall directly to your exhibition stand during the event. This will be the fourth year that a conference app is being offered and each year the adoption rate of delegates has increased. In 2015, 54% of delegates used the app to find conference information. The mobile guide will be accessible to attendees before and after the event extending the value of your support beyond the dates of the event. Allow attendees to learn about you and easily connect and engage in conversation with you before, during and after the event right from their mobile phone.

For the second time, a detailed programme handout will not be available to delegates, and they will utilise the app to view the full programme. The app will list all exhibitors and supporters with the following information:
• Name
• Website
• Contact information
• Company logo
• Links to social media channels: Twitter, Facebook, LinkedIn
• Company or product description

Achieve maximum exposure on the mobile event guide. Your logo or graphical ad will be displayed prominently on the main page and footer space throughout the app.
• A custom designed graphics logo along with the event logo on the opening page of the mobile event guide that will be viewed by all viewing the app. Create a survey questionnaire for attendees on the mobile app for data collection
• When clicked the user will be directed to the supporters listing page on the app that has a link to the company’s website
• The banner ad will appear on every page throughout the app

BANNER ADVERTS
NZ$ 1,500 plus GST
(available only if exclusive support is not taken up)
Increase your exposure, create a buzz, spread your message and increase footfall to your stand. Mobile banner ads are effective, interactive and eco-friendly.
• Company logo plus a 50 character text message
• Custom graphical banner ad
• When clicked users will be directed to supporter/exhibitor’s listing page on the mobile guide that has a link to the company’s website
WI-FI
Exclusive: NZ$ 3,000 plus GST
This unique opportunity allows you to have your logo and booth number on the Sleep DownUnder 2016 dedicated SkyCity Convention Centre Wi-Fi access page, so every time anyone logs onto the Wi-Fi they will see your company logo alongside Sleep DownUnder 2017.

Benefits Include:
- Logo on the access page
- Recognition with logo in the programme
- A card listing the Wi-Fi access information on one side and the supporters details and stand number on the other will be given to delegates upon registration

SUPPORT FOR TRAINEE AND EARLY CAREER RESEARCHER PROGRAM
(Support towards sessions only)
Major Supporter: NZ$ 2,000 plus GST
Minor Supporter: NZ$ 1,000 plus GST
The ASA actively supports early career researchers and trainees in all fields of sleep. At Sleep Down Under 2017 the ASA is planning a number of activities for early career researchers and trainees to encourage them to remain active in the fields of sleep, and promote interaction with other conference attendees and peers. Early career researcher/trainee support will cover expenses related to the activities, such as handout material and catering for attendees. The ASA will be responsible for all content and logistical planning for the activities.

Benefits include:
- Acknowledgement in the final programme
- Verbal acknowledgement during the activities
- Company banner on display during the activities (provided by supporter)
- Company brochure included in handout material (only for Major Supporters) (Maximum material size: A4, 6 pages)

SHORT COURSE SUPPORTER
Major Supporter: NZ$ 3,000 plus GST
Minor Supporter: NZ$ 1,000 plus GST
Four short courses will be held prior to Sleep DownUnder 2017 and supporting opportunities exist to support these.

These one-day courses are designed to provide an in-depth understanding of the topic and also provide a forum for interactive discussion.

Short courses will run on Wednesday 25 October 2016 at the SkyCity Convention Centre.

Major Supporter Benefits:
- Including acknowledgment on all course material
- List of delegates e-mailed prior to the start of the course (who have agreed to have their names published)
- Table top display during the course
- Signage in meeting room (free standing, provided by the supporter)
- Promotional flyer included in course material (provided by supporter)

Minor Supporter Benefits:
- Acknowledgement on course material
- Signage in meeting room (free standing, provided by the supporter)
ADVERTISING OPPORTUNITIES

SATCHEL INSERTS
NZ$ 2,000 plus GST
• Promote your company’s product or service by providing material to be included in the satchel for the meeting.
• (Maximum material size: A4, 6 pages)
• Limited number of opportunities available.

SUPPORT OF ABSTRACTS
Details on request.

BOOKING: In view of the keen competition for many of the support opportunities, the organising committee have confirmed that all bookings will be taken on the basis of the first company to send their completed application form with the required deposit. Exhibition spaces are not included with any support item unless specified. Exhibition spaces should be booked separately on the booking form. PLEASE NOTE LIMITED EXHIBITION SPACES ARE AVAILABLE SO EARLY BOOKING IS ESSENTIAL.

EXHIBITION
NZ$ 6,500 plus GST
The exhibition area at the SkyCity Convention Centre will allow delegates to move freely around the exhibition, during lunch and tea breaks. All catering will be served in the exhibition area and the posters are co-located here.

An exhibition package will include:
• Two exhibition delegates (including daily catering and welcome drinks but not the conference dinner)
• Acknowledgment in conference programme
• Conference delegate list (those who have agreed to have their names published)
• One copy of delegate material per stand.

Each stand will have:
• 3m x 3m floor Space
• 2.4m high velcro-compatible walls available in blue or black
• Digital print fascia name board sign featuring single colour lettering on a white background
• A company sign will be installed over each open side
• 2 x 150 watt spotlights per 3m x 3m
• 1 x 4 amp power point per 3m x 3m

1 area: NZ$ 6,500 plus GST
2 areas: NZ$ 12,000 plus GST
3 areas: NZ$ 17,000 plus GST
4 areas: NZ$ 22,000 plus GST
TABLE TOP DISPLAY
NZ$ 2000 plus GST
A special rate for companies that have started operations in the past 12 months or universities promoting sleep related educational content. The table top display may not be in the exhibition hall, depending on space. If it’s not in the exhibition hall, it will be in the foyer outside the hall.

Table Top display includes:
• One delegate (including daily catering and welcome drinks but NOT conference dinner)
• Logo in the programme

EXTRA EXHIBITION DELEGATES
A special rate for additional staff to man the stands is being offered at
NZ$ 400 plus GST – for 3 days or
NZ$ 200 plus GST – for 1 day
This includes daily catering and Welcome Drinks but does not include the Conference Dinner.

A registration form for additional staff will be sent out with other material closer to the Conference.

*For all terms and conditions regarding the booking and the payment please refer to the back of the supporter booking form.
BOOKING AND PAYMENT

All prices are quoted in New Zealand dollars and exclude GST (Goods and Services Tax). GST is required to be applied to all packages at the rate prevailing at the date of invoicing or payment, whichever is earlier (currently 15%). If you are registered for New Zealand GST with the New Zealand Inland Revenue Department, the GST paid may be reclaimed on your GST returns.

Sponsorship packages and exhibition space will be allocated only on receipt of the online booking form or a signed hard copy booking form.

Confirmation will be sent together with a tax invoice for the required 50% deposit. The deposit is payable within 20 days of date of tax invoice. If the deposit is not received within this timeframe then you relinquish your right to the requested sponsorship package and exhibition space.

The balance will be invoiced on 1 May 2017, to be paid by 21 May 2017. Applications made after 21 May 2017 must include full payment.

All payments should be made in New Zealand dollars by credit card or bank transfer.

All payments due must be received by the Meeting Managers prior to the Meeting. No sponsor will be allowed to set up their exhibition stand at the Meeting until full payment has been received.

Sponsors may not assign or sublet any part of their exhibition space.

The Organising Committee may need to make changes to the floor plan, however, changes will not be undertaken without prior discussion with the companies affected.

Sponsors consent to their contact details being shared with Meeting suppliers and contractors.

MEDICINES NEW ZEALAND CODE OF PRACTICE

Sponsors must comply with the guidelines for ‘Activities Directed at Healthcare Professionals’ described in the most recent edition of the Medicines New Zealand Code of Practice available on the industry association’s website:

www.medicinesnz.co.nz.

CANCELLATION POLICY

If notification of cancellation of sponsorship is received in writing:

- Prior to 1 April 2017, your deposit will be refunded in full, less 20% administration fee
- Between 1 April 2017 and 29 June 2017, you are liable for 50% of the package selected
- From 30 June 2017, you are liable for 100% of the package selected

The Organising Committee reserves the right to cancel the Meeting not later than 31 July 2017 in case of circumstances beyond its control. In such a case all monies paid to date will be refunded in full less any expenses incurred. The liability of the organisers will be limited to that amount.
SUPPORTER BOOKING FORM

Company Name: 
Address: 
State: 
Fax: 
Postcode: 
State: 
Country: 
Postcode: 
Country: 

Contact Name: 
Telephone: 
Mobile: 
Email: 

Our Company is interested in the following support opportunities:

- **Conference Dinner** NZ $6,000
- **Satchel Premium** (supporter designs and supplies quality satchel) NZ $3,000
- **Welcome Drinks** NZ $5,000
- **Industry Breakfast Symposia** NZ $3,500
- **Industry Evening Symposia** NZ $6,500
- **Opening Session** NZ $6,500
- **Plenary Session** NZ $3,500
- ** Concurrent Symposia** NZ $2,500
- **Oral Poster Presentation** NZ $1,200
- **Breakfast Session** NZ $2,500
- **Pads and Pens** NZ $2,000
- **Lanyards** NZ $3,500
- **Smartphone App** NZ $5,000
- **Smartphone App Banner Advert** NZ $1,500
- **Wi-Fi** NZ $3,000
- **Support for Trainee/Early Career Research Programme**
  - **Major** NZ $2,000
  - **Minor** NZ $1,000
- **Short Course Supporter**
  - **Major** NZ $3,000
  - **Minor** NZ $1,000
- **ADVERTISING**
  - Support of Abstracts (details on request)
  - **Satchel Insert** NZ $2,000
- **EXHIBITION**
  - **One Exhibition Space** NZ $6,500
  - **Two Exhibition Spaces** NZ $12,000
  - **Three Exhibition Spaces** NZ $17,000
  - **Four Exhibition Spaces** NZ $22,000
  - **Table Top Display** NZ $2,000
  - **Extra Exhibition Delegate – 1 day** NZ $200
  - **Extra Exhibition Delegate – 3 days** NZ $400

Preferred choice of stands:

1st Choice: 
2nd Choice: 
3rd Choice: 

*All costs are exclusive of GST.