

State and Territory Advisory Committees' Education Days 2024



Sponsorship and Exhibition Prospectus

The Continence Foundation of Australia's State and Territory Advisory Committees (STAC) invite you to sponsor and/or exhibit at their 2024 State Education Days.

These Education Days pose an informative professional development, networking and learning opportunity for health professionals across Australia and overseas working in bladder, bowel and pelvic floor health.

We invite industry partners, businesses and other relevant stakeholder agencies of continence related products to participate in sponsorship in support of this program. Your company's participation will affirm your position as a major industry stakeholder and provide opportunities to both grow your business, network, strategically target your markets and educate delegates.

We look forward to your involvement and contribution to the success of these events. Sponsorship and Exhibition Packages have been created for your consideration and vary depending on the marketing and brand presence you wish to achieve at each event.

Western Australia

Date Friday 25 October 2024
Venue Rendezvous Hotel Perth
Scarborough

Approximately 90 expected delegates

Victoria

Date Friday 6 September 2024
Venue Mercure Melbourne
Doncaster

Approximately 120 expected delegates

South Australia

Date Friday 8 November 2024
Venue Glenelg Pier Hotel

Approximately 110 expected delegates



Why Sponsor/Exhibit at the Continence Foundation of Australia's STAC Education Days

- **Brand exposure:** Showcase your products, services and expertise in front of a captive audience of industry professionals and decision-makers.
- **Brand recognition:** Increase your brand's visibility through various promotional channels including event marketing collateral, website, social media and event signage.
- **Networking opportunities:** Connect with key influencers, potential customers and industry experts to foster impactful collaborations and partnerships.
- **Thought leadership:** Position your company as a thought leader by sharing valuable insights and contributing to the various program discussions.
- **Access to attendee database:** You will have the opportunity to collect leads and gain access to the contact information of event attendees who express interest in your products and services.



1,710,724

visits

continence.org.au
2022 - 2023



1,591,135

impressions

@ContinenceAus
2022 - 2023



2,496,461

total website
users



11,292

subscribers

Bridge Magazine and ANZCJ
2022 - 2023



3,871,867

impressions across
all social media



51,328

digital copies of
Bridge Magazine
distributed

Customised Sponsorship Packages

We offer a range of sponsorship packages tailored to meet your specific marketing objectives and budget. If you have specific ideas on how we can support your brand, please contact the Continence Foundation of Australia's Events Manager, Rosa Siderelis on 03 8692 8400 or email r.siderelis@continence.org.au

Event Organiser

The Continence Foundation of Australia, Suite 1, 407 Canterbury Rd, Surrey Hills, VIC 3127

Who will attend the STAC Education Days?

- Academics and Researchers
- Medical Specialists*
- Nurses
 - Nurse Continence Specialists
 - Nurse other**
- Occupational Therapists
- Other professionals working in Allied Health
- Physiotherapists

*Medical Specialists include:

- Geriatricians
- Gastroenterologist
- Colorectal Surgeon
- Paediatricians
- Urogynecologists
- Obstetricians
- Gynaecologists
- Urologists
- Medical Specialist trainees/registrars

**Nurse other categories include:

- Registered Nurse
- Enrolled Nurse
- Community Nurse
- Clinical Nurse Consultant
- Urology Nurse
- Midwife
- Gynaecology Nurse
- Gynae oncology Nurse
- Nurse: disability sector
- Nurse: rehabilitation sector
- Nurse: chronic and complex care
- General Surgical Nurse
- Spinal Cord Injury Nurse

Areas of interest of the delegates

- Aged Care
- Autism Spectrum Disorder and related developmental disabilities
- Chronic and Complex Care
- Community Health and Community Care
- Continence management
- NDIS and Disability related health needs
- Female pelvic floor dysfunction and Functional Urology
- General Continence (urinary and faecal)
- NDIS
- Neurogenic bladder and bowel
- Paediatric continence and management of paediatric urinary incontinence
- Palliative Care
- Pelvic Organ Prolapse
- Pelvic Pain
- Recurrent urinary tract infections
- Skin wounds
- Stoma therapy
- Transitional care
- Urogynaecology
- Urology and Colorectal

SIGN UP
to multiple events
and receive
a discount,
enquire within

Sponsorship and Exhibition Overview

All prices are quoted in AUD and exclusive of GST

Entitlements	Platinum \$3,300 (Exclusive)	Gold \$2,590 (2 available)	Silver \$1,725	Exhibition Stand Member \$865	Exhibition Stand Non-member \$1,680
Address to all delegates	✓				
Exhibition table	1	1	1	1	1
Exhibitor passes	2	2	2	2	2
Education Day passes	2	1			
Sponsor holding slide	✓	✓	✓		
Listing and logo in app	✓	✓	✓		
App banner advertisement	✓	✓	✓		
Pens and notepads sponsor	✓				
Branding on pre-event and onsite materials	✓	✓	✓		
Delegate list [^]	✓	✓	✓	✓	✓
12 Month Branding Opportunities					
Recognition in Australian and New Zealand Contenance Journal	4	4	4		
Recognition in Bridge Magazine	4	4	4		
Advertisement in InTheNews (ITN) newsletter	2	1			
Social media mentions	1	1			
MEMBERSHIP					
Free yearly membership to the Contenance Foundation of Australia	✓				



Sponsorship Opportunities

PLATINUM Sponsor (Exclusive)

\$3,300 + GST

Thought Leadership

- Opportunity to address delegates for up to five minutes prior to a catering break.

Exhibition Table

- Complimentary exhibition stand per inclusions below.

Registrations

- Two (2) exhibitor passes to staff the exhibition table onsite with full access to the program and catering
- Two (2) education day pass to staff the exhibition table onsite with full access to the program and catering..

Organisational Branding

- Exclusive recognition as platinum sponsor on pre-event materials including promotional materials, website and email campaigns
- Company logo on sponsor holding slide displayed throughout conference
- Dedicated prominent branding on notepads and pens (sponsor to provide at an additional cost).

Event App Branding

- Sponsor listing in the event app: 50 word company profile listed with click-through to your website
- Downloadable brochure in the event app
- Event app banner rolling advertisement on all pages with click-through to your website.

Delegate List

- Delegate listing provided one week pre and post event (name, organisation, email address and state only), subject to privacy laws.

12 Month Brand Promotion (1 August 2024 - 1 August 2025)

- Sponsor recognition in four issues of the Australian and New Zealand Continence Journal
- Sponsor recognition in four issues of the Bridge Magazine
- Opportunity to include two (2) advertisements in the InTheNews (ITN) newsletter
- One (1) social media mention across all Continence Foundation of Australia social media accounts

Continence Foundation of Australia Membership

- One (1) complimentary year membership.

Sponsorship Opportunities

GOLD Sponsor (2 available)

\$2,590 + GST

Exhibition Table

- Complimentary exhibition stand per inclusions below.

Registrations

- Two (2) exhibitor passes to staff the exhibition table onsite with full access to the program and catering
- One (1) education day pass to staff the exhibition table onsite with full access to the program and catering.

Organisational Branding

- Recognition as gold sponsor on pre-event materials including promotional materials, website and email campaigns
- Company logo on sponsor holding slide displayed throughout conference.

Event App Branding

- Sponsor listing in the event app: 50 word company profile listed with click-through to your website
- Downloadable brochure in the event app
- Event app banner rolling advertisement on all pages with click-through to your website.

Delegate List

- Delegate listing provided one week pre and post event (name, organisation, email address and state only), subject to privacy laws.

12 Month Brand Promotion

(1 August 2024 - 1 August 2025)

- Sponsor recognition in four issues of the Australian and New Zealand Continence Journal
- Sponsor recognition in four issues of the Bridge Magazine
- Opportunity to include ONE (1) advertisement in the InTheNews (ITN) newsletter
- One (1) social media mention across all Continence Foundation of Australia social media accounts

SILVER Sponsor (9 available)

\$1,725 + GST

Exhibition Table

- Complimentary exhibition stand per inclusions below.

Registrations

- Two (2) exhibitor passes to staff the exhibition table onsite with full access to the program and catering

Organisational Branding

- Recognition as silver sponsor on pre-event materials including website
- Company logo on sponsor holding slide displayed throughout conference.

Event App Branding

- Sponsor listing in the event app: 50 word company profile listed with click-through to your website
- Downloadable brochure in the event app
- Event app banner rolling advertisement on all pages with click-through to your website.

Delegate List

- Delegate listing provided one week post event (name, organisation, email address and state only), subject to privacy laws.

12 Month Brand Promotion

(1 August 2024 - 1 August 2025)

- Sponsor recognition in four issues of the Australian and New Zealand Continence Journal
- Sponsor recognition in four issues of the Bridge Magazine

Additional Opportunities

Add this onto your existing package to increase your brand awareness

EVENT APP Sponsor (Exclusive)

\$900+ GST

The event app is highly used and interactive providing the app sponsor with high brand visibility. It is often used by delegates both pre and post event to recall and share information with others, all with your brand associated

Organisational Branding

- Recognition as event app sponsor on pre-event materials including website.

Event App Branding

- Co-branded event app with your logo featured prominently throughout
- Sponsor listing in the event app: 100 word company profile listed with click-through to your website
- Event app banner rolling advertisement on all pages with click-through to your website
- Two (2) event app push notifications
- Downloadable brochure in the event app.

LANYARD Sponsor (Exclusive)

\$455+ GST

- Recognition as lanyard sponsor on pre-event materials including website
- Branded lanyards (sponsor to supply lanyard with approval from organiser OR logo to be placed on lanyard organised by conference organiser)
- Delegates to wear sponsor's lanyard for the duration of the event
- Every delegate advertising your company.

Exhibition Opportunities

Exhibition Stand

Member: \$865 + GST

Non Member: \$1,680 + GST

If you would like to take up this opportunity but are not currently a member of the Foundation, please follow this [link](#).

Secure a position in the exhibition with an exhibition stand. The exhibition is a vibrant and integral part of the Education Days and is the location of all catering during breaks.

- Exhibition space with a clothed table and chairs.
- Two (2) exhibitor passes to staff the exhibition table onsite with full access to the program and catering
- Event app branding including
 - Exhibitor listing in the event app: 50 word company profile listed with click-through to your website.

For additional exhibitor staff registrations, a charge of \$100 + GST applies.

Please ensure all your attendees are registered to attend for catering purposes. A unique exhibitor online link will be emailed to the main contact so you can register your staff closer to the event.



Sponsorship

Customised Sponsorship Packages

We offer a range of sponsorship packages tailored to meet your specific marketing objectives and budget. If you have specific ideas on how we can support your brand, please contact the Continenace Foundation of Australia's Events Manager, Rosa Siderelis.

For other sponsorship opportunities

The Continenace Foundation of Australia notes collaborative partnerships with the corporate sector as an important part of its mission. Beyond the Education Days, there is an opportunity for an ongoing relationship with the Foundation through tailored projects promoting community and health practitioner awareness on incontinence as a major health issue. Opportunities include advertising support of the Australian and New Zealand Continenace Journal and the Bridge Magazine, sponsorship of printed resources, the Foundation's awareness campaigns, education webinars and seminars, or a health promotion/education initiative.

Please contact the Continenace Foundation of Australia's Events Manager, Rosa Siderelis.

Sponsorship and Exhibition Booking Form

All sponsorship amounts are in Australian dollars and are exclusive of GST

Please complete the online application form and payment details via continenace.org.au/STAC-education-days

You will also need to agree to the Terms and Conditions before booking your package. These are detailed on the next page of this prospectus.

For Further Information

Please contact Rosa Siderelis to discuss other sponsorship opportunities or ideas for individual sponsorship package.

Event Organiser

Continenace Foundation of Australia
Rosa Siderelis
+61 3 8692 8400
r.siderelis@continenace.org.au

General Terms and Conditions for Event Sponsorship and Exhibition

DEFINITIONS

Agreement means these terms and conditions together with the Sponsorship and Exhibition Prospectus and any Sponsorship and Exhibition Booking Form.

Event means State and Territory Education Days 2024.

Fees means the fee payable by you to the Event Organiser as set out in the published prospectus or in subsequent correspondence.

Event Organiser means Continenence Foundation of Australia (ABN 84 007 325 313), of Suite 1, 407 Canterbury Road, Surrey Hills 3127, Victoria, Australia.

Venue means the premises of the Venue Owners at which the Events are being held.

Venue Manager and Operators means the Rendezvous Hotel Perth Scarborough, Western Australia, Mercure Melbourne Doncaster, Victoria, Glenelg Pier Hotel, South Australia.

You include your agents, and contractors.

The following terms and conditions will apply to your application to sponsor and/or exhibit at the Continenence Foundation of Australia's STAC Education Days.

By making a booking, it confirms your acceptance of these terms and conditions. We do not accept responsibility for any errors, omissions or changes. Details may change without notice. Please refer to the event website www.continenence.org.au/STAC-education-days for the latest information.

Eligibility

Eligibility to exhibit is at the discretion of the Event Organiser and is generally restricted to companies directly related to the continence sector. The Event Organiser reserves the right to determine the eligibility of any company that submits a Sponsorship and Exhibition Booking Form.

Unless a government agency, all companies securing a Platinum, Gold or Silver sponsorship package must also secure exhibition space.

Delegate registrations will only be accepted from commercial companies if that company has secured a sponsorship or exhibition package to support the event.

Financial facts

Full payment of your sponsor/exhibition fee must accompany your booking. Stand allocation will not be made until full payment is received. Payments are to be made in Australian dollars by cheque, credit card or direct deposit. All prices quoted in the prospectus are exclusive of GST.

Sponsorship/exhibitor entitlements will only be delivered upon receipt of a booking form and full payment.

If an invoice has been requested, payment must be made within 30 days of receiving invoice or prior to the event (whichever comes first).

No Sponsor or Exhibitor shall occupy allocation space until all monies owing to the Event Organiser by the Sponsor or Exhibitor are paid in full.

The Event Organiser reserves the right to cancel the contract at their discretion if full payment is not received within 30 days of the invoice issue date or prior to the event (whichever comes first).

The Event Organiser reserves the right to cancel the contract at their discretion by returning the deposit within 30 days of receipt.

If you need to cancel

Your cancellation must be advised in writing. Cancellation fees are as follows –

Cancellation 21 days from event	50% of fees will be retained
Cancellation 14 days from event	75% of fees will be retained
Cancellation 7 days from event	100% of fees will be retained

Unless we can re-invest the stand or product, the above fees will apply as per specified timeframes.

The Event Organiser will deduct the applicable cancellation fee from the booking payment and refund the balance. All refunds will be actioned after the event.

Notwithstanding anything here to the contrary, The Event Organiser shall not be liable to Sponsors and/or Exhibitors nor shall the Event Organiser be deemed to be in default of its obligations hereunder if such default or damage is the result of war, hostiles, revolution, civil commotion, strike, epidemic, pandemic, accident, fire, natural disasters, terrorist activity, governmental or other obstacles for the freedom of travel (including any such restrictions arising from an epidemic or pandemic outbreak), union actions, riots, wind, flood or because of of travel (including any such restrictions arising from an epidemic or pandemic outbreak), union actions, riots, wind, flood or because of any act of God or other cause beyond the reasonable control of The Event Organiser (a "Force Majeure Event").

For avoidance of doubt, a Force Majeure Event includes any measures in connection with COVID-19 or the SARS-CoV-2 virus (or any mutation or variation thereof) that whether individually or when aggregated with all other measures impacts the ability of the Event Organiser to perform its obligations fully and effectively, including but not limited to under any directions or public health orders issued by any governmental authority.

If there is a Force Majeure Event, the Event Organiser may in its sole and absolute discretion decide whether to cancel or postpone the event or convert the event to a virtual event.

If the event is postponed, converted to a virtual event, or cancelled, because of a Force Majeure Event, then one of the following options will apply and will be based on business decisions at the time of the event:

1. Postponement of Event:

If the Event is postponed because of the Force Majeure Event then Sponsor/Exhibitor may choose, by written notice to the Event Organisers within 5 business days of its receipt of notification of the Force Majeure Event to either:

- 1.1 Apply the booking contribution to the postponed Event conducted by the Event Organiser, and the Sponsor/Exhibitor shall have the same agreement in respect of such postponed Event as detailed in the Sponsorship and Exhibition Prospectus Agreement; or
- 1.2 Not apply the booking contribution to the postponed Event but rather terminate the Sponsorship and Exhibition Agreement, in which case The Event Organiser shall refund an amount equal to 75% of the contribution already paid to the Event Organiser by the Sponsor/Exhibitor, within 30 days of the completion of the postponed Event, and the balance will be retained by The Event Organiser as a handling fee. Should the Sponsor/Exhibition fail to notify The Event Organiser of its choice within said 5 business days, then 1.2 shall apply by default.

2. Conversion of Event to Virtual Event:

If the Event is converted to a virtual event because of the Force Majeure Event, then the Sponsor/Exhibitor may choose, by written notice to the Event Organiser within 5 business days of its receipt of notification of the Force Majeure Event and/or the changed format:

- 2.1 Apply the booking contribution to the virtual event conducted by The Event Organiser; or
- 2.2 Not apply the booking contribution to the virtual event but rather terminate the Sponsorship and Exhibition Agreement, in which case The Event Organiser shall refund an amount equal to 75% of the contribution already paid to The Event Organiser by the Sponsor/Exhibition, within 30 days of the completion of the virtual Event, and the balance will be retained by The Event Organiser as a handling fee. Should Sponsor/Exhibitor fail to notify the Event Organiser of its choice within said 5 business days, then 2.2 shall apply by default.

3. Cancellation of Event

If the Event is cancelled because of the Force Majeure Event then the Sponsor/Exhibitor may choose, by written notice to the Event Organiser within 5 business days of its receipt of notification of the Force Majeure Event to either:

- 3.1 Apply the booking contribution to the next event scheduled by The Event Organiser, and the Sponsor/Exhibitor shall have the same rights in respect of such subsequent Event as detailed in the Sponsorship and Exhibition Prospectus Agreement; or
- 3.2 Not apply the contribution to the next event but rather terminate the Sponsorship and Exhibition Agreement, in which case The Event Organiser shall refund an amount equal to 50% of the contribution already paid to The Event Organiser by the Sponsor/Exhibitor, within 30 days of the originally scheduled date for the Event, and the balance will be retained by The Event Organiser as a handling fee. Should the Sponsor/Exhibitor fail to notify The Event Organiser of its choice within said 5 business days, then 3.2 shall apply by default.

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 a unique online registration form that will be provided nearer to the event. All exhibition staff must be registered using the unique link i.e. complimentary exhibitor registration and/or purchased additional exhibitor staff registrations.

Print and Digital Entitlements

- All logos must be supplied at least 300 DPI at 100% in EPS (preferred for print)
- All logos must be supplied in JPEG at least 270 pixels wide with no extra whitespace (preferred for digital) format.
- Social media handles to be supplied by the sponsor at the time of booking.

The Sponsor's prior review and written approval is not required for any use of the Sponsor name or logo in Foundation marketing materials, as per the sponsorship prospectus agreement.

Exhibition floor plan

A floor plan will be available at the venue during bump in. Stands are allocated at the discretion of the Event Organiser. Allocation order will be in relation to the level of sponsorship and when full payment received. Please contact the Event Organiser should you have any individual access requirements. The Event Organiser reserve the right to change the exhibition floor layout if necessary.

The Event Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand.

Privacy Statement

Your name and contact information, including email address, may be used by parties directly related to the event such as the Event Organiser for relevant purposes such as promotion, networking and the administration of this event. If you do not consent, please advise us.

Contact information (Name, Organisation, Email Address and State) is included on the delegate list. If you do not wish your details to be included, please contact us.

Conditions of advertising

For acknowledgement of sponsorship in any Event Promotional material, sponsors and exhibitors need to have paid in full for their sponsorship and sent their logo with their booking to the Event Organiser.

Insurance and Liability

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, financial loss or damage to your own property including travel, accommodation, and associated cost to attend the event. You must hold a current broadform liability insurance policy (insurance policy which covers both public liability as well as product liability) for a minimum of \$AUD10,000,000.

Please forward a certificate of currency for your insurance to Event Organiser at least two weeks prior. Entry to the venue will be denied if you have not provided this information.

Exhibition and Sponsorship packages do not include insurance of any kind.

As a result of the event being postponed, converted to a virtual event or cancelled, the Event Organiser will not accept liability for, but not limited to:

- A. Loss of conference deposits and payment
- B. Costs incurred for freight delivery and/or return to/from the event.
- C. Costs involved with sponsors and exhibitors design and build custom stands (if applicable), standard booths, marketing, graphics and giveaways.
- D. Loss of international /domestic air fares and/or accommodation

Exhibitors must insure, indemnify and hold the Event Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Event Organiser may become liable.

The Event Organiser and the venue cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.

Exhibitor notes

You may not assign, share, sublet or grant licenses for the whole or part of the stand without prior approval. The Event Organiser and Conference Manager 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 stand. You may not tout, or place any material, outside your stand without prior consent from Event Organiser.

You will be responsible for any reasonable costs of repairing the stand 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.

The Exhibitor acknowledges that the Event Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Event Organiser will not be liable for any goods rejected by the venue or lost or damaged prior to the delivery date specified or on return.

The Event Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of activities at their discretion.

It is the responsibility of the Exhibitor to ensure that the space hired for their exhibition complies with their company policy or codes of conduct.

Instructions regarding storage will be outlined in the Exhibitor Manual distributed prior to the exhibition.

Exhibition Hours and Bump-In/Bump out

The Event Organiser may determine the hours during which the Exhibitor will have access to exhibition venue for setting up and dismantling.

The Event Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition. Sponsors/ Exhibitors will be notified of bump-in/bump-out details in the Exhibition Manual by the Event Organiser closer to the events.

The Exhibitor must comply with all directions/requests issued by the Event Organiser and the venue, including those outlined in the Exhibitor Manual.

Sponsors Hosted Events

The Event Organiser permit sponsors to host events prior to or after event period; however, is subject to approval by the Event Organiser.

Sponsors who are entitled to host an endorsed private function, do so at their own expense and at a time/date approved by the Event Organiser. No sponsor should arrange an event which includes a member of the faculty, without prior consent of the Event Organiser.

Disclaimer

The information contained in this prospectus is correct at the time of publishing. The Committees and Event Organiser reserve the right to change without notice any part of the program, the set-up or speakers. Updates prior to the event will be published on www.continence.org.au/STAC-education-days but it is the responsibility of exhibitors to check www.continence.org.au/STAC-education-days for changes.



continenence.org.au/STAC-education-days