

Breastfeeding: bonding science and practice

Annual Health Professional
Seminar Series 2023

Sydney Monday 6 March 2023
Brisbane Tuesday 7 March 2023
Melbourne Friday 10 March 2023
Perth Saturday 11 March 2023
Online program
From 31 March to 31 May 2023



Sponsorship and exhibition prospectus

breastfeeding.asn.au/seminars



Australian
Breastfeeding
Association

Breastfeeding: bonding science and practice

The Australian Breastfeeding Association invites you to sponsor our Annual Health Professional Seminar Series 2023.

Health professionals trust the Australian Breastfeeding Association, Australia's leading authority on breastfeeding and a Registered Training Organisation (RTO), to provide them with the latest evidence-based research and developments on breastfeeding.

The 2023 Annual Health Professional Seminar Series is the Australian Breastfeeding Association's flagship event of the year. Featuring an array of highly respected speakers, the series will attract hundreds of health professional delegates across Australia.

Delegates can choose to attend a live one-day seminar in Sydney, Brisbane, Melbourne or Perth or register exclusively for the online program. The online program is included free of charge with registration for all live seminar attendees. Delegates can view the online program from 31 March to 31 May 2023. It consists of presentations recorded at the live seminars as well as five additional pre-recorded presentations.

Delegates attend this seminar for their professional development, networking and to gather information on useful, ethically sound products and services to share with colleagues and recommend to the families they support. Sponsorship of the Annual Health Professional Seminar Series provides the perfect opportunity to promote your brand to a diverse group of health professional influencers, as well as illuminating your organisation's commitment to evidence-based practice.



Key dates

Sydney

Monday 6 March 2023

Sofitel Sydney Wentworth
61-101 Phillip Street

Brisbane

Tuesday 7 March 2023

Sofitel Brisbane Central
249 Turbot Street

Melbourne

Friday 10 March 2023

Pullman Melbourne on the Park,
192 Wellington Parade

Perth

Saturday 11 March 2023

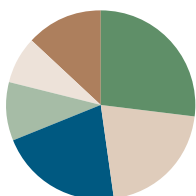
Parmelia Hilton Perth
14 Mill Street

Online program

From 31 March to 31 May 2023

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Seminar audience



2022 delegate profile

- 27% midwives
- 21% maternal and child health nurses
- 21% lactation consultants registered with IBCLC
- 10% breastfeeding counsellors/educators (volunteers)
- 8% nurses
- 13% other

The seminars are attended by a diverse range of health professionals including:

- Lactation consultants
- Maternal and child health nurses
- Midwives
- Paediatric nurses
- NICU and special care nurses
- Dietitians
- Speech pathologists
- Medical doctors
- Breastfeeding counsellors/educators
- Naturopaths
- Doulas
- Allied health professionals, and
- Other health professionals in the sector.

The Australian Breastfeeding Association welcomes all WHO Code compliant companies and exhibitors to apply to sponsor this event. For more information about the WHO Code, please visit breastfeeding.asn.au/who-code. Applications will be considered and approval given to organisations who align with the Australian Breastfeeding Association's values and organisational strategic directions.

Why sponsor us?

By sponsoring the Annual Health Professional Seminar Series 2023, you will have the opportunity to:

- Reach and inform a targeted audience of over 5000 health professionals and breastfeeding experts via our trusted and evidence-led printed and digital communications
- Engage with 800+ health professionals from across Australia
- Connect with maternal and infant health thought-leaders, breastfeeding counsellors and the broader health sector
- Increase your brand awareness among a highly targeted audience of health influencers
- Strengthen your brand by aligning with Australia's most trusted name in infant feeding
- Build relationships, collaborations and networks within the sector

Reach: website, eNewsletter and social media audience

- Over 4 million visits to the Australian Breastfeeding Association website over the past two years, with a new, refreshed website launched in 2022
- 5000+ eNewsletter subscribers
- Facebook 120k [@ozbreastfeeding](https://www.facebook.com/ozbreastfeeding)
- Instagram 36k [@ozbreastfeeding](https://www.instagram.com/ozbreastfeeding)
- Twitter 6k+ [@OzBreastfeeding](https://twitter.com/OzBreastfeeding)
- LinkedIn 1.5k+ [@ozbreastfeeding](https://www.linkedin.com/company/ozbreastfeeding)



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Sponsorship



The Annual Health Professional Seminar Series provides a great opportunity to reach a diverse group of health professional influencers. In 2023, the Australian Breastfeeding Association is offering a range of sponsorship levels to suit any budget and promotional strategy. Whether your preference is making a big stand in a completely customised way, or you'd like to showcase your brand in a more relaxed atmosphere, we'll have the perfect option for you.

Platinum*

Investment \$15,000 ex GST

As a Platinum Sponsor of the 2023 Annual Health Professional Seminar Series, you will have premium access to our diverse group of health professionals in attendance at both the live and online programs.

At each live seminar, you will have the opportunity to give a five minute address to delegates. A Platinum Sponsorship will give you the right to promote your support via your website and other marketing collateral.

Your logo will be featured alongside all marketing and promotion of the 2023 seminar series.

Sponsored posts via the Australian Breastfeeding Association's social channels will be provided to our Platinum Sponsors. This also includes an email sent out to all delegates on your behalf at a time that suits you (prior to, during or after the seminar series). You design the email with attachments, graphics and/or links, and we send it out to the delegate database.

In addition, our Platinum Sponsors will have prime exhibition space at all seminars, ensuring there is ample opportunity to engage with delegates throughout the day.

Enhanced Gold

Investment \$11,000 ex GST

As an Enhanced Gold Sponsor of the 2023 seminar series, you will have exposure and a unique opportunity to actively engage with health professionals working in maternal and infant health.

Enhanced Gold Sponsorship will allow you to promote your support via your website and other marketing collateral.

Sponsored posts via the Australian Breastfeeding Association's social channels will be provided to Enhanced Gold Sponsors. This also includes an email sent out to all delegates on your behalf at a time that suits you (prior to, during or after the seminar series). You design the email with attachments, graphics and/or links, and we send it out to the delegate database.

In addition, our Enhanced Gold Sponsors will have prime exhibition space at all seminars, ensuring there is ample opportunity to engage with delegates throughout the day.

*There may be agreements in place, with some organisations, which do not allow the same level of sponsorship to be offered to competing organisations.

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Gold

Investment \$7000 ex GST

Gold Sponsors will receive ongoing acknowledgement for their support of the 2023 seminar series. Promotional exposure as a Gold Sponsor will ensure you have every opportunity to promote your organisation and actively engage with maternal and infant healthcare professionals. As a Gold Sponsor you will receive promotional opportunities on the Australian Breastfeeding Association website, including a link to your website, as well as in the seminar program. Sponsored post opportunities will also be available. Exhibition space in a prominent location at all seminars will also be available to Gold Sponsors.

Silver

Investment \$5000 ex GST

Becoming a Silver Sponsor of the 2023 seminar series gives you exposure before and at each of the events, as well as the opportunity to network with maternal and infant healthcare professionals. As a Silver Sponsor you will receive ample promotional opportunities from the Australian Breastfeeding Association, including exposure within the seminar program and on the Australian Breastfeeding Association website. You will receive an exhibition space at each seminar. Additional marketing opportunities are also available, including your organisation advertising banner in the Australian Breastfeeding Association eNewsletter, which is sent to over 5000 healthcare professionals.

Online Program

Investment \$4000 ex GST

Along with the live seminars, the 2023 seminar series will include an online program. This program is available as a webinar series to health professionals for a limited time between 31 March to 31 May 2023. As a sponsor of this program, your logo and a hyperlink to your website will be included on the online program registration page.

Bronze

Investment \$3500 ex GST

As a Bronze Sponsor, you will have the opportunity to show your support for the Australian Breastfeeding Association and the 2023 seminar series. Bronze Sponsorship grants you an exhibition display at each of the four seminars, as well as inclusion in the seminar program. Your logo and a hyperlink to your website will be included on the Australian Breastfeeding Association website. Your sponsorship will include one exhibition space at each of the seminars.

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Sponsorship



Platinum*	Enhanced gold	Gold	Silver	Online Program	Bronze
Acknowledgement across all 2023 seminar series promotional material					
✓					
Opportunity to provide a 5-minute address to the delegates at each of the four venues					
✓					
Email sent out to all delegates					
✓	✓				
Acknowledgement as a sponsor at opening and closing of each seminar					
And on the online program registration page	✓	✓			
Company logo displayed on seminar programs					
✓	✓	✓	✓	✓	✓
Company logo displayed on sponsor loop during seminar at each of the four venues					
✓	✓	✓	✓	✓	✓
Logo and hyperlink to your website on the Australian Breastfeeding Association website					
✓	✓	✓	✓	✓ And on the online program registration page	✓
Exhibition space at each of the four seminars					
Premium space (2 tables)	Premium space (2 tables)	Prominent space (1 table)	1 table		1 table
Items in delegate satchels at each of the four seminars					
3	3	2	2	1	1
Company banner advertisement in Australian Breastfeeding Association personal member eNewsletters — database of over 5000 personal members (subject to timing)					
3 eNewsletters	2 eNewsletters	1 eNewsletter	1 eNewsletter		
Company banner advertisement in Australian Breastfeeding Association professional member eNewsletters — database of over 5000 healthcare professionals (subject to timing)					
3 eNewsletters	2 eNewsletters	1 eNewsletter	1 eNewsletter		
Social media sponsored posts (subject to timing)					
4	3	2	1	1	1

*There may be agreements in place, with some organisations, which do not allow the same level of sponsorship to be offered to competing organisations.

ABN: 64005081523 RTO: 21659

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Food and drink sponsorship



Our food and drink sponsorship options are an ideal way to connect with seminar delegates in a congenial setting. Delegates linger and network as they are getting food and drinks, so it is the perfect opportunity to showcase your brand in a more relaxed setting and at great value.

Coffee cart

\$2000 ex GST per seminar
\$7000 ex GST for all
four seminars

As the exclusive coffee cart sponsor you will have the unique opportunity to sponsor barista coffee at the live seminar/s of your choice.

Liaise with delegates as they order their coffee with a trade table display adjacent to the cart. You will have the opportunity to provide branded T-shirts and/or caps for the baristas to wear, or coffee cups for delegates to take away with them. The coffee cart will function during registration and break times.

Your trade display will remain in place for the duration of the day. You will be recognised in the seminar program and on the Australian Breastfeeding Association website as the coffee cart sponsor.

Lunch

\$1500 ex GST per seminar
\$5000 ex GST for all
four seminars

Make an impression as the official lunch sponsor at the 2023 seminar series. While taking place within the formal framework of the seminar, the official lunch provides an opportunity to emphasise your organisation's services or products in a more congenial setting.

Display up to two company banners during the lunch break.

Morning tea

\$1000 ex GST per seminar
\$3500 ex GST all
four seminars

There is a morning tea break at each of the conference venues, during which delegates can mingle whilst they enjoy refreshments. This provides the perfect opportunity to capture their attention.

Display up to two company banners during the morning tea break.

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Food and drink sponsorship



Coffee cart	Lunch	Morning tea
Acknowledgement as a sponsor at each venue where you have a food and drink sponsorship		
... of the coffee cart	... of lunch	... of morning tea
Company logo displayed on sponsor loop during seminar at each venue where you have a food and drink sponsorship		
✓	✓	✓
Logo and hyperlink to your website on the Australian Breastfeeding Association website		
✓	✓	✓
Exhibition space at each of the four seminars		
1 table adjacent to the coffee cart		
Exclusive branding opportunities via the coffee cart, including T-shirts/caps for baristas and/or branded coffee cups (sponsor to provide)	2 x company banners displayed during lunch (to be provided by sponsor) at sponsored venue/s	2 x company banners displayed during morning tea (to be provided by sponsor) at sponsored venue/s
Complimentary registrations at each seminar where you have a food and drink sponsorship		
1	1	1
Items in delegate satchels at each seminar where you have a food and drink sponsorship		
1	1	1
Social media sponsored post Choice of Instagram or Twitter on day of sponsorship		
1 per venue	1 per venue	1 per venue



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Additional sponsorship opportunities



Satchel inserts

\$1000 ex GST for four seminars
\$900 ex GST for three seminars you choose your venues
\$600 ex GST for two seminars you choose your venues
\$350 ex GST for one seminar you choose your venue

Single piece of promotional material, product sample or brochure inserted into satchels nationwide (size restrictions apply)

Trade exhibition space

\$2000 ex GST for all four venues
\$1800 ex GST for three venues you choose your venues
\$1300 ex GST for two venues you choose your venues
\$700 ex GST for one venue you choose your venue

- 1 x trestle table, 1 chair, 1 tablecloth
- Company name and hyperlink on the Australian Breastfeeding Association website
- 1 complimentary registration per seminar

Email to all delegates

\$1500 ex GST for all delegates

Email sent to all delegates on your behalf at a time that suits you (prior to, during or after the seminar series).

You design the email with attachments, graphics and/or links*, and we send it out to the delegate database.

Customised sponsorship

Take advantage of this flexible arrangement and tailor your promotional engagement to suit your organisation's exact needs. This sponsorship level is ideal for sponsors who want to stand out from the crowd and make a real impact.

The Australian Breastfeeding Association will work with you to offer a promotional package that speaks the language of your target market.**

Call Rachel Washington on 0412 996 711 or email rachel@meccaconcepts.com.au to discuss this opportunity further.

Seminar notepads and pens

\$1000 ex GST for all four venues

Sponsor to provide notepads and pens.

Sponsorship terms and conditions

- All sponsors must be WHO Code compliant.
- All applications will be considered and approval given to organisations who align with the Australian Breastfeeding Association's values and organisational strategic directions.
- All sponsored posts will be subject to timing.
- All sponsored posts and emails on sponsors' behalf require editorial approval.
- Should you wish to promote your company's support of the seminar series, the Australian Breastfeeding Association requests that you advise them of such promotions.

*Subject to Australian Breastfeeding Association approval

**Please note some restrictions may apply and there is a minimum spend required.

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Booking form



Sponsorships

Platinum Sponsor \$15,000 ex GST

Enhanced Gold Sponsor \$11,000 ex GST

Gold Sponsor \$7000 ex GST

Silver Sponsor \$5000 ex GST

Online Program Sponsor \$4000 ex GST

Bronze Sponsor \$3500 ex GST

Food and drink sponsorships

Coffee cart sponsor \$2000 each / \$7000 for all four seminars ex GST

Sydney 6 March 2023

Brisbane 7 March 2023

Melbourne 10 March 2023

Perth 11 March 2023

Lunch sponsor \$1500 each / \$5000 for all four seminars ex GST

Sydney 6 March 2023

Brisbane 7 March 2023

Melbourne 10 March 2023

Perth 11 March 2023

Morning tea sponsor \$1000 each / \$3500 for all four seminars ex GST

Sydney 6 March 2023

Brisbane 7 March 2023

Melbourne 10 March 2023

Perth 11 March 2023

Satchel inserts

One venue: \$350 ex GST two venues: \$600 ex GST

Three venues: \$900 ex GST all four venues: \$1000 ex GST

Sydney 6 March 2023

Brisbane 7 March 2023

Melbourne 10 March 2023

Perth 11 March 2023

Seminar notepads and pens

All four venues: \$1000 ex GST

Email to all delegates

\$1500 ex GST

Trade exhibition

One venue: \$700 ex GST two venues: \$1300 ex GST

Three venues: \$1800 ex GST all four venues: \$2000 ex GST

Sydney 6 March 2023

Brisbane 7 March 2023

Melbourne 10 March 2023

Perth 11 March 2023

Customised sponsorship

Price on application

Your details

Company name:

Contact name:

Postal address:

Suburb or town:

State or Territory:

Postcode:

Mobile:

Email:

To submit

Download this PDF file and fill it in according to your sponsorship preferences. Save the file and email it to: rachel@meccaconcepts.com.au

More information

For further information please contact:

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MECCA Concepts

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