Breastfeeding: from challenges to confidence

Annual Health Professional Seminar series 2027

Sponsorship and exhibition prospectus

Sydney Monday, 1 March 2027
Brisbane Tuesday, 2 March 2027
Melbourne Friday, 5 March 2027
Perth Saturday, 6 March 2027
Online program from 31 March to 31 May 2027

Australian Breastfeeding Association | For Health Professionals

breastfeeding.asn.au/seminars

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The Australian Breastfeeding Association's annual Health Professional Seminar series 2027

About the seminar series

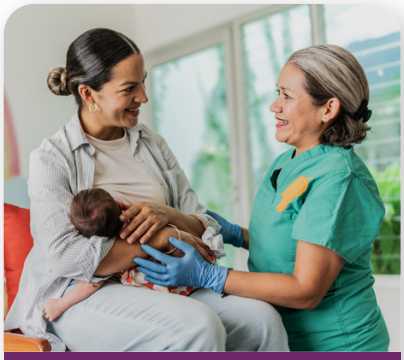
The Australian Breastfeeding Association invites you to sponsor our annual Health Professional Seminar series 2027.

Health professionals trust the Australian Breastfeeding Association (ABA), 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 annual Health Professional Seminar series 2027 is ABA'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 will run from 31 March to 31 May 2027. It consists of presentations recorded at the live seminars as well as 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, 1 March 2027
Swissôtel Sydney
68 Market Street

Brisbane
Tuesday, 2 March 2027
Emporium Hotel South Bank
267 Grey Street

Melbourne
Friday, 5 March 2027
Pullman East Melbourne
192 Wellington Parade

Perth
Friday, 6 March 2027
Hilton Perth
14 Mill Street

Online program
From 31 March to 31 May 2027

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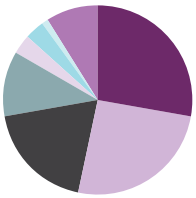
Seminar audience



2026 delegate profile

- 25% midwives
- 23% lactation consultants
- 17% child health nurses
- 10% ABA counsellors/ educators (volunteers)
- 3% allied health professionals
- 3% general practitioners
- 1% students
- 8% other

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

- lactation consultants
- child health nurses
- midwives
- paediatric nurses
- NICU and special care nurses
- dietitians
- speech pathologists
- medical doctors
- breastfeeding counsellors/ educators
- naturopaths
- doulas
- allied health professionals
- other health professionals in the sector.

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

Why sponsor?

By sponsoring the annual Health Professional Seminar series 2027, you will have the opportunity to:

- reach and inform a targeted audience of over 7000 health professionals and breastfeeding experts via our trusted and evidence-led printed and digital communications
- engage with health professionals across Australia who are key decision-makers in their workplace
- 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.

Our reach: connect with 20k+ health professionals

- Over 4 million visits to the ABA website in the past 2 years
- Newsletter subscription **20,000+**
- Facebook **124k+** ***@ozbreastfeeding***
- Instagram **41k+** ***@ozbreastfeeding***
- Twitter **5.8k+** ***@OzBreastfeeding***
- LinkedIn **2.1k+** ***@ozbreastfeeding***

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Sponsorship

The annual Health Professional Seminar series provides a great opportunity to reach a diverse group of health professionals; our sponsorship packages offer choices to suit a range of budgets and promotional strategies.

Platinum Investment $20,000 ex GST

Platinum sponsors will receive the following:

- Prime logo positioning and first named partner on all 2027 seminar series promotional material
- Opportunity to give a 5-minute address to the delegates at each of the four venues
- Email distribution on your behalf, at preferred timing, to our delegate database
- Your sponsorship prominently acknowledged by the MC at both the opening and closing of every live seminar, with dedicated recognition in our high-visibility sponsorship presentation loop
- Logo and website link on the ABA website
- Promotional right to display/mention platinum partnership via website and other collateral
- Prime exhibition space, including the option for a double-length area if needed, plus two complimentary registrations to staff your exhibition table
- A total of 6 advertisements over the course of your sponsorship with 3 in our personal member database and 3 in our health professional database.
- Sponsored posts via ABA's social media channels
- Carpark for live venues

Gold Investment $9000 ex GST

Gold sponsors will receive the following:

- Gold sponsor acknowledgement at both the opening and closing of every live seminar, as well as in the sponsorship presentation loop
- Logo and website link on the ABA website
- Prominent exhibition space, including 2 complimentary registrations to staff your exhibition table
- 2 advertisements over the course of your sponsorship with 1 in our personal member database and 1 in our health professional database
- Sponsored posts via ABA's social media channels

Silver Investment $5000 ex GST

Silver sponsors will receive the following:

- Silver sponsor acknowledgement at both the opening and closing of every live seminar, as well as in the sponsorship presentation loop
- Logo and website link on the ABA website
- Exhibition space, including 2 complimentary registrations to staff your exhibition table
- 2 advertisements over the course of your sponsorship with 1 in our personal member database and 1 in our health professional database
- A sponsored post via the ABA's social media channels

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Online program Investment $4000 ex GST

Online program sponsors will receive the following:

- Sponsor acknowledgement in the sponsorship presentation loop
- Logo and website link on the ABA website
- 2 online complimentary registrations
- A sponsored post via ABA's social media channels

Virtual Investment $3500 ex GST

Virtual sponsors will receive the following:

- Sponsor acknowledgement in the sponsorship presentation loop
- Logo and website link on the ABA website
- 1 online complimentary registration
- A sponsored post via ABA's social media channels

	Platinum	Gold	Silver	Online program	Virtual
Acknowledgement across all 2027 seminar series promotional material	✔				
5-minute address to delegates at each of the live venues	✔				
Email sent to all delegates	✔				
Sponsor acknowledgement at opening and closing of each live seminar	✔**	✔			
Company logo displayed on seminar programs	✔	✔	✔	✔	✔
Company logo displayed on sponsor loop at every venue	✔	✔	✔	✔	✔
Logo and website link on the ABA website	✔	✔	✔	✔**	✔
Exhibition space at every venue	Premium space: 2 tables	Prominent space: 1 table	1 table		
Complimentary registrations	2	2	2	2 - online	1 - online
eNews banner ad: database of over 20k contacts*	3 eNewsletters	1 eNewsletter	1 eNewsletter		✔
eNews banner ad: database of over 7k health professional contacts*	3 eNewsletters	1 eNewsletter	1 eNewsletter		✔
Social media sponsored posts*	4	2	1	1	1

*Subject to timing **And on the online program registration page

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
$6000 ex GST for all four seminars

As the coffee cart sponsor, you can display your branding at the barista coffee station during registration and breaks at your chosen seminar. Engage with delegates at your nearby trade table and provide branded items for baristas or takeaway cups. Your display stays up all day, and you'll be acknowledged in the seminar program and on the ABA website.

Lunch

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

Make an impression as the official lunch sponsor at the 2027 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
$3200 ex GST for 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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Booking form

Sponsorship packages

- ☐ Platinum **$20,000**
- ☐ Gold **$9000**
- ☐ Silver **$5000**
- ☐ Online program **$5000**
- ☐ Virtual **$3500**

Sponsorship options - price on application

☐ All ☐ Sydney ☐ Brisbane ☐ Melbourne ☐ Perth

☐ Trade display table
$1000 one venue / $1800 two venues / $2800 three venues / $3200 all four venues

☐ Coffee cart sponsor
$2000 each / $6000 for all four venues

☐ Lunch sponsor
$1500 each / $5000 for all four venues

☐ Morning tea sponsor
$1000 each / $3200 for all four venues

Other options - price on application

- ☐ Email to all delegates
- ☐ Notepads and pens (supplied by sponsor)
- ☐ Personalised loop slide for presentation

All prices exclude GST.

To submit

Complete and return to:
marketing@breastfeeding.asn.au

More information

For further information please contact Melanie Fuller, Australian Breastfeeding Association

Email:
marketing@breastfeeding.asn.au

Phone: 03 9690 4620

Your details

Company name: _____ Contact name: _____

Postal address: _____

Suburb or town: _____ State or territory: _____

Postcode: _____

Mobile: _____ Email: _____

ABN: 64005081523 RTO: 21659