

ASSOCIATION FOR BEHAVIOUR
ANALYSIS AUSTRALIA



ABA AUSTRALIA



**9TH ANNUAL CONFERENCE
MELBOURNE 2024**

SPONSOR
PROSPECTUS

EXPAND YOUR MARKET



Acknowledgement of Country

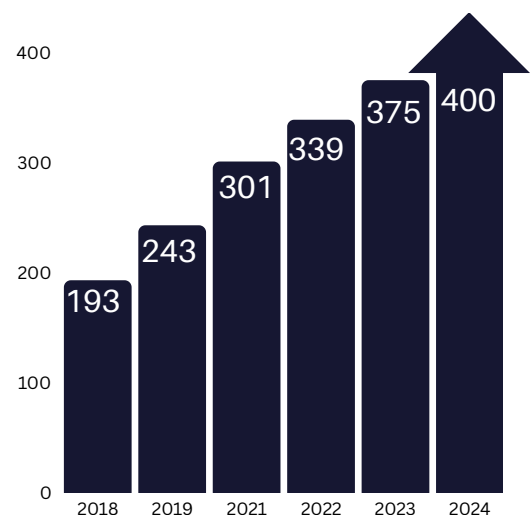
The conference will be held on the lands of the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin and we acknowledge their role as cultural custodians and holders of knowledge. We recognise their continuing connection to culture, land, water and community and pay our respects to Elder's past, present and emerging.

The Conference

The Association for Behaviour Analysis Australia (ABA Australia) is a professional organisation that seeks to assist in the development and advancement of the field of behaviour analysis within Australia through research, education, and dissemination of information.

ABA Australia's Annual Conference provides the platform as a meeting point for all behaviour analysts and related professionals, from all sectors in Australia and the international community. The Annual Conference provides unparalleled opportunities to become stronger as professionals and as an industry, with an engaging program and a forum to collaborate, network and build partnerships amongst our colleagues, peers, and industry leaders.

**THE 2023 ANNUAL
CONFERENCE ATTRACTED
375 DELEGATES AND IT IS
ANTICIPATED THAT THE
2024 CONFERENCE WILL
REACH 400**





Our Program

The 9th annual conference promises to deliver another exciting and informative program. The program will include pre-conference workshops, keynote and invited speakers, presentations, case studies, panel discussions and poster presentations delivered by leading experts in their respective fields. The program will feature plenary sessions and more than 29 concurrent sessions over the two days, so there will be plenty of interesting topics and upwards of 50 speakers to choose from.

The 2024 program will bring together leading practitioners, clinicians, and researchers from many areas of behaviour analysis. There will be plenty of opportunities to network, socialise and reconnect with friends, and colleagues and build new networks. We are committed to hosting a face-to-face conference to maximise value.

Attendee Profile

The Annual Conference can expect to attract the majority of delegates from Australia and New Zealand. Delegates will include:

- Behaviour analysts, allied health, health and social services practitioners
- Researchers, educators and Higher Education Providers
- Leaders and decision-makers in the health, advocacy and social services sectors
- Affiliated associations, agencies and organisations
- Government Departments
- Students of behaviour analysis and other related health and social services courses





Join us

ABA Australia invites our industry partners to join us as sponsors for the 2024 Annual Conference. Sponsorship at the ABA Australia Conference 2024 will provide your organisation or business with opportunities to increase your exposure, knowledge, and reach in Australia's behaviour analytic community.

As well as being able to take advantage of raising your profile, your support will enable ABA Australia to strengthen and increase our efforts to champion the work of behaviour analysis, providing current and future professionals with high-quality professional development and networking.

Venue

The conference will be take place at the Rydges Melbourne from Friday 26th July to Sunday 28th July 2024.





Why Sponsor?

The Conference Committee is building a program that will generate strong discussion and propel industry research and understanding. This conference will provide the foundation for future discussion and collaboration. As a sponsor your support of the 9th Annual Conference will have the following benefits:



Premium brand exposure

Increase your brand visibility by showcasing your organisation to a captive and targeted audience



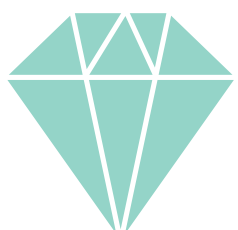
Build strategic connections

Connect with key decision makers in ABA organisations as well as professionals and industry stakeholders



Capitalise for future investment

Generate new leads and business opportunities securing your sales pipeline in 2024 and beyond



Showcase your unique offering

Demonstrate your unique offering through our exhibition and content opportunities to engaged audiences





Conference Schedule

FRIDAY

7:30 AM	Registration opens
8:30 AM	Morning workshops
11:30 AM	Lunch
12:30 PM	Afternoon workshops
3:30 PM	Workshops end
4:00 PM	AGM

SATURDAY

7:45 AM	Registration opens
9:00 AM	Morning Session A - KEYNOTE
10:25 AM	Morning Tea
10:55 AM	Morning Session B
12:10 PM	Lunch
1:00 PM	Afternoon Session C
2:15 PM	Afternoon Tea
2:45 PM	Afternoon Session D
4:00 PM	Social and Poster Session

SUNDAY

8:00 AM	Registration opens
9:00 AM	Morning Session A
10:15 AM	Morning Tea
10:45 AM	Morning Session B
12:00 PM	Lunch
1:00 PM	Afternoon Session C
2:15 PM	Afternoon Tea
2:45 PM	Afternoon Session D - KEYNOTE
4:00 PM	Conference Finishes





Sponsor Opportunities at a glance

Opportunity	Available	Investment
Premium Sponsorship		
Rate	1	SOLD OUT
Count	4	\$3500
Partial Interval	14	\$1000
Momentary Time Sample	Unlimited	\$500
Brand Positioning Sponsorship		
Delegate Tote Bag	1	SOLD OUT
Social & Poster Session	2	\$1000
Conference Scholarship	4	\$500
Lunch Sponsor	3	\$1500
Break Sponsor	6	\$750

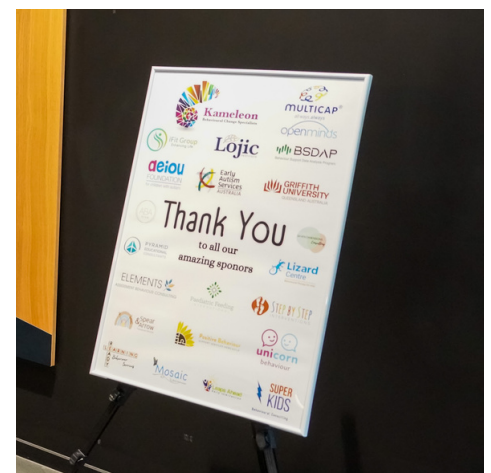




Standard Sponsorship Entitlements

Sponsors will receive the following standard entitlements in addition to the entitlements detailed at each sponsorship opportunity:

- Sponsor acknowledgement on website homepage
- Logo at the bottom of each conference website page, logo will be linked to your company's website
- Recognition on all conference-related email
- Acknowledgement at a your level of sponsorship during the opening and closing address of the conference
- Logo on sponsor acknowledgement slides appearing before sessions in grand ballroom
- Logo on conference signage (scaled to suit)
- Right to include the ABA Australia conference logo with "Proud Sponsor to the Association for Behaviour Analysis's 2024 Annual Conference" on organisation materials such as websites, social media and email blasts.





Rate Sponsor

\$5,000

1 package available

This is the complete sponsorship package to maximise your presence at the conference, with a level of exclusivity. The package includes:

Registrations

- Four complimentary registrations to the annual conference
- Discounted conference registration (10%) for 15 additional delegates at the flash sale price (Members) & early bird (non-members)
- Discounted workshop registration (10%) for 15 delegates

Exclusive Naming Rights

New this year is the ability to name one of the conference rooms after your company. This means that all conference related information will have your chosen name used when referencing that particular room. All online and printed material will reference the room with your chosen name. ABA Australia will create signage to clearly state your chosen room name at the entrance of the room.

- As the Rate Sponsor you will have naming rights to main ballroom, where the keynote and invited speaker presentations will be held.
- You have the opportunity to set up a table with your table cloth and promotional material in the room you name.
- ***Please note there will be no exhibitor tables at the conference.***

Promotion and Entitlements

- Invitation for 2 nominated representative to a VIP reception on the Friday evening with invited speakers and conference organisers.





Rate Sponsor cont.

- Sponsor Showcase on ABA Australia's website (available until 30 days after the conference)
 - Top level position
 - Logo linked to your website
 - Company profile that includes a 300 word description of your company and link to website
 - Up to 3 minute promotional company video
 - Up to 10 pdf files (e.g., flyers, resources, etc) for download (provided by sponsor)
- Top level logo position at bottom of each conference website page
- Top level logo position on all conference-related emails
- Four social media recognition posts highlighting your company and linking to your account/website. Your content will be shared to ABA Australia's social accounts (Facebook, Twitter, Instagram, LinkedIn)
- Two (2) free standing banner display (maximum size 2m high x 1m wide) place on either side of the main stage throughout the entire conference (provided by sponsor)
- Opportunity to show a 30 second promotional video played in the ballroom Saturday morning and Sunday afternoon.
- Logo (full slide) on sponsor acknowledgement slides appearing before sessions in ballroom
- Top level logo position on conference signage (scaled to suit)
- 1 x Full page colour advertisement on the inside cover or back cover of the conference program (artwork supplied)
- Inclusion of two marketing items (provided by sponsor) in the conference tote bag
- Conference app
 - Your organisation's logo will rotate as a banner ad in the conference app
 - Your organisation will be listed as a Rate Sponsor in the Sponsorship Section of the conference App includes logo, website, contact info, company description





Count Sponsor

\$3,500

4 packages available

With this sponsor package, your company will benefit from a high level of exposure and representation during the event. The package includes:

Registrations

- Two complimentary registrations to the annual conference
- Discounted conference registration (10%) for 5 additional delegates at flash sale rate
- Discounted workshop registration (10%) for 5 delegates

Exclusive Naming Rights

New this year is the ability to name one of the conference rooms after your company. This means that all conference related information will have your chosen name used when referencing that particular room. All online and printed material will reference the room with your chosen name. ABA Australia will create signage to clearly state your chosen room name at entrance of the room.

- As the Count Sponsor you will have naming rights to one of the breakout rooms (seating capacity 75), where papers, panels, symposia, and/or clinical case presentations will be held.
- You have the opportunity to set up a table with your table cloth and promotional material in the room you name.
- ***Please note there will be no exhibitor tables at the conference.***





Count Sponsor cont.

Promotion and Entitlements

- Sponsor Showcase on ABA Australia's website (available until 30 days after the conference)
 - Logo linked to your website
 - Company profile that includes a 200 word description of your company and link to website
 - 1 minute promotional company video
 - Up to 5 pdf files (e.g., flyers, resources, etc) for download (provided by sponsor)
- Three social media recognition posts highlighting your company and linking to your account/website. Your content will be shared to ABA Australia's social accounts (Facebook, Twitter, Instagram, LinkedIn)
- 1 x Full page colour advertisement in the conference program (artwork supplied)
- Inclusion of two marketing items (you to provide) in the conference tote bag
- Conference app
 - Your organisation's logo will rotate as a banner ad in the conference app
 - Your organisation will be listed as a Count Sponsor in the Sponsorship Section of the conference App includes logo, website, contact info, company description



Partial Interval Sponsor

\$1000

14 packages available

This sponsorship package will ensure your business or organisation is visible to conference participants throughout the event. The package includes:

Promotion and Entitlements

- Sponsor Showcase on ABA Australia's website (available until 30 days after the conference)
 - Logo linked to your website
 - Company profile that includes a 100 word description of your company and link to website
 - Up to 4 pdf files (e.g., flyers, resources, etc) for download (provided by sponsor)
- One social media recognition post highlighting your company and linking to an account/website. Your content will be shared to ABA Australia's social accounts (Facebook, Twitter, Instagram, LinkedIn)
- 1/2 Page (landscape) colour advertisement in the conference program (artwork supplied)
- Inclusion of one marketing item (you to provide) in the conference tote bag
- Conference app
 - Your organisation's logo will rotate as a banner ad in the conference app
 - Your organisation will be listed as a Partial Interval Sponsor in the Exhibitor Section of the conference App includes logo, website, contact info, company description





Momentary Time Sample Sponsor

\$ 500
unlimited

This sponsorship package will ensure your business or organisation is visible to conference participants throughout the event. The package includes:

Promotion and Entitlements

- One social media mention acknowledging your sponsorship that will be shared to ABA Australia's social accounts (Facebook, Twitter, Instagram, LinkedIn)
- Sponsor acknowledgment in the conference program logo only (artwork supplied)
- Inclusion of one marketing item (you to provide) in the conference tote bag
- Conference app
 - Your organisation's logo will rotate as a banner ad in the conference app





Delegate Tote Bag

\$ 3000

1 available

Each delegate will receive a tote bag with the sponsor's logo on one side, co-branded with the ABA Australia logo. By sponsoring the tote bag your brand will be guaranteed to be seen every day during the conference. The tote bag will be a quality reusable product to encourage delegates to keep using it after the conference. Tote bag selection, design and production to be made by the conference committee. It will be at the conference committee's discretion as to whether the logo is printed in full colour or is monotone.

Promotion and Entitlements

- Company logo displayed on one side of the delegate tote bag, which will be in the hand of every delegate
- Inclusion of two marketing items (you to provide) in the conference tote bag
- Opportunity to provide one pull-up banner near the registration desk
- Sponsor Showcase on ABA Australia's website (available until 30 days after the conference)
 - Logo linked to your website
 - Company profile that includes a 100 word description of your company and link to website
 - Up to 4 pdf files (e.g., flyers, resources, etc) for download (provided by sponsor)
- One social media post acknowledging your sponsorship that will be shared to ABA Australia's social accounts (Facebook, Twitter, Instagram, LinkedIn)
- 1/2 Page (landscape) colour advertisement in the conference program (artwork supplied)
- Conference app
 - Your organisation's logo will rotate as a banner ad in the conference app
 - Your organisation will be listed as a Conference Tote bag in the Sponsorship Section of the conference App includes logo, website, contact info, company description





Social and Poster Session Sponsor

\$ 1000

2 available

Brand sponsorship at the conference's coveted social and poster session! The Social and Poster Session will be held in the grand ballroom at the conclusion of the conference program on Saturday (27/7/24). It is an opportunity for delegates to meet other delegates and form new working relationships.

Promotion and Entitlements

- Banner in prominent position during the social and poster session
- Your company logo on social signage
- Sponsor Showcase on ABA Australia's website (available until 30 days after the conference)
 - Logo linked to your website
 - Company profile that includes a 100 word description of your company and link to website
 - Up to 2 pdf files (e.g., flyers, resources, etc) for download (provided by sponsor)
- One social media post acknowledging your sponsorship that will be shared to ABA Australia's social accounts (Facebook, Twitter, Instagram, LinkedIn)
- Sponsor acknowledgment in the conference program logo only (artwork supplied)
- Inclusion of one marketing item (you to provide) in the conference tote bag
- Conference app
 - Your organisation's logo will rotate as a banner ad in the conference app
 - Your organisation will be listed as a Social and Poster Session Sponsor in the Sponsorship Section of the conference App includes logo, website, contact info, company description





Lunch Sponsor

\$ 1500

3 available

Exclusive sponsorship of one of the conference's lunches.

Promotion and Entitlements

- Your company is entitled to sponsor one lunch. Thank you signage will be prominently displayed at catering stations during your sponsored lunch session.
- Sponsor Showcase on ABA Australia's website (available until 30 days after the conference)
 - Logo linked to your website
 - Company profile that includes a 100 word description of your company and link to website
 - Up to 2 pdf files (e.g., flyers, resources, etc) for download (provided by sponsor)
- One social media post acknowledging your sponsorship that will be shared to ABA Australia's social accounts (Facebook, Twitter, Instagram, LinkedIn)
- 1/2 Page (landscape) colour advertisement in the conference program (artwork supplied)
- Inclusion of one marketing item (you to provide) in the conference tote bag
- Conference App
 - Your organisation's logo will rotate as a banner ad in the conference app
 - Your organisation will be listed as a Lunch Sponsor in the Sponsorship Section of the conference App includes logo, website, contact info, company description





Break Sponsor

\$ 750

6 available

Promotion and Entitlements

- Your company is entitled to sponsor one break. Thank you signage will be prominently displayed at catering stations during your sponsored break session.
- Sponsor Showcase on ABA Australia's website (available until 30 days after the conference)
 - Logo linked to your website
 - Company profile that includes a 100 word description of your company and link to website
 - Up to 2 pdf files (e.g., flyers, resources, etc) for download (provided by sponsor)
- One social media post acknowledging your sponsorship that will be shared to ABA Australia's social accounts (Facebook, Twitter, Instagram, LinkedIn)
- Inclusion of one marketing item (you to provide) in the conference tote bag
- Sponsor acknowledgment in the conference program logo only (artwork supplied)
- Conference App
 - Your organisation's logo will rotate as a banner ad in the conference app



Conference Scholarship

\$ 500

4 available

ABA Australia is committed to supporting the diversity of professionals and organisations working to strengthen the field of behaviour analysis within Australia. Conference scholarships are offered to students and rural and remote-based community service professionals to ensure the widest possible representation at the conference. Funds will cover the cost of a full conference registration plus up to \$500 in travel costs. As a conference scholarship sponsor, you will help promote participation and reduce barriers for delegates wishing to attend the ABA Australia 2024 Annual Conference.

Promotion and Entitlements

- Opportunity for sponsors and scholarship recipients to meet and have photographs taken for future media and promotional purposes
- Sponsor Showcase on ABA Australia's website (available until 30 days after the conference)
 - Logo linked to your website
 - Company profile that includes a 100 word description of your company and link to website
- One social media post acknowledging your sponsorship that will be shared to ABA Australia's Social accounts (Facebook, Twitter, Instagram, LinkedIn)
- Sponsor acknowledgment in the conference program logo only (artwork supplied)





Conference Program Advert Specifications

A5 Size

Half Page: (W) 210mm x 148mm (H)

Orientation: Landscape

A4 Size

Full Page: (W) 210mm x 297mm (H)

Orientation: Portrait

Format Artwork: PNG or PDF High resolution preferred.

Material Deadline: 6pm 10 June 2024

Deliver to: events@auaba.com.au





Conference App

ABA Australia will be using a conference app to enhance the delegate's conference experience and provide more opportunities for sponsor exposure and engagement. The conference app features event agenda, handouts, floor map, speaker bios, in-app messages, notifications and much more!

Rotating Banner

At the top of the app with display your logo on in rotation with other sponsor logos

Sponsor Section

With the sponsor section of the conference app, exhibitors can easily display who they are and what they do, provide hand outs, and more.



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**THANK YOU TO ALL OUR SPONSORS,
WITHOUT WHOM OUR ANNUAL
CONFERENCE WOULDN'T BE POSSIBLE!**

**Questions contact:
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