

Sponsorship and Advertising Opportunities



ABA Australia Conference 2019

Melbourne, Victoria



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.

Sponsorship at the ABA Australia Conference 2019 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 mentorship.

As a sponsor of the 2019 conference, you will benefit from:

- Exposure of your brand in event promotion to ABA Australia members and the extended professional community
- Brand association – you will be recognised as key stakeholders in the leading event for behaviour analysts in Australia
- A variety of options to choose from including:
 - Exhibition booths
 - Advertisements in conference collateral
 - Ability to provide marketing materials to conference attendees through seat drops, conference tote bag inclusions
 - Marketing materials included in the conference tote bag
 - Introduce invited presenters or speakers in a paper session
 - Discounted tickets for your staff
 - Networking opportunities with leaders in the sector, keynote speakers, presenters, and attendees interested in your services/products

For our loyal sponsors that support us regularly (2 consecutive years) we are offering sponsorship and advertising packages at a 10% discount. Please contact events@auaba.com.au for discount code.

SPONSORSHIP PACKAGES

Last Day to Purchase is 21/6/2019

Platinum Sponsor Package (AUD \$3,000.00) Only 1 package available

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

- An exhibitor booth (table and 2 chairs) for both days of the conference
- Your company logo exclusively printed on one side of the conference tote bag
- Verbal acknowledgement as Platinum Sponsor during the opening address of the conference
- Opportunity to introduce invited presenter or speakers in a paper session at the conference
- Inclusion of three items of marketing material (you to provide) in the conference tote bag
- A full-page A4 colour advertisement on the inside cover of the conference booklet (artwork supplied)
- Primary positioning of your company logo on all official conference slides
- Your company logo with link to your website included on the conference page of ABA Australia's website
- Four Facebook appreciation posts for sponsorship to our followers
- Logo placement on 4 conference email blasts
- Two registration tickets for the two-day conference
- Discounted conference registration (25%) for two additional attendees

Gold Sponsor Package (AUD \$2500.00) Only 1 package available

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

- An exhibitor booth (table and 2 chairs) for both days of the conference
- Verbal acknowledgement as Gold Sponsor during the opening address of the conference
- Inclusion of two pieces of marketing material (you to provide) in the conference tote bag
- A full-page A4 colour advertisement on the outside back cover of the conference booklet (artwork supplied)
- Company logo included in all official conference slides
- Your company logo with link to your website included on the conference page of ABA Australia's website
- Two Facebook appreciation posts for sponsorship to our followers
- Logo placement on 2 conference email blasts
- Two registration tickets for the two-day conference.
- Discounted conference registration (25%) for one additional attendee

Silver Sponsor Package (AUD \$2000.00) Only 2 packages available

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

- An exhibitor booth (table and 2 chairs) for both days of the conference
- Verbal acknowledgement as Silver Sponsor during the opening address of the conference
- Inclusion of two pieces of marketing material (you to provide) in the conference tote bag
- A full-page A4 colour advertisement within the conference booklet (artwork supplied)
- Company logo included in all official conference slides to recognise your sponsorship
- Company logo included on the conference page on ABA Australia's website
- Two Facebook appreciation posts for sponsorship to our followers
- Logo placement on 1 conference email blast
- Two registration tickets for the two-day conference

Bronze Sponsor Package (AUD \$1500.00) Only 3 packages available

This sponsorship package provides an opportunity to connect your business or organisation with the conference participants. The package includes:

- An exhibitor booth (table and two chairs) for both days of the conference
- Inclusion of one piece of marketing material (you to provide) in the conference tote bag
- Your logo included on the conference page on ABA Australia's website
- A full-page A4 colour advertisement in the conference booklet (artwork supplied)
- Two registration tickets for the two-day conference

Exhibitor Package (AUD \$1000.00) Only 4 packages available

This exhibitor's package provides an opportunity to connect your business or organisation with the conference participants. The package includes:

- An exhibitor booth (table and 2 chairs) for both days of the conference
- Your logo included on the conference page of the ABA Australia website
- A half-page A4 colour advertisement in the conference booklet (artwork supplied)
- Two registration tickets for the two-day conference.

Advertising Last Day to Purchase is 21/6/2019

Conference Booklet Advertising

Companies who are not taking advantage of having a conference booth, are able to advertise in the conference booklet, which will be presented to all conference attendees, and available for download from the conference website.

Full page A4 advertisement: \$300 (artwork supplied)

Half-page A4 advertisement: \$150 (artwork supplied, horizontal or vertical)

Quarter-page A4 advertisement: \$80 (artwork supplied horizontal)

Conference Tote Bag Inclusions (Only 5 available)

Companies are able to provide an unlimited amount of marketing items to include in the conference tote bags. Written materials must be no bigger than A4 size, and other products will be considered on the basis of size and weight.

Companies taking advantage of this offer will be responsible for ensuring they have adequate supplies. We expect to have 150 attendees. However, the total number required will be advised by 1/7/2019. All goods will need to be received by 15/7/2019.

Tote-bag inclusion: \$100

Seat Drops (Only 3 available)

There are two opportunities (Friday workshop, Day 1 opening, and Day 2 opening) to place collateral items on seats in the conference auditorium. This option enables companies to have their material stand out and be seen by a ready audience.

Companies taking advantage of this offer will be responsible for ensuring they have adequate supplies. We expect to have 150 attendees. However, the total number required will be advised by 1/7/2019. All goods will need to be received by 15/7/2019.

Seat-drop: \$75

Important Information

Advertisement Submissions

Advertisements should be the size indicated above, in colour, and in one of the following digital formats: eps, png, jpg, tif, gif, or pub. No hardcopies will be accepted.

Advertisements will need to be submitted by 25/6/2019.

Please note: Vector formats will print more clearly (.png or .eps) than non-vector formats. We will include the exact file you send us and cannot be responsible for the quality of the final printed image.

Payment

Payments must be submitted via the auaba.com website for inclusion in the conference program.

Refunds

There are no refunds of sponsor or exhibitor packages.

Registration

To register as a sponsor, go to the sponsorship page: <https://auaba.com.au/abaa-2019-conference/become-a-conference-sponsor/>

Working with our Sponsors

ABA Australia strives to ensure all sponsors and exhibitors receive the appropriate benefit for their support of the conference. Prospective sponsors should assess the opportunities suggested in this Sponsorship and Exhibition document. We are also able to create a customised sponsors and exhibitor package, tailored to your specific needs. For information, please contact us at events@auaba.com.au

We thank you for supporting and participating in what we are sure will be a wonderful event, made possible by your contribution. For any queries or questions regarding the conference please contact us via email: events@auaba.com.au

Warm regards,

The Conference Committee
Association for Behaviour Analysis Australia

