



8 - 10 OCTOBER 2007

PARK HYATT HOTEL, MELBOURNE AUSTRALIA

# **Australian Health Insurance Association Conference**

**8-10 October 2007**

**Park Hyatt Melbourne**

## **Sponsorship & Exhibition Prospectus**

**[www.ahia2007.com](http://www.ahia2007.com)**

## INVITATION

On behalf of the AHIA 2007 Conference Organising Committee, I would like to invite you to participate in this unique event as a Conference Sponsor or Exhibitor.

The Conference and Exhibition will be held at the Park Hyatt Melbourne from 8–10 October 2007.

The Annual Conference of the Australian Health Insurance Association will explore ways in which Private Health Care will be provided a decade from now, in an “Over the Horizon” glance of the challenges ahead.

Key issues include the future health needs and demands of the Australian community, the burgeoning capabilities and price of Technology, the opportunity for improved forms of care with Chromosome analysis and Genome Therapy and the future structure the Industry itself may take over the next decade.

These challenges will be discussed by international experts and key Australian thinkers, providing a stimulating and thought provoking conference.

The potential for improved care is great and the Conference will give a snap shot of the issues the Industry will need to address to be fully prepared for health care in 2017.

The program will be held over two days featuring local, national and international speakers. The planned social program will allow delegates and sponsors an opportunity to mix in both a professional and a social exchange.

The program will be complemented by a comprehensive Exhibition, which will feature a range of organisations related to the Industry, showcasing the latest products and services.

Various levels of involvement are outlined in the attached document. However, if there are other ways in which you would like to participate in addition to the options outlined, the Conference Managers would be happy to consider your suggestions and discuss these with you.

I look forward to having your organisation’s participation in 2007.

A handwritten signature in black ink that reads "Michael Armitage". The signature is written in a cursive, flowing style.

Hon Dr Michael Armitage  
Chief Executive Officer  
Australian Health Insurance Association (AHIA)

## THE AUSTRALIAN HEALTH INSURANCE ASSOCIATION (AHIA)

The Australian Health Insurance Association (AHIA) is the Australian private health industries peak representative body that represents 26 health funds throughout Australia and collectively covers more than 94% of the private health insurance industry.

AHIA member funds today provide healthcare benefits for approximately 9.5 million Australians. Founded in 1971, AHIA continues to be a very influential and effective voice for the private health insurance industry, playing a key role in helping to shape both the overall regulatory environment and also public perceptions of private health insurance.

## ORGANISING COMMITTEE

Hon Dr Michael Armitage, *Chief Executive Officer, Australian Health Insurance Association*

Mr Richard Bowden, *Managing Director, BUPA*

Mr Mark Fitzgibbon, *Chief Executive Officer, NIB Health Funds Limited*

Mr Craig Bosworth, *Manager, Public and Industry Affairs, Medibank Private*

Mr Chris Drummer, *General Manager Community and Government Relations, MBF Australia Limited*

Mr Shaun Larkin, *General Manager, Benefits Management, HCF*

## HOST CITY AND VENUE



Melbourne, the capital of Victoria, known as Australia's 'Garden State' is situated on the picturesque tree-lined banks of the Yarra River. It is a thriving cosmopolitan city with a unique balance of graceful old and new architecture surrounded by parks and gardens. Melbourne has a wealth of culture, is Australia's leading city in theatre, sport and fashion and has some of the finest restaurants in the country.

The Park Hyatt Melbourne is conveniently situated in one of Melbourne's most historic areas, at the top of Collins Street and opposite St Patrick's Cathedral. The Park Hyatt Melbourne hotel overlooks a district of Victorian architecture and is bordered by Melbourne's delightful Fitzroy Gardens. Just 21 kms from Melbourne Airport and convenient to the city's attractions, the hotel provides a warm ambience and exceptional levels of personalised service.



## WHY ALIGN YOUR ORGANISATION WITH THE AHIA CONFERENCE?

- Meet the most influential people at the forefront of the health insurance industry
- Opportunity to network and build new relationships with key industry figures
- Demonstrate your commitment to the industry
- Direct access to your target markets decision makers
- Increase brand awareness

## THE CONFERENCE MANAGERS

Tour Hosts Pty Limited is the appointed Conference Manager. Tour Hosts brings over 32 years of experience in the management and promotion of conferences, exhibitions and special events. The company boasts an excellent track record in successfully managing major conferences and events and looks forward to maximising the return on your investment and participation at the Australian Health Insurance Association Conference.



### Australian Health Insurance Association Conference

Conference Managers  
Tour Hosts Pty Limited  
Address: GPO Box 128  
Sydney NSW 2001  
AUSTRALIA  
Phone: 61 2 9265 0700  
Fax: 61 2 9267 5443  
Email: [ahia@tourhosts.com.au](mailto:ahia@tourhosts.com.au)  
Website: [www.ahia2007.com](http://www.ahia2007.com)

## SPONSORSHIP OPPORTUNITIES

### Principal Sponsor: \$30,000.00 (inc GST)

#### Maximum of 1

As the Principal Sponsor of the AHIA Conference, your organisation will have the highest level of visibility and exposure. You will be presented with unique opportunities to present your organisation to a captive and targeted audience whilst aligning your brand with a major industry association.

#### The Principal Sponsor package will feature the following:

- Recognition as the **Principal Sponsor** on all printed Conference material including the Conference Week Program Book
- Your corporate logo together with a 100 word company description and a hyperlink to your organisation's website on the sponsor's page of the official conference website
- Verbal acknowledgment as the **Principal Sponsor** at the Welcome Reception of the Conference
- Acknowledgment as the **Principal Sponsor** on the official on-site sponsorship acknowledgement board during the Conference
- Prominent staging of your company logo throughout the Conference, including Welcome Reception (sponsor to supply banner – maximum size 2.1m high x 1m wide)
- Two (2) complimentary 3x2m exhibition booths in a prominent location within the Exhibition
- Three (3) complimentary Conference Registrations, inclusive of all social functions
- Three (3) additional complimentary passes to the Conference Dinner
- Organisation brochure (maximum 4 x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)

#### Additional feature - AHIA Satchel

- Your corporate logo will be printed on the delegate satchels along with the Conference logo

#### Additional feature – Welcome Reception Sponsor

- Recognised as the **Welcome Reception Sponsor** on all Conference material including the Registration Brochure and Program Book
- Verbal acknowledgment as the **Welcome Reception Sponsor** at the Conference Welcome Reception
- Acknowledgment as the **Welcome Reception Sponsor** on the official on-site sponsorship acknowledgement board during the Conference
- Four (4) complimentary tickets to the Welcome Reception
- Organisation signage may be displayed during the Welcome Reception (Sponsor to provide signage - maximum size is 2.1m high x 1m wide)

## **Gold Sponsor: \$20,000.00 (inc GST)**

### **Maximum of 2**

The Gold Sponsorship packages have been designed to ensure a high level of exposure throughout the Conference. The Gold Sponsor will also benefit from exposure in the lead up to the Conference and, in addition to this, will have the opportunity to network with industry colleagues and potential clients at the various functions throughout the Conference. There will be a maximum of **two** Gold Sponsors.

### **The Gold Sponsor package will feature the following:**

- Recognition as a **Gold Sponsor** on all printed Conference material including the Conference Week Program Book
- Your corporate logo together with a 75 word company description and a hyperlink to your organisation's website, on the sponsor's page of the official conference website
- Verbal acknowledgment as a **Gold Sponsor** at the Opening Ceremony and Welcome Reception of the Conference
- Acknowledgment as a **Gold Sponsor** on the official on-site sponsorship acknowledgement board during the Conference
- One (1) complimentary 3x2m exhibition booth in within the Exhibition
- Two (2) complimentary Conference Registrations, inclusive of all social functions
- Two (2) additional complimentary passes to the Conference Dinner
- Organisation brochure (maximum 4 x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)

### **Additional feature – One morning and afternoon tea break\***

- Sponsor's corporate signage/literature may be displayed within the catering areas during the morning tea and afternoon tea breaks (Sponsor to supply materials - maximum size for signage 2.1m high x 1m wide)
- Small table signs featuring the organisation name and logo displayed at the morning and afternoon breaks (Sponsor to supply materials)
- Two (2) complimentary passes for company representatives to attend the sponsored breaks only
- Verbal recognition, by the chairperson, in the session(s) prior to the sponsored breaks

\* Note that as there will be no afternoon tea provided on Day 2 of the Conference, sponsors will be allocated their preferred day's catering on a first come, first served basis.

## **Silver Sponsor: \$15,000.00 (inc GST)**

### **Maximum of 2**

As a Silver Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to and during the Conference.

### **The Silver Sponsor package will feature the following:**

- Recognition as a **Silver Sponsor** on all printed Conference material including the Conference Week Program Book
- Your corporate logo together with a 50 word company description and a hyperlink to your organisation's website on the sponsor's page of the official conference website
- Verbal acknowledgment as a **Silver Sponsor** at the Opening Ceremony and Welcome Reception of the Conference
- Acknowledgment as a **Silver Sponsor** on the official, on-site, sponsorship acknowledgement board during the Conference
- One (1) complimentary Conference Registration, including all social functions
- Two (2) additional complimentary passes to the Conference Dinner
- Organisation brochure (maximum 4 x A4 pages) to be inserted in all delegate satchels (sponsor to supply material)

### **Additional feature – Speaker Sponsor**

- Opportunity to be recognised as the sponsor of a National Speaker
- Recognition as a sponsor of the identified speaker on all Conference material including the Registration Brochure and Program Book
- Noted as sponsor on the audio visual screen prior to the commencement of the speaker's session.
- Four (4) passes to attend the sponsored speaker's session only

## Conference Dinner Sponsor: \$10,000.00 (inc GST)

### Maximum of 1

#### The Conference Dinner Sponsor package will feature the following:

- Recognised as the **Conference Dinner Sponsor** on all Conference material including the Conference Week Program Book
- Your corporate logo together with a 50 word company description and a hyperlink to your organisation's website on the Sponsor's page of the official Conference website
- Verbal acknowledgment as **Conference Dinner Sponsor** at the Conference Dinner
- Acknowledgment as **Conference Dinner Sponsor** on the official, on-site, sponsorship acknowledgement board during the Conference
- Organisation logo printed on tickets and table menus for the sponsored event
- Opportunity to display a product or provide a gift to all attendees (subject to approval by the Organising Committee, Sponsor to provide product or gifts)
- Organisation signage may be displayed during the function (Sponsor to provide signage - maximum size is 2.1m high x 1m wide)
- Ten (10) complimentary passes to the Conference Dinner
- Organisation brochure (maximum size 4 x A4 pages) to be inserted in all delegate satchels

## **Lunch Sponsor: \$3,500.00 per day or \$6,500.00 for 2 days (inc GST)**

### **The Conference Lunch Sponsor package will feature the following:**

- Recognition as a **Sponsor** on all printed Conference material including the Conference Week Program Book
- Your corporate logo together with a 50 word company description and a hyperlink to your organisation's website, on the sponsor's page of the official conference website
- Acknowledgment as a **Sponsor** on the official on-site sponsorship acknowledgement board during the Conference
- Sponsor's corporate signage/literature may be displayed within the catering areas during the sponsored lunch break (Sponsor to supply materials – maximum size for signage is 2.1m high x 1m wide)
- Small table signs featuring the organisation name and logo displayed at the sponsored lunch break (Sponsor to supply materials)
- Logo on audio visual screen in the session directly before the sponsored lunch break
- Two (2) complimentary passes to attend the sponsored lunch break(s) only
- Organisation brochure (maximum size 4 x A4 pages) to be inserted in all delegate satchels

## Speaker Sponsor

**National Speaker: \$3,500.00 inc GST**

**International Speaker: Cost to be negotiated**

Sponsorship of a national or international invited speaker is the perfect vehicle to demonstrate your support of the Conference program and is also a show of commitment to the future of health insurance. The support is to cover the speaker's travel, accommodation (two nights) and conference registration.

Several opportunities exist for companies to sponsor a speaker.

Further details on specific topics and speakers can be found on the website at [www.ahia2007.com](http://www.ahia2007.com) or by contacting the Conference Managers.

### **The Speaker Sponsor package will feature the following:**

- Recognition as a **Sponsor** of the identified speaker on all Conference material including the Conference Week Program Book
- Your corporate logo together with a hyperlink to your organisation's website on the sponsor's page of the official conference website
- Acknowledgment as a **Sponsor** on the official onsite sponsorship acknowledgement board during the Conference
- Noted as sponsor on the audio visual screen prior to the commencement of the speaker's session
- Two (2) complimentary passes to attend the sponsored speaker's session
- Organisation brochure (maximum size 4 x A4 pages) to be inserted in all delegate satchels

## **Conference Week Program Book Sponsor: \$4,500.00 (inc GST)**

### **Maximum of 1**

The Conference Program Book will be viewed throughout the Conference and will be an essential item for all delegates. The book contains all information relating to the Conference, including the official detailed program. It will be distributed to all delegates of the AHIA Conference.

#### **The Program Book Sponsor package will feature the following:**

- Recognition as a **Sponsor** on all Conference material including the Conference Week Program Book
- Your corporate logo together and a hyperlink to your organisation's website on the Sponsor's page of the official Conference website
- Acknowledgment as a **Sponsor** on the official, onsite, sponsorship acknowledgment board during the Conference
- Organisation logo printed on the front of the Conference Program Book alongside the Conference logo
- Organisation brochure (maximum size 4 x A4 pages) to be inserted in all delegate satchels

## **Satchel Inserts: \$1,100.00 (inc GST)**

**AHIA delegates will receive the official Conference Satchel containing all Conference materials.**

- Your organisation may provide promotional material, which will be included in all delegate satchels. A maximum of 4 x A4 pages is allowed.

## **Member Sponsor: \$2,000.00 (inc GST)**

### **Available to AHIA Members only**

We are proud to offer our members the opportunity to show your company's support for the 2007 AHIA Conference. This opportunity is available to AHIA Members only and offers your company future exposure well beyond the 2007 Conference.

#### **The Member Sponsor package will feature the following:**

- A free standing banner (maximum size - 2.1m high x 1m wide) - this banner would be on display within the session room or the Foyer where catering will take place. Banner to be supplied by sponsor.
- Your corporate logo on the Sponsor's page of the official Conference website
- Corporate logo displayed on the AV screen, in the session room, during the breaks.
- Organisation brochure (maximum size 4 x A4 pages) to be inserted in all delegate satchels



## SPONSORSHIP BOOKING FORM

**Australian Health Insurance Association Conference  
8-10 October 2007  
Park Hyatt Melbourne**

Sponsorship and Exhibition Manager  
AHIA Conference 2007  
c/o Tour Hosts Pty Limited  
GPO Box 128 (Level 10, 51 Druitt St)  
Sydney NSW 2001, Australia

Tel: 61 2 9265 0700  
Fax: 61 2 9267 5443  
Email: [ahia@tourhosts.com.au](mailto:ahia@tourhosts.com.au)  
Website: [www.ahia2007.com](http://www.ahia2007.com)

<b>Company Name (for invoicing):</b> _____
<b>Company Name (for marketing purposes):</b> _____
<b>Contact Person (will receive all mailings):</b> _____
<b>Position/Title:</b> _____
<b>Mailing Address:</b> _____
<b>City</b> _____ <b>State</b> _____ <b>Post Code</b> _____ <b>Country</b> _____
<b>Tel:</b> _____ <b>Fax:</b> _____
<b>Email:</b> _____ <b>Web site:</b> _____ <i>(for link to homepage)</i>

**Authorised by:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
*Signature required*

I / we wish to become a sponsor in the following categories: (tick the relevant box/s)	
<input type="checkbox"/>	Principal Sponsor (\$30,000 inc GST)
<input type="checkbox"/>	Gold Sponsor (\$20,000 inc GST)
<input type="checkbox"/>	Silver Sponsor (\$15,000 inc GST)
<input type="checkbox"/>	Conference Dinner Sponsor (\$10,000 inc GST)
<input type="checkbox"/>	Lunch Sponsor (\$3,500 inc GST per day/\$6,500 inc GST for 2 days) -
<input type="checkbox"/>	<input type="checkbox"/> Monday <input type="checkbox"/> Tuesday
<input type="checkbox"/>	Speaker Support / National Speaker (\$3,500 inc GST)
<input type="checkbox"/>	Speaker Support / International Speaker (costs to be negotiated)
<input type="checkbox"/>	Program Book (\$4,500 inc GST)
<input type="checkbox"/>	AHIA Member Sponsor (\$2,000 inc GST)
<input type="checkbox"/>	Satchel Inserts (\$1,100 inc GST)



## TRADE EXHIBITION

### Raw Space/Shell Scheme (3mx2m) A\$3,800.00 (inc GST)

The Exhibition will be a prime occasion to showcase your organisation's technologies, products and services. The exhibition will also provide an excellent platform for networking with colleagues and potential and existing clients.

The exhibition will be located in the Ballroom Foyer of the Park Hyatt Melbourne

All Exhibiting companies will receive:

- Dedicated space in exhibitor area
- The choice of shell scheme or raw space
- A 25 word company listing in the Program Book
- A listing with company name on the Conference Website
- One Exhibitor Registration:
  - Lunch (Tuesday and Wednesday)
  - Morning Tea (Tuesday and Wednesday) and Afternoon Tea (Tuesday only)
  - Welcome Reception

Additional personnel required to staff the Exhibition booth must purchase an Additional Exhibition Registration. The name badge forms will be forwarded to your company with the Exhibition Manual and will cost \$350 per person (note that access to sessions is not included).

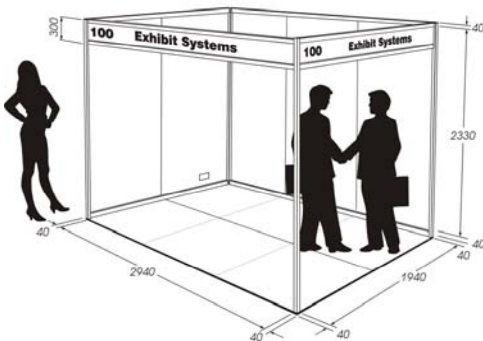
#### Raw Space Only

- Companies may choose only floor space to enable installation of their own custom built displays. Only space and a 4amp power outlet will be provided.

#### Shell Scheme Package

- Walls 2.4m high
- Carpet (standard colour throughout venue)
- Company name on fascia signage
- Two 150 watt spotlights per 3m x 2m booth
- One 4amp power point per 3m x 2m booth

Diagram of a single or double 3m x 2m shell scheme booth package:



## **Booth Design and Ideas**

We encourage exhibitors to be innovative with their displays and to offer live demonstrations and hands-on technical sessions. Giveaways, booth design, competitions and signage are all ways to improve the look and appeal of your promotion. Stand out from the crowd and add an extra dimension to your promotion.

As an alternative the Conference Managers are able to offer the choice of a shell scheme booth upgrade package which will provide you with a totally professional look without going to the expense of a custom built booth. A booth upgrade flyer featuring several packages is available from the Conference Managers.

## **Marketing**

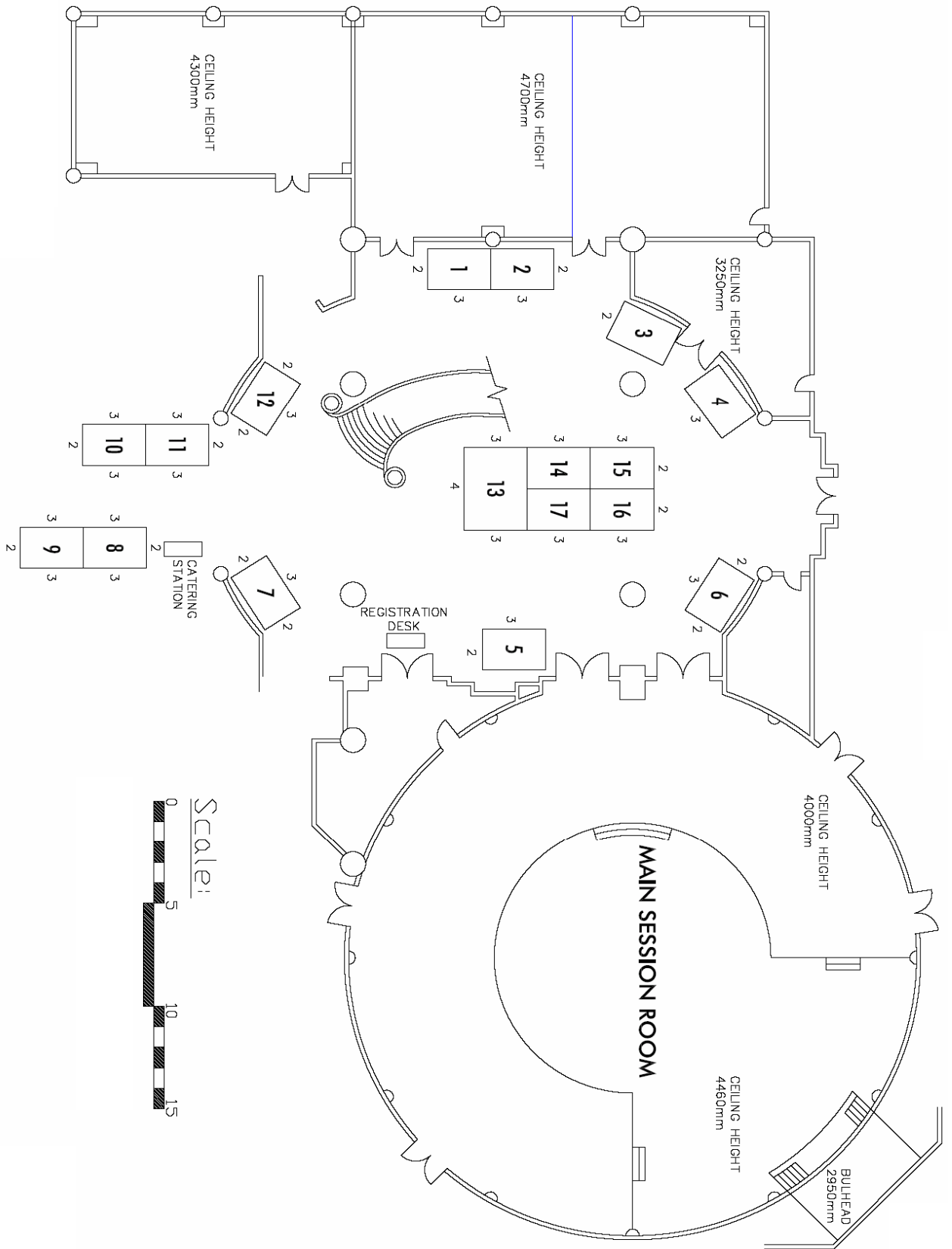
The Conference logo is available on request for exhibitor PR/marketing activities. Make sure you maximise your booth presence by informing your client database. For further ideas or assistance with your marketing efforts we welcome you to contact our Sponsorship and Exhibition Department.

## **Public and Product Liability Insurance**

Australian regulations require all exhibitors to be adequately covered for Public and Product Liability Insurance. This cover must be to the amount of A\$10,000,000. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition booth.

The Certificate of Currency can usually be obtained from your accounts or finance departments. Exhibitors will not be allowed to set up without adequate Public Liability cover. Please contact the Exhibition Managers should you have any questions regarding Public Liability Insurance.

# EXHIBITION FLOORPLAN



\* Note that the floorplan is subject to change without notice



## EXHIBITION BOOKING FORM

**Australian Health Insurance Association Conference  
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Sponsorship and Exhibition Manager  
AHIA Conference 2007  
c/o Tour Hosts Pty Limited  
GPO Box 128 (Level 10, 51 Druitt St)  
Sydney NSW 2001, Australia

Tel: 61 2 9265 0700  
Fax: 61 2 9267 5443  
Email: ahia@tourhosts.com.au  
Website: www.ahia2007.com

**Please reserve the following booth(s) (please tick your preference):**

**Raw Space/Shell Scheme**

3m x 2m single booth  A\$3,800

**Booth Position (number)**

**1st choice:**..... **2nd choice:**..... **3rd choice:**.....

TOTAL AMOUNT PAYABLE (50% deposit required at time of booking)

A\$

**Balance due: 1 August 2007**

**Company Name (for invoicing):** \_\_\_\_\_

**Company Name (for marketing purposes):** \_\_\_\_\_

**Contact Person (will receive all mailings):** \_\_\_\_\_

**Position/Title:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Post Code** \_\_\_\_\_ **Country** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Web site:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Dated:** \_\_\_\_\_

