



# **2019 ESSA INNOVATION & PRACTICE FORUM**

**4 - 5 MAY 2019. MELBOURNE, VIC**

An aerial view of a city skyline at dusk, with lights from buildings and streetlights visible against a dark blue sky with some clouds. A large white geometric graphic, consisting of several overlapping triangles and lines, is overlaid on the right side of the image.

**SPONSORSHIP  
AND EXHIBITION  
PROSPECTUS**

# ESSA INNOVATION & PRACTICE FORUM

In 2009, ESSA created the ESSA Business Forum due to the growing need to provide business advice to ESSA's professionals. Now, after five hugely successful biennial Business Forums, ESSA's professionals have grown again, and it is with great pleasure that we introduce the ESSA Innovation & Practice Forum.

Growing on the Forum concept, the 2019 ESSA Innovation & Practice Forum will have practical demonstration sessions, applied learning for the day to day life of the ESSA professional and cover topics ranging from business and guidelines to practical implications and services.

We aim to attract 500 ESSA professionals ranging from a variety of backgrounds who are passionate in developing their knowledge on the latest products and services. By joining us in Melbourne, you have a unique opportunity to have one on one time with practice managers, purchasers and those looking for cutting edge products to support their work.

We look forward to you seeing you in Melbourne 2019.



ANITA HOBSON-POWELL

CHIEF EXECUTIVE OFFICER  
EXERCISE & SPORTS SCIENCE AUSTRALIA

## WHY SHOULD YOU JOIN US AT THE 2019 ESSA INNOVATION & PRACTICE FORUM?

- Have one on one time with up to 500 national key industry leaders and professionals
- Exclusive access to the exercise and sports science industry
- Value for money through targeted sponsorship and exhibition options
- Increase your brand awareness to over 8,000 ESSA members and accredited professionals
- A variety of networking opportunities

## HOW DO WE MARKET THE 2019 ESSA INNOVATION & PRACTICE FORUM?

Marketing of the 2019 ESSA Innovation & Practice Forum will be undertaken on a frequent basis to a large audience including over 8,000 ESSA professionals, and also members of like-minded associations including Sports Medicine Australia (SMA), Dietitians Association of Australia (DAA) and Sports Dietitians Australia (SDA).

Sponsorship of the 2019 ESSA Innovation & Practice Forum extends beyond the event itself. Marketing will be communicated via:

- Dedicated website - [www.essaforum.com.au](http://www.essaforum.com.au)
- Dedicated monthly newsletter 'eForum' to a database of more than 10,000 including ESSA members and accredited persons, members of like-minded associations and past delegates
- Reminders in the monthly ESSA PDNews distributed to 8,000+ members and accredited persons
- ESSA Facebook page regular Forum updates (26,000+)
- Promotion through ESSA Twitter (5,000+)
- Advertising in the ESSA 2019 Membership Pack (5,000+)
- Advertising in 'Activate' magazine (5,000+)
- Monthly advertising in ESSA's online magazine MOVE (8,000+)

# FORUM VENUE AND LOCATION

## PULLMAN MELBOURNE ALBERT PARK

Pullman Melbourne Albert Park is perfectly placed for discovering Melbourne's rich restaurant, shopping and cultural scene. The hotel overlooks picturesque Albert Park, but for one week of the year, the view is transformed into one of the world's most exciting Formula 1 racing circuits and guests can enjoy all the action from their windows.

Just a short tram ride from Melbourne CBD and St Kilda, Pullman Melbourne Albert Park provides the perfect picturesque base from which to explore the area. Guests staying at this elegant Melbourne hotel are within easy reach of the Royal Botanic Gardens and the Shrine of Remembrance, with access to the St Kilda Road business district and Melbourne Airport via the freeway. Guests looking to explore Melbourne can discover its laneways and cultural attractions, and its vibrant casino and dining precincts.



# SPONSORSHIP OPPORTUNITIES

## TOP TIER SPONSORSHIP

<b>GOLD SPONSOR</b> <b>\$8,000 INC. GST</b> 1 AVAILABLE	<b>SILVER SPONSOR</b> <b>\$5,000 INC. GST</b> 1 AVAILABLE	<b>BRONZE SPONSOR</b> <b>\$3,000 INC. GST</b> 1 AVAILABLE
<b>SOLD</b>	<b>SOLD</b>	
<b>Forum Marketing</b> Ongoing marketing to full ESSA membership in lead up to event, plus logo placement on all marketing material (advertisements, website, signage, print documents and generic PowerPoint presentations)	<b>Forum Marketing</b> Ongoing marketing to full ESSA membership in lead up to event, plus logo placement on all marketing material (advertisements, website, signage, print documents and generic PowerPoint presentations)	<b>Forum Marketing</b> Ongoing marketing to full ESSA membership in lead up to event, plus logo placement on all marketing material (advertisements, website, signage, print documents and generic PowerPoint presentations)
<b>Digital Advertising</b> Banner image in all eForum to 10,000+ database and 1 x Meet the Sponsor article (300 words)	<b>Digital Advertising</b> 2 x banner images in eForum to 10,000+ database and 1 x Meet the Sponsor article (300 words)	<b>Digital Advertising</b> 1 x banner image in eForum to 10,000+ database and 1 x Meet the Sponsor article (300 words)
<b>Exhibition Stand</b> Prominent 6m x 3m stand including structure, lighting, power and signage	<b>Exhibition Stand</b> Prominent 3m x 3m stand including structure, lighting, power and signage	
<b>Banner Signage</b> (Provided by sponsor) Branded pull up banners to be displayed on main stage throughout Forum, entry to exhibition hall and at Networking Function	<b>Banner Signage</b> (Provided by sponsor) Branded signage to be displayed at secondary stage throughout Forum and entry to exhibition hall	<b>Banner Signage</b> (Provided by sponsor) Branded banner to be displayed at entry to exhibition hall
<b>Registrations</b> 2 x full Forum registrations	<b>Registrations</b> 1 x full Forum registration	
<b>Session Presentation</b> Three minute presentation at opening session	<b>Session Presentation</b> Two minute presentation at concurrent session	
<b>Verbal Recognition</b> Acknowledgement at opening and closing of Forum	<b>Verbal Recognition</b> Acknowledgement at opening and closing of Forum	<b>Verbal Recognition</b> Acknowledgement at opening and closing of Forum
<b>Forum App</b> Sponsor logo plus business listing	<b>Forum App</b> Sponsor logo plus business listing	<b>Forum App</b> Sponsor logo plus business listing
<b>Satchel</b> Main logo on event satchel, together with the Forum and ESSA logos		
<b>Satchel Inserts</b> 2 x satchel inserts	<b>Satchel Inserts</b> 1 x satchel insert	<b>Satchel Inserts</b> 1 x satchel insert
<b>Networking Function</b> 5 x additional tickets	<b>Networking Function</b> 3 x additional tickets	<b>Networking Function</b> 1 x additional ticket
<b>Ongoing ESSA Marketing</b> 1 x half page in print magazine Activate, 3 x full page adverts in online magazine MOVE, 1 x ESSA eNewsletter insertion	<b>Ongoing ESSA Marketing</b> 3 x full page adverts in online magazine MOVE	<b>Ongoing ESSA Marketing</b> 1 x full page advert in online magazine MOVE

# SPONSORSHIP OPPORTUNITIES cont.

## SESSION/ROOM SPONSORSHIP

<b>KEYNOTE SESSION</b> <b>\$2,500 INC. GST</b> 1 AVAILABLE	<b>ROOM SPONSOR</b> <b>\$2,000 per room per day INC. GST</b> 6 AVAILABLE
<ul style="list-style-type: none"> <li>• 1 x free standing banner (provided by sponsor) on stage during the keynote session</li> <li>• Two minute presentation at keynote session</li> <li>• Opportunity to place branded merchandise/information on chairs of the keynote session</li> <li>• Sponsor logo on Forum website, eForum and within all program material</li> <li>• Business listing on Forum app</li> </ul>	<ul style="list-style-type: none"> <li>• 1 x free standing banner (provided by sponsor) on stage on day of sponsorship</li> <li>• 1 x opportunity to place branded merchandise/information on chairs</li> <li>• Sponsor logo on Forum website, eForum and within all program material</li> <li>• Business listing on Forum app</li> </ul>

## ADDITIONAL SPONSORSHIP OPTIONS

<b>NETWORKING FUNCTION</b> <b>\$4,000 INC GST</b>	<b>BARISTA STATION</b> <b>\$3,000 INC GST</b> <div style="text-align: center; border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">SOLD</div>	<b>SNACK STATION</b> <b>\$3,000 INC GST</b>
<ul style="list-style-type: none"> <li>• 1 x free standing banner at entry to Networking Function (provided by sponsor)</li> <li>• Five minute presentation at Networking Function</li> <li>• Option to have branded material used at the Networking Function (provided by sponsor, e.g. cups, serviettes, etc.)</li> <li>• 1 x satchel insert</li> <li>• Sponsor logo on Forum website and eForum</li> <li>• Business listing on Forum app</li> <li>• 1 x full page advert in online magazine MOVE</li> </ul>	<ul style="list-style-type: none"> <li>• Prominent 6m x 3m stand including structure, lighting, power and signage</li> <li>• Barista machine and staff to operate and provide beverages throughout exhibition opening hours (space used 3m x 3m)</li> <li>• Option to use your product to make the beverages (strict conditions apply)</li> <li>• Option to have branded material used at the Networking Function (provided by sponsor, e.g. aprons worn by barista staff, cups, serviettes etc.)</li> <li>• Sponsor logo on Forum website and eForum</li> <li>• Business listing on Forum app</li> <li>• 1 x full page advert in online magazine MOVE</li> </ul>	<ul style="list-style-type: none"> <li>• Prominent 6m x 3m stand including structure, lighting, power and signage</li> <li>• A variety of healthy snacks available throughout exhibition opening hours (space used 3m x 3m)</li> <li>• Option to use your product as part of the snack options (strict conditions apply)</li> <li>• Option to have branded material used at the Networking Function (provided by sponsor, e.g. serviettes, etc.)</li> <li>• Sponsor logo on Forum website and eForum</li> <li>• Business listing on Forum app</li> <li>• 1 x full page advert in online magazine MOVE</li> </ul>

# SPONSORSHIP OPPORTUNITIES cont.

## ADDITIONAL SPONSORSHIP OPTIONS

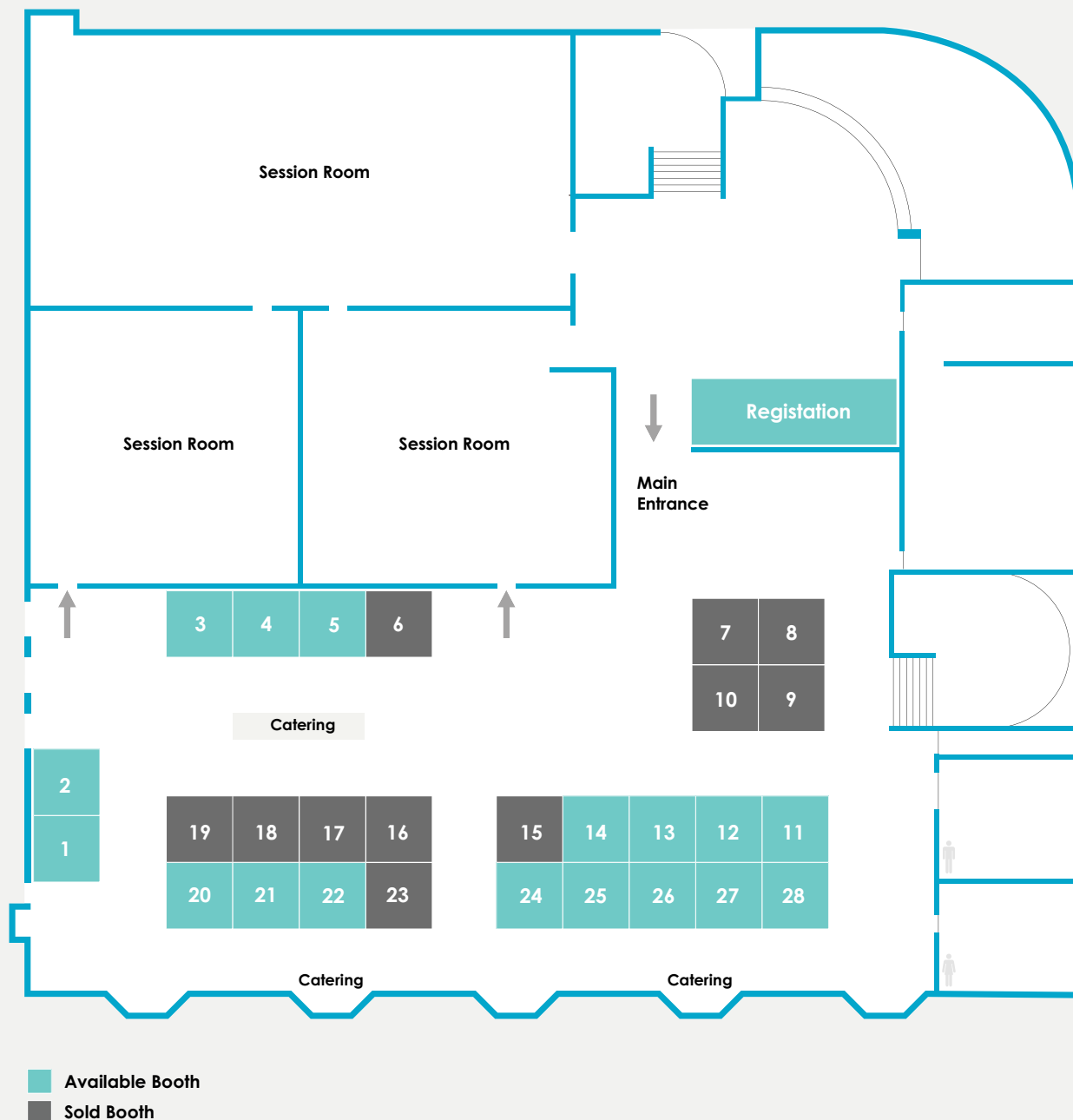
<b>SATCHELS</b> \$3,000 INC GST SOLD	<b>LANYARDS</b> \$2,500 INC GST	<b>PADS AND PENS</b> \$2,000 INC GST	<b>SIGNAGE BANNER DISPLAY</b> \$500 INC GST	<b>SATCHEL INSERT</b> \$500 INC GST
<ul style="list-style-type: none"> <li>• Prominent sponsor logo on Forum satchel, together with the Forum and ESSA logos</li> <li>• 1 x satchel insert</li> <li>• Sponsor listing on Forum website</li> <li>• Business listing on Forum app</li> </ul>	<ul style="list-style-type: none"> <li>• Prominent sponsor logo on Forum lanyards, together with the ESSA logo</li> <li>• 1 x satchel insert</li> <li>• Sponsor listing on Forum website</li> <li>• Business listing on Forum app</li> </ul>	<ul style="list-style-type: none"> <li>• Branded pens and pads (provided by sponsor) included in Forum satchel</li> <li>• Sponsor listing on Forum website</li> <li>• Business listing on Forum app</li> </ul>	<ul style="list-style-type: none"> <li>• 1 x branded freestanding banner to be provided by sponsor displayed in exhibition hall for duration of Forum</li> </ul>	<ul style="list-style-type: none"> <li>• 1 x satchel insert</li> </ul>

## EXHIBITION OPTIONS

<b>DOUBLE EXHIBITION BOOTH</b> \$4,000 INC GST	<b>SINGLE EXHIBITION BOOTH</b> \$2,500 INC GST
<ul style="list-style-type: none"> <li>• 18m<sup>2</sup> (6m x 3m) exhibition floorspace</li> <li>• Polished aluminium frame with white melamine infill panels</li> <li>• Polished aluminium fascia on all aisle frontages</li> <li>• 4 x 120w track spotlights</li> <li>• 1 x single 4amp powerpoint</li> <li>• Carpet flooring</li> <li>• 2 x Exhibition Passes including catering</li> <li>• Business listing on the Forum website and app</li> </ul>	<ul style="list-style-type: none"> <li>• 9m<sup>2</sup> (3m x 3m) exhibition floorspace</li> <li>• Polished aluminium frame with white melamine infill panels</li> <li>• Polished aluminium fascia on all aisle frontages</li> <li>• 2 x 120w track spotlights</li> <li>• 1x single 4amp powerpoint</li> <li>• Carpet flooring</li> <li>• 2 x Exhibition Passes including catering</li> <li>• Business listing on the Forum website and app</li> </ul>



# VENUE FLOOR MAP





# APPLICATION FORM

## COMPANY DETAILS

Company

Contact Name

Address

State  Postcode

Mobile  Work Ph

Email

Will you be the main contact for your organisation's involvement with the 2019 ESSA Innovation & Practice Forum? YES/NO. If no, please provide contact details:

Name  Mobile

Email

## WE WISH TO APPLY FOR:

Gold Sponsor ..... \$8,000 **SOLD**

Silver Sponsor ..... \$5,000 **SOLD**

Bronze Sponsor ..... \$3,000

Keynote Session ..... \$2,500

Room Sponsor ..... \$2,000 per room per day

Preferred Day:  Saturday  Sunday

Networking Function Sponsor ..... \$4,000

Barista Station ..... \$3,000 **SOLD**

Snack Station ..... \$3,000

Satchel Sponsor ..... \$3,000 **SOLD**

Lanyard Sponsor ..... \$2,500

Pads and Pens Sponsor ..... \$2,000

Signage Banner Display ..... \$500

Satchel Insert ..... \$500

Exhibition Booth:

Double ..... \$4,000

Single ..... \$2,500

Preferred Booth (Provide 3):

To confirm your sponsorship or exhibition, please complete this form and return to ESSA's Marketing and Communications Manager at [zoe.bickerstaffe@essa.org.au](mailto:zoe.bickerstaffe@essa.org.au) or fax 07 3318 7666.

I have read and understood the Terms & Conditions listed within this prospectus.

Signature  Date

# TERMS & CONDITIONS

1. All sponsorship opportunities and exhibitor placements will be confirmed on a first come, first served basis.
2. The exhibitor will be responsible for any damage to the walls or the floor of the building as may be occupied by the exhibitor and will reinstate such damage to the satisfaction of ESSA.
3. The exhibitor will comply with all the rules and regulations of the authority having control over the building.
4. ESSA may in the event of any circumstances, which render it necessary, alter the location of the exhibition space allocated to the exhibitor. If the location of this space is not acceptable to the exhibitor and an acceptable alternative cannot be offered, then the exhibitor reserves the right to withdraw from the exhibition and will, in these circumstances, be entitled to a full refund of all monies paid to ESSA.
5. ESSA may postpone or amend the time for the holding of the Forum and exhibition to such time, which in the opinion of ESSA is more suitable. In the event of ESSA changing the date as specified by this clause, the exhibitor shall be entitled to a full refund of all monies paid to ESSA if the proposed new exhibition date is not convenient or appropriate for the exhibitor.
6. ESSA may cancel the allocation of exhibition space to any exhibitor, which in the opinion of ESSA is creating a disturbance or nuisance or undertaking any activity contrary to the law.
7. ESSA may allocate to any person any space allotted to an exhibitor which may be forfeited pursuant to the terms hereof.
8. ESSA will not be liable for any damage claimed by any person or persons who may be injured during the course of the Forum and exhibition or any loss of property suffered during the course of the exhibition.
9. ESSA will not be liable for any loss be it monetary or for loss of perceived value of sponsorship due to less than anticipated delegate numbers or attendance in the case of sponsored sessions, presentations or functions.
10. ESSA highly recommends all sponsors and exhibitors have their own insurance.
11. Where there is more than one exhibitor occupying space their liability shall be joint and several.
12. In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any sponsor or exhibitor to be observed, then all monies paid hereunder will be absolutely forfeited and the sponsor or exhibitor will have no right to occupy any space or package allocated and will have no claim against ESSA. In the event of forfeiture for any reason, the sponsor or exhibitor will not be released from any liability hereunder.
13. The sponsor or exhibitor shall not be entitled to any refund in the event of cancellation of the sponsorship or exhibition because of industrial action, blackouts or any cause outside the control of ESSA.
14. ESSA is not responsible for any loss or damage to any product exhibited.
15. The exhibitor, without limiting the generality of foregoing, will comply with all statutory requirements applicable to it during the course of the exhibition.
16. Please note that the final trade exhibition floor plan may vary resulting in position changes from the original floor plan due to updated trade floor plans.
17. The deposit amount required for sponsorship or trade exhibition booths is non-refundable. No refunds will be issued for cancellations notified less than 30 days prior to the Forum and the exhibitor or sponsor will be liable at this point for the full amount requested on the confirmation form.
18. Payment dates will be provided within your confirmation letter. Schedule will be as follows:
  - a. 50% deposit due within 2 weeks of application
  - b. Final balance due 45 days prior to the Forum (18 March 2019)
19. A tax invoice will be provided for all payments required in a timely manner.
20. All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package.
21. This is an invitation to treat, not an offer. ESSA reserves the right, in its absolute discretion, to refuse any sponsorship application and may decide not to accept any application for any reason whatsoever.
22. All sponsors benefits are conditional on receiving payment, and receiving artwork, goods etcetera in a timely manner. Failure to submit these items by the stated due date, will be treated as a forfeit of sponsorship benefits.