

3rd Trans-Tasman Endodontic Conference

21-23 June 2012 | Gold Coast Convention and Exhibition Centre
Gold Coast, Queensland, Australia.



**SPONSORSHIP AND
EXHIBITION PROSPECTUS**



Invitation

After the success of our two previous Trans-Tasman Endodontic Conferences (TTEC) in Hobart and Christchurch in 2008 and 2010, it gives us great pleasure, on behalf of the Australian Society of Endodontology and New Zealand Society of Endodontics to invite you to join us again at the third TTEC on the Gold Coast, Queensland during June 2012.

As in Christchurch, there are many aspects of this Conference that will ensure its success but most notable is the large number of those involved in Endodontics all being at the one place at the one time. This makes the TTEC the Southern Hemisphere's premier endodontic conference.

The Organising Committee is looking forward to working with industry partners to guarantee the strongest scientific program, superb social events and the best opportunities for bringing products to the attention of Conference delegates. The Conference will be held at the Gold Coast Convention and Exhibition Centre conveniently positioned at Broadbeach within easy walking distance of the beach front and hub of restaurants.

This Conference will have broad appeal for all dental professionals who have an interest in endodontics: general practitioners, all specialty groups and post-graduate students. An innovative program with an array of national and international speakers, all leaders in their field, will ensure that delegates are exposed to the latest advances in research as well as clinical techniques in endodontics. It promises to be an excellent educational forum for delegates on current and future issues in endodontics.

In this prospectus are opportunities for the diagnostic, pharmaceutical, equipment, publishing and other industries involved in the clinical field of endodontics and endodontic practice management to maximise visibility to participants. Our aim is that the third Trans-Tasman Endodontic Conference will be the most comprehensive and memorable conference of its kind in Australia and New Zealand and industry participation is an extremely valued component of the event.



Dr Daniel Farmer
Co-Chair
Organising Committee



Dr Ian Trantor
Co-Chair
Organising Committee



The Conference - TTEC 2012

Built on the success of the Australian Society of Endodontology's Australia - wide road shows the three day conference format was first held in Hobart, November 2008. The success continued in Christchurch, November 2010 and in June 2012 it is hoped that over 400 dental practitioners will descend on the Gold Coast to discuss the latest trends and developments in endodontics.

Conference Program

TTEC 2012 will feature outstanding Keynote and Plenary speakers from around the globe.

Australian and New Zealand presenters will complement the international speakers in providing the latest in endodontic biology, materials and techniques making this meeting the Southern Hemisphere's premier endodontic meeting for 2012

Delegates will gain a thorough knowledge and understanding of the latest principles and practices of endodontics which will equip them to face the challenges of every day and innovative endodontic techniques.

Who will attend?

This conference will have broad appeal for all dentists with an interest in endodontic issues: general practitioners, specialists and post-graduate students. We are expecting over 400 delegates to attend TTEC 2012 and discuss the latest developments and trends in endodontics.

In 2010 the demographic breakup of the attendees was:

- 79% Dentists
- 17% Endodontists
- 4% Students

The conference will be accredited for CPD points with the Australian and New Zealand Dental Boards and is endorsed by the dental associations of Australia and New Zealand.

Sponsorship and Exhibition Opportunities

TTEC 2012 will provide companies with a unique opportunity to have direct access to this influential target group of specialists and general dentists. This prospectus outlines numerous avenues for you to market directly to this key audience. We encourage you to consider the ways your company and brands will benefit from aligning with this exciting event. Integral to the Conference will be an exhibition that will allow you to meet and engage with delegates and promote your products and services.

In addition to the exhibition, the Conference will have networking functions that will allow you to interact with delegates in an informal environment, catch up with old friends and also make new ones!

Who Should Sponsor/Exhibit?

- Diagnostic companies
- Pharmaceutical companies
- Publishers
- Equipment providers
- Other industries involved in the clinical field of endodontics and endodontic practice management

Why Should You Sponsor?

- A presence at the Conference is your organisation's opportunity to leverage three days of unparalleled access to a wide potential client base, to inform them about your products and services and build long-term relationships
- Sponsorship is a proven tactic for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meetings
- Conference participants are keen to improve their scientific knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting their development at a deeply personal level
- Your company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions
- The Conference will assist you in achieving strategic goals by providing you with direct exposure to your target market
- Be informed and identify the marketing strategies being implemented by your competition
- As a Conference Sponsor you will be given priority of placement within the Conference Exhibition. Platinum Sponsors will receive first choice, followed by Gold and Silver

Book early

Aligning your company and booking early will ensure:

- Maximum exposure for your brand and increased opportunities
- First choice of sponsorship opportunities to ensure alignment with your marketing aims
- Selection of prime exhibition space

Please visit the Conference website www.tteconference.com or contact the Sponsorship Manager. We are keen to discuss how we can structure your package to best suit your needs:

Helen McGowan
Sponsorship Manager

TTEC2012 Conference Manager

WALDRONSMITH Management



We bring people together and your conference to life

Phone: 61 3 9645 6311
Fax: 61 3 9645 6322
Email: helen@wsm.com.au

PLATINUM

\$19,800 incl GST

Two Opportunities Available

Our Platinum Sponsors are viewed as our major event partners and as such receive premium exposure prior to, during and long after the event has run. We will work closely with you to ensure your marketing goals are addressed and expectations exceeded.

Entitlements include:

- Recognition as a Platinum Sponsor on all printed Conference material, including but not limited to the Conference Postcard, Registration Brochure and Conference Program Book*
- Recognition as a Platinum Sponsor on all Conference marketing collateral, including the homepage of the Conference website with a hyperlink back to your company website
- Recognition as a Platinum Sponsor on all onsite signage at the event and associated functions, where appropriate
- Verbal recognition as a Platinum Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the program
- One (1) full colour page advertisement in the Conference Program Book
- Three (3) full delegate registrations inclusive of all social functions
- A reserved VIP table at the Conference Dinner (only ticket holders can be seated)
- Naming rights to a Plenary Session (chosen in conjunction with the Organising Committee). The opportunity to provide pull up banners for display during this session and your company name and logo will appear on the screen during walk in and walk out
- One (1) 6m x 3m exhibition booth space located in a premium position in the exhibition hall. Additional space will be at a 10% discount
- Access to the delegate list in a soft copy four weeks prior to the event with a hard copy presented at the conclusion of the Conference detailing name, position, organisation, address, email and phone contact (subject to privacy laws)
- Opportunity to send one (1) eBlast to delegates prior to the event via the Conference Secretariat. The eBlast must be Conference relevant and subject to Organising Committee approval
- Opportunity to place promotional material (up to four [4] x A4 pages) into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)
- Opportunity to conduct a pre-conference workshop with delegates (we will promote the workshop on the conference website and in at least one electronic newsletter. All costs including speakers, room, catering and audio visual will be borne by the sponsor)
- You will receive the opportunity to add a question to the delegate evaluation questionnaire subject to approval by the Organising Committee
- Recognition on a sponsors reel played on all walk ins and walk outs of the plenary room

Additional Exposure – Breakfast Meeting

Our Platinum Sponsors will receive the opportunity to host a breakfast meeting on either Thursday or Friday morning during the Conference prior to sessions commencing. TTEC 2012 will provide the session room along with basic audio visual (lectern, microphone, laptop and projector) and management of all invitations and registrations. The sponsor **must** supply a light buffet breakfast for participants.

** subject to booking, print and material deadlines*



GOLD

\$16,500 incl GST

Three Opportunities Available

Our Gold Sponsors are viewed as our key partners at the event and receive high level branding and exposure to this target delegate base.

Entitlements include:

- Recognition as a Gold Sponsor on all printed Conference material, including but not limited to the Conference Postcard, Registration Brochure and Conference Program Book*
- Recognition as a Gold Sponsor on all Conference marketing collateral, including the Conference website with a hyperlink back to your company website
- Recognition as a Gold Sponsor on all onsite welcome signage at the event and associated functions, where appropriate
- Verbal recognition as a Gold Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the program
- One (1) mono half page advertisement in the Conference Program Book
- Two (2) full delegate registrations inclusive of all social functions
- Naming rights to a Plenary Session (chosen in conjunction with the Organising Committee). The opportunity to provide pull up banners for display during this session and your company name and logo will appear on the screen during walk in and walk out
- One (1) 3m x 3m exhibition booth space located in a premium position in the exhibition hall. Additional space will be at a 10% discount
- Access to the delegate list onsite at the Conference detailing name, position, organisation and address (subject to Privacy Laws)
- Opportunity to place promotional material (up to two [2] x A4 pages) into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)
- Opportunity to conduct a pre-conference workshop with delegates (we will provide access to the delegate list and market the workshop. All costs, eg room, catering and audio visual will be borne by the sponsor)
- You will receive the opportunity to add a question to the delegate evaluation questionnaire

** subject to booking, print and material deadlines*

SILVER

\$11,000 incl GST

Three Opportunities Available

Our Silver Sponsors are important to the success of the event and receive strong branding opportunities during the course of the marketing campaign and at the event itself.

Entitlements include:

- Recognition as a Silver Sponsor on all printed Conference material, including the Registration Brochure and Conference Program Book*
- Recognition as a Silver Sponsor on all Conference marketing collateral, including the Conference website with a hyperlink back to your company website
- Recognition as a Silver Sponsor on all onsite welcome signage at the event and associated functions
- Verbal recognition as a Silver Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the program
- One (1) quarter page advertisement in the Conference Program Book
- One (1) full delegate registration inclusive of all social functions
- One (1) 3m x 3m exhibition booth space located in a premium position in the exhibition hall. Additional space will be at a 10% discount
- Access to the delegate list onsite at the Conference detailing name, position, organisation and address (subject to Privacy laws)
- Opportunity to place promotional material (up to two [2] x A4 pages into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)

** subject to booking, print and material deadlines*

Additional Opportunities

Social Functions

Show your company's hospitality by hosting delegates at one of the high profile social events of the Conference.

As one of the social function sponsors we want you to gain maximum exposure at the function. We will work closely with you on exploring other potential branding opportunities that you can bring to the function.

Opening and Welcome Reception Sponsor – \$7,150 incl GST

(exclusive opportunity)

Your company will be recognised as the host of the Welcome Reception on the first day of the Conference. This event will be held in the Exhibition Hall with official speeches and entertainment.

Exposure includes:

- Recognition as the Welcome Reception sponsor on all printed Conference material*
- Recognition as the Welcome Reception sponsor on the Conference website
- Recognition as the Welcome Reception sponsor in the Conference Program Book
- You will receive five (5) invitations for company representatives to attend the Welcome Reception
- Opportunity to place promotional material (up to two [2] x A4 pages) into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)
- The opportunity to provide promotional pop-up banners for use at the Welcome Reception
- Access to the delegate list onsite at the Conference detailing name, position, organisation and address (subject to Privacy laws)
- You will receive the opportunity to supply a gift to Conference delegates to mark the Conference and your company's hospitality (gift to be supplied by the sponsor and approved by the Organising Committee)

* subject to booking, print and material deadlines

Conference Gala Dinner – \$11,000 incl GST

(exclusive opportunity)

This is the only official dinner of the Conference. Align your brand with this fabulous event which is attended by VIP's, speakers and delegates and will be held at the Sea World on Friday 22 June 2012.

Exposure includes:

- Recognition as the Conference Gala Dinner sponsor on all printed Conference material
- Recognition as the Conference Gala Dinner sponsor on the Conference website
- Recognition as the Conference Gala Dinner sponsor in the Conference Program Book
- Ten (10) tickets for company representatives to attend the Gala Dinner
- A reserved VIP table at the Conference Dinner
- Your company logo will feature on all tickets, menus and placecards at the event
- You will receive the opportunity to supply a gift to Conference delegates to mark the Conference and your company's hospitality (gift to be supplied by the sponsor and approved by the Organising Committee)
- One e-blast invitation from you to delegates inviting them to the dinner (sent by us with text subject to approval by the committee)
- The opportunity to provide promotional pop-up banners for use at the Conference Gala Dinner
- Access to the delegate list onsite at the Conference detailing name, position, organisation and address (subject to Privacy laws)



Sustainable Environment Sponsor – \$5,500 incl GST

(exclusive opportunity)

The environment and what we do to it is more important today than ever. We all need to work hard to put back what we take out. This is the ideal vehicle to show your company's commitment to a sustainable environment.

As the Sustainable Environment Sponsor, your sponsorship will fund a carbon audit of the event (excluding plane travel) and you can then purchase the offsets that will assist us in making this event carbon neutral.

Entitlements include:

- Recognition as the Sustainable Environment Sponsor on the front of all Conference marketing collateral, including but not limited to the Conference Program Book, website, e-newsletters, Registration Brochure*
- Company logo on the Conference website with a hyperlink to your website
- Verbal recognition as the Sustainable Environment Sponsor by the Conference Chair at pertinent times throughout the Conference
- One (1) full Conference Registration
- Opportunity to place promotional material (up to one [1] x A4 pages) into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)
- Access to the delegate list with a hard copy presented at the conclusion of the Conference detailing name, position, organisation and address (subject to Privacy laws)

Daily Catering Sponsor – \$4,400 incl GST per day

(two [2] opportunities available)

Most remembered is the catering at all Conferences! Become a daily catering sponsor for one or both of the full days of the Conference and enjoy knowing your company or organisation will be responsible for satisfying the hunger of the Conference delegation. The catering each day will be held in the exhibition area and will include morning tea, lunch and afternoon tea.

We will work closely with you on any other ways we can maximise exposure and branding at the event (any further costs to be borne by the sponsor)

Exposure includes:

- Recognition as the daily catering sponsor on signage on catering tables throughout the Exhibition
- Opportunity to display company literature on catering stations throughout the Exhibition
- Receive verbal acknowledgment as the daily catering sponsor by the session Chair in the sessions prior to the breaks
- Your company name and logo will feature on the Conference website as a daily catering sponsor
- Your company name and logo will feature in the Conference Program book as a daily catering sponsor

Speaker Sponsorship Opportunities

International Keynote Speaker Sponsor

– \$18,700 incl GST

(three opportunities available)

The International Keynote speakers are the drawcards to the Conference and will present throughout the program to ensure high delegate attendance. Align your company/brand with this high profile opportunity and show your support to the leaders and up and coming players in the profession.

Exposure includes:

- Your company name and logo will feature prominently on a static screen during walk-in and walk-out of the keynote session
- Receive verbal recognition by the session Chair at the commencement and conclusion of the keynote session
- Your company name and logo will feature on the Conference website as the Keynote Session sponsor
- Recognition as the Keynote Session sponsor in the Conference Program Book
- Opportunity to provide pull up banners for use inside and outside the session room
- Opportunity to play a one (1) minute promotional DVD at the commencement of the session (DVD to be provided by the sponsor)
- Opportunity to place promotional material on the seats of the session room prior to commencement of the session* (promotional material to be supplied and placed by the sponsor)
- Access to the delegate list onsite at the Conference detailing name, position, organisation and address (subject to Privacy laws)
- Opportunity to host a breakfast session with the speaker (room will be provided however all other costs will be borne by the sponsor – catering, marketing, audio visual, etc)

**The session must precede a break in order for the material to be laid out*

International Plenary Speaker Sponsor

– \$9,900 incl GST

Align your company/brand with this high profile opportunity and show your support for the profession.

Exposure includes:

- Your company name and logo will feature prominently on a static screen during walk-in and walk-out of the session
- Receive verbal recognition by the session during Chair at the commencement and conclusion of the session
- Your company name and logo will feature on the Conference website as the session sponsor
- Recognition as the session sponsor in the Conference Program Book
- Opportunity to provide pull up banners for use inside and outside the session room
- Access to the delegate list onsite at the Conference detailing name, position, organisation and address (subject to Privacy laws)

National Speaker Sponsor

– \$7,150 incl GST

Align your company/brand with continuous education within the profession.

Exposure includes:

- Your company name and logo will feature prominently on a static screen during walk-in and walk-out of the session
- Receive verbal recognition by the session during Chair at the commencement and conclusion of the session
- Your company name and logo will feature on the Conference website as the session sponsor
- Recognition as the session sponsor in the Conference Program Book
- Opportunity to provide pull up banners for use inside and outside the session room
- Access to the delegate list onsite at the Conference detailing name, position, organisation and address (subject to Privacy laws)

Conference Communications and Materials

Internet Cafe – \$8,250 incl GST

(exclusive opportunity)

To enable delegates to keep abreast of what's going on in their business an Internet Cafe will be provided via a wireless network throughout the Conference facilities. The Internet Cafe lounge area will be prominently positioned within the Exhibition affording high level brand exposure.

Exposure includes:

- Recognition as the Internet Cafe sponsor on all printed Conference materials
- Your company name and logo will feature on the Conference website as the Internet Cafe sponsor
- Company logo will feature on Internet Cafe signage
- Your company logo will be on all the coffee tables within the Internet Cafe space
- Opportunity to provide branded mouse pads and materials for use in the Internet Centre (sponsor to provide materials)
- Your company name and logo will appear in the Conference Program Book as the Internet Centre Sponsor

Conference Satchel – \$6,600 incl GST

(exclusive opportunity)

Show your company as a key influencer in the endodontic/dental profession and take this high profile branding opportunity that will give you exposure long after the Conference closes.

Exposure includes:

- Your company name and logo will appear on the official Conference satchel along with the Conference logo
- Company name and logo will feature on the Conference website as the satchel sponsor
- Company name and logo will feature in the Conference Program Book as the satchel sponsor
- Opportunity to place promotional material (up to four [4] x A4 pages) into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)

Conference Program – \$4,400 incl GST

(exclusive opportunity)

Exposure includes:

- Company name and logo will appear on the front cover of the official Conference Program along with the Conference logo
- Company name and logo will feature on the Conference website as the Conference Program sponsor
- Company will receive one (1) colour full page advertisement on the back cover of the Conference Program Book (finished artwork to be supplied by the sponsor)

Name Badge and Lanyard Sponsor – \$4,950 incl GST

(exclusive opportunity)

Exposure includes:

- Company name and logo will appear on the official Conference name badges and lanyards along with the Conference logo
- Company name and logo will feature on the Conference website as the name badge and lanyard sponsor
- Company name and logo will feature in the Conference Program Book as the name badge and lanyard sponsor

Conference Writing Materials – \$1,925 incl GST

(per item - pad or pen)

+ stock x approximately 400

Take this opportunity to supply branded pads or pens to the Conference delegates. This sponsorship will take your brand way beyond the Conference.

Exposure includes:

- Opportunity to supply pads or pens branded with your company name and logo for insertion into the delegate satchel



Delegate List – \$1,650 incl GST (exclusive opportunity)

Each delegate will receive a soft copy version of the delegate list prior to the Conference. This will provide brand exposure beyond the Conference.

Exposure includes:

- Your company logo will appear on the front page of the Delegate list
- Your company logo will appear on each page of the Delegate list
- Recognition as the Delegate List sponsor on the Conference website
- Recognition as the Delegate List sponsor in the Conference Program Book

Hotel Room Drops – \$1,650 incl GST per drop (three [3] opportunities - one per day)

A high percentage will take advantage of the special hotel offers available at Conference hotels. Take this opportunity to show your hospitality and welcome delegates to the Conference.

Exposure includes:

- Opportunity to have a gift or flyer (one [1] x A4 flyer) delivered to delegate rooms in Conference hotels (materials and hotel drop fees to be covered by the sponsor)

Satchel Inserts – \$2,200 incl GST per insert

- Company will receive the opportunity to provide an insert (up to four [4] x A4 pages) to go in the delegate satchels that will be provided to all delegate (material to be provided by the sponsor and approved by the Organising Committee)

Advertising Opportunities

Advertising in Registration Brochure

- One (1) full page mono advertisement - \$990 incl GST
- One (1) half page mono advertisement - \$643.50 incl GST

Advertising in Conference Program

- One (1) full page mono advertisement - \$990 incl GST
- One (1) half page mono advertisement - \$643.50 incl GST

Exhibition Opportunities

Integral to the Conference will be a comprehensive Exhibition that will allow you to showcase your products and services directly to this target audience whilst they are in the buying window.

The Exhibition will feature 3m x 3m exhibitions booths.

Key reasons to exhibit:

- Inform and update this sector about your products and services
- Increase sales and consumption of your products and services

Other major benefits of exhibiting:

- Draws your target market to you in one place at one time
- Appeals to all five senses – sight, sound, smell, taste and touch
- Combines all elements in the promotional mix - advertising, public relations, sales promotions and selling
- Each visitor is a qualified prospect

A number of strategies have been devised to maximise *booth traffic* and enhance networking opportunities, including exhibition hours structured around the Conference Program, Exhibitor passport and all refreshment and lunch breaks being held in the exhibition area.

Exhibition Hours

To maximize your time with delegates over the Conference the exhibition will be open for the following hours:

Thursday 21 June 2012 – 8:00am till 7:00pm
Friday 22 June 2012 – 8:00am till 4:30pm
Saturday 23 June 2012 – 8:00am till 11:30am

Exhibition Stand Details

Exhibition booths are sold per 3m x 3m according to the following pricing structure and are available in raw space or shell scheme stand type.

Single Booth 3m x 3m

Shell Scheme \$4,400 incl GST

Raw Space \$4,400 incl GST

Shell Scheme Booths

Single Booth – 3m x 3m x 2.4m

- Panels, fascia with company name sign
- 3m x 3m x 2.4m walling
- White
- Power – 1 x 10amp
- Lighting - 2 x 150w spotlights

In addition to your booth position, each 3m x 3m booking will receive:

- Two (2) full exhibitor registrations inclusive of all catering, social functions (Welcome Reception and Conference Dinner) and access to sessions
- Exhibitor listing on the Conference website and Program Book

Application to Sponsors or Exhibit

Applications can only be considered on receipt of the deposit payment. Allocation is made in order of receipt of application payment.

The terms and conditions along with cancellation policy are available on the Conference website at www.tteconference.com. Please carefully read through these details then complete the online application for your sponsorship or exhibition package.