



NAVIGATING A CHANGING WORLD
Empowering Minds and Transforming Lives

SPONSORSHIP AND EXHIBITION PROSPECTUS

Melbourne Convention & Exhibition Centre, Melbourne Australia
icswhmh.aasw.asn.au | Tuesday 19 November – Friday 22 November 2024



The Australian Association of Social Workers (AASW) is Australia's professional body for social workers. As well as representing and supporting social workers in their essential work, we set the benchmarks for professional education and practice in social work.



NAVIGATING A CHANGING WORLD

Empowering Minds and Transforming Lives

OUR VISION

Wellbeing and
social justice
for all.



OUR PURPOSE

Supporting social workers and empowering
the profession to make a positive difference.

The AASW strives to fulfill its purpose by:

- Advance a strong identity for the social work profession
- Foster a well-trained and highly skilled social work profession
- A strong voice for social workers and social justice
- Deliver operational excellence



AASW
.....
Australian Association
of Social Workers



ABOUT THE AASW

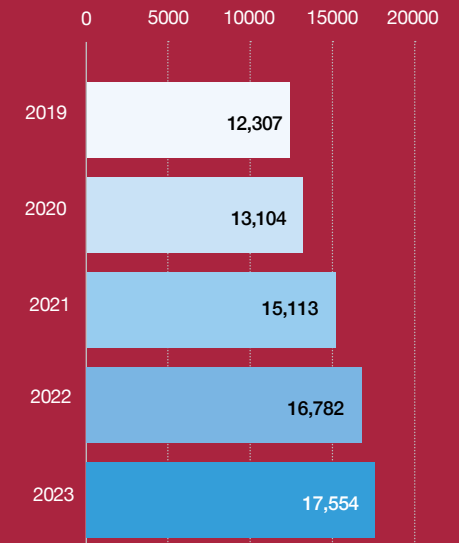
The Australian Association of Social Workers (AASW) is the professional representative body of social workers in Australia, with more than 17,000 members. It was formed as a national association in 1946 and has since supported its members through the profession's many developments and changes.

The Association sets the benchmark for professional education and practice in social work. AASW has a strong voice on matters of social inclusion, social justice, human rights and issues that impact upon the quality of life of all Australians. The Association seeks a close and collaborative relationship with educational institutions, industry, government, client associations and the community. AASW acknowledges the critical importance of the contribution made by Aboriginal and Torres Strait Islander members.

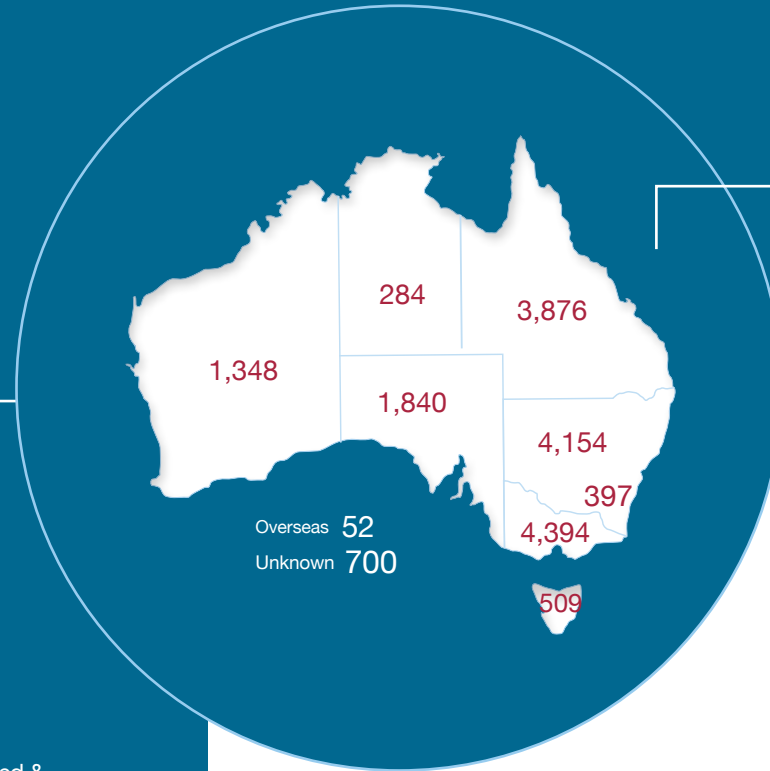
AASW has corporate responsibility for promoting and regulating the social work profession in Australia. AASW represents social workers by ensuring the sustainable development of the profession, the maintenance of accountability and compliance with benchmark standards, and the promotion of professional identity. Membership offers social workers the opportunity to work collectively to contribute to Australian society, its communities and institutions in a way that is dedicated to improving social inclusion and social wellbeing.



MEMBERSHIP GROWTH



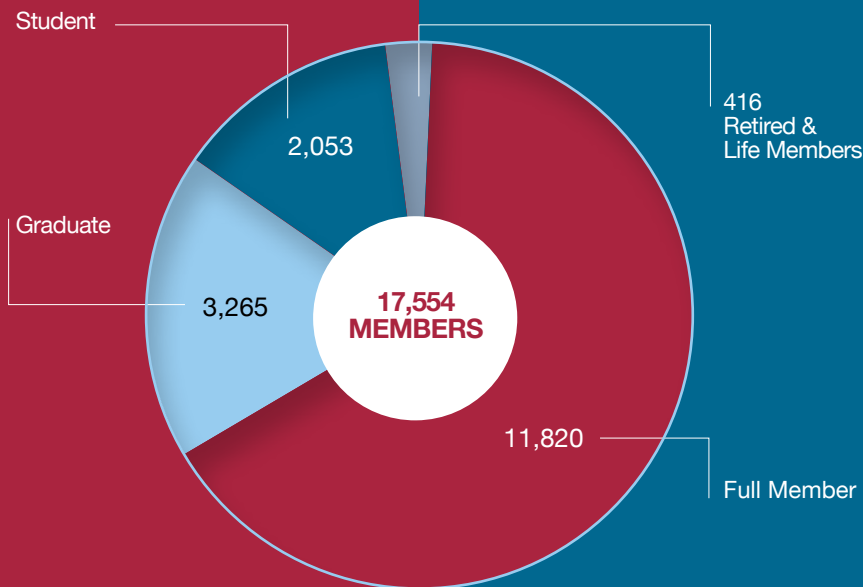
AASW REACH & OUR MEMBERS



17,554
members

3,114 AMHSW members

AASW MEMBERS



37,000+
recipients of
AASW's emails



With an exceptional
average open rate of
50%



4 million
views to our
website per year



Associated with over
150 leading Australian
peak bodies and
organisations



53,000+
social media followers
growing by 30%
per year



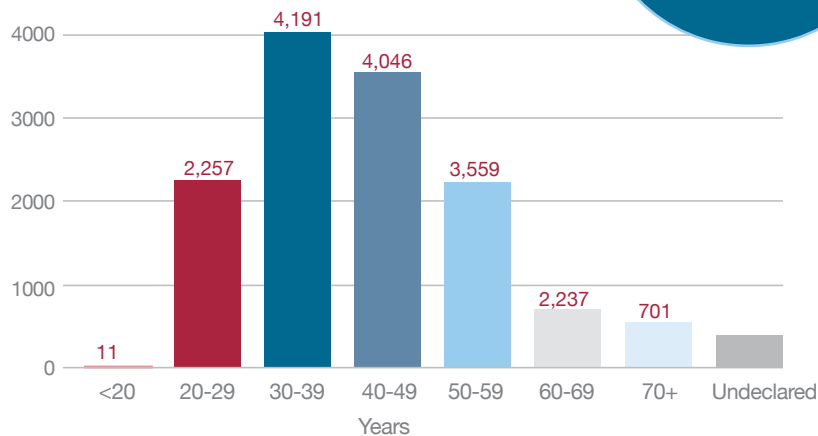
Affiliations with **37**
Accredited Higher
Education Institutions

WHO WILL ATTEND

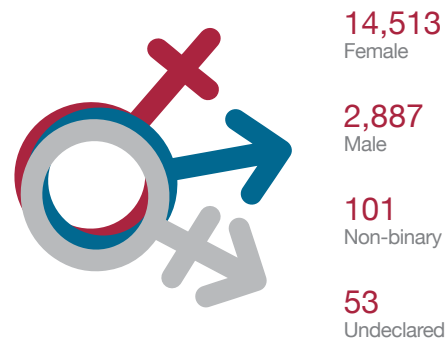



The average age of our members is **46** years

AGE RANGE OF AASW MEMBERS



GENDER OF AASW MEMBERS



Allied health, health and mental health professionals, and social services practitioners



Researchers, educators, students and higher education providers in the health sector



Leaders and decision makers in the health, advocacy and social services sectors



Government departments, affiliated associations, agencies and organisations



JOIN US IN **MELBOURNE**

The 10th International Conference on Social Work in Health and Mental Health (10th ICSWHMH) will be held as a hybrid event between **Tuesday 19 – Friday 22 November 2024** in **Melbourne**.

The Conference will bring together more than **900+ national and international delegates**. Attendees will be able to exchange information on the current challenges and trends in the sectors, advance networks, gain peer knowledge from leading experts and review the newest services and products on the market.

The Conference aspires to build stronger relationships with fellow social workers and professional associations across the world. AASW recognises the importance of and the opportunity for social workers and other health professionals in practice, leadership, academia, research and students of social work courses to come together in the exchange of knowledge and experiences, focusing on their shared commitment to social work practice, social justice and human rights.

Topic matter will include mental health, social work in private practice, child, youth & family services, disability management, leadership, family, domestic & gendered violence, counseling & therapy, aged care / older persons, child protection addiction, alcohol, social justice & human rights, climate change and sustainability and many more.

Build stronger relationships
with fellow social workers
and professional associations
across the world



Following popular demand, this event will be offered both for **face-to-face** and **online** attendance, giving delegates the option to either join their colleagues and peers at the Melbourne Convention & Exhibition Centre or from the comfort of their own homes or workplaces.

For those attending face-to-face, an exciting social function program awaits! Delegates will have the opportunity to socialise with other attendees, speakers and industry and government partners at the informal **Welcome Function** hosted in the Exhibition Hall of the Convention Centre on Tuesday 19 November.

The main event of the social program, the **Gala Dinner** will be held on Thursday 21 November at an exciting Melbourne venue.

THE VENUE

The 10th ICSWHMH will be held at the Melbourne Convention and Exhibition Centre (MCEC). Located next to the Yarra River in South Wharf, an inner-city suburb of Melbourne, the MCEC is the perfect setting for the Conference. Surrounded by multiple accommodation options, restaurants, entertainment and retail shops, the MCEC is in the heart of a bustling yet scenic part of Melbourne.

Melbourne Convention and Exhibition Centre

1 Convention Centre Pl, South Wharf VIC 3006
mcec.com.au





VISIT VICTORIA

From urban laneways to regional escapes, there's a new view around every corner.

Delegates will be offered discounted rates for accommodation and exclusive deals to make the most of their time in Melbourne.

We're looking forward to seeing everyone in Melbourne!





REASONS TO BE INVOLVED

YOUR INVESTMENT

AASW believes in creating sustainable partnerships with sponsors to advance and innovate the health, advocacy and social services sectors in Australia.

We will support your investment so that you can strategically reach your target markets, have access to national and international leading decision makers and achieve a solid return on your sponsorship investment. Therefore, we want to know what your marketing objectives are in sponsoring this event? How can the conference support your brand? How does AASW's value proposition align with yours?

AASW is a leading voice in advocacy and social justice issues in Australia. Sponsoring the conference will align your organisation's values and profile with the AASW. We are committed to working together to make this Conference the preeminent professional development event for individuals in the health, advocacy and social services sectors.

Whether your intention is to increase brand awareness, introduce a new product or service, or to network and meet new contacts, the 10th ICSWHMH is your most valuable opportunity for success.



Strengthen your brand in the market

Aligning your company with this powerful educational and international experience demonstrates your commitment to assisting professional development within Social Work and further strengthens your brand within the market.



Heightened visibility

You will have significant exposure prior to the Conference through the website and marketing materials. There is no better way to position your organisation to up to 600 Social Work Professionals from around the world.



Stand out from the crowd

Create your competitor difference by producing a unique and dynamic presence exhibiting at the Conference.



Network in an educational and social environment

Networking develops quality business relationships by having direct one to one engagement in a relaxed environment. Meet at one of our many social events or in the exhibition.

PROGRAM AT A GLANCE

TUESDAY 19 NOV	WEDNESDAY 20 NOV	THURSDAY 21 NOV	FRIDAY 22 NOV
<p>1.00–3.00pm Exhibition Bump In</p> <p>Registration at MCEC from 3.30pm</p>	<p>Plenary & Breakout Sessions (total of 11 streams)</p>	<p>Plenary & Breakout Sessions (total of 11 streams)</p>	<p>Plenary & Breakout Sessions (total of 11 streams) – early finish at 1.40pm</p> <p>Exhibition Bump Out from 2.00pm</p>
<p>Welcome Function at MCEC</p>		<p>Gala Dinner Offsite</p>	

Please note that all times are subject to change and will be confirmed closer to the date.



PARTNERSHIP OPPORTUNITIES AT A GLANCE



All sponsorship opportunities are available separately or may be chosen as part of a Presenting or Major Partner package. To enable you to tailor a package to suit your business requirements, the value and availability of each opportunity is listed below.

OPPORTUNITY	VALUE	NUMBER AVAILABLE
Presenting Partner	Call to discuss	Exclusive Opportunity
Major Partner	Call to discuss	Four Opportunities
Gala Dinner	\$12,000	Exclusive Opportunity
Badge and Lanyard Partner	\$8,500	Exclusive Opportunity
Keynote Partner	\$8,000	Three Opportunities
Plenary Partner	\$8,000	Three Opportunities
Welcome Reception Partner	\$7,000	Exclusive Opportunity
Official Conference App Partner	\$6,500	Exclusive Opportunity
Coffee Cart Partner	\$6,500	Three Opportunities
Notepads & Pens Partner	\$4,500	Exclusive Opportunity
Leaderboard Competition Partner	\$4,500	Exclusive Opportunity
Concurrent Session Partner	\$4,000	Eight Opportunities
Advertising & Promotional Opportunities	\$2,640–\$4,040	Multiple Opportunities
Photo Booth Partner	\$2,000	Exclusive Opportunity
Tabletop Exhibitor	\$2,000	Five Opportunities
Seat Drop Partner	\$1,800	Eight Opportunities
EDM	\$1,000	Multiple Opportunities
Branding Opportunities	From \$800	Multiple Opportunities
Commercial Partner	\$550	Multiple Opportunities

Please note: All opportunities will be confirmed pending availability and subject to AASW approval at the time of application.



PREMIUM OPPORTUNITIES

The AASW is pleased to offer an extensive array of opportunities for your involvement in the Conference.

Whether it be Presenting Partner, and the significant presence that this offers, or a goal of maintaining your visibility to members, there are a wide range of options for you to select from.

Please note all opportunities are subject to availability and will be offered on a first come, first served basis (and subject to approval from AASW).

All prices are in Australian dollars and inclusive of GST.

Should you wish to explore potential collaborations, please feel free to reach out to Natasha Pembroke-Birss and Abdul Khan at sponsorship@asw.asn.au or directly via the following contact details:

- Natasha: 0409 790 530
- Abdul: 0433 159 345



PRESENTING PARTNER

Lead the way as the exclusive Presenting Partner and create a bespoke package that includes the elements most important to your organisation. As the Presenting Partner, our dedicated Corporate Partnership Manager will collaborate with you to create a partnership package that aligns with your marketing objectives and delivers maximum return on investment.

Exclusive opportunity
Contact our Corporate Partnership Manager to discuss further.

Presenting Partner will include extensive branding opportunities and high-level exposure in the lead up to, during and post the event.

PRESENTING PARTNER

Bespoke Investment

Exclusive Opportunity, contact our Corporate Partnership Manager to discuss further.

Acknowledgement

- Exclusive Presenting Partner status.
- Acknowledgement as the 10th ICSWHMH Presenting Partner at the Opening Plenary and Closing Session.
- Acknowledgement on sponsor signage at the venue as Presenting Partner.
- Acknowledgement in digital downloadable handbook.
- 150-word profile to be included on the sponsors' page of the Conference app (including logo, website with hyperlink and contact details).

Registration

- Four (4) Full Delegate registrations which includes the Gala Dinner and the Welcome Function.
- Six (6) Exhibitor registrations (each registration includes access to all sessions and exhibition hall).

Brand Exposure

- Your logo and hyperlink to your organisation's website on the Conference website.
- One (1) full page, full colour advertisement in the digital downloadable handbook (sponsor to provide artwork and subject to approval by the AASW Committee).
- Your logo on title slides during the opening Plenary.

Exhibition

- Premium (6 x 3m) floor space within the exhibition floor.
- Event branded fascia sign displaying company name and optional logo
- LED arm lights
- 4amp power
- Furniture and AV optional extras available for additional cost

Promotion

- Two (2) push notifications during the Conference at a mutually beneficial time (to be confirmed by the AASW Committee).

Delegate List

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws, both prior to and at the conclusion of the Conference.

Additional benefit

- Exclusive lock-up logo created for Presenting Partner to use in your own promotion and marketing.

MAJOR PARTNER

As a Major Partner of the 10th ICSWHMH Conference, your company will benefit from prominent branding across the meeting as well as in the lead up to and post the event. The Major Partners are an integral and high-profile supporter of the event. Increase your visibility and maximise your ROI by becoming a Major Partner.

Limited opportunities
Contact our Corporate
Partnership Manager to discuss
further.

Event opportunities that sit under
Major Partner include:

MAJOR PARTNER

Limited opportunities, contact our
Corporate Partnership Manager to
discuss further.

Acknowledgement

- Exclusive Major Partner status.
- Acknowledgement on sponsor signage at the venue as Major Partner.
- Acknowledgement in digital downloadable handbook.
- 150-word profile to be included on the sponsors' page of the Conference app (including logo, website with hyperlink and contact details).

Registration

- Two (2) Full Delegate registrations which includes the Gala Dinner and the Welcome Function.
- Three (3) Exhibitor registrations (each registration includes access to all sessions, exhibition hall and the Welcome Reception).

Brand Exposure

- Your logo and hyperlink to your organisation's website on the Conference website.
- One (1) half page full colour advertisement in the digital downloadable handbook (sponsor to provide artwork and subject to approval by the AASW Committee).

Exhibition

- Premium (3 x 3m) floor space within the exhibition floor.
- Event branded fascia sign displaying company name and optional logo
- LED arm lights
- 4amp power
- Furniture and AV optional extras available for additional cost

Promotion

- One (1) push notification during the Conference at a mutually beneficial time (to be confirmed by the AASW Committee).

Delegate List

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Gala Dinner

\$12,000

Exclusive opportunity

The social highlight of the Conference, the Gala Dinner is an evening not to be missed. This year, the dinner will be held on Thursday 21 November at Zinc at Federation Square.

Registration

- Eight (8) tickets to attend the Gala Dinner.

Promotion

- Opportunity to provide a branded gift for each delegate attending the Gala Dinner. Partner to supply, distribute and pack up at the Gala Dinner.
- One (1) push notification during the Conference at a mutually beneficial time (to be confirmed by the AASW Committee).

Acknowledgement

- Acknowledgement on sponsor signage at the venue as a Gala Dinner Partner.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Official Conference App.

Delegate List

- Delegate list (name, position, organisation, state and country) supplied in accordance with Australian privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Badge & Lanyard Partner

\$8,500
Exclusive opportunity

Ensure your brand takes centre stage by featuring your logo alongside AASW on the name badges and lanyards of each delegate. Every attendee will receive a lanyard to display their name badge. Lanyards serve as prominent and enduring promotional items that often continue to be utilised post-conference.

Acknowledgement

- Acknowledgement on sponsor signage at the venue as a Badge & Lanyard Partner.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- Your logo to appear alongside the AASW logo on name badges and lanyards.
- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Official Conference App.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate list

- Delegate list (name, position, organisation, state and country) supplied in accordance with Australian privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Keynote Partner

\$8,000

Three opportunities available

A major highlight of the 10th ICSWHMH Conference Program are the sessions presented by renowned national Keynote Speaker. Due to the popularity of these sessions, a prime opportunity is available to align your brand alongside your choice of speaker to gain premium and concentrated levels of exposure. As the sponsor of a Keynote Speaker your organisation will receive the following entitlements:

Acknowledgement

- Acknowledgment from the MC during the session as Keynote Partner.
- Acknowledgement on sponsor signage at the venue as Keynote Partner.
- Acknowledgement in digital downloadable handbook.

Registration

- Two (2) Full Delegate registrations (each registration includes access to all sessions, exhibition hall and the Welcome Reception).

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and branding displayed on screens in the Plenary room throughout the session.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate List

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Plenary Partner

\$8,000

Three opportunities available

Three (3) plenary sessions will be available for sponsorship throughout the Conference. As no other session is held at the time of each plenary, your sponsorship of any of these sessions will provide your organisation with maximum exposure to the majority of delegates. Please speak to our Sponsorship Consultant about the program and the best alignment for your organisation.

Acknowledgement

- Acknowledgment from the MC during the session as Plenary Partner.
- Acknowledgement on sponsor signage at the venue as Plenary Partner.
- Acknowledgement in digital downloadable handbook.

Registration

- Two (2) Full Delegate registrations (each registration includes access to all sessions, exhibition hall and the Welcome Reception).

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and branding displayed on screens in the Plenary room throughout the session.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate List

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Welcome Reception Partner

\$7,000
Exclusive opportunity

An included function for all registered delegates, this is very popular with delegates and exhibitors alike providing an additional opportunity for interaction. The Welcome Reception will be held at the **Melbourne Convention and Exhibition Centre on Tuesday 19 November 2024**. As partner of this function, your organisation will have prime exposure and first-hand contact with a targeted audience.

Acknowledgement

- Acknowledgement on sponsor signage at the venue as Welcome Reception Partner.
- Acknowledgement in digital downloadable handbook.

Registration

- Two (2) Exhibitor registrations (each registration includes access to all sessions, exhibition hall and the Welcome Reception).

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate List

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws, both prior to and at the conclusion of the Conference.

Exhibition

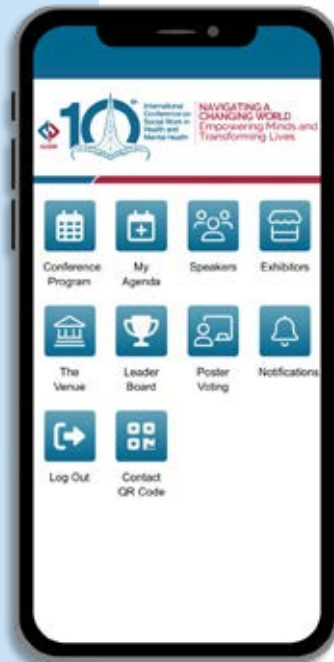
- Receive 15% discount off exhibition booth.

SUPPORTING PARTNERSHIPS

Official Conference App Partner

\$6,500
Exclusive opportunity

This is a unique opportunity to position your organisation at the frontline of technology and across the Conference digital platform. The App is used continually throughout the Conference, and this is a great way to have your brand in front of prospects from day one. The Conference will feature a fully integrated App for iOS (iPhone and iPad) and for Android (phones and tablets) to deliver the best possible user experience and presentation of the Conference program in an innovative and interactive manner.



Acknowledgement

- Acknowledgement on sponsor signage at the venue as the Official App Partner.
- Acknowledgement in digital downloadable handbook.

Registration

- One (1) Full Delegate registration (includes access to all sessions, exhibition hall and the Welcome Reception).

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate List

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Coffee Cart Partner

\$6,500

Three opportunities available

Position your brand directly in the hands of attendees by sponsoring one or all of our coffee carts. These carts, strategically placed within the exhibition hall, will serve as bustling hubs of activity, drawing in a steady stream of foot traffic, especially considering the universal appeal of coffee. The organisers will supply one (1) coffee cart, along with one (1) skilled barista and necessary consumables throughout the conference duration.

Acknowledgement

- Acknowledgement on sponsor signage at the venue as a Coffee Cart Partner.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- Opportunity for partner to provide a pull up banner which will be positioned next to the coffee cart
- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Official Conference App.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate list

- Delegate list (name, position, organisation, state and country) supplied in accordance with Australian privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Notepads & Pens Partner

\$4,500

Exclusive opportunity

Ensure your company logo is prominently displayed on all conference notepads and pens. This strategic placement allows attendees to engage with your brand consistently during the event and extends brand visibility significantly post-conference, as attendees carry these materials with them. Sponsors are expected to supply the branded notepads, covering the costs of imprinting, shipping, and handling.

Acknowledgement

- Acknowledgement on sponsor signage at the venue as a Notepad & Pen Partner.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Official Conference App.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate List

- Delegate list (name, position, organisation, state and country) supplied in accordance with Australian privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Leaderboard Competition Partner

\$4,500
Exclusive opportunity

A competition will be conducted via the Official Conference App. Delegates are required to visit each exhibitor, vote on the posters, and thereby enter a draw to win an iPad Mini. This initiative presents an excellent branding opportunity, as it is anticipated that every delegate will be eager to engage in the competition, given the universal appeal of such events.

Acknowledgement

- Acknowledgement on sponsor signage at the venue as a Leaderboard Partner.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate List

- Delegate list (name, position, organisation, state and country) supplied in accordance with Australian privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Concurrent Session Partner

\$4,000

Eight opportunities available

Concurrent sessions on a wide range of topics will be held throughout the Conference. Sponsorship of concurrent sessions will provide you with access to an audience that is particularly interested in a topic that your organisation's products or services may compliment. Please speak to our Corporate Partnership Manager about the program and the best alignment for your organisation.

Acknowledgement

- Acknowledgment from the MC during the session as Concurrent Session Partner.
- Acknowledgement on sponsor signage at the venue as Concurrent Session Partner.
- Acknowledgement in digital downloadable handbook.

Registration

- One (1) Full Delegate registrations (registration includes access to all sessions, exhibition hall and the Welcome Reception).

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and branding displayed on screens in the Concurrent session room throughout the session.
- Your logo and hyperlink to your organisation's website on the Conference website.

Delegate List

- Delegate list (name, position, organisation, state, and country) supplied in accordance with Australian Privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Photo Booth Partner

\$2,000
Exclusive opportunity

The photo booth will be available during the Gala Dinner on the evening of Thursday 21 November. This photo booth offers an immersive and interactive experience for the Gala Dinner guests.

Acknowledgement

- Your logo on the photo booth photos.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Conference website.
- Your logo and hyperlink to your organisation's website on the Official Conference App.
- Opportunity to provide up to two (2) pull up banners to be displayed either side of the photo booth.

Delegate List

- Delegate list (name, position, organisation, state and country) supplied in accordance with Australian privacy laws, both prior to and at the conclusion of the Conference.

SUPPORTING PARTNERSHIPS

Tabletop Exhibitor

\$2,000

Five opportunities available

As an exhibitor in our newly established showcase alley, you are presented with a cost-effective opportunity to interact with delegates during daily breaks.

Inclusions

- Trestle table, two chairs
- 1 x single 4amp power point
- Listing in the digital downloadable handbook, and Conference App, together with an 80-word description of the company's products/services.
- Exhibitor registration for two (2) organisation representatives (this includes access to the program, morning and afternoon tea, as well as lunch for two representatives – social functions not included).

SUPPORTING PARTNERSHIPS

Seat Drop Partner

\$1,800
Eight opportunities

A strategic seat drop is a great way to have your company branded materials get noticed by the attendees during the conference. We will distribute your materials on attendees' seats at the Concurrent session of your choice. You will have the opportunity to choose which concurrent session offers you the best brand alignment. Only one seat drop per concurrent session is available. Partner to provide and deliver collateral to be distributed by the specified deadline.

Acknowledgement

- Acknowledgement on sponsor signage at the venue as a Seat Drop Partner.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Official Conference App.

SUPPORTING PARTNERSHIPS

EDM

\$1,000
Multiple opportunities

Sending your brand and its products or services directly to each registered delegate presents a valuable opportunity to ensure visibility in every delegate's inbox. Consider the benefit of a dedicated e-blast to all registered delegates before the Conference commences. Sponsors are expected to furnish the HTML design and content for this purpose.

Acknowledgement

- Acknowledgement on sponsor signage at the venue as a Commercial Partner.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- Dedicated EDM sent to all registered delegates in the lead up to the Conference (Partner to supply HTML design and content – subject to Organising Committee approval)
- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Official Conference App.

SUPPORTING PARTNERSHIPS

Branding opportunities

From \$800 Multiple opportunities

We have multiple venue branding opportunities available:

- Pull up banners - \$800
- Octanorm free standing sign (\$1,000 for single sided, \$1,900 for double sided).
- 3m media wall -\$2,500
- Adhesives on the glass walls in the foyer – \$2,500 (includes installation & removal)
- Stairwell vinyl on the stairs near the Conference exhibition - \$5,500 (includes installation & removal)
- Bulkhead banner - \$6,500 (includes installation & removal)
- Overhead banners - \$7,000 (includes installation and removal)

Commercial Partner

\$550 Multiple opportunities

This branding opportunity presents the partner with a range of cost-effective branding options during the conference. Your brand will receive prominent exposure, being showcased to over 700 delegates.

Acknowledgement

- Acknowledgement on sponsor signage at the venue as a Commercial Partner.
- Acknowledgement in digital downloadable handbook.

Brand Exposure

- Partner social media tile provided by AASW for the Partner to promote on their own channels.
- 100-word company profile including contact details to be placed on the Conference website and Official Conference App.
- Your logo and hyperlink to your organisation's website on the Official Conference App.

ADVERTISING AND PROMOTIONAL OPPORTUNITIES



Sponsors and exhibitors are invited to advertise in Social Work Focus Magazine and the Conference Handbook.

OPPORTUNITY	COST
Full colour full-page advertisement	\$4,040
Full page back cover	\$2,900 SOLD
Full page inside cover	\$2,640
Full colour half-page (horizontal) advertisement	\$1,510 SOLD
Full colour quarter-page (horizontal) advertisement	\$330 SOLD

EXHIBITION AND BOOTH INFORMATION



The exhibition associated with the Conference will be located in Main Foyer 2 & 3, MCEC and will play an important role in this Conference.

To acknowledge the importance of the exhibition, the Conference program has been structured to provide maximum exposure to exhibitors. The social program has also been designed to allow delegates to relax and mix informally after intensive sessions. Exhibitors are encouraged to participate in all Conference activities and may register to attend the social program.

Exhibition Booth Space from \$6,800

Exhibitor entitlements and booth hire options

The Conference will provide exhibitors the opportunity to market products and services directly to key decision makers within their target markets.

BOOTH SPACE	COST
3m x 3m	\$6,800
6m x 3m	\$13,600
6m x 6m	\$27,200

Confirmed exhibitors are entitled to the following benefits and features:

- Octanorm back and side walls.
- Printed fascia sign with stand number and company name (option to upgrade for additional cost)
- 2 x energy efficient spotlights
- 1 x single 4amp power point
- Booth location listed in the digital downloadable handbook, and in the Conference App, together with an 80-word description of the company's products/services.
- Exhibitor registration for two (2) organisation representatives.
- This includes access to the program, morning and afternoon tea, as well as lunch for two representatives (additional social functions not included). All booths must be staffed by your organisation representatives. Please note custom design stands will require approval by the AASW Committee prior to build. Please ensure designs and information in relation to this is provided to the Conference's Professional Conference Organisers, Forum Group.

Please note all organisation representatives are required to be registered for the Conference as exhibition delegates. Additional company representatives (in excess of two per booth) will be required to register and pay an additional exhibitor fee.

Furniture is not included in the cost of the exhibition booth/space. Furniture and audio visual equipment can be added to your booth through the exhibition portal at an additional cost.

Space will only be confirmed after your payment and the completed application form are received by AASW. Space is assigned first to sponsors, then exhibitors, in order of receipt of payment and at the discretion of the AASW.

Exhibition Bump-in & Bump-out Hours

Tuesday 19 November 2024

9.00am–3.00pm Custom Builders have access

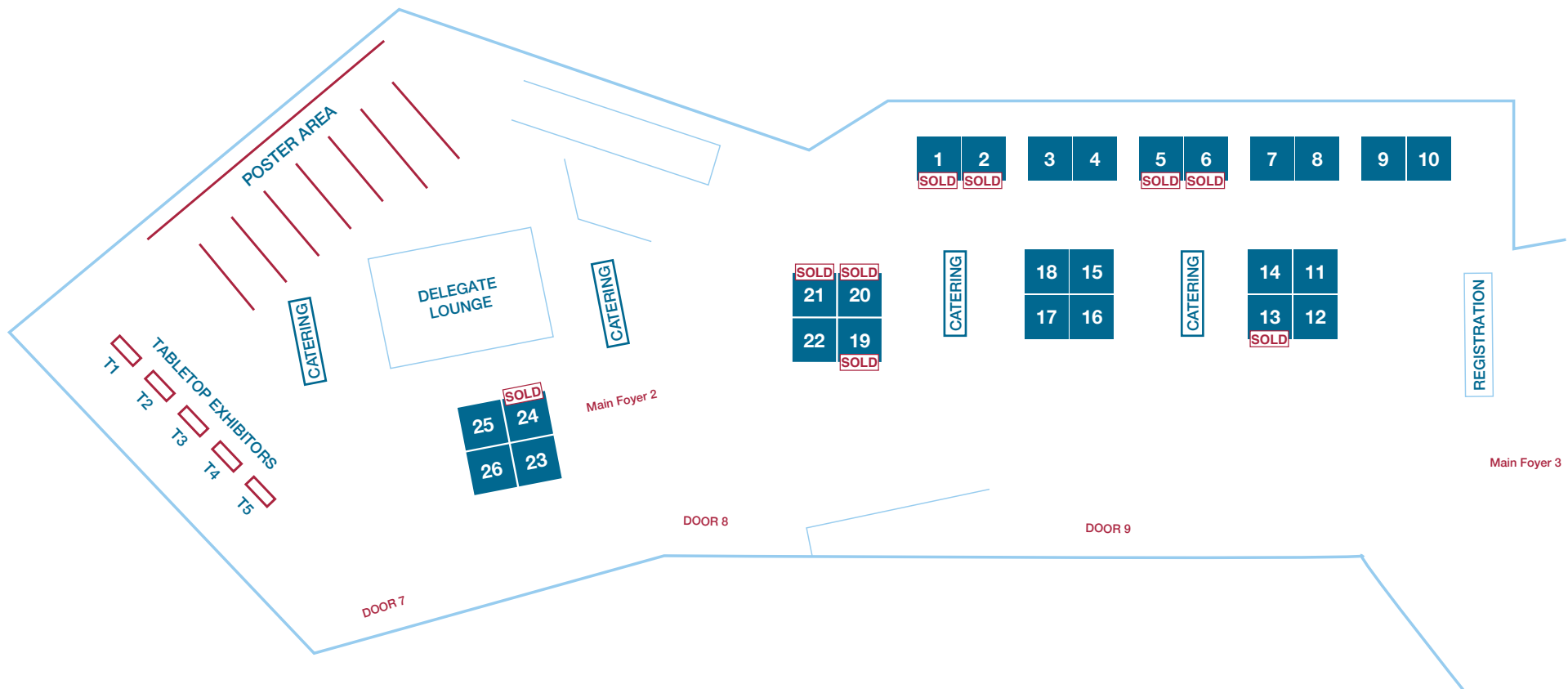
1.00pm–3.00pm Exhibitors have access to dress their stands

Friday 22 November 2024

2.00pm–4.00pm Exhibitor & contractors bump out



EXHIBITION FLOORPLAN





HOW TO APPLY

Applications to participate in the 10th ICSWHMH as a sponsor or exhibitor will be completed online via an online application form. All applications received will be acknowledged by return email.

Should you wish to discuss any aspect of your involvement prior to completing the application process, please contact:

Natasha Pembroke-Birss and Abdul Khan
Corporate Partnership Team

via email: sponsorship@asw.asn.au

or via telephone: +61 409 790 530 (Natasha) +61 433 159 345 (Abdul)

Once your application is approved, you will be sent a confirmation email and tax invoice.

APPLY HERE!

TERMS AND CONDITIONS

Australian Association of Social Workers Limited (AASW)

“The Sponsor” specified in Item 2 of Schedule 2

This AGREEMENT has been created on:

PARTIES

Australian Association of Social Workers Limited (ACN 008 576 010) of 14-20

Blackwood Street, North Melbourne, VIC 3051 (AASW); and **“The Sponsor”** as specified in Item 2 of Schedule 1.

1. DEFINITIONS

In this Agreement:

Agreement means this Sponsorship Agreement and includes the Schedules.

Australian Consumer Law means schedule 2 of the Competition and Consumer Act 2010 (Cth) and any equivalent state or territory legislation.

Consequential Loss means loss of profits; loss of revenue; loss of production; loss or denial of opportunity; loss of or damage to goodwill; loss of business reputation, future reputation or publicity; loss of use; loss of interest; losses arising from claims by third parties; loss of or damage to credit rating; loss of anticipated savings and loss of contract.

Consumer Guarantee means a right or guarantee the Sponsor may have under the Australian Consumer Law or other rights in relation to the supply of goods or services (such as terms implied into a contract) that cannot lawfully be excluded.

Booking Form means the form provided to The Sponsor detailing the specific Sponsorship Package.

Business Day means any day which is not a Saturday, Sunday or public holiday in Victoria.

Commencement Date means the date described at Item 4 of Schedule 1.

Confidential Information means confidential information, trade secrets, knowhow, scientific, technical, product, market or pricing information relating to AASW's operations.

End Date means the date described at Item 5 of Schedule 1.

Event means the event described at Item 1 of Schedule 1.

Event Date means the date at Item 6 of Schedule 1.

Fee means the amount paid to AASW by The Sponsor for the Sponsorship Package as described at Item 7 of Schedule 1.

Force Majeure has the meaning described in clause 14 of this Agreement.

GST Act means A New Tax System (Goods and Services Tax) Act 1999.

Insolvency Event means the happening of any of these events:

- (a) a party suspends payment of its debts generally, is or becomes unable to pay its debts when they are due, or is or becomes unable to pay its debts within the meaning of the Corporations Act 2001 (Cth);
- (b) a party enters into, or resolves to enter into, any arrangement, composition or compromise with, or assignment for the benefit of, its creditors or any class of them;
- (c) a receiver, receiver and manager, liquidator, provisional liquidator, administrator, trustee or similar official is appointed over any of the assets or undertakings of a party, an application or order is made for the winding up or dissolution of a party, or a resolution is passed or any steps are taken to pass a resolution for the winding up or dissolution of a party, except for the purpose of an amalgamation or reconstruction which has the other party's prior consent;
- (d) a party goes bankrupt; or
- (e) a party ceases, or threatens to cease, to carry on business.

Loss means any losses, liabilities, damages, costs, interest, charges, fines, penalties or expenses (including lawyer's fees and expenses on a full indemnity basis) whether direct, indirect, special, consequential or otherwise.

Representatives means officers, directors, employees, agents, representatives, contractors and/or subcontractors of the relevant party but a party to the Agreement and its officers, directors, employees, agents, representatives, contractors and subcontractors are not "Representatives" of the other party to the Agreement.

Special Conditions means the terms described at Item 9 of Schedule 1.

Sponsor Marks mean the names, logos, trade marks and corporate identification of the Sponsor, as specified in item 10 of Schedule 1 or otherwise subsequently notified to AASW in writing by Sponsor.

Sponsorship Package means the package selected by The Sponsor as described at Item 8 of Schedule 1, which contains the corresponding benefits attributable to that package in Schedule 2.

2. SPONSORSHIP PERIOD

This Agreement will start on the Commencement Date and finish on the End Date, subject to the cancellation or termination of this Agreement under clauses 4 and 9 respectively.

3. AGREEMENT FOR SPONSORSHIP

- (a) In consideration for the payment by The Sponsor of the Fee to AASW, AASW will provide The Sponsor with the Sponsorship Package.

- (b) In the event any Special Conditions are included as part of the Sponsorship Package, those conditions will prevail to the extent of any inconsistency with the terms of this Agreement.

4. ACCEPTANCE AND CANCELLATION

- (a) The Sponsor must ensure that an authorised representative of the Sponsor signs and returns the Booking Form to AASW.
- (b) AASW will allocate all Sponsorship Packages in the order the Booking Forms are received, subject to AASW's acceptance of the sponsorship.
- (c) AASW may refuse to accept a Sponsorship Package or Booking Form placed by The Sponsor without giving reasons.
- (d) In the instance where AASW elects to cancel The Event, AASW will return the Fee to the Sponsor as soon as practicable after notifying The Sponsor of the cancellation.
- (e) If The Sponsor elects to cancel their Sponsorship Package, The Sponsor must do so in writing to AASW.
- (f) If The Sponsor cancels their Sponsorship Package:
 - (i) and gives more than 90 days notice of cancellation before the Event Date, AASW will return the Fee payable to The Sponsor;

- (ii) and gives less than 90 days notice of cancellation but more than 30 days notice of cancellation before the Event Date, AASW will charge The Sponsor a cancellation fee equal to 50% of the Fee, either by submitting a valid tax invoice or returning an applicable amount back to The Sponsor; and
- (iii) and gives 30 days or less notice of cancellation before the Event Date, AASW will charge The Sponsor a cancellation fee equal to 100% of the Fee, either by submitting a valid tax invoice equal to 100% of the Fee or if the Fee has been paid in full by the Sponsor by retaining the full amount of the Fee.

5. PAYMENT OF FEES

- (a) The Sponsor must pay the Fee to AASW for the Sponsorship Package
- (b) All Fees are in Australian dollars and except as otherwise expressly stated, inclusive of, GST and any other sales, value added or similar tax which may apply.
- (c) Unless otherwise agreed in writing by AASW, AASW will provide The Sponsor with a valid tax invoice, after the receipt of the signed Booking Form, which must be paid in full within 14 days from the date of the invoice.
- (d) The Sponsor must pay the Fee to AASW:
 - (i) in accordance with clause 5(c);

- (ii) using one of the following payment methods:
 - (A) bank transfer; or
 - (B) credit card (upon request). Additional charges may be applicable.

6. AASW RIGHTS

- (a) AASW has the right to:
 - (i) modify the location of The Sponsor's exhibition booth;
 - (ii) modify the duration of The Event;
 - (iii) cancel The Event, in which case clause 4(d) applies;
 - (iv) use The Sponsor's corporate logo for the purposes of this Agreement; and
 - (v) determine the size and placement of the Sponsor's logo, name and/or business details at the Event or on any promotional material of the Event.
- (b) The Sponsor grants AASW a non-exclusive royalty free licence, to use and reproduce the Sponsor Marks in its promotion of the Sponsor's association with The Event and otherwise for the purposes of this Agreement, in accordance with brand and style guides as advised by the Sponsor in writing.

7. SPONSOR OBLIGATIONS

- (a) The Sponsor:
 - (i) must adhere to all Event rules and regulations and comply with all directions/requests issued by the AASW, event management or venue staff;
 - (ii) must not sub-let or assign any component of their Sponsorship Package to a third party;
 - (iii) consents to featuring in images taken by AASW, that may be used by AASW on social media platforms, digital and hard copy marketing collateral;
 - (iv) consents to AASW's use of their intellectual property described at clause 6(a)(iv) and (v) and 6(b); and
 - (v) consents to have their contact details distributed to suppliers, contractors and relevant third parties, including the company hosting the Event, which may appear in marketing collateral or at the Event.
- (b) The Sponsor must not use or reproduce any AASW brands or materials relating to The Event or any other intellectual property of AASW except to the extent required for the Sponsor to use and have the benefit of the Sponsorship Package and to otherwise exercise its rights under this Agreement during the term of this Agreement. The Sponsor must comply with AASW's written directions and any brand and style guides

advised to The Sponsor in relation to any use or reproduction of any AASW or the Event trade marks and AASW materials and intellectual property. A failure to comply with this clause will be a material breach of this Agreement.

8. GST

- (a) Words or expressions used in this clause 8 that are defined in the GST Act have the same meaning given to them in that Act.
- (b) Unless otherwise stated, any amount specified in the Agreement as the consideration payable for any taxable supply does not include any GST payable in respect of that supply.
- (c) If a party makes a taxable supply under this Agreement (Supplier), then the recipient of the taxable supply (Recipient) must also pay, in addition to the consideration for that supply, the amount of GST payable in respect of the taxable supply at the time the consideration for the taxable supply is payable.
- (d) Despite anything stated in this clause, the Recipient is not obliged under the Agreement to pay the amount of any GST payable until the Supplier provides it with a valid tax invoice for the taxable supply.
- (e) If an adjustment event arises in relation to a taxable supply made by a Supplier under this Agreement, the amount paid or payable by the Recipient pursuant to clause 8(c) will be amended

to reflect this and a payment will be made by the Recipient to the Supplier or vice versa as the case may be.

- (f) If a third party makes a taxable supply and the agreement requires a party to the agreement (the payer) to pay for, reimburse or contribute to (pay) any expense or liability incurred by the other party to that third party for that taxable supply, the amount the payer must pay will be the amount of the expense or liability plus the amount of any GST payable in respect thereof but reduced by the amount of any input tax credit to which the other party is entitled in respect of the expense or liability.

9. TERMINATION

- (a) Either party (Terminating Party) may immediately terminate the Agreement by written notice to the other party if the other party (Defaulting Party):
 - (i) breaches the Agreement in a material respect and, in the reasonable opinion of the Terminating Party, the breach:
 - (A) cannot be remedied; or
 - (B) can be remedied, but is not remedied by the Defaulting Party within 5 Business Days after the Terminating Party provides the Defaulting Party notice of the breach; or
 - (ii) suffers an Insolvency Event;

- (b) AASW may terminate this Agreement if The Sponsor fails to pay the Fee, or a part of the Fee in accordance with the payment terms under clause 5(c).

- (c) If the Agreement is terminated for any reason The Sponsor must, within 5 Business Days after the date of termination:

- (i) pay AASW all amounts it owes AASW, whether due at that time or not; and
- (ii) return all Confidential Information to AASW.

10. INSURANCE

- (a) The Sponsor must provide AASW with a copy of a valid public liability insurance policy to the value of \$20 million dollars covering the period of the Event. The Sponsor must provide AASW with the policy no later than 30 days prior to the Event Date.

11. INDEMNITY

- (a) The Sponsor indemnifies AASW and its Representatives against any Loss which AASW and its Representatives suffer, incur or are liable for in connection with:
 - (i) any act or omission, including negligent or reckless conduct, of The Sponsor, or its Representatives;
 - (ii) any breach of the Agreement by The Sponsor; and

- (iii) any allegation or claim against AASW or its Representatives that the use of the Sponsor Marks by AASW, or any other materials provided to AASW by or on behalf of Sponsor in connection with this Agreement, infringes any trade mark, copyright or other intellectual property rights of a third party.
- (b) AASW holds the benefit of this indemnity in clause 11(a) on trust for itself and its Representative.
- (c) The indemnity in clause 11(a) will not apply to the extent that any Loss is caused or contributed to by AASW.

12. LIMITATION OF LIABILITY

- (a) With the exception of Consumer Guarantees, AASW excludes:
 - (i) any term, condition or warranty that may otherwise be implied into this Agreement;
 - (ii) any liability for loss or damage incurred as a result of or in connection with this Agreement, howsoever caused; and
 - (iii) any liability for Consequential Loss.
- (b) The liability AASW in respect of any breach of or failure to comply with any Consumer Guarantee is limited to the following:
 - (i) in the case of goods, to:

- (A) the replacement of the goods or the supply of equivalent goods;
- (B) the repair of the goods;
- (C) the payment of the cost of replacing the goods or of acquiring equivalent goods; or
- (D) the payment of the cost of having the goods repaired.
- (ii) in the case of services, to:
 - (A) the supplying of the services again; or
 - (B) the payment of the cost of having the services supplied again.

13. CONFIDENTIAL INFORMATION

- (a) The Sponsor must not disclose the terms of this Agreement or any other Confidential Information to any third parties without the prior written consent of AASW (which may be withheld in its absolute discretion but subject to clause 12(b)).
- (b) The Sponsor may disclose the terms of this Agreement where it is required to do so by law or in obtaining professional advice.

14. DISPUTE RESOLUTION

- (a) If a complaint or dispute arises between the parties relating to this Agreement, the parties must follow the Dispute Process.

- (b) The party claiming the dispute must first give the other party details of the dispute (Dispute Notice).
- (c) The parties must then attempt to resolve the dispute by:
 - (i) convening a Conference within 10 Business Days of the dispute occurring in an attempt to resolve the dispute; and
 - (ii) if they cannot resolve the dispute within a further 10 Business Days of the initial Conference, the parties must attend mediation administered by the Australian Dispute Centre (ADC) and the mediation will be conducted in accordance with the ADC Commercial Mediation Guidelines.
- (d) The parties agree that the cost of the mediation will be shared equally by both parties.
- (e) If the mediation is unsuccessful the parties may pursue their rights at law.

15. FORCE MAJEURE

- (a) In this clause 15, Force Majeure means an act of God; war, revolution or any other unlawful act against public order or authority; an industrial dispute including strike or other labour disturbances; a governmental restraint; a shortage or unavailability of raw materials, production capacity or transportation; and any other event not within the reasonable control of the parties.

(b) Where Force Majeure prevents or delays AASW from performing any obligation under the Agreement, that obligation is suspended as long as the Force Majeure continues.

16. GENERAL

(a) The Agreement is governed by the laws of the jurisdiction in which the Event is being held. The parties submit to the non-exclusive jurisdiction of the courts of that State and courts entitled to hear appeals from those courts.

(b) A reference to an Act includes regulations and other instruments made under it, and consolidations, amendments, re-enactments or replacements of any of them.

(c) In this Agreement, the words 'include', 'including', 'for example', 'such as' or any form of those words or similar expressions do not limit what else is included and must be construed as if they are followed by the words 'without limitation' unless there is express wording to the contrary.

(d) If a provision in this Agreement is wholly or partly void, illegal or unenforceable in any relevant jurisdiction that provision or part must, to that extent, be treated as deleted from this Agreement for the purposes of that jurisdiction. This does not affect the validity or enforceability of the remainder of the provision or any other provision of this Agreement,

(e) If The Sponsor comprises more than one person:

(i) the Agreement binds each party jointly and severally; and

(ii) AASW is only required to give notices, the Booking Form and other information, to one party (who undertakes to provide the notices, Booking Form and information to the other party or parties).

(f) A waiver of any right arising under the Agreement must be in writing and signed by the party granting the waiver. Except as provided under clause 2, any variation of the Agreement must be in writing and signed by the parties.

(g) AASW and The Sponsor are independent contracting parties and nothing in the Agreement makes either party the agent or legal representative of the other or grants either party any authority to assume or create an obligation on behalf of the other.

(h) Without limiting or affecting the continued operation of any clause which as a matter of construction is intended to survive the termination of the Agreement, clauses 5, 6, 7, 9, 10, 11, 12(a), 14, 15 and 16 survive the termination of the Agreement.

(i) AASW or The Sponsor may send a notice or any document in connection with this agreement by:

(i) hand delivery;

(ii) pre-paid post; or

(iii) electronic mail, to the other party at the address details set out in the Details section of this Agreement or Schedule 1.

(j) A notice or any document is deemed to be received:

(i) if hand delivered, on the date of delivery;

(ii) if sent by pre-paid post, on the sixth Business Day after the date of posting; or

(iii) if sent by electronic mail, when the email (including any attachment) is sent to the receiving party at that email address, unless the sending party receives a notification of delivery failure within 24 hours of the email being sent.

(k) A word or term defined in A New Tax System (Goods and Services Tax) Act 1999 (Cth) has the same meaning in these Terms where used in connection with the GST imposed under that Act.

(l) An agreement, obligation, warranty, covenant, undertaking or indemnity under this Agreement on the part of 2 or more persons binds them jointly and severally. A right, benefit or entitlement conferred on 2 or more persons under this Agreement is held by each of them severally.

(m) Each indemnity under this Agreement is an irrevocable, continuing and unconditional indemnity and remains enforceable despite any variation to The Sponsor's obligations.

It is not necessary for a party to incur expense or make payment before enforcing a right of indemnity conferred by this Agreement.

- (n) The Agreement is for the benefit of the parties and their successors and assigns. The parties and their successors and assigns are bound by the Agreement.
- (o) This Agreement is personal to AASW and therefore the Sponsor must not assign any or all of its rights under any of the Agreement without AASW's prior written consent. AASW may assign any or all of its rights under the Agreement as required.





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AASW

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