

**TURN UP THE  
VOLUME!**

2024 Australian Elder Abuse Conference

**22–24 July 2024**

Adelaide Convention Centre



# Sponsorship and Exhibition Prospectus

1<sup>st</sup> Edition: 1 August 2023

**EAAA**  
Elder Abuse Action Australia

**aras**  
aged rights advocacy service inc

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## Turn Up the Volume!

The 2024 Australian Elder Abuse Conference will be held at the Adelaide Convention Centre 22-24 July 2024.

Titled ***Turn up the Volume!***, the conference will continue to shine a light on the uncomfortable truths about elder abuse and neglect. For too long, the mistreatment of older Australians has been allowed to worsen without substantive and co-operative efforts to generate change.

With the number of older Australians expected to double in the next 25 years to around 9 million people, it's never been more important to repudiate ageism, uphold the principles of equality and confront our nation's shame.

Elder Abuse Action Australia (EAAA) and conference co-host Aged Rights Advocacy Service (ARAS) invite you to partner with the conference, which will again be presented in a hybrid format.

### A rally cry for equality at any age

The conference will herald a growing ambition to embed issues surrounding elder abuse into the conscience of the nation. It will be designed to amplify the restlessness of a movement that expects lawmakers and the wider community to intensify efforts to end the scourge of elder abuse.

### See me, hear me, back me

The conference will provide a platform to better support older people by listening to their stories, advocating for their human rights and capitalising on the collective energy of delegates. We will hear from voices that reflect the true diversity of our nation.

Crucially, it will be a reminder that we cannot go quietly about the quest for real and lasting change, nor should we cease to imagine an Australia that repudiates ageism and upholds the principles of equality and fairness.

### Are you ready to make some noise?

At the 2024 Australian Elder Abuse Conference, we intend to make a noise that reverberates across the nation. We hope you will join us as we amplify the call for an Australia that is free of elder abuse!

## Why partner with us?

### Opportunity

The Australian Elder Abuse Conference is the only national conference specifically addressing the elimination of abuse of older Australians. The high-profile forum offers Sponsors and Exhibitors a rare opportunity to constructively contribute to making urgent and necessary change.

Choosing to partner with the conference signals your leadership in the movement to end elder abuse and creates an exceptional opportunity to build awareness, strengthen relationships and grow your customer base.

Your contribution is recognised in event communication across a range of marketing channels before, during and after the conference, while the two-day conference itself provides the opportunity for direct engagement with in-person and virtual delegates.

This is your chance to put your brand centre stage in front of a highly engaged audience.

### Audiences

The hybrid conference will be delivered to an expected 500 delegates in person, with an additional 300 virtual delegates interacting online. While many will have a personal connection to elder abuse, others will be employed in the sector and work with people impacted by elder abuse. Delegates will include:

- Policy makers and politicians
- Researchers and academics
- Legal and financial services professionals
- Aged care and other frontline workers
- Media and other professionals
- People with lived experience
- Members of the community

It is anticipated that the delegate split will be 70% in-person and 30% virtual. There will be opportunities for speakers and delegates to network and build relationships during and after the conference.

## Tiered Sponsorship Inclusions

	MAJOR (SOLD) \$55,000.00	PLATINUM \$30,000.00	GOLD \$25,000.00	SILVER \$20,000.00
<b>Amount ex GST</b>				
<b>CONFERENCE REGISTRATIONS</b>				
Full Conference Registration	6	4	2	2
Virtual Delegate Registration	6	4	2	2
<b>EXHIBITION</b>				
Double Exhibition Booth inc Virtual Exhibition listing	✓			
Standard Exhibition Booth inc Virtual Exhibition listing		✓	✓	
Standard Exhibition Booth inc Virtual - Add on for \$2,500.00				✓
<b>PRE-EVENT MARKETING</b>				
Logo in sponsor lockup on:				
Conference website	✓	✓	✓	✓
Delegate information emails	✓	✓	✓	✓
Website Listing Premium (Logo / URL link / 100 Words)	✓	✓	✓	
Website Listing Standard (Logo / URL link / 50 Words)				✓
Social media posts x 4 (FB, LI, Twitter)	✓	✓		
Social media posts x 2 (FB, LI, Twitter)			✓	
Social media posts x 1 (FB, LI, Twitter)				✓
Sponsored dedicated email to delegates	✓	✓		
PR opportunity outside of conference	✓			
Participation at pre and post conference events	✓			
<b>DURING THE EVENT</b>				
Logo in sponsor lockup on:				
Conference program	✓	✓	✓	✓
Conference app and virtual platform	✓	✓	✓	✓
Holding slides in each session	✓	✓	✓	✓
Printed sponsor board	✓	✓	✓	✓
Verbal acknowledgement by MC	✓	✓	✓	✓
Plenary Session (Logo + 30 Second Video Pre Session)	✓	✓		
Breakout Session (Logo + 15 Second Video Pre Session)			✓	✓
<b>DIGITAL - CONFERENCE APP &amp; VIRTUAL PLATFORM</b>				
Logo on sign-in screens	✓			
Banner advertising above the timeline (rotating)	✓	✓	✓	
Banner advertising above the timeline - Add on for \$500.00				✓

As a partner of this important event, you place a high value on the contributions of older people, support an end to ageism and stand ready to lend your voice to the elimination of elder abuse.

Tiered sponsorship packages have been designed to meet diverse objectives and budgets but can be further customised to meet specific needs. Please see the matrix summary for a full list of partner inclusions.

## Tiered Sponsorship

All prices listed are ex GST amounts.

### Major Partner - \$55,000.00

You will be a significant organisation with a national footprint aiming to make a major contribution to improving awareness of elder abuse.

The Major Partner package includes full conference registrations for six (6) in-person delegates and an additional six (6) virtual delegates.

You will have a pivotal presence on the exhibition floor with a double booth including four (4) exhibitor passes, as well as prominent placement on all pre-event digital materials, with premium logo placement throughout the conference and much more.

### Platinum Sponsor - \$30,000.00 (multiple availability)

You will be large organisation heavily invested in supporting the movement to end elder abuse and aiming to capitalise on a high-profile conference role.

The Platinum Sponsor package includes full conference registrations for four (4) in-person delegates and an additional four (4) virtual delegates.

A standard booth on the exhibition floor with two (2) exhibitor passes, a presence in pre-event digital materials including four (4) dedicated social media posts, multiple logo placements throughout the conference and much more.

### Gold Sponsor - \$25,000.00 (multiple availability)

You will be a large-to-medium-sized organisation seeking an opportunity to grow its customer base through exposure to the aged care and related sectors.

The Gold Sponsor package includes full conference registrations for two (2) in-person delegates and an additional two (2) virtual delegates.

A standard booth on the exhibition floor with two (2) exhibitor passes, a presence in pre-event digital materials including two (2) dedicated social media posts, multiple logo placements throughout the conference and much more.

### Silver Sponsor - \$20,000.00 (multiple availability)

You will be a new, growing or boutique organisation looking to raise your profile in the aged care and related sectors.

The Silver Sponsor package includes full conference registrations for two (2) in-person delegates and an additional two (2) virtual delegates.

Visibility in several pre-event materials including one (1) dedicated social media post, logo placements throughout the conference and the opportunity to add exhibition and advertising presence to your package at discounted rates.

# Targeted Sponsorship Inclusions

	DIGITAL PRESENTATION	COMMUNITY HUB	WELCOME FUNCTION	RECHARGE STATION	DELEGATE LANYARDS	COFFEE CART	CONCURRENT SESSION
<b>Amount ex GST</b>	<b>\$17,500.00</b>	<b>\$12,500.00</b>	<b>\$10,000.00</b>	<b>\$8,500.00</b>	<b>\$6,000.00</b>	<b>\$5,500.00</b>	<b>\$5,000.00</b>
<b>CONFERENCE REGISTRATIONS</b>							
Full Conference Registration	2	1	1	1	1	1	1
Virtual Delegate Registration	6						
<b>EXHIBITION</b>							
Exhibitor Passes		2		2			
Double Exhibition Booth inc Virtual Exhibition listing							
Standard Exhibition Booth inc Virtual Exhibition listing		✓		✓			
Standard Exhibition Booth inc Virtual - Add on for \$2,500.00	✓		✓		✓	✓	✓
<b>PRE-EVENT MARKETING</b>							
Logo in sponsor lockup on:							
Conference website	✓	✓	✓	✓	✓	✓	✓
Delegate information emails	✓	✓	✓	✓	✓	✓	✓
Website Listing Premium (Logo / URL link / 100 Words)	✓	✓	✓				
Website Listing Standard (Logo / URL link / 50 Words)				✓	✓	✓	✓
Social media posts x 2 (FB, LI, Twitter)	✓						
Social media posts x 1 (FB, LI, Twitter)		✓	✓				
Sponsored dedicated email to delegates	✓						
<b>DURING THE EVENT</b>							
Logo in sponsor lockup on:							
Conference program	✓	✓	✓	✓	✓	✓	✓
Conference app and virtual platform	✓	✓	✓	✓	✓	✓	✓
Holding slides in each session	✓	✓	✓	✓	✓	✓	✓
Printed sponsor board	✓	✓	✓	✓	✓	✓	✓
Verbal acknowledgement by MC	✓	✓	✓	✓	✓	✓	✓
<b>DIGITAL - CONFERENCE APP &amp; VIRTUAL PLATFORM</b>							
Logo on sign-in screens	✓						
Banner advertising above the timeline (rotating)	✓						
Banner advertising above the timeline - Add on for \$500.00		✓	✓	✓	✓	✓	✓
<b>DURING THE EVENT - TARGETED SPONSORSHIP</b>							
Branding Rights - Virtual Meeting Hub	✓						
Branding Rights - Banner/signage at the Community Hub		✓					
Branding Rights - Welcome Function			✓				
Branding Rights - Recharge Station				✓			
Branding Rights - Logo printed on delegate lanyard					✓		
Branding Rights - Banner/signage on the Coffee Carts						✓	
Branding Rights - Logo and 15 second video in session							✓



## Targeted Sponsorship

### Digital Presentation - \$17,500.00 (single opportunity)

The event will be delivered via the award winning and secure virtual event platform called OnAIR by EventsAIR. This platform is a powerful, connected solution that enables incredible reach and an amplified experience for the digital sponsor.

The digital sponsorship package provides high impact branding across all digital aspects of the event including the virtual delegate streaming platform and the onsite mobile delegate app.

The custom-built virtual environment will provide virtual delegates with an easy to use, accessible and immersive interface. Virtual delegates can participate in live polls and Q&A sessions throughout the conference, as well as networking via the meeting hub.

The bespoke mobile delegate app is fully integrated with the virtual platform and will be in the hands of every delegate before, during and after the event. Delegates will use this to look up the program, find out more about speakers, ask questions, answer polls and connect with each other.

There are several opportunities to have your branding featured on the app in addition to the sponsors listing, allowing you enhanced exposure and increased visibility.

The Digital Presentation package includes two (2) in-person full conference registrations plus six (6) virtual registrations.

### Community Hub - \$12,500.00 (single opportunity)

The Community Hub is a place that invites dialogue, debate and conversation about ending the abuse of older people wherever it occurs - in aged care residential settings, at home or in the systems and processes that surround us.

Located within the Exhibition Hall, the Hub will host the abstract poster program (including videos and podcasts) along with other installations.

Times will be scheduled throughout the conference to allow presenters to speak to their content. This will draw additional visitors to a space in which your branding features prominently.

The Community Hub package includes a standard exhibition space with two (2) exhibitor passes plus one (1) in-person full conference registration.

### Welcome Function - \$10,000.00 (single opportunity)

The Welcome Function marks the official start to the conference. Commencing straight after the last session on day 1, the cocktail style function provides access to delegates, in a relaxed and friendly setting.

The sponsor of the Welcome Function will have the opportunity to give a verbal presentation to welcome delegates and install provided branding for the duration of the function.

The Welcome Function package includes one (1) full conference registration plus the opportunity to invite two (2) additional representatives to the Welcome Function.



## Recharge Station - \$8,500.00 (single opportunity)

Personal devices have become an integral tool in our daily business activities and even more so when delegates are offsite at a conference.

The Recharge Station is a secure and efficient way for delegates to charge their portable devices and will draw delegates to your exhibit throughout the event. By providing a valuable service to delegates, you'll enhance their conference experience as well as creating a positive association with your organisation.

One Exhibition space located in a premium location includes the recharge equipment. The adjacent booth is included as part of the package enabling your organisation to interact directly with delegates throughout the conference.

The Recharge Station package includes a standard exhibition space with two (2) exhibitor passes plus one (1) in-person full conference registration.

## Delegate Lanyards - \$6,000.00 (single opportunity)

Lanyards are worn by every delegate, speaker, and exhibitor at the conference as their Identification to enter the event.

This high visibility opportunity will feature your company logo on each lanyard, maximising your brand impact at the event.

The Lanyard Sponsor package includes one (1) full conference registration.

## Coffee Cart - \$5,500.00 (single opportunity)

The Coffee Cart Sponsor enjoys the opportunity for premium real estate in the Exhibition Hall.

The sponsor can brand the area with banner signage surrounding the popular coffee cart. With so much learning, sharing and connecting occurring over the conference, the coffee cart is always a focal point during the Conference.

The Coffee Cart package includes one (1) full conference registration.

## Concurrent Session - \$5,000.00 (multiple opportunities)

Concurrent Session sponsors will gain valuable exposure by aligning the organisation's brand with the topic of the chosen session.

Approximately one hour in duration, concurrent sessions may feature a single speaker, a panel discussion, or multiple abstract presentations.

These sessions are extremely popular, with thought leaders sharing innovative ideas and solutions that challenge the status quo.

A Concurrent Session package includes one (1) full conference registration.

# Sponsorship Terms & Conditions

The 2024 Australian Elder Abuse Conference 'the Event' will be held at the Adelaide Convention Centre, 22-24 July 2024 and will be presented as a hybrid conference with both in-person and virtual delegates.

## 1. Conference Organiser

Elder Abuse Action Australia Limited (EAAA) ABN: 58 625 915 835 is the host and 'Organiser' of *Turn Up The Volume!*, 2024 Australian Elder Abuse Conference, the 'conference'. Aged Rights Advocacy Service (ARAS) is the local conference co-host.

## 2. Agreement

These conditions together with the Sponsorship Booking Form constitute an agreement between you and the Organiser which governs all aspects of your sponsorship at the conference.

By submitting the Sponsorship Booking Form to us, you acknowledge you have read and agree to be bound by this agreement.

## 3. Payment of Fees

Payment must accompany all sponsorships and be made in full prior to the commencement of the conference.

A Tax Invoice(s) for the total sponsorship amount will be issued by the organiser and EFT payment must be made within 14 days of the invoice date with remittance advice sent to [conference@eaaa.org.au](mailto:conference@eaaa.org.au)

Payment must be received prior to the conference dates. Participation at the conference may be refused if payment has not been received. Late fees will apply to any outstanding invoices after the conclusion of the conference.

## 4. Cancellation by Sponsor

All cancellations are required in writing to [conference@eaaa.org.au](mailto:conference@eaaa.org.au). Upon receipt of written notice, cancellation fees will be applied in accordance with the following schedule:

- Up to and including 30 June 2023 - Full refund less \$100.00 administration fee.
- 1 July 2023 to 30 November 2023 - Fee: 50% of sponsorship total
- 1 December 2023 to 31 March 2024 - Fee: 75% of sponsorship total
- 1 April 2024 onward - Fee: 100% of sponsorship total

## 5. Insurance

All sponsors participating in the Event are required to hold Public Liability Insurance with a minimum value of \$20 million and the certificate of currency will need to be supplied upon return of the signed Sponsorship Confirmation Form.

In the event the Sponsor is unable to attend for any reason, the organisers are not responsible for any costs incurred. It is the responsibility of the sponsor to arrange appropriate insurance cover in connection with their attendance at the conference.

## 6. Sponsorship Benefits and Obligations

In consideration of the payment of the sponsorship fee by the sponsor, the organiser grants the sponsor the non-exclusive sponsorship rights contained within the Sponsorship package.

The sponsor will always act in a manner which is consistent with the good name, goodwill and reputation of the organiser.

The sponsor must keep confidential and not use for any other purpose other than the performance of this agreement and must not disclose any information provided by the organiser to the sponsor, which is identified as, by its nature is or would be, reasonably considered as confidential.

Nothing in this agreement creates any relationship of employment, agency, or partnership.

## **7. Use Of Logo and Intellectual Property Rights**

The sponsor will provide the organiser with a copy of its logo or trademark in the form required by the organiser for the purposes of sponsorship. The organiser will only use any logo or trademark provided by the sponsor for the purposes of the conference. The sponsor warrants that it has full power and authority to provide its logo or trademark as provided to the organiser under this agreement.

The sponsor agrees to indemnify and keep indemnified the organiser against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses, or costs arising out of or in respect of the proper use by the organiser of the sponsor's logo or trademark under this agreement, including but not limited to any claims in respect of any infringement of any third-party intellectual property rights.

Nothing in this agreement constitutes a grant or creates to or in favour of a party any goodwill or proprietary right in or relation to the other party or any of the other party's intellectual property, including but not limited to the other party's logo or trademarks.

Each party agrees not to take any action which may damage the validity or value of the other party's name, corporate logo, or other identifying mark in connection with performance of this agreement.

## **8. Program**

### **8.1. Program Alterations**

The conference organisers reserve the right to make alterations to the arrangements of conference/event as published, either before or during the conference/event.

### **8.2. Speakers' Views**

Views expressed by the speakers are their own. The 2024 Australian Elder Abuse Conference and its organisers cannot accept liability for advice given, or views expressed by any speaker at the conference, or any material provided to conference delegates

### **8.3. Viewing Platforms**

The 2024 Australian Elder Abuse Conference is being delivered hybrid, and as such, the conference organisers will provide clear guidelines on best-operating systems to use for optimum participation in the event for both sponsors and delegates. The conference organisers will not take responsibility or accept requests for a refund if the guidance for viewing is not followed.

### **8.4. Imagery / Footage**

All sponsors (in-person & virtual) participating in this conference acknowledge and agree to grant the conference organisers the right to record, film, live stream, photograph, or capture you in any media now available or hereafter developed and to distribute, broadcast, use, or otherwise to disseminate, in perpetuity, such media without any further approval from you.

### **8.5. Conference Code of Conduct**

Our event will present opportunities to learn, share knowledge and network. We believe the event should represent a safe, enjoyable and inclusive environment for all people, irrespective of gender, race, ethnicity, age, sexuality, religion, disability, socio-economic background, experience, or lived experience. No one should be subject to any harassment, bullying or abuse. Any such behaviour will not be tolerated, and the organisers will take action deemed necessary to ensure it does not recur. This may include immediate removal from the event and a prohibition from attending future events held by the conference organisers. Inappropriate conduct or behaviour can be reported to the registration desk at any time during conference hours.

## 9. Postponement, Cancellation or Interruption

In the unlikely event that the conference is impacted by government-imposed travel restrictions, it may be necessary to alter, postpone, or reschedule the conference. The conference organisers will assess the specifics of the situation at the time and will make every endeavour to deliver the conference and its content and minimise impact on sponsors and all conference participants.

The 2024 Australian Elder Abuse Conference and its organisers are not responsible for any travel costs incurred by sponsors. It is the responsibility of the sponsor to arrange appropriate insurance cover in connection with their attendance at the conference/event.

### 9.1. Postponement of conference

In the event of it being found necessary, for whatever reason, that the conference/event be postponed or rescheduled, the organisers shall not be liable for expenditure, damage or loss incurred by exhibitors. Existing Sponsorships will be automatically assigned to the rescheduled event.

### 9.2. Cancellation of conference

In the unlikely event of the conference/event being cancelled by the organisers, a full refund will be made. Liability will be limited to the sponsorship amount paid by sponsor at the time of cancellation.

## 10. Force Majeure

The conference organisers shall not be liable for any loss caused by the cancellation of all or part of the 2024 Australian Elder Abuse Conference where such cancellation is due to Force Majeure. The organisers will use all reasonable efforts to conduct the conference despite the intervention or occurrence of any such cause.

In this clause, Force Majeure means circumstances which are beyond the reasonable control of the conference organisers and which are reasonably likely to affect the conference organisers successful delivery of the 2024 Australian Elder Abuse Conference or would make it inadvisable, impracticable, illegal, or impossible for a party to perform its obligations as originally contracted under this Agreement, including: fire, flood, earthquake, extreme adverse weather conditions, failure of electric power, gas, water, or other utility service, collapse of building structures, widespread disease or other public health emergency (including pandemic or epidemic), strike or other industrial action, the outbreak or declaration of war, act of terrorism, revolution or government orders or action (including the declaration of a State of Emergency).

If, as a result of Force Majeure, the conference organisers cancel the Event, the conference organisers shall use reasonable commercial endeavours to reschedule the Event.

Without prejudice to its obligations the conference organisers accept no liability and will not be liable for any compensation where the performance of its obligations under this Agreement.