

# SPONSORSHIP PROSPECTUS

# REFRESH

## CONFERENCE

7 – 9 November 2021

RACV Royal Pines, Gold Coast

Australian Dental  
Industry Association

**ADIA**



## *Greetings,*

We are pleased to present you with the sponsorship prospectus for the Refresh Leadership Conference. Convened by the Australian Dental Industry Association on behalf of dental industry manufacturers, suppliers and distributors, Refresh is a white-labelled leadership conference that is also being provided as a membership growth opportunity to other health industry associations.

Refresh can offer you myriad opportunities to connect with existing customers and reach a valuable new market vertical – dental and other health industry suppliers. Sponsorships are open to all businesses supporting other businesses, whether through operational solutions, efficiencies or access to new markets. To protect your investment, partnership is limited to one provider per industry. These opportunities will afford your business the scope to expand your brand to the greatest number of dental and other health supplier professionals, all in one place.

Refresh has been organised for industry by industry in response to identified knowledge and skills gaps. The focus of Refresh is on business leadership, to empower CEOs and other leaders of small and medium sized businesses, provide them with personal and business growth opportunities, and to support up-and-coming leaders in the sector.

Much work has been undertaken by ADIA to ensure that we bring the decision makers to Refresh and in turn help you to do business.

This prospectus outlines how sponsorship, promotional and advertising opportunities will ensure you maximum return on investment.

But this is just the start. If you have other ideas to creatively engage new customers and strengthen your business profile amongst health industry providers and businesses, we'd love to hear.

To find out more about the exclusive opportunities outlined in this document, or if you have a creative idea, please contact Nikki Kelso [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au) or 1300 943 094 so we can work together to make your dream a reality.

Thank you for taking the time to review the Refresh Leadership Conference Sponsorship Prospectus. We look forward to seeing you there.

Nikki Kelso  
Director of Corporate Engagement

# *How can Refresh help you?*

Exhibiting at Refresh provides a unique opportunity to balance formal and social engagement with the who's who of our business attendees.

First and foremost, Refresh is designed as a vehicle to promote your business and drive sales. For this reason, in the months leading up to the event, there is an extensive nation-wide promotional campaign focused on maximising attendance. By the time the doors open at Refresh your business will already have been exposed to hundreds of key businesses, business leaders and professionals.

## **MAKING IT EASIER TO MEET WITH NEW CUSTOMERS**

The main reason your business will be participating in Refresh is to meet new customers (and strengthen relationships with existing ones). To ensure you get every opportunity to do so, ADIA has made special arrangements to connect you with prospective clients. At most conferences, exhibitors can be restricted to the exhibition space. At Refresh, your sponsorship includes 2 free tickets to the conference, so your sales staff can attend the sessions and all social events, just like other delegates! Maximise your contact with potential customers, and upskill your staff at the same time.

To find out more about the sponsorship opportunities outlined in this document or to customise your own, please contact:

**Nikki Kelso**

nikki.kelso@adia.org.au  
1300 943 094

## **PITCH YOU AS THE SUBJECT MATTER EXPERT**

Most of our sponsorships include a presentation opportunity. Whether you're presenting about a business challenge you can help solve, talking about a business strategy that puts you above your competitors or any other area of interest, our program will feature your expertise to our delegates.

## **CREATED WITH YOUR BUSINESS IN MIND**

ADIA convened its first trade show more than fifty years ago and this experience, combined with the advice and guidance from businesses just like yours, is why it rates so highly from an exhibitor's perspective.

# PRINCIPAL SPONSOR

All sponsorships are designed with your business in mind. To this extent, we pride ourselves on our flexibility. Contact Nikki Kelso [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au) 1300 943 094 to discuss your options.

## EXCLUSIVE OPPORTUNITY

Ease out the competition in your field as the Refresh principal sponsor. With several exclusive sponsorship benefits, the return on investment is clear.

**\$17,500** EX GST

### EXCLUSIVITY

- A private lounge to be provided and named for your brand, that allows you to host and entertain your current and future clients

### SPEAKING

- Introduced by the ADIA Chair as the Refresh Principal Sponsor, welcome delegates to Refresh at the opening plenary
- Position your company as the leading expert in your field, by presenting a concurrent session on a strategic business development topic relating to your business

### DELEGATE INFORMATION

- Personal introduction by ADIA CEO to the top ten delegates of your choice
- Receive a list of all delegate contact details, subject to privacy requirements

### EXHIBITION

- Block of two premium-location exhibition booths

### NAMING RIGHTS

- Your private lounge to be named for your brand

### BRANDING

- Your brand accompanies the Refresh brand at the equivalent size, whenever it appears, eg Refresh website, social media, cafés, signage, emails, invitations, tickets, Visitor Bag etc
- Your brand alongside your presentation on the conference program

### DIRECT PROMOTION

- Three instances of direct email to all registered and potential delegates, promoting your involvement and subject matter expertise

### CONFERENCE BAG

- One piece of collateral in the Conference Bag

### WEBSITE

- Corporate brand on the Refresh website whenever the Refresh brand appears
- Acknowledgement in sponsor / exhibitor sections with hyperlink to your website
- Acknowledgment on the ADIA website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- Two opportunities to promote your company through Refresh social media channels leading into the exhibition

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# MAJOR SPONSOR

## 3 OPPORTUNITIES

Be seen as the fore-runner in your field as a major Refresh sponsor.

**\$12,500** EX GST

### SPEAKING

- Position your company as a major player in your field, by presenting a concurrent session on a strategic business development topic relating to your business

### DELEGATE INFORMATION

- Receive a list of all delegate contact details, subject to privacy requirements

### EXHIBITION

- One premium location exhibition booth

### BRANDING

- Your brand alongside your presentation on the conference program

### DIRECT PROMOTION

- Two instances of direct email to all registered and potential delegates, promoting your involvement and subject matter expertise

### CONFERENCE BAG

- One piece of collateral in the Conference Bag

### WEBSITE

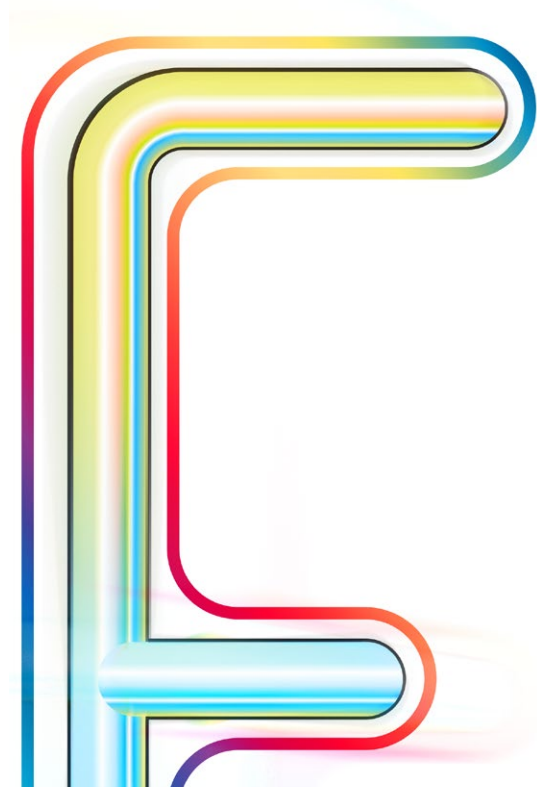
- Acknowledgement in sponsor / exhibitor sections with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- Two opportunities to promote your company through Refresh social media channels leading into the exhibition





# SUPPORTING PARTNER

All sponsorships are designed with your business in mind. To this extent, we pride ourselves on our flexibility. Contact Nikki Kelso [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au) 1300 943 094 to discuss your options.

## 6 OPPORTUNITIES

Be seen as prominent in your field as a Refresh supporting sponsor.

**\$7,500** EX GST

### SPEAKING

- Position your company as a significant player in your field as a specialist panelist on a nominated panel

### EXHIBITION

- One premium location exhibition booth

### BRANDING

- Your brand alongside your presentations on the conference program

### DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your involvement and subject matter expertise

### CONFERENCE BAG

- One piece of collateral in the Conference Bag

### WEBSITE

- Acknowledgement in sponsor / exhibitor sections with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- Two opportunities to promote your company through Refresh social media channels leading into the exhibition



# EXPERIENTIAL SPONSORSHIP

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Interactive experience. Engagement with potential buyers on an interactive level. Positioning your service or product in a dedicated, free standing area at the entrance to the expo, yours is the first physical brand they see.

Capture every delegate as they go in and out and, using our technology, you can collect warm leads in a seamless manner. Incentivise engagement by offering attendees the opportunity to win an ongoing experience with your product or service.

**\$20,000** EX GST

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## EXHIBITION

- Exclusive premier location exhibition space prominently located in the foyer area

## DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your engagement

## CONFERENCE BAG

- One piece of collateral in the Conference Bag

## WEBSITE

- Acknowledgement in sponsor / exhibitor sections with hyperlink to your website

## REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

## SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition



# PHOTOGRAPHIC SPONSOR

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## CO-BRANDED OPPORTUNITY

Give delegates a lasting memory of Refresh with photographs featuring your branding. This package provides a variety of face-to-face and social media interaction opportunities. Attendees provide their contact details to the photographers to receive a digital photograph, providing you with business leads. Sharing these on social media within the app and externally creates lasting and extensive brand impressions for your business.

With the advent of LinkedIn and social media, Conference professional headshots are one of the most popular stands at events. The ability to provide this highly-valued service with your brand means that most delegates will leave with your information and your brand on their photos.

You may wish to have a staff member on the stand to provide a meet and greet service, or the photographer can work from your invitation list. Roving photographers will also capture candid photos of attendees.

Roving and headshot photographs are branded Refresh / principal sponsor with your name or brand. If you choose to host the headshot photographer at your own booth, these photos will be provided without Refresh / principal sponsor branding.

**\$10,000** EX GST

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### DELEGATE INFORMATION

- Capture contact details of each person who books in for a head shot

### EXHIBITION

- One booth will be provided for the photographer to provide updated professional headshots

### BRANDING

- Extensive branding of the Professional Headshots booth and associated signage for the term of your sponsorship
- Photographer can wear your branded clothing

### DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your engagement and inviting them to receive a free, high-resolution digital professional headshot

### CONFERENCE BAG

- One piece of sponsor advertising collateral in the Conference Bag

### WEBSITE

- Acknowledgement in sponsor / exhibitor sections with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

## VALUE ADD

Select the best photo taken at your booth and shared on social media using the appropriate hashtags, and issue a prize to the photo subject(s) on the last day



# KEYNOTE

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## EXCLUSIVITY

- Private telephone call with your selected speaker in advance of the Conference to ensure their messaging is right for your brand

## SPEAKING

- Introduce the speaker (3 minutes) and reflect on the alignment between their messaging and your brand

## EXHIBITION

- One exhibition booth

## BRANDING

- Your brand alongside the Keynote on the conference program

## DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your keynote

## HOLDING SLIDE

- Your branding on holding slides relating to your keynote ensures your branding will be seen by all delegates

## CONFERENCE BAG

- One piece of collateral in the Conference Bag

## WEBSITE

- Acknowledgement in sponsor section with hyperlink to your website

## REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

## SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

## 4 OPPORTUNITIES

The provision of a keynote speaker is critical to the success of any conference. As you know, the keynote is the must-attend speaking engagement of any event or conference, and we will work with you to decide who would be the biggest drawcard and how you can be known for providing this must-have experience.

**\$10,000** EX GST

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**UPGRADE**

Flexible pricing for multiple keynotes

**REFRESH**



# WELCOME FUNCTION

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## EXCLUSIVE OPPORTUNITY

Welcome everyone to Refresh as the host of the Welcome function. As host sponsor of the first major event of the conference, your brand will be at the forefront of the minds of our delegates, while your staff will be the first to have the ability to engage with delegates in a purely social setting.

**\$10,000** EX GST

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### SPEAKING

- Opportunity to welcome delegates and guests to the Welcome function, and speak (3 minutes) about your business's solution

### EXHIBITION

- One exhibition booth

### NAMING RIGHTS

- The Welcome function will be named "Your Company Name Welcome function"

### BRANDING

- Wait staff can wear your brand as part of their uniforms (sponsor to supply) and carry branded trays
- Your brand alongside the Welcome function on the conference program

### DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your support of the Welcome function

### CONFERENCE BAG

- One piece of collateral in the Conference Bag

### WEBSITE

- Acknowledgement in sponsor section with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

## VALUE ADD

Opportunity to provide each attendee with a gift

## UPGRADE (+ \$3,000 EX GST)

Your promotional video (with sound) to be played throughout the exhibition spaces at the commencement of the Welcome function, as service commences. Looped video (no sound) or stills throughout the Welcome function



# NETWORKING BREAKFAST

## SPEAKING

- Your representative to welcome delegates and guests to the Networking Breakfast or introduce the guest speaker, and speak (3 minutes) about your business's solutions
- Flexibility around the number of your staff that can attend, to maximise strategic brand networking

## EXHIBITION

- One exhibition booth

## NAMING RIGHTS

- The Networking Breakfast will be named "Your Company Name Welcome function"

## BRANDING

- Wait staff can wear your brand as part of their uniforms (sponsor to supply) and carry branded trays
- Your brand alongside the Welcome function on the conference program

## DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your support of the Welcome function

## CONFERENCE BAG

- One piece of collateral in the Conference Bag

## WEBSITE

- Acknowledgement in sponsor section with hyperlink to your website

## REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

## SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

## 2 DATES AVAILABLE

Featuring a subject matter expert as guest speaker and providing ample opportunity for small-group networking, the Networking Breakfasts will energise and enthuse delegates each morning.

**\$8,000** EX GST

## VALUE ADD UPGRADE

Opportunity to provide each Networking Breakfast attendee with a gift

Flexible pricing to host both Networking Breakfasts



## ONE OPPORTUNITY ONLY

One of the most popular partnerships of any conference is the social element of the gala dinner. Our conference dinner partner will have exclusivity and prominent placing throughout the entire dinner function. This will give you the ability to host, engage, build relationships with your future clients in a proven manner.

**\$12,500** EX GST

# CONFERENCE DINNER

### SPEAKING

- Your representative to welcome delegates and guests to the Conference Gala Dinner and speak (3 minutes) about your business's solutions
- Flexibility around the number of your staff that can attend, to maximise strategic brand networking

### DELEGATE INFORMATION

- Receive a list of all delegate contact details, subject to privacy requirements

### EXHIBITION

- One exhibition booth

### NAMING RIGHTS

- The Conference Dinner will be named "Your Company Name Gala Dinner" or similar

### BRANDING

- Wait staff can wear your brand as part of their uniforms (sponsor to supply)
- Your brand alongside the Gala Dinner on the conference program and menu

### DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your support of the Gala Dinner

### CONFERENCE BAG

- One piece of collateral in the Conference Bag

### WEBSITE

- Acknowledgement in sponsor section with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

## VALUE ADD

Opportunity to provide each attendee with a gift

## UPGRADE (+ \$5,000 EX GST)

Sponsor the After Dinner speaker

# REFRESH



# AFTER DINNER SPEAKER

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## EXCLUSIVE OPPORTUNITY

As the business looking to make a big impact on delegates' minds and memories, an after-dinner speaker will allow you to be uniquely placed to convey your message via a stand-out speaker. With this experiential dinner, it is important that the guest speaker for the evening is a memorable promotion of your brand, product or service.

**\$6,000** EX GST

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### EXCLUSIVITY

- Private telephone call with our prominent speaker in advance of the Conference to ensure their messaging is right for your brand

### SPEAKING

- Your representative to introduce the guest speaker and speak (2 minutes) about how the speaker aligns with your business

### EXHIBITION

- One exhibition booth

### BRANDING

- Your brand alongside the Gala Dinner After Dinner Speaker on the conference program and menu

### DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your support of the Gala Dinner

### CONFERENCE BAG

- One piece of collateral in the Conference Bag

### WEBSITE

- Acknowledgement in sponsor section with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

## VALUE ADD

Opportunity to present your gift to the guest speaker

## 6 OPPORTUNITIES

Position your company as the leading expert in your field, by presenting a 2-hour masterclass to registered delegates. You will have the unique ability to capture the audience and influence them on your strategy to ensure their success. You'll have the ability to influence their thoughts and perceptions on your subject matter.

**\$7,000** EX GST

# MASTERCLASS

### SPEAKING

- Present a two hour Masterclass session on a business improvement topic of your choice, to help our delegates improve their commercial outcomes

### DELEGATE INFORMATION

- Receive contact details of each person who registers to your Masterclass

### EXHIBITION

- One exhibition booth

### BRANDING

- Your brand alongside the Masterclass on the conference program

### DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your Masterclass

### CONFERENCE BAG

- One piece of collateral in the Conference Bag

### WEBSITE

- Acknowledgement in sponsor section with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

Do  
you have  
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[nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au)  
or 1300 943 094



# BARISTA COFFEE LOUNGE

## NAMING RIGHTS

- The Barista Coffee Lounge will be promoted as “Your Company Name Coffee” or similar

## BRANDING

- Your branding wrapping the coffee cart
- Branded cups (optional, sponsor to supply)
- Staff to wear your branded clothing (sponsor to supply)
- Your brand alongside breaks on the conference program

## DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your involvement and subject matter expertise

## COLLATERAL

- Branded gifts or leaflets on every table (sponsor to supply; replenished by our staff) so every person in the space interacts with your brand, staff or information

## CONFERENCE BAG

- One piece of collateral in the Conference Bag

## WEBSITE

- Corporate brand on the Refresh website with hyperlink to your website

## REFRESH APP

- Listing and corporate brand in the Refresh app as well as a short promotional paragraph about your company

## SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

## 3 OPPORTUNITIES

There is no better way to build your company's profile than providing free barista coffee to all attendees throughout the conference.

This opportunity will allow your staff to engage with delegates while sitting, enjoying freshly brewed coffee together.

This sponsorship activity attracts an elevated level of interest due to the consistent and repeated need for coffee.

**\$8,000** EX GST



## VALUE ADD

Provide a branded travel coffee cup to be used again and again, creating longevity for ongoing brand imprinting

## UPGRADE (+\$2,000 EX GST)

Coloured tabletops in the lounge to reflect your brand

## EXCLUSIVE OPPORTUNITY

Another outstanding way to build your company's profile is to be a sponsor of the Refresh Juice Bar.

Energise delegates with freshly-squeezed juices. Delegates can select any of the four options available. No queues.

**\$8,000** EX GST

# JUICE BAR

## NAMING RIGHTS

- The Juice Bar will be promoted as "Your Company Name Juice Bar" or similar

## BRANDING

- Your branding on the Juice Bar
- Branded cups (sponsor to supply)
- Staff to wear your branded clothing (sponsor to supply)
- Your brand alongside breaks on the conference program

## DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your involvement and subject matter expertise

## COLLATERAL

- Branded gifts or leaflets on every table at the Juice Bar (sponsor to supply; replenished by our staff) so every person in the space interacts with your staff or information

## CONFERENCE BAG

- One piece of collateral in the Conference Bag

## WEBSITE

- Corporate brand on the Refresh website with hyperlink to your website

## REFRESH APP

- Listing and corporate brand in the Refresh app as well as a short promotional paragraph about your company

## SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition

# WIRELESS CHARGER

## EXCLUSIVE OPPORTUNITY

Power your sales while you ensure event attendees never go flat.

Conference gifts are often forgotten, however in carrying around additional charge for your mobile is something that each and every delegate will value, use and use repeatedly. A rechargeable power-pack that people can keep and use throughout the year will ensure that your brand will be carried by delegates for months to come.

**\$8,000** EX GST (POWER PACKS PROVIDED)

**\$3,000** EX GST (PROVIDE YOUR OWN POWER PACKS)

### BRANDING

- Your branding on the battery pack (your branding one side; Refresh and Principal Sponsor brands on other side)

### CONFERENCE BAG

- You can choose to include the wireless charger / battery pack in the Conference Bag or include a flyer in the Conference Bag directing people to your booth for their free gift

### WEBSITE

- Acknowledgement in sponsor / exhibitor sections with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company



## EXCLUSIVE OPPORTUNITY

Each visitor attending the Refresh will receive a quality delegate bag filled with sponsor goodies, with space to hold additional information and collateral. This product is a valued exhibition souvenir which will be re-used long after the exhibition, increasing long-term brand exposure beyond those who attended the exhibition.

**\$10,000** EX GST

# DELEGATE BAGS

### BRANDING

- Corporate brand printed in prominent position in full colour on the bag alongside the Refresh and Principal Sponsor brands

### CONFERENCE BAG

- One piece of collateral within the Conference Bag

### WEBSITE

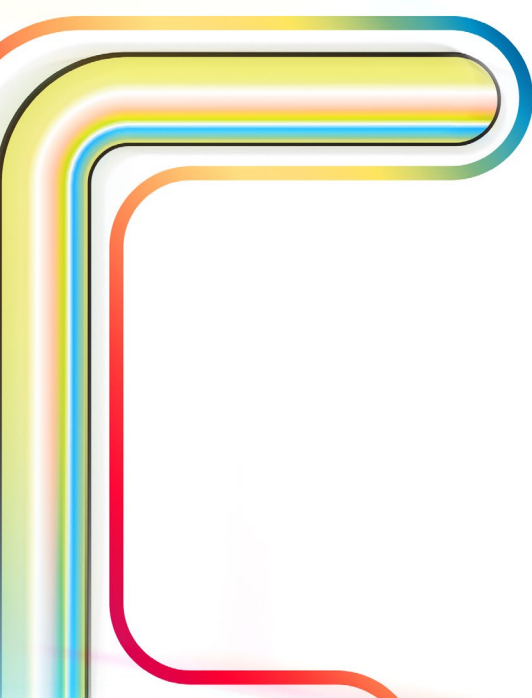
- Acknowledgement in sponsor / exhibitor sections with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

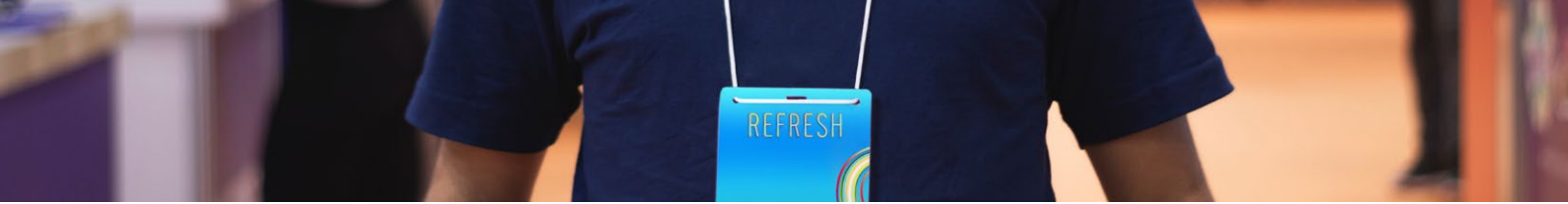
- One opportunity to promote your company through Refresh social media channels leading into the exhibition



**UPGRADE (+ \$4,000 EX GST)**

Select your preferred designer-style bag design

# REFRESH



# LANYARD & NAME BADGES

## EXCLUSIVE OPPORTUNITY

An excellent promotional opportunity to have your company name / brand printed on all visitor lanyards, alongside the Refresh and principal sponsor brands.

All attendees wear name badges to identify themselves, their profession and company (if applicable). Our technology will enable sponsors to obtain attendee contact details using the event app, so your company will have multiple brand impressions each day: when people introduce one another, express interest in a product or service, or just exchange contact details.

**\$8,000** EX GST

### BRANDING

- Corporate brand on all visitor lanyards in conjunction with the Refresh and principal sponsor brands

### DIRECT PROMOTION

- One instance of direct email to all registered and potential delegates, promoting your support of Refresh

### CONFERENCE BAG

- One piece of collateral in the Conference Bag

### WEBSITE

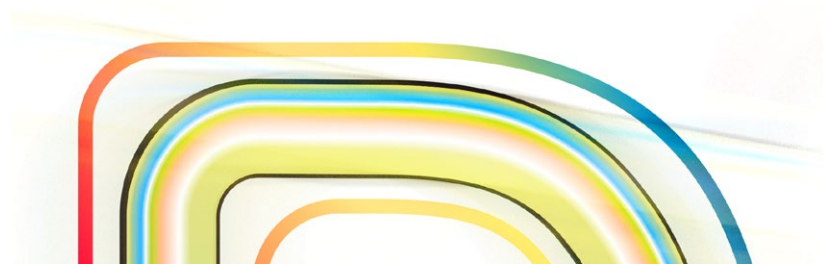
- Acknowledgement in sponsor section with hyperlink to your website

### REFRESH APP

- Listing and corporate brand in the Refresh app
- Link to a website, page or online experience of your choice
- Short promotional paragraph about your company

### SOCIAL MEDIA

- One opportunity to promote your company through Refresh social media channels leading into the exhibition



**UPGRADE (+\$4,000 EX GST)**

Include USB pre-loaded with your promotional material so all visitors will have access to your high-quality information (up to 1G of storage space)

Do  
you have  
another sponsorship  
idea? Contact Nikki Kelso  
nikki.kelso@adia.org.au  
or 1300 943 094

# ADVERTISING

Want an enhanced involvement at Refresh but don't have capacity? Let us take a load off your mind as we provide engagement opportunities that don't require your active participation. Opportunities also suitable to enhance your on-site presence.

## SIGNAGE

**\$1,000 - \$5,000 EX GST**

- There are many custom opportunities available for promotional signage. From driveway banners to pillar wraps, large window decals to hanging signs, available signage packages are all customisable and you are invited to contact Nikki Kelso [nikki.kelso@adia.org.au](mailto:nikki.kelso@adia.org.au) | 1300 943 094 for further information

## REFRESH APP ADVERTISING 10 OPPORTUNITIES

**\$1,000 EX GST**

- The Refresh app is designed to help visitors and exhibitors alike make the most of their Refresh experience. The app will have a host of useful features and will assist them with everything they need regarding Refresh, including exhibition map; networking and find your way around, sponsor / exhibitor info, general info etc
- This very small investment provides up to 6 months of advertising to a growing social community

## HOTEL ROOM KEYS EXCLUSIVE OPPORTUNITY

**\$2,000 EX GST**

- At a conference with quality on-site accommodation at a variety of suite options and price points, it's an easy choice to stay at the RACV. Have your brand or message prominently printed on all room keys used for Refresh delegates, exhibitors and sponsors

## CONFERENCE BAG INSERTS (PROMOTIONAL ITEM)

**\$500 EX GST**

- Showcase your product or service to every Refresh visitor through placement of your marketing collateral in the Refresh Conference Bags. Promotional items are limited to one item per class to ensure maximum impact of your item
  - chocolates / lollies (individually wrapped)
  - desk toys
  - diaries
  - discount vouchers
  - fidget toys
  - fridge magnets
  - glasses cloths
  - headphones / ear buds
  - keyring torches
  - letter openers
  - notebooks
  - pencil cases
  - pen sets
  - phone accessories
  - reusable coffee cups
  - tissues
  - travel plug converters
  - umbrellas
  - USB-powered fans
  - water bottles

**... YOU ARE ONLY LIMITED BY  
YOUR IMAGINATION**

Do you have another sponsorship idea? Contact Nikki Kelso  
nikki.kelso@adia.org.au  
or 1300 943 094

# EXHIBITION ONLY

Refresh is offering multiple options for you to secure your exhibition space, with space only, shell scheme, all the way through to custom booths, we have the ability to suit your requirements.

## FURNISHED BOOTHS

**\$4,000 EX GST SINGLE FURNISHED BOOTH**  
**\$20,500 EX GST FOUR-BOOTH ISLAND**

- One 3m x 3m carpeted exhibition booth
- Aspen seamless walling or equivalent
- Backlit digitally printed exhibitor name
- One dry bar table
- Two poly bar stools (black, white, grey)
- One zig-zag brochure stand
- One lockable computer display stand
- Two 150w spotlights / floodlights
- One 4amp power point
- Two free registrations so your staff can interact with delegates throughout the conference
- Acknowledgement in exhibitor section of website and app, including short promotional paragraph with your brand and link to your website, page or online experience of your choice

## RAW SPACE FOR CUSTOM BOOTHS

**\$3,000 EX GST SINGLE FURNISHED BOOTH**  
**\$15,000 EX GST FOUR-BOOTH ISLAND**

- Raw carpeted 3 x 3m space
- One carpeted exhibition space measuring 3m x 3m (no walls, signage, furniture or spot lighting)
- Two free registrations so your staff can interact with delegates throughout the conference
- Acknowledgement in exhibitor section of website and app, including short promotional paragraph with your brand and link to your website, page or online experience of your choice

## SHELL SCHEME

**\$3,500 EX GST SINGLE FURNISHED BOOTH**  
**\$17,500 EX GST FOUR-BOOTH ISLAND**

- One 3m x 3m carpeted exhibition booth
- Aspen seamless walling or equivalent
- Backlit digitally printed exhibitor name
- Two 150w spotlights / floodlights
- One 4amp power point
- Two free registrations so your staff can interact with delegates throughout the conference
- Acknowledgement in exhibitor section of website and app, including short promotional paragraph with your brand and link to your website, page or online experience of your choice

REMEMBER: HOW CAN YOUR BOOTH  
STAND OUT FROM THE CROWD?

# NOTES

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For more information please contact

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Australian Dental  
Industry Association

**ADIA**