



Combined 11th Australasian  
Academy of Cerebral  
Palsy and Developmental  
Medicine and the 3rd  
International Alliance of  
Academies of Childhood  
Disability Conference 2022



**AusACPDM/IAACD2022**

1–5 March 2022 | Melbourne Australia

*BETTER TOGETHER*

HOSTED BY \_\_\_\_\_



International Alliance  
of Academies of  
Childhood Disability

**Supporter and Exhibition Opportunities**

*BETTER TOGETHER*

# Welcome

Dear Industry Colleague

On behalf of the Australasian Academy of Cerebral Palsy and Developmental Medicine (AusACPDM) and the International Alliance of Academies of Childhood Disability (IAACD), we invite and welcome you to the Joint 11th AusACPDM biennial, and 3rd IAACD triennial international conference in Melbourne, Australia 1 – 5 March 2022. The Conference offers the opportunity to speak to health care professionals and consumers with lived experience in the field of developmental medicine from all over Australia, New Zealand and the rest of the world.

The Conference theme Better Together embodies the values and visions of our Academies to come together to ensure rapid dissemination and global impact through partnership. We invite you to connect, communicate and collaborate, before, during and after the conference.

In 2022, our Conference will be hybrid offering the in-person experience at the venue and for those who are unable to travel the ability to connect virtually. This format will ensure even greater audience reach for all of our supporters.

We look forward to your participation.

**Christine Imms**  
Chair (AusACPDM)

**James Rice**  
Co-Chair (AusACPDM)

**Roslyn Boyd**  
Co-Chair (IAACD)

Combined Conference Committee 2022.



## About AusACPDM

The Australasian Academy of Cerebral Palsy and Developmental Medicine (AusACPDM) provides evidence-based multidisciplinary scientific education for health professionals and people with lived experience of childhood onset disability; promotes and advocates for excellence in research, knowledge translation and best practice clinical care for children and adults with cerebral palsy and developmental conditions.

Our aim: By 2025, AusACPDM will continue its roles as an international leader in education and knowledge translation for multidisciplinary practitioners, researchers and people with lived experience.



## About IAACD

The International Alliance of Academies of Childhood Disability (IAACD) was founded in 2014 by the **American Academy of Cerebral Palsy and Developmental Medicine** (AAPDM); the **European Academy of Childhood Disability** (EACD); and the **Australian Academy of Cerebral Palsy and Developmental Medicine** (AusACPDM). The Alliance encourages networking and strong participation of health care professionals and scientists from around the world. Hosting a joint meeting is a great way to establish and strengthen these international connections by gathering professionals working with childhood disability from all over the world to exchange ideas and discuss new research and medical advances. The IAACD now has Member Academies from India, Mexico, China, Sri Lanka and Southern Africa, and Provisional Members from Korea and Eastern Africa.





## Purpose and Mission

The purpose and mission of IAACD are to improve the health and well-being of children, youth and adults with child-onset disabilities around the globe. This is achieved by enhancing local multidisciplinary professional capacity and expertise through an international collaboration between academics.

**IAACD's purpose and mission includes:**

**1**

Promoting evidence based teaching and training of multidisciplinary professionals in all aspects of child-onset disability with a lifespan perspective across different regions and cultures;

**2**

Fostering collaboration to support all involved in the care of children and youth with disabilities including parents, caretakers, communities and professionals;

**3**

Promoting scientific and needs-driven research in childhood disability that is applicable across diverse needs and conditions;

**4**

Promoting the implementation of child-onset disability practice which is informed by regional and cultural variation; and

**5**

Partnering with key stakeholders and organisations in support of the rights of individuals with child-onset disabilities.



## Marketing Reach

The Member Academies of the IAACD have extensive communication channels across multiple specialties in their regions. Communication methods include print advertising, advertorials, email blasts, member newsletters, social media platforms and websites. The Better Together 2022 Conference will be promoted through these channels ensuring an extensive reach to an international audience.

## Target Audience

Paediatricians, rehabilitation specialists, orthopaedic surgeons, neurosurgeons, neurologists, neonatologists, physiotherapists, occupational therapists, speech pathologists, psychologists, social workers, exercise physiologists, podiatrists, prosthetists, orthotists, researchers, educators, early childhood and early intervention teachers.

The **Better Together** Conference will also welcome children, families and people with lived experience of developmental disability.

## Previous Attendance

International attendance in 2019 included professionals from more than 53 countries across North and South America, Europe, Asia, Africa, and Australia, with attendance reaching over 1,400 professionals from various disciplines. This Conference is the only one of its kind bringing together so many specialists focused on child-onset disability.

## What's in it for you?

With over 1,000 participants taking part in Better Together 2022 (both on-line and in-person) aligning your organisation with this important field of health and welfare provides you with the opportunity to consolidate relationships and expose your brand to a highly targeted audience involved in child-onset disabilities.

- Participate in the world's premier conference for child-onset disabilities
- Connect with key decision makers in multidisciplinary scientific education for health professionals and researchers dedicated to the wellbeing of people with child-onset disabilities
- Ensure your organisation stays abreast of current developments and research and use this information to stay ahead of the market
- Increase awareness and exposure of your organisation via a variety of marketing mediums
- Develop business connections and strengthen relationships through face-to-face engagement
- Exhibit and generate new leads, develop your brand or launch a new product through the exhibition
- Maximise your time and resources by showcasing your organisation to a relevant and influential audience in an environment away from the competition of everyday distractions
- Utilise this multi-level platform to demonstrate new equipment, promote new products or techniques and generate new business

## Who should support Better Together 2022?

We are looking for future thinking industry partners to assist us in maximising attendance and engagement of the Conference. Organisations will have the flexibility to network with delegates face-to-face and virtually.

Delegates who will attend **Better Together 2022** work with people living with a wide range of child-onset disabilities, including but not limited to cerebral palsy, neuromuscular diseases, spinal cord injury and disease, intellectual disability and chromosomal disorders, providing health care, rehabilitation and educational support in clinical or community settings.

Interventions include:

- Surgical and pharmacological interventions
- Therapy and interventions
- Family support
- Provision of specialist equipment such as mobility and communication devices

Delegates are also involved in conducting clinical research e.g. cerebral palsy registries and randomised trials of rehabilitation interventions.

Feedback from previous conferences has shown delegates are keen to see the following in the exhibition:

- New innovations
- Robotics
- Swallowing and feeding management
- Equipment to support and enable function and participation
- Positioning, seating and mobility equipment
- Adapted sports and other participatory activities
- Technical solutions
- Virtual reality systems, games, interventions
- Publications
- Communication devices – telecommunication solutions; computing solutions; AAC and other speech solutions
- Clothing companies – eg designs for easy access shoes; magnet buttons
- Biomechanical solutions/devices

Hybrid	
<p>More exposure More attendees More longevity – (your supporter package will remain on the virtual platform after the live dates)!</p>	
In-Person	Virtual
<p>If you are able to attend the in-person Conference in Melbourne, you can expect to network face-to-face with approximately 500 health professionals from Australia, New Zealand and the Pacific region as well as having a presence in the virtual platform ensuring you do not miss out on our virtual attendees. If international travel permits, you can expect to engage with well over 1000 delegates in person.</p>	<p>Our virtual exhibitors will receive equal promotion to in-person supporters in the lead up to, during and after the conference.</p> <p>Virtual exhibitors have the ability to:</p> <ul style="list-style-type: none"> <li>• Network with delegates via Live Chat</li> <li>• Host corporate videos and brochures</li> <li>• Receive detailed analytics reports</li> </ul>



A wide-angle photograph of the Melbourne skyline at sunset. The Yarra River flows through the center, reflecting the warm orange and yellow light of the setting sun. In the background, several skyscrapers, including the Eureka Tower, stand against a sky filled with soft, colorful clouds. A bridge spans the river in the middle ground, and a boat is visible on the right side.

# Conference City and Venue

The location is Melbourne, Australia. A sophisticated, beautiful and safe city of 4 million people with a great public transport system, Melbourne is not just an ideal Conference venue but a destination in its own right. Named the world's most liveable city for three years in a row, those who live there also boast of its great arts culture, attractions, sports icons and world-renowned café and dining scene.

It is also known as Australia's knowledge capital. A city of great minds and a place where the world's brightest thinkers gather to inspire, innovate and deliver real change.

Venue: Melbourne Convention and Exhibition Centre  
Melbourne Victoria 3005 [www.mcec.com.au](http://www.mcec.com.au)

The Melbourne Convention and Exhibition Centre is superbly located on the banks of Melbourne's Yarra River, close to the heart of the CBD and just 30 minutes from Melbourne's International Airport. The modern complex is a landmark in the area, perched on the south bank of the Yarra River, and surrounded on all sides by trams, trains, buses, taxi ranks and ample car parking. A short meander along the iconic Southbank Promenade places you in the heart of Melbourne city – Australia's culture, cuisine and events capital – where visitors can enjoy a perfect café latte by day or an award-winning local wine by night.

The venue is in easy walking distance from a range of accommodation options, which will be available to delegates to book at the time of registering for the Conference.



# Support Opportunities

A variety of options is being offered for your organisation's exposure at **Better Together 2022**. Please note, the Conference is happy to tailor packages and we encourage those with interest in involvement and exposure, to contact our Sponsorship and Exhibition Manager to discuss what is possible.

Please note prices **exclude** 10% Goods and Services Tax (GST)

Opportunities at a Glance	Number Available	Investment AUD \$ (Excl. GST)
<b>Partnerships</b>		
Lead	Exclusive	\$40,000
Platinum	2 opportunities	\$25,000
Gold	Limited opportunities	\$15,000
Silver	Limited opportunities	\$10,000
Bronze	Multiple	\$5,000
<b>Educational</b>		
Technology Supporter	Exclusive	\$20,000
Industry Breakfast or Lunch Session	Limited opportunities	\$4,000
Poster Zone	Exclusive	\$3,500
<b>Social Events &amp; Catering</b>		
Conference Gala Dinner	Exclusive	\$10,000
Better Together Lounge	Exclusive	\$8,000
Barista Station	2 opportunities	\$7,000
Meet the Keynote Speaker Dinner	Exclusive	\$6,000
<b>Delegate Services</b>		
Name Badge and Lanyard	Exclusive	\$6,000
Notepad and Pen (Sponsor provides)	Exclusive	\$1,000
<b>Exhibition</b>		
Exhibition Booth 3m x 3m	Multiple	\$4,000
Table Display	Multiple	\$2,000
<b>Virtual Exhibition</b>		
Virtual Exhibition	Multiple	\$1,500

# Partnership Opportunities

## **Lead Supporter - \$40,000** Exclusive Opportunity

### **Entitlements:**

- Exclusive branding of the Welcome Reception as Lead Supporter
- Exclusive branding of the Delegate Gift

### **Exhibition:**

- Exhibition booth in a prime position at the Conference – 18sqm
- Virtual Exhibition Space

### **Registrations:**

- Six complimentary in-person registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception
- Six complimentary Virtual Registrations
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

### **Marketing:**

- Logo on the Conference website Supporters page, listing status as Lead Supporter
- Logo on electronic newsletters to the distribution list in the lead up to the Conference
- 250 word profile on the Conference website and in the Conference Virtual Platform
- Acknowledgement as Lead Supporter during the Opening and Closing Sessions
- Logo on Supporter signage at venue (highest position)
- Logo on Supporter acknowledgement slide between Plenary Sessions

## **Platinum Supporter - \$25,000** Limited to two opportunities

### **Entitlements:**

- Exclusive branding of one of the Delegate Lunch Breaks during the Conference

### **Exhibition:**

- Exhibition booth in a prime position at the Conference – 9sqm
- Virtual Exhibition Space

### **Registrations:**

- Six complimentary in-person registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception
- Four complimentary Virtual Registrations
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

### **Marketing:**

- Logo on the Conference website Supporters page listing status as Platinum Supporter
- Logo on electronic newsletters to the distribution list in the lead up to the Conference
- 150 word profile on the Conference website and in the Conference Virtual Platform
- Acknowledgement as Platinum Supporter during the Opening and Closing Sessions
- Logo on Supporter signage at venue
- Logo on Supporter acknowledgement slide between Plenary Sessions



## **Gold Supporter - \$15,000**

Limited Opportunities

### **Entitlements**

- Exclusive branding of one of the Morning of Afternoon Breaks during the Conference

### **Exhibition**

- Exhibition booth in at the Conference – 9sqm
- Virtual Exhibition Space

### **Registrations**

- Four complimentary in-person registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception
- Four complimentary Virtual Registrations
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

### **Marketing**

- Logo on the Conference website Supporters page listing status as Gold Supporter
- Logo on electronic newsletters to the distribution list in the lead up to the Conference
- 100 word profile on the Conference website and in the Conference Virtual Platform
- Acknowledgement as Gold Supporter during the Opening and Closing Sessions
- Logo on Supporter signage at venue
- Logo on Supporter acknowledgement slide between Plenary Sessions

## **Silver Supporter - \$10,000**

Limited Opportunities

### **Entitlements include:**

### **Exhibition**

- Exhibition table display at the Conference
- Virtual Exhibition Space

### **Registrations**

- Two complimentary in-person registrations to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception

- Two complimentary Virtual Registrations
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

### **Marketing**

- Logo on the Conference website Supporters page listing status as Silver Supporter
- Logo on electronic newsletters to the distribution list in the lead up to the Conference
- 50 word profile on the Conference website and in the Conference Virtual Platform
- Acknowledgement as Silver Supporter during the Opening and Closing Sessions
- Logo on Supporter signage at venue
- Logo on Supporter acknowledgement slide between Plenary Sessions

## **Bronze Supporter - \$5,000**

Multiple Opportunities

### **Entitlements include:**

### **Exhibition**

- Virtual Exhibition Space

### **Registrations**

- One complimentary in-person registration (full delegate) to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception
- Two complimentary Virtual Registrations
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

### **Marketing**

- Logo on the Conference website Supporters page listing status as Bronze Supporter
- Logo on electronic newsletters to the distribution list in the lead up to the Conference
- 25 word profile on the Conference website and in the Conference Virtual Platform
- Acknowledgement as Bronze Supporter during the Opening and Closing Sessions

# Educational Opportunities

## Technology Supporter - \$20,000 Exclusive Opportunity

This is a very high profile opportunity reaching all delegates both in-person and on-line.

### Entitlements

- Branding as the exclusive supporter of the Conference Virtual Platform, Conference App and Virtual Help Desk (please note other sponsors will appear on inside pages of these platforms, but not as main branding on home page)

### Exhibition

- Virtual Exhibition Space

### Registrations

- Two complimentary in-person registrations (full delegate) to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception
- Two complimentary Virtual Registrations
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

### Marketing

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference

## Industry Breakfast or Lunch Session - \$4,000 Limited Opportunities

### Entitlements

- Opportunity to hold a 45 minute session at either breakfast or lunch time (Content including title, speaker details and a brief synopsis of your proposed evidence-based session is to be sent to the Conference Organising Committee for approval).
- Room hire and standard audio-visual entitlements will be included. (Any additional audio-visual requirements, speaker costs and food and beverage costs will be at the expense of your organisation)

### Exhibition

- \*Digital Advertiser Package in the Exhibitor Hub (Details outlined in the exhibition section)

### Registrations

- Two complimentary in-person registrations (full delegate) to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

### Marketing

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference
- Special announcement of your session to attendees prior to the Conference





## **Poster Zone - \$3,500** Exclusive Opportunity

The Congress poster area will be located within the Exhibition and catering area, which will be visited by delegates throughout the duration of the Congress.

### **Entitlements**

- Naming rights to the Poster Zone
- Opportunity to place a company provided banner within the Poster Zone (2m high by 1m wide, free standing)

### **Exhibition**

- \*Digital Advertiser Package in the Exhibitor Hub

### **Registrations**

- Two complimentary in-person registrations (full delegate) to the Conference including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception
- Delegate List pre and post Conference (subject to privacy status selected by delegates)

### **Marketing**

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference
- Special announcement of your session to attendees prior to the Conference



**Hybrid offers:**  
**More exposure**  
**More attendees**  
**More longevity**





# Social Events & Catering

## Conference Dinner- \$10,000 Exclusive Opportunity

The Social highlight of the event, this is a chance to network with delegates in more intimate surroundings enjoying an evening of great Australian food and Wine.

### Entitlements

- Co-host naming rights to the Conference Dinner
- Opportunity to place a company provided banner within the Lounge (2m high by 1m wide, free standing)

### Exhibition

- \*Digital Advertiser Package in the Exhibitor Hub

### Registrations

- Two Conference Registrations
- Two tickets to the Conference Dinner on VIP Table

### Marketing

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference

## The Better Together Lounge - \$8,000 Exclusive Opportunity

A quiet area with comfortable seating will be provided for delegates and people with lived experience to go, relax, and recuperate away from the hustle of the conference.

### Entitlements

- Naming rights to the Lounge
- 2 minute introduction at the start of the Dinner

### Exhibition

- \*Digital Advertiser Package in the Exhibitor Hub

### Registrations

- Two Conference Registrations
- One Virtual Registration

### Marketing

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference



### **Barista Station Supporter \$7,000** Two Opportunities

Barista stations will be located in the exhibition area and are always a big attraction for delegates.

#### **Entitlements**

- Branding of the Barista Station signage
- Opportunity to provide Supporter's cap, apron, cups and napkins for use on barista station or by baristas (Supporter to supply at own cost – subject to COVID requirements)
- Opportunity to place a company provided banner at the barista station (2m high by 1m wide, free standing)

#### **Exhibition**

- \*Digital Advertising in the Virtual Exhibitor Hub

#### **Registrations**

- Two Conference Registrations
- Two Virtual Registrations

#### **Marketing**

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference

**Please note:** no other coffee machines/barista machines will be permitted within the exhibition area on exhibition stands.

### **Meet the Keynote Dinner - \$6,000** Exclusive Opportunity

A great opportunity to network with Keynote Speakers and delegates at the exclusive event.

#### **Entitlements**

- Exclusive branding – Meet the Keynote Dinner supported by 'your organisation name'
- Opportunity to place a company provided banner inside the dinner venue (2m high by 1m wide, free standing)

#### **Exhibition**

- \*Digital Advertising in the Virtual Exhibitor Hub

#### **Registrations**

- Two in-person Conference Registrations
- Two Tickets to the Keynote Dinner

#### **Marketing**

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference





# On-Site Delegate Services

## **Name Badge and Lanyard - \$6,000** Exclusive Opportunity

Every on-site attendee will receive an official Conference name badge and lanyard upon arrival at registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions each day. This is a highly visible opportunity.

### **Entitlements**

- Logo on Name Badge (size and placement of logo will be at the discretion of the Congress Organising Committee)
- Logo on Lanyard (size and placement of logo will be at the discretion of the Congress Organising Committee)

### **Exhibition**

- \*Digital Advertising in the Virtual Exhibitor Hub

### **Registrations**

- One Conference Registrations
- One Virtual Registration

### **Marketing**

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference

## **Notepad and Pen - \$1,000** Exclusive Opportunity

Great opportunity to supply your own branded notepad and pen which will be given to each attendee upon arrival. Delegates use these items long after the event is over. *(Please note quantities will be provided closer to the event date).*

### **Entitlements**

- Each on-site delegate to receive your company branded notepad and pen

### **Exhibition**

- \*Digital Advertising in the Virtual Exhibitor Hub

### **Marketing**

- Logo on the Conference website Supporters page
- Logo on electronic newsletters to the distribution list in the lead up to the Conference





# Exhibition In-Person

## Exhibition Booth - \$4,000

The exhibition is the main networking area for delegates with all catering breaks taking place in this space. With every on-site exhibition booth, a complimentary virtual exhibition space is included ensuring you reach all conference attendees. With every Table Display a complimentary digital advertising package is included in the virtual platform.

### Entitlements

- 9 square metres of exhibition space
- Back and side walls
- Carpeted floor
- Organisation name on fascia over open side
- Two spotlights
- One standard power outlet
- Two Conference registrations, including morning and afternoon tea and lunch during the congress
- Virtual Exhibition Space
- Two virtual exhibitor registrations

### Marketing

- Logo on the Conference website Supporters page in the Exhibitor Section

## Exhibition Table Display - \$2,000

### Entitlements

- Trestle Table, One Chair and Table Cloth
- Back display board with Organisation name on fascia
- One standard power outlet
- One Conference registrations, including morning and afternoon tea and lunch during the congress
- \*Digital Advertiser Package

### Marketing

- Logo on the Conference website Supporters page in the Exhibitor Section

## Virtual Exhibition Space - \$1,500

### Entitlements

- Listing in the Exhibitor Portal
- 50 word profile
- Live chat capability with delegates via the networking lounge
- Opportunity to host two x two minute videos
- Opportunity to host up to four downloadable Corporate Brochures
- Contact details with hyperlink to your own site
- Analytics of all attendees to your digital exhibit space post Conference
- Two Virtual Registrations

### Marketing

- Logo on the Conference website Supporters page in the Exhibitor Section

**See below for entitlements of the Digital Advertiser package included in many sponsorship packages.**

### \*Digital Advertiser

- Exhibitor listing
- 25 word profile
- Opportunity to host a two minute corporate video
- Opportunity to host two downloadable Corporate Brochures
- Contact details with hyperlink to your own site
- Analytics of all attendees to your digital exhibit space

# Important Information

The details in this document are correct at the time of publication.  
The Conference organising committee and its agents do not accept responsibility for any changes that may occur.

All prices quoted in this prospectus are in Australian Dollars and exclude 10% Goods and Service Tax (GST) and this will be added to your invoice.

The Conference Organiser reserves the right to accept or decline applications for sponsorship and exhibition space.

To confirm your level of involvement or to discuss tailoring a sponsorship package to meet your marketing needs, please contact:

**Andrea O'Sullivan**

Better Together 2022 Sponsorship & Exhibition Manager

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1–5 March 2022 | Melbourne Australia

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