



Sponsor and Exhibitor Proposal

MedTech 2010 Annual Conference

Wednesday 15 - Thursday 16 September 2010

**Grand Harbour Ballrooms
Star City, Sydney**

Medical Technology for a Healthier Australia

Your Invitation to Sponsor and/or Exhibit

The Medical Technology Association of Australia (MTAA) would like to invite you to participate as sponsor and/or exhibitor at the 2010 annual conference MedTech 2010 to be held from Wednesday 15 - Thursday 16 September 2010 in the Grand Harbour Ballrooms at Star City in Sydney.

In 2010 the MTAA annual conference is expected to bring together over 300 delegates representing companies from medical technology and related industries as well as leaders in the healthcare sector, innovators, academia, and other business and government leaders. It provides sponsors and exhibitors with a unique opportunity to reach this audience of senior executives and decision makers.

MedTech 2010 offers select trade exhibition spaces for a limited number of companies.

Don't miss this opportunity; book your sponsorship for 2010 now!

About the Conference

The MTAA annual conference brings together key personnel from medical technology companies and the healthcare sector to exchange ideas about the future of healthcare systems, analyse global trends and debate issues.

The MTAA annual conference continues to grow in popularity and relevance with 80% of survey respondents rating the conference as "good to excellent" and 94% of respondents thought the conference organisation was "good to excellent."

The MTAA annual conference is an important event on the calendar for the medical technology industry.

Medical technology is a growing market with a turnover in Australia of over \$6 billion in 2008 generated in the public and private healthcare sectors. With a staggering 250,000+ products, the industry employs over 17,500 people in small to medium sized enterprises (which often have a niche product) and subsidiaries of large global companies.

The conference offers a great opportunity to present your products and services to this important industry sector.

Program

The MTAA annual conference will be held over two days, with the first day dedicated to plenary sessions and the second to workshops.

Inspired by last year's success, we will work to make sure that the conference in 2010 will again deliver a stimulating and thought provoking plenary program combined with an interactive concurrent workshop program giving delegates the opportunity to learn and be heard.

The successful two day format will provide sponsors and exhibitors with ample opportunities to meet and speak with delegates to generate sales leads.

All coffee breaks and lunches including the networking function will be offered in the exhibition hall.

Delegates

In 2009, over 300 delegates attended the conference, not counting sponsors, exhibitors and speakers. Delegates included a large percentage of managing directors, CEOs and key decision makers across the spectrum of the medical technology industry.

Last year delegates included leaders in business development, sales and marketing, product development, regulatory and reimbursement and human resources executives.

- 40% MD/CEO/senior managers
- 25% senior marketing/sales/product managers
- 30% senior regulatory affairs managers

Anniversary Dinner and Award for Excellence in Medical Technology

In 2010 MTAA is celebrating 30 years of supporting the medical technology industry in Australia. The conference dinner on Wednesday, 15 September 2010 will celebrate this milestone.

At the same dinner, the Kerrin Rennie Award for excellence in medical technology will be presented. This award recognises the innovative and extraordinary contribution of medical technology in improving health outcomes and quality of life for Australians.

Both occasions offer an excellent way to associate your brand and services with the medical technology industry.

Networking Functions

The Networking Function will be held in the exhibit hall at the conclusion of day one. This provides a great environment for exhibitors and sponsors to network with delegates, speakers and guests.

About MTAA

The Medical Technology Association of Australia (MTAA) is the national association representing companies in the medical technology industry.

MTAA aims to ensure the benefits of modern, innovative and reliable medical technology are delivered in an effectively to provide better health outcomes to the Australian community.

MTAA represents companies involved in the manufacture and supply of medical devices, in vitro diagnostic products and imaging equipment in Australia. Our members distribute non-pharmaceutical products used in used in the diagnosis, prevention, treatment and management of disease and disability. 87% of the 9,492 products listed on the February 2009 Prostheses List are listed by member companies of MTAA.

The range of medical technology is diverse with products ranging from familiar items such as syringes and wound dressings, through to high-technology implanted devices such as pacemakers, defibrillators, hip and other orthopaedic implants. Products include hospital equipment, diagnostic imaging equipment such as ultrasounds and magnetic resonance imaging machines, as well as diagnostic tests that detect disease.

The industry is characterised by a high level of innovation, resulting in short life cycles for many products. Many medical devices undergo constant development based on feedback from medical practitioners and advances in other sciences relevant to medical technology.

Our member companies play a vital role in research and development of new and innovative medical technology while at the same time also play a vital role in providing healthcare professionals with essential education and training to ensure safe and effective use of medical technology.

Sponsor and Exhibitor Opportunities

In 2010, we are offering sponsors and exhibitors even more company exposure with tailored sponsorship opportunities for all budget sizes.

The highest levels of exposure for your company is through the **GOLD, SILVER** and **BRONZE** sponsorships, however prominent exposure can be gained during the conference with exclusive sponsorship of the delegate satchels, the networking function, MTAA 30 year anniversary and Kerrin Rennie Award dinner, daily catering of lunch, morning and afternoon teas.

Sponsorship and Exhibition Applications

We encourage you to send in your application quickly as opportunities are limited. Sponsorship opportunities and exhibition booths will be allocated strictly in order of receipt of application and payment of a 50% deposit is due once your application has been approved. If payment is not made within 14 days of application, the sponsorship opportunity and/or exhibition booths will not be held. All prices listed exclude GST.

GOLD SPONSOR

AUD \$15,000 (1 opportunity only)

Benefits to sponsor

- Exclusivity, only one gold sponsor
- 6 complimentary registrations to conference and award dinner on a VIP table
- Prominent logo placement as 'gold sponsor' on conference promotional materials
- Prominent logo placement as 'gold sponsor' on MTAA website
- Promotion of your sponsorship in monthly electronic newsletter
- Full page advertisement and one paragraph editorial in the conference program handbook
- Display of your company logo on the conference webpage with links to your company website
- Ability of supplying branded conference lanyards
- Inclusion of promotional materials in satchel (three items)
- Prominent logo placement on conference power point holding slides
- Prominent on-site signage
- Acknowledgement by MTAA Chair during opening and closing remarks
- Display of company logo on front of the registration brochure and on first page of conference handbook
- Three 3m x 2m booth spaces (18 sqm) in prominent location
- Display of your own company banner (2m x 1m) in the main plenary

SILVER SPONSOR

AUD \$10,000 (1 opportunity only)

Benefits to sponsor

- Exclusivity, only one silver sponsor
- 3 complimentary registrations to conference and award dinner on a VIP table
- Prominent logo placement as 'silver sponsor' on program and all materials
- Prominent logo placement as 'silver sponsor' on MTAA website
- Inclusion of promotional materials in satchel (two items)
- Prominent logo placement on conference power point holding slides
- Prominent on-site signage
- Half page advertisement and one paragraph editorial in the conference program handbook
- One 3m x 2m booth spaces (6 sqm) in prominent location
- Display of your own company banner (2m x 1m) in the main auditorium
- Display of company logo on opening page of the registration brochure and conference program handbook
- Promotion of your sponsorship in electronic newsletter
- Acknowledgement by the MTAA Chair during the opening and closing remarks
- Display of your company logo on the conference webpage with link to your company website

BRONZE SPONSOR

AUD \$7,500 (1 opportunity only)

SOLD

Benefits to sponsor

- 2 complimentary registrations to conference and award dinner
- Prominent logo placement on program as 'bronze sponsor' and all materials
- Prominent logo placement as 'bronze sponsor' on MTAA website
- Inclusion of collateral or corporate material in satchel
- Quarter page advertisement in the conference program handbook
- One 3m x 2m booth spaces (6 sqm) in prominent location
- Display of your own company banner (2m x 1m) in the main auditorium
- Display of company logo on opening page of the registration brochure and conference program handbook
- Promotion of your sponsorship (including logo) in electronic newsletter
- Display of your company logo on the conference webpage with link to company website

Kerrin Rennie Award Sponsor incl. MTAA 30 year anniversary dinner

AUD \$7,000 (1 opportunity only)

This is an excellent opportunity to associate your company brand and services with excellence in medical technology.

The Kerrin Rennie award celebrates major achievements in medical technology for the past 18 months. Industry leaders usually attend this event and are quick to recognise and thank the sponsor for their valued support.

Benefits to sponsor

- Four complimentary tickets to the dinner on a VIP table
- Display of your company logo in the registration brochure and conference program handbook
- Display of your company logo on the conference webpage with link to company website
- Company name and logo on the award dinner ticket and menu
- Display of company banners and collateral in prominent location during the dinner
- Verbal acknowledgment from the dinner MC
- Opportunity to provide merchandising material/gift to delegates at the award dinner
- Opportunity to display table card on the dinner tables
- Opportunity to display company logo on screen during the dinner

2010 Exhibition Stands

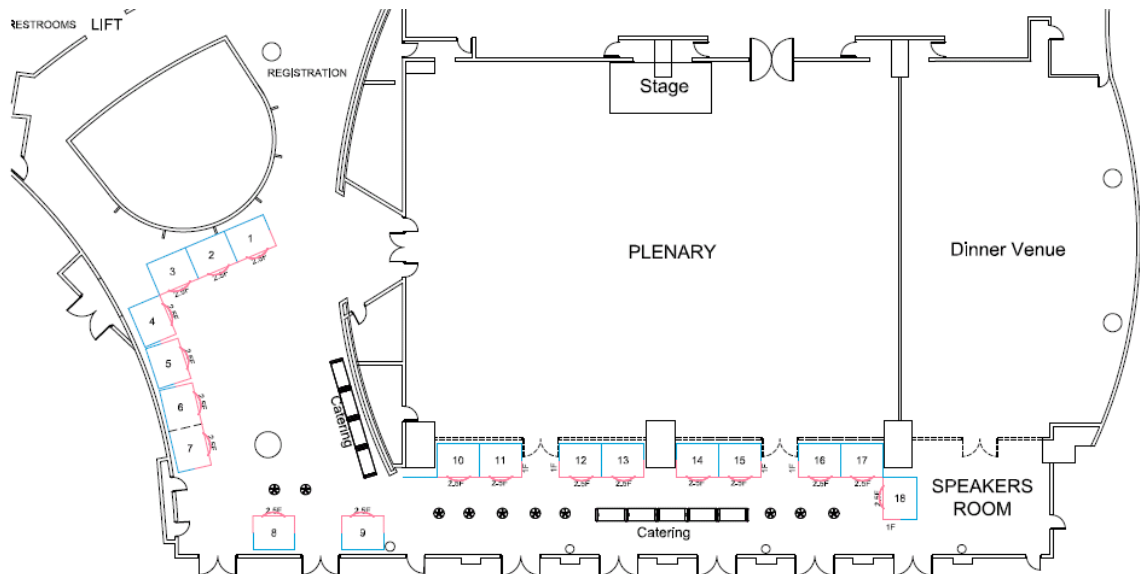
AUD \$2,000 (MTAA member & Associate member rate)

AUD \$3,000 (Non member rate)

Benefits to exhibitors

- One standard shell exhibition stand with white walls and fascia
- Booth space – 6 sqm (2.5 m x 2 m)
- Carpeted floor space
- Company signage with name on front
- Two spotlights, one power point
- Three exhibitor registrations for staff members which include both daily lunches and all refreshments
- Inclusion of your company logo in the registration brochure and conference program handbook
- Inclusion of your company logo on the conference webpage with link to company website

Exhibition floor plan



Additional Sponsorship – Function and Catering

Networking Function

AUD \$3,000 (1 opportunity only)

Preference for this opportunity is given to exhibitors.

The networking function will be held in the exhibition hall at the conclusion of day one. This is a popular event for delegates to relax, unwind and network.

Refreshments will be served.

Benefits to sponsor

- Display of company promotional material in the exhibit hall during the function
- Verbal acknowledgment from the function MC
- Opportunity to display table card on the bar tables
- Display of logo in the registration brochure and conference program handbook
- Display of logo on the conference webpage with link back to company website

Morning/Afternoon Tea Break Sponsor

AUD \$1,000 (3 opportunities only)

Preference for this opportunity is given to exhibitors.

Tea/coffee services are located in exhibition hall and will be served at*:

Morning Tea - Day 1: 11.15 – 11.45 am

Afternoon Tea - Day 1: 3.15 – 3.45 pm

Morning Tea - Day 2: 11.15 – 11.45 am

Benefits to sponsor

- Opportunity to place your own branded balloons, tent cards and brochures on the service tables
- Display of your company logo in the registration brochure and conference program handbook
- Display of your company logo on the conference webpage with link back to company website

Lunch Break Sponsor

AUD \$2,000 (2 opportunities only)

Preference for this opportunity is given to exhibitors.

Lunch will be served in the exhibition hall at*:

Lunch - Day 1: 12.15 – 1.00 pm

Lunch - Day 2: 12.15 – 1.00 pm

Benefits to sponsor

- Opportunity to place your own branded balloons, tent cards and brochures on the service tables
- Display of your company logo in the registration brochure and conference proceedings
- Display of your company logo on the conference webpage with link to your company website

*times may vary according to final conference program.

Additional Sponsorship – Handbook and Satchels

Conference Program Handbook

AUD \$4,000 (1 opportunity only)

Preference for this opportunity is given to exhibitors.

The conference program handbook will be distributed to all delegates at registration. It contains the program and speaker bios, a synopsis and notes section for all plenary and concurrent sessions, list of sponsors and exhibitors and advertisements for Gold, Silver and Bronze sponsors and other advertisers.

Benefits to sponsor

- Exclusive sponsorship of the program handbook
- Advertisement on the back cover of the program handbook
- Company logo and name on the front cover and in the footer on each page
- Display of your company logo in the registration brochure
- Display of your company logo on the conference webpage with link back to company website

Satchel Inserts

(approx. 370 units)

AUD \$800

Print materials required at the MTAA office by 1 September 2010.

- Company flyer inserted in the conference satchel

Conference Program Handbook Advertising Rates

Please note the following rates are for the inclusion of print ready artwork to be received no later than 20 August 2010.

Advertising rates in conference program handbook is available for:

Full page	AUD \$2,000
Half page	AUD \$1,400
Quarter page	AUD \$800

To secure your sponsorship opportunity and/or preferred exhibition space, please fill out the registration form and send to MTAA.

Note that sponsorship opportunities and exhibition booths will be allocated strictly in order of receipt of application and payment of a 50% deposit is due once your application has been approved. If payment is not made within 14 days of application, the sponsorship opportunity and/or exhibition booths will not be held.



MTAA 2010 CONFERENCE REGISTRATION FORM

Please complete and email or fax to MTAA
F: (02) 9900 0655 or E: japfel@mtaa.org.au

APPLICANT INFORMATION

Contact name: _____

Company name: _____

Postal address: _____

Suburb: _____ Post code: _____

Phone: _____ Fax: _____

Email: _____

Mobile: _____ Web: _____

SPONSORSHIP AND EXHIBITION OPTIONS

All prices are in Australian Dollars and exclude GST:

Type	QTY	Type	QTY
Gold sponsor \$ 15,000		Booth 2.5 m x 2 m - \$ 2,000 member	
Silver sponsor \$ 10,000		Booth 2.5 m x 2 m - \$ 3,000 non member	
Bronze sponsor \$ 7,500		Satchel insert - \$ 800	
Award Dinner \$ 7,000		Conference program \$ 4,000	
Networking Function \$ 3,000		Conference program full page ad \$ 2,000	
Lunch \$ 2,000		Conference program half page ad \$ 1,400	
Tea/coffee \$ 1,000		Conference program qtr page ad \$ 800	

If purchasing a booth, please note preferences as per floor plan:

1) _____ 2) _____ 3) _____

I agree to the attached Terms and Conditions

Signed: _____ Date: _____

Print name: _____

PAYMENT DUE ON RECEIPT OF INVOICE

Initial 50% payment is due on receipt of the deposit invoice submitted by MTAA upon your sponsorship application approval (GST not due with deposit). Final payment of 50% balance and all GST will be advised by tax invoice and is due on Friday 20 August 2010.

All remittances payable by cheque or direct transfer.

50% deposit required to confirm your booking

AUD\$ _____

Sponsorship and Exhibition Terms and Conditions

All information contained in this prospectus is current at time of writing.

Applications will be processed strictly in order of receipt of application and 50% deposit. If the deposit is not received within 14 days of application, the sponsorship opportunity and/or exhibition booths will be resold.

The remaining 50% payment plus all applicable GST must be received by Friday 20 August 2010.

MTAA reserves the right to reject any sponsorship and exhibition applications.

The major sponsors of Gold, Silver and Bronze will have first preference over booth location. All others will be allocated in order of application.

Exhibition floor plan is subject to change.

Any exhibitor not using 2.5 m x 2 m shell scheme must seek approval from MTAA.

Cancellations must be in writing and if the sponsorship and/or exhibition space is not resold, 50% deposit will be retained. No monies will be refunded if cancellation is requested after Friday 20 August 2010.

Logo placement and size on all conference materials will be decided by MTAA.

Acknowledgement in the event promotional brochure and conference program handbook depends on confirmation of sponsorship prior to printing. If confirmation is received afterwards, the sponsor will be acknowledged in the online PDF version only.

All sponsors and exhibitors will be sent a delegate list containing delegate name and company name only. Delegate lists are subject to an opt-out option on the registration form. Only those who have agreed to have their details published will be included.

Exhibition booth registrants and all their booth personnel are required to register for administrative purposes. They are registered for daily refreshments and lunch. They are not registered to attend any conference sessions or the Award Dinner.

Complimentary full registrants for Gold, Silver and Bronze sponsors must also complete a registration form to be registered to attend conference sessions and the Award Dinner.

All conference program handbook advertisements must be supplied as high resolution PDF by the sponsor by Friday 20 August 2010

Satchel inserts are limited to a maximum of one A4 page and must be delivered to MTAA by Friday 20 August 2010. Courier costs are at the sponsor's expense.

Decoration and theme for the Award Dinner remains the right and responsibility of MTAA.

Exhibitors must not use pins, staples, screws, nails, bolts, glue or paint on their exhibition booth walls. If damage occurs from the use of any of these products, the exhibitor must meet the cost of the repair bill which will be sent to the exhibitor.

PLEASE NOTE - In line with the MTAA Code of Practice, sponsors and exhibitors must not offer prizes or incentives of any kind to delegates. This includes all raffles, business card draws or any other gifts or incentives.