



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 \_\_\_\_\_



# V I R T U A L

## 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, we have revised our format to run as a fully virtual conference. 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** (AACPDM); 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 academies.

**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?

We expect over 1,000 participants will take part in Better Together 2022 Virtual, 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
- Your information will remain in the platform on-demand for a period of time post event, ensuring even greater exposure to this audience

## 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.

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

## VIRTUAL



**MORE EXPOSURE**



**MORE ATTENDEES**



**MORE LONGEVITY**

Your supporter package will remain on the virtual platform after the live dates!

Our virtual exhibitors will have access to all program sessions as well as the ability to interact with delegates via the live chat or video link.

Virtual exhibitors have the ability to:

- Network with delegates via Live Chat
- Host corporate videos and brochures
- Receive detailed analytics reports

# Partnership Opportunities

## Platinum Supporter - \$20,000 + GST Exclusive Opportunity

### Exclusive branding showing your support of a Keynote session

This opportunity allows your organisation to show your support for the topic of the keynote speaker by:

- Playing a promotional highlight reel of your organisation prior to the presentation (max 60 seconds). This will remain on-demand ensuring maximum audience reach.
- Your logo appearing in the program for the chosen session
- Choice of session is subject to availability and committee and speaker approval. Video content to be provided by the sponsor and approved by the committee.

### Virtual Premium 3D Exhibition

- Exhibitor listing - priority level on the floor plan
- 250 word profile, contacts and hyperlinks
- Exhibitor registrations to manage virtual booth staffing for attendee queues
- Exhibitors can schedule meetings with Exhibitors via a booking system
- Instant live chat meetings (video chat also available with your own zoom link)
- Display up to 6 PDF brochures for download
- Showcase up to 4 short videos to play
- Information inside your Virtual Exhibition will be available 'on-demand' post event
- Detailed analytics provided post event

### Marketing

- Logo on the Conference website
- Logo on the Virtual Platform (priority permanent placement)
- Logo on electronic newsletters
- Acknowledgement at the opening and closing sessions
- 1 personalised sponsored electronic newsletter sent to registered delegates pre-event

### Registrations

- 12 Virtual Attendee Registrations includes live and on-demand access
- 2 Virtual Exhibitor Registrations to attend to the booth
- 6 Consumer Registrations for your clients
- Delegate list provided pre-event (subject to privacy)



## Gold Supporter - \$10,000 + GST Exclusive Opportunity

### Exclusive branding showing your support of a concurrent session

This opportunity allows your organisation to show your support for the topic of the session by:

- Playing a promotional highlight reel of your organisation prior to the presentation (max 60 seconds). This will remain on-demand ensuring maximum audience reach.
- Your logo appearing in the program for the chosen session
- Choice of speaker is subject to availability and committee and speaker approval. Video content to be provided by the sponsor and approved by the committee.

### Virtual Premium 3D Exhibition

- Exhibitor listing - priority level
- 150 word profile, contacts and hyperlinks
- Exhibitor registrations to manage virtual booth staffing for attendee queues
- Exhibitors can schedule meetings with Exhibitors via a booking system
- Instant live chat meetings (video chat also available with your own zoom link)
- Display up to 6 PDF brochures for download
- Showcase up to 4 short videos to play
- Information inside your Virtual Exhibition will be available 'on-demand' post event
- Detailed analytics provided post event

### Marketing

- Logo on the Conference website
- Logo on the Virtual Platform
- Logo on electronic newsletters
- Acknowledgement at the opening and closing sessions
- 1 personalised sponsored electronic newsletter sent to registered delegates pre-event

### Registrations

- 6 Virtual Attendee Registrations includes live and on-demand access
- 2 Virtual Exhibitor Registrations to attend to the booth
- 4 Consumer Registrations for your clients



# Partnership Opportunities

**Silver Supporter - \$7,000 + GST**  
Exclusive Opportunity

## **Exclusive branding of one of the following areas within the Virtual Platform:**

- Meeting Hub, Poster Gallery or one Feel Good Activity (subject to availability)

## **Virtual 3D Exhibition**

- Exhibitor listing
- 100 word profile, contacts and hyperlinks
- Exhibitor registrations to manage virtual booth staffing for attendee queues
- Exhibitors can schedule meetings with Exhibitors via a booking system
- Instant live chat meetings (video chat also available with your own zoom link)
- Display up to 6 PDF brochures for download
- Showcase up to 4 short videos to play
- Information inside your Virtual Exhibition will be available 'on-demand' post event
- Detailed analytics provided post event

## **Marketing**

- Logo on the Conference website
- Logo on the Virtual Platform
- Logo on electronic newsletters
- Acknowledgement at the opening and closing sessions

## **Registrations**

- 4 Virtual Attendee Registrations includes live and on-demand access
- 2 Virtual Exhibitor Registrations to attend to the booth



## Sponsored Industry Session \$5,000 + GST

### Entitlements

- Opportunity to hold a 45-minute session during the main program (*content including title, speaker details a brief synopsis of your proposed evidence based session is to be sent to the Conference Organising Committee for approval*).
- The sponsor is to provide this session pre-recorded and there is an opportunity for a live Q&A after the session if required.
- Detailed analytics provided post event
- Please note this may run alongside other sponsored sessions during the live conference however, it will also be available on-demand post event ensuring maximum exposure.

### Exhibition

Digital Advertiser Package in the Exhibitor Hub includes:

- Hosting of PDF brochures and 1 promotional video
- Detailed analytics provided post event

### Marketing

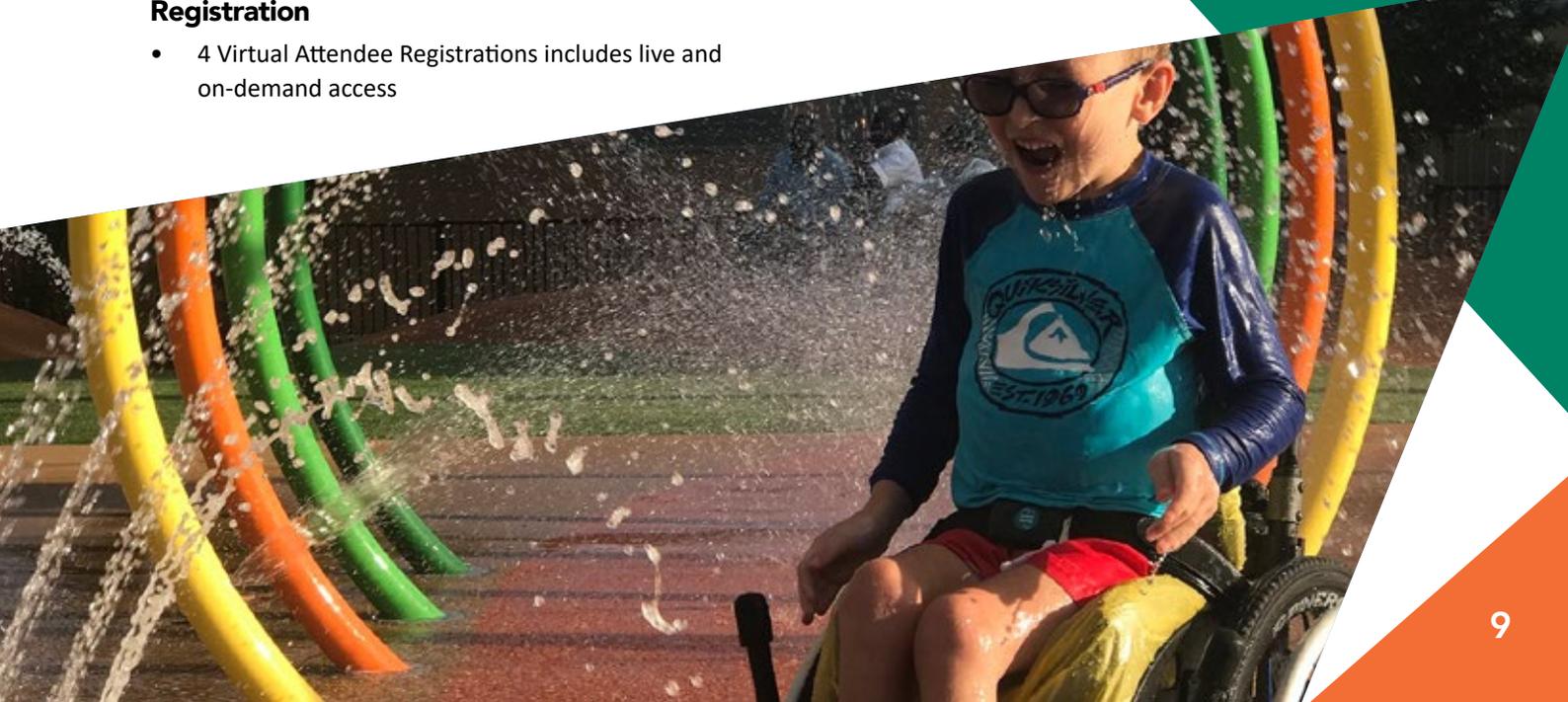
- Logo On the Conference website Supporters page
- Logo on electronic newsletters
- Push notification to the whole virtual platform prior to the start of your sessions

### Registration

- 4 Virtual Attendee Registrations includes live and on-demand access



**Virtual offers:  
More exposure  
More attendees  
More longevity**



# Partnership Opportunities

**Meeting Hub Supporter**  
**\$3,500 + GST**  
Exclusive Opportunity

## Entitlement

The meeting hub will be THE place for attendees to interact with one another and your branding will be highly prominent.

## Exhibition

Digital Advertiser Package in the Exhibitor Hub includes:

- Hosting of PDF brochures and 1 promotional video
- Detailed analytics provided post event

## Marketing

- Logo On the Conference website Supporters page
- Logo on electronic newsletters
- Push notification to the whole virtual platform

## Registration

- 1 Virtual Attendee Registration includes live and on-demand access

**Feel Good Activity Supporter**  
**\$3,500 + GST**  
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

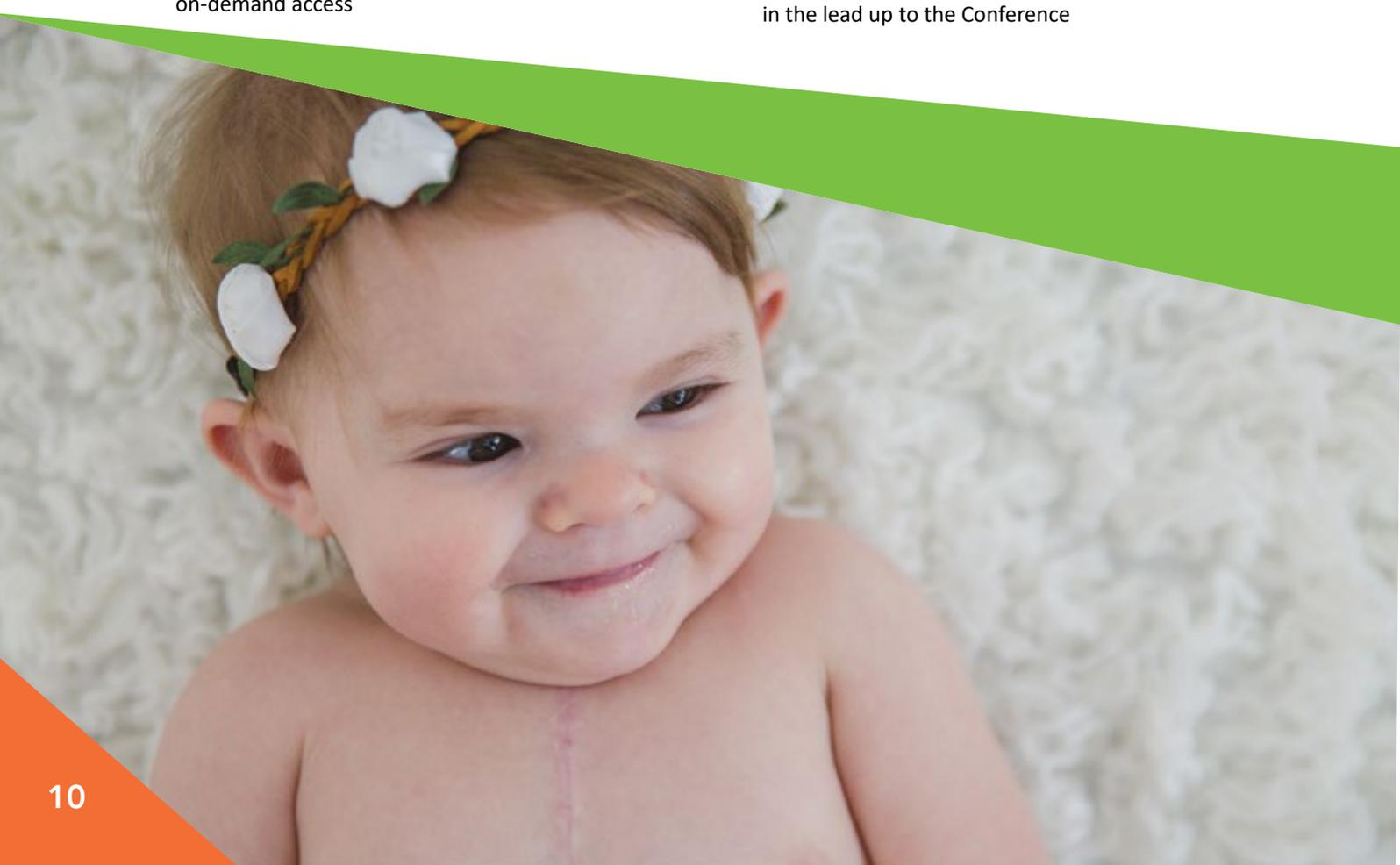
- \*Digital Advertiser Package in the Exhibitor Hub

## 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



**Poster Gallery Supporter**  
**\$3,500 + GST**  
Exclusive Opportunity

**Entitlement**

Align your organisation with this highly educational part of the program. This gallery will be available on-demand and receive high visibility.

**Exhibition**

Digital Advertiser Package in the Exhibitor Hub includes:

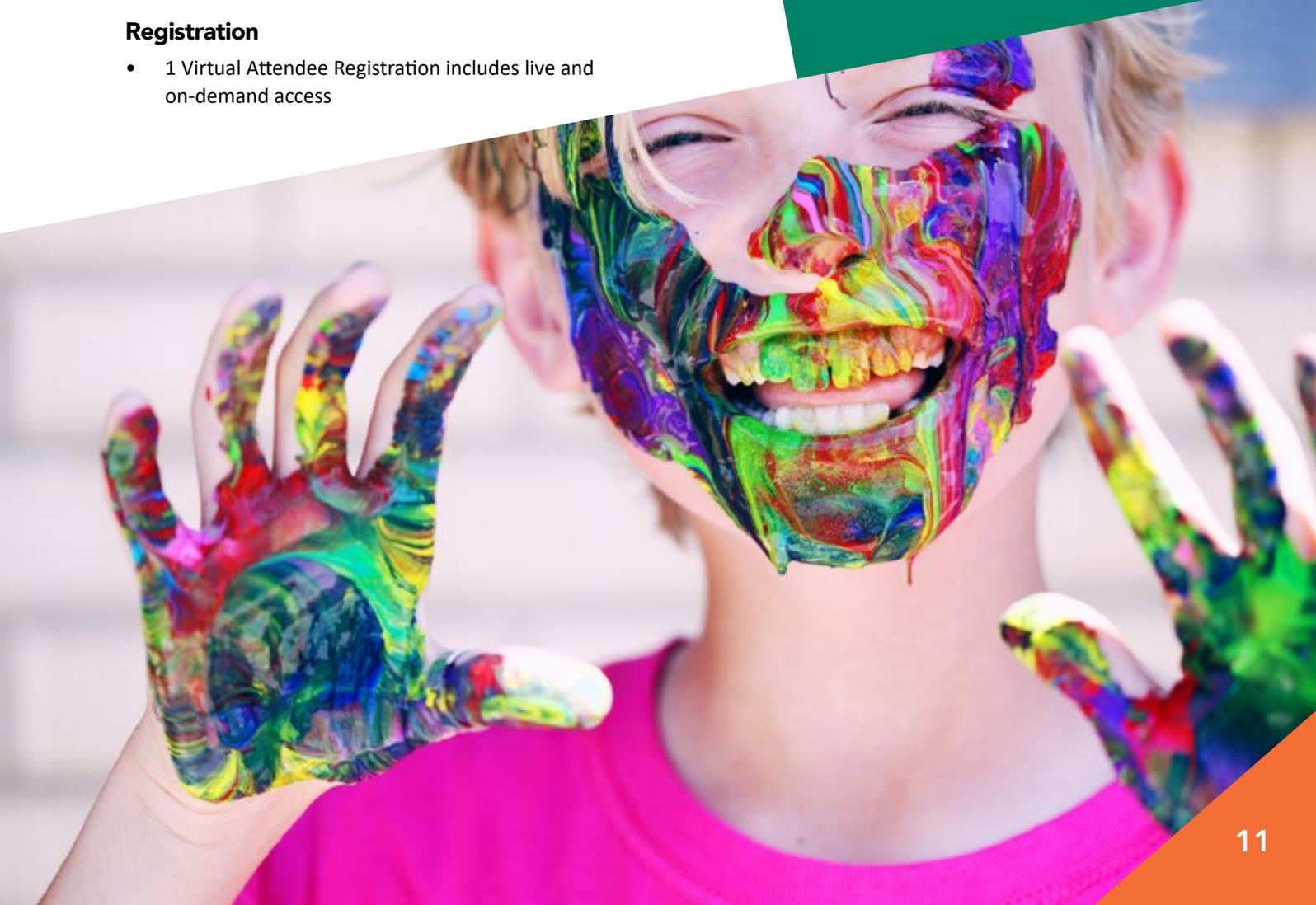
- Hosting of PDF brochures and 1 promotional video
- Detailed analytics provided post event

**Marketing**

- Logo On the Conference website Supporters page
- Logo on electronic newsletters
- Push notification to the whole virtual platform

**Registration**

- 1 Virtual Attendee Registration includes live and on-demand access



# Virtual Exhibition

## Virtual 3D Exhibition \$2,500 + GST

- Exhibitor Listing
- 100 word profile, contacts and hyperlinks
- Exhibitor registrations to manage virtual booth staffing for attendee queues
- Exhibitors can schedule meetings with Exhibitors via a booking system
- Instant live chat meetings (video chat also available with your own zoom link)
- Display up to 4 PDF brochures for download
- Showcase up to 4 short videos to play
- Information inside your Virtual Exhibition will be available 'on-demand' post event
- Detailed analytics provided post event
- Your information will remain for viewing on-demand post event

### Marketing

- Logo On the Conference website Supporters page
- Logo on electronic newsletters

### Registration

- 1 Virtual Attendee Registration includes live and on-demand access
- 2 Virtual Exhibitor Registrations

## Digital Advertiser - \$1,000 + GST (NFP \$800 + GST)

Promotion only option. Host your PDF brochures and short video in the virtual exhibition area and receive post event analytics.

No registrations are included with this category.



# Contracting Terms & Conditions

## VIRTUAL

### The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" or "Sponsor" includes any person, firm, company or corporation and its employees and agents identifies in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Sponsor/Exhibitor when the Organiser accepts the signed Application Form and/or receives initial payment.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 14 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 14 days of receipt.

### The Application

5. An official Exhibition Application Form or written confirmation must be received to reserve the space or sponsorship item.
6. The Organiser reserved the right to refuse application or prohibit any Sponsor or Exhibitor from participation without assigning a reason for such refusal or prohibition.

### Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the virtual event/exhibition however, reserves the right to postpone the virtual event from the set dates to hold the exhibition on other dates as near the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser will take all diligent care to fulfil the sponsorship and exhibition commitments as outlined in the Sponsorship & Exhibition Prospectus.
10. The Organiser agrees to promote the event/exhibition to maximise participation as outlined in the prospectus
11. The Organiser agrees to allocate the Exhibitor a virtual exhibition space as close as possible to their desired location.
12. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the virtual stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
13. The Organiser reserves the right to alter any aspect of the Program without notice.

14. The Organiser reserves the right to change or add to the virtual exhibition floor layout if necessary.
15. The Organiser is responsible for the control of the virtual exhibition area only.
16. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition platform is open.
17. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
18. The Organiser may refuse without limitation to permit activity within the virtual exhibition or may require cessation of particular activities at their discretion.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor virtual catalogues, acknowledgements and downloads with respect to the exhibition.
20. If an organisation is found to not align their values with that of the Host Organisations, this may result in cancellation of your Sponsorship/Exhibition Package.
21. The Organiser will not be liable and makes no guarantee of the number of visitors to the platform /exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

### Obligations and Rights of the Virtual Sponsor/ Exhibitor

22. The Sponsor/Exhibitor must ensure that all accounts are finalised and paid prior to the commencement of the virtual event.
23. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the virtual exhibition.
24. Exhibitors and Sponsors are responsible for providing the information and/or artwork required by the Organisers by the due dates requested by the Organiser.
25. All exhibition space holders must register officially and attendance in the virtual platform will not occur unless the attendee is registered.
26. The Exhibitor must comply with all directions/requests issues by the Organiser including those outlined in the Exhibition Manual.
27. All promotion must be conducted from your Virtual Exhibition space or the virtual networking areas.
28. All organisations are expected to conduct their business in a professional, ethical manner and any breach will result in immediate cancellation of the Sponsorship/ Exhibition package.

29. No exhibitor shall sublet, share, assign or apportion part of all of their booked virtual space expect upon written consent from the Organising Committee.

### Payment & Cancellation

30. The Sponsor/Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space or package will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
31. Withdrawal – if the Sponsor/Exhibitor withdraws their commitment they will be liable for the following payments in accordance with the below:
  - a. 12 months or more to the first day of the exhibition – 75% refund on sponsorship and exhibition amount
  - b. 6-12 months prior to the first day of the exhibition – 50% refund on sponsorship and exhibition amount
  - c. Less than 6 months prior to the first day of the exhibition – No refund on sponsorship and exhibition amount
  - d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor will be invoiced for the difference to satisfy the above and below cancellation and refund policy. Payments must be made within 7 days of receipt of invoice.
32. Cancellation – if the event is cancelled due to unforeseen circumstances, the Organiser will not be liable to the Exhibitor for any loss incurred by the Sponsor or Exhibitor as a result of the cancellation, however all monies paid for any sponsorship and exhibition will be refunded.
33. Rescheduling – if the event is rescheduled for any reason and the Sponsor or Exhibitor does not wish to participate in the virtual exhibition at the rescheduled dates, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the rescheduling, and the Exhibitor will only be liable for 25% of the total sponsorship and exhibition cost with the remaining funds being refunded.
34. Virtual booth availability may be limited or restricted and allocations and available quantities will be advised upon processing your application.

*Terms and Conditions of Contract revised September 2020.*

# 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  
sponsorship@bettertogether2022.org  
Tel: +617 3255 1002



Conference Secretariat  
ICMS Australasia  
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South Melbourne, VIC, 3205



## AusACPDM/IAACD2022

1-5 March 2022 | Melbourne Australia

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