

**Creativity. Capability. Capital.**

  
**AusBiotech2011**  
AUSTRALIA'S BIOTECHNOLOGY CONFERENCE

  
National  
Conference

**16 to 19 October 2011**  
Adelaide Convention Centre, South Australia  
[www.ausbiotech2011.com.au](http://www.ausbiotech2011.com.au)

  
AusBiotech  
AUSTRALIA'S BIOTECHNOLOGY ORGANISATION

  
Government  
of South Australia

  
BioInnovationSA

**AUSBIOTECH 2011 NATIONAL CONFERENCE**  
Adelaide Convention Centre, South Australia

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**DELEGATE HANDBOOK**  
**ADVERTISING**  
**PACKAGES**

## PACKAGES

Description	Cost	Benefits
<p><b>Delegate Handbook Advertising Packages</b></p>	<p><b>Starting from \$690</b></p>	<p>This form of event support and advertising is very cost effective for companies with an industry message and who want to further develop their branding awareness. More than 1,200 copies of the Delegate Handbook are distributed during the conference to all exhibitors and delegates. The edition is a high quality production that is used during-event and as a post-event reference. A selection of mono or full-colour advertising packages are available.</p> <p>Advertising Rates:</p> <ul style="list-style-type: none"> <li>• Mono Half Page <span style="float: right;">\$ 690</span></li> <li>• Mono Full Page <span style="float: right;">\$1,130</span></li> <li>• Colour Half Page <span style="float: right;">\$1,130</span></li> <li>• Colour Full Page <span style="float: right;">\$2,010</span></li> <li>• Colour Inside Front Cover <span style="float: right;">\$2,230</span></li> <li>• Colour Inside Back Cover <span style="float: right;">\$2,230</span></li> </ul>
<p><b>Pre and Post Event Online Branding through <a href="http://www.biotechnologynews.net">www.biotechnologynews.net</a> (BTN)</b></p> <p><b>*BioTechnologyNews.net is a specialist life sciences publication</b></p>	<p><b>Starting from \$1,900</b></p>	<p>24hours - 7days a week exposure - <a href="http://www.biotechnologynews.net">www.biotechnologynews.net</a> Cost effective branding Pre and Post event to delegates and the broader life science sector.</p> <p>Read by the sector's decision-makers, BTN captures the latest news in investment, funding, research, technological innovation, policy, jobs and industry relationships.</p> <p><u>Advertising in BTN provides you with:</u></p> <ul style="list-style-type: none"> <li>◇ Opportunity to place a corporate or product demo video, service or webinar link to increase your branding and sales</li> <li>◇ Reach -10,132+ monthly visitors &amp; 5,100 weekly e-newsletter subscribers delivered to the desktops of the key decision makers</li> <li>◇ 2 months of 24-7 brand awareness pre and post event</li> <li>◇ Monthly visitors stats provided at the end of campaign</li> <li>◇ Free consultancy for online marketing of your website on BTN</li> </ul> <p><u>Advertising rates and options:</u></p> <ul style="list-style-type: none"> <li>• Square box – embedded on home page, next to the news stories with rotation on four sub pages Period - 3 months <span style="float: right;">\$1,900</span></li> <li>• Rotational flash banner on home page Period – 4 months <span style="float: right;">\$2,880</span></li> <li>• Side Bar Box on e- newsletter banner Period – 4 months <span style="float: right;">\$3,200</span></li> <li>• Sole e- newsletter banner Period – 3 months (1postion) <span style="float: right;">\$3,800</span></li> </ul>

**AusBiotech 2011 National Conference – “Creating Global Solutions”**  
**16-19 October 2011 – Adelaide Convention Centre, South Australia**  
**Event Partnership Application**

**Tax Invoice**  
ABN 87 006 509 726

Expressed interest in purchasing Advertising in the Conference Delegate Handbook can only be confirmed on receipt of full payment. Allocations will be made strictly in order of receipt of application and full pre-payment.

*(Please print)*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Contact Name: \_\_\_\_\_

*(Prof/Dr/Mr/Ms/Mrs/Miss)*

Position: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### Advertising Package Preferences

I/We would like to take up the following Advertising package(s):

1st Preference: \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

2nd Preference: \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

3rd Preference: \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

I/we understand that the Advertising packages will be subject to the 2011 AusBiotech National Conference Program Committee approval and that decision is final. Packages can only be confirmed on receipt of 100% deposit.

Signed: \_\_\_\_\_ Position: \_\_\_\_\_ Date: \_\_\_\_\_

*(For and on behalf of the Company listed above)*

### Cancellation Policy

In the event of a cancellation of Event Advertising, note that unless that particular area of Event Partnership is resold, AusBiotech reserves the right to retain monies received. If the balance of payment is not received by the due date, the allocated Event Partnership will be cancelled.

### Method of Payment

Cheque – made payable to AusBiotech Limited

EFT – Please attach a copy of the bank receipt or advise of the date the DD was processed: \_\_\_\_\_

National Bank (NAB), Richmond – BSB 083 347 Account 535 111 778

Please charge my credit card for the amount of: \$ \_\_\_\_\_

MasterCard  Visa  AMEX (please note a surcharge fee of 3% will apply to all credit card transactions)

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_

AMEX ID: \_\_\_\_\_ Name (as it appears on card): \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Payment and Deadlines

**Payment Deadline:** 100% full payment with Advertising application form

**And forward to:** Att: Misha Prusat – National Events Manager

AusBiotech Limited

Level 1, 322 Glenferrie Road

Malvern Vic 3144

Phone: +61 3 9 828 1400 Facsimile: +61 3 9824 5188 Email: mprusa@ausbiotech.org

# ADVERTISING TERMS & CONDITIONS

## Benefits & Terms

All companies must meet printing and production deadlines to be included in the Delegate Handbook. The company's main contact person will receive all forms/information pertinent to your Advertising Package and will be responsible for completing and returning forms &/or supplying information in a timely manner.

2011 AusBiotech national conference advertisers that are also AusBiotech members must be in good standing with AusBiotech at the time of application.

## Payment Terms

Upon receipt of the signed Delegate Handbook Advertising Agreement, the primary contact will receive an invoice and payment instructions. The payment schedule is outlined below:

100% deposit of total Advertising cost due when submitting the "Delegate Handbook Advertising Application".

All monies are payable in Australian dollars. Cheques should be made payable to AusBiotech Limited.

The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the conference and all prices in this document are inclusive of GST. GST is calculated at the date of publication of this document. AusBiotech Limited reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.

All monies due and payable must be received (and cheques cleared) by AusBiotech Limited prior to the event. No company will be listed as an Advertiser in any conference material until full payment and a signed agreement has been received by AusBiotech Limited.

## Biotechnology News (BTN) Terms and Conditions

Please refer to the BTN website for terms and conditions applicable to BTN advertising:

<http://www.biotechnologynews.net/static.asp?t=1&i=2>

## Cancellation Policy

Companies booking advertising agree and understand that notification of intent to cancel the agreement must be provided in writing. Cancellation of Advertising ninety (90) days prior to the event (from Monday 18 July 2011) is subject to a 50% cancellation and service fee. No refunds will be granted if cancellation occurs within sixty (60) days of the event (from Tuesday 16 August 2011). The company will be obligated to pay any outstanding balance due on Advertising as per the agreement.

After an Advertising package has been confirmed and accepted, a reduction in advertising is considered a cancellation and will be governed by these cancellation terms and conditions.

**For more information regarding partnership opportunities, please contact:**

**Misha Prusa**

**National Events Manager**

**Phone: +61 3 9828 1420 Fax: +61 3 824 5188**

**Email: [mprusa@ausbiotech.org](mailto:mprusa@ausbiotech.org)**