



Memory and Learning: What Works?
1-2 September 2011

**Sponsor and Exhibitor
Opportunities**

Westmead Hospital, Sydney

CHERI Conference
The Children's Hospital Education Research Institute
The Children's Hospital at Westmead

Invitation

The Children's Hospital Education Research Institute (CHERI), The Children's Hospital at Westmead is proud to present our annual conference being held at Westmead Hospital, John Loewenthal Auditorium, 1st and 2nd September 2011. We are proud that this is our 16th annual conference and we expect that it will be as successful and well received as our previous conferences.

Our conference focuses on bringing together the world's of health and education to present evidence, best practice and professional skills to enhance the health and well-being of school aged children. The theme of this year's conference is memory and learning: what works?

CHERI's mission is to be internationally recognised for research that promotes children's health and well-being through improvements in the interface between health and education. CHERI is primarily a self-funded institute that relies on sponsorship, donations and very competitive research grants.

This conference is our only fundraising activity and we rely on sponsorship to support and organise this event.

On behalf The Children's Hospital Education Research Institute (CHERI) 2011 conference committee, I would like to invite you to participate in this annual event, either as sponsor and/or an exhibitor.

We look forward to having you as a valued sponsor and partner of our conference.



Dr Belinda Barton
Head, CHERI



About the Conference

Why should you be interested?

This year CHERI will be holding its 16th annual conference. Our conferences are highly regarded, well attended and extensively publicised. This conference provides a unique opportunity for you to promote your organisation, service or product. It also allows you to maintain a high profile amongst a wide range of professionals, and organisations before, during and after the conference, as well as offering a platform for you to interact with delegates.

As a sponsor or exhibitor you have the opportunity to showcase your service and or products to conference delegates. This will enable you to provide maximum exposure, raise your profile, promote, and network face to face with delegates.

One of the advantages of becoming a major sponsor is the high-level of exposure your company and or organisation will benefit. Your logo will be hyperlinked from the CHERI website to your homepage. Our website averages 55,000 hits per month and dramatically increases before and after the conference. The conferences page is one of the most viewed pages on our website, which as a sponsor you will benefit remarkably.

Our sponsorship opportunities are a valuable way to communicate your message and your support of this conference will be acknowledged at every opportunity.

Who will attend?

Most of our conference attendees are school executives, teachers, support teachers, school counsellors and allied health professionals such as psychologists. Generally, 300-350 delegates attend the conference for both days. The conference attracts delegates from across Australia, as well as a small number of international delegates. This is your opportunity to engage and be engaged.

About the conference program

Conference: “Memory and Learning: What works?”

Working memory is our ability to store and manipulate information for a brief time. Effective working memory is crucial and necessary to undertake many everyday tasks and learning activities. Processes such as mental arithmetic, carrying out a sequence of operations or following spoken instructions all involve working memory. Research indicates that working memory is a strong predictor of learning success.

This year’s conference “Memory and Learning: What Works?” will focus on working memory, how it relates to other cognitive functions, its role in classroom learning and in the acquisition of academic skills. In addition, methods of identifying poor working memory in school aged children and interventions to improve working memory will be presented.

Sponsorship Opportunities

We have a range of conference sponsorship packages as outlined below. Should any of these proposals not meet with your own sponsorship requirements, we welcome the opportunity to discuss your specific needs and where possible, tailor a package that better suits you.

Keynote Speaker Sponsorship (\$10,000 incl GST)

Professor Susan Gathercole is a cognitive psychologist with particular interests in memory and learning, both in typically-developing children and children with developmental disorders of learning. She has published over 100 articles on memory and learning, and her current work focuses both on the fundamental deficits underlying difficulties in learning, and on the development and evaluation of programmes of support to overcome these difficulties. Susan has been the recipient of two awards from the British Psychological Society - the Spearman Medal for outstanding early career research in 1989, and the President's Award in 2007 for a distinguished contribution to psychological knowledge. In April 2011, Susan takes on a new role as Director of the MRC Cognition and Brain Sciences Unit at Cambridge.



- ◆ Naming rights to the specified keynote session. Keynote Speaker is proudly sponsored by (Sponsors name) in all meeting literature.
- ◆ Meet and greet the keynote speaker before or during the conference in a 30 minute private meeting (time subject to approval by keynote speaker).
- ◆ Placement of your logo and hyperlink to your company/organisation's home page on the CHERI website.
- ◆ Your logo is included on all conference publications (registration brochure and conference proceedings book if sponsorship is confirmed by the time of printing).
- ◆ Company/organisation's logo (provided by Sponsor) is displayed on main stage in plenary hall and stall display area.
- ◆ One (1) trade display for 2 days in high exposure area (includes two (2) complimentary exhibitor passes. Four (4) complimentary delegate registrations to attend two full days).
- ◆ Full page advertisement in conference proceedings (finished artwork to be supplied by sponsor).
- ◆ Three (3) complimentary inserts (to be supplied by sponsor maximum A4 size), a gift, USB or CD ROM to be included in conference satchel.
- ◆ Acknowledgement as sponsor in appropriate media releases.

Gold Sponsorship (\$7,000 incl GST)

- ◆ Recognition as Gold sponsor (with company/organisation logo) printed on conference publications (registration brochure and conference proceedings book if sponsorship is confirmed by the time of printing).
- ◆ Recognition as a Gold sponsor (with company/organisation logo) on the CHERI website, including hyperlink to your company/organisation's home page.
- ◆ Company/organisation logo on sponsor slide shown on screen in the main theatre during the opening and closing of the conference.
- ◆ One (1) trade display for 2 days in high exposure area (includes two (2) complimentary exhibitor passes. Four (4) complimentary delegate registrations to attend two full days.
- ◆ Full page advertisement in conference proceedings (finished artwork to be supplied by sponsor).
- ◆ Two (2) complimentary inserts (to be supplied by sponsor maximum A4 size), a gift, USB or CD ROM to be included in conference satchel.
- ◆ Verbally acknowledged as Gold sponsor during the opening and closing sessions of the conference.
- ◆ Opportunity to provide free-standing banner/s in the stall display area at the conference venue.
- ◆ Acknowledgement as gold sponsor in appropriate media releases.

Silver Sponsorship (\$5,000 incl GST)

- ◆ Recognition as Silver sponsor (with company/organisation logo) printed on conference publications (registration brochure and conference proceedings book if sponsorship is confirmed by the time of printing).
- ◆ One (1) trade display for 2 days (includes two (2) complimentary exhibitor passes, one (1) trestle table, and 2 chairs).
- ◆ Two (2) complimentary delegate registrations to attend two full days.
- ◆ Half page advertisement in conference proceedings (finished artwork to be supplied by sponsor).
- ◆ Include one (1) satchel insert (to be supplied by sponsor maximum A4 size), a gift, USB or CD ROM to be included in conference satchel.
- ◆ Company/organisation logo on sponsor slide shown on screen in main theatre, before and during the session breaks.

Bronze Sponsorship (\$3,000 incl GST)

- ◆ Recognition as Bronze sponsor (with company/organisation logo) printed on conference publications (registration brochure and conference proceedings book if sponsorship is confirmed by the time of printing).
- ◆ One (1) complimentary delegate registration to attend two full days.
- ◆ Quarter page advertisement in conference proceedings (finished artwork to be supplied by sponsor).
- ◆ Include one (1) satchel insert (to be supplied by sponsor maximum A4 size), a gift, USB or CD ROM to be included in conference satchel.
- ◆ Company/organisation logo on sponsor slide shown on screen in main theatre, before and during the session breaks.



Delegate Satchel – 1 only

Satchels will be distributed to all delegates upon registration. By providing the satchels for delegates you are creating a visual reminder of your company/organisation long after the conference has finished. It offers great exposure at the conference and a way of promoting your company/organisation to a wide audience.

- ◆ Provide conference organisers with satchel bags (approximately 400) to cater for all conference delegates.
- ◆ Acknowledgement as the delegate satchel sponsor with your logo in the conference proceedings.

Name Badge Lanyards – 1 only

Providing the name badge lanyards is a practical way of promoting your company/organisation. Every delegate participant will wear a lanyard with their name badge attached for the duration of the event. With your company/organisation name and logo on the lanyards you receive a high-level of brand visibility daily.

- ◆ Provide conference organisers name badge lanyards (approximately 400) to cater for all conference delegates.
- ◆ Acknowledgement as the name badge lanyard sponsor with your logo in the conference proceedings.

Lucky Door Prize/Giveaway

- ◆ Opportunity to donate a product as a prize which will be given at the conference to a delegate during program session breaks. Your prize and company/organisation will be verbally acknowledged.
- ◆ Prizes/giveaways donated in advance will receive an acknowledgement in the conference proceedings.



Exhibitor Opportunities

Stall Display Sponsor

(\$660 incl GST)

Company/organisations will have the opportunity to have a stall display at the conference. A total of 10 spaces will be available including major sponsors. The stall display will be located outside the main auditorium and has been designed to ensure good visibility, access to all stands, with the opportunity to showcase your products and services, and network with the delegates.

- ◆ 1 trestle table and 2 chairs.
- ◆ 1 complimentary exhibitor pass.
- ◆ Company/organisation banner can be displayed at your stall.
- ◆ All stall display sponsors will receive an acknowledgement in the conference proceedings.
- ◆ Catering included for 2 days (Arrival tea/coffee, morning tea and lunch)

Satchel Insert

(\$330 incl GST)

Your company/organisation will have the opportunity to reach their audience by providing inserts or item in the delegate satchels. Inserts may take the form of a flyer, brochure, USB or CD ROM promoting your company/organisation's product or service. Conference satchel inserts allow you to engage conference delegates with 'take home' material. All inserts are subject to committee approval.

- ◆ Include one (1) satchel insert (to be supplied by sponsor maximum A4 size), a gift, USB or CD ROM to be included in conference satchel.
- ◆ Additional \$200 per insert.

Advertising

All required artwork to be supplied to the conference organiser.

- ◆ Full page advertisement in the conference proceedings \$880 (Incl. GST)
- ◆ Half page advertisement in the conference proceedings \$550 (Incl. GST)
- ◆ Quarter page advertisement in the conference proceedings \$330 (Incl. GST)



Sponsor & Exhibitor Booking Form

Yes I wish to take advantage of the Sponsor / Exhibitor package indicated below and participate in the 2011 CHERI conference.

(Please indicate and tick boxes below)

(All prices include GST)

- | | |
|---|---|
| <input type="checkbox"/> Keynote Speaker Sponsor \$10,000 | <input type="checkbox"/> Satchel Insert Sponsor \$330 |
| <input type="checkbox"/> Gold Sponsor \$7,000 | <input type="checkbox"/> Delegate Satchel Sponsor |
| <input type="checkbox"/> Silver Sponsor \$5,000 | <input type="checkbox"/> Name Badge Lanyards |
| <input type="checkbox"/> Bronze Sponsor \$3,000 | <input type="checkbox"/> Lucky Door Prize/Give Away |
| <input type="checkbox"/> Stall Display Sponsor \$660 | |

Please specify: Please specify:

- Advertising \$880 Full Page \$550 Half Page \$330 Quarter Page

Contact Person:

Position:

Organisation:

Address:

City/Suburb: State: Postcode:

Phone: Fax:

Email:

Website:

Signed: Date:

Payment Method

- Please send invoice to arrange payment, or
- Please debit my credit card (a tax invoice/receipt will be sent to you, for your records)

Credit Card Details:

Please debit \$ to: MasterCard Visa Diners

Credit Card Number: Expiry Date:

Cardholder's Name: Signature:

Cheque payment: payable to: The Children's Hospital at Westmead.
C/- CHERI
The Children's Hospital at Westmead
Locked Bag 4001, Westmead NSW 2145

Booking and Payment Conditions

1. Sponsorship will be allocated only on receipt of signed booking form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due payable by 1st July 2011. Late bookings are possible, but choices may be limited. Bookings received after 1st July 2011 must include full payment.
2. Bookings for sponsorship opportunities and exhibitor's space will be allocated strictly on a first-come first-served basis.
3. CHERI reserves the right to refuse an application to be a sponsor if it believes that the applicant's participation would not be in the interest of The Children's Hospital at Westmead.
4. All monies are payable in Australian dollars. Cheques should be made payable to CHERI - The Children's Hospital at Westmead.
5. Cancellation of booking must be made in writing and received by conference organisers by 1st July 2011 to receive full refund. Cancellations after that date will attract a fee of 50% of the total fee payable on the booking.

Please return completed either by fax (02) 9845 0421 or email: ScarletV@chw.edu.au

Post: C/- CHERI - The Children's Hospital at Westmead

Locked Bag 4001, Westmead NSW 2145

Any enquiries contact Scarlette Vinals, Administration Manager on Ph: (02) 9845 0418

Conference Organisers: Children's Hospital Education Research Institute (CHERI)
The Children's Hospital at Westmead