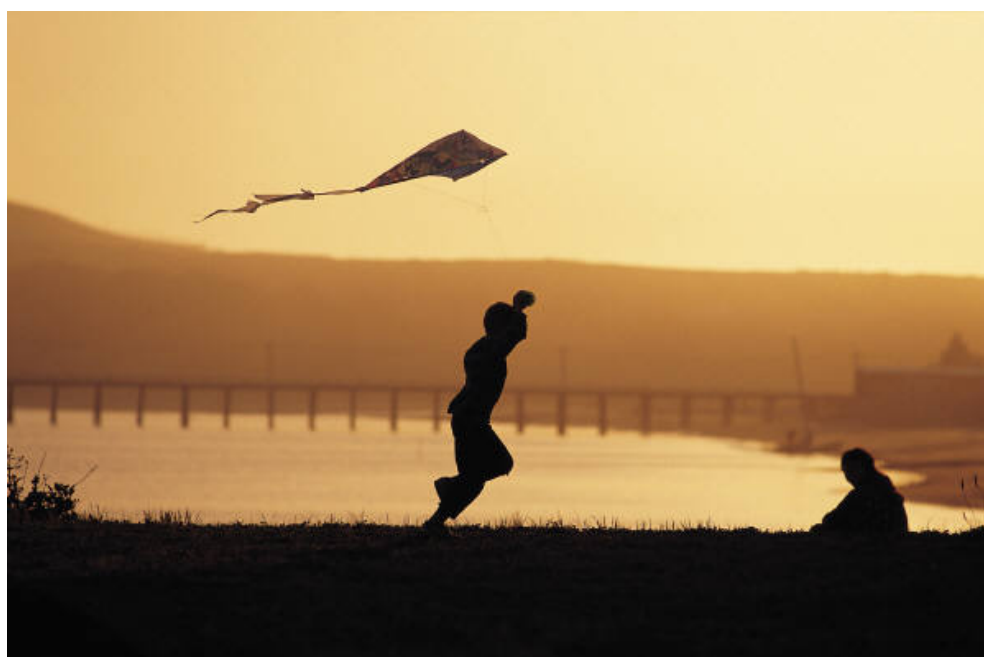


CHERI Conference, The Children's Hospital at Westmead

# **Moving to Succeed: Supporting Motor Difficulties and Utilising New Technologies**

**2<sup>nd</sup> & 3<sup>rd</sup> September 2010**



## **Sponsor and Exhibitor Opportunities**

**Westmead Hospital  
John Loewenthal Auditorium**

# 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, 2<sup>nd</sup> and 3<sup>rd</sup> September 2010. We are proud that this is our 15<sup>th</sup> 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 motor difficulties and examining ways we can support children with these difficulties.

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) 2010 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 15<sup>th</sup> 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 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, 330-350 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

#### **Moving to Succeed: Supporting Motor Difficulties and Utilising New Technologies**

Motor difficulties in school aged children can vary widely, ranging from handwriting difficulties and clumsiness to conditions such as dyspraxia/developmental coordination disorder, to complex disabilities like cerebral palsy or muscular dystrophy. These difficulties can pose great challenges to children's daily activities, play, social interaction, academic achievements, emotions and frustration. Most students with motor impairments also present with other difficulties such as poor attention (ADHD) and executive functioning, language disorders and learning problems. Schools must consider opportunities for success, practical modifications and physical safety for such students. In addition, new technologies are rapidly becoming available to educators, therapists and families to assist these students. They offer innovative opportunities for students to learn and to perform and, particularly, to meet individualised support needs.

This conference will discuss evidence-based approaches to the concepts, recognition, assessment and support strategies for motor disorders and various overlapping impairments. In addition, the utilisation of existing technology to support students with motor and associated difficulties will be presented. Discussions will provide practical strategies, case illustrations and highlight current research. This conference will be of great interest to educators, therapists, especially occupational therapists and physiotherapists, psychologists, GPs and paediatricians.

## Keynote Speakers

### **Professor Amanda Kirby** MBBS MRCGP PhD

Professor of Developmental Disorders in Education and Medical Director of the Dyscovery Centre University of Wales, Newport.

Professor Kirby is a leading expert in motor difficulties (dyspraxia) and related conditions with several best-selling books on the subject. Professor Kirby founded and has been running the Dyscovery Centre since 1997, an interdisciplinary centre providing assessment and intervention for children and adults with a range of developmental disorders including dyspraxia, ADHD, dyslexia, specific language impairment, Autism Spectrum Disorders and behavioural issues. She is involved in research and has lectured across the world at international seminars and spoken to many teachers, health professionals and parents.



She is also the parent of an adult with developmental disorders, so has personal as well as professional experience of living with the challenges through all the stages. She is currently the patron of the Dyspraxia Association in New Zealand, Advisor to the Dyspraxia Association in Ireland, Medical Advisor to the Dyspraxia Foundation in the UK and advisor to DANDA (the adult developmental disorders group). She is on the learning disabilities group workforce for the Royal College of General Practitioners and is on the Welsh Assembly Special Education Advisory Board and is at present undertaking a benchmarking study of Dyslexia provision in Wales.

She has written extensively in the field of Developmental Disorders, including four books on Dyspraxia (DCD). Also range of skills packs for schools and home such as on handwriting, dyscalculia, organisational skills for home and for school, and Mapping SEN (a CDROM programme), and an award winning Living with Dyspraxia Training Video which was a BBC programme.

### **Professor Jan Piek** BSc(Hons)(UWA), PhD(UWA)

Professor of Developmental Psychology, School of Psychology and Speech Pathology at Curtin University, Perth.

Jan Piek is Professor of Developmental Psychology in the School of Psychology and Speech Pathology at Curtin University, Perth, Western Australia. She recently took on the role as Director of Graduate Studies for the Faculty of Health Sciences. Over the last 15 years, Professor Piek has researched extensively in the area of infant motor development, and has also examined developmental disorders such as Developmental Coordination Disorder (DCD) and Attention Deficit Hyperactivity Disorder (ADHD) in childhood and adolescence, publishing extensively in these areas.



In particular, she has investigated the underlying processes that are responsible for poor motor coordination in infants and children who are born preterm and in children with DCD and ADHD, and has examined neurocognitive and psychosocial factors that are associated with these disorders. Her research has highlighted the relevance of poor motor ability in other developmental disorders such as ADHD and Autism. In 2006, she published a book titled *Infant Motor Development* (Human Kinetics, Champaign, Illinois). Professor Piek is Section Editor for the international journal, *Human Movement Science* and is on the Working Party for the American Psychiatric Association's review of DCD for the Diagnostic and Statistical Manual version five.

# 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 (\$15,000 incl GST)

- 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, two (2) trestle tables, and 2 chairs).
- 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 gold sponsor in appropriate media releases.

## Gold Sponsorship

(\$10,000 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, two (2) trestle tables, and 2 chairs).
- 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.

# 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)

\* Additional exhibitor pass \$60 per day.

## 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)

## 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.

# Sponsor & Exhibitor Booking Form

Yes I wish to take advantage of the Sponsor / Exhibitor package indicated below and participate in the 2010 CHERI conference.

*(Please indicate and tick boxes below)*

*(All prices include GST)*

- |   |   |
|---|---|
| <input type="checkbox"/> Keynote Speaker Sponsor \$15,000 | <input type="checkbox"/> Satchel Insert Sponsor \$330 |
| <input type="checkbox"/> Gold Sponsor \$10,000            | <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  \$550  \$330

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 1<sup>st</sup> July 2010. Late bookings are possible, but choices may be limited. Bookings received after 1<sup>st</sup> July 2010 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 1<sup>st</sup> July 2010 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](mailto:ScarletV@chw.edu.au)

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

Locked Bag 4001, Westmead NSW 2145

Any enquiries contact Scarlett Vinals, Administration Manager on (02) 9845 0418

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