

# 21st INTERNATIONAL SYMPOSIUM ON DENTAL HYGIENE

## LEADERSHIP EMPOWERMENT ADVANCES DIVERSITY

15-17 AUGUST 2019 | BRISBANE AUSTRALIA



[www.isdh2019.com](http://www.isdh2019.com)

HOSTS



INTERNATIONAL FEDERATION  
OF DENTAL HYGIENISTS



Dental  
Hygienists  
Association of  
Australia Ltd.



**LEAD 2019**

LEADERSHIP EMPOWERMENT ADVANCES DIVERSITY  
Brisbane, Australia. 15-17 August 2019

# INVITATION

## Dear Friends and Colleagues,

It is a great pleasure to be able to invite you to the 21st International Symposium on Dental Hygiene (ISDH) in Brisbane, Australia. The ISDH has established itself as the leading conference in dental hygiene and has become the essential triennial fixture on the dental hygiene calendar. It is an honor and a delight to be able to bring this meeting to Brisbane, to be hosted by the Dental Hygienists Association of Australia (DHAA) for the International Federation of Dental Hygienists (IFDH).

The DHAA will make the 21st ISDH a great success by demonstrating our professional experience in hosting numerous large conferences. The conference dates for the 21st ISDH are from August 15th-17th 2019.

Brisbane Convention & Exhibition Centre (BCEC) is ideally located in the unique riverside cultural and lifestyle precinct at South Bank. Home to Australia's newest and largest Gallery of Modern Art, and to over 70 cafes, restaurants and stylish shops. South Bank is an inner city oasis with green spaces, river front parkland, rainforest pockets and Australia's only city-based sand and swimming beach.

Brisbane's ideal location as the capital of Australia's premier tourist region presents the perfect opportunity for delegates to enjoy a microcosm of Australia's iconic experiences. World heritage listed rainforests, amazing beaches, islands, wineries and the internationally famous Australia Zoo – home of the Crocodile Hunter – are all easily accessible within an hour of the city. You can even do day trips to the Great Barrier Reef from Brisbane!

The Dental Hygienists Association of Australia offers a committed membership group and has strong regional relationship and partnerships. Many Australians have played key roles in the development, establishment and expansion of the oral health field internationally and have been key members of the International Federation of Dental Hygienists.

We look forward to working with you to make this a successful and memorable event!

**Robyn Watson**  
President IFDH

**Kathryn Novak**  
President DHAA



# THE SYMPOSIUM

## Introduction

The Symposium, held every three years under the auspices of the IFDH, comes to Australia in 2019 with DHAA proud to host this international event for the second time.

Delegates from more than 32 countries are expected to attend the symposium. Our intention is to give full recognition to key sponsors throughout the program for their invaluable contribution in making this conference the highlight of the 2019 calendar.

The Scientific Program will focus on all aspects of Dental Hygiene practice to uncover the vital role of dental hygienists as primary healthcare providers in overall health care and to unite the dental hygiene profession and other disciplines. It will benefit an international meeting of dental hygienists as well as other healthcare professions with outstanding quality and a range of interest to all healthcare providers and delegates.

This international meeting will provide dental hygienists and other health care professionals with an outstanding program and high caliber speakers, to ensure delegates are stimulated and engaged throughout the entire conference.

The scientific program will also support the approach recommended by the World Health Organisation (WHO) that prioritizes evidence-based practice.

The 'not to be missed' Opening Ceremony will be held on the morning of Thursday 15th August 2019, as an introduction to 3 days of scientific exchange and knowledge update in the arena of global healthcare.

An associated Dental Industry Exhibition will run in conjunction with the Symposium offering exhibiting companies the opportunity to showcase their products and services to an international audience of highly enthusiastic delegates.

## Sponsorship

Sponsorship of this event offers an opportunity to build a high profile with the high status delegates and professional leaders who will be attending this symposium.

The 21st International Symposium on Dental Hygiene offers the opportunity to establish and/or build a mutually beneficial alliance to develop and achieve shared healthcare goals.

**Please note prices in this prospectus are in US Dollars and will be converted to Australian Dollars at the current rate on the date the application is received and processed. All rates include Australian Goods & Service Tax (GST).**

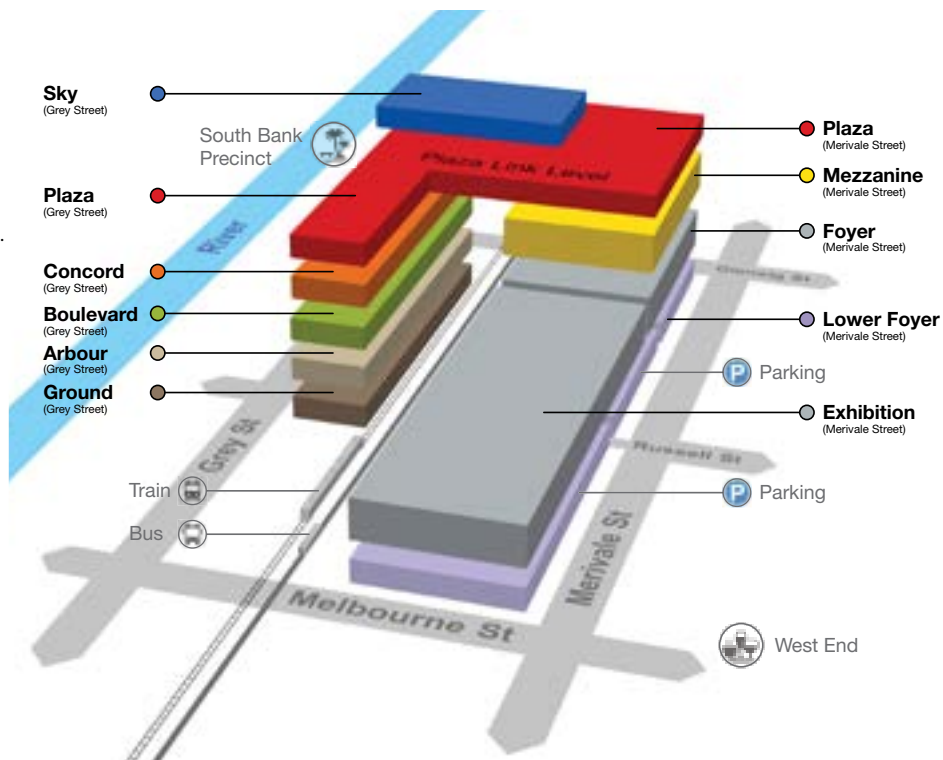
## Expected Facts & Figures for the 21st ISDH in Brisbane

Following the successful 2016 International Symposium on Dental Hygiene in Basel, Switzerland, this symposium in Brisbane is expected to attract a substantial audience from the USA, Canada, UK, Europe, Australasia and Asia.

The members of the DHAA are eager and excited to welcome international colleagues to our wonderful country. It is expected that an ISDH hosted in Brisbane, Australia will attract well in excess of 1,500 delegates.

The symposium will be held at the premium location, the Brisbane Convention and Exhibition Centre.

## Everything under one roof



# SPONSORSHIP PACKAGES

## Opal Sponsor

**Exclusive Opportunity USD 65,000**

### Package Includes:

#### Marketing

- Unlimited use of the name "IFDH/ISDH Australia Opal Sponsor" for your company's advertising measures from time of signing sponsorship contract.
- Your company's logo on the front page of the ISDH/IFDH Australia website with a direct link to your company's webpage.
- Listing as Opal Sponsor on IFDH website starting when contract is signed.
- Sponsorship of Gala Dinner

#### Exhibition Space

- 36sqm. of prime location in the industry exhibition.
- The Opal sponsor will have the first choice of location.

#### Benefits

- Six complimentary conference registrations plus
  - 6 Tickets to the Gala Dinner
  - 6 Tickets to the Opening and Closing Ceremony
  - 6 Tickets to the Welcome Reception
  - 3 Invitations to the President's Reception

- In the Plenary hall, 2.5 hours of seminar sessions (capacity 1570) to be given by 2 speakers. The format, topic & speakers to be agreed upon by the ISDH Scientific Committee and the Opal Sponsor.
- Opal Sponsor representative afforded a 5 min presentation prior to session.
- The Sponsor will provide the speaker(s) agreed airfare, accommodation and other costs.
- Session title and banner during presentation at event as 'Opal Sponsor'.
- Company logo and profile posted on the symposium website prior to event.
- Two inserts to be placed into the delegate satchels (e.g. slim brochure, size and content to be approved by the Congress Organising Committee)
- Recognition of sponsorship in opening and closing ceremony remarks.
- Company logo on the plenary hall symposium stage set.

#### Promotional E-mailing

- The option to send a one-time promotional email of the sponsor's activities at ISDH Australia through the IFDH e-newsletter before the conference is available.



## Platinum Sponsor

Limited to 2 Opportunities USD 45,000

### Package Includes:

#### Marketing

- Unlimited use of the name "IFDH/ISDH Australia Platinum Sponsor" for your company's advertising measures from time of signing sponsorship contract.
- Your company's logo on the front page of the ISDH/IFDH Australia website with a direct link to your company's webpage.
- Listing as Platinum Sponsor on IFDH website starting when contract is signed.
- 36sqm. of prime location in the industry exhibition.
- The first Platinum sponsor to commit will have the first choice of location.

#### Benefits

- Four complimentary conference registrations plus
  - 4 Tickets to the Gala Dinner
  - 4 Tickets to the Opening and Closing Ceremony
  - 4 Tickets to the Welcome Reception
  - 2 Invitations to the President's Reception

- A Plenary hall, 1.5 hours of seminar session (capacity 1570) to be given by 1-2 speakers. Speaker slots to be in 30-45 min in length. The topic & speakers to be agreed upon by the ISDH Scientific Committee and the Platinum Sponsor.
- Platinum Sponsor representative afforded a 5 min presentation prior to session.
- The Sponsor will provide the speaker(s) agreed airfare, accommodation and other costs.
- Session title and banner during presentation at event as 'Platinum Sponsor'.
- Company logo and profile posted on the symposium website prior to event.
- One insert to be placed into the delegate satchels (e.g. slim brochure, size and content to be approved by the Congress Organising Committee)
- Recognition of sponsorship in opening and closing ceremony remarks.
- Company logo on the plenary hall symposium stage set.

#### Promotional E-mailing

- The option to send a one-time promotional email of the sponsor's activities at ISDH Australia through the IFDH e-newsletter before the conference is available.



# SPONSORSHIP PACKAGES

## Gold Sponsor

Limited to 3 Opportunities USD 30,000

### Package Includes:

#### Marketing

- Unlimited use of the name "IFDH/ISDH Australia Gold Sponsor" for your company's advertising measures from time of signing sponsorship contract.
- Your company's logo on the front page of the ISDH Australia website with a direct link to your company's webpage.
- Listing as Gold Sponsor on IFDH website starting when contract is signed.

#### Exhibition Space

- 24sqm. located in the industry exhibition.

#### Benefits

- Two complimentary conference registrations plus
  - 2 Tickets to the Gala Dinner
  - 2 Tickets to the Opening and Closing Ceremony
  - 2 Tickets to the Welcome Reception
  - 2 Invitations to the President's Reception

- Presentation session of 1.5 hours in second hall (capacity 160). The format, topic & speakers to be agreed upon by the ISDH Scientific Committee and the Gold Sponsor.

- Gold Sponsor representative afforded a 5 min presentation prior to session.

- The Sponsor will provide the speaker(s) agreed airfare, accommodation and other costs.

- Session title at event as 'Gold Sponsor'.

- Company logo and profile posted on the symposium website prior to event.

- One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)

- Recognition of sponsorship in opening and closing ceremony remarks.

- Company provided pull-up banner on stage in the session room.

#### Promotional E-mailing

- The option to send a one-time promotional email of the sponsor's activities at ISDH Australia through the IFDH e-newsletter before the conference is available.



## Silver Sponsor

**Limited to 4 Opportunities USD 20,000**

### Package Includes:

#### Marketing

- Unlimited use of the name "IFDH/ISDH Australia Silver Sponsor" for your company's advertising measures.
- Your company's logo on the front page of the ISDH Australia website with a direct link to your company's webpage.
- Listing as Silver Sponsor on IFDH website starting when contract is signed.

#### Exhibition Space

- 18sqm. located in the industry exhibition.

#### Benefits

- Two complimentary conference registrations plus
  - 2 Tickets to the Gala Dinner
  - 2 Tickets to the Opening and Closing Ceremony
  - 2 Tickets to the Welcome Reception
- Presentation session of 1 hour in smaller hall (capacity 160) . Speaker slots to be 30-45 min in length. The topic & speaker to be agreed upon by the ISDH Scientific Committee and the Silver Sponsor.
- Silver Sponsor representative afforded a 5 min presentation prior to session.
- The Sponsor will provide the speaker(s) agreed airfare, accommodation and other costs.
- Session title at event as 'Silver Sponsor'.
- Company logo and profile printed in symposium scientific program book, handed to all delegates upon their arrival and posted on symposium website prior to event; The inclusion of a company description of the Silver Sponsor of max 50 words in the ISDH Australia conference App.
- One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)
- Recognition of sponsorship in opening and closing ceremony remarks.

#### Promotional E-mailing

- The option to send a one-time promotional email of the sponsor's activities at ISDH Australia through the IFDH e-newsletter before the conference is available.

### Other Benefits of Sponsorship Include

- Sponsorship will provide your company with an excellent opportunity to maintain a high profile in valuable target markets before, during and after the event;
- Sponsors will be openly and prominently demonstrating continued commitment and active support for all professionals from the dental hygiene profession;
- Opportunities for interaction with key symposium delegates to update their knowledge and understanding of your services in an environment that is conducive to listening and learning, away from busy practice.

Sponsorship interest for the event is expected to be high, to be dealt with on a 'first come, first served' basis, with confirmation of acceptance to sponsors being made following the receipt of a signed contract and a paid deposit.

Deposit payments will comprise 50% of the total sponsorship fee agreed and should be received before 31 July 2018. Full and final payments for sponsorship must be made by the end of Friday 1 March 2019.

### Service Facilities

Service facilities with office services (fax, copy machine) will be available for you as a sponsor.

### Speakers Lounge

A Lounge for speakers with refreshments will be set up in a separate area and can be branded with the sponsor's logo. PRICE ON APPLICATION.

### Sponsored Sessions

IFDH would like to offer one-hour sessions with a researcher and a dental hygiene clinician to promote education specific to their product. PRICE ON APPLICATION.

# ADDITIONAL OPPORTUNITIES

## Exhibition Opportunities

### Space-only rental Fees

The **"early bird fee"** for exhibition space only is USD 350 per sqm. (min. of 9 sqm.) **if booked by 31 July 2018.**

After this date, the "regular fee" of USD 425.00 per sqm. (min. of 9 sqm.) will be charged.

All costs are in US Dollars and will be converted to Australian Dollars at the date the application is confirmed and processed.

Space rental does not include any partition walls, furniture, electrical usage, stand cleaning, etc. All of these services and a standard rental booth for a special rate will be available.

## E-Presence Opportunities

### 21st ISDH Conference App

#### Exclusive Opportunity USD 8,000

The conference App will be utilised by delegates all over the world well in advance of the conference dates and will contain up to the minute information.

#### Acknowledgements

- Company branding uniquely integrated into a base app design, app loading screen and main menu design

- Opportunity to place banner ad on the home screen of the app
- Dedicated page within the app with the opportunity to showcase business information including the attachment of documents, links and videos
- Logo in Conference Program (subject to production deadlines)
- Logo on Conference Website

### Wi-Fi

#### Exclusive Opportunity USD 5,000

Free conference Wi-Fi will be provided for the delegates.

#### Acknowledgements

- Named as WiFi Sponsor in the Conference Pocket Program and proceedings
- Listed as the sponsor on the WiFi login landing page with name and logo (including hyperlink)
- Name and logo (including hyperlink) on the conference website and conference app





## Marketing Opportunities

### Conference Bag Sponsor

**Exclusive Opportunity USD 15,000**

Delegates will be provided with an official ISDH conference bag upon registration at the conference. This will include sponsor's company logo (IFDH and ISDH Australia logo as well), which is a powerful way to promote your company and will continue to serve as a reminder long after the event.

#### Acknowledgements

- Logo on bag
- Logo presence on website and in symposium program
- 1 symposium conference bag insert

### Name Badge and Lanyard Sponsor

**Exclusive Opportunity USD 12,000**

Name badges and lanyards will be distributed to all delegates. Your company's logo will be printed on the lanyard. Delegates must wear their name badge and lanyard throughout the meeting. Lanyards – given prior approval by the organisers can be provided by the company.

#### Acknowledgements

- Logo on badge and lanyard
- 1 symposium conference bag insert

### Portable Device Charging Station

**Three Opportunities USD 5,000**

Charging Stations will be located within the exhibition where delegates can charge their laptops, iPads, and mobile phones.

#### Acknowledgements

- Naming rights to the Charging Station
- Logo on signage at the Charging Station
- Opportunity to place one company provided freestanding pull up banner next to the Charging Station (2m high and 1m wide)
- Logo on Symposium Website
- Logo in Symposium Program (subject to printing deadlines)

## Catering Opportunities

### Welcome Reception & Exhibition Opening

#### Price On Application

This high profile event will be attended by approximately 1,500 delegates. The Welcome Reception will be held in the industry exhibition area and snacks and drinks will be served.

### Morning Tea, Afternoon Tea & Lunch

There will be the opportunity to sponsor the conference catering breaks. Please contact us if you are interested in this opportunity.

#### General Information

All items are subject to availability and will be allocated according to application procedures and guidelines on a "first come, first served" basis, however, where possible priority will be given to previous sponsors to reward loyalty.

# MAJOR SPONSOR LEVELS

Major Sponsor Levels		OPAL USD 65,000	PLATINUM USD 45,000	GOLD USD 30,000	SILVER USD 20,000
<b>Exhibition</b>		36 sqm	36 sqm	24 sqm	18 sqm
<b>Registration</b>		6	4	2	2
<b>Promotion</b>	Advertisement inside the programme	1 Back Cover or 1 Inside Front Page	1 Back Inside Page	1 Inside Page	Half Inside Page
	Advertisement in the Conference APP	150 Words	100 Words	75 Words	50 Words
	Conference Bag Insert	2 x A4	1 x A4	1 x A4	1 x A4
	Use of Conference Title and Logo	Yes	Yes	Yes	Yes
	Company Logo on Sponsor Signage	Largest	Large	Medium	Smaller
	On-Line Promotion Banner Link on Conference website	Yes	Yes	Yes	Yes
	Company Logo / Promotion in IFDH e-newsletter	4	2	1	1
<b>Social Events</b>	Opening Ceremony	6	4	2	2
	President's Reception	3	2	2	0
	Welcome Reception	3	2	2	2
	Gala Dinner	6	4	2	2
	Closing Ceremony	6	4	2	2
<b>Additional Sponsor Discount (e.g. extra booth space)</b>		20%	15%	10%	5%

# CONTACT US

## Thank you for your consideration of this Proposal.

Should any aspect require further clarification, please do not hesitate to contact:

### Sponsorship

**Robyn Watson, President IFDH**

**Email: [president@ifdh.org](mailto:president@ifdh.org)**

### Exhibition

**Andrea O'Sullivan, ISDH Exhibition Sales**

**Email: [andreao@icmsaust.com.au](mailto:andreao@icmsaust.com.au)**

**Shida Taheri, DHAA Industry Partnership Officer**

**Email: [sponsorship@dhaa.info](mailto:sponsorship@dhaa.info)**

We look forward to continued discussion and your participation in support of the International Federation of Dental Hygienists and the International Symposium on Dental Hygiene.

## Please Join Us In Brisbane, Australia



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