



The Annual International Conference of the  
Australasian Therapeutic Communities Association  
(ATCA)

**'TCs Today – NO CLOSED DOORS'**

The Esplanade Hotel  
FREMANTLE WESTERN AUSTRALIA

30 May to 3 June 2011

SPONSORSHIP PROSPECTUS



***ATCA 2011 Western Australian Organising Committee***



## OVERVIEW

### About the Australasian Therapeutic Communities Association (ATCA).

**Our Vision** - To advance the Therapeutic Community model in Australasia through advocacy, research, capacity building and networking.

**Our Mission** - Using the model "Community as Method", we restore a sense of self, hope and belonging to people who enter our Therapeutic Communities.

**Membership** – ATCA Membership is held by 36 group, organisational and individual members, operating 65 therapeutic communities across Australia and New Zealand.

### What is a Therapeutic Community?

A Therapeutic Community is a treatment facility in which the community itself, through self-help and mutual support, is the principal means for promoting personal change. While these generally operate within residential settings, therapeutic communities also operate as day programs and within a variety of locations, including community and prison-based settings.

In a therapeutic community, residents and staff participate in the management and operation of the community, contributing to a psychologically and physically safe learning environment where change can occur. There is a focus on the biopsychosocial, emotional and spiritual dimensions of substance use, with the use of the community to heal individuals and support the development of behaviours, attitudes and values of healthy living.

It must be emphasised that whilst TCs maintain an environment free from illicit drugs and alcohol, this does not mean a rejection of medically prescribed substances. Residents may require psychotropic medication and all agencies have appropriate medical, psychological and psychiatric support. The use of methadone and other pharmacotherapies is supported by a number of TCs, either as a reduction and withdrawal regime, or as stabilisation and maintenance.

### About the Conference

Each year the Australasian Therapeutic Communities Association (ATCA) hosts an international conference bringing together professionals working in therapeutic communities, researchers and clinicians in the Alcohol and Drug (AOD) field and affiliated areas. Therapeutic Communities (TCs) are an integral element of a comprehensive response to drug and alcohol issues in our community, nationally and internationally. The ATCA Conference reflects this and has a broad appeal to those working in the field of addiction, mental health, justice and child protection. It tackles issues of national importance around comorbidity, youth and indigenous health.

On behalf of ATCA, Cyrenian House, Palmerston Association and Serenity Lodge have the privilege of hosting this international conference in 2011. As these conferences are regularly patronised by delegates from the AOD sector and affiliated areas, this will be a great opportunity for Australian and overseas practitioners to share their experiences with colleagues from other jurisdictions and internationally. Last year's ATCA conference held in Canberra attracted 250 delegates.



The theme of the 2011 conference is **TCs Today – No Closed Doors** with the broad topic area being AOD best practice treatment and referral options for all consumers.

*The No Closed Doors theme of the 2011 conference explores the vision of integrated shared care and the goal that each individual presenting for assistance will receive a positive response, either directly through treatment or through appropriate referral regardless of cultural, social, mental health or justice issues.*

### Conference Topics

- Co-morbidity: best practice for consumers with co-occurring AOD and mental health issues.
- Aboriginal Consumers: best practice, cultural security.
- Corrective services and coerced clients: working collaboratively with our partners in the justice system.
- Families and Children: family involvement in treatment, interventions for children affected by parental drug use and associated issues.
- Innovations in treatment in Therapeutic Communities.

### Other topics discussed will include:

TC Standards and Quality Processes.

Assessing and working with the possibility of violence in TCs.

The conference program features:

**Monday 30 May –Visits** to Western Australian TCs and an evening Welcome Celebration.

**Tuesday 31 May – Thursday 2 June** - An exciting **conference program** with **keynote speakers** Dr Ken Minkoff and Dr Christie Cline from the United States; and Professor Michael Farrell, who will shortly take up the position of Director of the National Drug and Alcohol Research Centre (NDARC) University of NSW.

**Friday 3 June – Professional Workshops**

### Keynote Speakers

The AOD and Mental Health Sectors have identified continuity, collaboration and integration as priorities and have progressed considerably toward developing a working relationship with clear benefits to consumers through the Improved Services Initiative. With these priorities in mind, we have secured Dr Ken Minkoff, Dr Christie Cline and Professor Michael Farrell as keynote speakers for the 2011 conference.

**Ken Minkoff, M.D.** is a board-certified psychiatrist with a certificate of additional qualifications in addiction psychiatry; a dedicated community psychiatrist and is currently a clinical assistant professor of psychiatry at Harvard Medical School and a senior systems consultant for ZiaPartners in San Rafael, CA. He is recognized as one of the nation's leading experts on integrated treatment of individuals with co-occurring psychiatric and substance disorders or “dual diagnosis” and on the development of integrated systems of care for such individuals. Dr. Minkoff's major professional activity is the provision of training and consultation on clinical services and systems design for individuals and families with mental health and substance use disorders

**Christie Cline, M.D., MBA** is a board certified psychiatrist. Dr Cline is the founder and President of ZiaPartners and ZiaLogic. Both corporations provide consultation, products and technical assistance



nationally and internationally to behavioral healthcare systems in the areas of policy, procedure and practices for integrated services development, quality improvement and systems transformation. Dr. Cline developed the design and format of the CCISC Change Agent Approach and the CCISC Change Agent Curriculum and is a co-author of the CCISC Co-occurring Disorders Capability Toolkit. She has published articles on co-occurring disorder system and services development and written book chapters on the ethics of co-occurring treatment.

Dr Cline and Dr Minkoff are the leading experts in the implementation of the Comprehensive Continuous Integrated Systems of Care Model (CCISC) in adult and child and adolescent systems of care. These projects have involved working in all types of systems and service settings with extraordinarily diverse populations. Since 2001, Dr Minkoff and Dr Cline have worked as a team in the process of system transformation for individuals and families with co-occurring issues in over 30 states and 4 Canadian provinces and both nationally and locally in Australia.

**Michael Farrell** is currently Professor of Addiction Psychiatry at the National Addiction Centre, Institute of Psychiatry, Kings College London and is also Director of Post Graduate Medical Education at the Kings Health Partnership Group and The South London and Maudsley NHS Trust. He will take up his position as Director of NDARC in the coming months. Michael Farrell has a long history as a physician in General Medicine in London, a General Adult and Addiction Psychiatrist at The Maudsley Hospital and researcher in the Addiction Research Unit of the Institute of Psychiatry. He has worked as a National Drug and Alcohol Policy Advisor in the Department of Health before taking on the role of running a large community drug and alcohol service, which ran for nearly twenty years, combining clinical practice with research and evaluation and large population studies.

Michael Farrell is Chair of the Scientific Advisory Committee of the European Monitoring Centre on Drugs and Drug Addiction; a co-founder and editor of the Cochrane Collaboration Drug and Alcohol Group; an assistant editor of the journal, *Addiction* and member of The Expert Committee on Drug Dependence at the World Health Organisation. He has been a consultant to the United Nations, European Commission and World Health Organisation and a range of National Governments and was Chair of the Addictions Faculty of The Royal College of Psychiatrists and a member of the Executive of the Society for the Study of Addictions. He is particularly interested in the integration of policy, research, training and clinical practice with a particular focus on national policies.

Clearly, to host a conference that offers a quality product with International speakers will require a significant budget. ATCA is seeking your support and hopes that your organisation will assist with financial support.

### The Delegates

It is envisaged that conference delegates will predominantly be those who are working to address harmful drug and alcohol (AOD) use. Co-occurring AOD and mental health issues are understood to be the norm rather than the exception, thus the strong focus on working with comorbidity.

Delegation includes:

- Drug and Alcohol workers.
- Health professionals.
- Community controlled health services.



- Alcohol and drug representatives bodies and stakeholders.
- Researchers.
- Law enforcement.
- Community representatives and Indigenous authorities.
- Government.
- Students.
- Other related service providers.

## Sponsorship

Sponsorship is sought to cover Conference costs and/or the cost associated with bringing workers in the field from Australia and New Zealand to the Conference.

As a key stakeholder, your contribution towards supporting this Conference is a valuable and meaningful way to make a difference to the lives of those affected by harmful alcohol and drug use.

Your department/organisation has an opportunity to support this inaugural event by:

- contributing funding to the event through a selection of sponsorship packages; and/or
- sponsoring workers involved in addressing harmful drug and alcohol use who need assistance to attend the Conference.

There are a range of sponsorship options available to suit you. There is also the flexibility of negotiating a package to suit your needs.

## Sponsorship Benefits

The International ATCA Conference will provide sponsors with valuable exposure to a range of marketing and networking opportunities across Australia, New Zealand and internationally. ATCA has immediate access to national and international alcohol and other drug workforces, service providers, health professional and experts, key stakeholders, government and policy makers through its networks. The conference gives excellent learning, skills development and networking opportunities.

The ATCA Conference provides an opportunity for presenters and participants to share their expertise in dealing with alcohol and other drug issues, and associated or co-occurring issues from a research and practice perspective by:

- demonstrating their unique contribution in developing practical, evidence responses to alcohol and other drug related issues across all levels of healthcare;
- discussing current research and projecting future research directions in alcohol and other drug practice and defining how such research can be translated into clinical practice; and
- demonstrating advanced practice skills based on research outcomes and practice wisdom.



The conference will also provide an opportunity for policy makers to gain an understanding of the issues and needs in addressing harmful alcohol and other drug use and associated harm; what tools, initiatives, resources and practices work best and the evidence base that specifically targets these issues. A conference of this kind will provide a valuable contribution to:

- National standards of practice, guidelines and tools for those working to address alcohol and other drug misuse.
- Australasian standards of practice in Therapeutic Communities.
- Future research to address gaps where there needs to be an evidence base.
- International utilisation of successful evidence based practices, treatment and initiatives.
- Building productive partnerships between stakeholders and the service industry.
- Substantially building the capacity of those working in the field and contribute to building a local workforce.
- Showcasing policies, practices, leading models and initiatives that are culturally safe, evidence based, relevant and useful as best practice.
- "Closing the gap" on the health disparity between Indigenous and non-Indigenous Australians
- Bringing people together from across Australasia to share the latest information and knowledge about addressing alcohol and other drug issues
- Building collaborative partnerships and support networks

**Organisations sponsoring the Conference of the workers to attend the Conference can take advantage of:**

- Demonstration of your involvement, ongoing commitment and support to addressing harmful alcohol and drug use and co-occurring mental health issues in the community.
- Establish and maintain a prominent profile nationally across key Government agencies, service providers, stakeholders and alcohol and other drug and health networks.
- Networking with leading alcohol and other drug treatment industry leaders, professionals and experts, service providers and policy makers.
- Access to Indigenous-specific and culturally secure knowledge, practices and innovations
- Access to leading professionals and authorities in the alcohol and other drug and mental health field.
- The opportunity to increase the capacity of the workforce to address harmful alcohol and other drug use, co-occurring mental health issues and associated harm.
- The event attracting extensive media coverage nationally.
- Pre/post Conference promotional and marketing opportunities.
- The opportunity to launch any new initiatives and services to an audience empowered with decision-making authority.



## PROMOTIONAL OPPORTUNITIES

The International ATCA Conference offers exposure to a large audience within the alcohol and other drug and mental health sectors through the following opportunities:

### PRE-CONFERENCE PROMOTIONS

#### Brochures

Sponsor logos and acknowledgements can be included in the Registration Brochure, to be distributed internationally and nationally to government, research institutes, health organisations, Indigenous community authorities, law enforcement agencies and other relevant sectors working to address drug and alcohol use, co-occurring mental health issues and associated harm.

#### Internet

Sponsor logos can be included on the ATCA website [www.atca.com.au](http://www.atca.com.au)

#### Journals

Sponsor acknowledgement can be included in any media releases sent to public journals promoting the ATCA Conference. Sponsors will also be acknowledged in any paid advertisements in selected journals which provide incentives for readers to visit the ATCA Conference website [www.atca.com.au](http://www.atca.com.au)

### CONFERENCE EXPOSURE

In addition to identified sponsor benefits such as satchel inserts and logo acknowledgements, ATCA Conference sponsors are offered unique promotional opportunities during the Conference which can be tailored and designed in consultation with each sponsor.

### POST-CONFERENCE PROMOTION

On agreement, the ATCA Conference sponsors and exhibitors will be provided with access to a complete electronic list of attendee names and contact details two (2) weeks after the event (these lists will comply with the Privacy Act legislation). Sponsors will also have opportunities to develop their own contact lists during the Conference by:

- Subscriptions to their magazine, resources and publications.
- Running competitions whereby delegates must supply their contact details on the entry forms.
- Holding a business card draw for a prize (to be donated by the supporter or sponsor).

## SPONSORSHIP OPTIONS

There are a range of sponsorship options available to suit you as detailed below. However, we recognise that one size does not fit all and would welcome negotiating a package to suit your budget and specific needs.



Sponsorship Packages will contain various levels of exposure and will be offered as:

#### **GST exclusive**

- Principal available upon negotiation
- Platinum \$25,000
- Gold \$15,000
- Silver \$10,000
- Bronze \$5,000

#### **For workers to attend**

Worker Sponsorship available upon negotiation.

### **EXHIBITION**

#### **Trade Exhibitor**

- Option 1: \$500
- Option 2: \$1000

See page 14 for details

### **OTHER OPPORTUNITIES**

**Satchel Inserts** \$250

#### **Advertising**

- Quarter page \$225
- Half page \$325
- Full page \$500

### **WORKER SPONSORSHIP**

**\$NEG**

A critical component to the success of the conference is the attendance and participation of members of the workforce who are working to address harmful alcohol and other drug use, co-occurring mental health issues and associated harm. There are many organisations and workers across Australasia who find it difficult to take up opportunities that can equip them with the latest knowledge and best practices being successfully used across Australasia and internationally. This is particularly the case for those working in remote areas, where travel and potential backfill/staff development opportunities can be extremely limited and costly.

Sponsorship for workers may cover the cost of travel (return airfares) and accommodation costs for specified workers. Financial support that allows workers to attend the conference will not only be of benefit to the individual but also to those organisations, service providers and communities who are reliant on the workforce to provide quality services.



An example of costs for a person to attend from a remote area in Australia can be:

NT remote air travel	\$ 700 - \$1,500*
WA remote air travel	\$ 500 - \$1,500*
QLD remote air travel	\$1,700 - \$2,200*
3 nights' accommodation	\$ 500 - \$650
<b>Approx total cost per person</b>	<b>\$1,000 - \$2,850</b>

*\*Air Travel from regional and national airline prices are approx quotes based on 2010 average Supersaver or discounted fares. Air charter prices, where there is no domestic air travel service have not been included.*

\*If you are interested in Worker Sponsorship to assist workers from remote areas to attend the conference and would like a package to suit your specific needs, please contact us to discuss this opportunity.

## PRINCIPAL SPONSORSHIP

\$NEG

**\* As Principal Sponsor, there is the opportunity to negotiate and tailor your sponsorship to suit your needs; however an example of what this could include is listed below:**

### Acknowledgements

- As Principal Sponsor, your organisation logo can be placed prominently on the following websites:
  - ✓ Australasian Therapeutic Communities Association (ATCA) - [www.atc.com.au](http://www.atc.com.au)
  - ✓ Cyrenian House - [www.cyrenianhouse.com](http://www.cyrenianhouse.com)
  - ✓ Palmerston Association – [www.palmerston.org.au](http://www.palmerston.org.au)
  - ✓ Serenity Lodge – [www.serenitylodge.net.au](http://www.serenitylodge.net.au)
  - ✓ WANADA – [www.wanada.org.au](http://www.wanada.org.au)
- Your organisational logo will appear on all Conference promotions from the time the sponsorship agreement is signed.
- Your organisational logo as Principal Sponsor will appear on the front cover of the Conference Booklet.
- Acknowledgement as a Principal Sponsor by the Chairperson during the Conference program.
- Your organisational logo will appear on delegate satchels as the Principal Sponsor.

### Complimentary Benefits

- Full page colour advertisement/s in the Conference Booklet.
- Trade exhibition display tables.
- Access to a complete electronic list of attendee names and contact details two (2) weeks post event. (Conditions Apply).
- Insert/s into each Conference satchel (e.g. corporate literature, caps, mouse mats, pens, pads, stress balls, etc). All inserts are subject to approval by the Organising Committee.



- Complimentary Conference registration/s including ticket/s to the Welcome Celebration and Official Conference Dinner.

### Exclusive Benefits

**Official Conference Dinner Sponsor** – benefits include:

- Logo acknowledgement including text “Sponsored by” wherever the Official Conference Dinner is mentioned (includes Program, Workbook, Website and Promotional emails).
- Address to delegates during the Official Conference Dinner.
- Opportunity to display your organisational banner onstage throughout the Official Conference Dinner.
- Opportunity to provide “lucky” door prize for the Official Conference Dinner.
- Opportunity to distribute promotional material at the Official Conference Dinner.
- Additional Official Conference Dinner ticket/s.
- Exclusive table reserved for your organisation at the Official Conference Dinner.
- Seating with/Access to VIP/s and/or ATCA delegates at the Dinner.

### PLUS

**Plenary Session Sponsor** – benefits include:

- Acknowledgement as Principal Sponsor at the Conference Opening.
- Logo acknowledgement as Sponsor of selected Plenary session in all Conference literature.
- Opportunity to nominate an organisation representative to Chair the selected Plenary Session.
- Opportunity to display your organisation banner onstage throughout the selected Plenary Session.
- Opportunity to distribute promotional material at the selected Plenary Session.

### Additional Benefits

Your organisation logo will appear on the ATCA Conference website for 6 months after the Conference, with acknowledgement on related Conference marketing notices.

## PLATINUM SPONSORSHIP

\$25,000 ex GST

### Acknowledgements

- Your organisation logo will appear as Platinum Sponsor on the following websites:
  - ✓ Australasian Therapeutic Communities Association (ATCA) - [www.atc.com.au](http://www.atc.com.au)
  - ✓ Cyrenian House - [www.cyrenianhouse.com](http://www.cyrenianhouse.com)
  - ✓ Palmerston Association – [www.palmerston.org.au](http://www.palmerston.org.au)
  - ✓ Serenity Lodge – [www.serenitylodge.net.au](http://www.serenitylodge.net.au)
  - ✓ WANADA – [www.wanada.org.au](http://www.wanada.org.au)
- Your organisational logo will appear on all conference promotions from the time the sponsorship agreement is signed.
- Your organisational logo as Platinum Sponsor will appear on the front cover of the Conference Booklet.



- Acknowledgement as a Platinum Sponsor by the Chairperson during the Conference program.

### Complimentary Benefits

- One (1) full page colour advertisement in the Conference Booklet.
- Up to two (2) trade exhibition display tables.
- Access to a complete electronic list of attendee names and contact details two (2) weeks post event (Conditions Apply).
- Two (2) inserts into each Conference satchel (e.g. corporate literature, caps, mouse mats, pens, pads, stress balls, etc). All inserts are subject to approval by the Organising Committee.
- Four (4) complimentary Conference registrations including four (4) tickets to the Welcome Celebration and Official Conference Dinner.
- Access to delegate/s or authority at the Dinner.

### Exclusive Benefits

#### Name Badge Sponsor – benefits include:

- Your organisation logo displayed exclusively on all Conference Name Badges worn by all delegates, keynotes, speakers, organisers, sponsors and exhibitors.
- Additional branding for the entire Conference, including pre and post.

### PLUS

#### Plenary Session Sponsor – benefits include:

- Logo acknowledgement as Sponsor of selected Plenary session in all Conference literature.
- Opportunity to nominate an organisation representative to Chair the selected Plenary Session.
- Opportunity to display your organisation banner onstage throughout the selected Plenary Session.
- Opportunity to distribute promotional material at the selected Plenary Session.

### Additional Benefits

Your organisation logo will appear on the ATCA Conference website for 6 months after the Conference, with acknowledgement on related Conference marketing notices.

## GOLD SPONSORSHIP

\$15,000 ex GST

### Acknowledgements

- Your organisation logo will appear as Gold Sponsor on the following websites:
  - ✓ Australasian Therapeutic Communities Association (ATCA) - [www.atc.com.au](http://www.atc.com.au)
  - ✓ Cyrenian House - [www.cyrenianhouse.com](http://www.cyrenianhouse.com)
  - ✓ Palmerston Association – [www.palmerston.org.au](http://www.palmerston.org.au)
  - ✓ Serenity Lodge – [www.serenitylodge.net.au](http://www.serenitylodge.net.au)
  - ✓ WANADA – [www.wanada.org.au](http://www.wanada.org.au)
- Your organisational logo will appear on all Conference promotions from the time the sponsorship agreement is signed.



- Your organisational logo as Gold Sponsor will appear on the front cover of the Conference Booklet.
- Acknowledgement as a Gold Sponsor by the chairperson during the Conference program.

### Complimentary Benefits

- A half (1/2) page colour advertisement in the Conference Booklet.
- One (1) trade exhibition display table.
- Access to a complete electronic list of attendee names and contact details two (2) weeks post event (Conditions Apply).
- Two (2) inserts into each Conference satchel (eg: corporate literature, caps, mouse mats, pens, pads, stress balls, etc). All inserts are subject to approval by the Organising Committee.
- Two (2) complimentary Conference registrations including two (2) tickets to the Welcome Celebration and Official Conference Dinner.

### PLUS

- One (1) complimentary Trade Exhibitor registration including one (1) ticket to the Welcome Celebration (this does not include the Official Conference Dinner).

### Exclusive Benefit

#### Plenary Session Sponsor – benefits include:

- Logo acknowledgement as Sponsor of selected Non-Plenary session in all Conference literature.
- Opportunity to nominate an organisation representative to Chair the selected Plenary Session.
- Opportunity to display organisation banner onstage throughout the selected Plenary Session.
- Opportunity to distribute promotional material at the selected Plenary Session.

### Additional Benefits

Your organisation logo will appear on the ATCA Conference website for 6 months after the Conference, with acknowledgement on related Conference marketing notices.

## SILVER SPONSORSHIP

\$10,000 ex GST

### Acknowledgements

- Your organisation logo will appear as Silver Sponsor on the following websites:
  - ✓ Australasian Therapeutic Communities Association (ATCA) - [www.atc.com.au](http://www.atc.com.au)
  - ✓ Cyrenian House - [www.cyrenianhouse.com](http://www.cyrenianhouse.com)
  - ✓ Palmerston Association – [www.palmerston.org.au](http://www.palmerston.org.au)
  - ✓ Serenity Lodge – [www.serenitylodge.net.au](http://www.serenitylodge.net.au)
  - ✓ WANADA – [www.wanada.org.au](http://www.wanada.org.au)
- Your organisational logo will appear on all Conference promotions from the time the sponsorship agreement is signed.



- Your organisational logo as Silver Sponsor will appear on the front cover of the Conference Booklet.
- Acknowledgement as a Silver Sponsor by the chairperson during the Conference program.

### Complimentary Benefits

- A half (1/2) page mono (black & white) advertisement in the Conference Booklet.
- One (1) trade exhibition display table.
- Access to a complete electronic list of attendee names and contact details two (2) weeks post event (Conditions Apply).
- One (1) insert into each Conference satchel (eg: corporate literature, caps, mouse mats, pens, pads, stress balls, etc). All inserts are subject to approval by the Organising Committee.
- One (1) complimentary Conference registration including one (1) ticket to the Welcome Celebration and Official Conference Dinner.

### PLUS

- One (1) complimentary Trade Exhibitor registration including one (1) ticket to the Welcome Celebration (this does not include the Official Conference Dinner).

### Exclusive Benefit

Please select **ONE** of the following:

#### Non-Plenary Session Sponsor – benefits include:

- Logo acknowledgement as Sponsor of selected Non-Plenary session in all Conference literature.
- Opportunity to nominate an organisation representative to Chair the selected Non-Plenary Session.
- Opportunity to display organisation banner onstage throughout the selected Non-Plenary Session.
- Opportunity to distribute promotional material at the selected Non-Plenary Session.

### OR

#### Non-Seated Lunch Sponsor – benefits include:

- Logo acknowledgement as Sponsor of selected Lunch Break in all Conference literature.
- Opportunity to display organisation banner in the Trade area during the selected Lunch Break.
- Opportunity to distribute promotional material at the selected Lunch Break.
- Opportunity to run a prize draw during selected Lunch Break.

## BRONZE SPONSORSHIP

\$5,000 ex GST

### Acknowledgements

- Your organisation logo will appear as Bronze Sponsor on the following websites:
  - ✓ Australasian Therapeutic Communities Association (ATCA) - [www.atc.com.au](http://www.atc.com.au)
  - ✓ Cyrenian House - [www.cyrenianhouse.com](http://www.cyrenianhouse.com)
  - ✓ Palmerston Association – [www.palmerston.org.au](http://www.palmerston.org.au)



- ✓ Serenity Lodge – [www.serenitylodge.net.au](http://www.serenitylodge.net.au)
- ✓ WANADA – [www.wanada.org.au](http://www.wanada.org.au)

- Your organisational logo will appear on all Conference promotions from the time the sponsorship agreement is signed.
- Your organisational logo as Bronze Sponsor will appear on the front cover of the Conference Booklet.
- Acknowledgement as a Bronze Sponsor by the chairperson during the Conference program.

### Complimentary Benefits

- A quarter (1/4) page mono (black & white) advertisement in the Conference Booklet.
- One (1) trade exhibition display table.
- Access to a complete electronic list of attendee names and contact details two (2) weeks post event (Conditions Apply).
- One (1) insert into each Conference satchel (eg: corporate literature, caps, mouse mats, pens, pads, stress balls, etc). All inserts are subject to approval by the Organising Committee.
- One (1) complimentary Conference registration including one (1) ticket to the Welcome Celebration and Official Conference Dinner.

### Exclusive Benefit

#### Sponsor of one (1) Refreshment Break – benefits include:

- Logo acknowledgement as Sponsor of selected Refreshment Break in all Conference literature.
- Opportunity to display organisation banner in the Trade area during the selected Refreshment Break.
- Opportunity to distribute promotional material at the selected Refreshment Break.
- Opportunity to run a prize draw during the selected Refreshment Break.

### TRADE EXHIBITOR

Option 1: \$500 ex GST  
Option 2: \$1,000 ex GST

Option 1 (\$500): Includes one (1) trade exhibition display table

Option 2 (\$1,000): Includes one (1) trade exhibition display table, one (1) conference registration (excluding the conference dinner and workshops) and one (1) satchel insert

### SATCHEL INSERTS

\$250 ex GST

The insertion of promotional flyers in the conference satchels is included as part of the trade exhibitor (Option 2) showcase package. Non-exhibiting organisations also have access to conference satchels for a fee of \$250. This will allow you to insert one (1) piece of promotional material (eg. Corporate literature, caps, mouse pads, pens, pads, stress balls etc) into conference satchels to be distributed to all attendees. Material for distribution needs to be provided to the Conference Organising Committee by 30 April 2011.



## ADVERTISING IN CONFERENCE BOOKLET

Your organisation can advertise in the Conference Booklet which will be distributed to all attendees and speakers at the event. The Conference Booklet will be referred to regularly throughout the Conference.

Advertising opportunities available are as follows:

- Quarter page \$225.
- Half page \$350.
- Full page \$550.

These prices are based on the provision of camera-ready artwork, supplied in high resolution JPEG and EPS format files.



## SPONSOR AND EXHIBITOR TERMS AND CONDITIONS

1. The Exhibitor will be responsible for any damage to the walls or the floor of the building as may be occupied by the Exhibitor and will reinstate such damage to the satisfaction of the 2011 ATCA Conference Organising Committee.
2. The Exhibitor will be responsible for any loss or damage to the display table and will reinstate such damage to the satisfaction of the 2011 ATCA Conference Organising Committee.
3. The Exhibitor will comply with all the rules and regulations of the authority having control over the building.
4. The 2011 ATCA Conference Organising Committee may in the event of any circumstances which render it necessary, alter the location of the display table allocated to the Exhibitor.
5. The 2011 ATCA Conference Organising Committee may postpone or amend the time for the holding of the exhibition to such time, which in the opinion of the Organising Committee, is more suitable for the exhibition.
6. The 2011 ATCA Conference Organising Committee may cancel the allocation of space to any Exhibitor, which in the opinion of the Organising Committee is creating a disturbance or nuisance or carrying at any activity contrary to the law.
7. The 2011 ATCA Conference Organising Committee may allocate to any person any space allotted to an Exhibitor which may be forfeited pursuant to the terms hereof.
8. The 2011 ATCA Conference Organising Committee will not be liable for any damage claimed by any person or persons who may be injured during the course of the exhibition or any loss of property suffered during the course of the exhibition.
9. Where there is more than one Exhibitor occupying space, their liability shall be joint and several.
10. In the event of non-payment of any monies due pursuant to this agreement or in the event of the breach of any condition on the part of any Sponsor or Exhibitor to be observed, then all monies paid hereunder will be absolutely forfeited and the Sponsor or Exhibitor will have no right to occupy any space or package allocated and will have no claim against the 2011 ATCA Conference Organising Committee. In the event of forfeiture for any reason the Sponsor or Exhibitor will not be released from any responsibility hereunder.
11. The Sponsor or Exhibitor shall not be entitled to any refund in the event of cancellation of the Sponsorship or Exhibition because of Industrial action, blackouts or any cause outside the control of the 2011 ATCA Conference Organising Committee.
12. The 2011 ATCA Conference Organising Committee is not responsible for any loss or damage to any product exhibited.
13. The Exhibitor without limiting the generality of foregoing will comply with all statutory requirements applicable to it during the course of the exhibition.
14. Please note that the final trade exhibition floor plan may vary resulting in display table changes from the original floor plan.
15. The deposit (50% of the total amount required for sponsorship or trade exhibition display tables) is non-refundable. No refunds will be issued for cancellations notified less than 30 days prior to the event and the Exhibitor or Sponsor will be liable at this point for the full amount requested on the application form.
16. An initial payment of 50% is required on submission of application for sponsorship. The full balance of your account is to be paid by 31 March 2011.
17. All payments must be received by the due date. Failure to comply with payment terms may result in the Sponsor not receiving full benefits as outlined in the package.
18. The 2011 ATCA Conference Organising Committee reserves the right in their absolute discretion, to refuse any sponsorship application and may decide not to accept any application for any reason whatsoever.
19. All Sponsors' benefits are conditional on receiving payment, and receiving artwork, goods etc. in a timely manner. Should a particular sponsorship/exhibitor benefit precede payment, that benefit will no longer be available to the Sponsor/Exhibitor.



## SPONSORSHIP APPLICATION FORM and TAX INVOICE

**Australasian Therapeutic Communities Association ABN: 41 893 350 365**

### APPLICANT DETAILS

Organisation: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

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

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

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

### SPONSORSHIP COSTS - Australian dollars (including GST)

#### Sponsorship Type

(Please tick)	AUD \$ ex GST	\$ incl GST		AUD \$ ex GST	\$ incl GST
<input type="checkbox"/> Worker Sponsor		\$ NEG _____	<b>ADVERTISING</b>		
<input type="checkbox"/> Principal Sponsor		\$ NEG _____	<input type="checkbox"/> ¼ Page (mono)	\$ 225.00	\$ 247.50
<input type="checkbox"/> Platinum Sponsor	\$25,000.00	\$27,500.00	<input type="checkbox"/> ½ Page (mono)	\$ 350.00	\$ 385.00
<input type="checkbox"/> Gold Sponsor	\$15,000.00	\$16,500.00	<input type="checkbox"/> Full Page (mono)	\$ 550.00	\$ 605.00
<input type="checkbox"/> Silver Sponsor	\$10,000.00	\$11,000.00	<input type="checkbox"/> Full Page (colour)	\$NEG _____	
<input type="checkbox"/> Bronze Sponsor	\$ 5,000.00	\$ 5,500.00	<input type="checkbox"/> Trade Exhibitor (opt 1)	\$ 500.00	\$ 550.00
			<input type="checkbox"/> Trade Exhibitor (opt 2)	\$1,000.00	\$1,100.00
			<input type="checkbox"/> Satchel Insert	\$ 250.00	\$ 275.00

For Gold and Silver Sponsorship, please specify your Exclusive Benefit.

Exclusive Benefit \_\_\_\_\_

### PAYMENT

Cheque

A 50% non-refundable cheque payable to "ATCA Conference Account".

I have enclosed a cheque with this form, please forward a receipt

Credit Card

Please debit my credit card as per below for the nominated amount

Name of Cardholder: \_\_\_\_\_ **TOTAL PAYMENT AUD\$** \_\_\_\_\_

Card No: \_\_\_\_\_  Mastercard  Bankcard  Visa

Expiry date: \_\_\_\_\_ / \_\_\_\_\_ Signature: \_\_\_\_\_

**Post registration with cheque to:**  
**ATCA Conference Account**  
**PO Box 3075, Sangster Place,**  
**Wanniassa ACT Australia 2903**

**Fax registration with**  
**credit card details to:**  
**+61 (0) 2 6231 1101**

**For more information**  
**please email:**  
[conference@atca.com.au](mailto:conference@atca.com.au)



The Annual International Conference of the Australasian Therapeutic Communities Association (ATCA)  
 30 May to 3 June 2011  
 The Esplanade Hotel Fremantle, Western Australia  
[www.atca.com.au](http://www.atca.com.au)