

**The
Australian
Society for
Microbiology**

Incorporated

**NSW/ACT
Branch**

Corporate Sponsorship Prospectus 2011

The Australian Society for Microbiology (NSW/ACT Branch)



Corporate Sponsorship Prospectus 2011

Introduction

The aim of the sponsorship is to establish a mutually beneficial partnership between industry corporate sector and the Branch. For the Branch's part, the sponsorship has provided much needed funding to provide greater access for more members to the Branch's programs and initiatives which continue to facilitate professional development. We are pleased to report that these aims have again been achieved for 2010. Now more than ever, a number of substantive awards are available for students and members, while meetings are consistently supported across a broad spectrum of our membership base.

The corporate sector involvement has also been successful. As indicated in the 2010 prospectus, an opportunity will be given for current sponsors to re-subscribe prior to the public launch of the 2011 Prospectus. Companies on the waiting list will be offered the prospectus if the sponsors from the previous year decline the opportunity. It is the decision of the committee to continue limiting the availability to a total of ten and ten only companies. Acceptance is on a first come basis, as outlined in the conditions of the prospectus and is expected to rapidly become fully subscribed. Additional copies will be supplied on request to bona fide companies or clients.

The opportunities available for sponsors have significantly increased with the expansion in our membership base providing more product end user's and decision makers across all facets of Microbiology – private and public clinical sectors, industry, academic, pharmaceutical and cosmetic, environmental, serology, virology, molecular, public health, research, environmental, food and biotechnology. We need to emphasise that a commitment to the Branch's corporate sponsorship should not discourage or substitute company involvement with the national body of ASM or individual company initiatives such as supporting their own speakers to meetings in Australia, supporting specific meetings etc. The sponsorship is in reality a marketing strategy for the whole year, which combines advertising with elements of sponsorship ensuring companies marketing dollars are spent more efficiently and reach a larger target audience.

The offer can only be accepted by completing the accompanying application form. The Branch has invested considerable effort, time and expense in establishing more effective communication with its members across the many facets of electronic media, reflecting the way microbiologists work today. This infrastructure is the cornerstone providing credibility to the sponsorship package, which may also provide opportunities to add value for our corporate partners. Decisions to take up the offer are totally at the company's discretion and should be based on sound business judgment and the value evident from the opportunities seen after reading the prospectus. All inquiries concerning the prospectus and sponsorship package should be directed to either Dr Nick West on 02 9565 6163, n.west@centenary.org.au or Dr Peter Hansen on 02 9514 4102, peter.hansen@uts.edu.au

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Attachment: Application Form and Tax Invoice

1. About the ASM

The Australian Society for Microbiology (the Society) is the peak professional body representing microbiologists in NSW/ACT and Australia. The Society was founded in 1959 by a group of eminent microbiologists and is an incorporated society with approximately 3,000 members. The NSW/ACT branch of the society (the Branch) current membership is close to a thousand members representing approximately one third of the overall membership

Members of the Society have a diverse range of interests and accordingly more than 20 special interest groups exist to cater for those members with specific needs. The list of Special Interest Groups includes: antimicrobial; water microbiology; computers; cosmetics and pharmaceuticals; culture collections; education; food microbiology; management; microbial ecology; microbial safety; molecular microbiology; mycobacteria; mycology; mycoplasmatales; parasitology; perinatal microbiology; probiotic and gut microbiology; serology; veterinary microbiology; virology; rapid methods; public health microbiology; media; and ocular microbiology.

ASM is a non-profit organisation with the primary aim of advancing the science of microbiology in Australia.

2. About the NSW/ACT Branch of ASM

The NSW/ACT branch of the ASM has its own budgetary responsibility for promoting and supporting the development of Microbiology within the state. The branch is extremely active and regularly attracts large numbers of members to its meetings. The demands for high quality meetings are not without cost. The national body provides some funding but this is insufficient to meet the increasing costs of running the branch. In recent times the philosophy of “user pay” has meant that the venues often used by special interest group meetings are no longer free so that room hire and security is becoming dissuading for some organisers of these meetings. Individual approaches to companies for support has seen the same few supportive companies continuously harassed for contributions to the point of embarrassment. The aim of this prospectus is to consolidate funding from more than the 3 or 4 usually approached companies. This will provide a consolidated resource for all the special interest groups (SIG) to approach the local committee for support and allow distribution of funding more equitably to all members not only to the “popular” SIGs. This is more consistent with the aims of the society to actively promote microbiology.

The society is committed to a program of membership growth through continuing education, added value and the provision of high quality meetings for its members. A number of initiatives have also increased the prizes and awards offered to the societies’ members, especially students. In order to procure the necessary funding, more creative means of support had to be developed while addressing concerns confronting corporate sponsors associated with the value obtained from sponsorship. The approach being adopted by the branch is to offer sponsors, direct access to the large number of product users and decision makers who make up the bulk of our membership via our official newsletter – *Syntrophy*. This will enable companies to support members at the grass root level and also provide very meaningful, significant, additional value for the companies involved.

3. About Syntrophy – the official Newsletter of the NSW/ACT Branch of ASM

The evolution of the NSW/ACT branch newsletter from a simple publication to the current electronic version is an indication that the local branch is also evolving towards the future. Syntrophy is much more than just a newsletter, it is a medium through which all facets of microbiology can be communicated in an interactive form. It links news, information with e-mail and the web in one session – making them easily accessible. Members can use this medium: - for direct access to the National and Local arm of the ASM; to browse Web sites with a single click; contact organisers of meetings without leaving their computer via direct links provided in the newsletter.

E-syntrophy, allows readers to gain microbiological information from around the world; to discover what young (student) microbiologists are doing; to access future employers (especially valuable for young graduates and students); to apply for awards; and to obtain information about upcoming events. There are 10 editions issued per year commencing in February. Companies, through corporate sponsorship, have the exclusive opportunity to be part of this wealth of information. Syntrophy is distributed to all NSW and ACT members of ASM and is the primary mode of communication for the NSW and ACT branches and members.

4. Detailed Corporate Sponsorship Package Options

In 2011, sponsors will have a choice in the level of sponsorship undertaken. This is made possible due to a new "Package" and pricing structure. The Branch is now offering 4 levels of sponsorship: Platinum, Gold, Silver and Bronze. Each Package offers more, or less, in terms of company exposure and is therefore priced accordingly. This new structure will enable companies to make a decision as to their overall exposure while offering greater value for money. The "Package" details and relevant pricing are listed below.

Sponsorship Options

Platinum Sponsorship

This exclusive package is open to **one** company only.

Sponsorship at the Platinum level allows sponsorship of the ASM NSW/ACT branch at the highest level.

The platinum sponsor will enjoy the following benefits:

- A full-page advertisement in every issue of *Syntrophy** OR sponsorship of a branch award.
- The opportunity to present a scientific presentation at **two** SIG meetings supported by the ASM NSW/ACT branch.#
- Acknowledgement at all SIG meetings of Platinum support.
- The opportunity to present marketing material (i.e. pens, flyers) at meetings.
- Link to sponsors website on the ASM NSW/ACT webpage and in *Syntrophy*.

COST: \$3,500.00 (includes GST)

Platinum sponsorship will be limited to a single company for a maximum of three consecutive years,

Gold Sponsorship

This package is open to **two** companies only.

Ten (10) issues of *Syntrophy*, the ASM NSW/ACT branch newsletter, are distributed every calendar year and reach more than 2,000 ASM members throughout NSW and ACT..

The gold sponsors will enjoy the following benefits:

- A half-page advertisement in every alternate edition of *Syntrophy*.
- The opportunity to present a scientific presentation at **one** SIG meeting supported by the ASM NSW/ACT branch.*
- Acknowledgement at all SIG meetings of Gold support.
- The opportunity to present marketing material (i.e. pens, flyers) at meetings.
- Link to sponsors website on the ASM NSW/ACT webpage and in *Syntrophy*.

COST: \$2,500.00 (includes GST)

Silver Sponsorship

This package is open to **three** companies only.

The silver sponsors will enjoy the following benefits:

- A half-page advertisement in **three** issues of *Syntrophy*.
- Acknowledgement at all SIG meetings of Silver support.
- The opportunity to present marketing material (i.e. pens, flyers) at meetings.
- Link to sponsors website on the ASM NSW/ACT webpage and in *Syntrophy*.

COST: \$1,500.00 (includes GST)

Bronze Sponsorship

This package is open to a maximum of **four** companies.

The Bronze sponsors will enjoy the following benefits:

- A ¼ page advertisement in **two** designated issues of *Syntrophy*.

- Acknowledgement at all SIG meetings of Bronze support.
- Link to sponsors website on the ASM NSW/ACT webpage and in *Syntrophy*.

COST: \$900.00 (includes GST)

Ten (10) issues of *Syntrophy*, the ASM NSW/ACT branch newsletter, are distributed every calendar year and reach more than 2,000 ASM members throughout NSW and ACT.

*It is responsibility of the sponsoring organisation to contact the relevant SIG convenor to co-ordinate the presentation. Platinum sponsor shall have precedent over the gold sponsors when choosing the SIG meetings. Please note that the length of the presentation will not exceed ten minutes

Please note:

Due to the high level of interest in the new sponsorship packages, acceptance of one of the above packages must be confirmed by the sponsorship co-ordinator of the ASM NSW/ACT branch and payment must follow within 7 days. If payment is not received the package will be available for other applicants.

As always, the corporate sponsor package will increase Brand awareness by:

Allowing advertising with hyperlinks. These hyperlinks to the company web-site can be extremely valuable as it allows connecting the promotional or educational material e.g. slides shows, videos, kit inserts, or whatever the company would like to share with potential clients. It is a very powerful tool, which can be explored in almost unlimited possibilities.

- Companies are able to advertise job vacancies when looking for new, valuable staff members. This allows for easy, cost effective recruitment opportunity, targeting a market offering highly skilled, specialized staff. (up to 50 words)
- Constant advertising and exposure by company logo being displayed at all ASM meetings and presentations through out the year (approx. 50 times per year)
- Formal recognition of the sponsors at each official meeting of the Branch and SIG's

Tenure is for **one** year with the first issue of *Syntrophy* beginning in February each year.

4.1. Anticipated Company benefits

The major benefits for Companies are derived from highly focused marketing. Promotional material will directly reach product users and decision-makers much more effectively than alternate advertising and is much more cost effective than the hit and miss of alternate general magazine advertising. It will reach a broad base of key microbiologists across multiple areas of microbiology.

Being a sponsor of the NSW/ACT ASM provides the opportunity to set your Company Apart and increase your Brand Strength.

- Brands seriously impact shareholder value
- Increases the product's perceived value to the customer and thereby increases your brand equity.
- Consumers' knowledge about a brand makes consumers respond differently to the marketing of the brand .
- Continue with future purchases of the same product and increases sales by making a comparison with competing products more favorable.
- Enables the manufacturer to charge more for the product.
- Increased profit
- Strong, well-leveraged brands produce higher returns to shareholders

Brands are one of the most valuable assets that a company has

The package will minimise approaches to companies for support during the year. (Managed by NSW/ACT branch).

The involvement of companies will indicate the company support for the ASM at the grass roots level and will mean that more funds go directly to members rather than diversified into an unrelated advertising company.

Companies will be able to increase the awareness of key potential customers to their company as a company involved in Microbiology.

The package will help optimise participating companies own web pages as a communication tool and for more specific promotions or product information via the company's web pages and own web links.

Hyperlinks in e-Syntrophy will ensure that direct access is provided to the reader at the moment that the information is read. Internal research indicates that advertisements read in a hard copy format are rarely followed up in a timely manner! Although the intention is there, the effort for follow-up often means that the follow-up is deferred and forgotten. A hyperlink provides instant access and response at the time that interest is generated.

5. About the Branch Web Site (www.asmnsw.com.au)

The branch web site has been under major re-development, it is now crisper and easier to use. The branch web site will continue to be a source of information, as well as greater detail about meetings, registration forms, CV's of up and coming speakers, etc. Given its design, members and any interested person will regularly access our site. What better place to have links to your companies own web site via company logos. These also serve to place your company in the mindset of potential users and purchasers of your products. Due to the benefits and interest in our web site, it is realistic to expect that a large number of members and visitors will incorporate the site onto their desktop or 'bookmark' it in their web browsers.

6. About Renewals

Before completion of the current prospectus, as a loyalty bonus current sponsors will be offered the option of renewal via the new prospectus covering the 2011 sponsorship period. Companies on the waiting list will then be offered the prospectus if a vacancy occurs (this would only arise if a company does not renew its sponsorship). The 10 sponsorships will be accepted on a "first come-basis", following the application opening date of December 13, 2010, which makes early acceptance and payment essential to secure a sponsorship. Acceptance of sponsorship can only occur through the application form attached to the current prospectus which includes acceptance of the terms and conditions of the arrangements.

7. Conditions of Agreement

7.1. Acceptance of Application and Payments

Applications for sponsorship throughout 2011 will be accepted from December 13th, 2010. Acceptance of sponsorship can only occur through the application form attached to the prospectus and acceptance of the terms and conditions of the offer. Cheques are to be made payable to:

The NSW/ACT branch of ASM

and forwarded to

**Dr Nick West,
NSW branch sponsorship coordinator,
c/o Centenary Institute
Locked Bag No. 6
Newtown, NSW, 2042**

The positions will be offered to the first 10 companies from which the sponsorship coordinator has received the completed application forms and appropriate payment. Any verbal acceptance must be followed up within 7 working days, with the application form endorsed and full payment received. Failure to comply will result in the loss of the reservation and offer to the next company on the waiting list.

Acceptance of sponsorship is solely at the discretion of the Branch. Once 10 companies have been accepted, any subsequent companies will have their application retained and receive a full refund of any monies forwarded. These companies will be placed in a queue based on order of receipt. They will be given first preference for filling any subsequent sponsorship vacancies.

7.2. Limitation of liability and indemnity

The Australian Society for Microbiology (the Society) and any other members, employees or agents of the Society (including the Branch) are not responsible to the Client or any users of electronic data transmission for any loss or damage arising directly or indirectly from the provision of the services whether under this agreement or not, whether provided with the Company's or Client's authority or not, and whether arising in contract, tort or otherwise. This includes virus infection, hacking and/or access to illegal sites. No Responsibility for the content of the successful companies' web site(s) and links. It is the sole responsibility of all users to have appropriate virus protection and/or appropriate firewall protection for their sites, e-mail and computers.

The Company or Client indemnifies the Society and the Branch against all claims, loss, damages, or costs arising out of the use of the results of the sponsorship.

7.3. Liaison with branch Committee

Day to day liaison between the NSW/ACT branch of ASM (the Branch) and the Company or Client in relation to the services must be conducted between the Committee members responsible for Corporate Sponsorship (currently Dr Nick West and Dr Peter Hansen). The main link with the committee will be through the branch's Administrative Assistant who will co-ordinate the advertorials and provide reminders and schedules for Syntrophy.

7.4. Variation of the agreements

This agreement constitutes the entire understanding between the parties and may only be varied if the Branch and the Company or Client agrees in writing.

7.5. Promotional Material

It is the company's responsibility to provide to the Newsletter editor all promotional material, by the last week of each month preceding publication of Syntrophy. All sponsorship material must be supplied by the company as a Microsoft Word document and include the appropriate address links and/or e-mail addresses. All submitted material will be subject to editorial discretion of the Branch and must pass the Branch Guidelines and should be primarily informational based rather than glitzy marketing. No prices, no criticism of other products etc will be permitted. The location and positioning of all material will be at the sole discretion of the Branch although every effort will be made to rotate positions. No photographs are possible and type is to be Arial, 10 point. Headers can be Arial 12 point – Italics, bolding and highlighting are permissible.

Although every flexibility will be afforded to companies especially with product launches etc. this will not be at the expense of any other companies' sponsorship rights or the quality of the newsletter.

7.6. Cooperation to carry out agreement.

The Branch and Company or Client must do everything necessary to carry out this agreement. Every attempt will be made to remedy any shortcomings in delivery of service by the Branch. The Branch acts in good faith to provide the services as outlined in the prospectus and to resolve any problems encountered. Any issue that remains unresolved needs to be addressed to the Chairperson of the Branch for resolution and 30 days from the time of written notification be given for an appropriate response and strategy to rectify the issue by the Branch. If a company remains dissatisfied with the outcome then termination of the agreement will be pursued in accordance with the conditions for termination

7.7. Notice of Termination

Sponsorship termination must be indicated as soon as possible in writing but no later than the 30th September of the year prior to the beginning of the new sponsorship period or by mutual agreement between the NSW/ACT branch of ASM and the company. In all cases of termination by the company, there will be no refund of monies received by the society.

Any link found to be a problem in regards to unauthorised access to prohibited sites, virus invasion or hacker access; will be immediately suspended without notice.

7.8. Termination of the agreement

Either party may terminate this agreement immediately by written notice to the other party if the other party breaches any provision and fails to remedy the breach within 30 days of receiving written notice to do so.

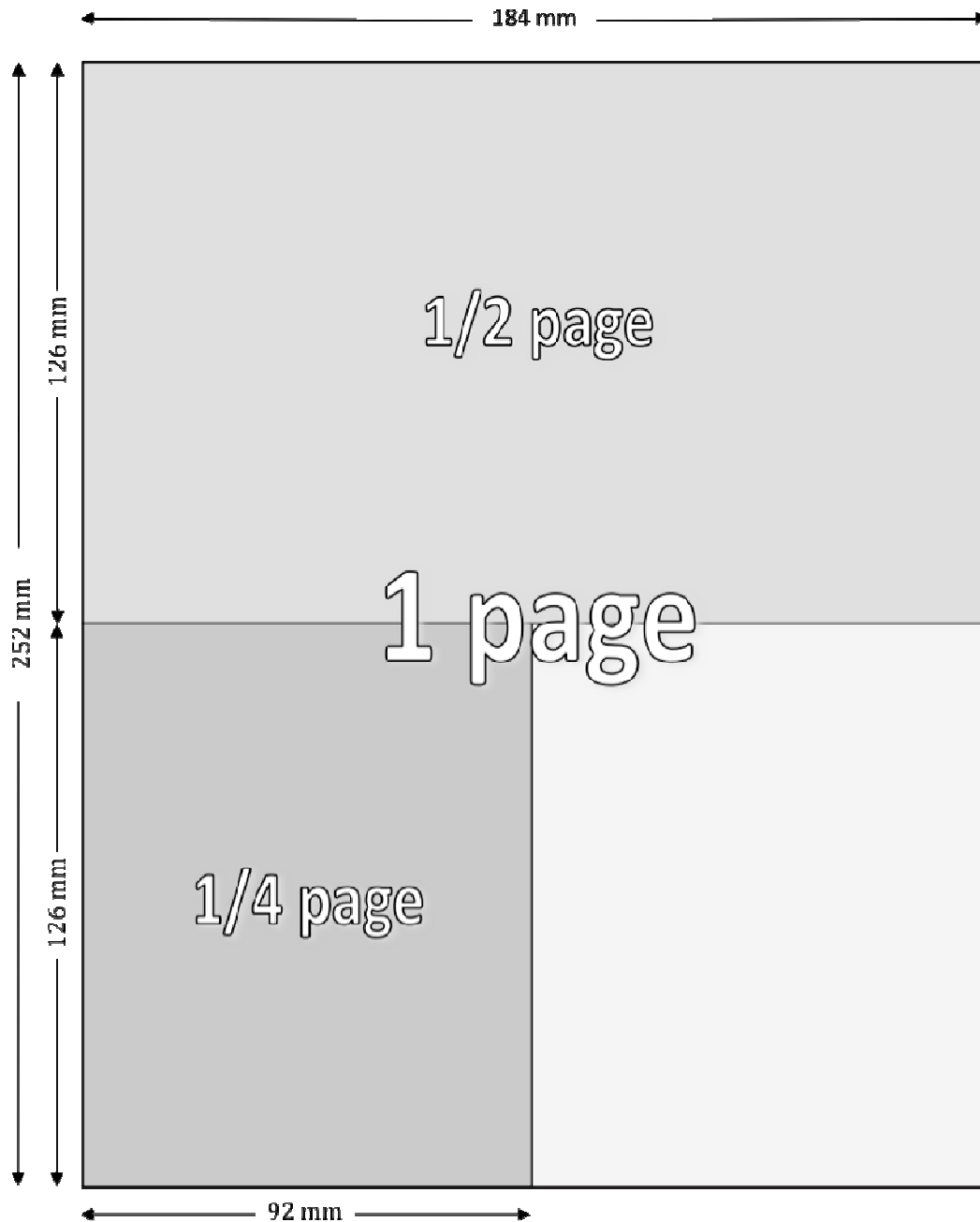
The Branch may terminate this agreement immediately by notice in writing if there is:

- (a) an application to wind up or liquidate the Company or Client (otherwise than for the purpose of reconstruction or amalgamation) under any law or government regulation relating to bankruptcy or insolvency;
- (b) an appointment of a receiver for all or substantially all the property of the Company or Client;
- (c) an assignment or attempted assignment by the Company or Client for the benefit of its creditors;
- (d) a right of termination specified in this agreement.

7.9. Assignment of the Company's or Clients rights.

The Company or Client may not assign any of its rights under this agreement without the prior written consent of the Branch.

Appendix 1. Syntrophy Advertising Size Guide



Note

- **Maximum 50KB size.**
- **All pictures will be sized to fit into eligible format, which may lead to a reduced quality.**

Inquiries

- Dr Nick West on 9565 6163, n.west@centenary.org.au or
- Dr Peter Hansen on 9514 4102, peter.hansen@uts.edu.au

Application Form and TAX INVOICE
for ASM Branch *ABN 52 360 314 588*
2011 Corporate Sponsorship

Applications are only available, attached to the prospectus. Any verbal acceptance of the prospectus following its release must be followed up within seven full working days, with the acknowledgment signed and application form endorsed. **Full payment** should be received by the relevant office, **within seven days of sponsorship acceptance**, as outlined in the prospectus to the address below.

Company name: _____
(Print Company Name)

Address: _____

I/We _____ accept the following
(Print name of authorised company officer/s)

sponsorship package and terms and conditions outlined in the prospectus (please tick).

- Platinum **Cost: \$3,500 (inclusive of G.S.T.)**
- Gold **Cost: \$2,500 (inclusive of G.S.T.)**
- Silver **Cost: \$1,500 (inclusive of G.S.T.)**
- Bronze **Cost: \$900 (inclusive of G.S.T.)**

Signature _____

Phone _____ Fax _____

Payment: Please make cheque payable to
"NSW/ACT Branch of ASM"

Address: If Accepting the package, post cheque and fully
completed application form (signed) to :-

Dr Nick West,
NSW/ACT branch sponsorship coordinator,
c/o Centenary Institute
Locked Bag No. 6
NEWTOWN, NSW, 2042