

SPONSORSHIP, EXHIBITION AND ADVERTISING OPPORTUNITIES



HARM REDUCTION INTERNATIONAL CONFERENCE

STRENGTH IN SOLIDARITY

MELBOURNE, AUSTRALIA
16-19 APRIL 2023

HR23.HRI.GLOBAL

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ABOUT HR23 AT A GLANCE

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One of the largest international events of its kind

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Promote your products and services to an international audience, including decision-makers, service providers and policy-makers

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1000 delegates from 90 countries

↓

Abstract-driven agenda that addresses the most current issues

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Attention of a dedicated team to ensure you get the most out of HR23

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Bespoke packages available upon request

↓

Preferential rates for charitable organisations

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In-person and virtual options available



ABOUT HR23

Join us in Melbourne for HR23: Strength in Solidarity.

The Harm Reduction International Conference, convened by Harm Reduction International in a different city every two years and has been held in almost every region of the world. Around 1,000 delegates from over 80 countries attend the event, including frontline service providers, policy and decision-makers, UN officials, researchers, activists and people who use drugs, among others.

Harm Reduction International is thrilled to be holding HR23 in Melbourne, Australia, on 16-19 April 2023.

Over four days of presentations, workshops, exhibition, films, networking events and more, the conference will continue its history of providing a dynamic forum to

share the latest research and discussions on best practice in drug use, harm reduction and human rights, bringing together over 1,000 people from around the world working at the heart of harm reduction and drug policy.

Returning to Australia for the first time in 19 years, the conference will be a unique opportunity showcase Melbourne's incredible harm reduction programmes and the people who have made them possible, and also to push for further progress not just for the country, but for the region as a whole.

Of course, we wouldn't host a conference in 2023 without an online element to enable people who can't or

ABOUT HR23

don't want to travel to attend and we expect a substantial virtual audience in addition to our 1,000+ in-person delegates.

Harm Reduction International and its Australian partners, AIVL, ASHM, HRVic and INHSU, welcome all potential sponsors for what promises to be another high profile, high impact conference. HR23 in Melbourne is set to be the year's biggest global gathering for the harm reduction community and an important forum for professionals working in public health, human rights, drug policy and services for people who use drugs.

Harm Reduction International's 2023 conference venue, the Melbourne Conference and Exhibition Centre, is ideal for our biennial gathering, with a spectacular, open-plan, airy exhibition space, sitting right on the banks of the Yarra and streaming with natural light. HR23 presents an opportunity too good to miss for organisations and individuals looking to maintain or enhance their profile with a diverse conference audience.

MAJOR SPONSORSHIP PACKAGES

	Platinum £50,000*	Gold £35,000*
Your logo on a rotating banner advert on the main page of the conference app/virtual platform	●	●
Email to conference mailing list announcing your sponsorship	●	●
Company profile on the conference website with a link to your website	●	●
Company profile on the conference app/virtual platform	●	●
Your company logo featured in the registration area	●	
Your company listed as major sponsor in conference programme, distributed to all delegates, speakers, press and guests	●	●
Your company listed as major sponsor in conference app/virtual platform	●	●
Double booth (or equivalent area space only) in a prime position in the exhibition area	●	
Booth (or equivalent area space only) in a prime position in the exhibition area		●
Virtual literature rack in the conference app/virtual platform	●	●
Full page spread in the conference programme, distributed to all delegates, speakers, press and guests <small>(artwork supplied by you)</small>	●	
Verbal acknowledgement of support made in conference opening and closing plenaries	●	
Insert in conference bag	●	●
Complimentary delegate places	10	5
Discount on additional delegate places	10%	5%
Discount on additional promotional items	10%	5%

* A proportion of this package will be subject to Australian Goods and Services Tax at 10%

EXHIBITION STANDS

Express Stand



Shell Scheme Stand



01. SHELL SCHEME STAND

Single stand:

GBP £4,950 (plus GST at 10%)

Double stand:

GBP £7,950 (plus GST at 10%)

- Exhibition stand space
- Shell scheme, carpet and signage, one table, two chairs
- Standard double socket with lighting
- Branding on the dedicated HRI conference website
- Two delegate places
- Sponsor's logo and 50-word company profile, to be displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- Added extras available on request (charges apply)
- Includes sponsorship package

Booking deadline: 3 March 2023

* If you would like to build your own bespoke stand, space is available on a m2 basis; price on application.

** Discounts are available to charities; price on application.

02. EXPRESS STAND

GBP £1,750 (plus GST at 10%)

- Excellent for charities and government agencies who wish to deliver key messages primarily through networking in a dedicated space
- 1.5m2 space complete with one cocktail table and adjacent allocation of space for one free-standing pull-up banner; express stands are positioned at key points in the exhibitor area
- One delegate place
- Sponsor's logo and 25-word company profile, to be displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- Includes sponsorship package

Booking deadline: 3 March 2023

* Discounts are available to charities; price on application.

DIALOGUE SPACE SPONSORSHIP



This is an exciting and exclusive opportunity to sponsor one of the most popular and engaging elements of the conference. The uniquely interactive nature of the Dialogue Space aids collaboration and learning, and is an ideal showcase for your brand.

GBP £29,950 (plus GST at 10%)

- ✧ Branding clearly displayed within the main design of the area
- ✧ Accreditation as the dialogue space sponsor in the programme, as well as on all marketing material
- ✧ Sponsor's logo to be displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- ✧ Sponsor's logo on the conference website with a hyperlink to your organisation's website
- ✧ One delegate bag insert
- ✧ Includes virtual sponsorship package

WELLBEING SPACE SPONSORSHIP

A brand new and exclusive opportunity to associate your brand with wellness by sponsoring the Wellbeing Zone - a space where delegates will be able to connect, relax and re-energise. Activities will include 'Walk and Talk', 'Disco in the Dark', 'Quiet Space', yoga, mindfulness, massage and other relaxation therapies.

GBP £29,950 (plus GST at 10%)

- ✧ Branding clearly displayed within the main design of the area
- ✧ Accreditation as the Wellbeing Zone sponsor in the programme, as well as on all marketing material
- ✧ Sponsor's logo to be displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- ✧ Sponsor's logo on the conference website with a hyperlink to your organisation's website
- ✧ One delegate bag insert
- ✧ Two complimentary delegate places
- ✧ Includes virtual sponsorship package

FILM FESTIVAL SPONSORSHIP



A firm favourite amongst delegates, the Film Festival screens documentaries, advocacy films, training videos, and fictional work related to drug use, harm reduction and drug policy. Films shown at the event have subsequently been used for advocacy purposes in many countries, and are both engaging and varied in content. As well as the Film Festival screening during the conference, there will be a local public film screening, showcasing the most successful films.

GBP £29,950 (plus GST at 10%)

- Accreditation as Film Festival sponsor on all marketing material, including the programme
- Sponsor's logo on the conference website with a hyperlink to your organisation's website
- Sponsor's logo on the banner during the public screening
- Sponsor's holding slide during the conference film sessions
- Two delegate bag inserts
- Sponsor's logo displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- Includes virtual sponsorship package

WELCOME RECEPTION SPONSORSHIP



WELCOME RECEPTION SPONSORSHIP

This is a unique opportunity to host a drinks reception after the opening ceremony of the conference, to which all conference delegates and dignitaries are invited. The Reception offers attendees and sponsors an evening networking opportunity. Your sponsorship will provide alcoholic beverages, soft drinks and light snacks for guests.

GBP £14,950 (plus GST at 10%)

- ✧ Organisation's name linked to reception in the programme
- ✧ Prominent positioning of branded banners (sponsor to provide) in reception area
- ✧ Sponsor's logo displayed in the sponsors' section of the conference programme distributed to all delegates, speakers, press and guests
- ✧ One complimentary delegate bag insert
- ✧ Includes virtual sponsorship package

DELEGATE BAG INSERTS

SECTION
7

Commercial inserts:

GBP £750 (plus GST at 10%)

Ensure your message is seen by our delegates by placing a flyer in all of the delegate bags.

Charitable inserts:

GBP £250 (plus GST at 10%)

- Flyer (provided by you) inserted into each of the 1,000+ delegate bags

Booking deadline: 31 March 2023

CONFERENCE SCHOLARSHIPS

SECTION
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GBP £2,950 (plus GST at 10%)

Pay for the registration, travel and accommodation of someone who would be otherwise unable to attend. HRI will select the recipient from the scholarship application list.

- Sponsor's logo on badge of sponsored delegate
- Sponsor's logo displayed in the sponsors' section of the conference programme distributed to delegates, speakers, press and guests

Booking deadline: 27 January 2023

VIRTUAL OPPORTUNITIES



Reach out to our virtual delegates with a virtual package as an add-on to your in-person package or as a stand-alone.

01. VIRTUAL EXHIBITION STAND

GBP £2,250

- Virtual literature rack
- Feature a video or pdf
- Links to your website
- Option to allow people to message you directly to set up a meeting
- Logo and profile on the online platform and in the programme
- Company profile on the conference website with a link to your website

Booking deadline: 31 March 2023

02. BANNER ADVERT

GBP £4,950

- Banner advert on home screen of the conference app/virtual platform (artwork supplied by you)
- Logo and profile on the online platform and in the programme
- Company profile on the conference website with a link to your website

Booking deadline: 31 March 2023

Reach out to our virtual delegates with a virtual package as an add-on to your in-person package or as a stand-alone.

03. VIRTUAL ONLY SESSION SPONSORSHIP

PRICE ON
APPLICATION

- Sponsor's logo displayed in the session
- Logo and profile on the online platform and in the programme
- Company profile on the conference website with a link to your website

Booking deadline: 31 March 2023

04. VIRTUAL NETWORKING EVENT SPONSORSHIP

PRICE ON
APPLICATION

- Sponsor's logo displayed at event and on marketing materials for the event
- Logo and profile on the online platform and in the programme
- Company profile on the conference website with a link to your website

Booking deadline: 31 March 2023

OTHER SPONSORSHIP OPPORTUNITIES



OTHER SPONSORSHIP OPPORTUNITIES

01. DELEGATE BAGS SPONSORSHIP

GBP £4,950 (plus GST at 10%)

- Dedicated branding on one side of conference bag
- Two delegate bag inserts
- Exclusive branding visually endorsed by the presence of additional HRI and HR23 logos
- One roll-up positioned in a prominent position in the main conference area (sponsor to provide)
- Sponsor's logo displayed in the sponsors' section of the conference programme distributed to delegates, speakers, press and guests

Booking deadline: 27 January 2023

02. DELEGATE BADGE LANYARD

GBP £2,950 (plus GST at 10%)

Take this great opportunity to engage with your audience, by promoting your organisation through sponsoring the conference badge lanyards. The badges, hanging on lanyards with your logo imprinted on them, are compulsory for all meetings and functions throughout the conference, and must be worn at all times.

- Sponsor's logo will be displayed on the lanyards that all participants receive, as it is required for entrance into all conference events
- Sponsor's logo displayed in the sponsors' section of the conference programme distributed to delegates, speakers, press and guests
- One logo-branded at the registration desk (sponsor to provide)

Booking deadline: 27 January 2023

OTHER SPONSORSHIP OPPORTUNITIES

03. OFFICIAL CONFERENCE T-SHIRTS SPONSORSHIP

GBP £2,950 (plus GST at 10%)

To see your logo and company name all over the conference venue, you may like to consider sponsoring the official conference t-shirt. Worn by around 50 staff and volunteers, every day of the conference, the t-shirts give great exposure. This is a high profile but affordable sponsorship option.

Booking deadline: 27 January 2023

04. SESSION SPONSORSHIP

PRICE ON APPLICATION*

The core conference programme will be finalised towards the end of January 2023. The programme will comprise of an opening and closing ceremony, three plenary sessions, major sessions, concurrent sessions and also workshops. The sessions will cover a wide range of topics and themes.

Conference programme sponsorship is a great way to engage with your audience in order to effectively communicate your message, as well as build relationships. Harm Reduction International is interested in hearing from you if you would like to sponsor any sessions or workshops throughout the conference.

Booking deadline: 30 December 2022

04. SESSION SPONSORSHIP

There are a variety of conference programme sponsorship opportunities, which will provide your organisation with an effective platform to showcase your brand, products and services.

a) **Plenary Session Sponsorship**

Three opportunities to sponsor a daily morning plenary session - a high profile event with attendance from dignitaries, keynote speakers and the media. Your sponsorship includes travel and accommodation for the plenary speakers as well as the plenary session room costs.

b) **Major Session and Parallel Session Sponsorship**

Your sponsorship includes travel and accommodation for the session speakers, as well as the session room costs.

BENEFITS OF SESSION SPONSORSHIP

- Accreditation as a session sponsor in the programme, as well as on all marketing material
- Sponsor's logo on the session holding screen
- The opportunity to distribute materials (to be supplied by the sponsor) in the session room
- Sponsor's logo on the conference website with a hyperlink to your organisation's website
- Sponsor's logo displayed in the sponsors' section of the conference programme, distributed to delegates, speakers, press and guests
- One complimentary delegate bag insert
- Includes virtual sponsorship package

APPLICATION
FORM

HARM REDUCTION INTERNATIONAL CONFERENCE



CONTACT:
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