

# Sponsorship and Exhibitor Opportunities



An Investment In Children

## XXIV World Congress of OMEP (Early Childhood Education)



One World, Many Childhoods



21 - 24 July 2004  
Carlton Crest Hotel - Melbourne

*Proudly endorsed by our Patron  
Australian of the Year – Professor Fiona Stanley, AC*



# The XXIV WORLD CONGRESS OF OMEP

## World Organisation for Early Childhood Education

*“OMEP” is an acronym for the World Organization for Early Childhood Education as it is written in French or Spanish:*

*Organization Mondiale pour l'Education Précolaire (French)*

*Organización Mundial para la Educación Preescolar (Spanish)*

### OMEP as a World Organisation

OMEP is a leader among the non-governmental organisations (NGOs) and has close ties with UNICEF, UNESCO and the Council of Europe. The world members of OMEP are over 60 National Committees around the globe. Individuals are connected with OMEP through these national committees. The International Journal of Early Childhood comes out twice a year, and is a US National Committee membership benefit. The World Assembly is held every third year, with regional seminars in other years.

### OMEP's Purpose

OMEP's objective is to use every possible means to promote the optimum conditions for the well-being of all children, their development and happiness within their families, institutions, and society. To this end, OMEP assists any undertaking to improve early childhood education, and supports scientific research that can influence these conditions. The USNC also works to educate its members and the public about issues relating to young children throughout the world.

### The Origins of OMEP

After World War II, a strong humanitarian concern led a small group of educators and others concerned for the welfare of young children to seek a way to engage others committed to these aims.

In 1946 Lady Allen of Hurtwood (UK) and Alva Myrdal (Sweden), with others from France, Denmark, and Norway, presented their plan for the creation of a world organisation.

The UNESCO Assembly in Paris greeted the plan with warm support, and the founders invited representatives of 19 countries from 5 continents to a World Congress on Early Childhood Education in Prague in 1948. At that Congress, OMEP was born and Alva Myrdal was elected its first World President. The new organisation was recognised then, as it is now, as the principal mechanism to bring together people from all over the world, without any criteria other than an objective to share information and initiate actions to benefit young children everywhere.





## The Origins of OMEP cont.

The second World Assembly, in 1949, drew representatives from 33 countries, and the third, in 1950, was attended by observers from the major intergovernmental agencies with related interests: UNESCO, UNICEF, and WHO. Since then, triennial World Assemblies of OMEP have been held in: Mexico City, 1952; Copenhagen, 1954; Athens, 1956; Brussels, 1958; Zagreb, 1960; London, 1962; Stockholm, 1964; Paris, 1966; Washington, DC, 1968; Bonn, 1971; Caracas, 1974; Warsaw, 1977; Quebec, 1980; Geneva, 1983; Jerusalem, 1986; London, 1989; Flagstaff, Arizona 1992; Yokohama, 1995; and Copenhagen, 1998, Santiago, Chile in 2001.

*The Melbourne OMEP Congress will feature forums in the following areas:*

**Child Health and Social Services**  
**Indigenous Children's Needs and Services**  
**Innovations in Service Delivery**  
**Children in Difficult Circumstances**

*OMEP is the only worldwide non-governmental organisation that focuses on young children, ages 0-8.*

## XXIV World Congress of OMEP

### Congress Patron and Keynote Speaker



**Professor Fiona Stanley**  
**Australian of the Year 2003**

The Patron and keynote Australian speaker for the OMEP World Congress 2004 opening is the 2003 Australian of the Year, Professor Fiona Stanley. Internationally acclaimed for her work in child health research, Professor Stanley's professional aim is to secure an Australian commitment to improve significantly the health and wellbeing of children and young people.

Professor Stanley is the founding Director of the Telethon Institute for Child Health Research, a multi-disciplinary research facility that investigates the causes and prevention of major childhood diseases and disabilities. She is the inaugural CEO of the Australian Research Alliance for Children and Youth, a national organisation of researchers, practitioners, and policy makers established to improve the health of Australia's young people.

After graduating in medicine at the University of Western Australia Professor Stanley studied public health and epidemiology in the UK and the USA before returning to Perth to run research programs at the university and the WA Health Department. Her main professional interests include strategies to enhance health and wellbeing; research into the causes and prevention of birth defects and major neurological disorders; the causes and lifelong consequences of low birth weight and other pre and postnatal problems; and patterns of maternal and child health in Aboriginal and Caucasian populations.

Professor Stanley was awarded the Companion for Australia in 1996 and is a member of the Prime Minister's Science, Engineering, and Innovation Council.

#### Keynote Speaker

##### **Professor Barnabas Otaala**



Professor Barnabas Otaala - the keynote international speaker for the OMEP World Congress - trained in Kampala, London, and New York, and divides his work today between Africa and England.

During a 30 year plus career in Early Childhood Care and Development Professor Otaala has concentrated on the African continent but has also advised at an international level.. He has been especially involved as an international adviser in the use of the child-to-child approach developed by the Child-to-Child Trust at the Institute of Education, University of London.

Barnabas Otaala holds a B.A. (London) degree and a Dip.Ed. (East Africa) from Makerere University, Kampala, Uganda. He also holds M.A. (Developmental Psychology) and Ed.D. (Educational Psychology) from Teachers College, Columbia University, New York (USA).

He was Professor of Educational Psychology and Special Education, Faculty of Education, University of Namibia until the end of December 1998. During 1995 - 1998, he was also the Dean of Education, University of Namibia.

Professor Otaala has previously worked at Makerere University, Kampala, Uganda; University of Botswana, Gaborone, Botswana; and the National Teachers Training College, Maseru, Lesotho. He is currently Coordinator of the Unit for Improving Teaching and Learning at the University of Namibia as well as the Chairperson of the University's HIV/AIDS Policy Task Force.



### Why Invest in the OMEP World Congress?

- ⇒ Largest event in early childhood in 2004
- ⇒ Raise your corporate citizenship profile
- ⇒ A unique event in Australia
- ⇒ Opportunity to be part of a world event
- ⇒ Be linked to an influential international organisation that is non-governmental
- ⇒ Limited places, bigger profile
- ⇒ Showcase your products & services to a large audience
- ⇒ Network with participants, speakers, co-exhibitors
- ⇒ Find suppliers and buyers

### The Congress program has been developed to cater for the following participants: (Professional Background)

- ⇒ Medical; paediatricians, psychologists, child psychiatry
- ⇒ Government
- ⇒ Practitioners; Preschool Teachers, Childcare workers
- ⇒ Social workers
- ⇒ Teaching Institutions
- ⇒ Students
- ⇒ Legal Firms; family law
- ⇒ Maternal and Child Health Nurses
- ⇒ Police
- ⇒ Nurses
- ⇒ Parents
- ⇒ Associations/Organisations in early childhood arena

### Anticipated Registration Numbers:

600 from Australia & New Zealand  
200 from USA  
100 from South-East Asia  
100 from Europe

Note: One day registrations are available, so the target audience will be changing

*This is a unique opportunity to access the professional element of the early childhood sector in a forum that is recognised worldwide. There are limited opportunities to access the Early Childhood Sector in such large numbers, especially in a forum that is recognised as one of the best in the world.*

**XXIV WORLD CONGRESS OF OMEP - One World: Many Childhoods**

**DRAFT PROGRAM**

**Wednesday 21 July 2004**

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**1800 - 1930** | Congress Welcome Reception

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**Thursday 22 July 2004**

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**0900 - 1015** | Opening Ceremony

**1015 - 1045** | Morning Tea / Trade Exhibition

**1045 - 1220** | Opening Keynote Addresses

**1220 - 1230** | Official Opening of Children's Art Exhibition

**1230 - 1330** | Stand up lunch in exhibition area

**1330 - 1500** | Forum I - Child Health and Social Services

**1500 - 1530** | Afternoon Tea / Trade Exhibition

**1530 - 1700** | Concurrent Sessions : Forum 1 - Child Health and Social Services  
Papers / Workshops

**1900 - 2400** | Congress Dinner - The Melbourne Aquarium

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**Friday 23 July 2004**

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**0900 - 1030** | Forum II - Indigenous Children's Needs and Services

**1030 - 1100** | Morning Tea / Trade Exhibition

**1100 - 1230** | Concurrent Sessions : Forum II - Indigenous Children's Needs and Services  
Papers / Workshops

**1230 - 1330** | Stand up lunch in exhibition area

**1230 - 1330** | Literary Lunch (100 people only)

**1330 - 1500** | Forum III - Innovations in Service Delivery

**1500 - 1530** | Afternoon Tea / Trade Exhibition

**1530 - 1700** | Concurrent Sessions : Forum III - Innovations in Service Delivery  
Papers / Workshops

**1730** | Registration Desk Closes

**1930 - 2130** | International Evening

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**Saturday 24 July 2004**

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**0900 - 1030** | Forum IV - Children in Difficult Circumstances

**1030 - 1100** | Morning Tea

**1100 - 1230** | Concurrent Sessions : Forum IV - Children in Difficult Circumstances  
Papers / Workshops

**1230 - 1315** | Lunch

**1315 - 1345** | Where do we go from here?  
Keynote Speakers

**1345 - 1415** | Congress Celebration - Hooroo

**1415 - 1430** | Short Afternoon Tea

**1430 - 1630** | World Assembly OMEP (OMEP Members) - Closing

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**PRINCIPAL CONGRESS SPONSOR     \$25,000 +GST**  
**EXCLUSIVE OPPORTUNITY**

**An opportunity exists for one organisation to become the Principal Congress Sponsor. The following benefits would be offered:**

- Promotion as the Principal Sponsor, with acknowledgement on all brochures, printed and electronic communications and during the opening and closing ceremonies.
- Prominent signage acknowledging the Principal Sponsor at the registration desk, the entrance to the Waldorf Ballroom and the Exhibition area.
- Introductory remarks by the chair acknowledging sponsorship of the two principal keynote speakers.
- Your company logo will appear on the home page of the Congress website with a link to your site.
- Free to use information from the Congress and Congress logo on your website and internal documents.
- Preferential selection of a complimentary single (2.5m x 3m) Exhibition booth.
- Sponsor's logo and name on the satchel together with Congress logo and satchel sponsor logo.
- Insertion of promotional material in the Congress satchel - maximum of three (double-sided) A4 pages or a seat drop at the Opening Ceremony.
- Two transferable Congress registrations for all sessions, morning and afternoon teas and lunches.
- Preferential VIP seating at all sessions and functions with two invitations to the Opening Ceremony, the Congress Dinner, International Evening and Literary Lunch.
- Early access to the delegate list to enable your organisation to invite attending delegates to your own corporate functions surrounding the Congress.
- Full-page advertisement in the Final Program.
- A full mailing list of delegates will be provided after the Congress (subject to permission granted by delegate).
- Primary acknowledgement on the Sponsors' Banner produced for display at the Congress.
- Acknowledgement on the Sponsor listing that will be projected at various sessions during the Congress.



**STREAM CONGRESS SPONSOR            \$10,000 +GST**

A unique opportunity exists for four organisations to become partners in hosting keynote speakers and sessions within the program. The program falls under four streams:

- Innovations in Service Delivery
- Children in Difficult Circumstances
- Indigenous Children's Needs and Services
- Child Health and Social Services

**In hosting a particular stream the following benefits apply:**

- Promotion as a Stream Sponsor in all brochures, printed and electronic programs.
- Your company logo will appear on the Congress website pages that detail the program and speakers.
- A link from the Congress website to your company's site.
- Insertion of promotional material in the Congress satchel - maximum of three (double-sided) A4 pages or seat drop during stream plenary.
- One transferable Congress registration for all sessions, morning and afternoon teas and lunches.
- Preferential VIP seating at all sessions and functions with two invitations to the Opening Ceremony, the Congress Dinner, International Evening and Literary Lunch.
- Quarter-page advertisement in the Final Program.
- Preferential selection and location of a complimentary single (2.5m x 3m) Exhibition booth.
- A full mailing list of delegates will be provided after the Congress.
- Acknowledgement on the Sponsors' Banner produced for display at the Congress.
- Acknowledgement on the Sponsor listing that will be projected during particular stream.



## Other Sponsorship Opportunities:

### Congress Dinner

**\$7,000 +GST**

*Approximately 400 delegates and partners are expected to attend the Congress Dinner, which will be held on Thursday, 22 July 2004. High quality entertainment will compliment excellent food and wines to ensure that this is a memorable evening. Sponsorship benefits will include:*

- Sponsor supplied banner or sign displayed at the dinner;
- Table of 10 at the dinner;
- Company name and logo on menus;
- Opportunity for brief welcoming remarks;
- Acknowledgement as a Congress sponsor in the Congress final program; and
- One transferable Congress registration for all sessions, morning and afternoon teas and lunches.

### Welcome Reception

**\$7,000 +GST**

All delegates will be invited to attend the welcome reception to be held on Wednesday 21<sup>st</sup> July 2004.

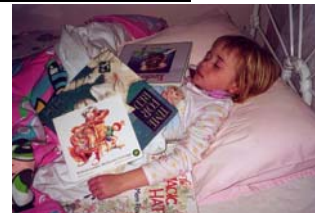
- Opportunity to make a brief welcome speech during the night;
- Opportunity to include a promotional insert in the delegate Congress satchel (maximum 1 x A4 double sided flyer);
- Sponsor supplied banner or sign displayed at the reception;
- Acknowledgement as a Congress sponsor in the Congress final program; and
- One transferable Congress registration for all sessions, morning and afternoon teas and lunches.

### International Evening

**\$5,000 +GST**

*Approximately 500 delegates and partners are expected to attend the International Evening, which will be held on Friday 23 July 2004. Entertainment from an international perspective will ensure a memorable evening. Sponsorship benefits will include:*

- Sponsor supplied banner or sign displayed;
- Two Complimentary tickets to the evening;
- Company name and logo on International Evening Program;
- Opportunity for brief welcoming remarks;
- Acknowledgement as a Congress sponsor in the Congress final program; and
- One transferable Congress registration for all sessions, morning and afternoon teas and lunches.



## Other Sponsorship Opportunities (continued)...

### Literary Lunch

**\$5,000 +GST**

*The Literary Lunch, which will be held on Friday, 23 July 2004. Sponsorship benefits will include:*

- Sponsor supplied banner or sign displayed at the lunch;
- Two invitations to the lunch;
- Company name and logo on menus;
- Opportunity for brief welcoming remarks; and
- Acknowledgement as a Congress sponsor in the Congress final program; and
- One transferable Congress registration for all sessions, morning and afternoon teas and lunches.

### Congress Lunch Break

**\$4,000 +GST**

- One transferable Congress registration for all sessions, morning and afternoon teas and lunches;
- 1 seat drop for Plenary session following lunch break on Thursday 22<sup>nd</sup> or Friday 23<sup>rd</sup> July 2004;
- Opportunity to make a brief welcome speech during lunch break;
- Acknowledgement as a Congress sponsor in the Congress final program; and
- Sponsor supplied banner or sign displayed at the lunch.

### Congress Morning or Afternoon Tea Break

**\$2,000 +GST**

- 1 seat drop for sessions following a morning or afternoon Tea break of Thursday 22<sup>nd</sup> or Friday 23<sup>rd</sup> July 2004;
- Opportunity to make a brief welcome speech during morning or afternoon tea break;
- Acknowledgement as a Congress sponsor in the Congress final program; and
- Sponsor supplied banner or sign displayed at the morning or afternoon break.

### Art Show

**\$10,000 +GST**

The Art Show will be held launched at the beginning of the World Forum and this unique sponsorship provides:

- Sponsor supplied banner or sign displayed during the Art Show (duration of Congress)
- One transferable Congress registration for all sessions, morning and afternoon teas and lunches.
- Company name and logo on Catalogue
- Opportunity for brief welcoming remarks
- Acknowledgement as a Congress sponsor in the Congress final program.



### Other Sponsorship Opportunities (continued)...

#### Congress Satchel

**\$5,000 +GST**

All full Congress registered delegates will receive a Congress satchel that has been hand painted by pre-school children.

- Every satchel will display the Congress, principal and satchel sponsoring company logo;
- Opportunity to include a promotional insert in the delegate Congress satchel (maximum 1 x A4 double sided flyer); and
- Acknowledgement as a Congress sponsor in the Congress final program.

#### Name Tag Lanyards

**\$2,200 +GST**

All delegates will be issued with a nametag to be worn during the Congress.

- The Congress and sponsoring company logo on all name tags;
- Opportunity to include a promotional insert in the delegate Congress satchel (maximum 1 x A4 double sided flyer); and
- Acknowledgement as a Congress sponsor in the Congress final program.

#### Congress Pads or Pens

**\$2,200 +GST**

Congress Pads and Pens will be inserted into all delegate Congress satchels and are a lasting reminder of the Congress.

- Inclusion of a pen or a notepad in each delegate satchel (Sponsor to provide the items for packing);
- Acknowledgement as a Congress sponsor in the Congress final program.

## Exhibition Booth

\$1,950 +GST

- Promotion as an Exhibitor at the Congress via:
  - Company listing in the Final Congress Program & Abstract Book
- One exhibition booth comprising:
  - 3m x 2.5m floor space
  - 3m high white octanorm walls
  - 2 spotlights
  - fascia name board
- 2 exhibitor passes which includes all catering - morning tea, lunch, and afternoon tea
- 1 Congress Satchel
- 1 insert in Congress Satchel.
- Two invitations to the International Evening
- A complete mailing list of delegates provided post Congress (subject to permission granted by delegate)
- Two days of exhibition space - with a marketing opportunity to focus on different products on different days (Thursday 22<sup>nd</sup> and Friday 23<sup>rd</sup>)

Refreshments, tea breaks and lunches will be served buffet style in the exhibition area.

**Please contact Denise Broeren for further information.**

**Contact The Meeting Planners for all exhibition enquiries.**

Phone: (03) 9417 0888

omep@meetingplanners.com.au

Fax(03) 9417 0899

## Internet Café Sponsorship

\$3,500 +GST

An Internet Café will be provided for delegates next to the registration area (it will be the only booth in this area). The Café is being offered as a single sponsorship item.

**Benefits -The package includes:**

- A double booth in order to accommodate the terminals
  - Promotion as an Exhibitor at the Congress via:
    - Company listing in the Final Congress Program & Abstract Book
    - 2 exhibitor passes which includes all catering - morning tea, lunch, & afternoon tea
    - 1 Congress Satchel
    - 1 insert in Congress Satchel
    - Two invitations to the Congress Welcome Reception.
    - A complete mailing list of delegates provided post Congress (subject to permission granted by delegate)
    - Three days of exhibition space - with a marketing opportunity to focus on different products on different days

**Internet Café Booking Conditions**

1. Internet Café applications will be processed in strict order of receipt.
2. Applications will only be processed upon receipt of 50% deposit paid by cheque
3. Sponsorship of the Internet Café is exclusive. ie. only available to one organisation.
4. All set-up costs including furniture, café signage, computer hire and support, and internet associated costs are the responsibility of the sponsor.
5. A minimum of six (6) internet terminals must be provided.
6. The sponsor of the Internet Café must work within the guidelines set by the OMEP organising committee regarding the number of internet terminals required and the signage that is permitted. The design and inclusions for the internet café must be approved by the organisers.
7. Upon receipt of the deposit, the sponsor will be issued with a contract outlining the relevant agreements. Participation will be confirmed after signed agreement is received.

TAX INVOICE  
OMEP Australia  
ABN # - 97 060 578 092

**SPONSORSHIP APPLICATION FORM**

We seek to confirm our interest in the forthcoming World Congress of OMEP 2004 to be held at the Carlton Crest, Melbourne, 21 - 24 July 2004  
(Please circle to indicate selection).

**Sponsorship Payment**

1. 50% non-refundable deposit must be forwarded with this application form
2. Balance to be paid by 7 May 2004

**NB. All prices below are inclusive of 10% GST**

Cheques should be made payable to  
"OMEP Australia" and forwarded to the Congress Office:  
The Meeting Planners, 91-97 Islington Street, Collingwood VIC 3066  
Ph: 61 3 9417 0888 Fx: 61 3 9417 0899

- |                          |  |                      |
|--------------------------|--|----------------------|
| <input type="checkbox"/> | Principal Sponsor  | AUD\$27,500 GST Inc. |
| <input type="checkbox"/> | Stream Sponsor   | AUD\$11,000 GST Inc. |
| <input type="checkbox"/> | Congress Dinner  | AUD\$7,700 GST Inc.  |
| <input type="checkbox"/> | Welcome Reception  | AUD\$7,700 GST Inc.  |
| <input type="checkbox"/> | International Evening  | AUD\$5,500 GST Inc.  |
| <input type="checkbox"/> | Literary Lunch   | AUD\$5,500 GST Inc.  |
| <input type="checkbox"/> | Congress Lunch (Lunch) ( <i>Please Circle Day: 23<sup>rd</sup> / 24<sup>th</sup></i> ) | AUD\$4,400 GST Inc.  |
| <input type="checkbox"/> | Congress Morn./After. ( <i>Please Circle: 23/24 Morn/After</i> )                       | AUD\$2,200 GST Inc.  |
| <input type="checkbox"/> | Congress Satchel   | AUD\$5,500 GST Inc.  |
| <input type="checkbox"/> | Name Tag Lanyards  | AUD\$2,420 GST Inc.  |
| <input type="checkbox"/> | Congress Pads  | AUD\$2,420 GST Inc.  |
| <input type="checkbox"/> | Congress Pens  | AUD\$2,420 GST Inc.  |
| <input type="checkbox"/> | Promotional Inserts  | AUD\$2,420 GST Inc.  |
| <input type="checkbox"/> | Exhibition Booth (Please complete Exhibition Form)                                     | AUD\$2145 GST Inc.   |
| <input type="checkbox"/> | Internet Café Booth (Please complete Exhibition Form)                                  | AUD\$3850 GST Inc.   |

We agree to abide by conditions as laid down by the organising committee and not to violate any of the lease conditions of the building in which the Congress is being held.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Contact person: _____	Position: _____
Organisation name: _____	
Address: _____	
Suburb: _____	Postcode: _____
Telephone: _____	Facsimile: _____
Email: _____	

**Sponsorship & Exhibition:**

1. The Organising Committee reserves the right to reject a Sponsorship or Exhibition application at any time.
2. Sponsorship Applications will only be processed upon receipt of a 50% deposit.
3. Exhibition applications will be processed in strict order of receipt. Please refer to the enclosed Exhibition Floor Plan and note your preferred location on the application form.
4. Preferential placement in the Exhibition will be given to companies taking up additional sponsorship items for the Congress.

TAX INVOICE  
OMEP Australia  
ABN: 97 060 578 092

EXHIBITION APPLICATION FORM

Exhibition Booth \$2145 inclusive of GST  
Booth no. \_\_\_\_\_ (1<sup>st</sup> preference) Booth no. \_\_\_\_\_ (2<sup>nd</sup> preference)

Internet Cafe Booth \$3850 inclusive of GST

PAYMENT

1. 50% non-refundable deposit must be forwarded with this application form
2. Balance to be paid by 30<sup>th</sup> May 2004
3. Cheques should be made payable to  
"OMEP Australia" forwarded to the Congress Office:  
The Meeting Planners, 91-97 Islington Street, Collingwood VIC 3066  
PH: 03 9417 0888 FX: 03 9417 0899

Organisation Name \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone _____	Name _____	Facsimile _____	Position _____
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Email \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Important Conditions:**

1. The Organising Committee reserves the right to reject an Exhibition application at any time.
2. Exhibition Applications will be processed in strict order of receipt. Please refer to the enclosed Exhibition Floor Plan and note your preferred location on the application form.
3. Preferential placement in the Exhibition will be given to companies taking up additional sponsorship items for the Congress.
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