

Bionics Institute
INNOVATION
Lecture

2024 Sponsorship Proposal

Investing in innovation to build Australia

5:30pm, Wed 29 May | RACV City Club, Melbourne



Supported by



Bionics Institute Innovation Lecture: Investing in innovation to build Australia

The 2024 Bionics Institute Innovation Lecture will build a shared understanding of the intersection between philanthropy and investment to leverage our nation's wealth to catalyse innovation for the benefit of all Australians.

As an event sponsor your company will benefit from the unique brand and thought leadership positioning that a partnership with the Bionics Institute 2024 Innovation Lecture can provide.

Our keynote speaker Mr David Williams (Founder, Kidder Williams) will be followed by a panel discussions between leading med tech entrepreneurs and investors with a background in government, venture capital and philanthropy.

The event networking session at the conclusion of the lecture provides a fantastic opportunity for you and your guests to connect with industry leaders over drinks and canapés.

2024 lecture details

Date: Wednesday 29 May 2024
Time: 5.30-9.30pm
Venue: RACV City Club Melbourne

Keynote speaker

Mr David Williams, Kidder Williams

Panellists

Dr Megan Baldwin, Opthea Limited
Mr Alon Greenspan, Mind Ventures
Ms Bronwyn Le Grice, ANDHealth
Mr Stephen Tomisich, Trajan Scientific and Medical
Mr David Williams, Kidder Williams

Align your brand with innovation

Forge wide-reaching connections with leaders in the med tech ecosystem at the Bionics Institute 2024 Innovation Lecture.

Previous attendees include:

Universities/academia

- Australian Catholic University
- Deakin University
- Flinders University
- Monash University
- RMIT University
- Swinburne University of Technology
- University of Melbourne
- University of NSW
- University of Technology Sydney

Victorian Government representatives

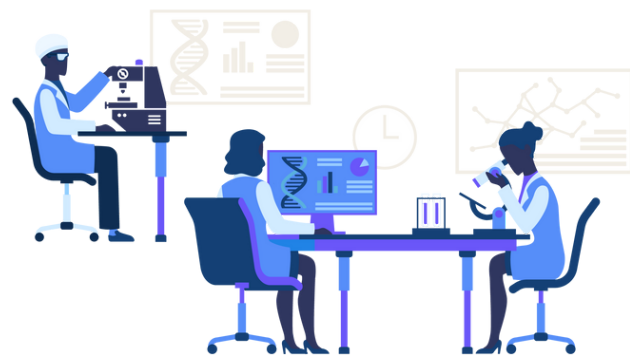
- Department of Defence
- Department of Health
- Department of Industry, Science and Resources
- Department of Jobs, Skills, Industry and Regions
- Department of Premier and Cabinet
- Office for the Minister for Health

Med tech, biomedical and research leaders

- ATSE
- 4DMedical
- DBS Tech
- CSIRO
- CSL
- Epiminder
- Hemideina
- Neo-Bionica
- Medicines Manufacturing Innovation Centre
- MTP Connect
- Murdoch Children's Research Institute
- Peter MacCallum Cancer Centre
- Research Australia
- Seer Medical
- St Vincent's Hospital
- The Florey
- Women in STEMM Australia
- Victorian Eye & Ear Hospital

Investment, legal and financial advisory leaders

- Brandon Capital
- Churchill Asset Management
- Deloitte
- FB Rice
- FG Corporate Finance
- First Samuel Ltd
- Hirsch Legal
- Intervalley Ventures
- OscarOliverCapital
- Uniseed



Connect with med tech thought-leaders

With more than 450 industry leaders anticipated to join us at the Innovation Lecture, the event provides fantastic opportunities to forge wide-reaching connections.



Testimonials

“Informative and thought provoking.”

“Informative speakers. Terrific networking opportunity. Good venue and catering.”

“Fantastic attendance - very relevant people who were stimulated by the talks to discuss at length afterwards.”

“Well done to the Bionics Institute for another great innovation series. Lifting the lid on the lack of funding for med tech innovators in Australia...”

Expand the reach of your brand

Drive positive brand sentiment and affinity by positioning your brand as an innovation leader. Our 2023 partners were promoted via the following channels:

Social media impressions

15,056 886 5,410



Total impressions: 21,352
Highest post impression count: 4,685
LinkedIn event followers: 171

Event webpage

Total page views: 1389
Unique page visits: 1281
Average time on page: 3.07 minutes
Views of event recording: 600+

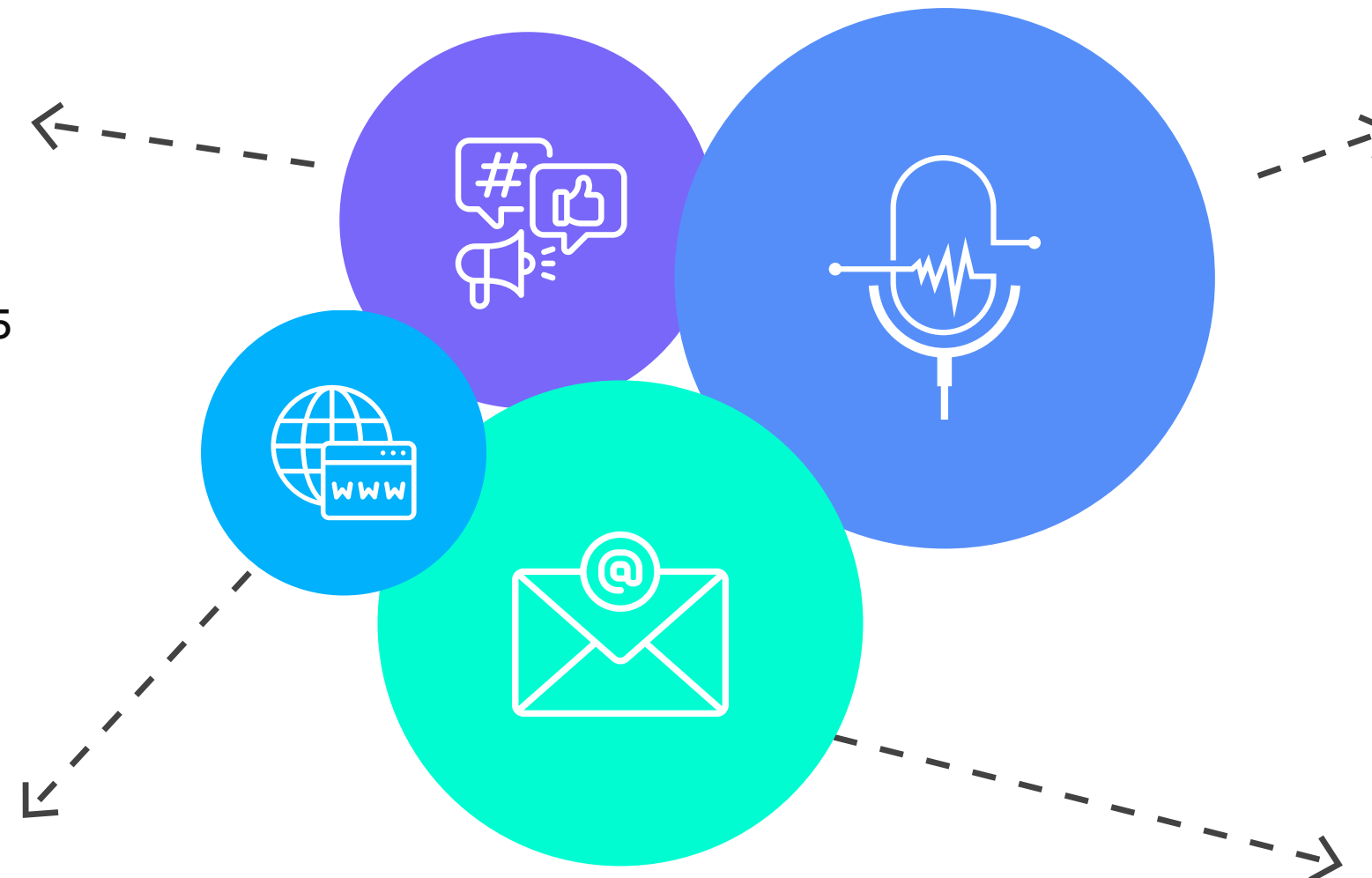
Med Tech Talks podcast



Downloads of keynote episodes: 245
Downloads of podcast series: 4000+

Event eDMs

Event eDMs sent: 4
Average open rate: 48.31%
Average click through rate: 6.7%
Total recipients of content: 7000+



Sponsorship opportunities

A partnership with the Bionics Institute 2024 Innovation Lecture will anchor your brand at the heart of innovation in Australia.

Innovation Lecture naming rights

Exclusive partner: \$60,000 | One of two partners: \$30,000

Brand acknowledgement

- Bionics Institute website event landing page
- Sponsor pull-up banner in primary position on stage during the event
- Opening and end frame of event recording sent to registrants, available on the website and promoted on social media
- Bionics Institute Spring 2024 hard copy newsletter and eNews after the event in June
- eDM event communications (with URL link to sponsor website)
- 1 x sponsor group announcement social media post
- Verbal acknowledgement in speeches

Promotional opportunities

- Promotional video on the Bionics Institute website event landing page
- Tagging in event social media posts
- 1 x dedicated social media post
- 1 x advertorial in eDM event communications

Hospitality opportunities

- Two pull-up banners (supplied by sponsor) in networking drinks area
- Opportunity to distribute showbag or brochures to all attendees
- 10 x reserved VIP seating at the Lecture
- Opportunity to invite up to 100 guests to attend the event
- Opportunity to host small group dinner discussions (at extra cost) following the event

Major partner

\$8,000

Brand acknowledgement

- Bionics Institute website event landing page
- Sponsor pull-up banner in primary position on stage during the event
- Sponsor frame on eDMs, event screen and video recording sent to registrants, available on the website and promoted on social media
- End frame of event recording to be distributed to registrants
- Event recording linked in Bionics Institute eNews after the event in June
- 1 x sponsor group announcement social media post
- Verbal acknowledgement in speeches

Promotional opportunities

- Tagging in event social media posts
- 1 x pull-up banner (supplied by sponsor) in the networking drinks area

Hospitality opportunities

- 6 x reserved VIP seating at the Lecture
- Opportunity to invite up to 20 guests to attend the event

Keynote speaker and panellist



Mr David Williams
Founder, Kidder Williams

David is one of Australia's best known Investment Bankers who specialises in food and pharmaceuticals. Recently, he advised China Grand Pharmaceutical on several acquisitions including an investment in Telix and a distribution agreement. He has also recently advised numerous listed pharmaceutical companies on capital raisings in less than favourable capital markets.

David is Chairman of PolyNovo, Inoviq and is the largest shareholder in Medical Developments International and Healthily. David joined the Board as Chairman of PolyNovo in 2014 when PolyNovo had no product, no revenue, and a market capitalisation of \$46 million. PolyNovo now has a product that is embraced by surgeons around the world, has a market capitalisation of \$1 billion and supplies over 750 hospitals.

He has a similar track record in food, buying Tassal out of receivership for \$42 million and late last year it was bought for \$1.7 billion.

David was Biotech Daily Chairman of the year in 2017 and PolyNovo was 'Company of the Year' in the AusBiotech and Johnson & Johnson Innovation Industry Excellence Awards in 2019.

Panellists



Dr Megan Baldwin
Founder, CIO and Executive Director
Opthea Limited



Mr Stephen Tomisich
Co-Founder and CEO
Trajan Scientific and Medical



Mr Alon Greenspan
Managing Partner
Mind Ventures



Ms Bronwyn Le Grice
CEO and Managing Director
ANDHealth

Next steps

March	Sponsorship logo assets and advertorial copy (Naming Sponsor only) delivery deadline
March	Promotional eDM and social post #1
April	Promotional eDM and social post #2
May	Sponsor acknowledgement social post
20 May	Attendee directions eDM
29 May	Attendee reminder eDM and live posts during event: 6-10pm
31 May	Registrant event recording eDM and attendee survey/event recording eDM, event wrap social post with link to recording
5 June	Event recording social post
Sept	Hard copy Bionics Institute newsletter and eNews distribution

We look forward to partnering with you in 2024

To discuss opportunities detailed in this proposal, please contact:



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The Bionics Institute 2024 Innovation Lecture is proudly supported by the
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