2015/16
Corporate Memberships

Represented by:
EANZ Moving Forward

The Eczema Association of Australasia Inc (EAA), which is the only organisation of its kind in the Southern Hemisphere, was founded in January 1994. The Eczema Association of New Zealand Inc (EANZ) opened its doors in New Zealand in April 2015.

The Association is a valuable source of knowledge and advice on a wide range of issues associated with the management and treatment of Eczema. The Eczema Association of New Zealand Inc (EANZ) supports and educates Eczema sufferers and carers, along with the wider community, in all aspects of Eczema and its impact.

The Eczema Association of New Zealand

• is a National, Non-Profit Organisation
• is an Incorporated Body
• has International Links
• has Public Benevolent Status
• is a Registered Charity
• has a Medical Advisory Board
• has a good working relationship with Australian & International Dermatologists; Natural Therapists; other Medical Practitioners; Pharmaceutical Companies; Political Representatives from various parties and many companies who manufacture products which may be beneficial to Eczema sufferers.

As well as supporting and educating Eczema sufferers, their carers and the wider community, the EANZ also aims:

• to greatly increase public awareness of Eczema
• to ensure the improved treatment of sufferers and carers in public situations
• to improve and broaden the availability of medical treatments and supplies for Eczema sufferers
• to maintain links with Medical Professionals to ensure
2015/16 EANZ CORPORATE MEMBERSHIPS

What’s new for EANZ corporate members in 2015

Eczema Association of New Zealand
Auckland Office opened April 2015
Providing local and national support to NZ eczema sufferers and their carers. Dedicated Eczema Support and Helpline for sufferers and their carers

Eczema Awareness Week New Zealand - Theme: “There is Help to Manage Eczema”
National Television awareness campaign Nov 15 - 22, 2015

The Eczema Awareness Summit New Zealand
Alexandra Park Nov 15, 2015

Eczema Awareness Month Australia 2015 - Theme: “There is Help to Manage Eczema”
National Television awareness campaign May 1 - 31, 2015

The EAA Quarterly Magazine
A quality seasonal magazine for Eczema Sufferers and their carers. Featuring a regular EANZ report.

EAA Individual Membership Initiative
A fresh, new individual Membership campaign / approach that provides greater benefit to eczema sufferers, carers and opportunities to Corporate Members
# CALENDAR OF EVENTS 2015

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
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<tr>
<td>Eczema Awareness Month</td>
<td>National</td>
<td>May 1 to May 31, 2015</td>
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<tr>
<td>ACD 48th Annual Scientific Meeting &amp; Dermatology Nurses Conference</td>
<td>Adelaide</td>
<td>May 16 to May 19, 2015</td>
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<td>Pregnancy Babies &amp; Children’s Expo</td>
<td>Sydney</td>
<td>May 22 to May 24, 2015</td>
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<td>23rd World Congress of Dermatology Conference</td>
<td>Vancouver</td>
<td>June 11 to June 13, 2015</td>
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<td>General Practitioner Conference &amp; Exhibition</td>
<td>Brisbane</td>
<td>September 11 - 13, 2015</td>
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<tr>
<td>Eczema Awareness Week New Zealand</td>
<td>National</td>
<td>November 16 - 22, 2015</td>
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<td>The Eczema Summit New Zealand</td>
<td>Auckland</td>
<td>Nov 15, 2015</td>
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2015/16 EANZ CORPORATE MEMBERSHIPS

Gold Membership - New Zealand

Annual GOLD Corporate Membership Benefits include:

- Annual license to incorporate the EANZ “Gold Supporter” Logo on product packaging and marketing in New Zealand.
- Your brands logo included in all EANZ marketing and communication materials.
- Full Sponsorship of National Eczema Week NZ in Nov 2015.
- Stand at the NZ Eczema Summit Auckland Nov 2015 includes Speaker presentation at NZ Eczema Summit Seminar Nov 15 2015.
- Full page colour advertisement in two of the EAA Quarterly Magazine electronic and printed versions. Four issues per annum.
- 2 x Promotional Electronic Database Mail Campaign to an active EAA/ EANZ consumer membership base in New Zealand and Australia.
- Your logo displayed on the EAA Supporter’s page, prominently acknowledged as a Gold Status Supporter with a live link to your website.

Annual Gold Corporate Membership
$NZ 12,000 + gst

EAA Australian Corporate Membership Add-Ons:

- EAA corporate/product representation in Australia
- Annual license to incorporate the Eczema Association “Generic Supporter” Logo on product packaging and marketing in Australia.
- EAA representation at General Practitioner Conference & Exhibition Brisbane and Melbourne 2015.
- Brand representation at the ACD 49t Annual Scientific Meeting and Dermatology Nurses Conference Adelaide May 2016.
- Full Sponsorship of the Australian Eczema Awareness month in May 2016

All of the above $NZ 8,250 + gst
2015/16 EANZ CORPORATE MEMBERSHIP

Silver Membership - New Zealand

Annual SILVER Corporate Membership Benefits include:

• Annual license to incorporate the EANZ “Silver Supporter” Logo on product packaging and marketing in New Zealand.
• Your brands logo included in all EANZ marketing and communication materials (excluding letterhead Gold only)
• Full Sponsorship of National Eczema Week NZ in Nov 2015.
• Stand at the NZ Eczema Summit Auckland Nov 2015 includes Speaker presentation at NZ Eczema Summit Seminar Nov 15 2015.
• Full page colour advertisement in two of the EAA Quarterly Magazine electronic and printed versions. Four issues per annum.
• 1 x Promotional Electronic Database Mail Campaign to an active EAA/ EANZ consumer membership base in New Zealand and Australia.
• Your logo displayed on the EAA Supporter’s page, prominently acknowledged as a Silver Status Supporter with a live link to your website.

Annual Silver Corporate Membership
$NZ 7,500 + gst

All of the above $5,900 + gst

EAA Australian Corporate Membership Add-Ons:

• EAA corporate/product representation in Australia
• Annual license to incorporate the Eczema Association “Generic Supporter” Logo on product packaging and marketing in Australia.
• EAA representation at General Practitioner Conference & Exhibition Brisbane and Melbourne 2015.
• Full Sponsorship of the Australian Eczema Awareness month in May 2016
2015/16 EANZ CORPORATE MEMBERSHIPS

Bronze Membership - New Zealand

Annual BRONZE Corporate Membership Benefits include:

• Annual license to incorporate the EANZ “Bronze Supporter” Logo on product packaging and marketing in New Zealand.
• Your brands logo included in all EANZ marketing and communication materials (excluding EAA letterhead for GOLD members)
• Stand at the NZ Eczema Summit Auckland Nov 2015
• Your logo displayed on the EAA Supporter’s page, prominently acknowledged as a Silver Status Supporter with a live link to your website.

EAA Australian Corporate Membership Add-Ons:

• EAA corporate/product representation in Australia
• Annual license to incorporate the Eczema Association “Generic Supporter” Logo on product packaging and marketing in Australia.
• 1 x Promotional Electronic Database Mail Campaign to an active EAA consumer membership base in New Zealand and Australia

Annual Bronze Corporate Membership
$NZ5,500 + gst

EAA Australian Corporate Membership Add-Ons:
$NZ 3,200 + gst
2015/16 EANZ CORPORATE MEMBERSHIP

Benefit Descriptions

Annual license to incorporate the Eczema Association “Applicable Supporter” logo on product packaging and marketing. (Gold, Silver & Bronze memberships)

The Association of Australasia Approved Corporate membership Logo is available to corporate members that meet the standards and criteria set by the Eczema Association of Australasia.

The EANZ Gold, Silver and Bronze Standard Logo is the Eczema Association of New Zealand’s guide to help identify those companies and products that support the organisations. The approved EANZ logo assists consumers to acquire confidence in knowledge that their preferred skin care product demonstrates meaningful support in the education and management of Eczema.

As part of the revamp, a new logo design, annual license value and usage guidelines are available on corporate membership enquiry request.

Your brand logo included in all EANZ marketing materials (excluding EAA letterhead and website homepage, reserved for GOLD Corporate Members only).

Upon approval and full payment of the applicable Corporate Membership Level, your product/business/service brand logo will be eligible on all Eczema Association of New Zealand marketing in New Zealand.
Benefit Descriptions

EANZ corporate/product representation in New Zealand

Includes:
- Annual license to use the EANZ “Approved Corporate Supporter” Logo in New Zealand. Access to the EANZ support office for the distribution of product collateral and samples
- Your brand logo included in all EANZ marketing materials (excluding EAA letterhead and website homepage.) Additionally, your logo prominently displayed on the EANZ Corporate Supporters website page with a live link to your website.
- Regular acknowledgement in the EAA Quarterly Magazine within the EANZ Report.

Full Sponsorship of National Eczema Week NZ 2015:
Eczema sufferers and their carers will be exposed by an aggressive New Zealand Eczema Week Campaign from Nov 16 to Nov 22, 2015. The campaigns key message “There is Help to Manage Eczema” will filter itself into every home throughout New Zealand via television and radio.
- PR Campaign targeting mainstream, industry and medical media.
- Opportunity for sponsor focused PR stories.
- A television CSA that includes a campaign ambassador lobbied for airplay on metro and regional free to air networks as well as pay TV.
- A press release from the Eczema Association of Australasia inc. announcing your support and association with the campaign.
- Article written by Cheryl Talent for use in your corporate communications.
- Sponsor will be provided with a version of the TV CSA that incorporates your company logo for use on company website and other electronic communication platforms.
- A second extended version of the CSA that includes an interview with a representative from your organisation outlining your involvement and support of the campaign.
- Mention of sponsor in communications as part of PR campaign.
- Where opportunities arise inclusion of sponsor in social media communications.
Benefit Descriptions

Stand at the Inaugural NZ Eczema Summit Auckland 2015 includes Speaker presentation at NZ Eczema Summit Seminar.

Held one day prior, the launch of National Eczema Week NZ is to be signified by the inaugural NZ Eczema Summit held at Skycity in Auckland on Nov 15.

Held in New Zealand by the EANZ and supported by a national awareness campaign, the inaugural New Zealand Eczema Summit has one single aim; to provide eczema sufferers and their carers with expert face to face education and support on how to live, cope and manage the disease. The Summit is broken into two components:

1. The Expo - eligible EANZ corporate members will be permitted to set up a stand / display to speak about the benefits of their products and build confidence directly with sufferers and their carers.

2. The Seminar - from 10am to 4pm, a back to back schedule of seated formal education provided by NZ leading eczema experts, dermatologists and corporate member representation/specialists. Registered attendees are provided with the latest research, insights and intel currently available on the care, management and support of those affected directly by the effects of eczema. A leading international keynote speaker is soon to be announced.

Only eligible EANZ corporate members can exhibit and provide a speaker to the event. (The EANZ Event Director, has final say on who speaks at the event.)

Your logo displayed on the EANZ Corporate Supporter page, prominently acknowledged with a live link to your website.
Benefit Descriptions

EAA Australia add-ons

EAA representation at General Practitioner Conference & Exhibition Brisbane and Melbourne 2016
Brisbane and Melbourne representation for Gold Corporate Members / Brisbane representation for Silver Corporate Members. Includes brand and product representation by the EAA via product sampling sample bags.

Brand representation at the ACD 48th Annual Scientific Meeting and Dermatology Nurses Conference Adelaide May 2016.
Includes brand representation only.

Promotional Electronic Database Mail Campaigns to an active 4,800 EAA consumer membership base.
Database is the property of the Eczema Association of Australasia Inc and Eczema Association of New Zealand via the EAA and EANZ is available as a method of direct electronic marketing, via the EANZ, to eligible corporate members. The details of the individuals on the database will not be released to Corporate Members and any electronic marketing to this database will be carried out via EAA and its elected representatives. The database is made up of 1,000 consumer current members, and 3,100 subscribers/attendees of the Pregnancy, Babies & Children’s Expo.
Benefit Descriptions

EAA Australia add-ons

Sponsorship of Eczema Awareness Month in May 2016.
In 2016, over a four-week period in May, a campaign will deliver key messaging around ways families can limit eczema’s impact leading into Winter. The campaign for Eczema Awareness Month will be spearheaded and focused on the mission to introduce the EAA to the tens of thousand Australians who are still unaware that a support association such as the EAA exists and that it exists to help them in the care and management of their and their families eczema.

The campaign includes:
- PR Campaign targeting mainstream, industry and medical media.
- Opportunity for sponsor focused PR stories.
- A television CSA that includes a campaign ambassador lobbied for airplay on metro and regional free to air networks as well as pay TV.
- A press release from the Eczema Association of Australasia inc. announcing your support and association with the campaign.
- Article written by Cheryl Talent for use in your corporate communications.
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About MWC Media

MWC Media is a full service communications agency and TV production company with offices in Australia and New Zealand.

We specialise in health and wellness campaigns for not-for-profit organisations, providing disciplined such as PR, web and campaign design, ambassador procurement and management, TV production and CSA network placement, social media, event management and campaign post analysis. MWC also manages corporate relations on behalf of our clients in the not-for-profit sector, to maximise the benefits of a relationship for all parties.