

2019 Patient Experience Symposium

Sponsorship Prospectus

29–30 April 2019



SYMPOSIUM HOSTS AND PARTNERS



Agency for Clinical Innovation

Clinical Excellence Commission

Cancer Institute NSW

eHealth NSW

Health Education & Training Institute

HealthShare NSW

NSW Health Pathology

System Purchasing Branch



THE 2019 PATIENT EXPERIENCE SYMPOSIUM

will be hosted at the International Convention Centre (ICC) Sydney, providing a central location to Sydney's CBD and Airport, while featuring state-of-the-art communication facilities via an extensive accessible design.

The ICC Sydney is regarded by many as the most unique and versatile conference and exhibition centre in the world. Providing plenty of space for the exhibition and trade area, with all the facilities required to host a successful Symposium for over 700 delegates.

We are very excited to be hosting the next Patient Experience Symposium at the ICC Sydney in April 2019 and look forward to your organisation being part of our success.



Testimonial from 2017's Symposium:

"The location for the booths this year was superior, with great traffic and levels of engagement"

"I went to the symposium not really knowing what to expect, and came away feeling inspired, invigorated and uplifted by the people and learnings. Thank you!"

Testimonial from 2015's Symposium:

"We were very pleased with the conference as it has further cemented our presence in NSW. The day was useful for branding, awareness creation and business development so I think it was a worthwhile initiative"

For more information contact

E isabella@alignmentevents.com.au

M 0420 636 757

// SPONSORSHIP OPPORTUNITIES

The 2019 Patient Experience Symposium brings together local and International speakers, leading experts, consumers and healthcare professionals. With over 700 delegates attending, we aim to strengthen patient experience by showcasing and collaborating together across all networks.

Building on the success of the 2018 Patient Experience Symposium, we are pleased to present sponsorship and exhibition opportunities for the 2019 Patient Experience Symposium.

// WHY SPONSOR AND EXHIBIT AT THE 2019 PATIENT EXPERIENCE SYMPOSIUM?

The 2019 Patient Experience Symposium is a unique opportunity to demonstrate your level of support and commitment in the health sector, positioning your company as an industry leader. Sponsorship will provide opportunities to connect, educate, inform and market your patient experience products and services to decision-makers and influencers.

The Symposium has several sponsorship packages available with a choice of exposure relating to financial commitment. Sponsors may receive exhibition space and acknowledgment prior to, during and after the Symposium and will enjoy significant networking opportunities with delegates over the two days.

We look forward to your participation at this premier health event, and welcoming you to the ICC Sydney on Monday 29 and Tuesday 30 April 2019.

// PARTNERSHIP OPPORTUNITIES

A variety of partnership opportunities are being offered for your organisation's exposure at the Symposium.

Please note the Symposium Organising Committee are happy to tailor packages not currently available in this prospectus and encourage those with interest in exposure to contact Alignment Event Solutions to discuss what is possible. (E isabella@alignmentevents.com.au M 0420 636 757).

All listed pricing excludes GST and is in AUD.

OPPORTUNITIES AT A GLANCE	Number Available	Investment AUD \$ (Incl. gst)
KEY PARTNERSHIP OPPORTUNITIES		
Platinum Sponsor	Exclusive	15,000
Gold Sponsor	Exclusive	10,000
Silver Sponsor	Limited Opportunities	6,000
SOCIAL EVENT & CATERING OPPORTUNITIES		
Welcome Cocktail Reception Sponsor	Exclusive	11,000
Barista Cart Sponsor	Exclusive	3,500
CHAMPION PACKAGES		
Symposium App	Exclusive	13,500
Keynote Speaker Sponsor	Multiple	4,400
Delegate Satchel Bag Sponsor	Exclusive	5,500
Reusable Water Bottle Sponsor	Exclusive	4,500
Name Badge & Lanyard Sponsor	Exclusive	2,800
Notepad and Pen Sponsor	Exclusive	1,800
Satchel Insert Sponsor	Multiple	500
EXHIBITION		
Table Display	Limited Opportunities	3,500

Key Partnership Opportunities

/ PLATINUM SPONSOR

Exclusive Opportunity.....Investment AUD \$15,000

Sponsorship of this event offers excellent branding and networking opportunities, showing support and making connections.

Acknowledgements

- Exclusivity of Platinum Sponsor recognition
- One 6m x 2m exhibition stand with primary exhibition location for the duration of the Symposium
- Television screen included with the Exhibition Booth to use throughout the two days of the Symposium
- Invitation of inclusion in the Symposium Program, hosting a 95-minute concurrent workshop
- Corporate announcement as Platinum Sponsor at the opening session
- Opportunity for a 10-minute speech during the opening session
- Platinum Sponsor logo to be included on all Symposium publications
- Recognition as Platinum Symposium Sponsor on Symposium website
- Platinum Sponsor logo and hyperlink from the Symposium website to sponsor's website
- Platinum Sponsor logo to be included on the cover of the Symposium Handbook
- Two x full paged colour advertisements in Symposium Handbook (artwork to be supplied by sponsor)
- Five x complimentary Symposium Registrations
- Three x complimentary Exhibitor Registrations
- Two x A4 satchel inserts (to be provided by Sponsor)

/ GOLD SPONSOR

Exclusive Opportunity.....Investment AUD \$10,000

Sponsorship of this event offers excellent branding and networking opportunities, showing support and making connections.

Acknowledgements

- Exclusivity of Gold Sponsor recognition
- One 3m x 2m exhibition stand with primary exhibition location for the duration of the Symposium
- Invitation of inclusion in the Symposium Program, hosting a 20-minute oral concurrent presentation
- Corporate announcement as Gold Sponsor at the opening session
- Gold Sponsor logo to be included on all Symposium publications
- Recognition as Gold Symposium Sponsor on Symposium website
- Gold Sponsor logo and hyperlink from the Symposium website to sponsor's website
- Gold Sponsor logo to be included on the cover of the Symposium Handbook
- Full paged colour advertisements in Symposium Handbook (artwork to be supplied by sponsor)
- Three x complimentary Symposium Registrations
- Two x complimentary Exhibitor Registrations
- Two x A4 satchel inserts (to be provided by Sponsor)

/ SILVER SPONSOR

Limited Opportunity.....Investment AUD \$6,000

Sponsorship of this event offers excellent branding and networking opportunities, showing support and making connections.

Acknowledgements

- One 3m x 2m exhibition stand with primary exhibition location for the duration of the Symposium
- Corporate announcement as Silver Sponsor during Symposium
- Silver Sponsor logo to be included on all Symposium publications
- Recognition as Silver Symposium Sponsor on Symposium website
- Silver Sponsor logo and hyperlink from the Symposium website to sponsor's website
- Silver Sponsor logo to be included on the cover of the Symposium Handbook
- Half paged colour advertisements in Symposium Handbook (artwork to be supplied by sponsor)
- Two x complimentary Symposium Registrations
- Two x complimentary Exhibitor Registrations
- One x A4 satchel inserts (to be provided by Sponsor)

Social Event & Catering Opportunities

/ WELCOME RECEPTION SPONSOR

Exclusive Opportunity.....Investment AUD \$11,000

Sponsorship of this event offers excellent branding and networking opportunities. The price of this evening is included in the delegate registration fee – a fact reflected in the strong attendance at this event.

Acknowledgements

- Exclusivity of Welcome Reception Sponsor recognition
- Opportunity for a 5-minute speech during the opening of the Welcome Reception
- Placement of signage at the Welcome Reception
- One 3m x 2m exhibition stand with an ideal exhibition location for the duration of the Symposium
- Corporate announcement as Welcome Reception Sponsor at the opening session
- Welcome Reception Sponsor logo to be included on all Symposium publications
- Recognition as Welcome Reception Sponsor on Symposium website
- Welcome Reception Sponsor logo and hyperlink from the Symposium website to sponsor's website
- Welcome Reception Sponsor logo to be included on the cover of the Symposium Handbook
- Two x complimentary Symposium Registrations
- Two x complimentary Exhibitor Registrations
- One x A4 satchel inserts (to be provided by Sponsor)

/ BARISTA STATION SPONSOR

Exclusive Opportunity..... Investment AUD \$3,500

The Barista Station will be well received and used regularly by delegates within a prime area.

Acknowledgements

- Exclusivity of Barista Cart Sponsor recognition
- Complimentary coffee provided to all Symposium attendees with sponsor recognition
- Recognition as Barista Cart Sponsor on Symposium website
- Naming rights to the Barista Station
- Logo on sign at the Barista Station
- Opportunity to provide branded cups, napkins and aprons (sponsor cost)
- Company logo and hyperlink from the Symposium website to sponsor's website
- One x A4 satchel inserts (to be provided by Sponsor)

Testimonial from 2018's Symposium:

"I could not fault anything. The presenters were excellent, the venue was perfect, organisation great, atmosphere encouraging - keep up the good work!"

Testimonial from 2016's Symposium:

"My team and I are grateful for the opportunity. Overall, I thought the conference was excellent in terms of quality of content, program, speakers and professionalism of staff. I also thought the booth layouts were good and the organisation prior to the conference was good as well"

Advertising and Branding Opportunities

/ SYMPOSIUM APP

Exclusive Opportunity.....Investment AUD \$13,500

Each year the Symposium Organising Committee aim to achieve an environmentally friendly event in all aspects, with ideally making the Symposium completely paper free in the near future. Please partner with the Symposium by supporting the Symposium Organising Committee in creating a Symposium App, providing the ability for the delegates and sponsors to connect easily online.

Acknowledgements

- Exclusivity of Conference App Sponsor recognition
- Conference App to be branded with Conference App Sponsor logo
- One 3m x 2m exhibition stand for the duration of the Symposium
- Conference App Sponsor logo to be included on all Symposium publications
- Opening Announcement and Pre-Event Email briefing all Delegates about the Conference App with Sponsor's branding
- Recognition as making the 2019 Patient Experience Symposium a sustainable and environmentally friendly event
- Recognition as Conference App Sponsor on Symposium website
- Conference App Sponsor logo and hyperlink from the Symposium website to sponsor's website
- Conference App Sponsor to be included on the cover of the Symposium Handbook
- Quarter paged colour advertisements in Symposium Handbook (artwork to be supplied by sponsor)
- Three x complimentary Symposium Registrations
- Two x complimentary Exhibitor Registrations
- Two x A4 satchel inserts (to be provided by Sponsor)

/ KEYNOTE SPEAKER SPONSOR

Multiple Opportunities Investment AUD \$4,400 (subject to speaker confirmation)

The Symposium Organising Committee have invited high profile speakers to deliver plenary presentations. Your sponsorship of a speaker provides the opportunity for maximum exposure of your brand.

Acknowledgements

- Acknowledgment as the sponsor of the specific keynote speaker session
- Acknowledgement of sponsorship at opening and closing of session for the dedicated speaker
- Acknowledgement of sponsorship next to the speaker in the on-line program
- Recognition as Keynote Speaker Sponsor on Symposium website
- Keynote Speaker Sponsor logo and hyperlink from the Symposium website to sponsor's website
- Keynote Speaker Sponsor logo to be included on the cover of the Symposium Handbook
- One x A4 satchel inserts (to be provided by Sponsor)

/ DELEGATE SACHEL BAG SPONSOR

Exclusive Opportunity..... Investment AUD \$5,500

Every registered delegate will be provided with an official Symposium Satchel upon registration. The Organising Committee will ensure a quality satchel is chosen to prolong usage by delegates.

Acknowledgements

- Exclusivity of Delegate Satchel Bag Sponsor recognition
- Acknowledgment in the Symposium Program
- Company logo printed on the satchel*, along with the Symposium logo
- One x A4 satchel inserts (to be provided by Sponsor)

* The Organising Committee reserves all rights in selection of the appropriate Symposium delegate satchel. Size and location of your logo placement will also be at the discretion of the Organising Committee.

/ REUSABLE WATER BOTTLE SPONSOR

Exclusive Opportunity **Investment AUD \$4,500**

Every registered delegate will be provided with a reusable water bottle inside their satchel bag, with the opportunity to use their water bottle throughout the two days with water dispenses available at the back of each Symposium room.

Acknowledgements

- Exclusivity of Water Bottle Sponsor recognition
- Acknowledgment in the Symposium Program
- Company logo to be printed on long lasting water bottles
- Recognition as Reusable Water Bottle Sponsor on Symposium website
- Wattle Bottle Sponsor logo and hyperlink from the Symposium website to sponsor’s website
- Wattle Bottle Sponsor logo to be included on the cover of the Symposium Handbook
- Contributing to reducing waste and making the Patient Experience Symposium environmentally sustainable

/ DELEGATE NAME BADGE & LANYARD SPONSOR

Exclusive Opportunity **Investment AUD \$2,800**

Every registered delegate will be provided with an official Symposium name badge upon registration. Delegates will need to wear their name badge for the duration of the Symposium, which will enable access to all program sessions, social functions and the exhibition.

Acknowledgements

- Acknowledgment in the Symposium Program
- Delegate Name Badge Sponsor logo printed on the Name Badges and Lanyards*, along with the Symposium logo
- * The Organising Committee reserves all rights in selection of the appropriate Symposium name badge and lanyard. Size and location of your logo placement will also be at the discretion of the Organising Committee.

/ NOTEPAD AND PEN SPONSOR

Exclusive Opportunity **Investment AUD \$1,800**

The sponsor can provide a branded notepad and pen to be included in the delegate bag. This is a useful resource for delegates on site and provides good exposure of your organisation. (Quantity, size and delivery deadline will be made available upon enquiry).

/ SATCHEL INSERT SPONSOR

Multiple Opportunities **Investment AUD \$500**

Unable to attend but want to enhance your exposure at the Symposium? A satchel insert will reinforce your profile at the event and will be a ‘take home’ item for delegates to refer to.

Other Opportunities

If you would like your organisation to be recognised at the Symposium, but don’t see anything to suit your requirements in the prospectus, please contact Alignment Event Solutions who will be happy to work with you on a tailor-made opportunity. (E isabella@alignmentevents.com.au M 0420 636 757).

Exhibition

BOOTH DISPLAY **Investment AUD \$3,500**

- One 3m x 2m exhibition booth, standing 2.5m high with one skirted table and two chairs
- Company logo and hyperlink from the Symposium website to sponsor website
- Recognition as an Exhibitor in the Symposium Handbook
- Standard power outlet
- One x A4 satchel insert (to be provided by Sponsor)



General Terms and Conditions

All costs exclude GST and are in AUD.

A tax invoice will be sent upon receipt of a signed application form.

The allocation of exhibition positions or confirmation of a sponsorship item is at the discretion of the Symposium Organising Committee and will take into account date of application booking, exhibition preferences, proximity to competitors and other relevant matters.

The Symposium Organising Committee reserves the right to alter the exhibition floor plan at any time.

**We look forward to and welcome
your participation in Sydney in 2019**

**For all enquiries regarding partnerships
and exhibition, please contact:**

Partnership and Exhibition Sales Manager
Alignment Event Solutions

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