

2017 NSW RURAL HEALTH & RESEARCH CONGRESS

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2017

OUR FUTURE - WORLD CLASS RURAL HEALTH
27-29 SEPTEMBER 2017, WAGGA WAGGA

SPONSORSHIP PROSPECTUS

The Health Education and Training Institute (HETI) and our Congress partners invite you to join us in presenting the sixth NSW Rural Health and Research Congress, to be held in Wagga Wagga, NSW, 27-29 September 2017.

The Congress, which this year focuses on “Our Future - World Class Rural Health”, provides an opportunity for health staff and researchers to participate in a high quality forum that brings together the latest information on rural health.

Delegates come from diverse backgrounds including nursing, medical, allied health, research, ambulance, academia, administration and the private health sector.

Last year’s Congress in Tweed Heads proved to be a great success with delegates enjoying a diverse and stimulating three day program.

A choice of sponsorship and trade display opportunities are now available to provide your organisation with the opportunity to engage with, in one location, a wide range of health professionals and researchers from across rural and remote NSW.

We invite you to explore this unique opportunity by contacting Catherine Helps on +61 2 6686 2617 or Isabella Mee on +61 420 636 757.

We hope you can join us in Wagga Wagga, NSW this spring.

Catherine Helps
Congress Coordinator
Health Education and Training Institute



Congress Partners



A Valuable Business Investment

Participating in this year's Congress is a great way to show your commitment and support for rural health and promoting your services directly to our highly engaged audience

The **2017 NSW Rural Health and Research Congress** has several sponsorship packages available, providing sponsors with a range of unique opportunities to show case their products and services.

The **2017 NSW Rural Health and Research Congress** provides your organisation with:

- Maximum exposure at a premier Congress devoted to those involved in the rural health and research industry.
- An opportunity to build and reinforce strategic relationships with providers operating within the rural health and research space.

- Time to network with industry colleagues and key decision makers.

- A cost effective way to reinforce your organisation's brand and build brand awareness amongst a relevant audience.

- Access to a broad network of industry partners from State Government departments and the private sector.

- Time to present the latest innovations and new products or services to a pertinent audience, and showcase your expertise and capabilities.

- Increased marketing opportunities including visibility on the Congress website and associated marketing materials.

Choose from one of our sponsorship packages or work with our team to develop a sponsorship package that best meets your needs.

**Tailored Sponsorship Packages
can be created to suit your needs**



MAJOR SPONSORSHIP PACKAGE

\$9,900 including GST - Exclusive Package

COMPANY/ORGANISATION ACKNOWLEDGEMENT

Receive acknowledgement in the lead up to and during the NSW Rural Health and Research Congress. This includes the following:

- Exclusivity of major sponsor level sponsorship
- Acknowledgement as major sponsor at the official opening and closing of the Congress
- Corporate logo (full colour) on Congress website with hyperlink to your website as well as a promotional paragraph about your company
- Corporate logo (full colour) on registration website and highlighted in the electronic delegate program
- Corporate logo (full colour) on PowerPoint holding slide displayed at the beginning and end of each plenary session
- Major sponsor recognition on Congress signage
- Listing and corporate logo (full colour) in Congress program paper booklet
- Corporate logo (full colour) on Congress advertisements
- Opportunity to display a free standing banner at Congress entrance (supplied by sponsor)

ADVERTISING

- Full page advertisement in Congress program paper booklet
- Company brochure/flyer and branded marketing item included as satchel insert (materials to be supplied by the sponsoring organisation)
- Opportunity to provide a sponsor gift to be included in the lucky door prize

EXHIBITION SPACE

Your company will be entitled to an exhibition stand in a prime location. This includes catering for all morning/afternoon teas and lunches. Sponsors are responsible for selecting and hiring any other required equipment.

COMPLIMENTARY REGISTRATION

This sponsorship package entitles you to:

- Two (2) complimentary Congress registrations that include all Congress sessions, lunches, morning/afternoon teas and social functions
- Discounted additional Congress registrations

BONUS WORKSHOP OPPORTUNITY

\$3,500 including GST

Major and Silver level Sponsors have the exclusive opportunity to engage more deeply with delegates through a 60 minute Workshop at the 2017 NSW Rural Health and Research Congress from 7.45am - 8.45am on Thursday, 28 September 2017.



**OPTIONAL
PACKAGE
UPGRADE**

SILVER SPONSORSHIP PACKAGE

\$6,900 including GST - 2 x Silver Packages available

COMPANY/ORGANISATION ACKNOWLEDGEMENT

Receive acknowledgement in the lead up to and during the NSW Rural Health and Research Congress. This includes the following:

- Corporate logo (full colour) in sponsor section on Congress website with hyperlink to your website as well as a promotional paragraph about your company
- Corporate logo (full colour) on registration website and highlighted in the electronic delegate program
- Sponsor recognition on Congress signage
- Listing and corporate logo (full colour) in sponsor section of Congress program paper booklet
- Corporate logo (full colour) in the sponsor section of all publications (as applicable)

ADVERTISING

- Half page advertisement in Congress program paper booklet
- Company brochure/flyer and branded marketing item included as satchel insert (materials to be supplied by the sponsoring organisation).

EXHIBITION SPACE

Your company will be entitled to an exhibition stand in a prime location. This includes catering for all morning/afternoon teas and lunches. Sponsors are responsible for selecting and hiring any other required equipment.

COMPLIMENTARY REGISTRATION

This sponsorship package entitles you to:

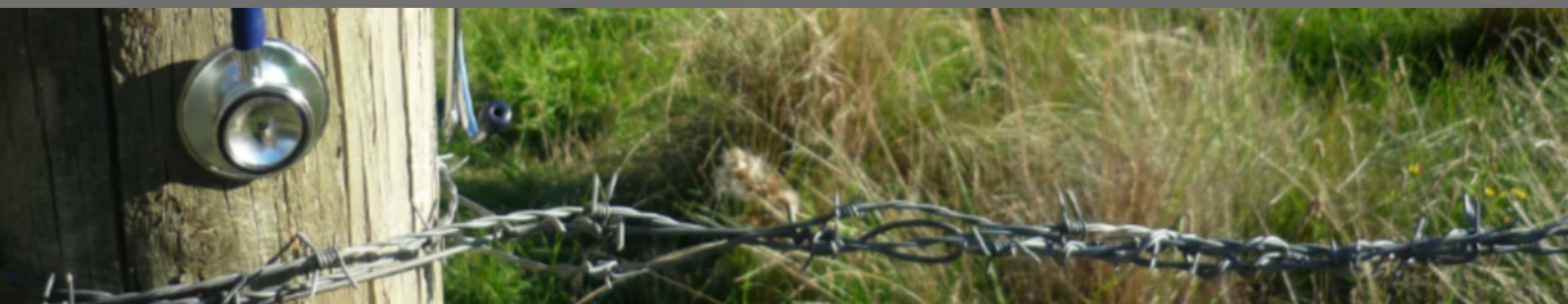
- One (1) complimentary Congress registration that includes attendance at all Congress sessions, lunches, morning/afternoon teas and social functions
- Discounted additional Congress registrations

BONUS WORKSHOP OPPORTUNITY

\$3,500 including GST

Major and Silver level Sponsors have the exclusive opportunity to engage more deeply with delegates through a 60 minute Workshop at the 2017 NSW Rural Health and Research Congress from 7.45am - 8.45am on Thursday, 28 September 2017.

**OPTIONAL
PACKAGE
UPGRADE**



GREEN SPONSORSHIP PACKAGE

\$6,500 including GST - Exclusive Package

COMPANY/ORGANISATION ACKNOWLEDGEMENT

The Green Sponsorship package has been developed to reduce the use of paper for the 2017 NSW Rural Health and Research Congress. Examples include:

- Creating a Congress App with the aim of one day replacing the Congress program paper booklet
- Introducing electronic methods to display Poster Presentations

Receive acknowledgement in the lead up to and during the NSW Rural Health and Research Congress. This includes the following:

- Exclusivity of Green Sponsorship package
- Corporate logo (full colour) in sponsor section on Congress website with hyperlink to your website as well as a promotional paragraph about your company
- Corporate logo (full colour) on registration website
- Acknowledgement as the Green Sponsor in Congress delegate information manual
- Congress App and electronic Poster Presentations screen to be branded with your corporate logo
- Opportunity to place promotional material next to the electronic Poster Presentation screens (materials/flyers to be provided by sponsor)
- Listing and corporate logo (full colour) in sponsor section of Congress program paper booklet
- Corporate logo (full colour) in the sponsor section of all publications (as applicable)

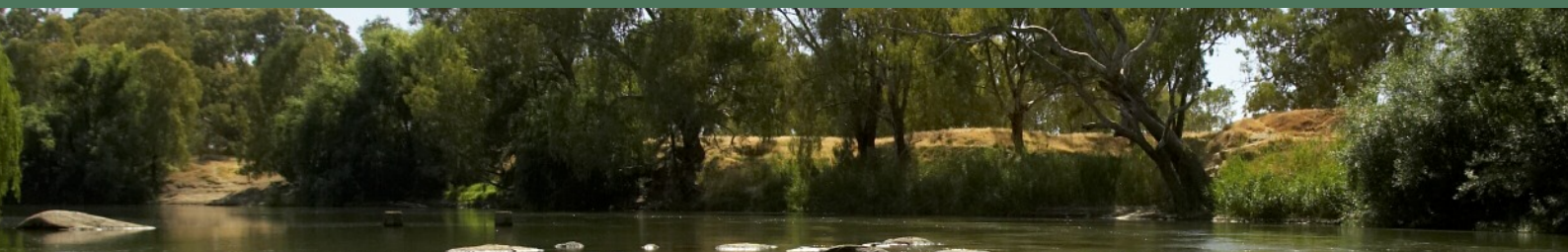
ADVERTISING

- Full page advertisement in Congress program paper booklet
- Company brochure/flyer and branded marketing item included as satchel insert (materials to be supplied by the sponsoring organisation)
- Opportunity to provide a sponsor gift to be included in the lucky door prize

COMPLIMENTARY REGISTRATION

This sponsorship package entitles you to:

- Three (3) complimentary Congress registrations which include attendance at all Congress sessions, lunches, morning/afternoon teas and social functions
- Discounted additional Congress registrations



BARISTA CART SPONSORSHIP PACKAGE

\$3,800 including GST - Exclusive Package

COMPANY/ORGANISATION ACKNOWLEDGEMENT

A Barista Cart will be onsite providing sponsored coffee to Congress delegates for the first time this year. Local Baristas will serve coffees to delegates over the three days, sure to be a popular addition to the 2017 NSW Rural Health and Research Congress. This package will include:

- Exclusivity of Barista Cart Sponsorship package, up to 600 coffees will be served
- Corporate logo (full colour) in sponsor section on Congress website with hyperlink to your website as well as a promotional paragraph about your company
- Corporate logo (full colour) on registration website
- Acknowledgement as the Barista Cart Sponsor in Congress delegate information manual
- Opportunity to brand the Barista Cart area. For example: Create signage or display a banner (funded by sponsor)
- Opportunity to place promotional material next to the Barista Cart (materials/flyers to be provided by sponsor)
- Listing and corporate logo (full colour) in sponsor section of Congress program paper booklet
- Corporate logo (full colour) in the sponsor section of all publications (as applicable)

ADVERTISING

- Full page advertisement in Congress program paper booklet
- Company brochure/flyer and branded marketing item included as satchel insert (materials to be supplied by the sponsoring organisation)
- Opportunity to provide a sponsor gift to be included in the lucky door prize

COMPLIMENTARY REGISTRATION

This sponsorship package entitles you to:

- One (1) complimentary Congress registration that includes attendance at all Congress sessions, lunches, morning/afternoon teas and social functions
- Discounted additional Congress registrations

**OPTIONAL
PACKAGE
UPGRADE**

BONUS CROWD-PLEASING OPPORTUNITY

\$2,000 including GST

Provide Congress delegates with reusable and environmentally friendly coffee cups with corporate logo branding.



CONGRESS DINNER SPONSOR

\$7,500 including GST - Exclusive Package

COMPANY/ORGANISATION ACKNOWLEDGEMENT

Receive acknowledgement in the lead up to and during the NSW Rural Health and Research Congress.

This includes the following:

- Exclusive naming rights for the Congress Dinner i.e. "The 'Company/Organisations' name' Congress Dinner"
- Acknowledgement as Congress Dinner sponsor with corporate logo (full colour) in sponsor section on Congress website with hyperlink to your website as well as a promotional paragraph about your company
- Acknowledgement as Congress Dinner sponsor and corporate logo (full colour) in sponsor section of Congress program paper booklet as Congress Dinner sponsor
- Corporate logo (full colour) in the sponsor section of all publications (as applicable)
- 4 complimentary tickets to attend the Congress Dinner

ADVERTISING

- Company signage displayed at the entrance to the Congress Dinner (signage to be supplied by the sponsor)
- Opportunity to make a 5 minute welcoming speech at the Congress Dinner
- Full page advertisement in Congress program paper booklet
- Opportunity to provide a sponsors gift to be included in the lucky door prize



WELCOME RECEPTION SPONSOR

\$4,900 including GST - Exclusive Package

COMPANY/ORGANISATION ACKNOWLEDGEMENT

Receive acknowledgement in the lead up to and during the NSW Rural Health and Research Congress.

This includes the following:

- Exclusive naming rights for the Welcome Reception i.e. "The 'Company/Organisations' name' Welcome Reception"
- Acknowledgement as Welcome Reception sponsor with corporate logo (full colour) in sponsor section on Congress website with hyperlink to your website as well as a promotional paragraph about your company
- Acknowledgement as Welcome Reception sponsor and corporate logo (full colour) in sponsor section of Congress program paper booklet
- Corporate logo (full colour) in the sponsor section of all publications (as applicable)
- 4 complimentary tickets to attend the Welcome Reception

ADVERTISING

- Company/Organisation signage displayed at the entrance to the Congress Welcome Reception (signage to be supplied by the sponsor)
- Opportunity to make a 3 minute welcoming speech at the Welcome Reception
- Half page advertisement in Congress program paper booklet
- Opportunity to provide a sponsors gift to be included in the lucky door prize

DELEGATE SACHEL SPONSOR

\$4,800 including GST - Exclusive Package

Each delegate attending the NSW Rural Health and Research Congress will receive a quality satchel or a like product. This product is a valued Congress souvenir which will be re-used long after the event thus long term brand name exposure is assured. As a sponsor, you will receive the following benefits:

- Exclusive branding of the Congress satchel with the inclusion of corporate logo printed in a prominent position in colour on the delegate satchel alongside the Congress logo
- Corporate logo (full colour) on Congress website with hyperlinks to your website as well as a promotional paragraph about your Company/Organisation
- Corporate logo (full colour) on registration website and highlighted in the electronic delegate program
- Corporate logo (full colour) in Congress program paper booklet
- Company brochure/flyer and branded marketing item included as satchel insert (materials to be supplied by the sponsoring organisation)

OTHER OPPORTUNITIES

REUSABLE WATER BOTTLES - \$2,000 (Including GST)

Long lasting reusable water bottles with Corporate logo branding contribute to reducing waste at the Congress and provide delegates with a long-lasting product branded with your logo

SACHEL INSERT - \$600 (Including GST)

Provide two (2) pieces of written information or merchandise in Congress satchels (material to be supplied by the organisation)

ADVERTISEMENTS

Another great way to reach all delegates at the Congress is through advertising in the Congress program paper booklet. Options include:

- | | |
|--|---------|
| • Full page black/white advertisement | \$1,200 |
| • Half page black/white advertisement | \$600 |
| • Quarter page black/white advertisement | \$300 |

*** artwork must be provided*



TRADE EXHIBITOR OPPORTUNITIES

Limited exhibition space is available at the 2017 NSW Rural Health and Research Congress, so this year we are providing two Exhibition Packages.

OPTION ONE - FULL EXHIBITING PACKAGE

\$2,500 including GST - 2 x Full Exhibitor Packages available

The Full Exhibiting Package includes a designated Exhibition Stand for the duration of the Congress

- 8am-5pm, Wednesday, 27 September 2017
- 8am-5pm, Thursday, 28 September 2017
- 8am-1:30pm, Friday, 29 September 2017

OPTION TWO - POP-UP EXHIBITING PACKAGE

\$900 including GST - 6 x Rotating Exhibitor Packages available

The Exhibition period for this package will be for one hour (60 minutes) only, alternating the Exhibition Stand with other Exhibitors. Exhibiting timetable options for this package include:

- 1 x 30 minute Morning Tea and 1 x 30 minute Afternoon Tea (in total 60 minutes)
or
- 1 x 60 minute Lunch Break

Exhibitors will have the option to select their preferred catering break depending on availability when securing their package.

BOTH TRADE PACKAGES INCLUDE

The Congress program and exhibition space has been designed to offer exhibitors maximum contact with delegates. Arrival tea and coffee, morning tea, afternoon tea and lunch will be served in the trade area.

Exhibitors are encouraged to design interesting and exciting displays. Stand prizes are an excellent way to attract delegates to your stand, and help in promoting this will be provided by presenters at the Congress.

Exhibitors will receive:

- Recognition as a Supporter (with Company/Organisation name) in the Congress program paper booklet, together with a 50 word 'company profile'
- Recognition as a Supporter (with Company/Organisation name) on the Congress website
- Expo booth display space (trestle table and pin board display)
- Additional furniture, including computer hire, lighting, power and signage requirements may be arranged through the Congress organisers, at an additional charge

Please note attendance to Congress sessions is not included. Should exhibitors wish to attend Congress sessions then a discounted registration rate will be offered.



GENERAL SPONSORSHIP CONDITIONS & PAYMENT

To reserve your selected sponsorship package and/promotional display area, please complete and return the attached form to:

Alignment Event Solutions (ph: +61 420 636 757)

Email: isabella@alignmentevents.com.au

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Congress and all prices in this document are inclusive of GST. GST is calculated at the date of publication of this document. The Congress reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of the signed Sponsorship Application Form. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the total required amount.
3. All monies are payable in Australian dollars. Cheques should be made payable to NSW Rural Health and Research Congress and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Congress prior to the event. Sponsors/Exhibitors will not be allowed to commence move-in operations nor be listed as a Sponsor/Exhibitor in the Congress program paper booklet until full payment has been received by the Congress Managers.
5. In the event of cancellation, a service fee of 50% applies for cancellations made prior to **Friday, 18 August 2017**. No refunds will be made for cancellations after this date. Once sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
6. No Sponsor/Exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship/exhibition package except upon prior written consent of the Congress Managers.
7. Closing date for submission of sponsorship applications is **Friday, 18 August 2017**.

SPONSORSHIP ITEM REQUESTED:	
COMPANY NAME (for invoicing)	
COMPANY NAME (for promotional use)	
ADDRESS:	
CITY:	STATE:
COUNTRY:	POSTCODE:
TELEPHONE:	FAX:
EMAIL:	WEBSITE:
CONTACT PERSON:	POSITION:
SIGNED BY:	DATED:
TOTAL AMOUNT PAYABLE:	\$