

Rural Health and Research Congress

Sponsorship Prospectus

**Beyond distance
and diagnosis**

**5-7 SEPTEMBER 2018
TAMWORTH, NSW**



HEALTH
EDUCATION
& TRAINING

A large crowd of people at a conference, with a man in the foreground looking thoughtful. The background is filled with many other attendees, some looking towards the camera and others looking away. The lighting is warm and focused on the foreground.

*“The 2017
Congress was
held in Wagga
Wagga and
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record 300
delegates”*

Catherine Helps,
Health Education
and Training Institute
Senior Project Officer
for Interprofessional
Stream - Rural and
Remote Portfolio

The Health Education and Training Institute (HETI) and our Congress partners invite you to join us in presenting the seventh Rural Health and Research Congress, to be held in Tamworth on 5-7 September 2018. The Congress theme is “Beyond Distance and Diagnosis” inviting health staff and researchers to explore excellence and innovation in rural health service provision and the research informing best practice.

Delegates come from diverse backgrounds including allied health, nursing and midwifery, medicine, Aboriginal health, justice health, ambulance, academia and the private health sector. The 2017 Congress was held in Wagga Wagga and proved to be a great success attracting a record 300 delegates enjoying a diverse and stimulating three-day program.

A choice of sponsorship and trade display opportunities is now available inviting your organisation to engage with 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 0427 856 802 or Isabella Mee on 0420 636 757.

We hope you can join us in Tamworth this spring.

Catherine Helps
HETI Senior Project Officer for Interprofessional Stream
- Rural and Remote Portfolio

Sponsorship Benefits

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

The Congress has a range of sponsorship packages available, providing sponsors with a unique opportunity to showcase their products and services.

The Rural Health and Research Congress provides your organisation with:

- Maximum exposure at a premier Congress devoted to people working 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 among a relevant audience.
- Access to a broad network of industry partners from State Government departments and the private sector.
- A platform to present the latest innovations, new products or services to a pertinent audience and showcase your expertise and capabilities.
- 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.

“a truly inspirational, educational and brilliantly executed affair”

Anthony Lucas
NSW Ambulance

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

Major Sponsorship Package

\$9,900 INCLUDING GST - EXCLUSIVE PACKAGE

Receive acknowledgement in the lead up to and during the 2018 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 in full colour on Congress website with hyperlink to your website as well as a promotional paragraph about your organisation
- Corporate logo in full colour on registration website and highlighted in the electronic delegate program
- Corporate logo in full colour on PowerPoint slide displayed at the beginning and end of each plenary session
- Major sponsor recognition on Congress signage
- Listing and corporate logo in full colour in Congress program paper booklet
- Corporate logo in 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

** OPTIONAL PACKAGE UPGRADE**

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 2018 Rural Health and Research Congress from 7.45am - 8.45am on Thursday, 6 September 2018.

Silver Sponsorship Package

\$6,900 INCLUDING GST - 2 X SILVER PACKAGES AVAILABLE

Receive acknowledgement in the lead up to and during the 2018 Rural Health and Research Congress. This includes the following:



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

**** OPTIONAL PACKAGE UPGRADE****

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 2018 Rural Health and Research Congress from 7.45am - 8.45am on Thursday, 6 September 2018.

New - Barista Cart Sponsorship Package

\$3,800 INCLUDING GST - EXCLUSIVE PACKAGE

A Barista Cart will be onsite providing sponsored coffee to Congress delegates for the first time this year. Over three days, local Baristas will serve coffees to delegates- it's sure to be a popular addition to the 2018 Rural Health and Research Congress. This package will include:



- Exclusivity of Barista Cart Sponsorship package
- Corporate logo in full colour in sponsor section on Congress website with hyperlink to your website as well as a promotional paragraph about your company
- Corporate logo in 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 in 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

Receive acknowledgement in the lead up to and during the 2018 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 in full colour in sponsor section of Congress program paper booklet as Congress Dinner sponsor
- Corporate logo in 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 sponsor’s gift to be included in the lucky door prize

Welcome Reception Sponsor

\$4,900 INCLUDING GST - EXCLUSIVE PACKAGE

Receive acknowledgement in the lead up to and during the 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 in 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 in full colour in sponsor section of Congress program paper booklet
- Corporate logo in 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 sponsor's gift to be included in the lucky door prize



Delegate Satchel Sponsor

\$4,800 INCLUDING GST - EXCLUSIVE PACKAGE

Each delegate attending the 2018 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 on the delegate satchel alongside the Congress brand
- Corporate logo in full colour on Congress website with hyperlinks to your website as well as a promotional paragraph about your Company/Organisation
- Corporate logo in full colour on registration website and highlighted in the electronic delegate program
- Corporate logo in 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

SATCHEL 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 full colour advertisement \$1,200
- Half page full colour advertisement \$600
- Quarter page full colour advertisement \$300

** artwork must be provided

Trade Exhibitor Opportunities

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

- 12:30pm-5pm, Wednesday, 5 September 2018
- 8am-5pm, Thursday, 6 September 2018
- 8am-1:30pm, Friday, 7 September 2018

\$2,500 INCLUDING GST - FULL EXHIBITING PACKAGE

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.

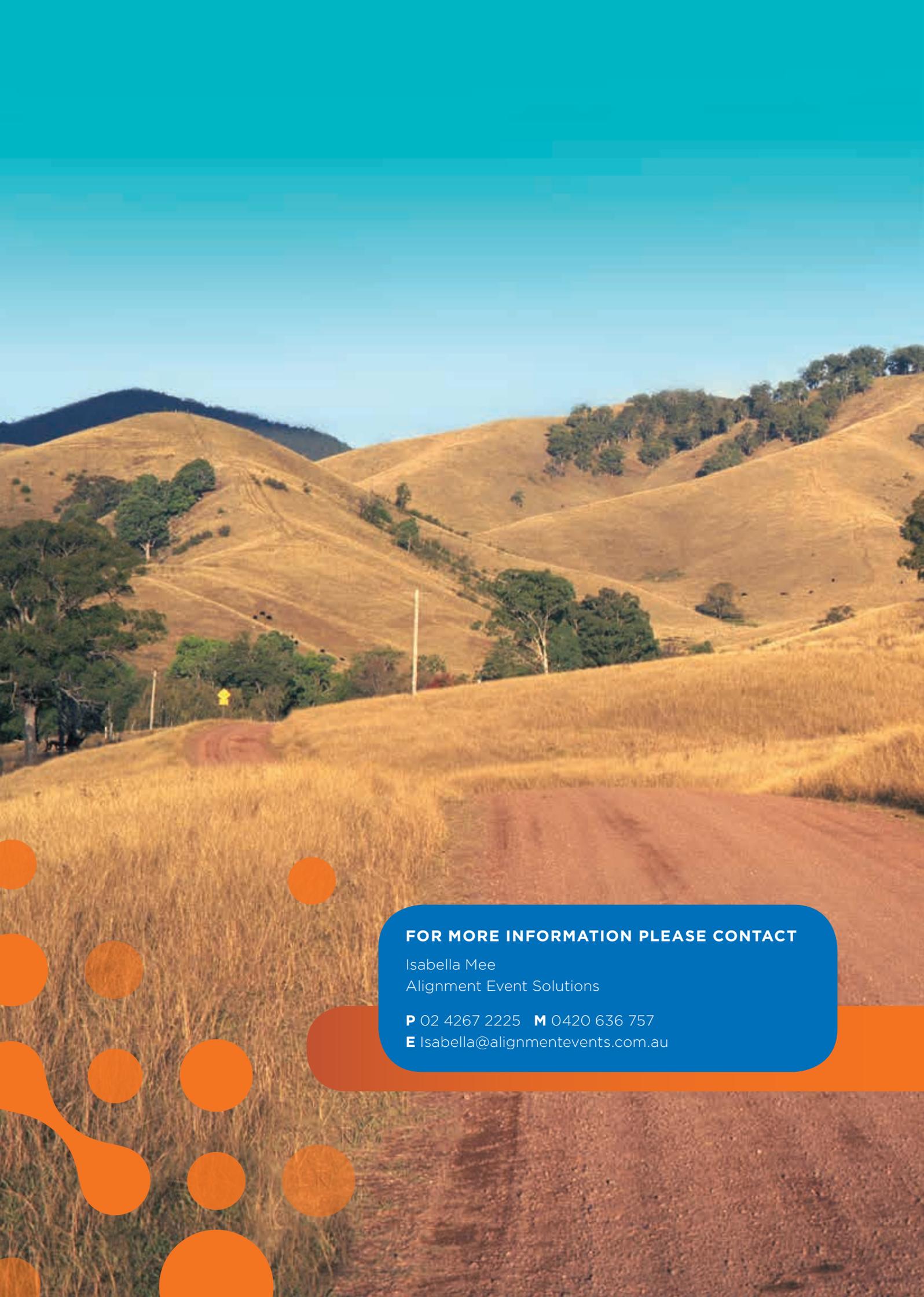


Exhibitors are encouraged to design interesting and exciting displays. Stand prizes are an excellent way to attract delegates to your stand, and help in promoting this will be provided by presenters at the Congress.

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.



FOR MORE INFORMATION PLEASE CONTACT

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