

Sponsor Prospectus



The conference



Alice Springs — 28 to 30 October 2011

The national rural doctors' conference jointly hosted by:



Conference of peak rural medical organisations

Rural Medicine Australia 2011 is the annual conference of Australia's peak professional organisations for rural and remote medicine: **Australian College of Rural and Remote Medicine (ACRRM)** and the **Rural Doctors Association of Australia (RDAA)**.

The practice of medicine in rural and remote Australia is one of the most dynamic and demanding branches of medicine. This annual event presents rural doctors with their most significant annual opportunity to gain or upgrade vital skills, exchange practice knowledge, and compare notes on the evolving nature of the medical profession.

The co-hosts

ACRRM sets the standards for educating and training medical Fellowship candidates (registrars), and for the ongoing professional development of rural and remote general practitioners.

RDAA provides public advocacy, political representation, and professional support for general practitioners and registrars working in rural and remote Australia.

Both organisations are member-based, not-for-profit organisations that recognise the significant leadership roles that doctors in rural and remote Australia play in the health, sustainability, and social cohesion of their communities. Both enjoy strong member involvement.



The opportunity

Your active participation at the leading rural medical conference on the calendar will give you opportunities to interact with hundreds of doctors who are, by definition, widely dispersed throughout rural and remote Australia for most of the year.

Nothing like being there

At **Rural Medicine Australia 2011**, your sponsor or exhibitor status will present you with opportunities to interact with delegates, establish a rapport, get firsthand feedback, and present your message in person.



Brand an event. Take a stand.

Opportunities to raise your profile, make a positive first impression, or revitalise existing relationships would include:

- **conference sponsorship**
declare your commitment to the quality and development of rural medicine in Australia through a gold, silver, or bronze sponsorship of the conference
- **event sponsorship**
associate your brand exclusively with a particular high-profile conference event to enhance positive brand name recall in the year ahead
- **booth exhibit**
present your brand image and range the way you want it to be received—and in a congenial, relaxed environment where delegates enjoy their tea breaks and lunch.

Delegate Demographics

The conference attracts a wide range of medical and healthcare professionals, including rural, regional and remote medical practitioners and specialists, medical educators, medical academics, international medical graduates, Fellowship candidates and allied health professionals.

Conference delegates also include medical education providers, government departments and workforce agencies, divisions of general practice, and health care organisation representatives.



Over 300 attended in 2010

Rural Medicine Australia 2010 in Hobart attracted over 300 participants. In 2011, senior practitioners and discipline leaders will be joined by members of the emerging workforce: International Medical Graduates, Registrars, Junior Doctors and Medical Students.

Marketing and PR Plan

Our comprehensive marketing plan includes a range of activities, leveraging the extensive, nationwide networks of ACRRM and RDAA. These would include:

- Email marketing
- Direct mail
- Electronic Newsletters
- Dedicated website offering registration and accommodation information
- Reciprocal website links with sponsors
- Printed promotional material will be distributed at health sector events
- Advertising and editorials in medical publications and journals
- Media releases targeted at stakeholder organisations and selected general electronic and print media outlets to stimulate media comment

2011 Rural Doctors Awards

A highlight of **Rural Medicine Australia 2011** will be the presentation of the National Rural Doctors' Awards, which recognise the outstanding contribution made by particular doctors and their families to the profession and their local communities.

The awards are:

- ACRRM Life Fellowship Award
- ACRRM Honorary Fellows Award
- ACRRM Honorary Life Membership Award
- ACRRM Distinguished Service Award
- Westpac RDAA Rural Doctor of the Year Award
- Westpac RDAA-ACRRM Rural Registrar of the Year Award
- Westpac RDAA Medical Student of the Year Award
- ACRRM-RDAA Peter Graham 'Cohuna' Award

Venue Information

The **Alice Springs Convention Centre** with an abundance of natural light has spectacular views of the MacDonnell Ranges and is a modern and fresh high-technology centre.

The Centre boasts state of the art facilities and offers delegates the opportunity to experience the true essence of the outback. The spacious MacDonnell room will be home for all trade booths. Conference catering will be held in the trade area providing all exhibitors equal opportunity to network with the conference attendees.

Date Friday 28 October - Sunday 30 October 2011
Venue **Alice Springs Convention Centre**
93 Barrett Drive
Alice Springs NT 0871
T: (08) 8950 0200
F: (08) 8950 0300
Web www.alicespringsconventioncentre.com.au

Sponsorship and Exhibition Contact

Juleen Schneider
Australian College of Rural and Remote Medicine

Telephone: 07 3105 8200
Fax: 07 3105 8299

Email: j.schneider@acrrm.org.au
Web: www.acrrm.com.au

Event Coordinator

Maggie Bryan
Australian College of Rural and Remote Medicine

Telephone: 07 3105 8200
Fax: 07 3105 8299

Email: m.bryan@acrrm.org.au
Web: www.acrrm.com.au

Cover Photos

Supplied courtesy of Tourism NT and the photographers:
Alice Springs Township — David Kirkland
www.travelnt.com

How to be part of the conference ... and a topic of conversation!

All prices quoted are inclusive of GST

Gold Sponsorship

\$25,000

- **Exclusive Opening Plenary Session Sponsor**
 - › display your banner at the opening plenary session
 - › address the delegates in a 3-minute presentation
 - › your company logo displayed on a PowerPoint slide at the session
- Recognition as a sponsor of the **delegate name tags** with the sponsor logo displayed on the name tag
- **Acknowledgement at the plenary session as a sponsor** including logo featured on a session slide
- **Acknowledgement as a sponsor** of the conference on the registration form and in the *Delegate Handbook*
- **Recognition from the conference chair** during opening sessions and at appropriate times throughout the conference.
- **Conference website** - your logo and company name will appear on all website pages, with a link to your website
- Inclusion of your logo and company name on the **conference eNewsletter**
- **Full-page back cover advertisement** in the conference *Delegate Handbook* (finished artwork to be supplied by Gold sponsor)
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)
- One **1/2 page advertisement** in Rural Pulse (RDAA magazine) and a ticker tape banner ad in Rural Round Up (RDAA newsletter)
- **Double booth exhibition space** in a prime location (includes shell scheme)
- **2 full-conference delegate registrations including, 2 Invitations to the Welcome Reception**
- **4 Invitations to the Conference Dinner**



Silver Sponsorship

\$10,000

- **Welcome Reception Sponsor**
 - › display your banner at the Welcome Reception
 - › address the guests in a 3-minute presentation
- **Internet Café Sponsor**
 - › Naming rights to the internet pod
 - › Signage on the internet area provided
 - › Opportunity to display your banner in the internet pod
 - › Your home page and screensaver displayed on computer screens
- **Acknowledgement at the plenary session as a sponsor** including logo featured on a session slide
- **Acknowledgement as a sponsor** of the conference on the registration brochure and in the *Delegate Handbook*
- **Recognition from the conference chair** during opening sessions and at appropriate times throughout the conference.
- Inclusion of your logo and company name on the **conference website** with a link to your website
- Inclusion of your logo and company name on the **conference eNewsletter**
- Inclusion of a **1/2 page advertisement** in the *Delegate Handbook* (finished artwork to be supplied by sponsor)
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)
- One **1/4 page advertisement** in Rural Pulse (RDAA magazine) and a ticker tape banner ad in Rural Round Up (RDAA newsletter)
- **Single booth exhibition space** in a prime location (includes shell scheme)
- **2 full-conference delegate registrations** including 2 Invitations to the Welcome Reception
- **2 invitations to the Conference Dinner**

Bronze Sponsorship

\$6,000

- **Acknowledgement at the plenary session as a sponsor** including logo featured on a session slide
- **Acknowledgement as a sponsor** of the conference on the registration brochure and in the *Delegate Handbook*
- Inclusion of your logo and company name on the **conference website** with a link to your website
- Inclusion of your logo and company name on the **conference e-newsletter**
- Inclusion of a **1/4 page advertisement** in the *Delegate Handbook* (finished artwork to be supplied by sponsor)
- **Single booth exhibition space** in a prime location (includes shell scheme)
- A **promotional insert** in the delegate satchel (to be supplied by sponsor)
- **2 full-conference delegate registrations including 2 Invitations to the Welcome Reception**
- **2 Invitations to the Conference Dinner**

Additional Opportunities

Exclusive Conference Dinner Sponsor

\$5,000

Sponsorship of the Conference Dinner involves contributing to the costs of providing our delegates with an opportunity to enjoy relaxing with peers over good food, good wine and entertainment. It will also assist with costs of flights and accommodation for ACRRM Awards recipients, ensuring their presence on the night.

Dinner sponsorship gives you:

- display your banner at the Conference Dinner
- address the dinner guests in a 3 minute presentation
- play a 10-minute corporate video (silent) before dinner
- your company logo displayed on a PowerPoint slide at the dinner
- your company logo printed on the dinner menus
- opportunity to provide each dinner guest with a branded gift bag (sponsor to supply)
- 2 invitations to the Conference Dinner
- acknowledgement by the chair of the proceedings

Workshop Sponsorship

\$2,200

Sponsorship of a pre-conference clinical workshop session involves contributing to or covering the costs associated with a session.

Workshop sponsorship gives you:

- your logo on title slides within room
- opportunity to place signage within session room (sponsor to provide)
- acknowledgement from the session chair
- your logo and company name on the conference website with a link to your website
- your logo and company name on the conference e-newsletter
- acknowledgement in the Delegate Handbook
- one insert in the conference satchel.

Satchel Inserts

\$1,100

Organisations will reach delegates directly through inserts in the delegate satchels. Please note that

- sponsor to provide the finished insert
- inserts may take the form of a brochure, flyer or sample promoting your organisation or service
- all inserts are subject to approval by the conference committee

Advertising - Delegate Handbook

Limited advertising space throughout the handbook is available at the following rates.

Position	Size	Price (includes GST)
Outside back cover	148mm(w) x 210mm(h) + 3mm bleed	Reserved for gold sponsor
Inside front/back cover	148mm(w) x 210mm(h) + 3mm bleed	\$880
Inside full page	148mm(w) x 210mm (h) + 3mm bleed	\$660
Inside half page	128mm (w) x 85mm (h)	\$330
Inside quarter page	62mm (w) x 85mm (h)	\$165

Finished artwork should be supplied to ACRRM by no later than Monday 5 Sept 2011.

A simple ad design can be developed on your behalf for an additional cost of \$150. Final copy, logo and any graphics or pictures must be supplied to ACRRM by no later than Monday 22 August 2011

Advertising - Conference Website

Limited advertising space on the conference website is available at the following rates.

Website Page	Size and style	Price (includes GST)
Location (venue and city)	Graphic banner – 20mm x 120mm horizontal (live link to advertiser's web page)	\$220
Location (venue and city)	Text Style – business name plus 30 words description, with live link to advertiser's webpage	\$220

Exhibition (trade booths)

\$3,850

The exhibition (trade booths) will be an integral part of the event and will be located in the MacDonnell Room C, adjacent to the session rooms. 27 booths will be available.

All catering, including the Welcome Reception will be served in the exhibition area ensuring you gain frequent exposure to delegates as they circulate through the exhibition before the conference and during breaks.

Reserve a sponsorship or booth now!

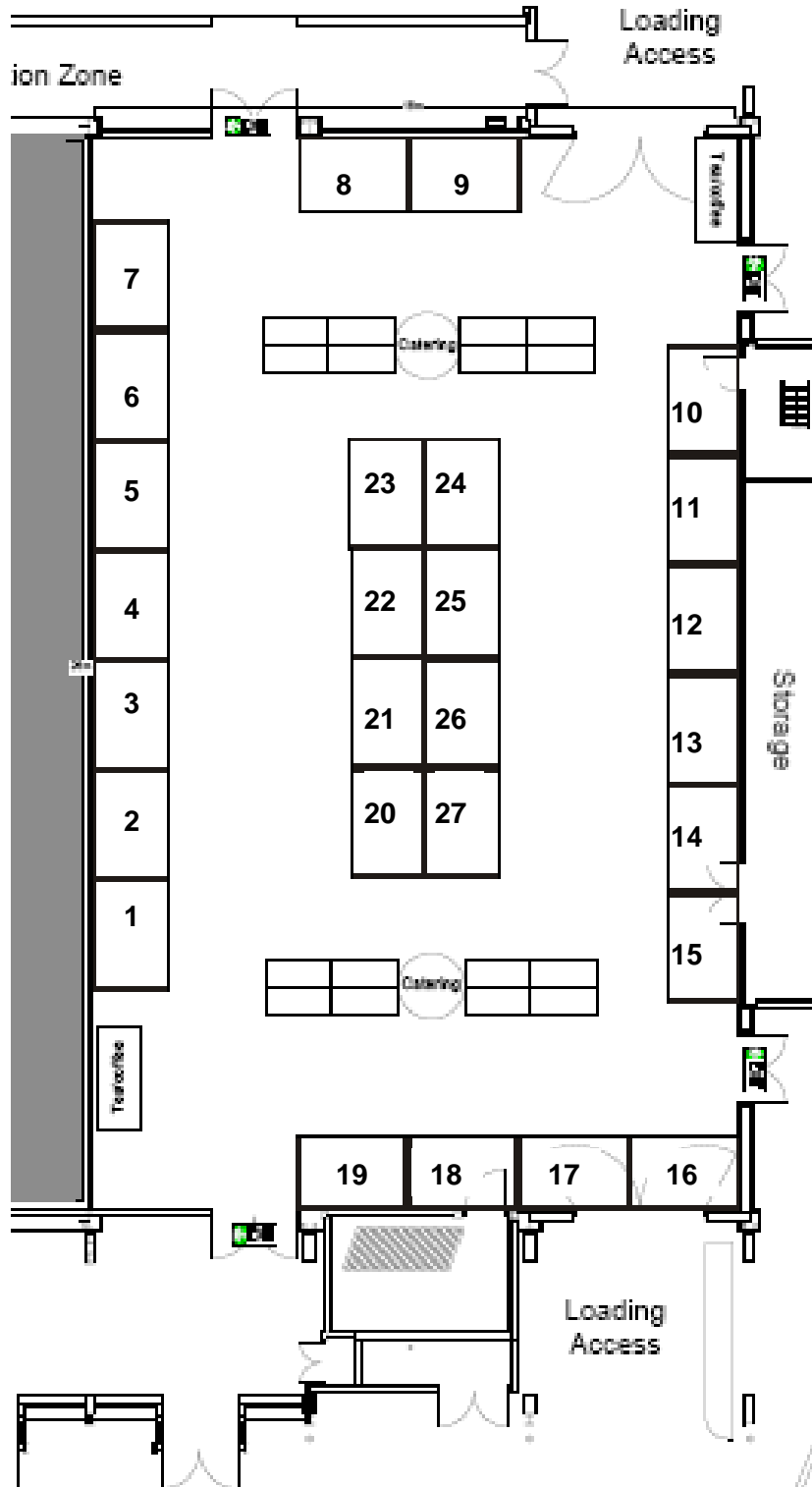
Trade booth positions will be allocated in the order that application forms and deposits are received. To secure your position in the exhibition, please complete the application form on the last page of this prospectus (details of payment methods are on the form), and return the form paying **50% deposit** to:

ACRRM
GPO Box 2507
Brisbane QLD 4001
Fax: 07 3105 8299
Email: j.schneider@acrrm.org.au

Exhibitor benefits include:

- one 3m x 2m exhibition booth including shell scheme with fascia board power sockets and lights
- two exhibitor passes per 6m² stand. These passes allow personnel to work on their stand and include catering as well as entry into the welcome Reception
- lunch, morning and afternoon tea
- acknowledgement as an exhibitor in the *Delegate Handbook*
- your logo and company name on the conference website with a link to your website
- wireless internet access

Exhibition Floor Plan



Sponsorship/Exhibition Application Form

Section 1: Sponsor/Exhibitor Contact Details

Title (Mr/Mrs/Ms/Dr/Prof) _____
 Last Name _____
 First Name _____
 Organisation _____
 Position _____
 Postal Address _____
 Suburb/Town _____
 State _____ Postcode _____ Country _____
 Tel _____ Fax _____
 Mobile _____
 Email _____

Section 2: Sponsorship Packages

All prices are in Australian Dollars and inclusive of GST.

- | | |
|--|----------|
| <input type="checkbox"/> Gold Sponsor | \$25 000 |
| <input type="checkbox"/> Silver Sponsor | \$10 000 |
| <input type="checkbox"/> Bronze Sponsor | \$ 6 000 |
| <input type="checkbox"/> Workshop Sponsor | \$ 2 200 |
| <input type="checkbox"/> Satchel Insert | \$ 1 100 |
| <input type="checkbox"/> Advertising | |
| <input type="checkbox"/> Inside front/back cover | \$ 880 |
| <input type="checkbox"/> Inside full page | \$ 660 |
| <input type="checkbox"/> Inside half page | \$ 330 |
| <input type="checkbox"/> Inside quarter page | \$ 165 |
| <input type="checkbox"/> Conference Website | \$ 220 |

Total Section 2 \$ _____

Section 3: Trade Exhibition Booth

Trade Exhibition Booth \$ 3 850

Section 4: Payment

ABN: 12078081848

In order to confirm your sponsorship, please forward this form and **50% deposit** via post or fax to the Australian College of Rural and Remote Medicine. Final payment is required by **9 September 2011**.

Please note: Confirmation of sponsorship is conditional upon this form being completed and all payment received. The organisers reserve the right to reassign any sponsorship package to another sponsor if these conditions are not fulfilled.

Total Payment \$ _____

I enclose a cheque payable to: ACRRM

Please charge my credit card:

Mastercard VISA

Full name on card: _____

Card number: _____

Expiry date: ____/____/____

Signature: _____

I agree that ACRRM may charge my card for the balance of monies owing if funds are not received by 9 September 2011.

Section 5: Cancellation Policy

Cancellation of your sponsorship or booth must be in writing. If ACRRM receives notice of your cancellation before 5pm AEST on 9 September 2011, you will receive a 75% refund of your deposit. No refund will be made if your cancellation is received after 5pm AEST on 9 September 2011.

Please return your completed form to:

Post: Australian College of Rural and Remote Medicine
 GPO Box 2507
 BRISBANE QLD 4001
Fax: 07 3105 8299
Email: acrrm@acrrm.org.au | **Web:** www.acrrm.com.au