

**THE RURAL  
HEALTH  
VISION:  
TRANSLATE,  
INTEGRATE  
& INNOVATE!**

# 2016 NSW RURAL HEALTH & RESEARCH CONGRESS

**9 - 11 NOVEMBER 2016  
TWIN TOWNS, TWEED HEADS**

**NSW RURAL HEALTH AND  
RESEARCH CONGRESS**

**2016**

## SPONSORSHIP PROSPECTUS

The Health Education and Training Institute (HETI), Australian Rural Health Research Collaboration, Northern NSW Local Health District and our Congress partners are proud to present the fifth NSW Rural Health and Research Congress to be held in Tweed Heads 9-11 November.

The Congress, held each year in a rural NSW location, aims to provide an opportunity for health staff and researchers to attend a high quality forum designed to bring together the latest information on rural health.

Delegates come from a wide range of backgrounds including nursing, medical, allied health, research, ambulance, academia, administration and the private health sector.

Last year's Congress in Armidale 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. They provide your organisation with the opportunity to reach, in one location, a wide range of health professionals and researchers from across rural and remote NSW.

Please feel free to call myself on 02 6369 8581 or Jodie Pryor on 02 4267 2225 if any further information would be helpful.

We hope to see you in Tweed Heads this spring.

Craig Hart, Convener



**Health**  
Northern NSW  
Local Health District

*From the outback to the coast – healthy rural communities*

**ARHRC**



**ACI**

NSW Agency  
for Clinical  
Innovation



**CLINICAL  
EXCELLENCE  
COMMISSION**

# A Valuable Business Investment

## Why Sponsor this Event?

The **2016 NSW Rural Health and Research Congress** has several sponsorship packages available, providing sponsors with a range of opportunities to show case their products and services.

Participating as a sponsor and/or exhibitor at this year's Congress is a great way to show your commitment and support for rural health and an opportunity to market your services directly to this target audience.

The **2016 NSW Rural Health and Research Congress** can provide your organisation with:

- Maximum exposure at a premier congress devoted to those involved in the rural health industry.
- An opportunity to build and reinforce strategic relationships with providers operating within the rural health 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 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 showcases your services.

**Tailored Sponsorship Packages can be created should your preferred option not be available**





# MAJOR SPONSORSHIP PACKAGE

**SOLD**

**\$9,900 including GST**

## COMPANY/ORGANISATION ACKNOWLEDGEMENT

Your Company/Organisation will 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 short promotional paragraph about your company
- Corporate logo (full colour) on registration website and in pre-Congress delegate information.
- 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 handbook
- 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 handbook
- 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 expo booth in a prime location. This includes catering for all morning and 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 attendance at all Congress sessions, lunches, morning and afternoon teas.
- Discounted additional Congress registrations





# SILVER SPONSORSHIP PACKAGE

**\$4,900 including GST**

**SOLD**

## COMPANY/ORGANISATION ACKNOWLEDGEMENT

Your Company/Organisation will 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 short promotional paragraph about your company
- Corporate logo (full colour) on registration website and in pre-Congress delegate information manual
- Sponsor recognition on Congress signage
- Listing and corporate logo (full colour) in sponsor section of Congress handbook
- Company/Organisation logo (full colour) represented in the sponsor section of all publications (as applicable)

## ADVERTISING

- Half page advertisement in Congress handbook
- 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 expo booth in a prime location. This includes catering for all morning and 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 and afternoon teas
- Discounted additional Congress registrations



# CONGRESS DINNER SPONSOR

**SOLD**

**\$7,500 including GST**

## COMPANY/ORGANISATION ACKNOWLEDGEMENT

Your Company/Organisation will 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 short promotional paragraph about your company
- Acknowledgement as Congress dinner sponsor and corporate logo (full colour) in sponsor section of Congress handbook as Congress dinner sponsor
- Company/Organisation logo (full colour) represented 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 handbook
- Opportunity to provide a sponsors gift to be included in the lucky door prize



# WELCOME RECEPTION SPONSOR

**SOLD**

**\$4,900 including GST**

## COMPANY/ORGANISATION ACKNOWLEDGEMENT

Your Company/Organisation will 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 short promotional paragraph about your company
- Acknowledgement as Welcome Reception sponsor and corporate logo (full colour) in sponsor section of Congress handbook
- Company logo (full colour) represented 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 handbook
- Opportunity to provide a sponsors gift to be included in the lucky door prize.

# DELEGATE SACHEL SPONSOR

**\$4,800 including GST (exclusive package)**

**SOLD**

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 Company/Organisation logo printed in 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 short promotional paragraph about your Company/Organisation
- Corporate logo (full colour) on registration website and in pre Congress delegate information manual
- Listing and corporate logo (full colour) in Congress handbook
- Company brochure/flyer and branded marketing item included as satchel insert (materials to be supplied by the sponsoring organisation)

## TRADE EXHIBITOR SPONSOR

**\$1,950 including GST**

The exhibition period will be from 8am-5pm on Wednesday & Thursday and 8am-1:30pm on Friday. 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 promoting this will be provided by presenters at the Congress.

Exhibitors will receive:

- Recognition as a Supporter (with Company/Organisation name) in the Congress Handbook, 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 & 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 full registration will be required.

## OTHER OPPORTUNITIES

### SACHEL INSERT - \$600 (Including GST)

- Provision of 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 handbook. Options are:

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

*\*\*Coloured advertising is available at an additional cost. Print ready artwork must be supplied in electronic format. Specifications will be made available upon sponsorship submission.*



## 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: 02 4267 2225)

Email: [info@alignmentevents.com.au](mailto:info@alignmentevents.com.au),

Post: PO Box 3009, Austinmer. NSW 2515

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 Handbook 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 9 October, 2016**. 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 9 October, 2016**.

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:	\$