

Enhancing Practice

2021 Conference

*20:20 Vision – Transforming Our Future
Through Person-Centred Practices*

**WEDNESDAY 27TH – FRIDAY 29TH OCTOBER 2021
SAGE HOTEL WOLLONGONG, NSW AUSTRALIA**

Sponsorship Opportunities



iPDc

working together
to develop practice



Enhancing Practice

2021 Conference

*20:20 Vision – Transforming Our Future
Through Person-Centred Practices*

The Enhancing Practice 2021 Conference will be held in Wollongong Australia at the Sage Hotel on Wednesday 27th, Thursday 28th and Friday 29th October 2021.

The overarching theme “20:20 Vision – Transforming Our Future Through Person-Centred Practices” sets the theme for an inspiring, thought provoking three days, providing the opportunity to network with international and national experts.

A choice of sponsorship and trade display opportunities are now available inviting your organisation to engage with a wide range of health professionals and researchers from across the world.

We invite you to explore this unique opportunity by contacting Isabella Mee on 0420 636 757.

We hope you can join us in Wollongong in October 2021.

**Enhancing Practice 2021
Conference Organising Committee**

The background image shows a blurred view of a conference hall. In the foreground, on the left, a woman with dark hair and a red patterned scarf is partially visible. On the right, another woman with blonde hair is seen from the side. The background is filled with people and a large display of lanyards and badges hanging from a rack. The text is overlaid on a white rectangular box in the center.

Sponsorship & Exhibition Benefits

Partnering with the Enhancing Practice 2021 Conference Organising Committee is a great way to show your commitment and support internationally, promoting your services directly to our highly engaged audience.

Opportunities and inclusions your organisation will receive:

NETWORKING: Meet and speak with conference delegates in a relaxed yet informative environment at one of the various social events held throughout the conference.

EDUCATION: Learn what's happening now within the health sector and how you can be part of it.

PRESENCE: Show your commitment to the sector and support the community that supports your organisation.

BUZZ: With your target audience all in the one place, there's no better opportunity to make a splash and launch a new product, service or marketing campaign.

LEADS: With the cost of business acquisition on the rise, exhibiting provides you with the opportunity to secure qualified leads in one location.

SALES: Demonstrate new products or equipment or promote new services. The hands-on approach to sales is often the most powerful!

TELEMARKETING: On the phone communication, promoting the conference and recognition of key sponsors.

COMMUNICATIONS STRATEGY: The conference's marketing and communications efforts will create maximum awareness and position the conference as the 'must-attend' event for those working this area.

WEBSITE: Used as a pivotal marketing tool, this provides the key source of information about the conference and is constantly updated and refreshed to reflect the latest news.

Major Sponsorship Package

\$10,000 including GST
4 x Major Sponsorship Packages Available

Receive acknowledgement in the lead up to and during the Enhancing Practice 2021 Conference.

This package includes the following:

- Acknowledgement as major sponsor at the official opening and closing of the Enhancing Practice 2021 Conference
- Corporate logo in full colour on Conference 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 and app
- Corporate logo in full colour on PowerPoint slide displayed at the beginning and end of each plenary session
- Major sponsor recognition on Conference signage
- Listing and corporate logo in full colour in Conference program paper booklet
- Corporate logo in full colour on Conference advertisements
- Opportunity to display a free-standing banner at the Conference entrance (supplied by sponsor)

ADVERTISING

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

COMPLIMENTARY REGISTRATION

This sponsorship package entitles you to:

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

OPTIONAL: EXHIBITION SPACE

Your company will have the opportunity to have 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.

**** 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 Enhancing Practice 2021 Conference. Enquire within to find out more information!

Silver Sponsorship Package

\$6,900 including GST
4 x Silver Sponsorship Packages Available

Receive acknowledgement in the lead up to and during the Enhancing Practice 2021 Conference.

This package includes the following:

- Corporate logo in full colour in sponsor section on Conference 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 to be included on Conference signage
- Listing and corporate logo in full colour in sponsor section of Conference program paper booklet
- Corporate logo in full colour in the sponsor section of all publications (as applicable)

ADVERTISING

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

COMPLIMENTARY REGISTRATION

This sponsorship package entitles you to:

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

OPTIONAL: EXHIBITION SPACE

Your company will have the opportunity to have 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.

**** 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 Enhancing Practice 2021 Conference. Enquire within to find out more information!

Barista Cart Sponsorship Package

\$3,800 including GST – Exclusive Package

A Barista Cart will be onsite providing complimentary coffee to Conference delegates over three days with Sponsorship branding.

This package includes the following:

- Exclusivity of Barista Cart Sponsorship package
- Corporate logo in full colour in sponsor section on Conference 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 Conference program paper booklet
- Corporate logo in full colour to be branded and clearly visible on Barista Cart
- 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 Conference program paper booklet
- Corporate logo (full colour) in the sponsor section of all publications (as applicable)

ADVERTISING

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

COMPLIMENTARY REGISTRATION

This sponsorship package entitles you to:

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

**** OPTIONAL PACKAGE UPGRADE ****

KEEPING OUR ENVIRONMENT SAFE OPPORTUNITY

\$2,500 including GST

Provide Conference delegates with reusable and environmentally friendly coffee cups with corporate logo branding, for attendees to reuse over and over again.

Conference Dinner Sponsor

\$7,500 including GST – Exclusive Package

Receive acknowledgement in the lead up to and during the Enhancing Practice 2021 Conference.

This package includes the following:

- Exclusive naming rights for the Conference Dinner
- Opportunity to make a 5-minute welcoming speech at the Conference Dinner
- Acknowledgement as Conference Dinner sponsor with corporate logo (full colour) in sponsor section on Conference website with hyperlink to your website as well as a promotional paragraph about your company
- Acknowledgement as Conference Dinner sponsor and corporate logo in full colour in sponsor section of Conference program paper booklet and app as Conference Dinner sponsor
- Corporate logo in full colour in the sponsor section of all publications (as applicable)
- Four (4) complimentary tickets to attend the Conference Dinner

ADVERTISING

- Company signage displayed at the entrance to the Conference Dinner (signage to be supplied by the sponsor)
- Full page advertisement in Conference 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 Enhancing Practice 2021 Conference.

This package includes the following:

- Exclusive naming rights for the Welcome Reception
- Opportunity to make a 3-minute welcoming speech at the Welcome Reception
- Acknowledgement as Welcome Reception sponsor with corporate logo in full colour in sponsor section on Conference 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 Conference program paper booklet and app
- Corporate logo in full colour in the sponsor section of all publications (as applicable)
- Four (4) complimentary tickets to attend the Welcome Reception

ADVERTISING

- Company/Organisation signage will be displayed at the entrance to the Conference Welcome Reception (signage to be supplied by the sponsor)
- Half page advertisement in the Conference 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 Enhancing Practice 2021 Conference will receive a quality satchel or a like product.

This package includes the following:

- Exclusive branding of the Conference satchel with the inclusion of corporate logo printed in a prominent position on the delegate satchel alongside the Conference brand
- Corporate logo in full colour on Conference website with hyperlink 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 Conference program paper booklet
- Company brochure/flyer and branded marketing item included as satchel insert (materials to be supplied by the sponsoring organisation)



Trade Exhibitor Opportunities

\$2,500 including GST – Full Exhibiting Package

The Full Exhibiting Package includes a designated Exhibition Stand for the duration of the Enhancing Practice 2021 Conference.

TRADE PACKAGE INCLUDE

The Conference 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, help in promoting this will be provided by presenters at the Conference.

Exhibitors will receive:

- Recognition as a Supporter (with Company/Organisation name) in the Conference program paper booklet, together with a fifty (50) word 'company profile'
- Recognition as a Supporter (with Company/Organisation name) on the Conference website
- Trade display space (trestle table and pin board display)
- One (1) complimentary exhibitor registration
- Additional furniture, including computer hire, lighting, power and signage requirements may be arranged through the Conference organisers, at an additional charge. Please note attendance to Conference sessions is not included, should exhibitors wish to attend the Conference sessions then a discounted registration rate will be offered.

Other Opportunities

SATCHEL INSERT \$600 (including GST)

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

ADVERTISEMENTS

Another great way to reach all delegates at the Conference is through advertising in the Conference 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



FOR MORE INFORMATION PLEASE CONTACT

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