

# Rural Health and Research Congress

## Sponsorship Prospectus

Connecting  
Communities

16-18 OCTOBER 2019  
LISMORE, NSW



HEALTH  
EDUCATION  
& TRAINING

*“Inspiring and reinforced that wonderful work is occurring across rural NSW.”*

2018 delegate  
Northern NSW LHD



The Health Education and Training Institute (HETI) and our Congress partners invite you to join us in presenting the 8th Rural Health and Research Congress, to be held in Lismore on 16 – 18 October 2019. The Congress theme is “Connecting Communities” 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, medicine, Aboriginal health, nursing and midwifery, justice health, emergency services, academia, non-government organisations and the private health sector. The 2018 Congress proved to be a great success attracting 300 delegates for a diverse and stimulating three-day program.

Please contact Catherine Helps 0467 781 244 or Isabella Mee 0420 636 757 to discuss how we can work with you to tailor a package to suit your needs.

We hope you can join us in Lismore this spring.

**Catherine Helps**  
**Congress Co-ordinator**

# Sponsorship Benefits

Participating in this year's Congress is a great way to promote your services directly to our highly engaged audience.

The Congress Sponsorship packages can provide your organisation with:

- high quality exposure at the premier NSW rural health and research event
- an opportunity to build and reinforce strategic relationships with rural health and research providers and consumers
- time to network with industry colleagues and key decision-makers
- an 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 our Congress website and associated marketing materials.

*"The Congress provides a snapshot of rural health research across NSW."*

2018 delegate  
Southern NSW LHD

# Tailored Packages

Sponsorship opportunities this year can be tailored, allowing key partners to strategically contribute to the event in a way that aligns with the values and objectives of sponsoring organisations. Flexible packages allow sponsors to highlight their contribution and directly support rural health.

Become a partner and engage with health professionals and researchers from across rural and remote NSW through tailored sponsorship and trade display packages.



## TECHNOLOGY PARTNER

This could include your company's branded signage in a device charging station/area at the site or an electronic poster display.

## INNOVATION PARTNER

This could include sponsorship of our 'Creativity - out of the box' concurrent session or sponsoring a keynote session discussing innovation in rural health.

## WELLBEING PARTNER

This could include sponsorship of a relaxation lounge or social hub at the Congress.

## SUSTAINABILITY PARTNER

This could include branded sponsorship of any eco-friendly initiative such as the Congress App (a move towards a paperless Congress); a coffee cart keep cup or recyclable water bottle station.

## RESEARCH PARTNER

This could include branded sponsorship of our Poster Presentation display gallery; or of one of the keynote sessions or concurrent research sessions.

**TAILORED SPONSORSHIP PACKAGES CAN BE CREATED TO SUIT YOUR NEEDS**

Please contact Catherine or Isabella to discuss.

# Congress Dinner Sponsor

**\$7,500 INCLUDING GST - EXCLUSIVE PACKAGE**

Receive acknowledgement in the lead up to and during the 2019 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)
- Recognition as Congress Dinner Sponsor on the Congress App, providing the ability for attendees to view a Corporate PDF flyer about your organisation (flyer to be provided by sponsor)
- Four (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 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 2019 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)
- Recognition as Welcome Reception Sponsor on the Congress App, providing the ability for attendees to view a Corporate PDF flyer about your organisation (flyer to be provided by sponsor)
- Four (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 gift to be included in the lucky door prize



# Delegate Satchel Sponsor

**\$4,800 INCLUDING GST - EXCLUSIVE PACKAGE**

Each delegate attending the 2019 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)

- Recognition as Delegate Satchel Sponsor on the Congress App, providing the ability for attendees to view a Corporate PDF flyer about your organisation (flyer to be provided by sponsor)



# Trade Exhibitor Opportunities

**\$1,850 INCLUDING GST - FULL EXHIBITING PACKAGE**

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

## 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'
- One (1) complimentary Congress registration that includes attendance at all Congress sessions, lunches, morning/afternoon teas and social functions
- 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
- Recognition as Trade Exhibitor on the Congress App, providing the ability for attendees to view a Corporate PDF flyer about your organisation (flyer to be provided by sponsor)
- An incentive will be advertised for all attendees to visit your booth, ensuring maximum engagement
- Exhibitors will be mentioned and promoted throughout the Congress Plenary sessions.

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

# Barista Cart Sponsorship Package

**\$3,800 INCLUDING GST - EXCLUSIVE PACKAGE**

The Barista Cart has been a popular addition to our Congress Sponsorship packages, with high visibility and traffic over the three days of the Congress, this package includes:

- Corporate logos, acknowledgement and promotion across Congress channels including: website, Congress delegate information manual, Congress program paper booklet
- Company branding on signage in the Barista Cart area
- One (1) complimentary Congress registration that includes attendance at all Congress sessions, lunches, morning/afternoon teas and social functions
- Discounted additional Congress registrations

## ADVERTISING

- Full page advertisement in Congress program paper booklet and inclusion on Congress App, 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)

## CONGRESS APP ADVERTISEMENT - \$550 (INCLUDING GST)

Provide a PDF Flyer of written information to be included in the Congress App (flyer to be supplied by the organisation)

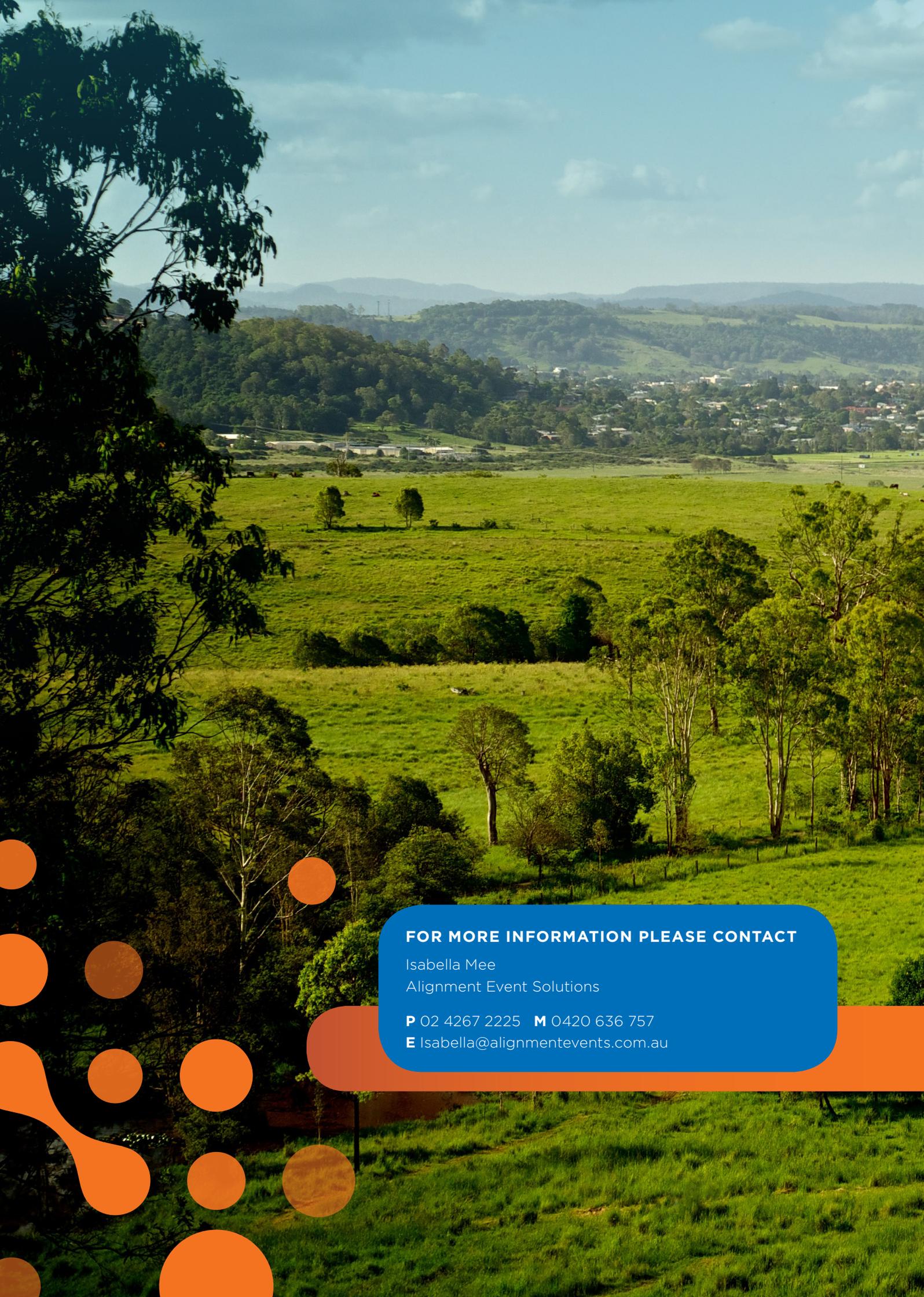
## ADVERTISEMENTS

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





**FOR MORE INFORMATION PLEASE CONTACT**

Isabella Mee  
Alignment Event Solutions

**P** 02 4267 2225 **M** 0420 636 757  
**E** [Isabella@alignmentevents.com.au](mailto:Isabella@alignmentevents.com.au)