

# 3rd Australian Nursing and Midwifery Conference



## SPONSORSHIP PROSPECTUS

14th & 15 September 2017

Newcastle Exhibition and Convention Centre, Newcastle, NSW



**Collective Conversations:**  
education, quality and research in nursing  
and midwifery practice

[www.nursingmidwiferyconference.com.au](http://www.nursingmidwiferyconference.com.au)

Hosted by



**Health**  
Hunter New England  
Local Health District





## AN INVITATION TO SPONSOR OR EXHIBIT

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The Conference Committee for the 2017 Australian Nursing and Midwifery Conference invites your organisation to participate as a valued sponsor and/or exhibitor. The conference will be held at the Newcastle Exhibition and Convention Centre, Newcastle on 14<sup>th</sup> & 15<sup>th</sup> September 2017.

The Conference is hosted by Hunter New England Health, The University of Newcastle and The University of New England. The theme for the conference is: “**Collective Conversations: education, quality and research in nursing and midwifery practice**”. This international conference provides a forum for nursing and midwifery clinicians, researchers and educators to share and celebrate experiences and achievements in nursing and midwifery. The Conference will cover the topics of care and compassion; innovation and evidence translation and partnerships.

Contributing as a sponsor or exhibitor at the conference provides a wonderful opportunity for your organisation to engage with a large field of influential nursing and midwifery leaders and decision-makers from all over Australia and abroad. The packages outlined in this document offer a variety of exposure levels at the conference. The opportunity also exists to meet with delegates through complimentary attendance at the conference and welcome reception.

Catering will be provided in the same area as the trade display to encourage interaction between sponsors’ representatives and delegates.

The conference committee appreciates your consideration in support of this conference and looks forward to the opportunity to develop a mutually beneficial partnership.

Further information can be found at the Australian Nursing and Midwifery Conference website: [www.nursingmidwiferyconference.com.au](http://www.nursingmidwiferyconference.com.au).



# 3rd Australian Nursing and Midwifery Conference



## **Collective Conversations:**

Education, Quality and Research in Nursing and Midwifery Practice

14th & 15th September 2017

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[www.nursingmidwiferyconference.com.au](http://www.nursingmidwiferyconference.com.au)

## **ABOUT THE CONFERENCE**

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The third Australian Nursing and Midwifery Conference will be held on 14<sup>th</sup> & 15<sup>th</sup> September 2017 at Newcastle Exhibition & Convention Centre (NEX), Newcastle. The conference will include the opportunity to learn from clinicians, educators and researchers from a breadth of clinical specialities and develop professional networks.

This two day conference will feature national keynote speakers, concurrent and plenary sessions and a social program.

## **DELEGATE PROFILE**

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Sponsors will have the opportunity to network with a variety of delegates attending this conference including:

- Nurse Clinicians
- Midwife Clinicians
- Nurse and Midwife Educators
- Nursing and Midwife Researchers
- Nursing and Midwifery Students
- Health and Aged Care Providers





## SPONSORSHIP AND TRADE EXHIBITORS PACKAGES

*We invite your consideration of the following opportunities for your organisation to be involved with this conference.*

| Level                                  | # available                                      | Value<br>(incl GST) | Details on<br>page: |
|--|--|---------------------|---------------------|
| A. Platinum Sponsor                    | 1  | \$11,000            | 4                   |
| B. Gold Sponsor                        | 1  | \$8,800             | 4                   |
| C. Silver Sponsor                      | 1  | \$6,600             | 5                   |
| D. Welcome Reception                   | 1  | \$5,500             | 5                   |
| E. Bronze Sponsor –<br>Trade Exhibitor | 10   | \$1,650             | 6                   |
| F. Keynote Session                     | 4 (will depending on final<br>program structure) | \$2,200             | 6                   |
| G. Lanyard                             | 1  | \$2,200             | 6                   |
| H. Conference<br>Stationery            | 1  | \$2,000             | 7                   |
| I. Satchel Insert Only                 | 5 (approximately)                                | \$550               | 7                   |







## SPONSORSHIP PACKAGES

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### A. Platinum Sponsor

Total Investment - \$11,000

**Benefits:**

- Recognition as the platinum sponsor in conference printed material
- Company logo on conference website with hyperlink to your company website
- Company logo on screen in main plenary room
- Company logo on conference satchel
- Opportunity to address the delegates during a plenary for 10 minutes
- Company signage on the main stage of the plenary room for the duration of the conference (provided by sponsor)
- Full page feature article/ad in conference program (pdf of art work supplied by sponsor)
- Organisation logo on the cover of the program book and recognition as the platinum sponsor
- Organisation logo in the program book, alongside a 100 word organisational profile
- Acknowledgment on all media releases issued to promote the conference
- The opportunity to hold a trade display for the duration of the conference - floor space with trestle table and access to power if requested.
- One Company promotional material included in conference satchels
- Five (5) complimentary full conference registrations for your company's representatives which includes welcome reception.

### B. Gold Sponsor

Total Investment - \$8,800

**Benefits:**

- Recognition as the gold sponsor in conference printed material
  - Company logo on conference website with hyperlink to your company website
  - 5 minute address at plenary session
  - Company signage on the main stage of the plenary room for the duration of the conference (provided by sponsor)
  - Full page feature article/ad in conference program (pdf of art work supplied by sponsor)
  - Acknowledgment on all media releases issued to promote the conference
  - The opportunity to hold a trade display for the duration of the conference - floor space with trestle table and access to power if requested.
  - One Company promotional material included in Conference satchels
  - Four (4) complimentary full conference registrations for your company's representatives which includes welcome reception.
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## C. Silver Sponsor

Total Investment - \$6,600

### Benefits:

- Recognition as silver sponsor in conference printed material
  - Company logo on conference website with hyperlink to your company page
  - Opportunity to address the delegates during a plenary for 5 minutes
  - Half page feature/ad in conference program book (pdf of art work supplied by sponsor)
  - Verbal acknowledgment at the conference opening and closing
  - The opportunity to hold a trade display for the duration of the conference - floor space with trestle table and access to power if requested.
  - One company promotional material included in conference satchels
  - Two (2) complimentary full conference registration for your company's representatives which includes welcome reception.
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## D. Welcome Reception Sponsor

Total Investment - \$5,500

### Benefits:

- The opportunity to exclusively host the welcome reception which will take place on Thursday 14<sup>th</sup> September 2017
  - Recognition as the Conference welcome reception sponsor in conference printed material
  - Company logo on conference website with hyperlink to your company page
  - Prominent display of company signage or visual display during the conference welcome reception
  - The opportunity to provide a 5 minute address at the conference welcome reception
  - The opportunity to hold a trade display for the duration of the conference - floor space with trestle table and access to power if requested.
  - One company promotional material included in conference satchels
  - Verbal acknowledgment at the conference opening and closing
  - Two (2) complimentary Full Conference Registration for your company's representatives which includes welcome reception
  - Two (2) additional complimentary tickets, for your company's representatives, to the Welcome Reception
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## E. Bronze Sponsor – Trade Exhibitor

Total Investment - \$1,650

### Benefits:

- Recognition as a trade exhibitor in conference printed material
  - Company name listed on conference website.
  - The opportunity to hold a trade display for the duration of the conference - floor space with trestle table and access to power if requested.
  - One (1) complimentary full conference registration for your company's representative which includes welcome reception
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## F. Keynote Session Sponsor (4 Only)

Total Investment - \$2,200

### Benefits:

- Recognition as the keynote session sponsor in conference printed material
  - Recognition as the session sponsor by the chairperson prior to the keynote address
  - Opportunity to display company promotion material during this keynote session
  - Company logo on conference website with hyperlink to your company page
  - One company promotional material included in conference satchels
  - One (1) complimentary full conference registration for your company's representative which includes welcome reception
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## G. Lanyard Sponsor (1 Only)

Total Investment - \$2,200

### Benefits:

- Recognition as a lanyard sponsor in conference printed material
  - Organisation logo on lanyard (1 colour print) and colour of lanyards decided by committee
  - Company logo on conference website with hyperlink to your company page
  - One (1) complimentary full conference registration for your company's representative which includes welcome reception.
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## H. Conference Stationery Sponsor (1 Only)

Total Investment - \$2,000

### Benefits:

- Recognition as a conference stationery sponsor in conference printed material
  - You have the opportunity to sponsor the stationery that is used by all delegates at the Conference (pen and pad supplied by sponsor)
  - Company logo on conference website with hyperlink to your company page
  - One (1) complimentary full conference registration for your company's representative which includes welcome reception.
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## I. Satchel Insert

Total Investment - \$550

### Benefits:

- Recognition as an industry supporter in conference printed material
- Opportunity to include one promotional flyers or brochure (A4 size or smaller) for associated businesses and organisations in the satchels that all delegates will receive when registering for this conference
- We encourage non paper items to support the intention of running an environmentally friendly conference







## SPONSORSHIP TERMS

*Following are explanations of the various elements contained with our sponsorship packages.*

### **Complimentary Full Conference Registration**

'Full Conference Registration' includes lunches, morning and afternoon teas, conference program and material, name badge, conference satchel and welcome reception.

### **Conference Promotional Material**

A full-colour electronic version of the conference brochure will be produced and will include colour logos from sponsors. If sponsorship is not confirmed and payment received in full there is no guarantee that logos will be included. It is the responsibility of the sponsor to ensure logos are sent to the Conference Managers well in advance of the design deadline to ensure they are included (jpeg or eps format).

### **Conference Program**

All sponsorship packages include sponsor recognition in the conference program. The program will include a detailed agenda, information about presenters, sponsors and trade exhibitors, attendee's lists and function details.

### **Company Signage**

The type of company signage to be displayed is dependent on the space and physical constraints at the venue. Every effort will be made to accommodate sponsors' requests.

### **Trade Display**

Trade display includes a covered trestle table, plus space for pop-up style company promotional banner/ display. Power is available for display sites with prior notice.

### **Site Allocation**

Sponsors will be given first choice of preferred site location at the conference venue; all other site locations will be allocated by the conference managers just prior to the commencement of the conference, however, preference will be given to those organisations who confirm their participation early.

### **Public and Product Liability Insurance**

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties / visitors on or in the vicinity of an exhibition area. Please ensure a copy of your current Public Liability Insurance is forwarded to the Conference Managers with your booking form.

### **Satchel Insert**

Quantity: Minimum of 250 pieces (one A4 or DL size flyer, brochure or similar). We encourage non paper items to support the intention of running an environmentally friendly conference. Details of shipping information to be provided.

### **Cancellations and Refunds**

Once a booking form has been received, any cancellation must be advised in writing. If the cancellation is received on or before 13th July 2017, a cancellation fee of 25% of the total fees will be retained/due. For cancellations after this date, the full amount of the total fees will be retained/due. These cancellation terms apply whether or not payment has been received at the time of cancellation.

**To confirm sponsorship:** Please complete the 'Sponsorship Confirmation Agreement' and fax back to (02) 6650 9700 or email [amy@eastcoastconferences.com.au](mailto:amy@eastcoastconferences.com.au). A Tax Invoice will then be prepared and forwarded for your processing, as well as a letter confirming sponsorship level and benefits.

### **Further Information Please Contact Conference Managers:**

East Coast Conferences - Amy McIntosh, Jayne Hindle, Jasmine Durbidge  
E: [amy@eastcoastconferences.com.au](mailto:amy@eastcoastconferences.com.au) P: 02 6650 9800 M: 0408 220 188

