



## 2010 PHC RESEARCH CONFERENCE

*Primary health care research and health reform: Improving care*

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# SPONSORSHIP & EXHIBITION PROSPECTUS

## Why support the 2010 PHC Research Conference?

Join us in Darwin for the 2010 PHC Research Conference, *Primary health care research and health reform: Improving care*, and participate in one of the premier primary health care networking events.

The PHC Research Conference (formerly the GP & PHC Research Conference) has established an excellent reputation over its sixteen year history. The benefits to those attending are wide-spread for researchers, decision makers, practitioners and consumers alike.

By sponsoring or exhibiting at the 2010 PHC Research Conference you will be able to promote your organisation to the Conference delegates, over 300 researchers, decision makers, practitioners and consumers. The 2010 PHC Research Conference is an annual event providing a forum in which delegates can share ideas, learn, talk, and enrich. Sponsorship increases your organisation's exposure to this captive audience.

The PHC Research Conference is convened by non-profit organisations and your investment is instrumental in providing this opportunity to improve the levels of professional education and industry awareness. Your dedication and commitment is also the basis of a symbiotic relationship which benefits all involved. Sponsorship reinforces your corporate image, public awareness and enhances your organisation's standing within the wider community. At the same time you are partnering with much needed services that provide information collection, analysis and dissemination amongst all areas of the Primary Health Care sector.

# Sponsorship & exhibition opportunities

## A. Event sponsorship packages

Investment levels (all amounts are GST inclusive)

- ⇒ Principal Conference Sponsor – Level 1 \$15 000
- ⇒ Principal Conference Sponsor – Level 2 \$10 000
  - As a Principal Sponsor your organisation will have high visibility and extensive networking opportunities at the premier primary health care networking event.
- ⇒ Conference Dinner Sponsor \$10 000
  - The Dinner is a highlight of the Conference, an opportunity for delegates to network in a relaxed, enjoyable environment.
- ⇒ Conference Internet Café \$6 000
  - Supply of equipment and communication costs. The place delegates come to network and check emails. The place to promote your business.
- ⇒ Refreshment Break Sponsor \$2 500
  - Reach out and chat to delegates while they relax over a tea, coffee or a cool beverage.

*Benefits of event sponsorship are detailed in the table on page 3.*

*To be part of the Conference as a sponsor, please complete the **Application form***

## B. Exhibition opportunities

Take part in the PHC Research Conference exhibition to ensure maximum exposure to the leaders in primary health care research, evaluation and development. Exhibiting at the Conference will provide your organisation with access to over 300 delegates from many areas of primary health care including general practice, allied and community health, nursing and multidisciplinary teams.

- ⇒ Exhibition Booth \$2 750
  - Includes exhibition booth, signage, lighting, power supply and 1 Complimentary registration.

*To book an exhibition booth, please complete the **Application form***

## C. Information kiosk –an alternative to satchel inserts

Satchel inserts are excellent exposure of your organisation to delegates – optimise the impact of your satchel inserts this year by placing your promotional literature or corporate gift in the *Information Kiosk*. Situated foremost amongst the exhibition stands, the *Information Kiosk* will provide delegates with a unique opportunity to personally choose those inserts relevant to them. This ensures your 'insert' reaches its target and achieves maximum impact.

- ⇒ Information Kiosk \$400 (brochures to be supplied)

*To secure a place in the Information Kiosk, please complete the **Application form***

## Event sponsorship benefits

Many partnership opportunities and associated benefits can be specifically tailored to your needs. Please take the time to discuss with us how your sponsorship can be personalised for the mutual benefit of your organisation and that of the PHC Research Conference.

	Thank you letter	Certificate of Partnership	Acknowledgement at opening and closing sessions	Acknowledgement at specific sponsored session	Acknowledgement & logo in Conference Handbook	Brochures displayed during conference in Information Kiosk	Banner displayed during sponsored session	Logo on screen during specific session *(subject to availability of audiovisual)	3 minute presentation at event (optional)	Promotion to delegates database post conference ** (subject to privacy laws)	Logo on dinner menu	Company representative to present an award/prize (optional)	2x Complimentary full registrations to conference (includes 2x conference dinner tickets)	1x Complimentary full registration to conference (includes 1x conference dinner ticket)
<b>Principal - Level 1</b> \$15 000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	
<b>Principal - Level 2</b> \$10 000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓		✓
<b>Dinner</b> \$10 000	✓	✓	✓	✓	✓	✓	✓				✓		✓	
<b>Internet Cafe</b> \$6 000	✓	✓	✓	✓	✓		✓							✓
<b>Refreshment Break</b> \$2 500	✓	✓		✓	✓	✓	✓							
<b>Exhibition Booth</b> 2 750	✓	✓			✓					✓				✓
<b>Information Kiosk</b> \$400	✓	✓				✓				✓				