

**RURAL
HEALTH
WEST**

RURAL HEALTH WEST | **2018**
ANNUAL CONFERENCE

24 AND 25 MARCH 2018 | HYATT REGENCY PERTH

**Breaking down the
barriers in the bush**

Mental healthcare for
our rural communities

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

www.ruralhealthwest.com.au/conferences

Invitation

Rural Health West invites you to attend the 2018 Annual Conference.

Rural Health West is a not-for-profit organisation striving to improve the health of people living in rural communities by way of better access to the care they need, where they need it, when they need. We support rural communities through providing a highly-skilled, motivated and sustainable medical and allied health workforce.

Rural Health West delivers a range of programs including a health workforce recruitment service; professional development opportunities (including conferences and workshops); business support for rural general practices through Practice Assist; and has a strong focus on attracting the future health professional workforce.

These programs are made possible through funding from the WA Country Health Service and the Australian Government Department of Health.

Our successful 2017 Annual Conference attracted almost 200 delegates from across Western Australia. As an exhibitor, the annual conference is a rare opportunity to speak with up to 200 rural medical professionals in one



location, away from the many distractions of their typical working day. We invite you to join us as a sponsor or exhibitor and to take this opportunity to chat to our delegates about your organisation.

We are grateful for the generous support received from sponsors and exhibitors and look forward to welcoming you to the 2018 Annual Conference which will be held on 24 and 25 March at the Hyatt Regency Perth.

A handwritten signature in black ink, appearing to read 'Tim Shackleton', enclosed within a hand-drawn oval.

Tim Shackleton
Chief Executive Officer

“Once again, many thanks for the weekend conference. We had much success networking with the delegates and made a record number of interactions.”

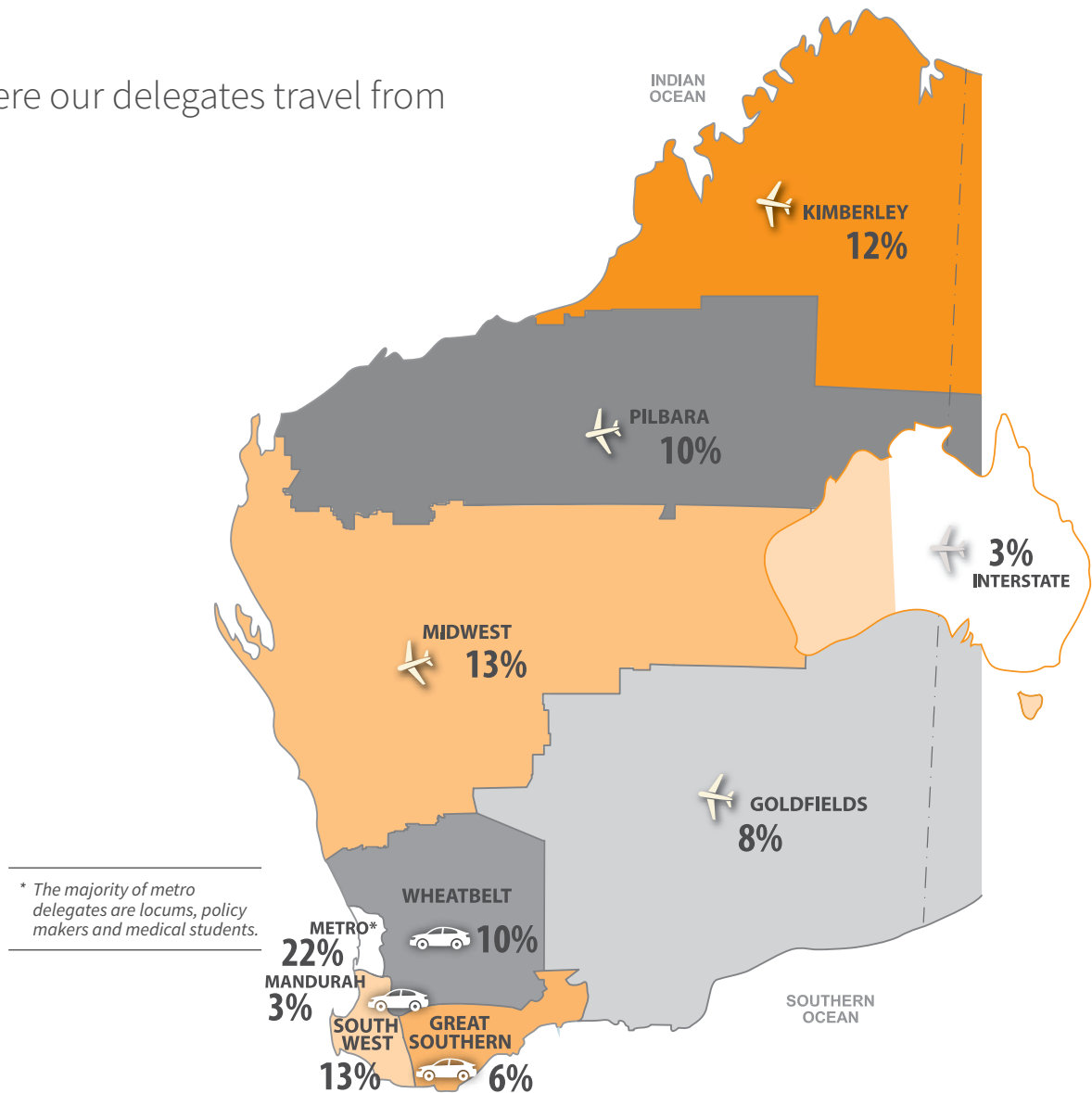
2017 exhibitor

The Rural Health West Annual Conference 2018 is made possible by funding from the WA Country Health Service and the Australian Government Department of Health.



About the conference

Where our delegates travel from



Who attends

The conference attracts more than 200 delegates from rural and remote Western Australia. Attendees at the conference will include:

- General practitioners
- Medical practitioners from WA Country Health Service
- Specialists
- Health professionals
- Medical students
- Policy makers



Venue

The conference will be held at the Hyatt Regency Perth. This award winning five star hotel is located by the beautiful Swan River and is only a short walk to many attractions in the Perth CBD.

The conference is being held on the lands of the Nyoongar people. We respectfully acknowledge these traditional owners who will welcome delegates to their country.

Theme and program

The conference theme *Breaking down the barriers in the bush – mental healthcare for our rural communities* will be addressed through:

- Presentations
- Clinical updates
- Practical workshops
- Hands-on concurrent sessions
- Case study learning opportunities that are professionally accredited and delivered by expert specialists and speakers

Visionary keynote addresses that explore the conference theme will feature in the program. Trends in healthcare and best practice will also be highlighted in conference sessions.

To view the Annual Conference 2018 Program Overview and Registration Form, visit www.ruralhealthwest.com.au/conferences

Benefits for sponsors and exhibitors

Becoming a partner at this conference provides a unique opportunity for you to promote and showcase your products and services.

The majority of delegates are from rural locations, which provides the perfect opportunity to make new contacts.

The conference is an opportunity for you to network with other major sponsors from a variety of organisations. It will be to your advantage to take up this opportunity immediately in order to gain maximum benefit through pre-conference exposure.

The benefits to your organisation include:

- An enhanced company profile
- Increased customer contact and business opportunities
- A unique opportunity to give delegates 'hands on' experience with your products
- An opportunity to launch new products
- Business development
- Access to medical professionals you may not otherwise visit due to remoteness

This will result in:

- Heightened awareness and an enhanced corporate and/or product profile
- Increased business potential; increased relationship development
- Secured business leads

We recommend the sponsorship and exhibition application form is returned as early as possible to secure sponsorship rights and exhibition space. A floor plan of the trade exhibition is on page 12. Organisations should note that booths are allocated to sponsors and exhibitors strictly in order of the date of receipt of the booking form and payment.

Your involvement will be featured in all printed and online material from the time you confirm your commitment, subject to printing deadlines.

Rural Health West encourages delegates to visit exhibitors through the promotion of an exhibition passport. A raffle of the completed passports is conducted at the conclusion of the conference.



You will have direct access to more than 200 delegates involved in rural health.

Sponsorship at a glance

We look forward to welcoming you to the Rural Health West Annual Conference 2018 and invite you to consider the various opportunities to make a positive first impression or revitalise your existing relationship through engaging with our Western Australian rural and remote healthcare audience.

	Premium Exhibition Booth (3m x 2m)	Verbal acknowledgement by MC at official opening and closing sessions	Complimentary CONFERENCE registrations	Complimentary EXHIBITOR registrations	Complimentary tickets to Awards Dinner	Logo and URL on Conference app	Logo and URL on Conference website	Logo on holding slide	Conference signage	Logo on loop in main plenary	Logo on conference satchels	Satchel insert	Advert in Conference Program	Logo in Conference Program	Acknowledgement in Conference Program	Company profile in Conference Program	Company profile/advert in Rural Health West e-bulletin	Price (ex GST)
Key sponsorship opportunities																		
Gold Partner	2	✓	2	2	2		✓	✓	✓	✓		✓	Full page	✓	✓	✓	✓	\$8,500
Silver Partner	1	✓	1	2	1		✓	✓	✓	✓		✓	Half page	✓	✓			\$6,250
Exclusive sponsorship opportunities																		
Conference App Partner	1			2		✓	✓		✓	✓				✓				\$5,000
Barista Cart Partner	1	✓		2			✓		✓	✓				✓				\$4,000
Health Zone Partner	1			2			✓							✓				\$4,000
Advertising opportunities																		
Satchel Partner											✓	✓		✓				\$1,850
Full Page Advertisement													✓					\$1,000
Half Page Advertisement													✓					\$650
Satchel Insert												✓						\$500
Exhibition opportunities																		
Single Exhibition Booth	1			2			✓								✓			\$2,500
Double Exhibition Booth	2			4			✓								✓			\$4,500

Key sponsorship opportunities

GOLD PARTNER – \$8,500 ex GST



- Two 3m x 2m exhibition booths in the trade exhibition area in prime location (valued at \$4,500).
- Acknowledgement as the Gold Partner with your logo in/on the following:
 - conference program;
 - conference website (with hyperlink); and
 - holding slide used during all sessions.
- Acknowledgement as the Gold Partner at the official opening and closing conference sessions.
- Two complimentary conference registrations (valued at up to \$900).
- Two complimentary tickets to the Awards Dinner (valued at \$300).
- Full page advert in the conference program (valued at \$1000 – artwork supplied by sponsor).
- Company profile listed in the conference program.
- One promotional flyer or item in the conference satchel (valued at \$500).
- Logo displayed on a rotational basis with other logos, images and special features in main plenary.
- Company profile/advert in one Rural Health West e-bulletin.

SILVER PARTNER – \$6,250 ex GST



- One 3m x 2m exhibition booth in the trade exhibition area (valued at \$2,500).
- Acknowledgement as the Silver Partner on the following:
 - conference website (with hyperlink); and
 - the holding slide used during all sessions.
- Acknowledgement as the Silver Partner at the official opening and closing sessions.
- One complimentary conference registration (valued at up to \$450).
- One complimentary ticket to the conference Awards Dinner (valued at \$150).
- Half page advert in the conference program (valued at \$650 – artwork supplied by sponsor).
- Company logo in the conference program.
- One promotional flyer or item in the conference satchel (valued at \$500).
- Logo displayed on a rotational basis with other logos, images and special features in main plenary.

“This conference was one of the best you have done.
The range and depth of education was great.”

2017 delegate

Exclusive sponsorship opportunities

CONFERENCE APP PARTNER – \$5,000 ex GST

ONE ONLY

Put your company's products and services in the palm of more than 180 conference delegates as the sole partner of the conference mobile phone app.

- One 3m x 2m exhibition booth in the trade exhibition area.
- Company logo on app landing page.
- Company logo on all main pages.
- Company logo links through to company website or other social (digital) media platform.
- Sponsor 'page' embedded in app.
- Company logo in the conference program.
- Logo displayed on a rotational basis with other logos, images and special features in main plenary.
- Social media mentions.

Put your company's products and service in the palm of more than **200** conference delegates



Exclusive sponsorship opportunities

BARISTA CART PARTNER – \$4,000 ex GST



- One 3m x 2m exhibition booth in the trade exhibition area adjacent to barista cart (valued at \$2,500).
- Verbal acknowledgement of sponsorship during the conference with encouragement to delegates to visit the complimentary barista cart.
- Designated barista cart located in the trade exhibition area (see floor plan on page 12).
- Company logo in the conference program.
- Logo displayed on a rotational basis with other logos, images and special features in main plenary.
- Opportunity to provide branded drink ware.
- Opportunity to place one pull-up banner next to cart.

HEALTH ZONE PARTNER – \$4,000 ex GST



- One 3m x 2m exhibition booth in the trade exhibition area with a designated zone adjacent to booth (valued at \$2,500).
- Fresh fruit and healthy catering options will be provided in the health zone.
- Company logo in the conference program.
- One promotional flyer or item in the conference satchel (valued at \$500).

“It was a great conference
and I was thrilled to be
there. Thank you.”

2017 delegate

Advertising opportunities



SACHEL PARTNER – \$1,850 ex GST

- Company logo on the conference satchel that all delegates receive.
- One promotional flyer or item in the conference satchel (valued at \$500).

ONE HALF PAGE ADVERT – \$650 ex GST

ONE FULL PAGE ADVERT – \$1,000 ex GST

SACHEL INSERT – \$500 ex GST

- One promotional flyer (up to A4 size) or item in conference satchel.



Meet, connect and build relationships with current and potential customers.

Exhibition opportunities

In the digital world we now live in, exhibitions provide organisations with a unique marketing advantage – the opportunity to meet, connect and build rapport with current and prospective customers.

Discover how becoming an exhibitor at this conference will provide you with a unique opportunity to promote and showcase your products and services. You will have direct access to more than 200 delegates involved in rural health.

The conference is also an opportunity for you to network with other exhibitors from a variety of organisations.

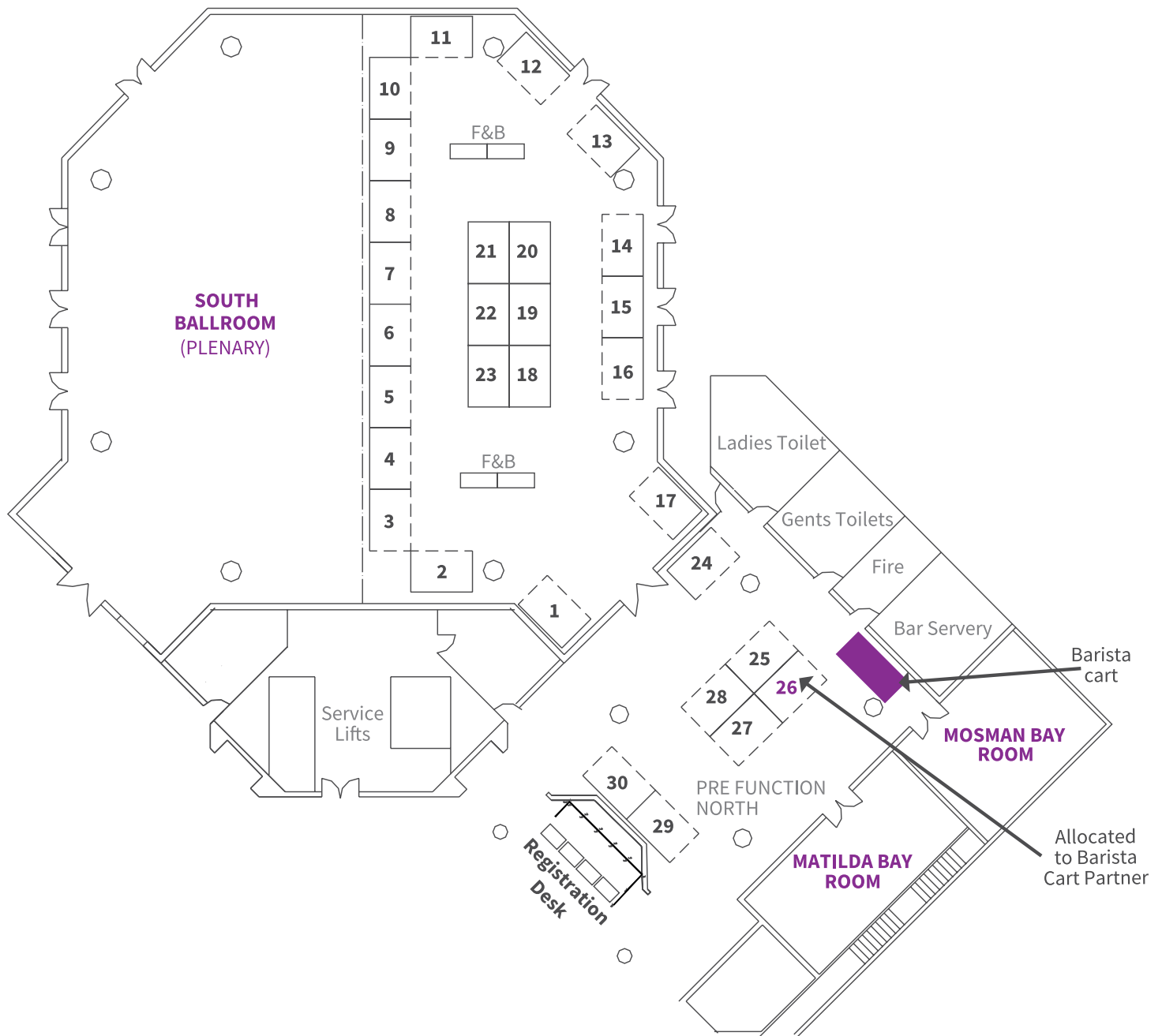
EXHIBITION BOOTH – \$2,500 ex GST

\$500 DISCOUNT IF YOU BOOK A DOUBLE BOOTH

- One 3m x 2m exhibition booth.
- Company name on fascia (logos can be provided at additional cost).
- Two 120 watt spotlights per booth.
- One 5 amp power point per booth.
- Acknowledgement in conference program.
- Logo on conference website with hyperlink.
- Two exhibitor registrations: these enable representatives to work on their stand and include conference catering at refreshment breaks. This does not allow access to other social events or conference sessions.

ACT NOW!
BOOTHS SOLD OUT IN 2017

Exhibition floor plan



Preliminary exhibition dates and times

Friday 23 March 2018

4.00pm-6.00pm

Exhibitors bump in

Saturday 24 March 2018

7.00am-8.30am

Exhibitors bump in

8.30am-5.00pm

Exhibition open (including tea breaks and lunch)

Sunday 25 March 2018

8.30am-11.00am

Exhibition open (including tea break)

11.30am-1.00pm

Exhibitors bump out

1.00pm-3.00pm

Exhibition booths dismantled

Contacts and bookings

To book your preferred package, complete and return the booking form as soon as possible to:

Katie Kindleysides

Events Coordinator

PO Box 433 Nedlands WA 6909

T 08 6389 4500
E events@ruralhealthwest.com.au
W www.ruralhealthwest.com.au/conferences

Terms and conditions

All packages must be paid in full within 30 days of booking. Sponsorship will be confirmed only upon full payment of your invoice. Alternative payment options may be discussed with Rural Health West.

No sponsor or exhibitor shall assign, sublet or apportion the whole or any part of their booking, except upon prior written consent from Rural Health West. Penalties will apply.

Rural Health West reserves the right to alter the floor plan and/or relocate any exhibition space without notice.

Cancellation policy

All cancellations must be notified in writing. Cancellations received prior to 26 January 2018 will receive a full refund less a \$250 fee. Cancellations received from 26 January to 16 February 2018 will receive a 50 per cent refund, less a \$250 fee. Cancellations received thereafter will not be entitled to any refund.

Full terms and conditions can be downloaded from our website:

www.ruralhealthwest.com.au/conferences

