



**CONNECTION
WITH COMMUNITY**

Australian Palliative Care Conference 2017
5–8 September 2017
Adelaide Convention Centre

pca2017.org.au

APCC17

@ Pall_Care_Aus

PARTNERSHIP PROSPECTUS



SUPPORT PALLIATIVE CARE AUSTRALIA'S MOST IMPORTANT EVENT OF THE YEAR

Industry Snapshot



62,200

hospitalisations are
palliative care related



59,000

prescriptions are
palliative care related



1 IN 1,000

GP encounters are
palliative care related



4%

of residential aged residents
are assessed as requiring
palliative care

11 IN 1,000

employed nurses are
palliative care nurses

7 IN 1,000

employed doctors are
palliative medicine
physicians

44 IN 100

patients who died
in hospital received
palliative care

Palliative Care Australia

Palliative Care Australia is the national peak body for palliative care and represents all those who work towards providing high quality palliative care for all Australians. Working closely with consumers, our Member Organisations and the palliative care workforce, we aim to improve access to, and promote the need for, palliative care.

Palliative Care Australia believes that quality palliative care occurs when there is result of a strong network of care. This requires collaboration between palliative care providers, primary generalist and specialist care providers, support care providers and the community.

Palliative Care Australia launched in 1998, developing from the Australian Association for Hospice and Palliative Care Inc. which started in 1991.

palliativecare.org.au



PalliativeCare
AUSTRALIA



APCC17



Pall_Care_Aus

Australian Palliative Care Conference 2017

The biennial Australian Palliative Care Conference (APCC17) is the pre-eminent event in Australia for anyone who is interested in quality palliative care at the end of life. Don't miss out on your chance to be involved with Palliative Care Australia in this unrivalled opportunity for your organisation.

The conference will be held in Adelaide from 6 – 8 September 2017.

The conference theme is *Connection with Community*.

If your organisation wants to be sure of reaching right across the palliative care sector in Australia, then this event is a must. Becoming a part of our conference builds your brand, strengthens the palliative and end-of-life care industry, creates unique relationships, provides networking opportunities and allows you to demonstrate your commitment to improving the lives and deaths of us all.

At the conference, you will be with the decision makers of today, the future leaders of tomorrow, those who influence policy and the people involved in the latest palliative care research.

You will meet more than 800 experts, including clinicians, researchers, allied health practitioners, educators, carers and others who have a passion for palliative care. You'll also be mixing with providers of palliative care, volunteers and consumers.

In addition we will have the politicians, policy makers, government representatives and researchers who play such a large role in ensuring that palliative care in Australia continues to improve.



2015
793 DELEGATES
Melbourne

2011
750 DELEGATES
Cairns

2007
938 DELEGATES
Melbourne

2003
750 DELEGATES
Adelaide

2013
826 DELEGATES
Canberra

2009
1200* DELEGATES
Perth

2005
926 DELEGATES
Sydney

2003
829 DELEGATES
Hobart

* in conjunction with the Asia Pacific Hospice Conference

We also welcome a number of government representatives, academics, and executives, project and policy managers from agencies and industry associations that are connected to palliative care.

Companies that attended the conference in 2015 include:

- » Alice Springs Hospital
- » Auckland District Health Board
- » Australian Healthcare and Hospitals Association (ahha)
- » BaptistCare
- » Brunel University London
- » Calvary Health Care
- » Cancer Council
- » Cancer Treatment Centers of America
- » Central Australian Health Service
- » Centre for Palliative Care
- » Department of Health
- » Eastern Palliative Care
- » Far West Local Health District
- » Fiona Stanley Hospital
- » HammondCare
- » Hong Kong Hospital Authority
- » Hospice New Zealand
- » Hunter New England Local Health District
- » Mary Potter Hospice
- » Mercy Palliative Care
- » Metro South Palliative Care Service
- » Monash Health
- » Palliative Care Clinical Studies Collaborative
- » Palliative Care Outcomes Collaboration
- » Tasmanian Health Service (THS)
- » Peter MacCallum Cancer Centre
- » Queensland Health
- » Queensland University of Technology
- » RDNS
- » Royal Perth Hospital
- » Royal Prince Alfred Hospital
- » RSL Care
- » Silver Chain Group
- » Southern Cross Care
- » St Vincents Hospital
- » Sydney Children's Hospital
- » Townsville Palliative Care Centre



The Venue

The multi-award winning Adelaide Convention Centre enjoys a global reputation for excellence and is consistently ranked among the world's top convention centres. Furthermore, staff are dedicated and meticulous in planning to ensure APCC17 reaches your high expectations.

The conference exhibition will be the central hub for the conference, and will host all catering breaks. There will be direct entry and exit points both to and from the plenary room.

Schedule

Please note this is the exhibition and networking schedule and PCA reserve the right to review this structure. Full program is now available at pca2017.org.au

TUESDAY 5 SEPTEMBER 2017

1.30pm–4.30pm
Exhibitor Bump-in

5pm–7.30pm
Welcome Reception & Death over Drinks in Exhibition
(all exhibitors to be ready)

WEDNESDAY 6 SEPTEMBER 2017

9am–5pm
Conference Sessions & Exhibition Open

THURSDAY 7 SEPTEMBER 2017

9am–5pm
Conference Sessions & Exhibition Open

7pm–11pm
National Palliative Care Awards Gala Dinner
(included in exhibitor regos)

FRIDAY 8 SEPTEMBER 2017

9am–1.30pm
Exhibition Open &
Bump-out (from 1.30pm)

9am–4pm
Conference Sessions

WHAT THE DELEGATES HAD TO SAY

"A conference for me is about information, catching up, learning about new things and meeting friends. I have achieved that from the Australian Palliative Care Conference."

"Best conference I've ever attended! I loved the diversity of the speakers and attendees."

"There were many excellent things about this conference. The very best was the theme and the way the presentations and workshops addressed that theme. I have not been to such a cohesive conference for a long time, which meant that the final day's conversations were really built on the preceding ones."



Why sponsor?

APCC17 has a number of sponsorship packages available, aimed to provide sponsors with a choice of exposure level in relation to desired financial commitment. Participating as a sponsor and/or exhibitor can take you straight to your target market and demonstrate your level of support and commitment to the palliative care industry.

You will receive exposure through a range of promotional opportunities

- » Your brand everywhere you would expect it to be – website, signage, slides, email, and publications
- » Advertising space in the conference handbook, plus your company profile and logo in the conference handbook and app
- » Acknowledgement at the opening and closing sessions as well as many other places along the way.
- » You will receive full registrations to the conference, plus extra tickets to the extensive social program. Conference registrations include access to all sessions, the trade exhibition, all catering, the Welcome Reception and the National Palliative Care Awards Gala Dinner
- » Make a splash in the trade exhibition – many sponsorship packages come with a free presence in the trade exhibition so you can showcase your organisation.

Promotion of the 2017 Australian Palliative Care Conference will include:

- » Palliative Care Australia website updates
- » Extensive e-communication campaign
- » Targeted distribution of marketing material as part of Palliative Care Australia's broader news publications
- » Targeted client newsletters and general correspondence within related industries
- » Media releases
- » Coverage in the conference handbook and app
- » Coverage on Palliative Care Australia's social media network, including Twitter.

Palliative Care Australia has an impressive communications reach.

National Palliative Care Week was held 21-28 May 2017 and 'palliative care' reached a readership of more than **21 million** during the one week period through media channels. Our social media platforms also melted:

- » Facebook content reach 256K with 58.4K on our video content alone
- » Twitter content reached 88.2K
- » Our hashtag #NPCW17 had more than 957K impressions!

Sponsoring and exhibiting at **APCC17** will not only ensure you have a presence at the event, you'll **CULTIVATE CREDIBILITY NATIONALLY!**

Partnership & sponsorship packages

Palliative Care Australia is delighted to present a full range of options for you to choose from. If you can't find something that meets your needs, contact us and we would be happy to work on a package that suits your specific needs.

A diverse range of sponsorship packages has been created to harness the numerous commercial opportunities our conference affords.

APCC17 sponsorship opportunities come in all shapes and sizes, whether you are looking to announce new products, build momentum for current clients, showcase services, or gain visibility in the diverse palliative care industry.



Generate leads.
Interact with
influencers and
activate your brand
and service.

**CUSTOMISED
PACKAGES
AVAILABLE**

Contact us to
discuss

Major Partner	SOLD
National Awards Gala Dinner Partner	SOLD
Welcome Experience Partner	\$25,000
Meet the Experts Breakfast Partner	\$20,000
International Keynote Speaker Partner	\$18,000
Conference App Partner	SOLD
Coffee Cart Partner	SOLD
Charge Bar Partner	\$12,000
Neck & Shoulder Massage Partner	\$12,000
Plenary Session Sponsor	\$10,000
Lanyard Sponsor	SOLD
Catering Partner	\$6,000
Pad & Pen Partner	\$6,000
Concurrent Session Partner	\$6,000
Pocket Program Partner	\$6,000
Advertising Bundle	\$4,000
Trade Booths starting from	\$4,750
NFP Trade Table	\$2,500

MAJOR PARTNER SOLD

EXCLUSIVE

This sponsor will be acknowledged across the entire event as a major contributor to the conference.

- ✓ Acknowledgement as Major Partner during opening plenary
- ✓ Address (5 minutes maximum) to delegates during closing plenary session
- ✓ 'Proudly sponsored by' (company logo) on the front cover of and within the Program & Registration Brochure and Onsite Handbook, website and other conference advertisements including eBlasts
- ✓ Your logo on the lectern signage as part of Conference branding
- ✓ Your banner (supplied by you) on the main plenary stage for the duration of the Conference
- ✓ Your logo on the Conference satchel
- ✓ A prime position double trade booth in exhibition
- ✓ Four full Conference registrations (including all social functions and Meet the Experts Breakfast)
- ✓ Four additional tickets to the Conference Welcome Reception
- ✓ Two invitations to the President's Welcome
- ✓ Four additional tickets to the National Palliative Care Awards Gala Dinner
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation)
- ✓ Acknowledgement on the Conference website with a link to your website
- ✓ Acknowledgement and brand presence in all printed Conference materials, including registration desk signage (sponsorship must be confirmed prior to print deadlines)
- ✓ Full page advertisement in the Conference handbook (artwork to be supplied by you)
- ✓ 300 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one promotional product for the Conference satchel
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel
- ✓ Opportunity for one floor sticker within the exhibition, used to promote your services and/or encourage visitors to your booths.

NATIONAL PALLIATIVE CARE AWARDS PARTNER SOLD

EXCLUSIVE

Palliative care in Australia is amongst the best in the world, in fact it is rated second only to the United Kingdom. In order to formally acknowledge this and the work of the world leading teams of researchers, health professionals and service providers Palliative Care Australia holds the National Palliative Care Awards. The Awards will be presented at the National Palliative Care Awards Gala Dinner during the 14th Australian Palliative Care Conference.

- ✓ A five minute speaking opportunity at the National Palliative Care Awards Gala Dinner (content subject to PCA approval)
- ✓ Acknowledgement as sponsor on dinner menus and PowerPoint displays
- ✓ Your banner (supplied by you) in the pre-dinner drinks area and on stage during dinner
- ✓ Opportunity to host a VIP table at the National Palliative Care Awards Gala Dinner (all invitees must hold dinner tickets)
- ✓ A prime position double trade booth in exhibition
- ✓ Three full Conference registrations (including all social functions and Meet the Experts Breakfast)
- ✓ Three additional tickets to the Conference Welcome Reception
- ✓ Three additional tickets to the National Palliative Care Awards Gala Dinner
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).
- ✓ Acknowledgement on the Conference website with a link to your website
- ✓ Acknowledgement and brand presence in all printed conference materials, including registration desk signage (sponsorship must be confirmed prior to print deadlines)
- ✓ Full page advertisement in the Conference handbook (artwork to be supplied by you)
- ✓ 300 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one promotional product for the Conference satchel
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel
- ✓ Opportunity for one floor sticker within the exhibition, used to promote your services and/or encourage visitors to your booths.

WELCOME EXPERIENCE PARTNER

\$25,000

Welcome the Conference delegates to Adelaide with this exclusive partnership. We bet you'll love our first official networking event for APCC17. Kick start with old and new friends over drinks and canapes while exploring the exhibition. Take part in a Death over Drinks facilitated speed-networking activity, a perfect opportunity for first-timers or those who want to meet the who's who.

This reception will provide the perfect opportunity to network and showcase your organisation as having made a significant contribution and commitment to our industry.

- ✓ Exclusive sponsorship of the Conference Welcome Reception (banner at the venue, acknowledgement in the program)
- ✓ Five minute speaking opportunity during the Welcome Reception
- ✓ One prime position trade booth in the Conference trade exhibition
- ✓ Two full Conference registrations (including all social functions and Meet the Experts Breakfast)
- ✓ Four additional tickets to the Conference Welcome Reception
- ✓ Four tickets to the Meet the Experts Breakfast
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).
- ✓ Acknowledgement on the Conference website and app as the Welcome Experience Partner with a link to your website
- ✓ Acknowledgement and brand presence in all printed Conference materials, including registration desk signage (sponsorship must be confirmed prior to print deadlines)
- ✓ Quarter page advertisement in the Conference handbook (artwork to be supplied by you)
- ✓ 300 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel
- ✓ Opportunity to provide branded items (napkins, coasters etc.), upgrade food and beverage package or provide additional entertainment at own cost.
- ✓ Opportunity for one floor sticker within the exhibition, used to promote your services and/or encourage visitors to your booth.

MEET THE EXPERTS BREAKFAST PARTNER

\$20,000

The ever popular "Meet the Experts" – Breakfast is back! Leave a lasting impression on delegates as the hosts of the first session of the day. This exclusive sponsorship opportunity includes branding of the breakfast session as well as the opportunity to present to the delegates in attendance.

- ✓ Exclusive sponsorship of Breakfast event (banner at the entry and on stage, acknowledgement in the program)
- ✓ Five minute speaking opportunity during the breakfast, plus opportunity of company representative be session facilitator or panellist (at the discussion of the program committee).
- ✓ One prime position trade booth in exhibition
- ✓ Two full Conference registrations (including all social functions and Meet the Experts Breakfast)
- ✓ Four additional tickets to the Conference Welcome Reception
- ✓ Four tickets to the Meet the Experts Breakfast
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).
- ✓ Acknowledgement on the Conference website and app as the Welcome Experience Partner with a link to your website
- ✓ Acknowledgement and brand presence in all printed Conference materials, including registration desk signage (sponsorship must be confirmed prior to print deadlines)
- ✓ Quarter page advertisement in the Conference handbook (artwork to be supplied by you)
- ✓ 300 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel
- ✓ Opportunity to provide branded items (napkins, coasters etc.) or upgrade food and beverage package at own cost.
- ✓ Opportunity for one floor sticker within the exhibition, used to promote your services and/or encourage visitors to your booth.

INTERNATIONAL KEYNOTE SPEAKER PARTNER

\$15,000

(two opportunities available)



Dr Alex Jadad, Founder,
Center for Global eHealth
Innovation (Canada)



Liese Groot-Alberts, Grief-
therapist, Liese Groot-Alberts
Consultants (New Zealand)

Two international keynote speakers will present throughout the duration of the conference. Your organisation will have the privilege of being associated with one speaker. *Speaker must approve organisation's support prior to package confirmation.

- ✓ Company logo acknowledgement in the program and within all collateral where the keynote speaker is promoted
- ✓ Acknowledgement during any interviews, live streaming and post-event collateral when the keynote speaker is promoted
- ✓ Your banner on the stage during the keynote presentation
- ✓ The opportunity to introduce the keynote speaker (in consultation with PCA)
- ✓ The opportunity to dine with the keynote speaker during Meet the Experts breakfast
- ✓ The opportunity to have a photo opportunity with the keynote speaker
- ✓ One trade booth in the Conference trade exhibition
- ✓ Two full Conference registrations (including all social functions and the Meet the Experts Breakfast)
- ✓ Two additional tickets to the Conference Welcome Reception
- ✓ Two additional tickets to the National Palliative Care Awards Gala Dinner
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).
- ✓ Acknowledgement on the Conference website and app as Keynote Speaker Partner with a link to your website
- ✓ Acknowledgement and brand presence in all printed conference materials, including registration desk signage (sponsorship must be confirmed prior to print deadlines)
- ✓ Half page advertisement in the Conference handbook (artwork to be supplied by you)
- ✓ 200 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel
- ✓ Opportunity for one floor sticker within the exhibition, used to promote your services and/or encourage visitors to your booth.



CONFERENCE APP PARTNER SOLD

EXCLUSIVE

The Conference app will give the delegates all the information they need about the Conference, including the ability to interact with speakers and other delegates.

- ✓ Branding of the Conference app with your logo and links to your company website.
- ✓ One trade booth in the Conference trade exhibition
- ✓ Two full Conference registrations (including all social functions and Meet the Experts Breakfast)
- ✓ Two additional tickets to the Conference Welcome Reception
- ✓ Two additional tickets to the National Palliative Care Gala Awards Dinner
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).
- ✓ Acknowledgement on the Conference website and app as the Conference App Partner with a link to your website
- ✓ Acknowledgement and brand presence in all printed conference materials, including registration desk signage (sponsorship must be confirmed prior to print deadlines)
- ✓ Quarter page advertisement in the Conference handbook (artwork to be supplied by you)
- ✓ 200 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel
- ✓ Opportunity for one floor sticker within the exhibition, used to promote your services and/or encourage visitors to your booth.



SPECIAL EXTRAS STATION PARTNERS

\$12,000

(three opportunities available)

We have designed three special packages for organisations who want to provide that little something extra for delegates – a proper coffee, a chance to recharge a device or a much needed massage. You will be remembered as one of the organisations that made the Conference feel special and you will easily draw delegates to your exhibition space.

Your exclusive opportunities include:

Choice of one of the following:

1. Coffee Station **SOLD**



- ✓ The Coffee Station Sponsor will provide a central networking hub within the exhibition hall and a popular meeting place for delegates each day
- ✓ Barista, supplies and equipment for three days
- ✓ Branding of the coffee station (artwork to be supplied by the sponsor to required specifications)

2. Charge Station

- ✓ The Charge Station Sponsor is every delegate's best friend and provides a valuable resource to delegates during the conference
- ✓ Branding of the charge station (artwork to be supplied by the sponsor to required specifications), with capacity to charge numerous devices at once

3. Neck and Shoulder Massage

- ✓ Neck and Shoulder Massages Station will provide delegates with a welcome break during the conference
- ✓ Two massage therapists and equipment for the duration of the Conference
- ✓ Opportunity to brand the Neck and Shoulder Massage Station using your banners and materials.

In addition to the package items above, you'll receive:

- ✓ One trade booth in the Conference trade exhibition
- ✓ One full Conference registration (including all social functions and Meet the Experts Breakfast)
- ✓ One additional ticket to the Conference Welcome Reception
- ✓ One additional ticket to the National Palliative Care Gala Awards Dinner
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).
- ✓ Acknowledgement on the Conference website as the sponsor of the package you choose with a link to your website
- ✓ Acknowledgement and brand presence in all printed conference materials, including registration desk signage (sponsorship must be confirmed prior to print deadlines)
- ✓ Quarter page advertisement in the Conference handbook (artwork to be supplied by you)
- ✓ 150 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel
- ✓ Opportunity for one floor sticker within the exhibition, used to promote your services and/or encourage visitors to your booth.



PLENARY SESSION SPONSOR

\$10,000 multiple

As a Plenary Session Sponsor, your company will be associated with one of the main plenary sessions within the Congress program. There are a number of panel discussions featuring experts who will be presenting discussing highly relevant topics on the palliative care industry. **All speakers must approve organisation's support prior to package confirmation.*

- ✓ Company logo acknowledgement in the program and within collateral where the session is promoted (excludes any recordings, live streaming).
- ✓ Your banner on the stage during the session (to be provided by you)
- ✓ The opportunity to introduce the panel facilitator (in consultation with PCA)
- ✓ One trade booth in the Conference trade exhibition
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).
- ✓ Acknowledgement on the Conference website and app with a link to your website
- ✓ Acknowledgement and brand presence in all printed conference materials, including registration desk signage (sponsorship must be confirmed prior to print deadlines)
- ✓ 200 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel
- ✓ Opportunity for one floor sticker within the exhibition, used to promote your services and/or encourage visitors to your booth.

LANYARD SPONSOR SOLD

\$9,000 exclusive

Every delegate wears one while they are at the Conference. This a branding opportunity second to none.

- ✓ Opportunity to provide all lanyards, printed with your company logo for delegates to wear throughout the conference (must be provided by PCA's specified date for name badge preparation. Style of lanyard to be negotiated with PCA)
- ✓ One full Conference registration (including all social functions and Meet the Experts Breakfast)
- ✓ One additional ticket to the Conference Welcome Reception
- ✓ One additional ticket to the National Palliative Care Gala Awards Dinner
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).
- ✓ Acknowledgement on the Conference website and app as the Lanyard Sponsor with a link to your website
- ✓ Acknowledgement and logo in all printed conference materials (sponsorship must be confirmed prior to print deadlines)
- ✓ Acknowledgement at the opening and closing sessions
- ✓ 150 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel



CONFERENCE SUPPORTER

\$6,000

Choice of branding one of the following:

1. **Catering** (morning/afternoon tea or lunch naming rights)
2. **Notepad and pen** (sponsor to supply items)
3. **Concurrent session** (naming rights to a chosen session in consultation with PCA)
4. **Pocket program** (branding of the pocket program)
5. **Water bottle** (branding on a plastic disposable bottle water)
6. **Hotel Key Wallet** (branding on room key wallets when delegates check-in to their hotels)

In addition to the above items, you'll receive:

- ✓ One full Conference registration (including all social functions and Meet the Experts Breakfast)
- ✓ Acknowledgement on the Conference website and app with a link to your website
- ✓ Acknowledgement and logo in all printed conference materials (sponsorship must be confirmed prior to print deadlines)
- ✓ 50 word organisational profile and logo in the Conference handbook and app
- ✓ Opportunity to provide one A4 satchel insert for the Conference satchel

ADVERTISING BUNDLE

\$4,000
multiple

When you purchase an Advertising Bundle, your organisation will receive premium promotional benefit in the lead-up to and during the conference, reaching an extensive industry database.

Advertising bundle includes:

- ✓ Company logo, bio and URL within conference App
- ✓ Company logo hyperlinked to own URL on sponsorship page of Congress website
- ✓ Company logo featured on conference PowerPoint slides onsite
- ✓ One x satchel insert
- ✓ Electronic delegate list (subject to Privacy Act laws) provided at the close of Early-Bird Registration, one week prior and one week post conference.

APP PUSH NOTIFICATIONS

\$1,000
multiple

One 'alert' will pop up on app user's screens during the event. This is a great way to promote a special offer, increase your company awareness or express a message. Wording is to be approved by the Organising Committee prior to being sent.

SATCHEL INSERT

\$900

You have the opportunity to insert corporate literature, DL, A5, A4 or similar size (limited to max six pages on one leaf, stapled together, per single insert) or promotional merchandise (not including note pads and pens or water bottles) into the satchels, provided to all delegates. All mechanise inserts must be approved by PCA, so please check if you are considering promotional items of a different nature.



Exhibition

The trade exhibition provides a central point where everyone meets up at least three times a day. It will be the central hub of the conference with all day catering breaks taking place there and is also the venue for the Welcome Reception.

Custom built trade booths are most welcome. Standard trade booths come with a basic furniture package included. Additional furniture can be hired from Adelaide Expo Hire. Booths may be sold as shell schemes or space only.

TRADE BOOTH

\$4950

(including furniture)

Your 3 x 3m booth includes:

- ✓ 2.5m high walls
- ✓ Company name fascia signage
- ✓ Lighting
- ✓ One power point
- ✓ One lockable counter unit
- ✓ Two bar stools
- ✓ One brochure holder
- ✓ Registration for two booth managers (includes access to conference sessions)
- ✓ One conference satchel
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).



TRADE BOOTH

\$4750

(excluding furniture)

Your 3 x 3m booth includes:

- ✓ 2.5m high walls
- ✓ Company name fascia signage
- ✓ Lighting
- ✓ One power point
- ✓ Registration for two booth managers (includes access to conference sessions)
- ✓ One conference satchel
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).

TRADE TABLE

\$2500

These are reserved for not-for-profit and community based organisations.

Your trade table booking includes:

- ✓ One clothed trestle table with two chairs
- ✓ One poster board with company name signage
- ✓ Lighting and power
- ✓ Registration for one table manager (includes access to conference sessions)
- ✓ An opt-in delegate list provided at the conclusion of the conference – (name, organisation and State only, provided in PDF format and subject to Privacy Legislation).

Additional trade representative fee is \$490.

Floorplan

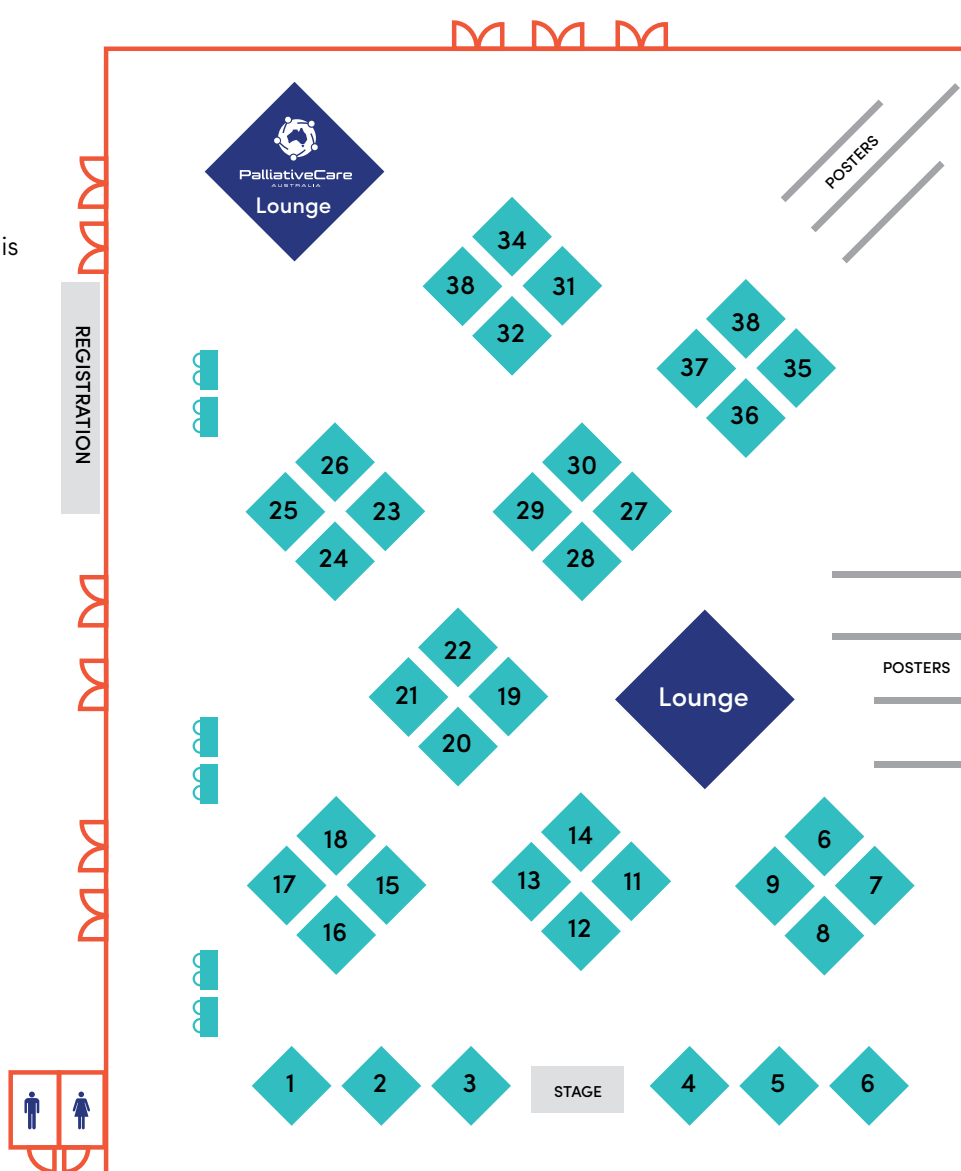
The 2017 floor plan has been carefully designed to ensure the foot-traffic direction of delegates from the plenary sessions into the exhibition hall is smooth and seamless.



Australian Palliative Care Conference
6–8 September 2017 · Adelaide



PLENARY ENTRY/EXIT



PCA reserves the right to review floor plan

Schedule

Tuesday 5 September 2017

1.30pm–4.30pm
Exhibitor Bump-in
5pm–7.30pm
Welcome Reception & Death over Drinks in Exhibition
(all exhibitors to be ready)

Wednesday 6 September 2017

9am–5pm
Conference Sessions & Exhibition Open

Thursday 7 September 2017

9am–5pm
Conference Sessions & Exhibition Open
7pm–11pm
National Palliative Care Awards Gala Dinner
(included in exhibitor regos)

Friday 8 September 2017

9am–1.30pm
Exhibition Open & Bump-out (from 1.30pm)
9am–4pm
Conference Sessions

Booking terms and conditions

- » All sponsorship and exhibition prices include GST
- » Sponsorship and exhibition packages will only be confirmed after receipt of the signed booking form and payment
- » 50% deposit must be paid on completion of the booking form. The remaining amount must be paid within 30 days of completion of the booking form
- » The conference team will contact you to select your preference for an exhibition booth from the pre-determined spaces available. Palliative Care Australia reserves the right to change the trade exhibition layout without notice
- » Exhibition spaces are assigned in order of receipt of payment
- » All sponsorship cancellations must be submitted in writing to Palliative Care Australia by 31 July 2017.
 - Cancellation on or before 1 March 2017 = 25% cancellation fee
 - Cancellation between 2 March and 30 June 2017 = 50% cancellation fee
 - Cancellation received on or after 1 July 2017 = 100% cancellation fee

Sponsorship and Trade Exhibition Booking Form

2017 Australian Palliative Care Conference

Personal Details

Title: _____ First name: _____ Surname: _____
Position: _____ Organisation: _____
Address: _____ State: _____ Postcode: _____
Phone/Mobile: _____ Email: _____

Sponsorship Booking

Which sponsorship package would you like to purchase?

Trade Exhibition Booking

I would like to purchase the following trade exhibition packages:

- Trade Booth including furniture \$4,950 (inc GST) Trestle Table \$2,500 (inc GST)
 Trade Booth excluding furniture \$4,750 (inc GST) My preferred booth numbers are (1) (2) (3)

Registration

I would like to purchase the following trade exhibition packages:

- Full Delegate @ \$860 (including all social functions and Meet the Experts Breakfast)
 Exhibitors Registration @ \$490 (including day catering and attendance at the Welcome Reception. Conference sessions and social functions are not included)

Conditions

I/we accept the terms and conditions of undertaking sponsorship of the 14th Australian Palliative Care Conference

Name: _____ Signature: _____ Date: _____

Payment Details

- I enclose a cheque payable to Australian Palliative Care Conference
 I wish to pay by Electronic Funds Transfer. Bank details will be provided on your invoice.
 I wish to pay by credit card and hereby authorise Conference Logistics to charge the amount of \$ _____ to my credit card

Please charge my: MasterCard Visa

Card Number: _____ Expiry Date: _____

Card Holder Name: _____ Signature: _____ Date: _____

Please send completed to: emma@conlog.com.au