

SAVE THE DATE!
300+ delegates in 2016



ACNP/NursePrac ED 2016

11th Conference of the Australian College of Nurse Practitioners

Incorporating NursePrac ED

The Centre of Care

Tuesday 30 August – Friday 2 September 2016 | Alice Springs Convention Centre

Sponsorship & Exhibition Prospectus

Northern Territory Nurse Practitioners look forward to welcoming you to the Red Centre in 2016.

Your participation as exhibitors and sponsors at the conference lends invaluable support and provides you with an opportunity to showcase your range of products and services while networking with the delegates.

Our diverse program will address a range of contemporary issues in the clinical practice, policy, academic and leadership areas of the Nurse Practitioner role. The conference will highlight some of the specific challenges and innovative solutions in use by Nurse Practitioners working in rural and remote communities across Australia, particularly in primary health care.

The conference theme **The Centre of Care** emphasises the role NPs play as leaders in the provision of patient-centered, collaborative, multidisciplinary health care across the continuum. Nurse Practitioners, Nurse Practitioner candidates, academics, policy makers and leaders will gather together - sharing their knowledge and learning how to further enhance patient care. We look forward to working with you and welcoming you to the Territory in 2016.

Lyn Byers, ACNP 2016 Local Organising Committee

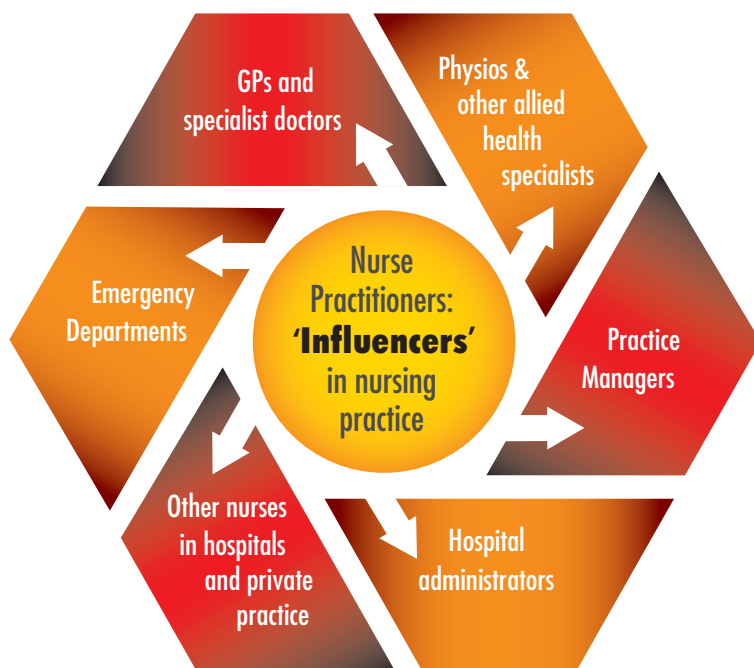


Your return on investment includes:

- ▶ Showcasing your organisation as a key partner and supporter of the Australian College of Nurse Practitioners
- ▶ Increasing your market share & brand recognition via exposure to a captive audience of health professionals
- ▶ Networking with potential clients in both formal and social settings
- ▶ Direct access to delegates interested in updating their knowledge of industry products and services
- ▶ Recognition as an industry leader for contributing to industry knowledge, training and networking

The conference attracts 300+ advanced practice clinicians

Nurse Practitioner delegates are specialised. They work at advanced level and are likely to operate in ED, GP practices, private practice, the community, rural and remote areas or in research & education.



Clinical practice settings may also include:

- aged care
- cancer care
- cardiology
- chronic disease management
- chronic heart failure
- community health
- continence
- diabetes care
- emergency care
- health promotion
- intensive care
- mental health
- men's health
- neonatal
- neurosurgery
- oncology
- ophthalmology
- orthopedics
- paediatrics
- pain management
- palliative care
- primary healthcare
- renal
- respiratory
- rural & remote health
- sexual health
- urology
- wellbeing programs
- women's health
- wound management
- young people's health

Chris Raftery President, Australian College of Nurse Practitioners

Nurse practitioners provide a level of health care beyond that of the registered nurse. Their role is to improve access to quality & timely healthcare options that meet the needs of consumers and their clinical practice capabilities include comprehensive clinical assessment, diagnosis, ordering of tests, prescribing of medication (including PBS) and referral to other health care providers.

Increasingly nurse practitioners are self-employed, operating independent health-related businesses that respond to local community health needs. Success in such ventures requires the maintenance of strong small business networks.

Other nurse practitioners hold key senior leadership roles in clinical practice, education and research where they influence health care systems, overall health and wellbeing, and support of healthy lifestyle choices in a range of settings including hospitals, residential aged care and community based services.

What delegates say...

I find the exhibition provides me with updates about products and gives me the opportunity to discuss in a non-pressured environment how to best make use of tools and information in treating my patients. I go on an educational shopping spree!

Amal Helou

**Nurse Practitioner, RPA Hospital
Pain Management Centre**

What exhibitors say...

The University of Newcastle has supported the ACNP conference for many years. Nurse Practitioners engage well with exhibitors and we find the networking invaluable in maintaining our high profile as an education provider to NPs around the country. We look forward to continuing our support of the ACNP in Alice Springs during 2016. **Lorna Maclellan Senior Lecturer, University of Newcastle**

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Attending the Nurse Practitioner meeting in Melbourne was great for forging new relationships with clients we were previously unaware of. We were also able to build on relationships with our existing clients in a relaxed and informal setting. The program was of a high standard generating lots of interest for delegates who came from all over Australia. **Executive Sales Representative Mayne Pharma**

Conference Venue



The Alice Springs Convention Centre is a purpose-built conference facility offering state of the art technology, best practice environmental controls and quality service delivery. The exhibition will be located in MacDonnell Room A & B, next to the plenary area - MacDonnell Room C. This proximity ensures ease of access to the exhibition and with all food and beverage being served there, it provides maximum exposure for exhibitors - to network with delegates and to showcase your products and services.

Program Overview

Tuesday 30 August	Wednesday 31 August	Thursday 1 September	Friday 2 September
Exhibition bump in Registration open Welcome Reception	Day 1 Program Casual Dinner	Day 2 Program Social Activity	Day 3 Program Exhibition bump out (follows afternoon tea) Conference Dinner



Key Sponsorship Options

The **11th Conference of the Australian College of Nurse Practitioners** (incorporating NursePrac ED) offers a unique opportunity to increase your company's exposure to a wide range of Nurse Practitioners from across Australia. Sponsorship packages can be tailored to meet your needs and marketing objectives, so please do not hesitate to contact the Conference Secretariat to discuss further.

- A. Platinum Sponsorship \$20,000
- B. Gold Sponsorship \$15,000
- C. Silver Sponsorship \$10,000
- D. Bronze Sponsorship \$5,000

	Platinum	Gold	Silver	Bronze
VENUE SIGNAGE				
Prominent acknowledgement on Conference Signage at Registration Desk	●	●	●	●
RECOGNITION & BRANDING OPPORTUNITIES				
Acknowledgement at opening and closing sessions	●	●	●	●
Acknowledgement and logo in all published conference materials	●	●	●	●
Acknowledgement and logo on <i>Thanks to Sponsors</i> slide shown as each session begins	●	●	●	●
Exhibition Booth (complimentary entitlements)	2 booths	1 booth	75% discount	50% discount
Exclusive choice of prime location booth/s (subject to availability at time of confirmation)	1st choice of position	●	●	●
ADVERTISING				
Complimentary Satchel Insert	●	●	●	●
WEBSITE / APP AND MEDIA EXPOSURE				
Enhanced company listing in the Conference App including contact details	●	●	●	●
Company profile in the Conference App (150 words max)	●	●	●	●
Rotating linked company logo in the Conference App	●	●	●	●
Opportunity to provide one PDF marketing document for download in the Conference App	●	●	●	●
Complimentary e-marketing communication to delegates prior to the meeting	●	●	●	●
Company logo on Conference Website with a direct link to your website	●	●	●	●
Press release of all events associated with the Conference will include the phrase 'Sponsored by <i>Platinum Sponsor</i> '	●	●	●	●
OTHER ENTITLEMENTS				
Complimentary Exhibitor Passes to the Conference including Welcome Reception	5	4	3	2
Complimentary Gala Dinner tickets	5	4	●	●
Discount on a Supplementary Sponsorship Option (discount only available on 1 item)	50%	50%	25%	15%

Supplementary Sponsorship Options

Top up your sponsorship with a selection of the following supplementary opportunities, which offer additional benefits.

The Conference Secretariat will be pleased to help you obtain maximum exposure for your investment and can tailor a sponsorship package to suit your company's needs.

Principal NursPrac ED Stream | \$8,000

NursePrac ED will be integrated into the overall 2016 program. With their own dedicated stream, you will have access to not only NursePrac ED but ACNP delegates also. This is a great chance to increase your networking power and scope across two target audiences.

- ▶ Thanks and acknowledgement by Conference Convenor at conference opening and closing
- ▶ Company banner prominently displayed on the stage for the duration of the NursePrac ED stream
- ▶ Rotating company logo and enhanced listing in the Conference App
- ▶ Company logo prominently displayed on Conference Website with a link to your company website
- ▶ Prominent acknowledgement on the *Thanks to Sponsors* PowerPoint slide
- ▶ 1 x complimentary exhibition booth
- ▶ 2 x complimentary satchel inserts
- ▶ 1 x additional complimentary exhibitor registration

Pre-Conference Workshop | \$6,500

The Pre-Conference Workshop is an ideal opportunity to provide a speaker/s and put together a targeted program.

- ▶ Recognition as Pre-Conference Workshop Sponsor (with logo) on all printed conference materials, on website and in *Thanks to Sponsors* PowerPoint slide
- ▶ Delegate list supplied for the workshop
- ▶ Company banner displayed throughout workshop
- ▶ Acknowledgement of sponsorship by Chairperson
- ▶ Opportunity to send a pre-conference communication to all delegates registered for the workshop
- ▶ Enhanced listing in the Conference App including company logo and profile

Please note: This option is available to Key Sponsors only. Please advise the Conference Secretariat of your proposed topic, speaker and content as these must be approved by the conference committee before inclusion in the program. Room hire and standard AV are included. Catering costs are additional and can be arranged through the secretariat.

Conference App | \$6,000

The ACNP 2016 Conference App provides delegates with the following benefits:

- ▶ Up to the minute access to event schedules
- ▶ Option to create personalised schedules
- ▶ View session details daily
- ▶ Create your profile and search other attendee and speaker profiles
- ▶ Easy access to exhibitor and sponsor listings, maps, and event specific social media
- ▶ Connect with fellow delegates via direct messaging within the app
- ▶ Integration with Twitter, LinkedIn and Facebook

As the Conference App Sponsor your company will benefit from the following exposure:

- ▶ Company logo on home at startup
- ▶ Rotating banner with a direct link to your website
- ▶ 3 x sponsor push notifications onsite via alert function
- ▶ Full list of contact details
- ▶ Recognition on all Conference signage
- ▶ Acknowledgement of Conference App Sponsorship in all published conference materials, *Thanks to Sponsors* PowerPoint slide and on Conference Website
- ▶ 2 x complimentary exhibitor conference registrations
- ▶ Enhanced listing in the Conference App including company logo and profile

Supplementary Sponsorship Options

Audio Visual | \$6,000

- ▶ Recognition of Audio-Visual Support on Conference Website and in Conference App
- ▶ PowerPoint slide throughout conference recognising AV support
- ▶ Company logo prominently displayed at AV operations
- ▶ 3 x complimentary exhibitor registrations to Conference
- ▶ Enhanced listing in the Conference App including company logo and profile

Breakfast Session | \$6,000

This is your chance to host a Breakfast Session and sponsorship includes:

- ▶ Your company to nominate session content and speaker/s (*subject to ACNP approval*)
- ▶ Acknowledgement as Breakfast Session Sponsor on Conference Website and Conference App with a link to your website
- ▶ Your company signage at session point of entry
- ▶ Enhanced listing in the Conference App including company logo and profile
- ▶ Room hire and standard AV included

Catering costs are to be met by the sponsoring company.

Conference Satchel | \$6,000

Your company logo to be printed on the conference satchel which is distributed to all delegates and remains highly visible throughout the conference and beyond.

- ▶ 2 x complimentary satchel inserts
- ▶ Acknowledgement as Satchel Sponsor on Conference Website and Conference App, with a link to your website
- ▶ 2 x complimentary exhibitor conference registrations
- ▶ Enhanced listing in the Conference App including company logo and profile

Gala Dinner | \$6,000

Friday 2 September 2016

The Conference Gala Dinner is an excellent opportunity to showcase your brand and to create a strong and lasting impression.

- ▶ 5 x complimentary tickets to the Gala Dinner and the opportunity to reserve a corporate table
- ▶ Your appropriately qualified company representative to give a 3-minute reply to the MC's acknowledgement of support at the Dinner
- ▶ Your company signage at point of entry and next to dinner MC during announcements
- ▶ Logo printed on dinner tickets and table menus
- ▶ Recognition as Conference Supporter (with logo) on all printed conference materials
- ▶ Logo and acknowledgement on Conference Website with a link to your website
- ▶ Enhanced listing in the Conference App including company logo and profile

Welcome Reception | \$5,000

Tuesday 30 August 2016

The Welcome Reception will be held within the Conference Exhibition area. Sponsoring this event is an ideal way to raise your company profile while networking with delegates in a more relaxed atmosphere.

- ▶ Your appropriately qualified company representative to give a 3-minute reply to the MC's acknowledgement of support at the Welcome Reception .
- ▶ Your company signage at point of entry and next to Welcome Reception MC during announcements
- ▶ Recognition as Conference Supporter (with logo) on all printed conference materials
- ▶ Logo and acknowledgement on Conference Website with a link to your website
- ▶ Enhanced listing in the Conference App including company logo and profile

Supplementary Sponsorship Options

Internet Café | \$4,000

The Internet Café is provided as an onsite educational tool for delegates to access online information whilst at the Conference. It is located within the Exhibition area.

- ▶ Your company logo on the Internet Café signage
- ▶ Each computer/iPad browser home page to feature your company website
- ▶ Your company's freestanding banner displayed next to the café
- ▶ Opportunity to place company branded computer accessories such as mouse pads, note pads, pens and USBs within the internet café
- ▶ Logo and acknowledgement on Conference Website with a link to your website
- ▶ Enhanced listing in the Conference App including company logo and profile

ACNP Scholarship Award | \$2,200 ea

ACNP Conference Scholarship Award (4 available) Members of the Australian College of Nurse Practitioners will be invited to submit applications for an award. After the conference, scholarship winners will write an article based on their learning and conference outcomes for publication in the ACNP Newsletter.

- ▶ Each award will be used to sponsor the attendance of 4 Nurse Practitioners from rural and metropolitan areas at the Conference
- ▶ As Sponsor of an Award the ACNP invites your company representative to join the ACNP President on stage at the Conference Dinner for the Awards Presentation

Master Class Sessions | \$3,500

Master Class Sessions will be integrated into the Conference Program. Why not take a targeted approach to engage your key audience.

- ▶ Delegate list supplied for the master class
- ▶ Opportunity to send a pre-conference communication to all registered delegates
- ▶ Company banner displayed throughout Master Class
- ▶ Company slide displayed regularly throughout the Master Class
- ▶ Acknowledgement of Sponsorship by Chairperson
- ▶ Logo and acknowledgement on Conference Website with a link to your website
- ▶ Recognition as Master Class Sponsor (with logo) on all printed conference materials, on Conference Website and in Conference *Thanks to Sponsors* PowerPoint slide
- ▶ Enhanced listing in the Conference App including company logo and profile

For further information on Master Class Sessions please contact the Conference Secretariat. Please note that the topic and speaker must be approved by the ACNP

Satchel Insert | \$800

An opportunity for your brand to be positioned at the forefront of delegates minds both at the Conference and post event.

- ▶ One item to be placed inside each Delegate Satchel. This could be an information brochure, flyer or a novelty item

All satchel inserts must be approved by the Conference Secretariat and meet the specifications outlined in the Exhibitor Manual

Conference Exhibition

Exhibition Booth | \$4,000

Don't miss your chance to have a branded presence within the exhibition. Meet one-on-one with the decision makers and leave a lasting impression.

- ▶ 1 x 3m by 3m booth with panelling, company fascia sign, lighting and power
- ▶ 2 x complimentary exhibitor passes which include teas, lunch and the Welcome Reception
- ▶ Fee for an additional company representative - \$700 (excludes Conference Dinner)
- ▶ Logo and acknowledgement on Conference Website with a link to your website

Sponsorship and exhibition space for ACNP/NursePrac ED 2016 will be secured with the return of a booking form and full payment to the Conference Secretariat. Booths will be allocated on a first come first serve basis once full payment is received. Sponsors take first priority.

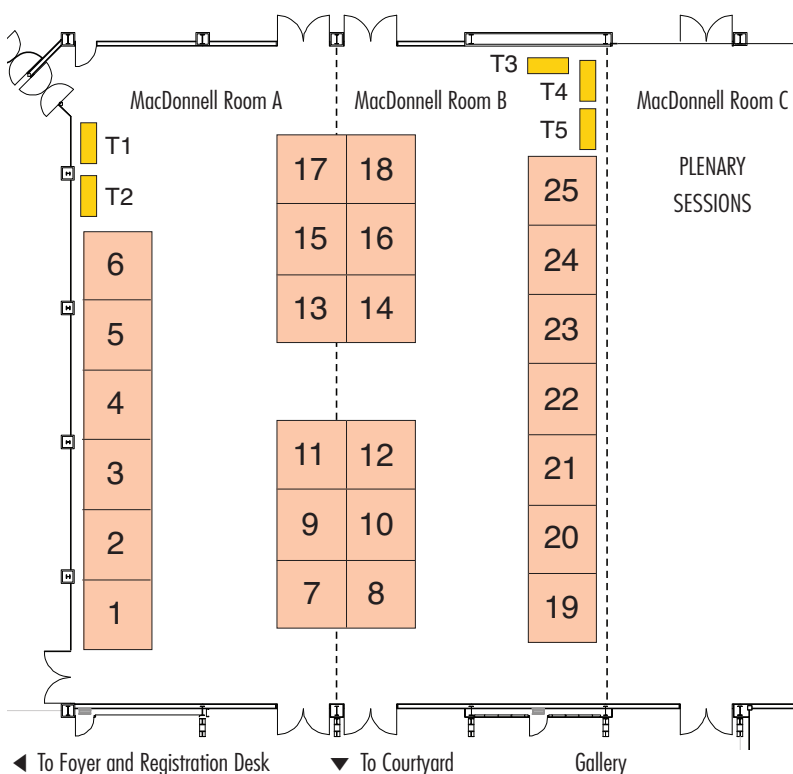
Exhibition Table | \$2,000*

An exhibition table is the perfect opportunity for supporters to interact face to face with delegates.

- ▶ Trade exhibition table with space for company banner and 2 chairs
- ▶ Acknowledgment on *Thanks to Sponsors* slide
- ▶ Acknowledgement on the Conference App
- ▶ 2 x complimentary exhibitor passes which include morning tea, lunch and afternoon tea and the Welcome Reception
- ▶ Logo and acknowledgement on Conference Website with a link to your website

** Exhibition tables are only available to returning NursePracED exhibition supporters who have not previously taken an exhibition booth at the ACNP conference.*

Alice Springs Convention Centre | Exhibition Floorplan | MacDonnell Room A, B and C



Conference Secretariat **DC Conferences Pty Ltd**
 PO Box 637 North Sydney NSW 2059 Australia
P 612 9954 4400 | **F** 612 9954 0666
E acnp2016@dcconferences.com.au
W www.dcconferences.com.au/acnp2016

Terms and Conditions

1. The term 'Organiser' refers to DC Conferences acting as agent for the Australian College of Nurse Practitioners/NursePrac ED.
2. The term 'Exhibitor' and 'Sponsor' include any person, firm, company or corporation and its employees and agents identified in the Booking Form or other written request for Exhibition Space or Sponsorship.
3. A "Contract" is formed between the Organiser and Exhibitor and / or Sponsor when the Organiser accepts the signed application form and receives a deposit.
4. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand.
5. The Organiser reserves the right the change the exhibition floor layout if necessary.
6. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
7. The Organiser reserves the right to specify heights of walls and coverings for display areas.
8. The Organiser may determine the hours during which the Exhibitor will have access to exhibition venue for setting up and dismantling.
9. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
10. The Organiser will accept no liability for loss or damage of equipment displayed or used by the exhibitor.
11. The Organiser and the Organising Committee reserve the right to change any part of the prospectus.

Obligations and Rights of the Exhibitor

12. The Exhibitor must ensure that all accounts are finalised and paid by the start date of the exhibition.
13. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
14. The Exhibitor must comply with all directions /requests issued by the Organiser including those outlined in the Exhibitor Manual.
15. The Exhibitor will submit plans & visuals of custom designed exhibits to the Organiser for approval prior to commencement of the exhibition.
16. The Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries.

17. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged prior to the delivery date specified or on return.
18. It is the responsibility of the Exhibitor to ensure that the space hired for their exhibition complies with their company policy or codes of conduct.

Storage of Goods

19. Instructions regarding storage will be outlined in the Exhibitor Manual distributed prior to the exhibition.

Stand Services and Construction

20. Official contractors will be appointed by the Organiser to undertake stand construction plus supply furniture and IT equipment. All non official contractors wishing to enter the exhibition are required to provide current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

Insurance and Liability

21. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
22. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.
23. The Organiser, the venue, the Organising Committee cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.

Payment and Cancellation

24. To confirm a booking full payment must be received with the booking form.
25. Cancellation must be advised in writing.
26. No exhibitor shall occupy allocation space until all monies owing to the Organiser by the Exhibitor are paid in full.
27. The Exhibitor or Sponsor accepts that a cancellation fee of:
 - 50% of the total contracted cost* will be retained by the organiser if cancellation occurs prior to 18 May 2016.
 - 100% of the total contracted cost* will be retained by the organiser if cancellation occurs on or after 18 May 2016.



Sponsorship & Exhibition Application Form

Exhibitor/Sponsor Information

Contact Name: _____
Title: First Name: Family Name:

Position: _____

Company Name: _____

Address: _____

Suburb: _____ State: _____

Country: _____ Postcode: _____

Phone: _____

Fax: _____

Email: _____

A. Key Sponsorship Options *Please indicate your selection*

Platinum Sponsor **\$20,000**

Gold Sponsor **\$15,000**

Silver Sponsor **\$10,000**

Bronze Sponsor **\$5,000**

B. Supplementary Sponsorship Options

Principal NursePrac ED Stream **\$8,000**

Pre-Conference Workshop **\$6,500**

Conference App **\$6,000**

Audio-visual **\$6,000**

Breakfast Session **\$6,000**

Conference Satchel **\$6,000**

Gala Dinner **\$6,000**

Welcome Reception **\$5,000**

Internet Café **\$4,000**

Master Class **\$3,500ea**

ACNP Conference Scholarship Awards (4) **\$2,200ea**

Satchel Insert **\$800**

C. Exhibition Booth/s \$4,000ea

Please refer to the Exhibition Floorplan on Page 8 and indicate your preferred booth number/s.

1st Choice Booth No. 2nd Choice Booth No. 3rd Choice Booth No.

Please list below any companies you do not wish to be near. The Secretariat reserves the right to assign space/s other than the choice requested.

Companies will be allocated booths on a first come basis once full payment is received.

D. Exhibition Table/s \$2,000 ea

Payment Summary *All costs are inclusive of GST*

A. Key Sponsorship	Subtotal	\$
B. Supplementary Sponsorship	Subtotal	\$
C. Exhibition Booth(s)	Subtotal	\$
D. Exhibition Table(s)	Subtotal	\$
GRAND TOTAL		\$

Payment Method *Please select one*

1. Credit card

MASTERCARD VISA **CVV** _____
3-digit Card Verification Value Code

AMEX +3% surcharge _____
4-digit Card Verification Value Code

▼ CARD NO. _____ **EXPIRY DATE** ____/____/____

Name as on card: _____

Authorising Signature: _____

- OR 2.** Please send me an invoice
- OR 3.** Cheque made payable to **ACNP CONFERENCE**

Acceptance of Terms & Conditions *Please complete this section*

On behalf of Company Name: _____ I confirm that I have read & understood the terms & conditions listed on pg 9.

Exhibition Declaration I/we acknowledge that exhibitors are **NOT permitted** to dismantle booths until after the conclusion of afternoon tea on Friday 2 September 2016 and that my company representative/s will remain at the exhibition until this time. Name: _____

Signature: _____ Position: _____ Date: ____/____/____

Please send completed sponsorship and exhibition application form via email to the Conference Secretariat: **DC Conferences Pty Ltd**
PO Box 637 North Sydney NSW 2059 Australia | P 02 9954 4400 | F 02 9954 0666 | E acnp2016@dconferences.com.au

CANCELLATION POLICY Before 18 May 2016 - 50% refund granted | On or after 18 May 2016 - no refund applies