

Going For Gold:

Meeting Challenges,
Achieving Excellence

8 - 10th June 2012
Hyatt Regency Sanctuary Cove,
Gold Coast

**SPONSORSHIP
BROCHURE**



ABOUT THE CONFERENCE

Be a part of the Rural Doctors Association of Queensland's 23rd Annual Conference (RDAQ 2012) and reach your direct target market! This conference is an exciting opportunity for your organisation to access over 200 doctors and health professionals from rural and regional Queensland.

The RDAQ Conference 2012 will be held at Hyatt Regency Sanctuary Cove, Gold Coast from 8 – 10th June 2012. The conference will cover issues that impact on rural medicine and rural communities.

The conference will be a unique and wide ranging forum for exchanging ideas and developing new skills. Running over two days along with two additional days of pre conference workshops, the program includes the latest updates in clinical practice and training, topical presentations, discussion forums, debates, policy updates and RDAQ's traditional medico-political forum to discuss issues vital to the survival of rural and remote healthcare services.

ABOUT RDAQ

The Rural Doctors Association of Queensland is a not for profit, medico-political organisation committed to:

- Attaining the highest standard of health care for the people of rural Queensland
- Encouraging medical students and medical practitioners to acquire the skills and experience necessary for rural medical practice
- Promoting rural medical practice to medical students and practitioners
- Establishing standards and codes of practice for rural medicine
- Developing educational facilities for achieving standards and codes of practice
- Fostering companionship and communication between rural doctors
- Fostering research into any aspect of the health of rural people

For more information on RDAQ visit our website www.rdaq.com.au

ABOUT THE AUDIENCE

The RDAQ Conference has attracted a high calibre of delegates from rural and regional areas throughout Queensland. Based on the success of the 2011 conference in Cairns it is expected that the 2012 conference will attract over 200 delegates from a wide range of medical and health care professions, educational institutions and government organisations including:

- Rural and Regional Practitioners
- Rural and Regional Specialists
- MSRPPs
- MORPPs
- Interns
- GP Proceduralists
- Medical Officers for the Royal Flying Doctors Service
- Medical Students
- Registrars
- Regional Training Providers
- Policy Makers
- Medical Administrators
- Queensland Health employees
- Medical Educators
- Nurses and Allied Health Professionals

BENEFITS OF INVESTING

As professionals dealing with diverse and challenging medical cases, rural practitioners have perhaps the greatest need for information on products, services and equipment available to them. However, due to their remote locations, they often have limited or no contact with suppliers. For these professionals, the RDAQ Conference is a primary source of information and access to these essential services. The conference gives your organisation a cost effective opportunity to directly promote your brand, products and services to a wide, very receptive and sometimes inaccessible audience.

Sponsorship of the RDAQ 2012 Conference allows your organisation to demonstrate its support for the education and development of rural and regional doctors and health care professionals. This enables doctors to continue working in their rural area and hence supporting their community. Benefits of your support include:

- Direct access to approximately 200 rural and regional health professionals in one location
- Prominent recognition of your brand prior to and during the conference
- Exposure of your brand to a large number of individuals and organisations through conference promotion and marketing
- Extensive networking and relationship building opportunities with key clientele
- Promotion and raised awareness of your organisation, products and services to a key audience with the opportunity to increase business
- Opportunity to launch new products and services to a target audience
- Access to a captive and genuinely interested audience
- Opportunity to support rural health services & rural communities
- Association with the Rural Doctors Association of Queensland and Health Workforce Queensland

Feedback from previous sponsors has been extremely positive and this is substantiated by the number of organisations that choose to support the RDAQ Conference year after year.

PROPOSED PROGRAM

The event will run from the 8 – 10th June 2012, with two days of pre conference workshops on the 7 – 8th June. The program will encompass plenary sessions, clinical updates, education and training workshops and a medico-political debate on rural health issues. The program will also include sessions presented by medical students and overseas trained doctors.

The Trade Exhibition will be held in the foyer of the MacArthur Ballroom located in The Woolshed Conference Centre at the Hyatt Regency from Friday evening until Sunday afternoon. Based on the positive feedback from the previous conferences we will continue to have the Welcome Drinks Reception on Friday evening in the trade area to allow extra opportunities to network with delegates and maximise your exposure.

The full conference program and regular conference updates can be found on the conference website www.rdaq.com.au/conference

MARKETING & PROMOTION

A comprehensive marketing strategy has been put in place to gain maximum exposure for the event and its partners. The strategy combines direct mail, advertising, internet marketing, public relations and promotional activities. The conference will continually be promoted through the conference website, newsletters, related national meetings and industry journals and publications.

The success of our marketing strategy has been demonstrated by a consistent increase in delegate attendance over the past few years.

CONFERENCE MANAGEMENT

If you have any queries regarding the sponsorship brochure or the conference please contact the RDAQ Conference Manager:

Shell Brennan
RDAQ Conference Manager 2012
GPO Box 2523
Brisbane, Qld 4001
Phone: 07 3105 7800
Fax: 07 3105 7801
Email: sbrennan@healthworkforce.com.au
Website: www.rdaq.com.au/conference

SPONSORSHIP OPPORTUNITIES

There are several sponsorship opportunities available for RDAQ 2012. The packages outlined in the following pages serve as a guide to prospective sponsors. To assist in your selection of a package the opportunities have been broken down into five areas:

- Major Sponsorship Packages
- Session and Social Packages
- Print Packages
- Trade Packages
- Advertising

RDAQ are happy to adapt sponsorship options to meet your particular business needs and budget. If you have a unique idea or concept to enhance your participation at RDAQ 2012 please contact the Conference Manager.

For information on sponsorship opportunities for the pre conference Health Workforce Queensland workshops on 7 – 8th June please email: met@healthworkforce.com.au



MAJOR SPONSORSHIP PACKAGES

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$21,000 + GST	\$17,000 + GST	\$10,500 + GST	\$7,600 + GST
	1 available	2 available	3 available	4 available
Opportunity				
Full-time registrations	3	2	1	1
	*Full-time registration includes: Lunch, morning and afternoon tea on Saturday and Sunday, Welcome Reception ticket, Saturday Night Function ticket, Conference Gala Dinner ticket and the opportunity to participate in sessions			
Additional Conference Gala Dinner tickets	2			
Trade display	2	2	1	1
	*Trade display includes: clothed 6ft trestle table, two chairs and access to power if required			
Opportunity to sponsor a concurrent session of choice (value \$2,650)	✓			
Session presentation	✓ (Five minute presentation during selected plenary session – not keynote)	✓ (Five minute presentation during Welcome Reception)	✓ (Five minute presentation during selected concurrent session)	✓ (Three minute presentation during selected concurrent session)
Logo on all generic conference slides and conference thank you slides	✓	✓	✓	✓
Logo on Conference Gala Dinner slides	✓			
Opportunity for a company representative to present an award at the Conference Gala Dinner	✓			
Verbal recognition during opening and closing session, during the conference and at Conference Gala Dinner	✓	✓	✓	✓
Company name, logo and acknowledgement of sponsorship level featured in all print material (including registration brochure)	✓ (Logo featured in prominent position)	✓ (Logo featured in prominent position)	✓	✓
	*Booking deadline applies for inclusion in the registration brochure			
Logo featured on the sponsors page in conference handbook	✓ (Logo also featured on first page)	✓	✓	✓
Welcome message and company logo featured in conference handbook	✓			
Advertisement in conference handbook (High resolution/PDF format)	✓ (Full page colour advert)	✓ (Full page colour advert)	✓ (Half page colour advert)	
Logo featured on all conference e-newsletters	✓	✓		
Logo featured on the sponsor page on the conference website with a link to the company's website	✓ (Logo also featured on home page and all subsequent pages)	✓ (Logo also featured on home page)	✓	✓
Logo on delegate name tag	✓			
Logo on conference satchel	✓	✓		
Opportunity to provide satchel inserts	✓ (Up to 3 inserts)	✓ (Up to 2 inserts)	✓ (1 insert)	✓ (1 insert)
Corporate banner display	✓ Opportunity to display a banner in the following areas: Plenary room Trade Exhibition Conference Gala Dinner Registration desk	✓ Opportunity to display a banner in the following areas: Plenary room Registration desk		
Delegate list	✓	✓	✓	✓
	*The delegate list will be distributed after the conference and will be subject to privacy laws			

SESSION AND SOCIAL PACKAGES

	Conference Gala Dinner & Awards Sponsor	Social Function Sponsor	Keynote Speaker Sponsor	Session Sponsor	Lunch Sponsor
	\$6,820 + GST	\$4,700 + GST	\$4,400 + GST	\$2,650 + GST	\$2,650 + GST
	1 available	1 available	1 available	15 available	1 available
Opportunity					
Full-time registrations			1		
	*Full-time registration includes: Lunch, morning and afternoon tea on Saturday and Sunday, Welcome Reception ticket, Saturday Night Function ticket, Conference Gala Dinner ticket and the opportunity to participate in sessions				
Complimentary Conference Gala Dinner tickets	4				
Complimentary Saturday Night Function tickets	2				
Session presentation	✓ (Five minute presentation during Conference Gala Dinner)		✓ (Five minute presentation and introduction of Keynote Speaker during Keynote session)		
Logo on all generic conference slides and conference thank you slides	✓	✓	✓ (Also during Keynote session)	✓ (Also during selected concurrent session)	✓
Logo on Conference Gala Dinner slides	✓				
Opportunity for a company representative to present an award at the Conference Gala Dinner	✓ (Opportunity to present 2 awards)				
Company logo on function tickets	✓ (Conference Gala Dinner tickets)	✓ (Saturday Night Function tickets)			
Verbal recognition during conference	✓ (Also during Conference Gala Dinner)	✓ (Also during Saturday Night Function)	✓ (Also during Keynote session)	✓ (Also during selected concurrent session)	✓
Company name and logo and acknowledgement of sponsorship level featured in all print material (including registration brochure)	✓	✓	✓	✓	✓
	*Booking deadline applies for inclusion in the registration brochure				
Logo featured on the sponsors page in conference handbook	✓	✓	✓	✓	✓
Logo featured in conference program for selected session and/or function, which will also be printed in the conference handbook	✓	✓	✓	✓	✓
Logo featured on all conference e-newsletters	✓ (Refers only to the newsletters which detail information about the Conference Gala Dinner)	✓ (Refers only to the newsletters which detail information about the Saturday Night Function)	✓ (Refers only to the newsletters which detail information about the Keynote session)		
Logo featured on the sponsor page on the conference website with a link to the company's website	✓	✓	✓	✓	✓
Opportunity to provide satchel inserts	✓ (1 insert)	✓ (1 insert)			
Corporate banner display	✓ (Can display a banner at the Conference Gala Dinner)	✓ (Can display a banner at the Saturday Night Function)	✓ (Can display a banner during Keynote session)	✓ (Can display a banner during selected concurrent session)	✓ (Can display a banner during both lunches)
Opportunity to provide promotional material to delegates			✓ (During Keynote session only)	✓ (During selected concurrent session only)	✓ (During both lunches)

PRINT PACKAGES

	Satchel Sponsor	Conference Handbook Sponsor	Name Tag Sponsor	Satchel Insert Sponsor	RDAQ 2012 Pen Sponsor
	\$3,200 + GST	\$3,200 + GST	\$3,200 + GST	\$1050 + GST	\$3000 + GST
	1 available	1 available	1 available	Unlimited	1 available
Opportunity					
Logo on conference satchel	✓				
	*Please note that smaller Platinum and Gold Sponsor logos will also be included on the alternate side of satchel or underneath depending on selected satchel				
Logo on conference name tags			✓		
Logo on name badge lanyard			✓		
Logo on all generic conference slides, and conference thank you slides	✓	✓	✓		
Verbal recognition during the conference	✓	✓	✓		
Logo featured on the sponsors page in conference handbook	✓	✓ (Logo will also be featured in another prominent position within the conference handbook)	✓		✓
Advertisement in conference handbook (High resolution/PDF format)		✓ (Full back page colour advert)			
Logo featured on the sponsor page on the conference website with a link to the company's website	✓	✓	✓		✓
Opportunity to provide satchel inserts	✓ (Up to 2 inserts)			✓ (1 insert)	
Opportunity to provide pens and notepads for satchels (At sponsor's own cost)	✓			✓	
Logo featured on RDAQ 2012 pen					✓



TRADE PACKAGE

Investment of \$3,500 + GST

A trade display at the RDAQ Conference 2012 will be the most effective and visual way to reach delegates and potential customers. Your representatives will have the opportunity to provide product demonstrations and training, discuss innovations and generally network with rural doctors in a relaxed environment. This unique contact with rural and remote doctors is an inexpensive and time efficient investment.

The Trade Exhibition will be located in the foyer of the MacArthur Ballroom located in The Woolshed Conference Centre at the Hyatt Regency. All of the major delegate networking will occur in the Exhibition and will be an excellent place to catch up with old colleagues or make new contacts. The lunches, morning and afternoon teas on Saturday and Sunday and Welcome Reception on Friday will also be held in the Trade Exhibition, highlighting it as a hub of activity.

Your trade package includes:

- Clothed 6ft trestle table and two chairs
- Access to power if required
- Trade registration for two representatives including lunch, morning and afternoon teas and Welcome Reception
- Company logo in the conference handbook
- Recognition of your company during the conference
- Company logo featured on the conference website with a link to your website
- Company logo on conference thank you slides
- A list of delegates and organisations after the conference
(subject to privacy laws)

A floor plan will be sent to you prior to the conference for you to select your stand location preference. Please note that Platinum, Gold, Silver & Bronze sponsor stands will be allocated first then trade exhibitors will be allocated on a first come first served basis.

The Conference Manager works to ensure best efforts are taken to provide for exhibitors' preferences, however late changes to the floor plan may occur without notice. The Trade Exhibitors Manual will be sent to the contact person nominated on your booking form in early April 2012.

CONFERENCE HANDBOOK ADVERTISING

Advertisement deadlines will apply:

Full page colour	\$1100 + GST
1/2 page colour	\$890 + GST
1/4 page colour	\$630 + GST

Please note that you will be required to supply the advertisement in high resolution/PDF format by Friday 13th April 2012.

Payment Options

Full payment of your investment is required with your booking form. Sponsorship is guaranteed once payment is received.

You have three options for payment:

- Cheques to be made payable to Rural Doctors Association of Queensland
- Direct deposits must be received within five working days of submission of your booking form
- Credit card details to be included with your booking form

Cancellation Policy

Cancellations must be made in writing to the Conference Manager. Cancellations received before Friday 13th April 2012 will receive a 50% refund.

Where your company logo has been promoted on printed material or the conference website, your refund may be less than 50% and is at the discretion of the Conference Committee. Cancellations received on or after Friday 13th April 2012 will not receive a refund.

Exhibitors Public and Products Liability

Trade exhibitors must have at least \$A5,000,000 of suitable Public and Products liability insurance to participate in RDAQ 2012. It is essential that a copy of your current Certificate of Currency is sent with your sponsorship booking form.



SPONSORSHIP BOOKING FORM

Rural Doctors Association of Queensland 23rd Annual Conference

Hyatt Regency Sanctuary Cove, Gold Coast / 8 – 10th June 2012

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Please complete this form & return with your Certificate of Currency with payment to:
Shell Brennan, RDAQ Conference Manager, GPO Box 2523, BRISBANE, QLD 4001 or fax to 07 3105 7801

Organisation Details

Organisation _____ Contact _____

Address _____

State _____ Postcode _____ Telephone _____

Fax _____ Mobile _____

Email _____

Website _____ ABN _____

Sponsorship Options (All amounts listed below include GST)

Major Sponsorship Packages

- Platinum Sponsor \$23,100
- Gold Sponsor \$18,700
- Silver Sponsor \$11,550
- Bronze Sponsor \$8,360

Session and Social Packages

- Dinner & Awards Sponsor \$7,502
- Social Sponsor \$5,170
- Keynote Speaker Sponsor \$4,840
- Session Sponsor \$2,915
- Lunch Sponsor \$2,915

Print Packages

- Satchel Sponsor \$3,520
- Conference Handbook Sponsor \$3,520
- Name Tag Sponsor \$3,520
- Satchel Insert Sponsor \$1,155
- RDAQ 2012 Pen Sponsor \$3,300

Trade Package

- \$3,850

Conference Handbook Advertising

- Full page colour / \$1210
- 1/2 page colour / \$979
- 1/4 page colour / \$693

Payment Details

- Cheque (made payable to Rural Doctors Association of Queensland)
- Direct Deposit (to be received within 5 working days)

Account name: RDAQ (Bank of QLD) BSB: 124035 Account Number: 10623928

Please charge my credit card Visa Mastercard Bankcard

Credit Card Number _____ Expiry Date _____ / _____ Security Code _____

Card Holders Name _____ Signature _____

Please find attached my Certificate of Currency.

- I agree to the terms and conditions outlined in the RDAQ 2012 Sponsorship brochure including payment, cancellation policies, forwarding of Certificate of Currency & any relevant changes to contact personnel.
- Please note that any name changes in personnel attending RDAQ 2012 as Trade Exhibitors or conference attendees (via level of sponsorship) must be put in writing and sent to the Conference Manager, as unauthorised personnel will not be granted entry. All sponsorship information will be sent to the contact person nominated on your booking form, unless authorised in writing due to a change in personnel.

Signature _____ Name _____ Date _____